

# National Society of the Sons of the American Revolution



## Brand and Engagement Guide

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## **Purpose of the Brand and Engagement Guide**

This Sons of the American Revolution (SAR) “Brand and Engagement Guide” is designed to provide the guidelines for consistently representing and promoting the SAR to the public, to our members, and to our communities. The goal of this guide is to create an understanding of the various aspects necessary for cohesive brand unification across all Sons of the American Revolution public and internal communication platforms, (i.e., all SAR websites, social media and print media, for SAR events and programs, and day-to-day operations.)

In addition to understanding the brand identity of SAR, this guide will provide steps for creating engagement with the target audiences through certain media avenues utilized by National, District, State and Chapter SAR organizations.

This guide is divided into three main parts, which consist of:

- Part 1 – Brand Identity
- Part 2 – Proper Usage of Branding Elements
- Part 3 – Engagement

Examples of the various logos and naming protocols can be found in the Annex of this document.

The use of this guide is urged to ensure the SAR brand is properly represented for all development and uses of SAR branded content of any kind. By associating the SAR brand with each piece of content created for National, District, State and Chapter SAR project and programs, you will help elevate the relevance of the SAR and all we do in the public’s mind, as well as ensure towards achieving the goals of the Mission Statement, as well as the following goals which will be addressed in this guide:

- Increased membership and retention
- Increased awareness of SAR, the offerings, and the value
- Increased engagement of the target audiences

This document works in unity with the Marketing Plan and the Social Media Guide; references will be made as necessary.

The effective date of the Brand & Engagement guide as it pertains usage and restrictions on the SAR Logo is after approval by the Executive Committee and presentation to the membership at the next following National Congress or Leadership meeting.

## **PART 1. BRAND IDENTITY**

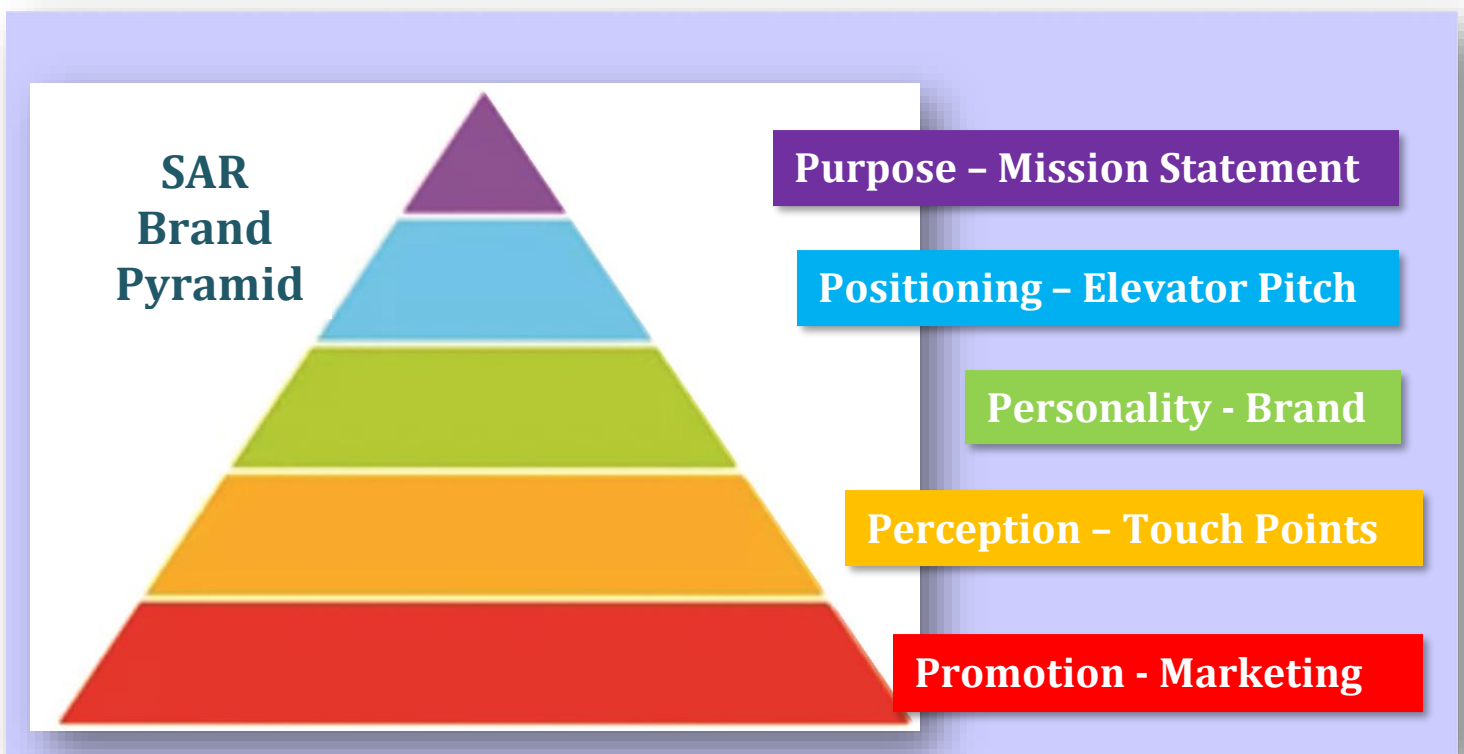
The brand identity of an organization is assumed to only be the logos, colors, fonts, etc. used on the website, social media and printed materials. While all of those are very important, they are actually more aesthetic aspects and not the actual brand. The brand is comprised of the visceral and frequently tangible aspects of the organization's identity.

Essentially brand identity is the personality of the organization and the process of impression shaping. A brand identity is made up of what your brand says, what your values are, how you communicate your value, and what you want people to feel when they interact with the organization and its content.

How do you want to inspire your audience? How do you want to move them? What do you want them to say and feel when interacting with your content?

### **SAR Brand Pyramid**

In an effort to assist with understanding the essence of the SAR brand, the following Brand Pyramid visually displays the framework at the heart of every brand.



Each level of the Brand Pyramid helps shape the “who”, “how”, and “why” of our brand in its own way. The following pages provide explanations of each level of the pyramid to achieve clarity, consistency, and objectivity.

## **(Purpose) - Mission Statement**

A mission statement is to explain, in simple concise terms, an organization's purpose for being. The statement is generally short, either a single sentence or a small paragraph. A formally adopted mission statement is not found in the SAR Constitution, the SAR Bylaws, or the SAR Handbook. Annex 1 contains the purposes of corporation from the Congressional Charter. The mission statement should be consistent with these objects.

### **Mission Statement**

The Sons of the American Revolution honors our Revolutionary War patriot ancestors by promoting patriotism, serving our communities, and educating and inspiring future generations about the founding principles of our country.

## **(Positioning) - Elevator Pitch**

The Elevator Pitch is derived from the Mission Statement to help position our organization in the minds of our members, our community and prospective members. It is designed to be short yet deliver answers to the question of "who are we" and inviting the listener to ask more questions.

### **Elevator Pitch**

The Sons of the American Revolution promotes patriotism, serves the community, and inspires and educates the public about the history of the American Revolution.

## **(Personality) - Brand**

The Brand is much more than just our logo. Our brand is the personality, our voice, and the impression we make on our members, our communities, and our target audiences. In other words, a brand is what publicly distinguishes our organization from other organizations. Brands are intangible which means you can't touch or see them.

Through content that is created and shared in line with the preferred branding identity of SAR, we are able to appeal to the emotions of the target audiences and make them feel more connected to the organization. We do this to achieve the goals of increasing membership, awareness and engagement with the SAR.

The brand identity of the SAR is clearly stated in the Mission Statement and the Elevator Pitch on the previous page. Content created, and representation of SAR, should provide the target audience with the feeling of the SAR being a steward of non-partisan patriotism and preservation of the history of the American Revolution through educating and being of service to the community. SAR strives to continually provide the value of education and resources pertaining to the American Revolution history. The brand can be a thriving resource and a known go-to for information, knowledge and resources. As the brand identity becomes stronger, the audience engagement grows through the value the recipients feel and share with others.

**(For proper brand usage guidelines, reference Annex 2 of this document.)**

## **(Perception) - Touch Points**

The goal of creating content is to get the target audience to “know, like and trust” the organization and its membership. How our members, target audiences and local communities experience our brand holds the key to the perception and impression of the SAR brand. We have the power to shape that perception by using a variety of touch points. These include our use of websites and social media at all levels of the organization. In addition, in person communication by our leadership and members; participation in events by our color guard, person to person contacts, and recommendations by trusted individuals.

The SAR Marketing Plan and the SAR Social Media Plan are both available to provide further details for how to effectively utilize the various touch points for creating the desired perception across all target audience groups.

## **(Promotion) - Marketing**

Brand promotion includes the ways we introduce, engage, entice, and motivate our target audience to connect favorably with our brand. The goal of our brand promotion is to build long-lasting relationships. The correct brand promotion strategy will place our brand in the right place at the right time and deliver the right context for our members, our communities, and our target audience.

The marketing channels we use, the real-world experiences, the touch points we create, and the visibility we establish all play an important role in brand promotion. It’s not only ‘where, when, and why’, but also “how often.” And “what” is very important to consider when planning and creating content.

Through the various channels of communication to be utilized, content should be proactively planned and consideration given for what desired message will be conveyed, as well as, how the audience will receive it. For example, a few questions to ask when creating content might be:

- Who is the target audience?
- What is the best channel and method for the content?
- When is the best time to share this content?
  - How far in advance of an upcoming event
  - How soon after an event
  - What American Revolution details are relevant to post in present times and when
- Where is the best place to share the content for maximum impact?
  - Social media
  - Website
  - Print
  - Event
  - And is there a call to action within this content?
    - Go to the website to learn more
    - Join the organization
    - Sign up for an event
    - Share this educational piece

- Why is this being shared
  - What is the intention of this content?
    - Education of American Revolution history
    - Donations to the organization
    - Increasing membership
    - Awareness of the organization and the value it provides
    - Promotion of an event
    - Service to the community
    - To increase engagement with the audience
    - Is there an engaging story to tell?
  - How should the audience feel when connecting with this content?
    - Inspired and interested in the organization
    - Interested and looking for more educational content
    - Connected and positively impacted by the non-partisan patriotism of SAR
    - Informed of details pertaining to the American Revolution

Please reference the Marketing Plan and the Social Media Plan for further details on uses of the various channels for promotion of SAR, as well as, how to measure the effectiveness of each method.

## **PART 2 – BRANDING ELEMENTS**

In Part 1 of this guide, Brand Identity was detailed. Branding Elements are the unique aspects of that Brand Identity that create a cohesive, recognizable image for the organization and extend into everything created in the representation of the organization. It's important for understanding and continuity of SAR branding elements, and proper usage of each. The purpose of this section is to delineate between various branding elements and to set the standards for usage of the versions and types.

It is important first to explain the difference between a logo and an insignia. A logo is a symbol or emblem that acts as a trademark or means of identification of the organization. An insignia is a patch or other object that indicates a person's official or military rank, or membership in a group or organization.

Therefore, the primary branding element for the SAR is the eagle logo and versions of it used only upon approval of the Executive Committee. The font, the colors, and the naming protocols of the various logos are based on standards previously approved.

### **SAR EAGLE LOGO GENERAL DESCRIPTION**

Our brand is a combination of the majestic eagle in flight with a flag waving symbolizing both strength and history. The red, white, and blue colors represent patriotism. It is simple, powerful and conveys our sense of being patriotic, educational, and historical.



### **SAR EAGLE LOGO USAGE GUIDELINES**

#### **SAR Principal Logo**

The "Eagle" logo displayed above is the primary SAR logo. The primary colors are red and blue on a white background. (There are variations for consideration when accommodating particular backgrounds. The alternative logos and explanations can be found in Annex 2 of this document.)



## Exceptions to SAR Eagle Principal Logo

Program logos approved by the Executive Committee remain in effect for the life of the program or materials, unless approval is later withdrawn by the Executive Committee. At present, the following are exempted from these usage guidelines:

- The America 250 SAR logo (as depicted in Annex 4);
- The Revolutionary War Rarities logo (as depicted in Annex 4);
- Medals and other awards approved by the Medals & Awards and Executive Committees;
- Insignia of the National Society;
- Annual Congress memorabilia (subject to note below);
- Grave markers.

Annual Congress-related Memorabilia: Notwithstanding these usage guidelines, state societies hosting an Annual Congress may create fundraising memorabilia that does not utilize the SAR Eagle Logo as the principal logo, so long as such memorabilia is approved by the Congress Planning, Medals & Awards, and Executive Committees (as detailed in the NSSAR Handbook). Further, a host society may develop a logo (whether derivative of approved annual congress design or not) or other image for use on certain items (e.g., men's and ladies' tote bags, volunteer shirts), subject to approval by the Congress Planning Chair and the President General. In designing Annual Congress-related images and logos, a host society should consider incorporating (and is encouraged to incorporate) the SAR Eagle Logo into the design. This is a **limited exemption** from these usage guidelines and applies only to goods produced for sale or distribution relating to the Annual Congress for which the logo or image was created. All other aspects of this guide shall be followed regarding the use of the SAR Eagle Logo as the primary logo for Annual Congress-related correspondence, business cards, websites, URL addresses, programs, materials, naming conventions, etc. An Annual Congress logo may also be affixed as a secondary or non-primary logo on all other Annual Congress-related materials.

## SAR Eagle Logo Uses

It is imperative that our SAR eagle logo is seen consistently.

The SAR eagle logo brand of red and blue on a white background be used consistently on all National, District, State and Chapter websites, business cards, stationary, correspondence, press releases, social media, banners, merchandise, and anything else that will be seen by the public to continually reinforce our brand and its image.

## **SAR EAGLE LOGO SPECIFICATIONS**

### Brand Colors

The SAR Eagle Logo is comprised of two colors. There are to be no deviations from these colors on the SAR Eagle logo. The color codes are as follows:

Primary Color	PMS
Blue	PMS 287C
Red	PMS 193C

## Logo Font

The official font for the SAR Eagle logo is Bodoni 72 oldstyle. There are to be no deviations from this font on the SAR Eagle logo.

## Logo Variations

Occasionally a need will arise in which the principal eagle logo of red and blue on a white background will create issues on non-visibility. In those cases, two variations of the logo have been approved for use. They are as follows:

- The black and white logo is to be used on those items where the color logo will not work due to background issues.
- The dark background logo is to be used on those items where the color will not work due to background issues.

Alternative coloration changes to the Logo are approved because of background changes.

## **SAR EAGLE LOGO BRAND UNIFORM NAMING CONVENTIONS**

In Annex 2 of this document, samples of logo variations for districts, states, chapters, and proposed one-off uses for specific programs for the SAR can be found. The proper usage guidelines outlined in this document apply to the variations as well. We have over 575 SAR chapters worldwide, with each required to follow these approved standards.

## **SAR INSIGNIA USAGE GUIDELINES**

The insignia is not the SAR logo, but instead, a patch or other object that indicates a person's official or military rank, or membership in a group or organization.

The SAR "Insignia" is a one-dimension representation of the SAR Member Badge. The use of the SAR Member Badge is only allowed on certain items and those are determined by the National Society.

NSSAR Bylaw 27 only describes the two insignia of the Society, one the badge and the second is the rosette. A logo is not described.

The SAR Insignia can be used with or without sunburst.

The SAR Insignia has traditional approved uses for awards, certificates, member insignia, grave markers, approved medals and medallions, approved merchandise and other materials produced for membership.

The SAR Insignia is also found on what is commonly referred to as the SAR Flag. The 1910 National Yearbook Minutes describe this as a tri color banner, as opposed to a flag, with the SAR Insignia in the center. This banner is used at National, District, State and Chapter functions. Usage of the SAR Flag is not affected by this document.

The SAR Insignia will continue to be used by the National Society at its own discretion and direction for well-established uses on its official documents, its traditional award uses and certificates, member insignia, tri color flag use for SAR Color Guard, national, district, state, chapter events, SAR grave markers, approved medals and medallions, approved merchandise, and materials it produces for membership.

State and Chapter usage is restricted to the above constraints. Individual Compatriots will use only the SAR Eagle for business cards, correspondence and badge identification ordered after the effective date of this guide.

## **SAR INFORMATION TECHNOLOGY URL PROTOCOLS**

A uniform URL convention is not adopted. Examples of preferred and alternate forms of domain names are provided in the appendix. However, the primary goal of this guide is to encourage Districts, States, and Chapters to use easily identifiable URLs that contain their geographic region (name or recognized abbreviation) or chapter name along with “sar” and “.org”. In instances where specific domain names are already taken, a suitable alternative may be selected, keeping in mind the examples set forth in the annex.

## **SAR ORGANIZATION DESIGNATION PROTOCOLS**

When referring to any SAR organization via written messaging, business cards, stationary, social media, etc., the protocol is to use a uniform designation. Examples of the various SAR organization designation protocols are exhibited in Annex 2. The consistent use of organization designations is considered best practices. The following protocols are reflected in Annex 2.

- Individuals will use their highest-ranking title with the area designation, but always listing SAR.
- The word Society is eliminated for District, State and Chapter designations.
- The word Chapter or other descriptor is eliminated for Chapter designations.
- Start with the lowest area designation and end with SAR.
- Area designations will precede Committees.

## **PART 3 - ENGAGEMENT**

Engagement simply defined is the involvement and enthusiasm of our audience. It's an umbrella term for actions that reflect and measure how much your audience interacts with your content. Their interaction reflects the value they receive, a problem the content may solve, as well as, how well they "know, like and trust" SAR as a resource.

The previous pages cover aspects of the brand identity, but we also need to be sure the audience enjoys the content, finds value in it and gets involved in some way. Specifics are laid out in the Marketing Plan and Social Media Plan. The following are considerations for creating engagement with our target audience, no matter what channel will be used to do so.

### **Know Your Audience**

Take the time to really understand the audience being targeted and what will be impactful to them. Here are a few example questions to consider for current members: What content will they enjoy seeing and sharing so that they remain members, as well as, assist with expanding membership? Who are they interacting with that they may be able to influence and encourage to check out the content to receive the value of being engaged with the website, social media, etc.?

Those in search of the history of the American Revolution in a non-partisan patriotic manner:

- Consider the needs of teachers, students, home-school parents, organizations, etc. that may be in need of educational resources.
- Consider what types of resources and advice are valuable, and identify what they may need to meet their needs.

### **Changing public perception of our brand**

Consider methods of highlighting the value of the SAR and how to become a trusted go-to resource for non-partisan patriotism. It is important to ensure the public understands the position of the organization and sees it as a trusted source for American history resources.

### **Maintaining the human touch**

Engagement creates a two-way communication to successfully build and maintain relationships with our target audiences.

- Respond timely to all comments received on posted content and in direct messages.
- Collect feedback and inquiries regularly as a review for areas of improvement.

### **Remain consistent**

- Stick with the SAR branding guidelines to build brand recognition
- Post content regularly

### Get creative with content posts through:

- Conducting contests
- Encouraging audience to ask questions
- Polling
- Encouraging your audience to ask you questions
- Testing their knowledge
- Posting with animated gifs
- Spotlighting customers

### Tell stories

Audiences are engaged with story telling. Expand the text of posts and materials through story telling to build genuine connection with the audience.

### Track analytics

Regularly review the analytics of posts on the various platforms to determine which receive the most engagement. If certain types of content receive more likes, shares, or comments, consider creating the same type of content more regularly.

### Post consistently

Regular engagement with the audience is a must in order to show up in their feeds and searches. The algorithms are such that content is visible if there is more activity on the social media accounts. As the visibility increases, the possibility for greater engagement increases.

### Use Tag Lines

The use of a tag line on content is also useful in creating the perception of the brand as the audience learns the intent of the organization when coming in contact with any content. There are two types of tag lines to include when creating SAR content – the annual President General Tagline and a Service Tagline.

Each year, the incoming President General will create a tag line for his term in office that will be introduced at his induction ceremony. This tag line is to be used on the national, district, state, and chapter websites, and is meant to be part of a national marketing, branding, and promotion effort by each chapter level when sharing content or interacting with the public.

The Service Tag Line is used to motivate service to members and the community, as well as, identifying what SAR stands for at a glance.

The following table includes examples for both types of tag lines.

Examples of a new PG's tag lines	Examples of Service tag lines
What is your American Story?	How will you serve your community this year?
Does finding your American Story interest you?	A Legacy of Patriotic Service.
Are you a descendant of an American Revolutionary war hero?	Service. Patriotism. Education. Country.
Sons of the American Revolution are descendants of heroes.	Patriotism. Service. Leadership. Legacy.

## **ANNEX 1 – Purposes of Corporation**

The purposes of the SAR are found in our Congressional Charter as provided in U.S. Code.

### **36 U.S.C. § 153302. Purposes**

The purposes of the corporation are patriotic, historical, and educational, and include those intended or designed—

- (1) to perpetuate the memory of the men who, by their services or sacrifices during the war of the American Revolution, achieved the independence of the American people;
- (2) to unite and promote fellowship among their descendants;
- (3) to inspire them and the community at large with a more profound reverence for the principles of the government founded by our forefathers;
- (4) to encourage historical research in relation to the American Revolution;
- (5) to acquire and preserve the records of the individual services of the patriots of the war, as well as documents, relics, and landmarks;
- (6) to mark the scenes of the American Revolution by appropriate memorials;
- (7) to celebrate the anniversaries of the prominent events of the war and of the Revolutionary period;
- (8) to foster true patriotism;
- (9) to maintain and extend the institutions of American freedom; and
- (10) to carry out the purposes expressed in the preamble to the Constitution of our country and the injunctions of Washington in his farewell address to the American people.

## ANNEX 2 – Naming and Branding Protocols and Samples

### SAR Eagle Logo

Uses of the Logo and alternative coloration changes to the Logo.



The color logo is to be used on merchandise, national, district, state and chapter websites, banners, business cards, district, state and chapter letterhead and envelopes, magazine articles, newsletters, and any other printed materials by national, district, state or chapter.

The black and white logo is to be used on those items where the color logo will not work due to background issues.



The dark background logo is to be used on those items where the color will not work due to background issues.

### SAR Eagle Brand Uniform Naming Conventions

Below are logo variations for districts, states, chapters, and proposed one-off uses for specific programs for the SAR. We have over 585 SAR chapter organizations worldwide. Our original logo Bodoni 72 Old Style Bold font is our nomenclature font guide for SAR chapter, state, district portfolio logos.





## New England District

CT, NH, ME, MA, RI, VT



## Connecticut SAR



Robert Forsyth Chapter  
Georgia

### **District Logo**

Uniform Naming Conventions for all  
Districts

### **State Logo**

Uniform Naming Conventions for all  
States

### **Chapter Logo**

Uniform Naming Conventions for all  
Chapters

### **One-off logos**

These will be designed for each  
program that requires a specific or  
identifying logo. These are subject  
to Executive Committee approval.

## SAR Information Technology Example URL Protocols

### **NATIONAL URL**

National – sar.org

### **DISTRICT URLs**

URL District Naming Protocol

Use full district name or appropriate abbreviation for the district, followed by .org  
("district"sar.org)

### Example:

newenglandsar.org or nedsar.org	New England District
centraldistrictsar.org or centdsar.org	Central District
amsasar.org	Atlantic Middle States Association
intdsar.org	International District

### **STATE URLs**

#### URL State Naming Protocol

If available, a state society should use the 2 letter abbreviation for the state, followed by sar, followed by .org ("state"sar.org). If unavailable, a state society should use the full state name, followed by sar, followed by .org ("state name"sar.org ).

### Examples:

aksar.org or alaskasar.org                      Alaska SAR

This format would be applied for all 50 states and is encouraged to be used if a domain is sought.

### **CHAPTER URL's**

#### URL Chapter Naming Protocol

Chapter Naming Protocol within states should follow this URL structure:

(Chapter name only (or approved or accepted abbrev.)) (w/o word, "chapter" "branch" etc. written out) (state abbreviation, if desired or necessary to distinguish it from similarly named chapters)

### Examples:

sarpiedmontga.org	Piedmont Chapter (Georgia SAR)
sarnathanielames.org	Nathaniel Ames Chapter (Wisconsin SAR)
sarredlands.org	Redlands Chapter (California SAR)
sarrogershermanct.org	Roger Sherman Branch #5 (Connecticut SAR)
sarlewisclarkor.org	Lewis and Clark Chapter (Oregon SAR)
sargrmontgomery.org	General Richard Montgomery (Alabama SAR)
sarpatrickhenrytx.org	Patrick Henry Chapter (Texas SAR)
sarmontanacontinentals.org	Montana Continentals Chapter (Montana SAR)
sarprinceton.org	Princeton Chapter (New Jersey SAR)
sarthomasjeffersonca.org	Thomas Jefferson Chapter (California SAR)
sarthomasjeffersonva.org	Thomas Jefferson Chapter (Virginia SAR)
sarthomasjeffersonks.org	Thomas Jefferson Chapter (Kansas SAR)

### **SAR Organization Designation Protocol**

When referring to any SAR organization via written messaging, business cards, stationary, social media, etc., the protocol is to use the following designations:

#### National Office

- National SAR

#### State Societies

- Texas SAR

#### Youth Contests, et, al.

- SAR Orations Contest
- SAR Brochure Contest

#### National Committees

- National SAR IT Committee
- National SAR Medals & Awards Committee
- National SAR Membership Committee

#### National Chairmen, Vice Chairman

- Chairman, National SAR Education Outreach Committee
- Chairman, National SAR Genealogy Committee
- Vice Chairman, National SAR Education Committee
- Vice Chairman, National SAR Genealogy Committee

#### State Officers, Committee Chairmen

- President, Alabama SAR
- Chairman, Michigan SAR Patriot Grave Committee

#### State Committees

- Florida SAR ROTC Awards Committee
- Arkansas SAR Education Outreach Committee
- Rhode Island SAR Budget Committee

#### Chapters

- Liberty Bell Chapter SAR
- John Paul Jones Chapter SAR

(For chapter-level designations, include a comma and the state name before SAR if necessary to distinguish between similarly named chapters; e.g., Gen. George Washington Chapter, North Carolina SAR.)

#### Chapter Officers, Chairmen

- Secretary, John Paul Jones Chapter SAR
- Chairman, Liberty Bell Chapter SAR Community Relations Committee

#### Chapter Committees

- George Rogers Clark Chapter SAR Social Media Committee
- Bennington Chapter SAR New Member Mentor Committee

### Annex 3: SAR Insignia



The SAR Insignia can be used with or without the sunburst. It currently has permitted usage for certificates, member insignia, tri color flag use for SAR Color Guard, national, district, state, chapter events, SAR grave markers, approved medals and medallions, approved merchandise, and materials it produces for membership.

Bylaw No. 27. Insignia  
The insignia of the Society shall comprise (1) a cross surmounted by an eagle in gold, (2) a rosette.

### Annex 4: SAR Executive Committee Approved Logos

#### America 250 and Revolutionary War Rarities

