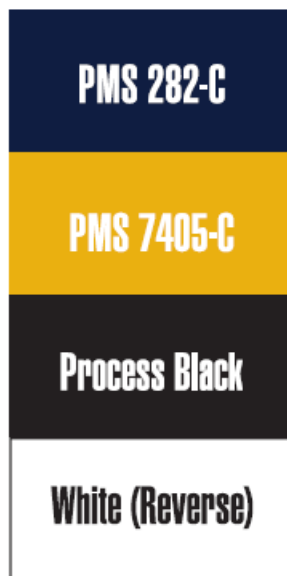




SONS of the AMERICAN REVOLUTION
Patriotic ★ Historical ★ Educational

Branding Identity and Style Guide
Updated 2018



Font = Calibri OTF
Sons of the AMERICAN REVOLUTION = Calibri Bold
Patriotic / Historical / Educational = Calibri Regular

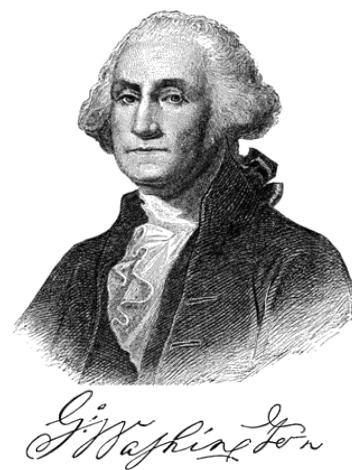
TABLE OF CONTENTS

SAR Mission	4
Injunctions of George Washington in his Farewell Address	4
Preamble of the US Constitution	4
Brand Purpose	5
SAR Brand Mission and Vision	6
Who We Are	7
SAR Values	7
Unique Selling Proposition	7
SAR Brand Promise	8
Communication Elements	8
Education, Service, Tradition, Brotherhood	8
SAR Brand Marks	9
SAR Seal	9
SAR Insignia	9
Membership Badge	9
SAR is a Lineage Society	10
Elimination of Brand Fragmentation	10
Organizational Designations	11
New Naming Protocol (for Societies)	11
Words and Phrases for Communication	12
Website / Social Media Guidelines	12
Print / Stationary Guidelines	12
Merchandise / Apparel Guidelines	12
Use with Other Marks and Brands	13
Use of the Logo	13
Colors	13
Text	13
Minute Man	13
Branding and Engagement Committee	14

SAR Mission

The purposes of the Sons of the American Revolution 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.



Preamble of the US Constitution

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

Injunctions of George Washington in his Farewell Address

"... In contemplating the causes which may disturb our Union, it occurs as matter of serious concern, that any ground should have been furnished for characterizing parties by Geographical discriminations, Northern and Southern, Atlantic and Western; whence designing men may endeavor to excite a belief that there is a real difference of local interests and views. ..."

"Towards the preservation of your government, and the permanency of your present happy state, it is requisite, not only that you steadily discountenance irregular oppositions to its acknowledged authority, but also that you resist with care the spirit of innovation upon its principles, however specious the prettexts. ..."

SAR Brand Purpose

The SAR Brand provides clarity in communication about the SAR's identity, with easy recognition through text, logos, and visual tools. It is important to remember that the brand elements are only a visualization of what the brand is. The brand's value and position is created and sustained by focused attention to SAR's Mission and Vision.

All the members of the SAR are Brand ambassadors. Their actions, participation in their communities, and their communications are the substance behind their Brand. Many of the great leaders who facilitated change during the numerous events around and during the revolution were servant leaders. They focused on facilitating the success of the objectives for the greater good.



The Sons of the American Revolution is a brotherhood of patriotic men brought together by heritage and forged into an organization dedicated to the preservation of American ideals and our Constitutional freedoms. The SAR offers you the opportunity to take an active role in assuring your children the same freedoms you have enjoyed. SAR unites you with members that share common interests and a sense of responsibility in furthering patriotic education as well as preserving, understanding, and appreciating, the principles of government established by our forefathers.

We speak of our founding principles, ideals and values? But, what are they? Here are some we learned in grammar school:

- ◆ generosity, [help your neighbor when in need]
 - ◆ service, [serve God, family and country]
 - ◆ courage, [be brave; stand up for what you believe]
 - ◆ resilience, [be strong; endure]
 - ◆ individual liberty, [to possess the right and power to act, believe, and express ourselves in a manner of our own choosing – in other words, be yourself]
 - ◆ personal responsibility, [take care of yourself]
- importance of protecting our constitutionally limited government and the responsibility to defend the rule of law upon which our founding fathers built our nation



Georgia SAR Color Guard

SAR Brand Mission and Vision

Consider it your compass to the SAR brand.

SAR members strengthen and preserve the American ideal, by inspiring national pride and educating our next generation of patriots. Members are living Ambassadors who share the stories of patriotism, courage, sacrifice, tragedy, and triumph of our Patriot ancestors who achieved Independence for the American people. We believe these stories must be taught because as President Reagan warned, “Freedom is just one generation from extinction. We did not pass freedom along to our children in the bloodstream.”

We close every SAR meeting by vowing to “...remember our obligation to our forefathers who gave us a Constitution, the Bill of Rights, an independent Supreme Court, and a Nation of free men.”

“What is THAT obligation? What is OUR obligation?”

We believe OUR obligation to our forefathers is not only to protect our inheritance of liberty, but to ensure that our next generation understands the founding principles, ideals, and values – THE TRUTHS that make our country the shining light of hope in an otherwise dim and hopeless world.

The FORCE fueling the bright light of hope that inspires the world is our Constitution. The Constitutional Convention in 1787 produced a document of only about 4,400 words. It is the oldest and shortest written constitution of any major government in the world.

John Adams declared, “Our Constitution was made only for a moral and religious people. It is wholly inadequate to the government of any other. Public virtue – VIRTUE – public virtue cannot exist in a Nation without private Virtue, and public Virtue is the only Foundation of Republics.” Without VIRTUE, a republic cannot succeed, nor can our organization.



Pride in our American heritage is instilled by making a connection with the spirit of our Patriot ancestors and the uniquely American principles of government established by our nation’s founding fathers. This is not only the primary MISSION of SAR, but it must also guide our VISION so that every decision is consistent with fulfilling our obligations to our Patriot ancestors.



SPECIAL NOTE:

The *SAR Brand Identity Guide* contains tools you need to craft messages about the American Revolution, our Patriot ancestors, and SAR’s role in perpetuating their stories. Within are the trademarks, and usage standards that should securely anchor our brand in place.

Who We Are

We are a brotherhood of adult and youth males united by lineage connections to the Patriots that sacrificed their lives and fortunes to give us the United States of America. Descent from those Patriots bears a responsibility to reverently honor their lives and sacrifices. The SAR provides us with opportunities to share our passions and interests in our communities, our states, and the nation. Just as our Patriot ancestors worked together to overcome obstacles and achieve high levels of success, we work united to achieve common goals.

SAR Values

- ◆ Love of God, Country, and family
- ◆ Valuing our members and encourage growth of membership
- ◆ Providing opportunities for all members to express their interests and passions
- ◆ Appreciation and support for the service and sacrifices of our Patriots, veterans and active duty military
- ◆ To recognize, embrace, support and defend the distinctly American principles of government established in our Constitution, and Bill of Rights that are greater than any one individual
- ◆ Preservation of the great traditions and symbols of American freedom and liberty
- ◆ Understanding and appreciating the value of our American heritage and demonstrating reverent pride toward all Patriots
- ◆ Serving in communities - local chapters are the face of SAR
- ◆ Sharing our knowledge with others, assisting with historical education for youth and sharing correct historical information at all times

Unique Selling Proposition

SAR's patriotic, educational, and historical initiatives prepare you to understand and fulfill your responsibilities as a member of the SAR. SAR is for people who care about the future of our country and the perpetuation of the ideals and principles that have made America a great nation.

And for the support of this Declaration, with a firm reliance on the protection of divine Providence, we mutually pledge to each other our Lives, our Fortunes and our sacred Honor.

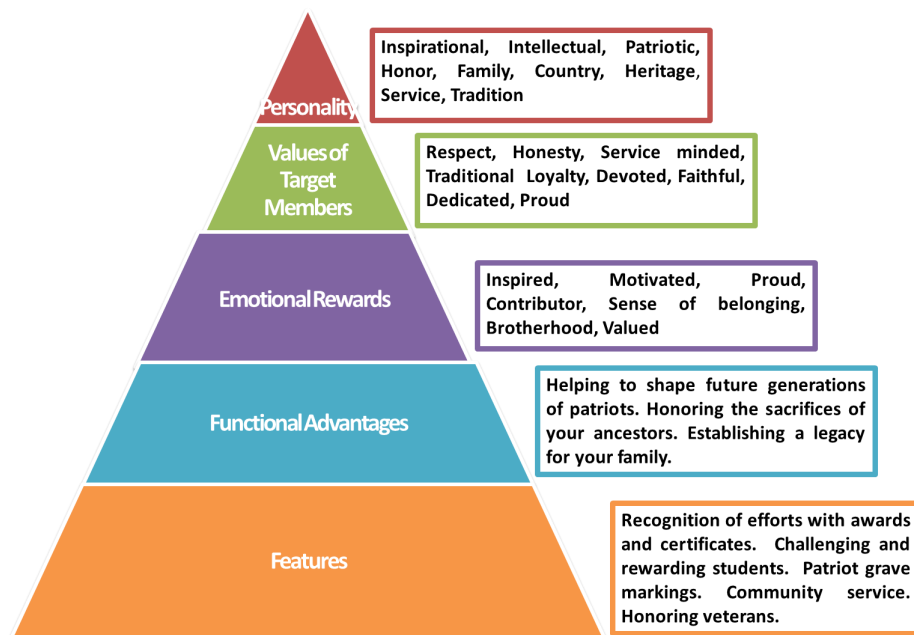
*Closing sentence of the
Declaration of Independence*

Remember...

Good stories, like good deeds, give our brand life, excites our donor base, and instills confidence in others that SAR is what it claims to be.

SAR Brand Promise

Empowering you to make a difference today and for future generations through patriotic service, historical preservation, and education.



Communication Elements

Educational

America's independence and freedom are surrounded with stories of patriotism, courage, determination, sacrifice, tragedy and triumph. SAR allows you to learn and understand the importance of these stories to help inspire yourself, your children and future generations.

Service

Service to others is the cornerstone of SAR membership. SAR provides you with opportunities to serve veterans, military and public service personnel (police, fire, EMTs, etc.), children, and teachers in your community, your state, and our nation.

Tradition

SAR helps you develop a reverence for America's symbols and traditions that represent the spirit, principles, and values upon which our Patriot ancestors founded this nation.

Brotherhood

SAR creates a bond among men dedicated to love of country, God, and family. SAR members have included United States Presidents, Senators, Congressman, Military Generals and officers, Ambassadors and members of the US Supreme Court.

Brand Personality

Inspirational
Patriotic
Service minded
Respectful
Traditional
Reverence for History
Honor
Love of Family
Love of Country
Educational
Proud
Responsible
Preservation
Heritage
Dedicated
Devoted
Loyalty
Trustworthy
Thoughtful
Intellectual
Faithful

Although brands are aspirational, powerful brands are grounded in authenticity and relevance

SAR Brand Marks



SAR Seal

The SAR Seal consists of a figure of a Minuteman grasping a musket in his right hand in the act of deserting his plow for the service of his country, surrounded by a constellation of thirteen stars encircled by a band within which appears the legend, “The National Society of the Sons of the American Revolution, organized April 30, 1889.” The SAR Seal is a registered trademark of the National Society of the Sons of the American Revolution and must bear the ® character. **Use of the SAR Seal is restricted to use by the National Society only.**

SAR Insignia

The SAR Insignia depicts the obverse of the SAR Badge above a ribbon with the words “Sons of the American Revolution” superimposed on a sunburst (an alternative acceptable version eliminates the sunburst). The SAR Insignia is a registered trademark of the National Society of the Sons of the American Revolution and must bear the ® character. Use of the SAR Insignia by any State Society or Chapter must be done in compliance with the National SAR Intellectual Property policies. Ideally, it should only be used by the National Organization in an official capacity. **Approval for use may be requested from the Executive Director (or Medals and Awards Committee if appropriate).**



Membership Badge

The SAR Membership Badge is a Maltese cross of four arms and eight points, with a golden ball at each point, enameled in white and a medallion in the center bearing a profiled bust of General George Washington. Surrounding the bust is a blue enameled ribbon containing the SAR Motto – “Libertas et Patria.” A laurel wreath encircles the medallion, midway between it and the points of the cross. The reverse is the same, except that the center medallion bears the figure of a minuteman surrounded by a blue enameled ribbon, inscribed in golden letters, “Sons of the American Revolution.” The cross is surmounted by a golden eagle and suspended from a ribbon of the Society’s colors – blue, buff yellow, and white.

SAR is a Lineage Society

SAR guides you in researching your family lineage to establish your membership and to make a personal connection with your Patriot ancestor. Beginning with a member sponsor, a team of volunteers, including Chapter and State Registrars and Genealogists work tirelessly to assist prospective members. And when an application is complete, SAR certifies the accuracy of your family history and the legacy of your patriot ancestors preserving them forever for the pride and appreciation of your family's future generations for hundreds of years to come.

Additionally, the SAR Genealogical Library located at our National Headquarters, is one of the foremost genealogical research libraries in the nation. It is open to the public.

Brand Position

Intellectual
Knowledgeable
Respectful
Timeless
Strong Character

Elimination of Brand Fragmentation

Brand fragmentation is a very serious problem that affects public recognition of SAR. Say "DAR" and nearly everyone, including the non-member public knows that DAR is synonymous with Patriotism, Citizenship, and the Revolutionary War. Say "SAR" and not so many make the connection. The Task Force believes that part of the reason is because too many letters are used in our abbreviations. For example, NSSAR, TXSSAR, TNSSAR, DESSAR, VTSSAR, KSSSAR and ALSSAR. Would not SAR, Texas SAR, Tennessee SAR, Delaware SAR, Vermont SAR, Kansas SAR, and Alabama SAR serve as a better identity than the alphabet soup currently used? The identity of SAR is clear in the examples and demonstrates an obvious connection between the national, district, state, and chapters. The Committee recommends adoption of the revised identification protocol and that SAR HQ urge districts, states and chapters to conform over the next two years.

The Committee recommends each state to consider how they can take advantage of using the name of their state spelled out, not abbreviated, eliminate the redundant "Society" (synonymous with state) and use "SAR" for identity. Similarly, Districts and Chapters are requested to follow the example of national and states, using naming patterns such as Southern District SAR, Western District SAR, Andrew Jackson Chapter SAR, Birmingham Chapter SAR, George Washington Chapter SAR, George Mason Chapter SAR, etc.

New State Naming Protocol

Alabama SAR
 Alaska SAR
 Arizona SAR
 Arkansas SAR
 California SAR
 Colorado SAR
 Connecticut SAR
 Dakota SAR
 Delaware SAR
 DC SAR
 Empire State SAR
 Florida SAR
 Georgia SAR
 Hawaii SAR
 Idaho SAR
 Illinois SAR
 Indiana SAR
 Iowa SAR
 Kansas SAR
 Kentucky SAR
 Louisiana SAR
 Maine SAR
 Maryland SAR
 Massachusetts SAR
 Michigan SAR
 Minnesota SAR
 Mississippi SAR
 Missouri SAR
 Montana SAR
 Nebraska SAR
 Nevada SAR
 New Hampshire SAR
 New Jersey SAR
 New Mexico SAR
 North Carolina SAR
 Ohio SAR
 Oklahoma SAR
 Oregon SAR
 Pennsylvania SAR
 Rhode Island SAR
 South Carolina SAR
 Tennessee SAR
 Texas SAR
 Utah SAR
 Vermont SAR
 Virginia SAR
 Washington SAR
 West Virginia SAR
 Wisconsin SAR
 Wyoming SAR

Organizational Designations

National Office

- National SAR

Youth Contests

- SAR Orations Contest
- SAR Brochure Contest

National Committees

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

National Chairmen

- Chairman, National SAR Education Outreach Committee
- 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

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

Duplicate Chapter Names

There are 34 Chapters in the SAR that share their names with Chapters in other States. The Committee offers an alternate Naming Protocol of Chapter and then State. For example, Wiregrass Chapter, Georgia SAR.

Words and Phrases for Communication

This section under development

Website / Social Media Guidelines

The use of the logo should always include the Tag Lines which include the words “Sons of the American Revolution” as well as the Stars and words “Patriotic,” “Historical,” and “Educational” as stylized in the artwork in this guide.

The size of the National SAR Logo should be similar to the size of others being displayed in the same areas of website of social media outlets.

Print / Stationary Guidelines

The use of the logo should always include the Tag Lines which include the words “Sons of the American Revolution” as well as the Stars and words “Patriotic,” “Historical,” and “Educational” as stylized in the artwork in this guide.

The font to be used in print is Calibri.



Business card using new logo

Merchandise / Apparel Guidelines

The use of the logo should always include the Tag Line “Sons of the American Revolution” as well as the Stars and words “Patriotic,” “Historical,” and “Educational” as stylized in the artwork in this guide. If the use of the logo on merchandise or apparel when created is so small that the use of the Stars and words “Patriotic,” “Historical,” and “Educational” becomes so small they are unreadable, then they may be left off to ensure that the logo remains best quality and readable to ensure that the brand of the SAR remains clear.

Use With Other Marks & Brands

This section under development

Use Of Logo

Colors

It is important that the use of the Official Colors of the National SAR are used properly. No other shades of blue or buff should be used. Process Black and White are also options as shown in the stylization sample.

Text

The font to be used with the SAR Logo and for Stationary and Print is Calibri. For those State Societies and Chapters needing the font, it is available for download with the logo artwork files.

The Logo should always have the Tag Lines which include the words “Sons of the American Revolution” as well as the Stars and words “Patriotic,” “Historical,” and “Educational” as stylized in the artwork in this guide.

Minute Man

When part of the SAR Logo, the Minute Man should always appear between the stylized “S” and “R.” If the Minute Man is being used as a standalone image, he can be separated from the “S” and “R.”

The Minute Man can also have the colors of his clothes changed to fit the State Society or Chapter. This may be desirable when representing the clothes that would have been worn by patriots in those specific regions.

PMS 282-C

PMS 7405-C

Process Black

White (Reverse)



SONS of the AMERICAN REVOLUTION
Patriotic ★ Historical ★ Educational

MEMBERS OF THE NATIONAL SAR BRANDING & ENGAGEMENT COMMITTEE

Chairman **Wayne Eells**, Indiana SAR

Vice Chairman **David Gilliard**, California SAR

Warren Alter, Arizona SAR

Earle Bushnell, Florida SAR

L. E. “Gene” Cheney, Colorado SAR

David Felts, Pennsylvania SAR

Gregory A. “Greg” Greenawalt, South Carolina SAR

Zane Hefley, Oklahoma SAR

Gregory Hill, California SAR

Richard Hollis, Tennessee SAR

Karl Jacobs, California SAR

David Lambert, Massachusetts SAR

Douglass M. “Tim” Mabee, Vermont SAR

Steve Vest, Kentucky SAR

National SAR Headquarters
809 West Main Street | Louisville, KY 40202