This guide is designed to provide guidelines for consistently representing and promoting the SAR to the public, to our members, and to our community. Refer to page 3 for a more detailed explanation of the guide’s purpose and the goals.

**Logo** – The “Eagle” Logo shown here is the primary SAR logo with primary colors being red and blue on a white background. There are variations to accommodate different backgrounds. To obtain these variations go to: <https://www.sar.org/logo-download-password-required/> (please contact: Drew Hight, [dhight@sar.org](mailto:dhight@sar.org) for assistance in obtaining the SAR Eagle Logo and variations). Exceptions to the use of the SAR Eagle Logo are found on page 9 of the guide. ***Use of the SAR Eagle Logo to generate revenue for your unit requires prior consent from National SAR***. For more details see page 9 of the guide.

**Branding Elements**

**SAR Eagle Log Specifications**

* The logo is comprised of two colors: Blue (PMS 287C – Hex: #002F87); Red (PMS 193C – Hex #C0143C) – do NOT change these colors.
* Logo Font – The official font of the log is Bodoni Oldstyle (BodoniMT works) 72 pt. – do NOT change the font.
* A blue and yellow emblem with a eagle and a person's face

  Description automatically generatedLogo Variations – Use the logo color that works best with the content background.
* See Annex 2 for the Naming and Branding Protocols as well as modifying the SAR Eagle Logo for your specific unit (page 16-17). Adjust the font size to allow for placement of your unit’s designation below the SAR Eagle Logo.
* DO NOT confuse the SAR Insignia with the logo. Use of the SAR “Insignia” (at the right) is only allowed on certain items determined by the National Society.

**Use of the SAR Eagle Logo** – The logo may be used on websites, business cards, stationary, correspondence, press releases, social media, banners, merchandise, and anything else that will be seen by the public to continually reinforce the National SAR brand. (***NOTE: Use of the business cards with the SAR Insignia is to be discontinued***.)

**Website URL (address) Convention** – See pages 17-18 for selecting your domain URL. New chapters should read this information carefully.

**Customizing State/Chapter SAR Eagle Logo** – You are allowed to create a customized logo for your state/chapter using the SAR Eagle Logo. See page 17 for examples of customized logos. For assistance with creating your personalized state/chapter logo, please contact: Drew Hight, [dhight@sar.org](mailto:dhight@sar.org).

**SAR Organization Designation Protocols** – See pages 18-19 for details and examples.

**Engagement** (page 12)

* Know your audience: What content will they enjoy seeing and sharing? Who are they interacting with?
* Use methods that highlight the value of the SAR and how to become a trusted “go-to” resource for non-partisan patriotism.
* Maintain the human touch.
  + Responding timely to all comments received on posted content and direct messages.
  + Collect feedback and inquiries regularly as a review for improvement.
* Be consistent.
  + Stick with the SAR branding guidelines to build brand recognition.
  + Post content regularly.
* Be creative with content posts.
* Tell stories.
* Analyze results.
* Use Tag Lines (page 13)