BRANDING GUIDE

As approved by Maj. Gen. John C. Harris Jr., Ohio Adjutant General ©2024

Adjutant General's & Adjutant General's Department seals
Ohio National Guard logo with variations

The Adjutant General's Department Branding Guide supports the organization maintaining a unique and clearly recognizable identity within public spaces encompassing established media, social media, and the branding efforts of other U.S. military components and services. This branding guide establishes our brand standards, approved images, and organizational profile so that external audiences and the public can differentiate the Adjutant General's Department of Ohio and the Ohio National Guard from other military entities. Consistency and standardization is critical to a successful branding program. Internal and external audiences respond to a deliberate repetition of authorized graphics, logos, and slogans.

This branding guide provides that while reinforcing my intent to create and sustain a professional image of the organization through our correspondence, documents, social media efforts, and communication with stakeholders and the public. This branding guide is the identity and standard for the Adjutant General's Department of Ohio and the Ohio National Guard.

Major General John C. Harris Jr.
The Adjutant General

TABLE OF CONTENTS

THE BRAND

Branding is the process of creating a distinct identity that promotes positive perceptions of the values, character, services, or recognizable images of the organization. The goal of branding is to differentiate the organization from competitors while consistently developing loyal stakeholders and audiences through acknowledged symbols, styles, and narratives. Branding shapes a collective awareness of who the organization is and how it effectively approaches marketing, public affairs, public information, and self-identity.
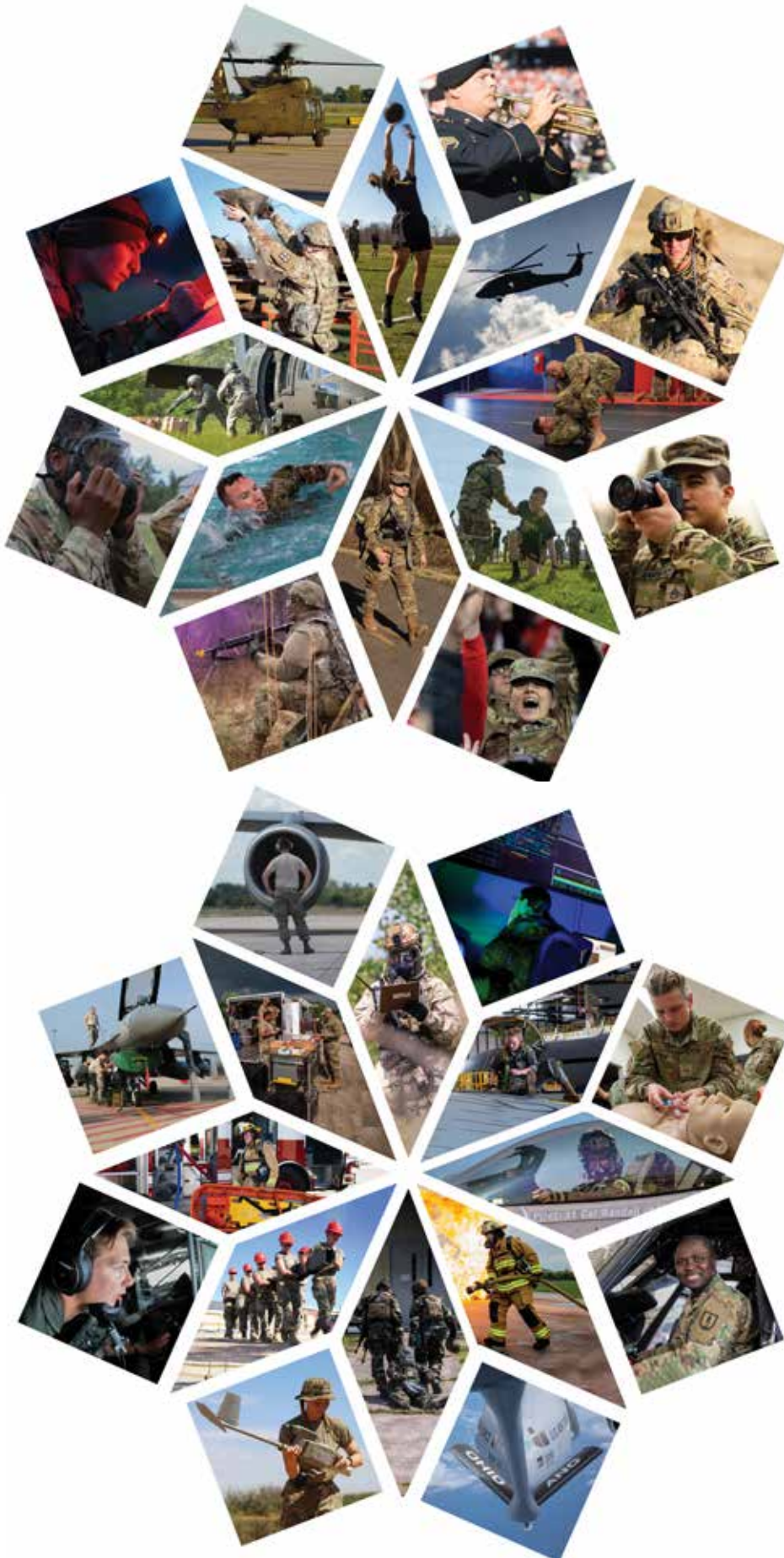
Elements of successful branding include:

- Creates simple but established symbols and images. Applies logos, elements of design, themes, and messages consistently.

- Uses specific and authorized formats for internal/external products (correspondence/email, presentations, and social media).

- Identifies guidelines/authorizations for when, how, where, and who can apply branding.

- Reinforces clarity of purpose — what the organization does that makes it unique.

- Cultivates character — elicits a shared identity among members, a distinguishable product for consumers and others.

The Adjutant General's Department of Ohio (ADJ) is part of the executive branch of government serving as the state's military agency. The Adjutant General of the State of Ohio (TAG-OH) is the Governor's primary military advisor and member of the cabinet.

The ADJ, per the Ohio Revised Code (ORC), is inclusive of the Ohio Army National Guard (OHARNG), Ohio Air National Guard (OHANG), and the State Defense Force (SDF). The SDF includes the Ohio Military Reserve (OHMR), Ohio Naval Militia (OHNM), and the Ohio Cyber Reserve (OhCR). Collectively, all components form the Ohio Organized Militia (Section 5923.01, ORC).

IMAGERY & MESSAGING

IMAGES

The use of imagery is critical in shaping and communicating the personality, values, and stories of a brand to its target audiences. Utilizing strong imagery helps communicate our organization's story and establishes a brand identity that not only catches attention but also forges long-lasting connections with our audiences. Always depict members doing their jobs, to doctrinal standard, in the proper uniform and in compliance with appropriate appearance and physical fitness requirements.

Ohio National Guard imagery released for public use can be found on the Defense Visual Information Distribution Service (DVIDS) website. Search from the main page, utilizing keywords to narrow search parameters, or search directly on the OHNG page or other wing, brigade, and other subordinate OHNG pages.

NOTE: Even imagery obtained from DVIDS should be double-checked to ensure images portray personnel and equipment in compliance with appearance, uniform, safety, training, and positive image standards.

APPROVED IMAGES available on ONG.Ohio.gov
UNIFORM / APPEARANCE GUIDELINES: ARMY | AIR
OHNG DVIDS LINK

MESSAGING

The following are preferred/approved messages for The Adjutant General's Department and Ohio National Guard:

- **Always Ready, Always There!**
- **Fight Tonight!**
- **For Ohio, For the Nation!**
- **Live Here, Serve Here – Ohio!**
- **People First, Winning Matters!**
- **We Stand Ready for Ohio!**

COMMAND

The Great Seal of the State of Ohio is the official seal for the Governor of Ohio.

The Ohio Adjutant General's and Ohio Adjutant General's Department seals incorporate the coat of arms from the Great Seal of the State of Ohio, the official insignia of the U.S. state of Ohio, and therefore are not reproduced, except as required by any provision of the Ohio Constitution and the Revised Code, unless permission to do so is first obtained from The Adjutant General pursuant to Ohio Revised Code 5.10.

STATE DEFENSE FORCE (SDF)

The State Defense Force-Ohio is part of the state's Organized Militia and can be called by the Governor to aid civil authorities. It comprises:

• **Ohio Cyber Reserve (OhCR)**

• **Ohio Military Reserve (OHMR)**

• **Ohio Naval Militia (OHNM)**

DOWNLOAD LOGO

GOVERNOR

The Governor is the commander in chief of the OHNG and, as such, has the authority to activate the OHNG to support and assist local authorities during state emergencies or for homeland defense.

ADJUTANT GENERAL

The Adjutant General is a member of the Governor's cabinet and is responsible for the command of the OHARNG, OHANG, and SDF.

The Adjutant General supervises the flag officer leadership of these components in the day-to-day operation and management of the readiness, fiscal, personnel, equipment, and real property resources of the agency.

OHIO NATIONAL GUARD ASSISTANT ADJUTANTS GENERAL
The OHNG is the federal component of the ADJ — Comprising the OHARNG and OHANG, the OHNG is affiliated with the Regular Army and United States Air Force, respectively.

OHIO CYBER RESERVE (OhCR)

The Ohio Cyber Reserve is a volunteer force under the command of The Adjutant General. It comprises trained and organized civilians that are available to the Governor to assist eligible municipalities with cybersecurity vulnerabilities and provide recommendations to reduce cyber threats. OhCR volunteers also provide workforce development to train the cyber talent of the future and promote STEM by providing mentors for high school cyber clubs, events, and activities.

DOWNLOAD LOGO

OHIO MILITARY RESERVE (OHMR)

The Ohio Military Reserve is a volunteer civilian force drawn from Ohio citizens. Upon declaration of a state emergency, the Ohio Military Reserve can aid civil authorities through medical and logistical support, as well as volunteer reception and management across the state.

DOWNLOAD LOGO

OHIO NAVAL MILITIA (OHNM)

The Ohio Naval Militia is an organized, all-volunteer naval unit. Its active mission is to patrol the weapons range impact area off Camp Perry, on Lake Erie, during use of the ranges and to augment the state of Ohio during declared emergencies.

DOWNLOAD LOGO

THE ADJUTANT GENERAL

USES

- Official documents
- Correspondence/email
- Business cards
- Adjutant General's social media platforms
- Organizational and promotional/marketing items specific to TAG-OH
- Policies, regulations, and instructions signed by TAG or his/her designated representative(s)

AUTHORIZED USERS

The Adjutant General's seal is the official seal for The Adjutant General of the State of Ohio. The **Ohio Adjutant General is the ONLY AUTHORIZED USER of the Adjutant General's seal.**

The Adjutant General's Department seal is used by departments and personnel under the direction of The Adjutant General.

These entities include:

- Assistant Adjutant General for Army (ATAG-Army)
- Assistant Adjutant General for Air (ATAG-Air)
- Director (position) / Directorate (office) of Installation Management and Resources (DIMR)
- Government and Public Affairs Office (GPAO)
- State Defense Force (SDF)
- State Human Resources Office (SHRO)
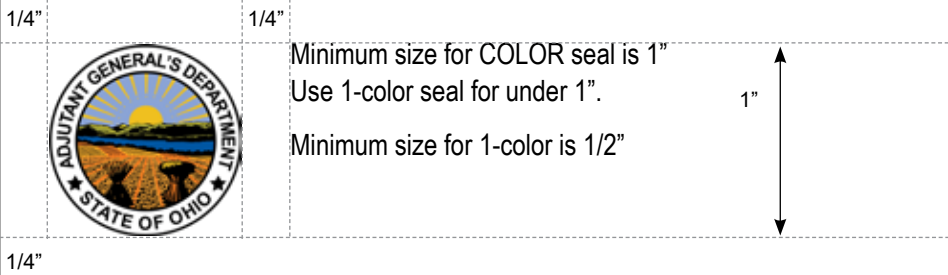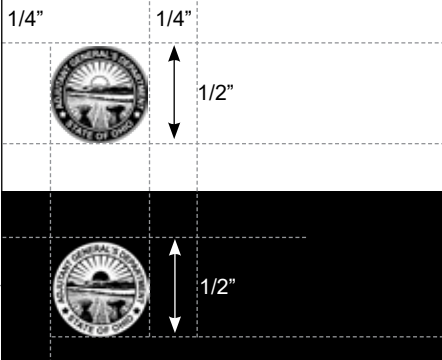- Staff Judge Advocate / Legal Counsel (SJA)

SIZING

The Adjutant General's seal should never be reproduced smaller than 1" diameter with 1/4" clearance from text or imagery.

Offices of The Adjutant General's Department shall use the official department seal.

Office identification may be made in type either under the seal or beside it as indicated.

ADJUTANT GENERAL'S DEPARTMENT

COLOR

DOWNLOAD SEAL

1-COLOR

DOWNLOAD SEAL

REVERSE

DOWNLOAD SEAL

1/4"   1/4"

Minimum size for COLOR seal is 1"
Use 1-color seal for under 1".

Minimum size for 1-color is 1/2"

1"

1/4"

1/4"   1/4"

1/2"

1/2"

DEPARTMENT IDENTIFICATION

HORIZONTAL OPTION

VERTICAL OPTION

1/4"   1/4"

5pt rule

Office Name in Title Case Centered in Area to Right of the Seal

1"

1/4"

Arial Black 12'/12'
flush left or centered under seal

Office Name in Title Case Centered Under the Seal

ADJUTANT GENERAL'S DEPARTMENT COLORS

COLOR PALETTE
The colors below are provided for purposes of matching colors to seal.

Print & Web	Pantone	C	M	Y	K	R	G	B	HEX #
SUN	P 7-16	7%	23%	98%	0%	238	192	33	#eec021
SKY	P 104-4	45%	29%	0%	0%	140	164	29	#8ca4d5
RIVER	P 104-16	100%	73%	5%	0%	0	87	161	#0057a1
MOUNTAIN	P 168-6	44%	30%	100%	6%	150	149	54	#969536
HIGHLIGHT	P 1-16	11%	9%	95%	0%	233	214	42	#e9d62a
ORANGE	P 14-8	1%	36%	96%	0%	248	172	36	#f8ac24
DARK ORANGE	P 27-8	1%	64%	100%	0%	241	122	33	#f17a21

VENDOR REQUESTS

Separated Adobe Illustrator files for The Adjutant General's and Department seals are provided to APPROVED vendors by requesting art from the GPAO.

REQUEST SEPARATED ART

FONTS

BODY COPY

SERIF
Times New Roman

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur convallis vel libero non blandit. Morbi euismod nunc sit amet erat convallis, quis ullamcorper orci mollis. Phasellus pulvinar quis nisl facilisis molestie.

SANS SERIF
Arial Narrow

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur convallis vel libero non blandit. Morbi euismod nunc sit amet erat convallis, quis ullamcorper orci mollis. Phasellus pulvinar quis nisl facilisis molestie. In in vestibulum est. Curabitur lacus tortor, fringilla in mi id, vulputate rutrum ligula.

COLOR SEALS

The Adjutant General's and Department COLOR seals may be used when appearing on white, black, gray, or a color from the seal itself.

WATERMARKS

Watermark images should be **NO MORE than 5% Black** on white or 90% on black

ONE-COLOR SEALS

Seals reversing out of a dark background should only print in white or one of the bright colors from the seal.

One-color seals printing on light backgrounds should only print in black, gray, or one of the dark colors found in the seal.

HEADLINES

Arial Black
THE ADJUTANT GENERAL
THE ADJUTANT GENERAL'S DEPARTMENT

Arial Bold
THE ADJUTANT GENERAL
THE ADJUTANT GENERAL'S DEPARTMENT

Arial Narrow Bold
THE ADJUTANT GENERAL
THE ADJUTANT GENERAL'S DEPARTMENT

STATE DEFENSE FORCE

PRIMARY IDENTIFICATION

The Adjutant General's Department seal is the only identification to be used for the State Defense Force and its subordinates.

SECONDARY IDENTIFICATION

State Defense Force logos may used in conjunction with the Adjutant General's Department seal to convey that sub-element's unique identity.

When displayed in the same product (for example, flyers, announcements, or banners in PowerPoint presentations), the secondary logo(s) is displayed at 80% the size of the seal, in order to visually maintain the Adjutant General's Department seal as the master branding graphic element for the organization.

Secondary SDF identification should appear in the following order - left to right:as applicable:

BUSINESS CARDS

Business cards will display either SDF, OhCR, OHMR, or OHNM logos respectively, with QR codes to their webpage. Requests will go through the G6 and adhere to all guidelines as outlined. Outside vendors are **NOT** authorized to print business cards.

RANK NAME LINE 1
NAME LINE 2 IF NEEDED
Official Title Line
Unit if Applicable
Firstname.I.Lastname@army.mil
614-336-0000   Office
614-000-0000   Cell

ONG.Ohio.gov
Adjutant General's Department
2825 W. Dublin Granville Rd.
Columbus, OH 43235

SAMPLES

FIRSTNAME LASTNAME
Official Title Line
Unit if Applicable
Firstname.I.Lastname@army.mil
614-336-0000   Office
614-000-0000   Cell

Adjutant General's Department
2825 W. Dublin Granville Rd.
Columbus, OH 43235

ONG.Ohio.gov

OUTLOOK SIGNATURE BLOCKS

Signature blocks mimic the vertical business card (with the addition of the Adjutant General's Department seal) and are to be used for **ALL** official email correspondence written on behalf of The Ohio Adjutant General's Department, SDF, and its subordinate units.

REQUEST SIGNATURE TEMPLATE

1/4" 1/8"

FONT: Arial Black 12'/12' flush left

STATE DEFENSE FORCE

1"

Secondary logo is 80% of ADJ seal

1.075"

STATE DEFENSE FORCE
OHIO CYBER RESERVE

FONTS:
SDF: Arial Black 12'/12'
UNIT: Arial Black 12'/12' flush left

STATE DEFENSE FORCE
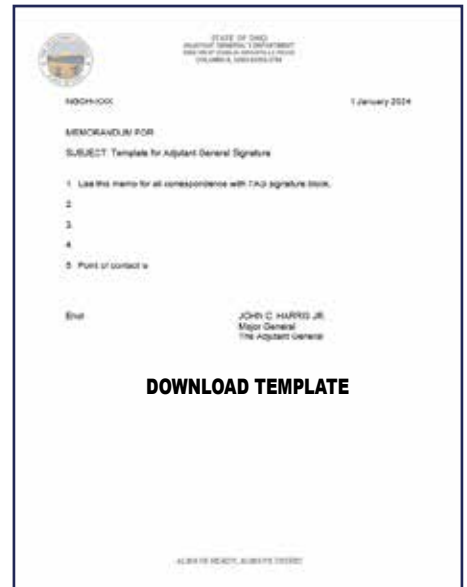# OHIO MILITARY RESERVE

STATE DEFENSE FORCE
OHIO NAVAL MILITIA

TEMPLATES

Templates are available for official letterhead and PowerPoint presentaions.

LETTERHEAD

SDF entities use the Adjutant General's Department letterhead and memo templates for all official correspondence.

DOWNLOAD TEMPLATE

RANK NAME LINE 1
NAME LINE 2 IF NEEDED

Official Title Line
Ohio Cyber Reserve,
State Defense Force

Firstname.I.Lastname@army.mil

614-336-0000   Office
614-000-0000   Cell

Adjutant General's Department
Ohio National Guard
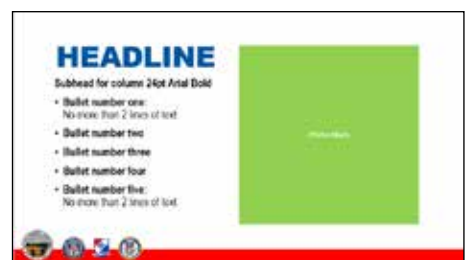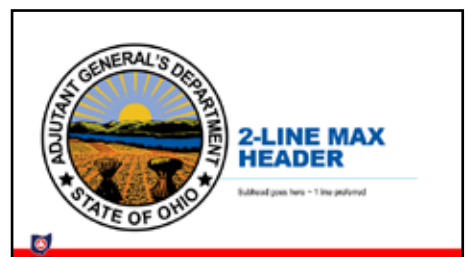2825 W. Dublin Granville Rd.
Columbus, OH 43235

ONG.Ohio.gov | Department Name/Pagelink

Optional tagline from approved list.

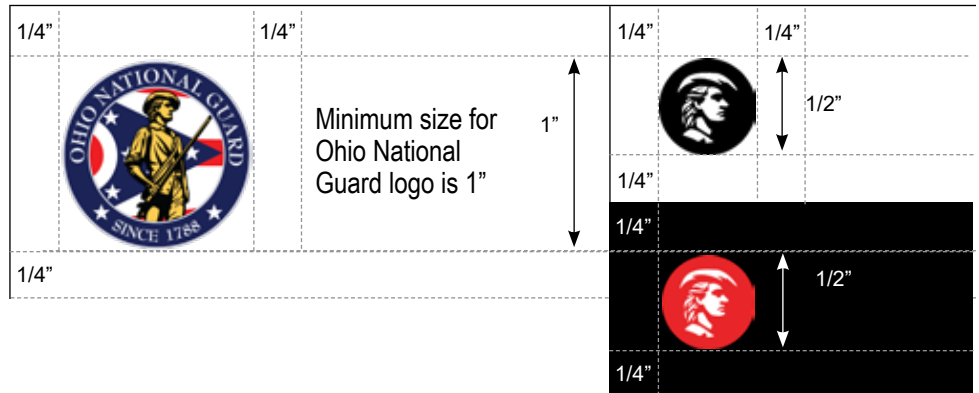# POWERPOINT PRESENTATIONS

DOWNLOAD TEMPLATE

OHIO NATIONAL GUARD LOGO

1-COLOR

DOWNLOAD LOGO

REVERSE

DOWNLOAD LOGO

COLOR

DOWNLOAD LOGO

SIZING

The Ohio National Guard logo is not to be reproduced smaller than 1" diameter with 1/4" clearance from text or imagery. Use deconstructed logo for under 1".

Minimum size for Ohio National Guard logo is 1"

MINUTEMAN

The minuteman alone may be used as art in identifying the National Guard. Black and white, screen of black or background gold.

NATIONAL GUARD LOGOS

These are official graphics of the National Guard. See the National Guard Bureau website for official use and downloads.

National Guard Bureau

NG Vehicle Logo

NG Strategic Logo

LOGO USE ON BACKGROUNDS

The one-color logo is used in black, when printing/appearing on any background color OTHER than one in the OHNG logo, (i.e., to identify with a program's adopted color). Black and/or reverse logos may be used on logo color backgrounds as well.

The Ohio National Guard COLOR logo is used when appearing on white, black, gray, or a color from the seal itself.
(See colors on page 18)

Logos reversing out of a dark background may print in white, gray, or gold.

One-color logos printing on light backgrounds may print in black or dark blue.

WATERMARKS

Watermark images should be **NO MORE than 5% Black** on white or 90% on black

DECONSTRUCTED LOGO

The deconstructed logo is used whenever there is a need for the logo to be smaller than 1". These may only appear in one of the logo colors — as indicated.

DOWNLOAD: **White minuteman in black circle**
Gold minuteman in black circle

White minuteman in blue circle
White minuteman in red circle

The above variation of the OHNG logo was created for marketing OHNG products on official social media platforms and is not to be used by any office other than the GPAO for any purpose.

VENDOR REQUESTS

Separated Adobe Illustrator files for Ohio National Guard logos are provided to APPROVED vendors by requesting art from the GPAO.   **REQUEST SEPARATED ART**

OHIO ARMY NATIONAL GUARD LOGO

1-COLOR

DOWNLOAD LOGO

REVERSE

DOWNLOAD LOGO

COLOR

DOWNLOAD LOGO

IDENTIFYING COLOR

The preferred accent color to identify the Ohio Army National Guard is RED from the logo.

ARMY NATIONAL GUARD GRAPHICS

These are official graphics of the Army National Guard.
See the National Guard Bureau website for official use and downloads.

Army National Guard seal

This Army National Guard marketing logo is used by Recruiting and Retention for marketing purposes and is not to be used on products where the intent is to represent the Ohio National Guard brand.

BACKGROUND

The Ohio Army National Guard color logo may be used on red, blue, black, white, or gray backgrounds.

When printing/appearing on any color OTHER than above, the solid logo — either black or reverse — is to be used (black or reverse logos may be used on above color backgrounds as well).

SECONDARY IDENTIFICATION

1/4" 1/4" 1/8"

1"

1/4" 1.075"

Secondary logo is 80% of OHNG logo

16TH ENGINEER BRIGADE
Blast, Build, Battle

FONT: flush left, center vertically off 1" logo

MSC: Arial Black 12'/12',
Motto: Arial Narrow Bold 10'/12'

37TH INFANTRY BRIGADE COMBAT TEAM
No Time for Glory

73RD TROOP COMMAND
Anytime, Anywhere, No Notice

174TH AIR DEFENSE ARTILLERY BRIGADE
Anytime, Anywhere

371ST SUSTAINMENT BRIGADE
Sustainment Warriors

SPECIAL TROOPS COMMAND (Provisional)
Provide Ready Soldiers When Called

Secondary logos, such as unit patches, are used to further define sub-elements within an organization, including brigades and major subordinate commands (MSCs). The secondary logo can convey the sub-element's unique identity more specifically. When displayed in the same product (for example, letterhead or other banner), the secondary logo is be displayed at 80% the size of the primary logo, in order to visually maintain the Ohio National Guard logo (and its variations) as the master branding graphic element for the organization.

OHIO AIR NATIONAL GUARD LOGO

1-COLOR

DOWNLOAD LOGO

REVERSE

DOWNLOAD LOGO

COLOR

DOWNLOAD LOGO

BACKGROUND

The Ohio Air National Guard color logo may be used on red, blue, black, white, or gray backgrounds.

When printing/appearing on any color OTHER than above, the solid logo — either black or reverse — is to be used (black or reverse logos may be used on above color backgrounds as well).

IDENTIFYING COLOR

The preferred accent color to identify the Ohio Air National Guard is BLUE from the logo.

AIR NATIONAL GUARD GRAPHICS

These are official graphics of the Air National Guard.
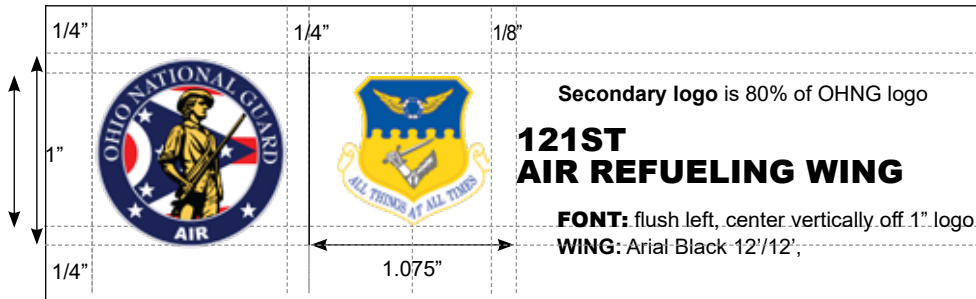See the National Guard Bureau website for official use and downloads.
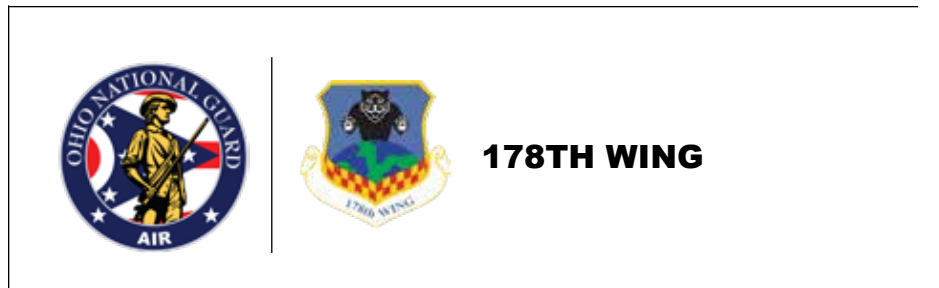

Air National Guard seal

Air National Guard emblem

SECONDARY IDENTIFICATION

1/4"   1/4"   1/8"

1"

1/4"   1.075"

Secondary logo is 80% of OHNG logo

121ST
AIR REFUELING WING

FONT: flush left, center vertically off 1" logo.
WING: Arial Black 12'/12';

Secondary logos, such as unit patches and emblems, are used to further define sub-elements within an organization, including wings and geographically separated units (GSUs). The secondary logo can convey the sub-element's unique identity more specifically. When displayed in the same product (for example, letterhead or other banner), the secondary logo is displayed at 80% the size of the primary logo, in order to visually maintain the Ohio National Guard logo (and its variations) as the master branding graphic element for the organization.

178TH WING

179TH
CYBERSPACE WING

180TH
FIGHTER WING

OHNG, OHARNG, OHANG COLORS

COLOR PALETTE

The colors below are provided for purposes of matching colors to the OHNG logo.

Print & Web	Pantone	C	M	Y	K	R	G	B	HEX #
RED	P 48-8	2%	98%	96%	0%	235	35	39	#eb2327
BLUE	P 101-15	99%	94%	36%	31%	32	38	86	#202656
GOLD	P 10-6	1%	18%	77%	0%	252	206	85	#fcce55

EXTENDED PALETTE

		C	M	Y	K	R	G	B	HEX #
DARK RED	P 50-8	27%	100%	100%	32%	139	0	0	#8b0000
LIGHT BLUE	P 118-2	27%	0%	4%	0%	181	227	240	#b5e3fo
GRAY	P 169-2	14%	10%	11%	0%	217	217	217	#d9d9d9
DARK GRAY	P 179-9	52%	43%	43%	8%	127	127	127	#7f7f7f

VENDOR REQUESTS

Separated Adobe Illustrator files for Ohio National Guard logos are provided to APPROVED vendors by requesting art from the GPAO.

REQUEST SEPARATED ART

FONTS

BODY COPY

SERIF

Times New Roman

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur convallis vel libero non blandit. Morbi euismod nunc sit amet erat convallis, quis ullamcorper orci mollis. Phasellus pulvinar quis nisl facilisis molestie.

SANS SERIF

Arial Narrow

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur convallis vel libero non blandit. Morbi euismod nunc sit amet erat convallis, quis ullamcorper orci mollis. Phasellus pulvinar quis nisl facilisis molestie. In in vestibulum est. Curabitur lacus tortor, fringilla in mi id, vulputate rutrum ligula.

BACKGROUNDS

Ohio National Guard color logos may be used on red, blue, black, white, or gray backgrounds.

IDENTIFYING COLORS

The preferred accent color to identify the **Ohio Army National Guard** is RED from the logo.

The preferred accent color to identify the **Ohio Air National Guard** is BLUE from the logo.

SOLID LOGOS

When printing/appearing on any color OTHER than above, the solid, one-color logo — either black or reverse — is to be used (black or reverse logos may be used on above color backgrounds as well).

Logos reversing out of a dark background may print in white, gray, or gold.

One-color logos printing on light backgrounds may print in black or dark blue.

HEADLINES

Arial Black

THE OHIO NATIONAL GUARD
THE OHIO ARMY NATIONAL GUARD
THE OHIO AIR NATIONAL GUARD
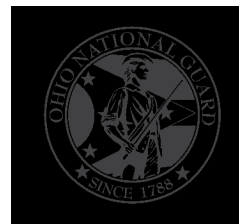
Arial Bold

THE OHIO NATIONAL GUARD
THE OHIO ARMY NATIONAL GUARD
THE OHIO AIR NATIONAL GUARD

Arial Narrow Bold

THE OHIO NATIONAL GUARD
THE OHIO ARMY NATIONAL GUARD
THE OHIO AIR NATIONAL GUARD

WATERMARKS

Watermark images should be **NO MORE than 5% Black** on white or 90% on black

DEPARTMENT IDENTIFICATION WITH LOGO VARIATIONS

The following options are the ONLY authorized variations for department identification.

OHNG

Logo with office, directorate, or program text centered underneath or to right of the logo.
(Secondary patch option on pg.15)

Department in GRAY color ribbon only.

1/4"   1/4"   1/4"

Name in Title Case to Right of the Seal   1"

Title Case Centered Under the Seal

Arial Black 12'/12'

1/4"   1/4"

OHARNG

Logo with office, directorate, or program text centered underneath or to right of the logo.
(Secondary patch option on pg.15)

Department in RED color ribbon only.

Name in Title Case to Right of the Seal

Title Case Centered Under the Seal

OHANG

Logo with office, directorate, or program text centered underneath or to right of the logo.
(Secondary patch option on pg.15)
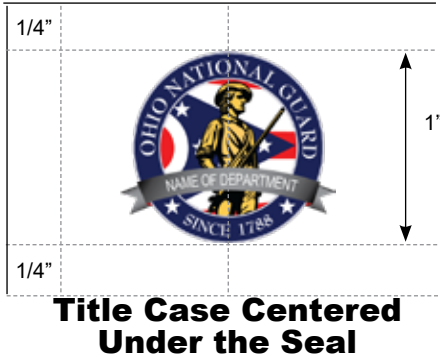
Department in YELLOW color ribbon only.

Title Case to Right of the Seal

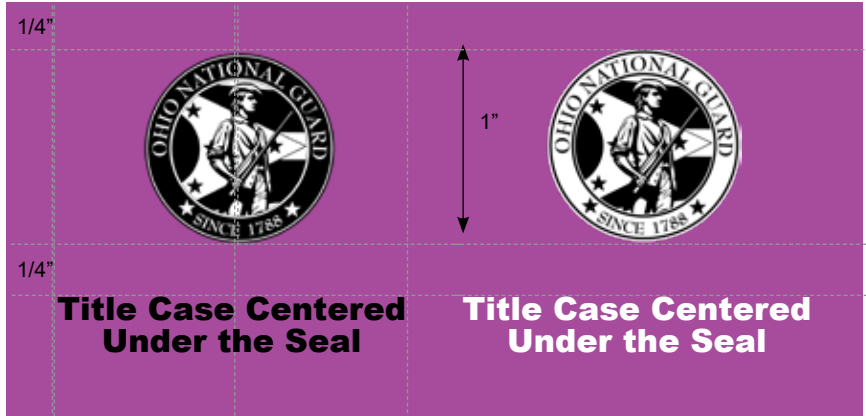**Title Case Centered Under the Seal**

FOR DEPARTMENTS IDENTIFYING WITH A COLOR NOT FOUND IN THE OHNG LOGO

The following options are the ONLY authorized variations for department identification.

Submit a help desk ticket to have your logo variation created.

Department in GRAY color ribbon and sub-department option under.

1/4"   1"   1/4"

Title Case Centered Under the Seal

Department in RED color ribbon and sub-department option under.
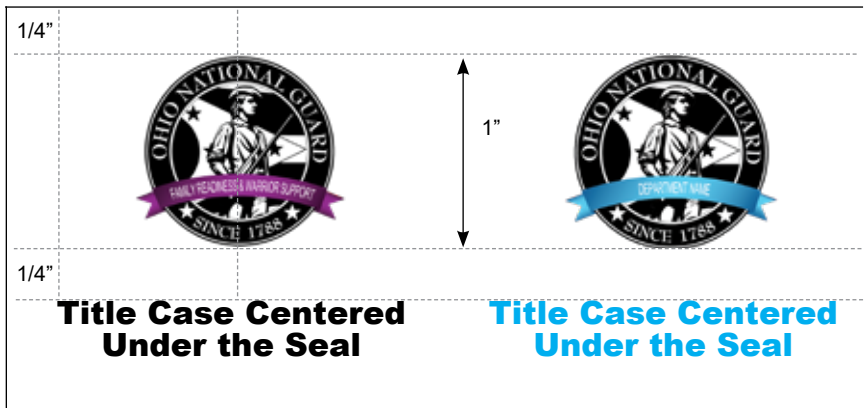

Title Case Centered Under the Seal

Department in YELLOW color ribbon and sub-department option under.

Title Case Centered Under the Seal

OPTION 1

Black logo with department centered underneath on color background.

Arial Black 12'/12'

1/4"   1"   1/4"

Title Case Centered Under the Seal   **Title Case Centered Under the Seal**

OPTION 2

Black logo with department in approved color ribbon overlay.

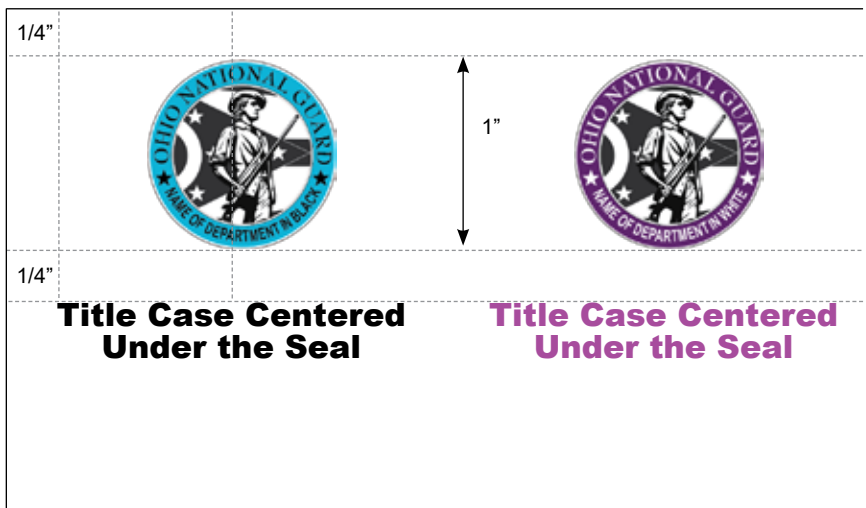Submit a help desk ticket to have your logo variation created.

1/4"   1"   1/4"

Title Case Centered Under the Seal   **Title Case Centered Under the Seal**

OPTION 3

Adapted logo with department in approved color outer circle.

Submit a help desk ticket to have your logo variation created.

1/4"   1"   1/4"

Title Case Centered Under the Seal   **Title Case Centered Under the Seal**

BUSINESS CARDS & EMAIL SIGNATURE BLOCKS

BUSINESS CARDS

AUTHORIZATIONS

Employees and Guard members within The Adjutant General's Department and the Ohio National Guard requesting business cards will go through the G6 and adhere to all GUIDELINES as outlined.

Outside vendors are **NOT** authorized to print business cards with the ADJ seal or OHNG logos.

VERTICAL OPTION

RANK NAME LINE 1
NAME LINE 2 IF NEEDED

Official Title Line
Unit if Applicable

Firstname.I.Lastname@army.mil

614-336-0000   Office
614-000-0000   Cell

Adjutant General's Department
2825 W. Dublin Granville Rd.
Columbus, OH 43235

ONG.Ohio.gov

RANK NAME LINE 1
NAME LINE 2 IF NEEDED

Official Title Line
Unit if Applicable

Firstname.I.Lastname@army.mil

614-336-0000   Office
614-000-0000   Cell

Adjutant General's Department
2825 W. Dublin Granville Rd.
Columbus, OH 43235

ONG.Ohio.gov

OUTLOOK SIGNATURE BLOCKS

The following signature blocks mimic the vertical business card format (adheres to the same guidance) and are used for **ALL** official email correspondence written on behalf of The Ohio Adjutant General's Department and/or Ohio National Guard.

SINGLE IMAGE

RANK NAME LINE 1
NAME LINE 2 IF NEEDED

Official Title Line
Office or Department

Firstname.I.Lastname@army.mil

614-336-0000   Office
614-000-0000   Cell

Adjutant General's Department
Ohio National Guard
2825 W. Dublin Granville Rd.
Columbus, OH 43235

ONG.Ohio.gov | Department Name/Pagelink

Optional tagline from approved list.

2-IMAGE OPTION

RANK NAME LINE 1
NAME LINE 2 IF NEEDED

Official Title Line
Office or Department

Firstname.I.Lastname@army.mil

614-336-0000   Office
614-000-0000   Cell

Adjutant General's Department
Ohio National Guard
2825 W. Dublin Granville Rd.
Columbus, OH 43235

ONG.Ohio.gov | Department Name/Pagelink

Optional tagline from approved list.

ARMY/MSC or AIR/WING

RANK NAME LINE 1
NAME LINE 2 IF NEEDED

Official Title Line
Office or Department

Firstname.I.Lastname@army.mil

614-336-0000   Office
614-000-0000   Cell

Adjutant General's Department
Ohio National Guard
2825 W. Dublin Granville Rd.
Columbus, OH 43235

ONG.Ohio.gov | Department Name/Pagelink

Optional tagline from approved list.

HORIZONTAL OPTION

RANK NAME LINE 1
NAME LINE 2 IF NEEDED
Official Title Line
Unit if Applicable
Firstname.I.Lastname@army.mil
614-336-0000   Office
614-000-0000   Cell

ONG.Ohio.gov

Adjutant General's Department
2825 W. Dublin Granville Rd.
Columbus, OH 43235

RANK NAME LINE 1
NAME LINE 2 IF NEEDED
Official Title Line
Unit if Applicable
Firstname.I.Lastname@army.mil
614-336-0000   Office
614-000-0000   Cell

ONG.Ohio.gov

Adjutant General's Department
2825 W. Dublin Granville Rd.
Columbus, OH 43235

HOW TO ORDER BUSINESS CARDS

The versions of business cards as shown are the **ONLY authorized cards** for The Adjutant General's Dept. and
Ohio National Guard and are ordered through the G6 help desk ticket system and printed through the duplication center.

HELP DESK: >> Request Type: **G6 SERVICES** >>**Admin Services** >> **Business Card**

The QR code will go to the ONG.Ohio.gov home page by default. -- OR -- any department webpage on the ONG.Ohio.gov website.

CONTACT GPAO THROUGH THE HELP DESK TO HAVE WEBPAGE DEVELOPED IF ONE IS NEEDED

OUTLOOK SIGNATURE SPECS

ARIAL BLACK 12pt/13pt

Arial Bold 10pt

Arial Narrow Italic 8pt USE CamleCase

614-336-0000   Arial 8pt
614-000-0000

Arial 8pt

Arial Narrow Bold 8pt

Links to Official OHNG SM pages

Arial Narrow Bold Ital 8pt

OHNG SM LINKS

Social Media icons will link to the offical
pages of the Ohio National Guard (unless
exceptions are approved by GPAO).

Facebook: TheOhioNationalGuard
X/Twitter: OHNationalGuard
Instagram: ohionationalguard
YouTube: OhioNationalGuard
LinkedIn: ohio-national-guard

REQUEST SIGNATURE TEMPLATE

APPROVED TAGLINES

In order to provide consistent messaging
for the ADJ/OHNG, the **ONLY**
approved messages in the
signature block are as follows:

- *Always Ready, Always There!*
- *Fight Tonight*
- *For Ohio, For the Nation!*
- *Live Here, Serve Here – Ohio!*
- *People First, Winning Matters*
- *We Stand Ready for Ohio*
- *Stay current with our members serving at home and abroad in the Buckeye Guard*

Any messaging other than those above
must be submitted to GPAO for approval.

REQUEST MESSAGE APPROVAL

MICROSOFT 365: EMAIL BEST PRACTICES

All correspondence on behalf of the ADJ/OHNG will adhere to the following specifications (based on communications and correspondence best practices and regulatory guidance).
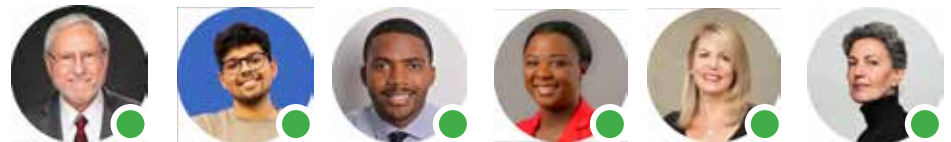
IDENTIFYING IMAGERY

PREFERRED IMAGERY -- **APPROVED IMAGERY** --

Emails sent from OHNG (including Microsoft web-based) network accounts will maintain a professional appearance. Microsoft auto-generated initials, or official military or equivalent civilian photos (professional dress, head shot, solid background) are the only approved images for Microsoft identification circles appearing in emails and on other Microsoft 365 platforms, including Teams. Other avatars, caricatures, symbols, non-identifying photos, or graphics are prohibited.

SCHEDULE PHOTO

Military personnel and civilian employees may get a professional photograph (as shown in the approved examples) taken by the GPAO at Beightler Armory in Columbus, for official business purposes. You are encouraged to schedule your photo with the GPAO, but if taking your own, please use the following guidelines to ensure a professional, consistent image (as shown in the examples above). Head should take up approximately 1/3 of the circle, use a solid background, look directly at the camera.

The examples here (inclusive, but not exhaustive) show what IS **NOT an approved image** to use as an identifying image for your professional Microsoft office account, including Outlook and Teams identification circles.
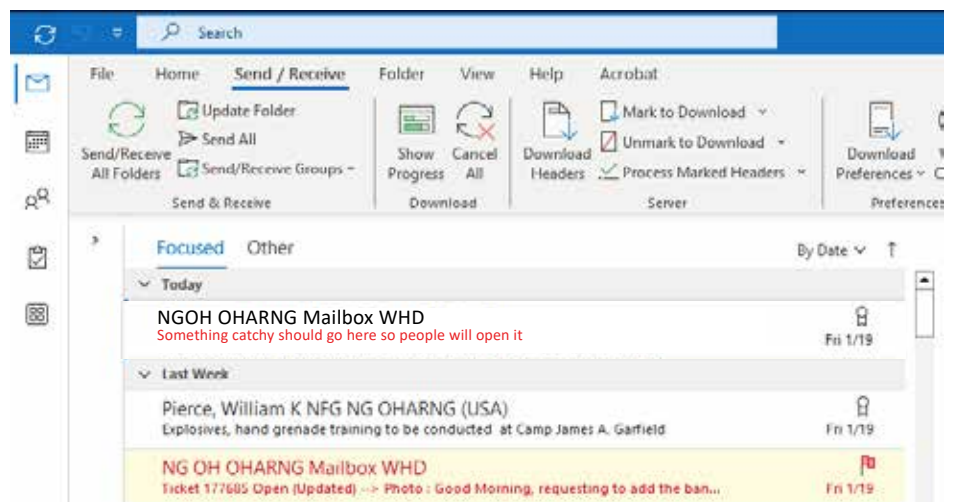

SUBJECT LINES

Make sure you remember to keep your subject line concise to avoid it getting cut off in the inbox. Your subject line should be able to convey urgency, excitement, intrigue, feelings of welcomeness, or whatever the goal of your email message is in a few short words.

- Keep it concise and compelling.
- Start with more important information.
- Create a sense of urgency.
- Get people curious enough to click.
- Don't get too excited.
- Make a personal connection.
- Include call to action, such as "For your review…"

Subject line displays here

BODY & SIGNATURE BLOCK

A good subject line gets read!

Gabriel, Joseph R CIV NG OHARNG (USA)
To ● Hayter, Cynthia Nadine (Cindy) NFG (USA)

Wed 1/17

Template Annual Report 2024.docx 28 KB ∨

Content text is Arial 12pt, single spaced with extra line in between paragraphs.

Greeting ----------,

Aenean in porttitor magna. Nulla dui urna, placerat nec viverra quis, euismod at felis. Integer congue euismod tincidunt. In hac habitasse platea dictumst. Sed in augue lobortis, maximus ante non, suscipit ligula. Aenean posuere vel mauris at condimentum. Morbi eu justo finibus, molestie turpis non, fringilla tellus. Vivamus interdum posuere fringilla. Maecenas gravida porta turpis. Aliquam aliquam dolor id dignissim convallis.

Fusce eu turpis posuere, molestie sem venenatis, sodales arcu. Quisque et sem vitae justo finibus gravida. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur ac ornare lorem, nec vehicula sapien. Ut sem libero, feugiat sit amet quam id, fringilla facilisis est. Phasellus nisl nunc, pulvinar faucibus faucibus nec, accumsan vel magna. Ut dolor arcu, mattis eget suscipit at, mattis ac risus. Pellentesque a neque quis purus pulvinar tempus. Etiam eget euismod nibh, eu pellentesque dui. Sed et tortor vitae ipsum porttitor euismod.

Integer consectetur orci eu massa finibus rhoncus. Nullam finibus, tellus et rutrum suscipit, tellus justo scelerisque tellus, nec ultricies sapien nulla vestibulum est. Donec lorem felis, porta ac tincidunt ac, gravida pulvinar massa. Integer in maximus lectus. Praesent ipsum dui, rutrum sit amet euism vestibulum massa. Nulla non leo ante.

Thank you for your time,
Firstname Lastname

JOSEPH ROBERT GABRIEL (USA, Ret.) MPA
Director of Government and Public Affairs
The Adjutant General's Department and Ohio National Guard

joseph.r.gabriel3.civ@army.mil
614-336-7269 Office
614-593-1665 Cell

Ohio Adjutant General's Department
Ohio National Guard
2825 W. Dublin Granville Rd.
Columbus, OH 43235-2789

ONG.Ohio.gov

Stay current with our members serving
at home and abroad in the Buckeye Guard

(space)
Closing,
Name
(space)
(space)
EMAIL SIGNATURE BLOCK
as outlined on page 25

REQUEST SIGNATURE TEMPLATE

GREETING

Starting your email with "Dear," is always a good, professional option—especially if you know the name of the person you are addressing. Including their name is more personal and shows that you care about the business relationship.

Using rank and last name for military or first and last name for civilian is preferred, as a sign of respect that demonstrates attention to detail.

BODY

The Department of Defense provides guidance on composing a professional message that represents the writer and the organization in a favorable manor.

DOD MANUAL 5110.04, VOLUME 1
MANUAL FOR WRITTEN MATERIAL:
CORRESPONDENCE MANAGEMENT

CLOSING

It's recommended to stick with tried and true business letter closings that can be used in any situation.

Very respectfully, Respectfully,
Sincerely, Yours truly,
Best, All the best,
Regards, Best regards, Warm regards
Thank you, Thanks again,
Many thanks,

STATIONERY

All official correspondence (memorandums, policies, regulations, and instructions) emanating from the ADJ-OH will use the template provided. Based on the signature authority, the use of the Adjutant General's seal, the State of Ohio seal, or Adjutant General's Department, State of Ohio seal will comply with the following:

- All ADJ-OH memorandums comply with Army Regulation (AR) 25-50.
- Correspondence that is component-specific will follow the appropriate correspondence guide/regulation for the Department of the Army and the Department of the Air Force, respectively.

THE ADJUTANT GENERAL

Formatting of TAG documents and memos will follow guidance of TAG's branch.
ARMY: AR 25-50 or AIR: AFM 33-326 / AFH 33-337 (The Tongue & Quill)

- All documents with TAG-OH signature.
- All documents with TAG-OH signature, delegated to a designated representative.

> DOWNLOAD: AR 25-50 | LETTERHEAD / MEMO TEMPLATE
> DOWNLOAD: AFM 33-326 / AFH 33-337 | LETTERHEAD / MEMO TEMPLATE

THE ADJUTANT GENERAL'S DEPARTMENT

- **ATAG - Army** follows AR 25-50

  > DOWNLOAD: AR 25-50 | LETTERHEAD / MEMO TEMPLATE

- **ATAG - Air** follows AFM 33-326 / AFH 33-337 (The Tongue & Quill)

  > DOWNLOAD: AFM 33-326 / AFH 33-337 | LETTERHEAD / MEMO TEMPLATE

- **Adj. Gen. Dept.**
  All documents with signatures from the following departments (or their designated representative) will follow the ARMY Guidance as directed in AR 25-50
  - DIMR
  - State HRO (as applicable)
  - State Defense Force
  - SJA
  - GPAO

  > DOWNLOAD: AR 25-50 | LETTERHEAD / MEMO TEMPLATE

THE OHIO NATIONAL GUARD

All departments other than specific Air Guard entities will follow the ARMY Guidance as directed in AR 25-50

- **Ohio National Guard** (AR 25-50)

  > DOWNLOAD: AR 25-50 | LETTERHEAD / MEMO TEMPLATE

- **Ohio Army National Guard** (AR 25-50)

  > DOWNLOAD: AR 25-50 | LETTERHEAD / MEMO TEMPLATE

- **Ohio Air National Guard** AFM 33-326 / AFH 33-337 (The Tongue & Quill)

  > DOWNLOAD: AFM 33-326 / AFH 33-337 | LETTERHEAD / MEMO TEMPLATE

LETTERHEAD & MEMO TEMPLATES

The Ohio Adjutant General

DOWNLOAD

Ohio Adjutant General's Department

DOWNLOAD: OFFICES | SDF

Ohio National Guard

DOWNLOAD | JSTAFF

Ohio Army National Guard
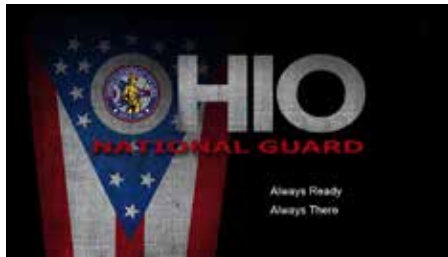

DOWNLOAD: ARMY | GSTAFF

Ohio Air National Guard
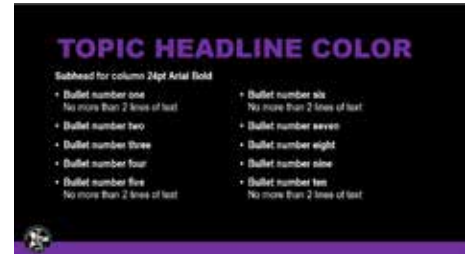

DOWNLOAD

POWERPOINT TEMPLATES

Approved slide deck templates — for state and federal units, offices, directorates, and programs — are available for download, in standard and widescreen format, with options of black or white backgrounds.

GUARD 101 slides

Guard 101 is a briefing developed, maintained, and updated by the GPAO on behalf of The Adjutant General. It is used to educate various publics and organizations at speaking engagements, open houses, and other events in which the Ohio National Guard participates. The standard Guard 101 version is available for download here. A strategic-level, senior leader version of Guard 101 is available upon request, and is distributed at the discretion of the Director, GPAO, on behalf of TAG.

DOWNLOAD PRESENTATION to come

Ohio Adjutant General's Department
- Black background with yellow accent
- White background with black accent

DOWNLOAD TEMPLATE

Ohio Adjutant General's Department State Defense Force
- Black background with red accent
- White background with red/blue accent

DOWNLOAD TEMPLATE

Ohio National Guard
- Black background with red/blue accent
- White background with red/blue accent

DOWNLOAD TEMPLATE

Ohio National Guard
- Approved adapted logo
- Black background with color accent
- White background with color accent

DOWNLOAD TEMPLATE LOGO W/ RIBBON
DOWNLOAD TEMPLATE LOGO COLOR

Ohio Army National Guard
- Black background with yellow accent
- White background with red accent
- Optional secondary logo

DOWNLOAD TEMPLATE

Ohio Air National Guard
- Blue background with red accent
- White background with blue accent
- Optional secondary logo

DOWNLOAD TEMPLATE

WEBSITES

ONG.Ohio.gov

ONG.Ohio.gov is the official public website for the Ohio Adjutant General / Ohio National Guard.

ONG.Ohio.gov/members is a website within the main site that provides members with resources for policies, career/ employment opportunities, benefits, support services, and family programs.

CONTACT US PAGE

Organized by OHNG/Joint Force, Army, Air and Adj. Gen. Department, this page is intended to be a comprehensive directory where all links and contact information can be accessed. Updates to this page are made at the beginning of each month from requests made through the link on the Contact Us webpage.

GO TO WEBPAGE

DEPARTMENT PAGES

Departments and offices with helpful resources for members are encouraged to contact the GPAO to request the creation of, or update to, a webpage for your office/department/directorate as part of the ONG.Ohio.gov website.

REQUEST A WEBPAGE

A Look in the Attic: March 18-24

In Through the Lens, members of the 3-107th Cavalry conduct a refueling exercise involving their AH-1 Cobra helicopter in 1985; and in Week in Review, Ohio contributes significant manpower to aid the Union victory at the Battle of Bentonville, N.C., in 1865; and the 147th Infantry lands on Iwo Jima in 1945 to take over security of the island from the Marines.

ONG HISTORY | ON THIS DAY | ON THIS WEEK | March 18-24, 2024

ONG.OHIO.GOV/members

SOCIAL MEDIA

AUTHORIZED SOCIAL MEDIA SITES

Official social media platforms are those permitted, managed, and monitored by the OHNG. As these sites are sanctioned, they comply with OHNG branding intent and guidelines. Individuals and units will refer to the ADJ/OHNG social media policy for additional information.

LINK TO POLICY

AUTHORIZED SOCIAL MEDIA ACCOUNTS

Ohio National Guard Heritage Center
- https://www.facebook.com/ONGHeritageCenter
- https://www.instagram.com/ongheritagecenter/

Ohio Army National Guard Recruiting
- https://www.facebook.com/OHarmyguardrecruiting
- https://www.instagram.com/armyguardohio/
- https://twitter.com/ArmyGuardOhio

73rd Troop Command
- https://www.facebook.com/73rdTroopCommand

371st Sustainment Brigade
- https://www.facebook.com/371SB
- https://www.instagram.com/371st_sustainmentbrigade/

37th Infantry Brigade Combat Team
- https://www.facebook.com/37ibct

16th Engineer Brigade
- https://www.facebook.com/16thEngineerBrigade
- https://www.instagram.com/16th_engineer_brigade/

174th Air Defense Artillery Brigade
- https://www.facebook.com/174ADA
- https://twitter.com/174ADA_BDE

121st Air Refueling Wing
- https://www.facebook.com/121ARW
- https://www.instagram.com/121arw/
- https://twitter.com/121ARW

178th Wing
- https://www.facebook.com/178thWing
- https://www.instagram.com/178th_wing/
- https://twitter.com/178thWing

179th Cyberspace Wing
- https://www.facebook.com/179CW
- https://www.instagram.com/179cw/
- https://twitter.com/179CW

180th Fighter Wing
- https://www.facebook.com/180THFW
- https://www.instagram.com/180fw/
- https://twitter.com/180thFW

OHNG SM LINKS

Offical pages of the Ohio National Guard
Facebook: TheOhioNationalGuard
X/Twitter: OHNationalGuard
Instagram: ohionationalguard
YouTube: OhioNationalGuard
LinkedIn: ohio-national-guard

DEPARTMENT / ABBREVIATIONS

COMMAND	ABBR.	LINKS to come
Commander in Chief	GOV	Webpage with Biography & Photo
The Adjutant General of Ohio	TAG	Webpage with Biography & Photo
State Command Senior Enlisted Leader	CSEL	
Director/Directorate of Installation Management and Resources	DIMR	
Government and Public Affairs	GPAO	
Ohio National Guard	OHNG	Website
Ohio Army National Guard	**OHARNG**	**Website**
Assistant Adjutant General for Army	ATAG-Army	Webpage with Biography & Photo
State Command Chief Warrant Officer	CCWO	Webpage with Biography & Photo
State Command Sergeant Major	SCSM	Webpage with Biography & Photo
Ohio Air National Guard	**OHANG**	**Website**
Assistant Adjutant General for Air	ATAG-Air	Webpage with Biography & Photo
State Command Chief Master Sergeant	SCCM	Webpage with Biography & Photo
The State Defense Force of Ohio	SDF-OH	Webpage
Commander, State Defense Force	CDR-SDF	
The Ohio Cyber Reserve	OhCR	Website
The Ohio Military Reserve	OHMR	Website
The Ohio Naval Militia	OHNM	Website
Ohio Revised Code Section 5913.01	ORC	Website

(Adjutant general is commander and administrative head of organized militia - duties)

DEPARTMENT / ABBREVIATIONS

MILITARY RANK ABBREVIATION STYLES

Use Associated Press (AP style) when contributing products to the OHNG public affairs mission. AP abbreviations are widely recognized by the military and general public alike, and also mirror those abbreviations utilized by police and fire organizations as well as other entities that use ranks in their structure. When writing for external (public) audiences, it is recommended to write out the ranks fully or use AP style. Service-specific style should only be used for internal audiences. Applicability is at the discretion of the respective chains of command. Whatever style you use for your document or product, BE CONSISTENT; write it the same way every time.

Commissioned Officers	same for Army and Air, per AP style	Associated Press	ARMY	AIR
general		Gen.	GEN	Gen
lieutenant general		Lt. Gen.	LTG	Lt Gen
major general		Maj. Gen.	MG	Maj Gen
brigadier general		Brig. Gen.	BG	Brig Gen
colonel		Col.	COL	Col
lieutenant colonel		Lt. Col.	LTC	Lt Col
major		Maj.	MAJ	Maj
captain		Capt.	CPT	Capt
first lieutenant		1st Lt.	1LT	1st Lt
second lieutenant		2nd Lt.	2LT	2d Lt

ARMY ONLY

Warrant Officers	Associated Press	ARMY
chief warrant officer five	Chief Warrant Officer 5	CW5
chief warrant officer four	Chief Warrant Officer 4	CW4
chief warrant officer three	Chief Warrant Officer 3	CW3
chief warrant officer two	Chief Warrant Officer 2	CW2
warrant officer	Warrant Officer	WO1

Enlisted Personnel	Associated Press	ARMY
sergeant major of the Army	Sgt. Maj. of the Army	SMA
command sergeant major	Command Sgt. Maj.	CSM
sergeant major	Sgt. Maj.	SGM
first sergeant	1st Sgt.	1SG
master sergeant	Master Sgt.	MSG
sergeant first class	Sgt. 1st Class	SFC
staff sergeant	Staff Sgt.	SSG
sergeant	Sgt.	SGT
corporal	Cpl.	CPL
specialist	Spc.	SPC
private first class	Pfc.	PFC
private (E-1/E2)	Pvt. (for both ranks)	PVT/PV2

AIR FORCE ONLY

Enlisted personnel	Associated Press	AIR
chief master sergeant of the Air Force	Chief Master Sgt. of the Air Force	CMSAF
command chief	Chief Master Sgt.	CCM
chief master sergeant	Chief Master Sgt.	CMSgt
senior master sergeant	Senior Master Sgt.	SMSgt
master sergeant	Master Sgt.	MSgt
first sergeant	1st Sgt.	FS
technical sergeant	Tech. Sgt.	TSgt
staff sergeant	Staff Sgt.	SSgt
senior airman	Senior Airman	SrA
airman first class	Airman 1st Class	A1C
airman	Airman	Amn
airman basic	Airman	AB

BRANDING GUIDE

Adjutant General's & Adjutant General's Department seals
Ohio National Guard logo with variations

Contact GPAO Office with any questions

GET CURRENT UPDATED PDF WITH FILE LINKS
ONG.Ohio.gov/media/resources/branding-guide.pdf

Official pages of the Ohio National Guard

 TheOhioNationalGuard

 OHNationalGuard

 ohionationalguard

 OhioNationalGuard

 ohio-national-guard