

Performance Triad Brand Guidelines

Implementing the Performance Triad brand in health communication for the U.S. Army

Updated July 2015



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Overview

The Performance Triad is an initiative to influence Soldiers, Families and our beneficiary populations.

The Army, through the leadership of the Office of The Surgeon General (OTSG), created the Performance Triad (P3) campaign to promote optimal sleep, activity, and nutrition (SAN) Army-wide. The target audience includes Soldiers, Department of the Army (DA) Civilians, Family Members, Pre-Retirees, and Retirees. The P3 is intended to educate and influence the same to improve their sleep behaviors, increase daily activity, and improve nutrition; these three key components directly impact cognitive, emotional, and physical performance and influence overall health.

Consistent branding of the P3 campaign is vital to reinforcing its mission and goals. Continued exposure to our stakeholders with P3 branding promotes the Army's ability to keep health readiness and resilience in the minds of our customers and partners.

This guide provides explicit guidance for the correct branding of the P3 campaign. Please contact the P3 team at 703-681-8720 or email: usarmy.performancetriad.mil@mail.mil if you have questions concerning the branding guide.

Mission

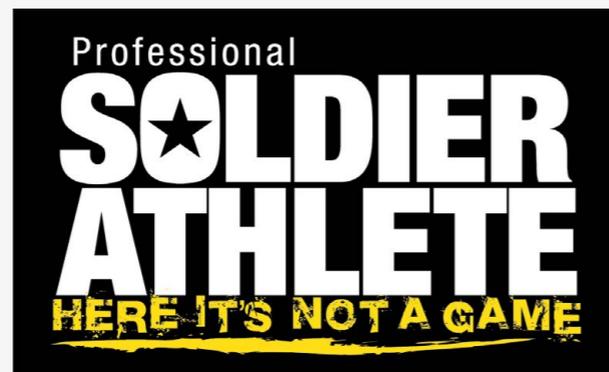
Execute a coordinated and sustained campaign to promote healthy sleep, activity and nutrition behaviors among the The Total Army Family (Soldiers, Department of the Army Civilians, Families, Retirees).

Target State:

Healthy and resilient Total Force, Families, Retirees, Department of the Army Civilians and Army communities empowered with the knowledge and resources that support healthy sleep, activity and nutrition.

Performance Triad Logos

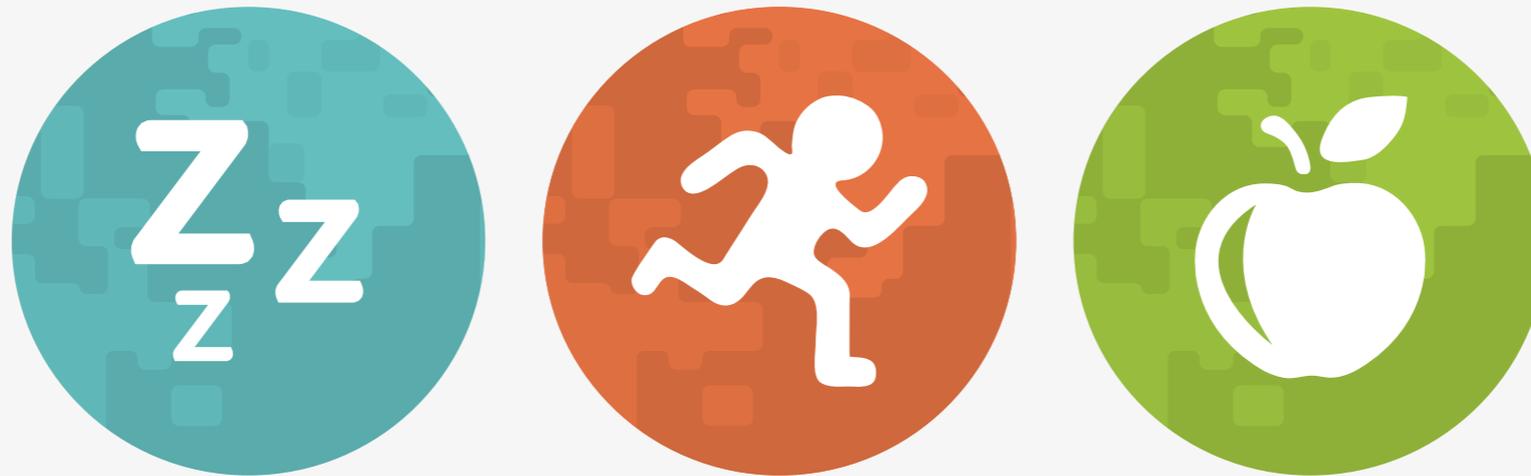
The P3 logos are the most immediate representation of our people and our brand. It is a valuable asset that must be used consistently in the proper, approved forms.



Performance Triad Logos, Graphics, and Fonts can be downloaded at: <http://armymedicine.mil/Pages/performance-triad-branding.aspx>

Sleep, Activity, and Nutrition (SAN) Logos

Each element of the P3, Sleep, Activity and Nutrition, has its own unique icon. When used together they should always be in the order shown below, Sleep, Activity, and Nutrition.



Sleep, Activity, and Nutrition (SAN) Logos

SLEEP

Sleep is critical in achieving optimal physical, mental, and emotional health. The sleep icon consists of a blue circle with the ACU pattern along with three “Z”s of various sizes. When grouped with the other icons, sleep is always first.



SLEEP ICON COLORS

color	C	M	Y	K	R	G	B	Hex
use this for text on dark backgrounds light blue	57	3	27	0	103	193	193	67c1c1
med blue	61	11	32	0	98	179	178	62b3b2
use this for text on light backgrounds dark blue	64	17	37	1	94	167	165	5ea7a5
white	0	0	0	0	255	255	255	ffffff

Sleep, Activity, and Nutrition (SAN) Logos

ACTIVITY

Physical Fitness and Activity are crucial to ensuring our Soldiers perform as elite athletes. The activity icon consists of an orange circle with the ACU pattern along with a running figure. When grouped with the other icons, activity is always second, or in the middle.



ACTIVITY ICON COLORS

color	C	M	Y	K	R	G	B	Hex
use this for text on light backgrounds light orange	9	65	78	1	223	117	74	df754a
med orange	12	67	77	1	215	113	74	d7714a
use this for text on dark backgrounds dark orange	17	68	78	3	201	107	71	c96b47
white	0	0	0	0	255	255	255	ffffff

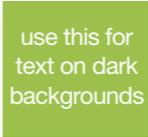
Sleep, Activity, and Nutrition (SAN) Logos

NUTRITION

Fueling for performance enables top level training, increases energy and endurance, shortens recovery time between activities, and improves focus and concentration. The nutrition icon consists of a green circle with the ACU pattern along with an apple graphic. When grouped with the other icons, nutrition is always third, or last.



NUTRITION ICON COLORS

color	C	M	Y	K	R	G	B	Hex	
 use this for text on dark backgrounds	light green	47	7	91	0	156	192	75	9cc04b
	med green	47	10	92	0	150	185	75	96b94b
 use this for text on light backgrounds	dark green	51	16	92	1	140	172	74	8cac4a
	white	0	0	0	0	255	255	255	ffffff

Performance Triad Primary Logo

This logo represents the entire P3 program. There are three approved versions of this logo, which should be used for print.

Approved uses of the P3 logo



Use this version on light backgrounds



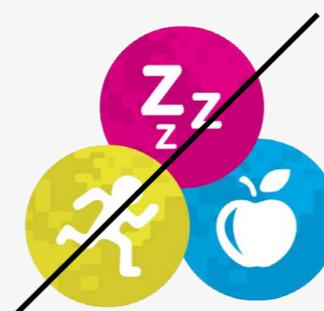
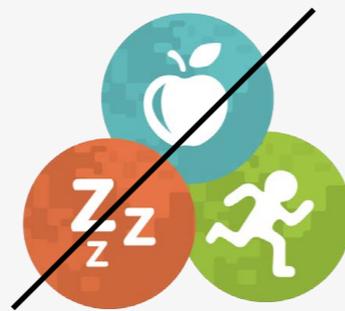
Use this version on dark backgrounds



Performance Triad Logos, Graphics, and Fonts can be downloaded at: <http://armymedicine.mil/Pages/performance-triad-branding.aspx>

Performance Triad Primary Logo - Unauthorized Uses

Do not alter the format of the P3 Logo or place it on backgrounds that compromise its integrity. In an effort to provide consistency throughout the P3 program, other logos and graphics developed previously or outside this branding guide should not be used.



Professional Soldier Athlete Campaign Logo

This logo represents the Professional Soldier Athlete Campaign. It is to be used on all products deemed for the Soldier. This logo will appear on the front of documents as the main logo.



PROFESSIONAL SOLDIER ATHLETE ICON COLORS									
color	C	M	Y	K	R	G	B	Hex	
	69	66	62	64	47	44	45	2f2c2d	
	4	12	91	0	248	215	49	f8d731	
white	0	0	0	0	255	255	255	ffffff	

Army Family Campaign Logo

This logo represents the Army Family Campaign. It is to be used on all products deemed for the Army Family. This logo will appear on the front of documents as the main logo.



PROFESSIONAL SOLDIER ATHLETE ICON COLORS

color	C	M	Y	K	R	G	B	Hex
	69	66	62	64	47	44	45	2f2c2d
	4	12	91	0	248	215	49	f8d731
white	0	0	0	0	255	255	255	ffffff



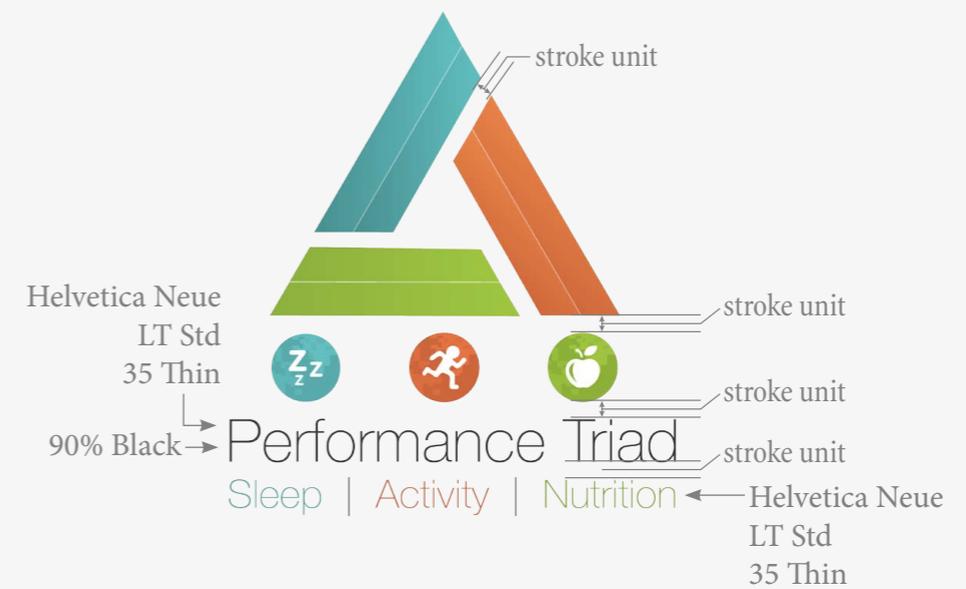
Performance Triad Supportive Graphic

The P3 triangle graphic is for presentation formats only.

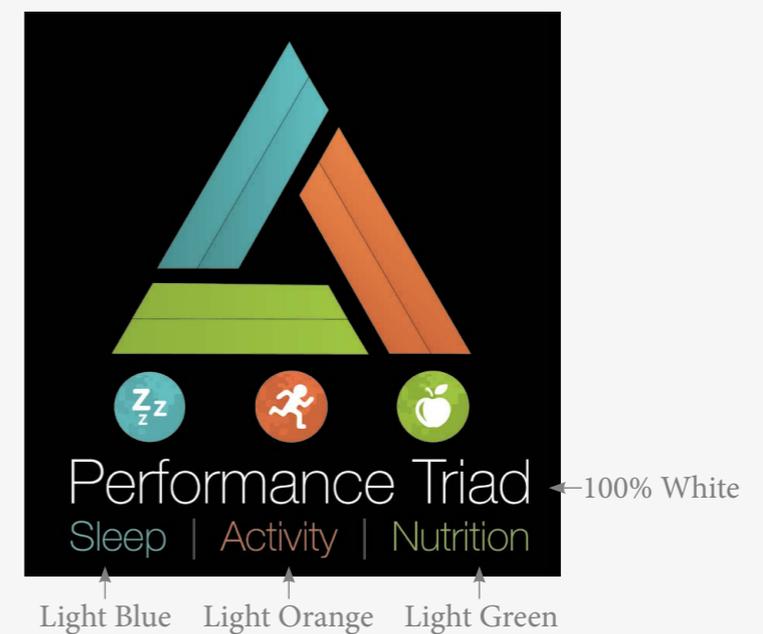
Approved uses of the P3 triangle graphic



Use this version on light backgrounds

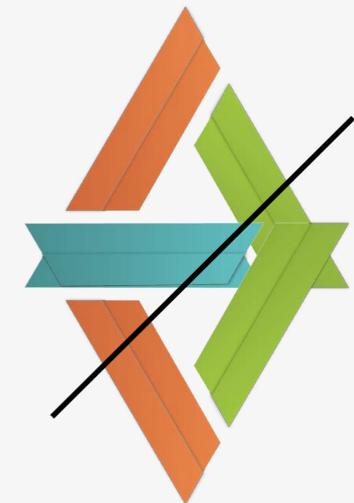
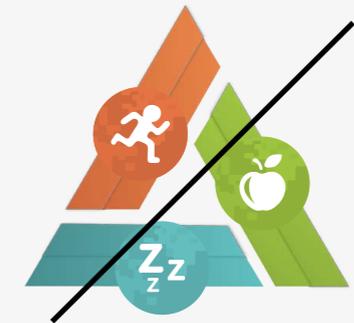
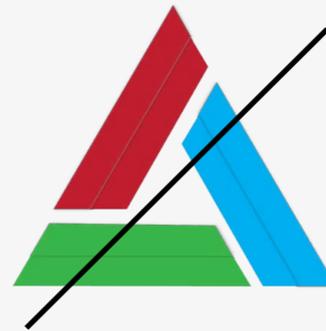
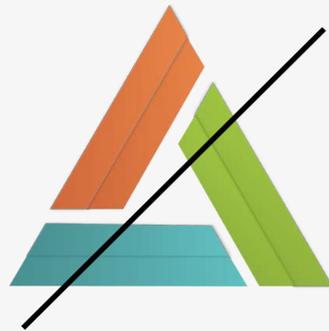


Use this version on dark backgrounds



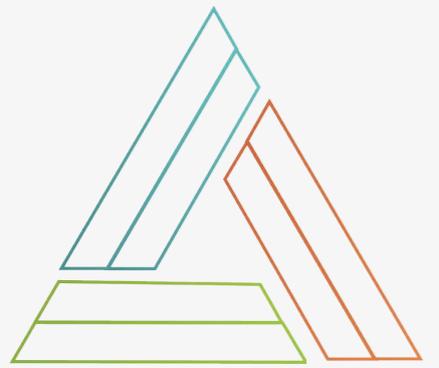
Performance Triad Supportive Graphic - Unauthorized Uses

Do not alter the format of the P3 triangle graphic or place it on backgrounds that compromise its integrity. In an effort to provide consistency throughout the Performance Triad Program.

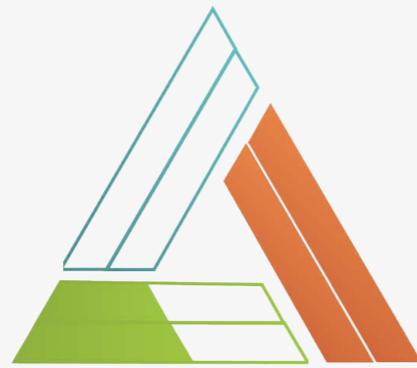


The P3 triangle graphic is available in “fueling” stages to demonstrate the potential for peak performance. Build your own P3 triangle graphic to depict stages of “fueling,” and how that directly relates to performance. There are 125 ways to configure the graphics.

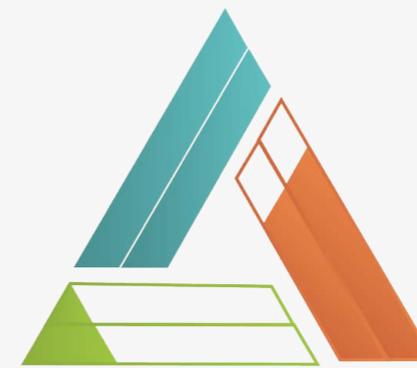
Examples



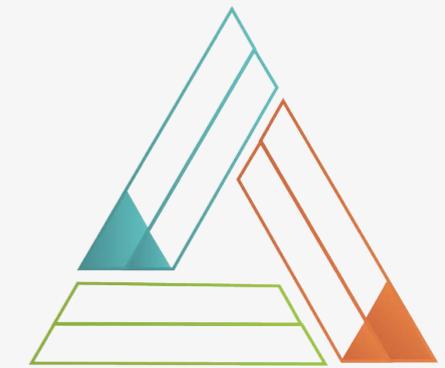
0% Sleep, 0% Activity, 0% Nutrition



0% Sleep, 100% Activity, 50% Nutrition



100% Sleep, 75% Activity, 25% Nutrition



25% Sleep, 25% Activity, 0% Nutrition



50% Sleep, 0% Activity, 100% Nutrition



0% Sleep, 50% Activity, 75% Nutrition



25% Sleep, 75% Activity, 25% Nutrition



100% Sleep, 100% Activity, 100% Nutrition

Performance Triad Typography

The recommended font is Helvetica Neue LT Std 97 Black Condensed, but if you cannot access that font, then there are a few san-serif fonts that may be substituted such as Franklin Gothic Demi Condensed, Arial Narrow Bold, Helvetica Bold Condensed, or Myriad Pro Bold Condensed. As you can see below, the shape of the letters are slightly different causing the line length to vary. Whatever the length of the words are, they should be centered under the logos.

Performance Triad Helvetica Neue LT Std 97 Black Condensed

Performance Triad Franklin Gothic Demi Condensed

Performance Triad Arial Narrow Bold

Performance Triad Helvetica Bold Condensed

Performance Triad Myriad Pro Bold Condensed

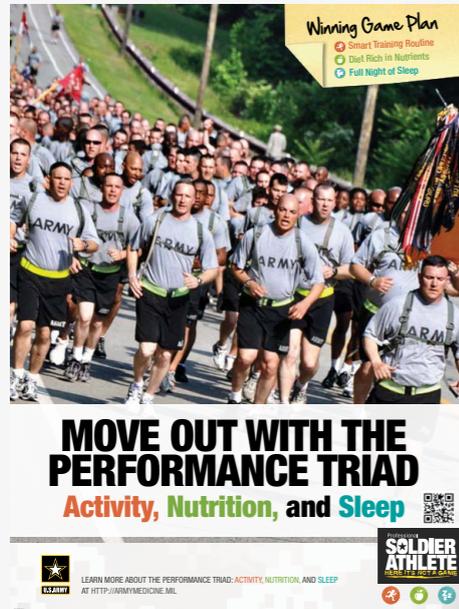
Sometimes the font will be modified due to the incorporation of the text within the design. Due to the association with acronyms, the word Triad should never be all caps.

~~**PERFORMANCE TRIAD**~~

Performance Triad Products

Click on the title under the P3 product to see all available products and download.

Professional Soldier Athlete Campaign Product Examples



Posters

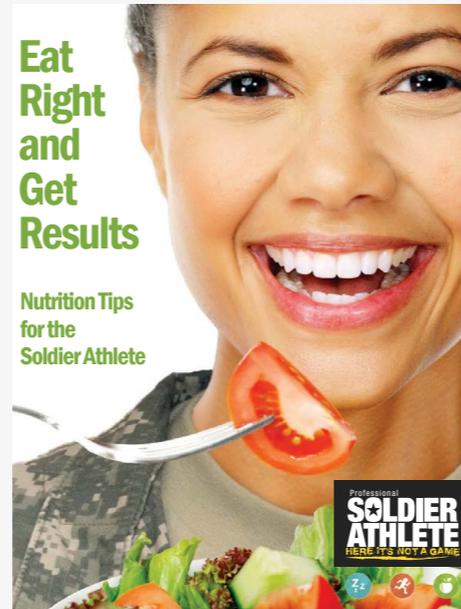
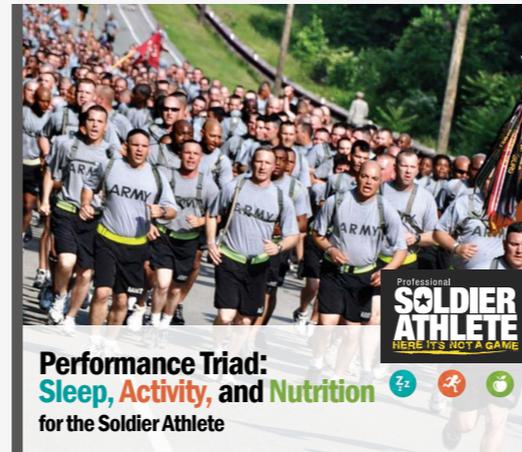


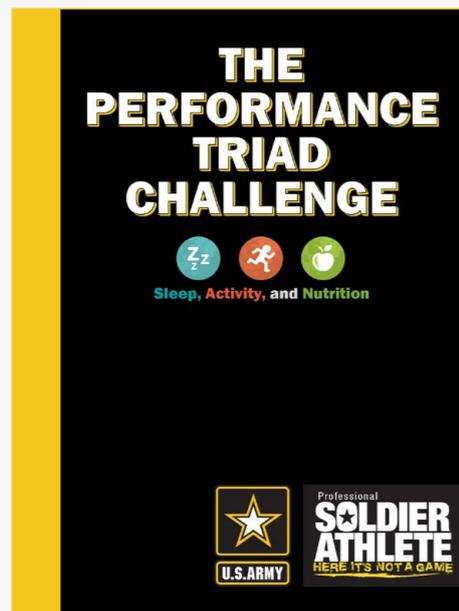
Table Tents



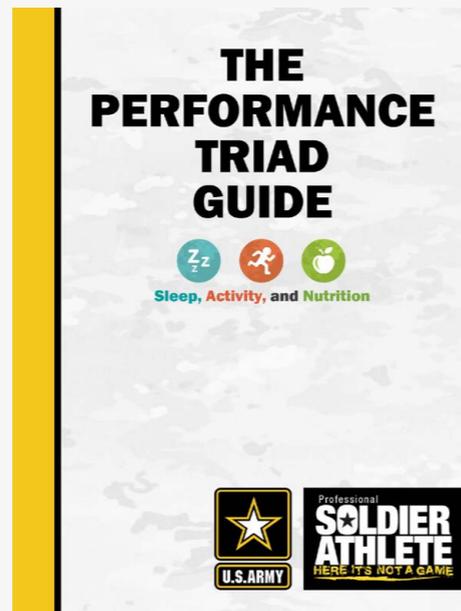
Tip Cards



Pop-Up Banners



Challenge Book

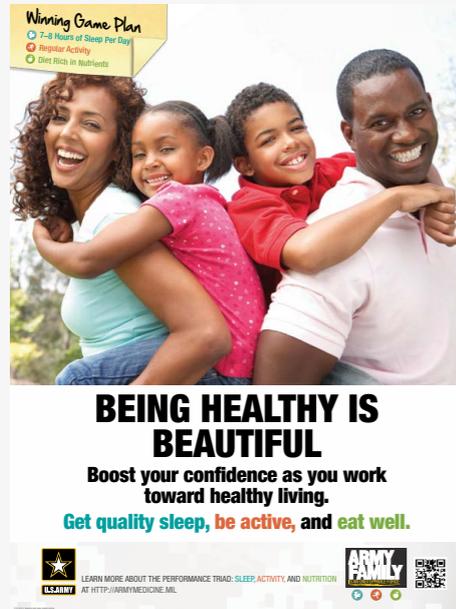


Guide Book

Performance Triad Products

Click on the title under the P3 product to see all available products and download.

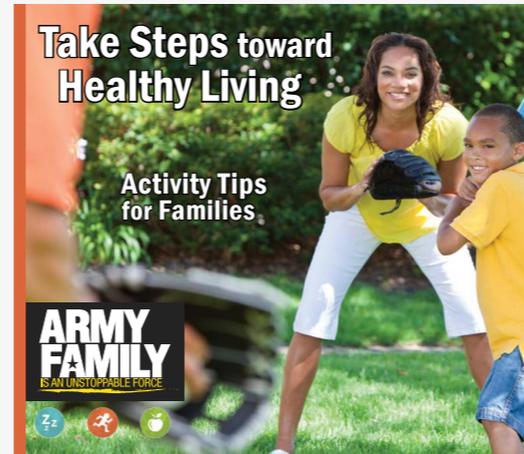
Army Family Campaign Product Examples



Posters



Table Tents



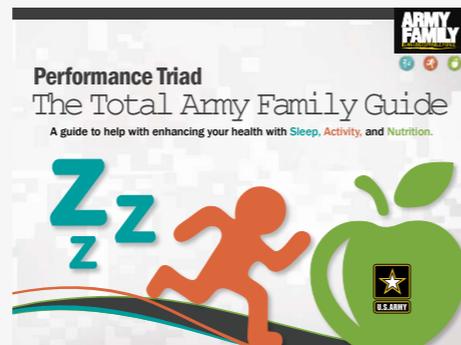
Tip Cards



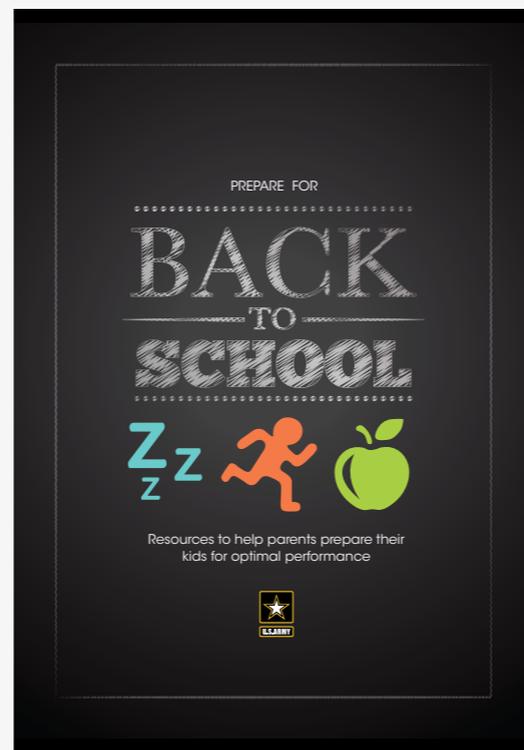
Pop-Up Banners



Challenge Book



Guide Book



Toolkit

Performance Triad Templates

Click on the title under the P3 template to download.

Performance Triad Campaign PowerPoint Template

Use when briefing the P3 campaign specifically.



The top image can be changed, if necessary, to better suite the presentation

The bottom section is standard branding and should not be changed

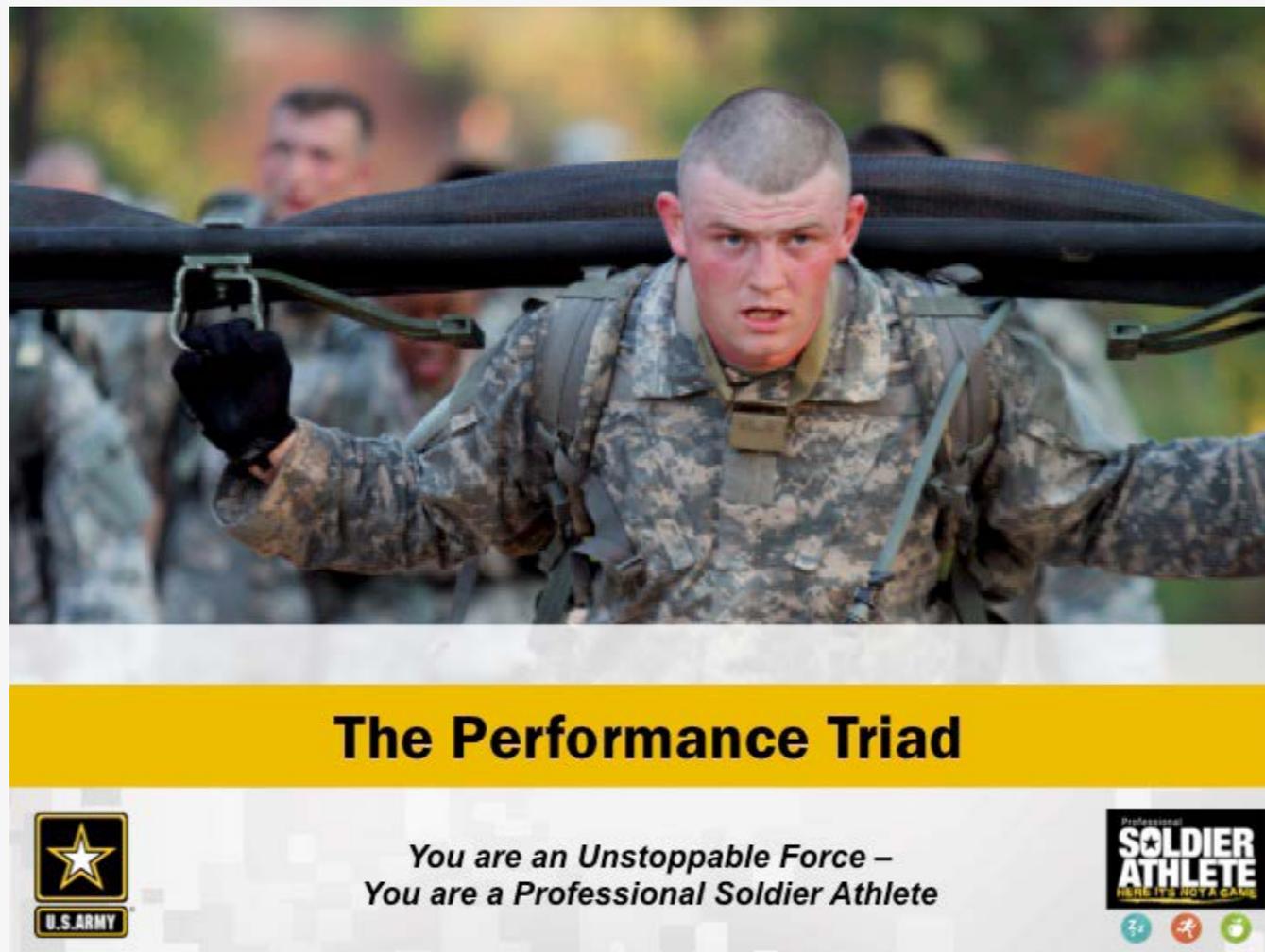
Performance Triad PowerPoint Template

Performance Triad Templates

Click on the title under the P3 template to download.

Professional Soldier Athlete Campaign PowerPoint Template

Use when briefing the Professional Soldier Athlete Campaign specifically.



The top image can be changed, if necessary, to better suite the presentation

The bottom section is standard branding and should not be changed

Professional Soldier Athlete PowerPoint Template

Performance Triad Templates

Click on the title under the P3 template to download.

Army Family Campaign PowerPoint Template

Use when briefing the Army Family Campaign specifically.



The top image can be changed, if necessary, to better suite the presentation

The bottom section is standard branding and should not be changed

Army Family PowerPoint Template

Performance Triad Templates

Click on the title under the P3 template to download.

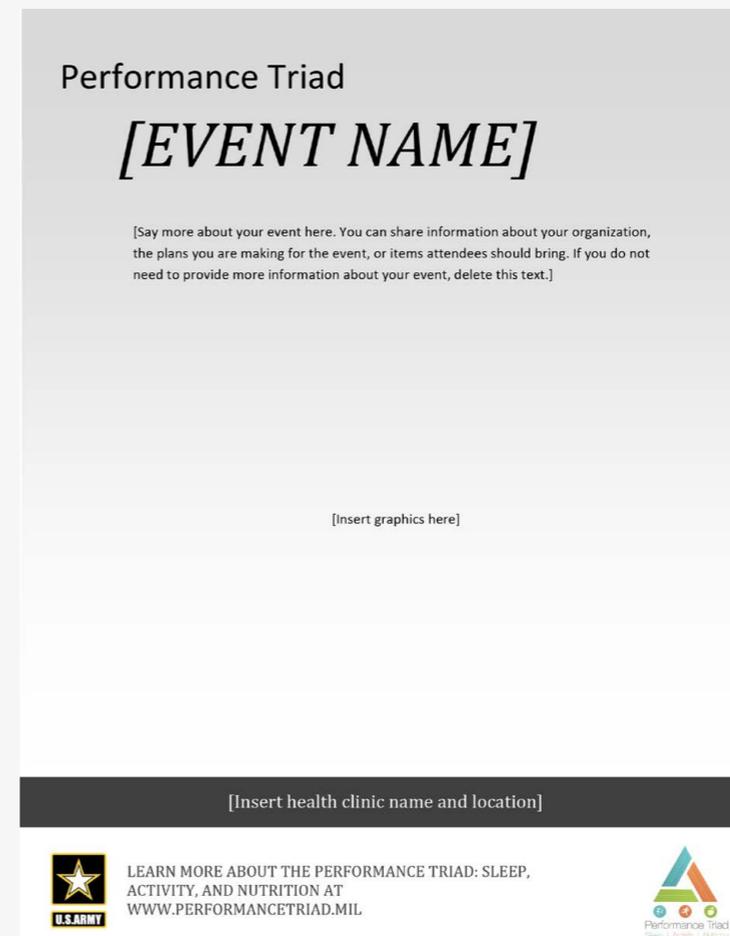
Performance Triad Flyer Template



Performance Triad Flyer Template Option 1

The top section should be designed to represent your event

The bottom section is standard branding, there are two options to choose from Option 1



Performance Triad Flyer Template Option 2

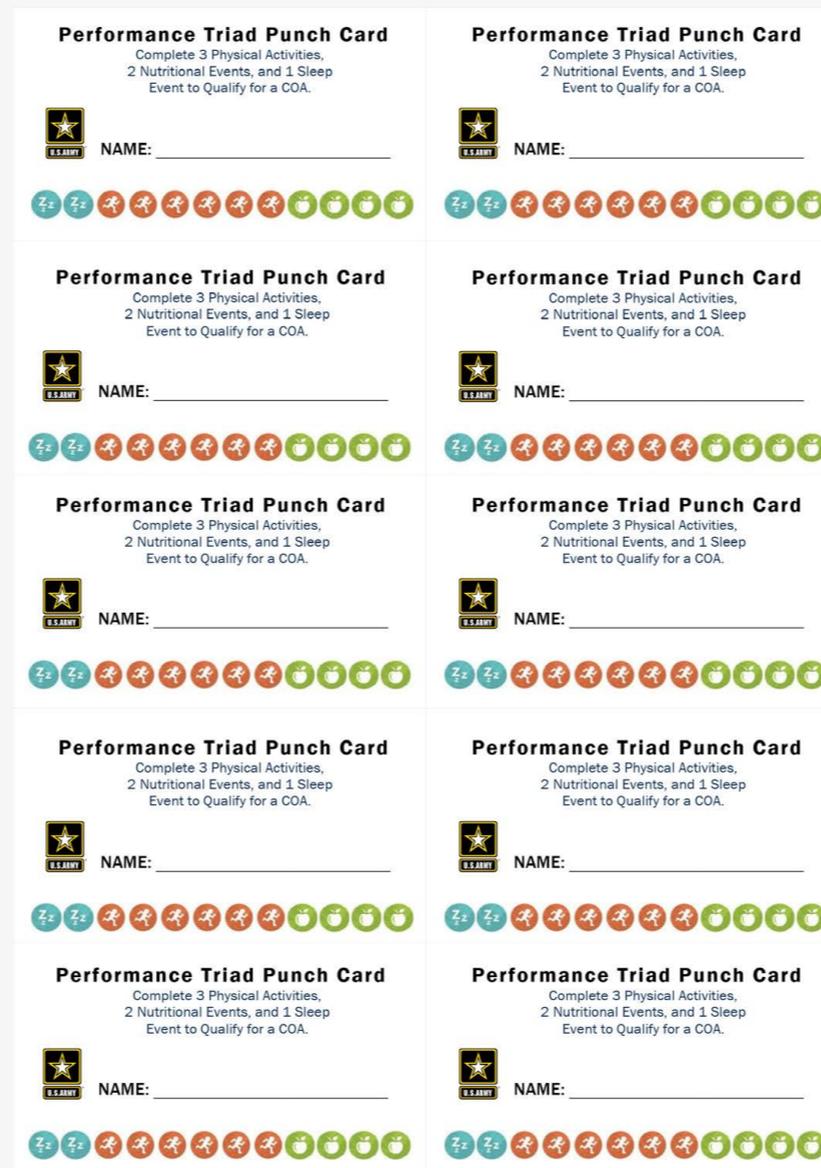
The top section should be designed to represent your event

The bottom section is standard branding, there are two options to choose from Option 2

Performance Triad Templates

Click on the title under the P3 template to download.

Performance Triad Punch Card Template



Performance Triad Punch Card Template

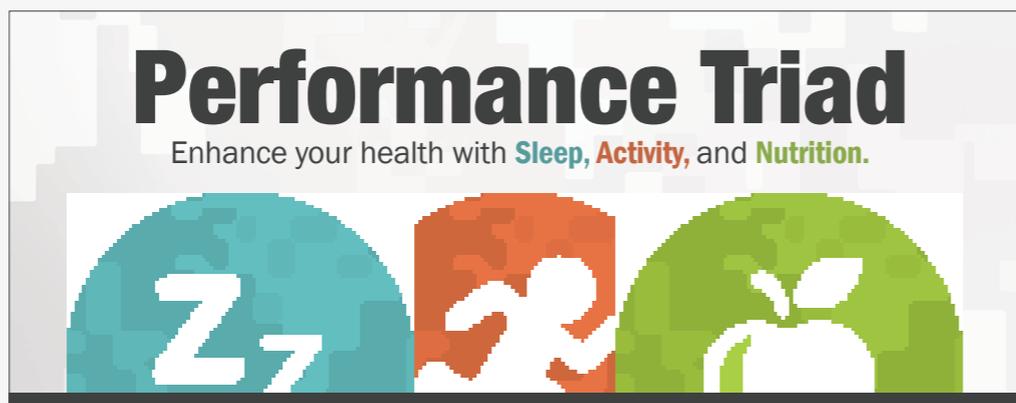
Performance Triad Editorial Graphics

Editorial graphics – use when writing P3 articles. Use these editorial graphics for layout and composition of different applications such as books, magazines, newspapers, or web for internal and external communication. These graphics are designed in three sizes: 4 column, 3 column, and 2 column ad size. The aim of editorial graphics is to convey a standard message more efficiently, give the design an aesthetic value, and to keep with P3 branding guidelines.

4 col. = 10”



3 col. = 7.45”



2 col. = 4.91”



Performance Triad Editorial Graphics



Performance Triad Brand Guidelines

Implementing the Performance Triad brand in health communication for the U.S. Army
