

U.S. ARMY MARKETING AND ENGAGEMENT BRIGADE

BRANDING SUPPORT PROGRAM CATALOG

2021



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- Enterprise Army Brand guidelines will take precedence over all branding considerations. All requests are made using the USAMEB Branding Request Order Form found on the USAMEB website OR provided to your BDE APA.
- All USAREC custom requests (non-standard) must be routed through G-7/9 for approval. G-7/9 will forward approved custom requests to USAMEB utilizing EMM.
- Requests from USACC Battalions must be routed and approved through Brigade POC utilizing EMM.
- USACC custom requests (non-standard) must be routed through RMID for approval. RMID will forward approved custom requests to USAMEB utilizing EMM.
- All orders must be submitted via EMM and routed through the appropriate channels per local SOP. Battalions and above will utilize EMM when submitting BSP request, Request will route through the appropriate approval channels for submission.
- USAMEB is not a mass production agency. The program has been developed to support the accessions mission with custom products. Customizing is allowed in accordance with the Army Branding Guidelines. All BSP items will be Army Branded. It is highly recommended to use contact numbers, address, URL, etc.
- This catalog depicts our common requests; it is just a general guideline to assist in the ordering process.
- Request should include as much information as possible, for example: size, mounted or not mounted, custom text, grommets, custom graphics, how they will be employed, contact info, mailing address, phone number, approving authority & POC email.
- Customer supplied images: supply artwork in a digital format at highest resolution possible, example: school logos, mascots. Photos need to be 300 pixels per inch (PPI) minimum, TIFF format is best, JPG will limit size, Vector art files are preferred.
- USAREC units that want to use local imagery instead of preapproved images will provide justification on why approved images will not suffice. Any field provided images will need to be of professional quality and high resolution and require USAREC G7/9 approval.
- **Brigade POCs are responsible for checking content (quantity, text, & images), obtaining appropriate approval when necessary, and maintaining accurate allocation usage.**



Zoom in on this image to see the difference between good and bad image quality.

The quality of the image is determined by the size and resolution among other factors. A high quality image is essential for proper enlargement.

JPEG, TIF, PSD formats are all acceptable file types but an internal review will be done to determine if the image can be successfully used.

Images found in the USAREC EMM Catalog can be used for BSP items using the EMM reference number.

2'X8'



3'X6'



BANNERS

- Available in solid vinyl material and mesh which has small holes in the material to allow wind to travel through (great for outdoors).
- Can be ordered in various sizes (most common: 2'x8' & 3'x6') with a maximum width of 59". Greater widths are possible but will result in a welded product with a seam in the material. *Due to welding equipment limitations we are only able to produce banners no larger than 144" (12') x 180" (15') or if needed, we can produce a ONE (1) piece banner 59"w (4'11") x 300" (25') l. If you have questions please contact the Branding Support Program Manager.*
- Outdoor vinyl banners may require windcuts.
- Consider how item will be displayed (hanging, tacked on wall, etc) to determine if grommets are needed. Grommets are placed every 2' -3' unless requested otherwise.
- Custom sizes are available

3'X6'



4'X6'



MURALS

- Murals are laminated paper prints larger than 24"x36".
- Request mounted on hard material or on foam material, or unmounted laminated prints.
- Various sizes - most common 4'x6'.
- Laminated murals allow for rolling and easy transport.
- Typically used at job fairs or hung on wall of schools, example would be in JROTC/ROTC classroom.
- If mounting hardware is requested please specify in remarks section of order form. Please include the type of display and wall.
- Note that in some instances your facility managers can accomplish this.
- Custom sizes are available

16"X24"



24"X36"



POSTERS

- Posters are laminated paper prints 24"x36" or smaller.
- Request mounted on hard material or on foam material, or unmounted laminated prints.
- Various sizes - most common 16"x24" & 24"x36".
- Typically used in high school guidance offices, COI business, local supportive businesses chamber of commerce, etc.
- Custom sizes are available



FENCE POST SIGNS

- Sign printed on aluminum with holes in top and bottom for mounting.
- Various sizes - most common 18"w x 20"h.
- Typically used in rural areas, farms, wagons, tractors, etc.
- Custom sizes are available



YARD SIGNS

- Sign printed on corrugated plastic and mounted on metal legs.
- Standard size is 18"h x 24"w.
- Typically used outside high schools, colleges, COI business or home, local supportive businesses, chamber of commerce, etc.
- Custom sizes are available



MAGNETIC SIGNS

- Printed on magnetic material.
- Various sizes - most common 11"h x 18"w.
- Typically used on ROTC vehicles or Recruiter vehicles.
- Suggest removing if traveling faster than 55 MPH or when cleaning vehicle.
- Custom sizes are available



CLINGS

- Solid static clings are non-perforated and easily removable.
- Perforated clings are a more permanent installation although still removable. These have adhesive on the back that sticks to the outside of windows.
- Reverse print static clings mount on the inside of the window and are outward facing.
- Various sizes - most common 11"h X 18"w. Size can be customized to fit your window.
- Typically used at the entrances at high schools, colleges, COI businesses, vehicle windows and chamber of commerce facilities.
- Custom sizes are available



STICKERS

- Can be printed on calendered vinyl or "fathead" material. Calendered vinyl has a more aggressive adhesive than the fathead material which is easily removed. Specify which material you need.
- Standard size is 18"x24" although custom sizes can be ordered.
- Custom sizes are available



SANDWICH SIGNS

- Frame made of aluminum with image on hard plastic material insert.
- Size: image panel - 23.5"x35.5".... system - 24"x40".
- Specify if complete system is needed or just replacement panels. If replacement panels are for an older system that is a different size, specify size of image panels needed.
- System is reversible; images can be put on both sides of panels.
- Typically used outside of a Recruiting Station or during table setups.



PULL UP BANNERS

- Pull up banner systems come in three sizes.
 - Large size: 33"x88" - system can be single or double sided.
 - Medium size: 15.75" x 34.25" - system can only be single sided.
 - Small size: 11.625" x 18.875" - system can only be single sided.
- Specify if you are requesting replacement panels for an old system & include the system measurements for replacement panels.
- Pull Up Banner Systems are best used for events and short term display indoors or outdoors.



STAND UP CUT-OUTS

- Size: Male height around 6'. Female height around 5'6".
- Images are directly printed on foam material and cut out to shape.
- A base support is attached to the back to give it the ability to stand on its own.
- Cut-Outs are best used for events and Recruiting Stations indoors.
- Custom sizes are available



SPECIALTY ITEMS

- Custom items are available through the BSP including items like artwork for vehicle wraps.
- Please contact us with your special request. Our designers can work with you on custom creations.
- Be prepared with information regarding your order like photos of your vehicle with make and model or specific details of the item you would like designed.



100%



80/50%



80%



50% SCHOOL LOGOS

Due to branding standards every piece produced **MUST** have the Army brand. All other logos are optional.

The Army brand is always the largest logo placed on the piece while all secondary and tertiary logos will be a smaller percentage of the Army brand's size. When the brand and one other logo are used, the secondary logo will be 80% of the size of the brand. When the brand and two or more logos are used, the secondary and tertiary logos will be 50% of the size of the brand. Please make reference to the above illustration for an example.

If a school logo is requested, please send a vector file format. A vector file can be any of the following file formats: an .ai file, a pdf saved from an .ai file, or an .eps file. We must have permission from the school on file in order to use the logo. Please keep in mind that if you provide a low resolution jpg it may not be able to be used.

NOTE: If you choose to include either the Army ROTC or AMEDD logo, the standard web-address "goarmy.com" will be changed to the matching URL:

ROTC - goarmy.com/rotc

AMEDD - recruiting.army.mil/mrb

The Social Media lockup (below) can be included on graphics upon request.

Follow us @GoArmy

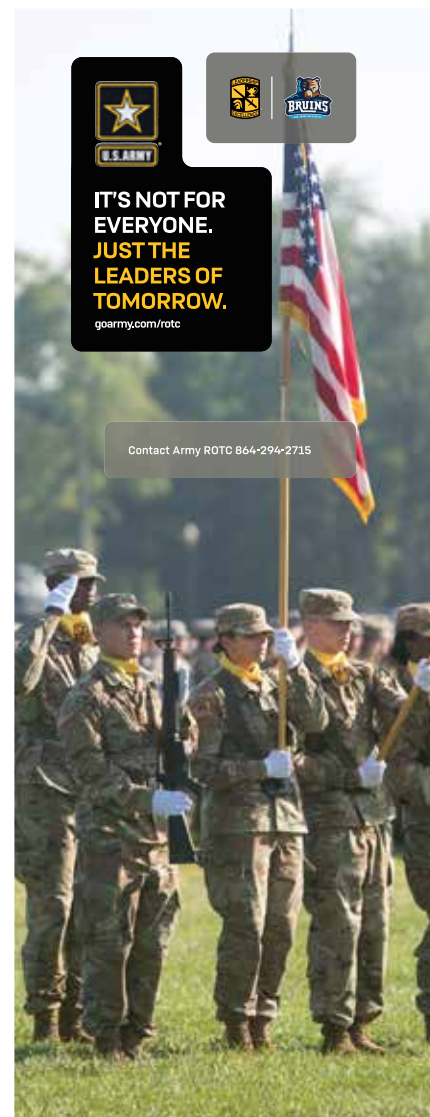


Localization text is available for every piece in the catalog. Below is an example of the type of information you can include:

School/Battalion/Recruiting Station Name
Street Address
Phone Number
web-address
email

Please make sure that all localization text has been proofed before submitting your order. Check all phone numbers and addresses (web and street). If your web-address works without the www. on it, please refrain from including it in your custom text.

To the right is an example of a customized pull up banner including the ROTC logo, the school logo, and custom text.



When selecting images, you need to consider the final format of the product you are ordering. Some images will crop better to different sizes than others. Extreme formats like 2'x8' are much more difficult to accommodate on most images. The focus of the image can be lost with a crop size and format that doesn't work well for that particular image.

Original image



2'x8' portrait



3'x6' landscape



2'x8' landscape



2:3 ratio landscape



2:3 ratio portrait



The examples above demonstrate that this image works in most landscape formats but loses the focus in portrait formats. Try to select images that will work well for your needs. If you select an image that doesn't work in the requested format, our designers can suggest a similar replacement image that will work.

INTRODUCTION

SAMPLE IMAGE CROPS

This is an example of an image that works well in multiple crops and formats.

Crops on images can also depend on taglines, logos and custom text.

Original image



Sandwich Sign



2'x8' landscape



3'x6' landscape



2:3 ratio landscape



2'x8' portrait



3'x6' portrait



Pull Up Banner



2:3 ratio portrait



TAGLINES

T1	SOLDIER'S CREED*	T22	PREPARE FOR TOMORROW'S CHALLENGES TODAY.
T2	ARMY VALUES*	T23	A LEGACY OF SERVICE.*
T3	WARRIOR ETHOS*	T24	A SHARED SENSE OF PURPOSE.
T4	CADET CREED	T25	GIVE BACK ON A GLOBAL LEVEL.*
T5	NCO CREED	T26	SERVE WITH HONOR. LIVE WITH PURPOSE.
T6	JOIN THE TEAM THAT MAKES A DIFFERENCE.*	T27	PURSUE YOUR PASSION. SERVE YOUR COUNTRY.
T7	TEAM ARMY.	T28	NATIONAL CHAMPS SINCE 1775.*
T8	STAND FIRM. STAND BRAVE. STAND WITH THE ARMY TEAM.	T29	THE U.S. ARMY - BREAKING BARRIERS FOR WOMEN FOR NEARLY A CENTURY.
T9	STEP FORWARD AND MAKE A DIFFERENCE.	T30	GAIN AN EDGE IN A COMPETITIVE WORLD.
T10	THE TOUGHEST MISSIONS. BEST TRAINED SOLDIERS.*	T31	YOUR SKILLS. YOUR INTERESTS. YOUR FUTURE.
T11	GIVE YOUR CAREER A SHOT OF ADRENALINE.*	T32	SEEK A REWARDING CAREER.*
T12	WE DON'T CALL FOR REINFORCEMENTS. WE MAKE THEM.*	T33	JUMP START YOUR CAREER.
T13	AN EXPERIENCE OF A LIFETIME.*	T34	TRAIN HERE. SUCCEED ANYWHERE.*
T14	EARN THE TABS OF THE ARMY'S ELITE.*	T35	TRY CLIMBING OUR CORPORATE LADDER.
T15	CAN YOU MAKE THE CUT?*	T36	FOR OUR CYBER WARRIORS THIS IS THEIR BATTLEFIELD.*
T16	DO YOU HAVE WHAT IT TAKES?	T37	ADVANCE YOUR TECH SKILLS.
T17	ARE YOU ONE OF US?	T38	TEAMWORK, TECHNOLOGY, EXPERTISE.
T18	EXPECT MORE OF YOURSELF.	T39	A LEADER IN TECHNOLOGY.
T19	SOMETIMES THE TOUGHEST TESTS ARE THE ONES YOU GIVE YOURSELF.*	T40	SCIENCE, TECHNOLOGY, ENGINEERING, MATH.
T20	DEFY EXPECTATIONS.	T41	TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.
T21	DEFY EXPECTATIONS... EVEN YOUR OWN.*	T42	GET HIGH-TECH TRAINING IN HIGH-DEMAND CAREERS.

TAGLINES

T43 MORE THAN 150 WAYS TO BE A SOLDIER.

T44 MORE THAN ONE WAY YOU CAN MAKE A DIFFERENCE.

T45 IT'S NOT FOR EVERYONE. JUST THE LEADERS OF TOMORROW.

T46 STEP FORWARD AND BECOME A LEADER.

T47 LEADERS FOR LIFE.

T48 LEAD YOUR TEAM, MAKE A DIFFERENCE.

T49 LEARN TO LEAD.*

T50 EDUCATION IS NOT AN OPTION. IT'S A REQUIREMENT.*

T51 NO COST SCHOLARSHIPS.

T52 YOUR MOST POWERFUL WEAPON IS YOUR MIND.*

T53 LEADING, DEVELOPING, ACHIEVING.

T54 RISE TO THE CHALLENGE.*

T55 FLY ARMY.

T56 WHERE YOUR CUBICLE BECOMES A COCKPIT.*

T57 WARRIORS WANTED.

T58 WE WON'T STOP UNTIL THE MISSION IS COMPLETE.

T59 WE FIGHT FOR WHAT'S RIGHT.

T60 WE DO WHAT'S RIGHT.

T61 WE WON'T FAIL EACH OTHER OR OUR NATION.

T62 WE NEVER ACCEPT DEFEAT.

T63 WE NEVER QUIT.

T64 WE PAVE THE WAY TO VICTORY.

T65 U.S. ARMY HEALTH CARE PROFESSIONALS.

T66 ARMY MEDICINE: THE EXPERIENCE OF A LIFETIME.

T67 PRACTICE YOUR PASSION AND MAKE A DIFFERENCE.

T68 U.S. ARMY MEDICINE: IMPACTING LIVES AROUND THE GLOBE.

T69 JOIN THE HEALTHCARE TEAM THAT MAKES A DIFFERENCE.

T70 U.S. ARMY MEDICINE: WORK AT SOME OF THE MOST TECHNICALLY ADVANCED FACILITIES.

T71 U.S. ARMY MEDICINE: AT THE FOREFRONT OF INNOVATIVE TECHNOLOGY.

T72 REACH YOUR LIFE GOALS BY SERVING AS AN ARMY HEALTH CARE PROFESSIONAL.

T73 EXPERIENCE A MEDICAL CAREER LIKE NO OTHER.

T74 ARMY RESERVE

T75 MAKE THE CUT IN THE ARMY RESERVE.

T76 PART-TIME SERVICE. FULL-TIME SUCCESS.

T77 BEST OF BOTH WORLDS... SOLDIER/ CIVILIAN.

TAGLINES

T1_SPA EL CREDO DEL SOLDADO.

T2_SPA LOS VALORES DEL ARMY

T3_SPA LOS PRINCIPIOS DEL GUERRERO

T4_SPA EL CREDO DEL CADETE

T5_SPA EL CREDO DEL OFICIAL NO COMISIONADO

T6_SPA ÚNETE AL EQUIPO QUE HACE LA DIFERENCIA.

T7_SPA EL EQUIPO DEL ARMY/EQUIPO ARMY.

T8_SPA MANTENTE FIRME. MANTENTE VALIENTE. MANTENTE CON EL EQUIPO DEL ARMY.

T9_SPA DA UN PASO AL FRENTE Y HAZ LA DIFERENCIA.

T10_SPA LAS MISIONES MÁS DIFÍCILES. LOS SOLDADOS MEJOR ENTRENADOS.

T11_SPA DALE A TU CARRERA UNA DOSIS DE ADRENALINA.

T12_SPA NO PEDIMOS REFUERZOS. NOSOTROS MISMOS LOS FORMAMOS.

T13_SPA UNA EXPERIENCIA DE POR VIDA.

T14_SPA OBTÉN LAS INSIGNIAS MÁS IMPORTANTES DEL ARMY.

T15_SPA ¿ESTÁS A LA ALTURA?

T16_SPA ¿TIENES LO QUE HACE FALTA?

T17_SPA ¿ERES UNO DE LOS NUESTROS?

T18_SPA ESPERA MÁS DE TI.

T19_SPA A VECES, LAS PRUEBAS MÁS DIFÍCILES SON LA QUE TE PONES.

T20_SPA SUPERA LAS EXPECTATIVAS.

T21_SPA SUPERA LAS EXPECTATIVAS... INCLUSO LAS TUYAS.

T22_SPA PREPÁRATE HOY PARA LOS RETOS DEL FUTURO.

T23_SPA UN LEGADO DE SERVICIO.

T24_SPA UN PROPÓSITO EN COMÚN.

T25_SPA CONTRIBUYE EN TODO EL MUNDO.

T26_SPA SIRVE CON HONOR. VIVE CON PROPÓSITO.

T27_SPA PERSIGUE TU PASIÓN. SIRVE A TU PAÍS.

T28_SPA CAMPEONES NACIONALES DESDE 1775.

T29_SPA EL U.S. ARMY: ROMPIENDO BARRERAS PARA LAS MUJERES DURANTE CASI UN SIGLO.

T30_SPA GANA VENTAJA EN UN MUNDO COMPETITIVO.

T31_SPA TUS HABILIDADES. TUS INTERESES. TU FUTURO.

T32_SPA BUSCA UNA CARRERA GRATIFICANTE.

T33_SPA COMIENZA TU CARRERA.

T34_SPA ENTRENA CON NOSOTROS. DISFRUTA EL ÉXITO EN CUALQUIER LUGAR.

T35_SPA AVANZA EN NUESTROS NIVELES PROFESIONALES.

T36_SPA ESTE ES EL CAMPO DE BATALLA DE NUESTROS GUERREROS CIBERNÉTICOS.

T37_SPA MEJORA TUS HABILIDADES TECNOLÓGICAS.

T38_SPA TRABAJO EN EQUIPO, TECNOLOGÍA, EXPERIENCIA.

T39_SPA SÉ UN LÍDER EN TECNOLOGÍA.

T40_SPA CIENCIA, TECNOLOGÍA, INGENIERÍA, MATEMÁTICAS.

T41_SPA LLEVA TUS HABILIDADES TECNOLÓGICAS AL NIVEL MÁS ALTO.

T42_SPA OBTÉN CERTIFICACIÓN EN LAS CARRERAS TECNOLÓGICAS MÁS SOLICITADAS.

TAGLINES

T43_SPA MÁS DE 200 FORMAS DE SER UN SOLDADO.

T44_SPA EXISTEN MUCHAS FORMAS DE HACER LA DIFERENCIA.

T45_SPA NO ES PARA TODOS. SOLO PARA LOS LÍDERES DEL MAÑANA.

T46_SPA DA UN PASO AL FRENTE Y CONVIÉRTETE EN UN LÍDER.

T47_SPA LÍDERES DE POR VIDA.

T48_SPA LIDERA A TU EQUIPO, HAZ LA DIFERENCIA.

T49_SPA APRENDE A LIDERAR.

T50_SPA LA EDUCACIÓN NO ES UNA OPCIÓN, ES UN REQUISITO.

T51_SPA BECAS SIN COSTO.

T52_SPA TU MENTE ES EL ARMA MÁS PODEROSA.

T53_SPA LIDERA, DESARROLLA, LOGRA.

T54_SPA ACEPTA EL RETO.

T55_SPA VUELA CON EL ARMY.

T56_SPA DONDE TU CUBÍCULO SE CONVIERTE EN TU CABINA DE PILOTO.

T57_SPA BUSCAMOS GUERREROS.

T58_SPA NO PARAREMOS HASTA CUMPLIR NUESTRA MISIÓN.

T59_SPA LUCHAMOS POR LO CORRECTO.

T60_SPA HACEMOS LO CORRECTO.

T61_SPA NO FALLAREMOS. NI A NOSOTROS, NI A NUESTRA NACIÓN.

T62_SPA JAMÁS ACEPTAMOS LA DERROTA.

T63_SPA JAMÁS NOS DAMOS POR VENCIDOS.

T64_SPA FORJAMOS EL CAMINO HACIA LA VICTORIA.

T65_SPA PROFESIONALES DEL SECTOR DE LA SALUD DEL U.S. ARMY.

T66_SPA MEDICINA EN EL ARMY: UNA EXPERIENCIA DE POR VIDA.

T67_SPA EJERCE TU PASIÓN Y HAZ LA DIFERENCIA.

T68_SPA MEDICINA EN EL U.S. ARMY: IMPACTANDO VIDAS EN TODO EL MUNDO.

T69_SPA ÚNETE AL EQUIPO DE PROFESIONALES DEL SECTOR DE LA SALUD QUE MARCA LA DIFERENCIA.

T70_SPA MEDICINA EN EL U.S. ARMY: TRABAJA EN LAS INSTALACIONES TECNOLÓGICAS MÁS AVANZADAS.

T71_SPA MEDICINA EN EL U.S. ARMY: A LA VANGUARDIA DE LA INNOVACIÓN TECNOLÓGICA.

T72_SPA LOGRA TUS METAS CON EL ARMY SIRVIENDO COMO PROFESIONAL DEL SECTOR DE LA SALUD.

T73_SPA HAZ UNA CARRERA MÉDICA COMO NINGUNA OTRA.

T74_SPA LA RESERVA DEL ARMY

T75_SPA PONTE A LA ALTURA DE LA RESERVA DEL ARMY.

T76_SPA SERVICIO A MEDIO TIEMPO. TRIUNFO A TIEMPO COMPLETO.

T77_SPA LO MEJOR DE DOS MUNDOS... SOLDADO/ CIVIL.

WYW-AVIATOR



WYW-CYBER



WYW-MICROBIOLOGIST



WYW-SIGNAL



WYW-SNIPER



WYW-FAMILY



Proportions shown here are 2x3 for the vertical layout and 3x6 for the horizontal layout. Items in other sizes/proportions may require individual elements to move and be adjusted to fit.

The only customization that can be done with this item is the small text at the bottom below the Army brand that says "INSERT LOCAL CUSTOMIZATION HERE, IF APPLICABLE".

FOR A LIST OF TAGLINES AVAILABLE FOR USE, SEE page 19.

CURRENT CAMPAIGN

WYW-CHAMELEON



WYW-CODE



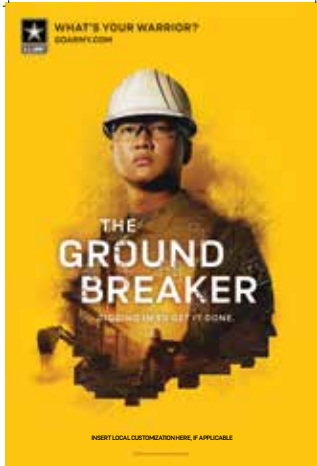
WYW-DRAGON



WYW-FORCE



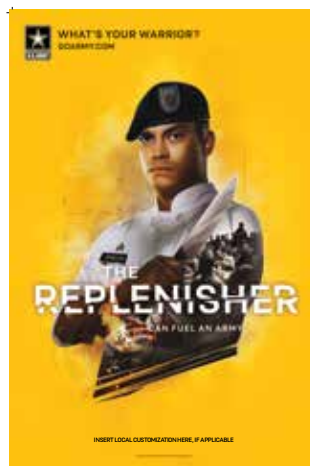
WYW-GROUND



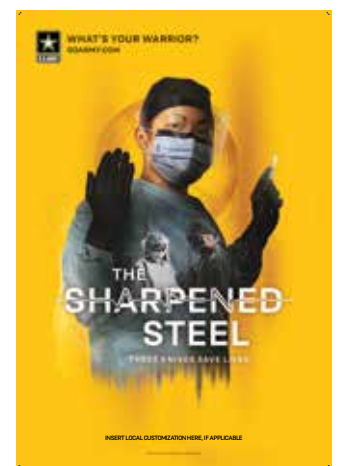
WYW-NERVE



WYW-REPLENISHER



WYW-SHARPENED



WYW-THUNDER



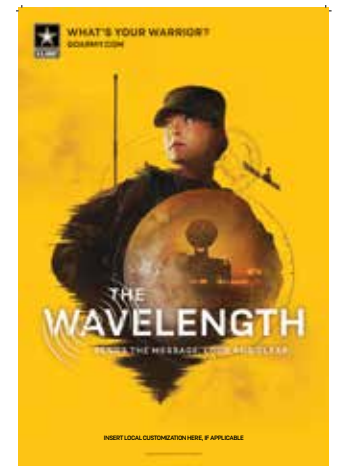
WYW-UPPER



WYW-VIRUS



WYW-WAVE



Proportions shown here are 2x3. Items in other sizes/proportions may require individual elements to move and be adjusted to fit.

The only customization that can be done with this item is the small text at the bottom that says 'INSERT LOCAL CUSTOMIZATION HERE, IF APPLICABLE'.

FOR A LIST OF TAGLINES AVAILABLE FOR USE, SEE page 19.

CURRENT CAMPAIGN

WYW-FAM1



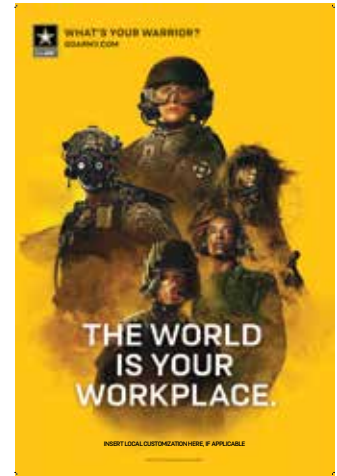
WYW-FAM2



WYW-FAM3



WYW-FAM4



WYW-FAM5



WYW-FAM6



WYW-FAM7



WYW-FAM8



WYW-AMEDD



TAG AMEDD1:
SHARPEN YOUR SKILLS AT THE
FRONT LINES OF MEDICINE.

TAG AMEDD2:
STEP UP TO THE VANGUARD
OF DISEASE PREVENTION AND
TREATMENT.

WYW-ROTC



Proportions shown here are 2x3. Items in other sizes/proportions may require individual elements to move and be adjusted to fit.

The only customization that can be done with this item is the small text at the bottom that says 'INSERT LOCAL CUSTOMIZATION HERE, IF APPLICABLE'.

FOR A LIST OF TAGLINES AVAILABLE FOR USE, SEE page 19.

TAGLINE OPTIONS FOR CURRENT CAMPAIGN:

TCC1	WHAT'S YOUR WARRIOR?
TCC2	AIM HIGHER THAN POSSIBLE.
TCC3	TURNING DREAM CHASERS INTO DIFFERENCE MAKERS.
TCC4	THE JOURNEY BEGINS OUTSIDE YOUR COMFORT ZONE.
TCC5	MAKE A NAME FOR YOURSELF.
TCC6	CALLING ALL ADVENTURE SEEKERS.
TCC7	HISTORY NEEDS SOMEONE TO MAKE IT.
TCC8	IMPACT EVERY DAY.
TCC9	COMMIT YOUR FUTURE TO THE WORLD'S.
TCC10	THEY'LL HIT THE GROUND SPRINTING.
TCC11	MAKE MONEY. MAKE A DIFFERENCE.
TCC12	MAKE MONEY. MAKE AN IMPACT.
TCC13	IT'S NOT A CAREER. IT'S YOUR CALLING.
TCC14	OVER 150 JOBS. ONE CALLING.
TCC15	FIND A JOB WORTH FIGHTING FOR.
TCC16	GET OFF THE BEATEN CAREER PATH.
TCC17	THE WORLD IS YOUR WORKPLACE.
TCC18	YOUR FUTURE AWAITS.
TCC19	A SOLID FUTURE COMES STANDARD.
TCC20	MINDPOWER THROUGH.
TCC21	WHAT SKILL WILL YOU MASTER?

TCC SPA1	CARRERAS QUE TRANSFORMAN FUTUROS.
TCC SPA2	SOMOS UN ARMY DE INNOVADORES.
TCC SPA3	MULTIPLICA EL VALOR DE TUS HABILIDADES.
TCC SPA4	LES ENSEÑAMOS A TRIUNFAR.

TCC22	WHEN ONE HAS THE GOODS, WE MAKE GREATNESS.
TCC23	TURNING TALENT INTO EXPERTISE.
TCC24	YOU BRING IT. WE BUILD ON IT.
TCC25	TRAINING THAT PAYS. AND PAYS OFF.
TCC26	EARN STRIPES. GAIN SMARTS.
TCC27	PART-TIME SOLDIER, FULL-TIME WARRIOR.
TCC28	ALL THE ADVENTURE. ALL THE BENEFITS.
TCC29	EARN UP TO 30 DAYS PAID TIME OFF.
TCC30	BENEFITS INCLUDE HOUSING, HEALTH CARE, AND RETIREMENT.
TCC31	THE ONLY WAY TO LEAD AN ARMY IS TO JOIN ONE.
TCC32	LEARN TO LEAD. THEN LEAD AN ARMY.
TCC33	WHEN LEADERS LEAD, SUCCESS FOLLOWS.
TCC34	EARN AS YOU LEARN.
TCC35	DON'T GET STUCK WITH HUGE DEBT.
TCC36	TAKE ON A BIG WORLD WITHOUT TAKING ON HUGE DEBT.
TCC37	EARN TUITION AND MORE.
TCC38	EXCEL WITHOUT ALL THE EXPENSE.
TCC39	BEGIN LEADING FROM DAY ONE.
TCC40	START YOUR CAREER A STEP AHEAD.
TCC41	EARN TUITION AND BECOME AN EXPERT.
TCC42	YOUR FIGHT CAN TRANSFORM OUR WORLD.

TCC SPA5	CONSTRUYE EL FUTURO.
TCC SPA6	CARRERAS CON BENEFICIOS DE VIVIENDA, SALUD Y PENSIÓN.
TCC SPA7	OBTÉN TU EDUCACIÓN Y MÁS.

R1



Suggested Tagline - T14
EARN THE TABS OF THE ARMY'S ELITE.

R2



Suggested Tagline - T36
FOR OUR CYBER WARRIORS THIS IS THEIR BATTLEFIELD.

R3



Suggested Tagline - T30
GAIN AN EDGE IN A COMPETITIVE WORLD.

R4



Suggested Tagline - T31
YOUR SKILLS. YOUR INTERESTS. YOUR FUTURE.

R5



Suggested Tagline - T13
AN EXPERIENCE OF A LIFETIME.

R6



Suggested Tagline - T25
GIVE BACK ON A GLOBAL LEVEL.

R7



Suggested Tagline - T37
ADVANCE YOUR TECH SKILLS.

R8



Suggested Tagline - T41
TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.

R9



Suggested Tagline - T26
SERVE WITH HONOR. LIVE WITH PURPOSE.

R10



Suggested Tagline - T24
A SHARED SENSE OF PURPOSE.

R11



Suggested Tagline - T18
EXPECT MORE OF YOURSELF.

R12



Suggested Tagline - T30
GAIN AN EDGE IN A COMPETITIVE WORLD.

R13



Suggested Tagline - T30
GAIN AN EDGE IN A COMPETITIVE WORLD.

R14



Suggested Tagline - T31
YOUR SKILLS. YOUR INTERESTS. YOUR FUTURE.

R15



Suggested Tagline - T12
WE DON'T CALL FOR REINFORCEMENTS. WE MAKE THEM.

R16



Suggested Tagline - T42
GET HIGH-TECH TRAINING IN HIGH-DEMAND CAREERS.

R17



Suggested Tagline - T77
BEST OF BOTH WORLDS... SOLDIER/CIVILIAN.

R18



Suggested Tagline - T30
GAIN AN EDGE IN A COMPETITIVE WORLD.

R19



Suggested Tagline - T10
THE TOUGHEST MISSIONS. BEST TRAINED SOLDIERS.

R20



Suggested Tagline - T57
WARRIORS WANTED.

R21



Suggested Tagline - T56
WHERE YOUR CUBICLE BECOMES A COCKPIT.

R22



Suggested Tagline - T11
GIVE YOUR CAREER A SHOT OF ADRENALINE.

R23



Suggested Tagline - T48
LEAD YOUR TEAM, MAKE A DIFFERENCE.

R24

JOIN THE TEAM THAT MAKES A DIFFERENCE.

goarmy.com

Elizabethtown Recruiting Station
 4031 N. Dixie Hwy.
 Elizabethtown, KY 42701
 270-234-0838



Suggested Tagline - T6
LARGE TEXT SHOWN ABOVE WILL BE YOUR CHOSEN TAGLINE.

Images found in the USAREC EMM Catalog can be used for BSP items using the EMM reference number.

W1



Suggested Tagline - T49
LEARN TO LEAD.

W2



Suggested Tagline - T19
SOMETIMES THE TOUGHEST TESTS ARE THE ONES
YOU GIVE YOURSELF.

W3



Suggested Tagline - T53
LEADING, DEVELOPING, ACHIEVING.

W4



Suggested Tagline - T21
DEFY EXPECTATIONS... EVEN YOUR OWN.

W5



Suggested Tagline - T27
PURSUE YOUR PASSION. SERVE YOUR COUNTRY.

W6



Suggested Tagline - T46
STEP FORWARD AND BECOME A LEADER.

W7



Suggested Tagline - T50
EDUCATION IS NOT AN OPTION. IT'S A REQUIREMENT.

W8



Suggested Tagline - T30
GAIN AN EDGE IN A COMPETITIVE WORLD.

W9



Suggested Tagline - T50
EDUCATION IS NOT AN OPTION. IT'S A REQUIREMENT.

W10



Suggested Tagline - T45
IT'S NOT FOR EVERYONE. JUST THE LEADERS OF TOMORROW.

W11



Suggested Tagline - T26
SERVE WITH HONOR. LIVE WITH PURPOSE.

W12



Suggested Tagline - T47
LEADERS FOR LIFE.

W13



Suggested Tagline - T18
EXPECT MORE OF YOURSELF.

W14



Suggested Tagline - T34
TRAIN HERE. SUCCEED ANYWHERE.

W15



Suggested Tagline - T13
AN EXPERIENCE OF A LIFETIME.

W16



Suggested Tagline - T19
SOMETIMES THE TOUGHEST TESTS ARE THE ONES
YOU GIVE YOURSELF.

W17



Suggested Tagline - T51
NO COST SCHOLARSHIPS.

W18



Suggested Tagline - T45
IT'S NOT FOR EVERYONE. JUST THE LEADERS OF TOMORROW.

W19



Suggested Tagline - T50
EDUCATION IS NOT AN OPTION. IT'S A REQUIREMENT.

W20



Suggested Tagline - T52
YOUR MOST POWERFUL WEAPON IS YOUR MIND.

W21



Suggested Tagline - T46
STEP FORWARD AND BECOME A LEADER.

W22



Suggested Tagline - T26
SERVE WITH HONOR. LIVE WITH PURPOSE.

W23



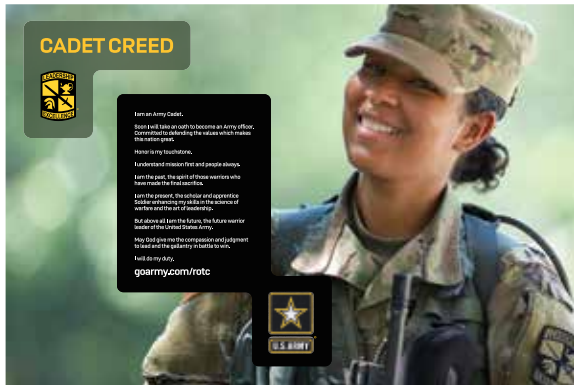
Suggested Tagline - T16
DO YOU HAVE WHAT IT TAKES?

W24



Suggested Tagline - T13
AN EXPERIENCE OF A LIFETIME.

W25



Suggested Tagline - T4
CADET CREED

W26



Suggested Tagline - T4
CADET CREED

W27



Suggested Tagline - T4
CADET CREED

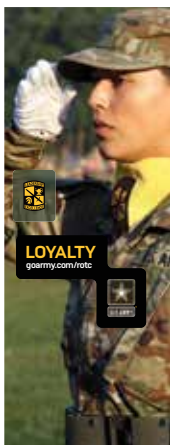
W28



Suggested Tagline - T4
CADET CREED

W29 - SEVEN VALUES PACKAGE

A



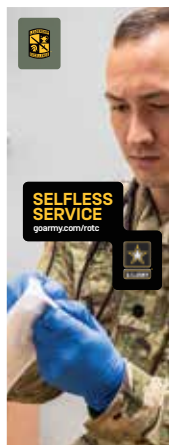
B



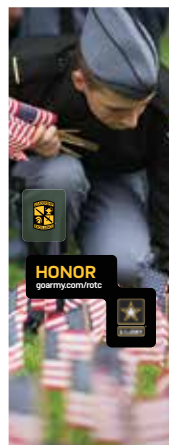
C



D



E



F



G



AMEDD IMAGES

M1



Suggested Tagline - T70
**U.S. ARMY MEDICINE: WORK AT SOME OF THE
MOST TECHNICALLY ADVANCED FACILITIES.**

M2



Suggested Tagline - T42
GET HIGH-TECH TRAINING IN HIGH-DEMAND CAREERS.

M3



Suggested Tagline - T31
YOUR SKILLS. YOUR INTERESTS. YOUR FUTURE.

M4



Suggested Tagline - T69
JOIN THE HEALTHCARE TEAM THAT MAKES A DIFFERENCE.

M5



Suggested Tagline
PRACTICE YOUR PASSION AND MAKE A DIFFERENCE.

M6



Suggested Tagline - T65
U.S. ARMY HEALTH CARE PROFESSIONALS.

AMEDD IMAGES

M7



Suggested Tagline - T70
U.S. ARMY MEDICINE: WORK AT SOME OF THE
MOST TECHNICALLY ADVANCED FACILITIES.

M8



Suggested Tagline - T67
PRACTICE YOUR PASSION AND MAKE A DIFFERENCE.

M9



Suggested Tagline - T25
GIVE BACK ON A GLOBAL LEVEL.

M10



Suggested Tagline - T65
U.S. ARMY HEALTH CARE PROFESSIONALS.

M11



Suggested Tagline - T69
JOIN THE HEALTHCARE TEAM THAT MAKES A DIFFERENCE.

M12



Suggested Tagline - T65
U.S. ARMY HEALTH CARE PROFESSIONALS.

AMEDD IMAGES

M13



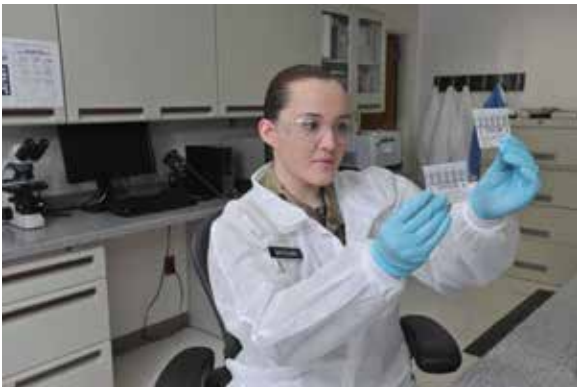
Suggested Tagline - T73
EXPERIENCE A MEDICAL CAREER LIKE NO OTHER.

M14



Suggested Tagline - T67
PRACTICE YOUR PASSION AND MAKE A DIFFERENCE.

M15



Suggested Tagline - T69
JOIN THE HEALTHCARE TEAM THAT MAKES A DIFFERENCE.

M16



Suggested Tagline - T65
U.S. ARMY HEALTH CARE PROFESSIONALS.

M17



Suggested Tagline - T38
TEAMWORK, TECHNOLOGY, EXPERTISE.

M18



Suggested Tagline - T27
PURSUE YOUR PASSION. SERVE YOUR COUNTRY.

AMEDD IMAGES

M19



Suggested Tagline - T70
U.S. ARMY MEDICINE: WORK AT SOME OF THE MOST TECHNICALLY ADVANCED FACILITIES.

M20



Suggested Tagline - T65
U.S. ARMY HEALTH CARE PROFESSIONALS.

CHAPLAIN 1



Suggested Tagline
A SACRED CALLING TO SERVE GOD AND COUNTRY.

CHAPLAIN 2



Suggested Tagline
A SPIRITUAL LEADER TO OUR SOLDIERS.

CHAPLAIN 3



Suggested Tagline
YOU HEARD A HIGHER CALLING. NOW DISCOVER A MISSION.

CHAPLAIN 4



Suggested Tagline
A SPIRITUAL LEADER TO OUR SOLDIERS.

G1



Suggested Tagline - T42
GET HIGH-TECH TRAINING IN HIGH-DEMAND CAREERS.

G2



Suggested Tagline - T30
GAIN AN EDGE IN A COMPETITIVE WORLD.

G3



Suggested Tagline - T41
TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.

G4



Suggested Tagline - T34
TRAIN HERE. SUCCEED ANYWHERE.

G5



Suggested Tagline - T42
GET HIGH-TECH TRAINING IN HIGH-DEMAND CAREERS.

G6



Suggested Tagline - T30
GAIN AN EDGE IN A COMPETITIVE WORLD.

G7



Suggested Tagline - T37
ADVANCE YOUR TECH SKILLS.

G8



Suggested Tagline - T39
A LEADER IN TECHNOLOGY.

G9



Suggested Tagline - T10
THE TOUGHEST MISSIONS. BEST TRAINED SOLDIERS.

G10



Suggested Tagline - T15
CAN YOU MAKE THE CUT?

G11



Suggested Tagline - T6
JOIN THE TEAM THAT MAKES A DIFFERENCE.

G12



Suggested Tagline - T9
STEP FORWARD AND MAKE A DIFFERENCE.

G13



Suggested Tagline - T34
TRAIN HERE. SUCCEED ANYWHERE.

G14



Suggested Tagline - T43
TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.

G15



Suggested Tagline - T49
LEARN TO LEAD.

G16



Suggested Tagline - T34
TRAIN HERE. SUCCEED ANYWHERE.

G17



Suggested Tagline - T13
AN EXPERIENCE OF A LIFETIME.

G18



Suggested Tagline - T16
DO YOU HAVE WHAT IT TAKES?

GENERIC IMAGES

G19



Suggested Tagline - T56
WHERE YOUR CUBICLE BECOMES A COCKPIT.

G20



Suggested Tagline - T11
GIVE YOUR CAREER A SHOT OF ADRENALINE.

G21



Suggested Tagline - T38
TEAMWORK, TECHNOLOGY, EXPERTISE.

G22



Suggested Tagline - T57
WARRIORS WANTED.

G23



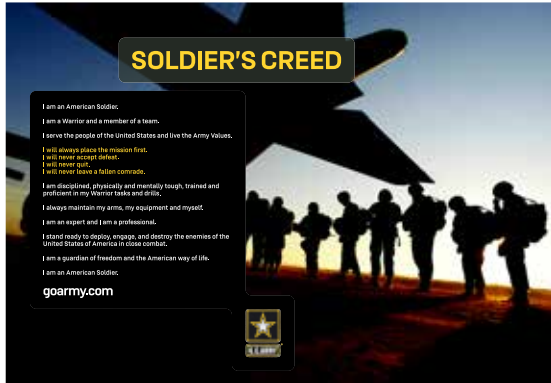
Suggested Tagline - T12
WE DON'T CALL FOR REINFORCEMENTS. WE MAKE THEM.

G24



Suggested Tagline - T10
THE TOUGHEST MISSIONS. BEST TRAINED SOLDIERS.

G25



Suggested Tagline - T1
SOLDIER'S CREED

G26



Suggested Tagline - T1
SOLDIER'S CREED

G27



Suggested Tagline - T1
SOLDIER'S CREED

G28



Suggested Tagline - T1
SOLDIER'S CREED

G29



Suggested Tagline - T2
ARMY VALUES

G30



Suggested Tagline - T2
ARMY VALUES

G31



WARRIOR ETHOS

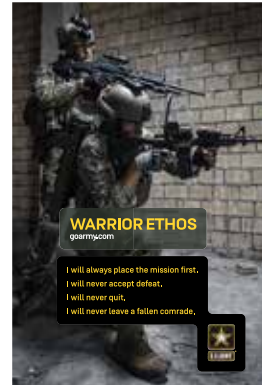
goarmy.com

I will always place the mission first,
I will never accept defeat,
I will never quit,
I will never leave a fallen comrade.



Suggested Tagline - T3
WARRIOR ETHOS

G32



WARRIOR ETHOS

goarmy.com

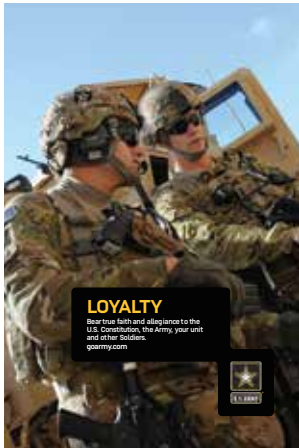
I will always place the mission first,
I will never accept defeat,
I will never quit,
I will never leave a fallen comrade.



Suggested Tagline - T3
WARRIOR ETHOS

G33 - SEVEN VALUES PACKAGE

A



LOYALTY

Bear true faith and allegiance to the
U.S. Constitution, the Army, your unit
and other Soldiers.
goarmy.com



B



DUTY

Fulfill your obligations.
goarmy.com



C

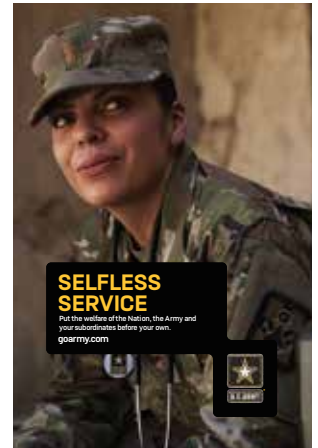


RESPECT

Treat people as they should be treated.
goarmy.com



D



SELFLESS SERVICE

Put the welfare of the Nation, the Army and
your subordinates before your own.
goarmy.com



E



HONOR

Live up to the Army values.
goarmy.com



F



INTEGRITY

Do what's right, legally and morally.
goarmy.com



G



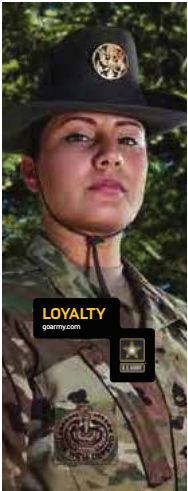
PERSONAL COURAGE

Race fear, danger or adversity (physical or moral).
goarmy.com



G34 - SEVEN VALUES PACKAGE

A



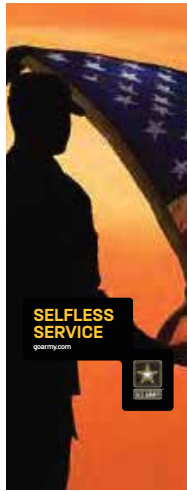
B



C



D



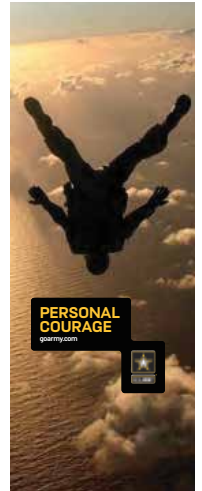
E



F

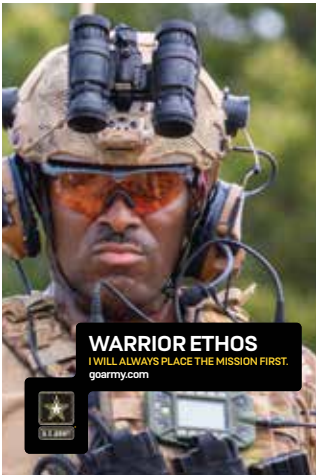


G



G35 - WARRIOR ETHOS PACKAGE

A



B



C



D



STAND UP CUT-OUTS

S1



**EXPECT
MORE OF
YOURSELF.**

goarmy.com



Suggested Tagline - T18

S2



**DEFY
EXPECTATIONS...
EVEN YOUR
OWN.**

goarmy.com



Suggested Tagline - T21

S3



**MORE THAN
150 WAYS TO
BE A SOLDIER.**

goarmy.com



Suggested Tagline - T43

S4



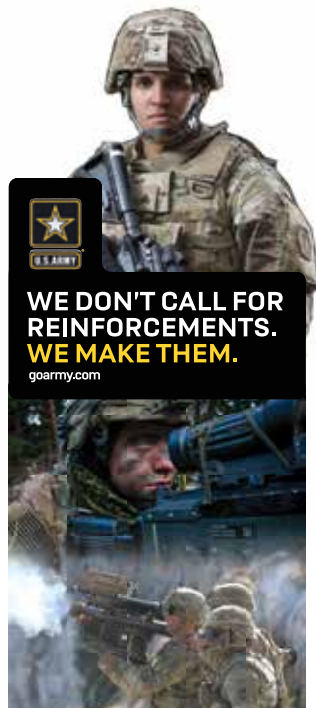
**A LEGACY OF
SERVICE.**

goarmy.com



Suggested Tagline - T23

S5



**WE DON'T CALL FOR
REINFORCEMENTS.
WE MAKE THEM.**

goarmy.com

Suggested Tagline - T12

S6



**WARRIORS
WANTED.**

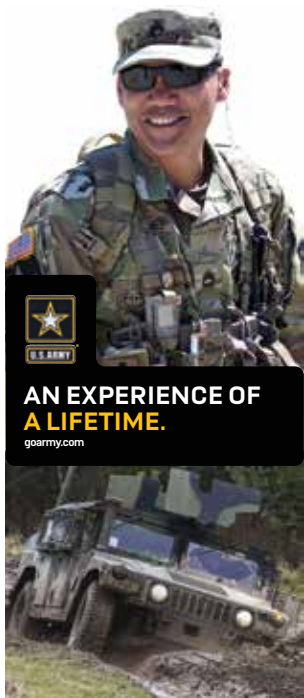
goarmy.com



Suggested Tagline - T57

STAND UP CUT-OUTS

S7



Suggested Tagline - T13

S8



Suggested Tagline - T50

S9



Suggested Tagline - T45

S10



Suggested Tagline - T6

S11



Suggested Tagline - T6

S12



Suggested Tagline - T69

STAND UP CUT-OUTS

S13



**U.S. ARMY
MEDICINE:**
IMPACTING LIVES
AROUND THE
GLOBE.

recruiting.army.mil/mrb



Suggested Tagline - T68

S14



**JOIN THE
HEALTHCARE
TEAM THAT
MAKES A
DIFFERENCE.**

recruiting.army.mil/mrb



Suggested Tagline - T69

S15



**U.S. ARMY
MEDICINE:** AT THE
FOREFRONT OF
INNOVATIVE
TECHNOLOGY.

recruiting.army.mil/mrb



Suggested Tagline - T71

S16



**PRACTICE YOUR
PASSION AND MAKE
A DIFFERENCE.**

recruiting.army.mil/mrb



Suggested Tagline - T67

S17



**PRACTICE YOUR
PASSION AND MAKE
A DIFFERENCE.**

recruiting.army.mil/mrb



Suggested Tagline - T67

S18



**EXPERIENCE A
MEDICAL CAREER
LIKE NO OTHER.**

recruiting.army.mil/mrb



Suggested Tagline - T73

EXAMPLE



MEASUREMENTS NEEDED FOR WINDOW GRAPHICS WHERE ONE IMAGE IS BEING STRETCHED OVER MULTIPLE WINDOWS:

WINDOWS:

- width and height of each individual window inside of the frame

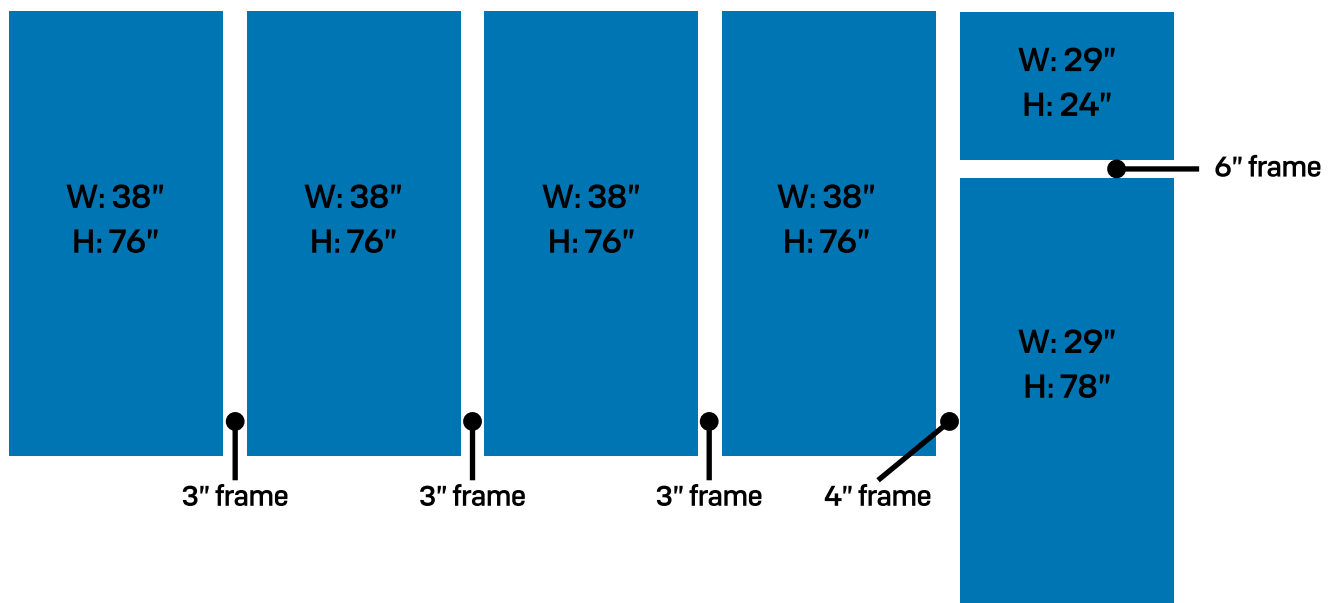
DOORS:

- width and height of each individual door inside of the frame

FRAMES:

- width of each frame between all windows & doors

EXAMPLE



NOTE:

- Headline placement should not be below the center of the windows
- Do not break words across mullions

EXAMPLE



WHAT NEEDS TO BE MEASURED:

SIDE WINDOWS:

- width and height of all individual windows
- width of space between the windows
- include measurements for both sides of the vehicle since windows often differ on the right and left sides



WHAT NEEDS TO BE MEASURED:

REAR WINDOWS:

- width and height of all individual windows
- width of space between the windows

ADDITIONAL INFORMATION NEEDED:

- Make, Model, and year of vehicle ie: 2008 Chevy Express G2500
- Please include photo of vehicle

All information for vehicle is needed to insure correct sizing of graphics.

Professional graphic installation is recommended for full window murals.

TOOLS NEEDED:

Two people, masking tape, squeegee, spray bottle (containing water with a few drops of lotion/fragrance free dish detergent) and paper towels.

PREPARATION:

Using water solution, clean windows thoroughly and allow to dry. Read installation instructions carefully. Best installed when outside temperatures are over 65F.

INSTALLATION:

Starting from the top of the graphic, pull away 1" of the paper backing, exposing the adhesive. Fold down the exposed backing to prevent it from curling back up.

Place the exposed adhesive onto the window, graphics facing you, and squeegee over it slowly. DO NOT remove the remaining backing. Place a piece of masking tape across the top of the decal to hold it in place.

Have your partner lift the graphic away from the window while you gently peel down the protective backing, starting from the top and pulling downward about 6". Make sure it stays taped to the window.

While your partner continues to lift the vinyl decal away from the window, spray the surface of the window liberally with water solution.

Have your partner begin to lay the exposed portion of the vinyl decal down onto the window. Continue peeling away 6" sections of the backing at a time as you squeegee from top to bottom and from the center toward the outer edges to remove air bubbles. Be careful not to stretch the graphic.

Tip: Cover the squeegee with a paper towel or soft cloth to prevent it from scratching the material.

Remove the masking tape and squeegee the top of the vinyl decal. Finish by wiping down the edges of the graphic with a paper towel to remove excess moisture.

TRIMMING:

Window trimming needs special care depending on the type of window you are marking:

- a. Contact with rubber window seals will cause the adhesive to fail. Therefore, graphics need to be trimmed off the rubber seals by 1/8 inch minimum.
- b. If applying graphics to vehicle window, just trim around the edges of the window.

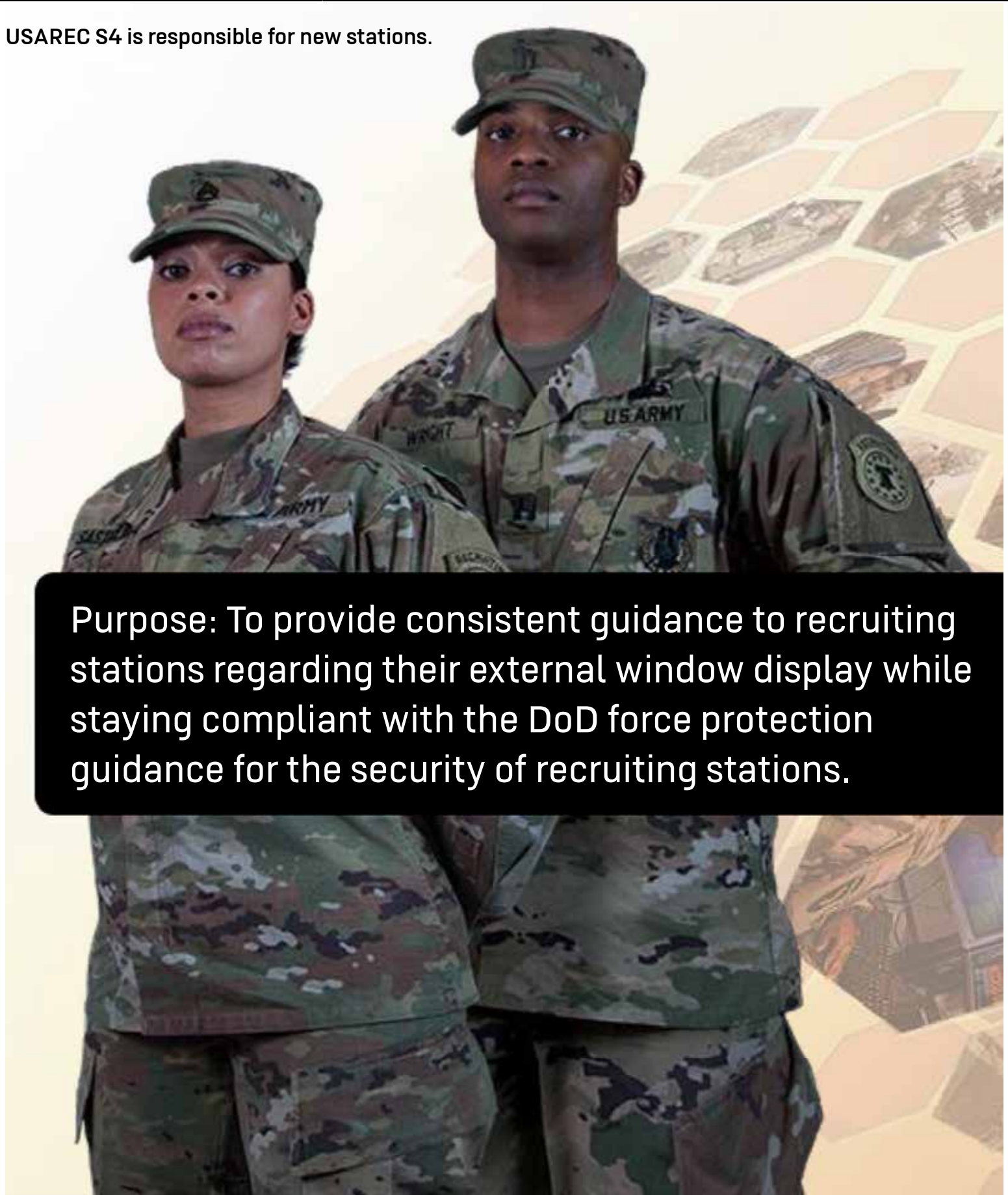
Most bubbles, (especially near the edges) can be pressed outward with a squeegee. If one cannot, use the corner of a razor blade or a sharp pin to puncture the bubble. Then, gently use your finger or a squeegee to press down the material and remove the air. Be careful and work slowly to avoid wrinkles.

The wet installation will help to prevent streaking and bubbling. Once the material has had enough time to cure (up to 2 weeks), any bubbles should disappear.

Online video installation instructions can also be easily found for further information and tips.

ARMY RECRUITING STATIONS WINDOW CLING SOP

USAREC S4 is responsible for new stations.

A photograph of two US Army soldiers, a woman on the left and a man on the right, standing in front of a wall with a hexagonal pattern. They are both wearing camouflage uniforms and caps. The man's uniform has "US ARMY" and "HAGIT" visible. The woman's uniform has "ARMY" visible. A black text box is overlaid on the image.

Purpose: To provide consistent guidance to recruiting stations regarding their external window display while staying compliant with the DoD force protection guidance for the security of recruiting stations.

ARMY RECRUITING STATIONS WINDOW CLING SOP

GUIDANCE ON DESIGN

Window clings should cover the majority of the window surface to adhere to the DoD Force Protection guidelines. Installation must follow vendor's guidance for efficiencies.

- Reference the Army Brand Guidelines provides to ensure all graphic elements are properly placed and dimensions fit within the provided measurements from the station. Also, ensure the font style used is the approved and noted in the Army Brand guide. No other font style is accepted to ensure branding stays consistent across the nation.
- Any yellow color in headlines or on website must match Pantone 123C. Black is a solid black. See examples provided. Check to ensure the photo selected has the correct headline associated, per page 7 of this deck. This will ensure the action taking place is referenced correctly.
- As there is a great variety of window configurations across the various stations, one configuration will not work for all stations. See examples for USAREC approved window treatments on following pages.
- Do not break words between window mullions (braces between window panes). Option is to reduce space between words or keep verbiage within a single window panel and stay consistent throughout design.
- Larger images are better. Whenever possible, use a limited number of large images (ceiling to floor) over a larger number of smaller images. Breaks between images should be vertical not horizontal.
- The most popular image is the silhouette Soldier waving the flag and should be used at least once in every station treatment.
- The smaller the window, the simpler the image needs to be, more complicated images can be used larger.
- Ethnicity should be considered in the selection of images. Company S2s should be able to inform Stations of their ethnic breakdown which should drive image selection (example: stations with 40% or higher of a particular ethnicity should have at least 40% of their windows represented by that ethnicity).
- Images may run across multiple windows, but never split the Army logo. Include "goarmy.com" under the Army logo on the front door(s) only. If no door entrance, place "goarmy.com" on one prominent photo that predominately faces the public.
- If possible, send the approved proof to the station commander for record.
- Questions or help should be directed to that station commander or facilities manager leading this effort.

ARMY RECRUITING STATIONS WINDOW CLING SOP

APPROVED IMAGES

001



T001: JOIN THE TEAM THAT MAKES A DIFFERENCE.

002



T002: CAN YOU MAKE THE CUT?

003



T003: JOIN OUR TEAM.

004



T002: CAN YOU MAKE THE CUT?

005



T004: ARMY + COLLEGE = A WINNING COMBINATION.

006



T005: TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.

007



T002: CAN YOU MAKE THE CUT?

008



T005: TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.

009



T007: TRY OUR COMMUTE TO WORK.

010



T005: TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.

011



T008: LEGACY OF SERVICE.

012



T009: GET HIGH-TECH TRAINING IN HIGH-DEMAND CAREERS.

ARMY RECRUITING STATIONS WINDOW CLING SOP

013



T010: GAIN AN EDGE IN A COMPETITIVE WORLD.

014



T010: GAIN AN EDGE IN A COMPETITIVE WORLD.

015



T005: TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.

016



T011: NATIONAL CHAMPS SINCE 1775.

017



T012: STEP FORWARD AND MAKE A DIFFERENCE.

018



T015: DEFY EXPECTATIONS... EVEN YOUR OWN.

019



T016: GIVE YOUR CAREER A SHOT OF ADRENALINE.

020



T017: WHERE YOUR CUBICLE BECOMES A COCKPIT.

021



T005: TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.

022



T016: GIVE YOUR CAREER A SHOT OF ADRENALINE.

023



T002: CAN YOU MAKE THE CUT?

024



T018: EARN THE TABS OF THE ARMY'S ELITE.

ARMY RECRUITING STATIONS WINDOW CLING SOP

025



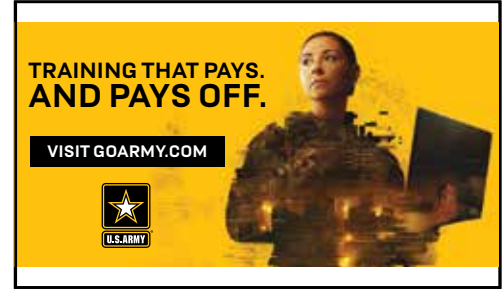
T019: WHAT'S YOUR WARRIOR?

026



T020: AIM HIGHER THAN POSSIBLE.

027



T021: TRAINING THAT PAYS. AND PAYS OFF.

028



T022: THE JOURNEY BEGINS OUTSIDE YOUR COMFORT ZONE.

TAGLINE OPTIONS FOR WINDOW CLINGS:

- 001: JOIN THE TEAM THAT MAKES A DIFFERENCE.
- 002: CAN YOU MAKE THE CUT?
- 003: JOIN OUR TEAM.
- 004: ARMY + COLLEGE = A WINNING COMBINATION.
- 005: TAKE YOUR TECH SKILLS TO THE NEXT LEVEL.
- 006: CLIMB OUR CORPORATE LADDER.
- 007: TRY OUR COMMUTE TO WORK.
- 008: LEGACY OF SERVICE.
- 009: GET HIGH-TECH TRAINING IN HIGH-DEMAND CAREERS.
- 010: GAIN AN EDGE IN A COMPETITIVE WORLD.
- 011: NATIONAL CHAMPS SINCE 1775.
- 012: STEP FORWARD AND MAKE A DIFFERENCE.
- 013: GIVE BACK ON A GLOBAL LEVEL.
- 014: EXPECT MORE OF YOURSELF.
- 015: DEFY EXPECTATIONS... EVEN YOUR OWN.
- 016: GIVE YOUR CAREER A SHOT OF ADRENALINE.
- 017: WHERE YOUR CUBICLE BECOMES A COCKPIT.
- 018: EARN THE TABS OF THE ARMY'S ELITE.
- 019: WHAT'S YOUR WARRIOR?
- 020: AIM HIGHER THAN POSSIBLE.
- 021: TRAINING THAT PAYS. AND PAYS OFF.
- 022: THE JOURNEY BEGINS OUTSIDE YOUR COMFORT ZONE.

ARMY RECRUITING STATIONS WINDOW CLING SOP

EXAMPLES

