



3Rs EXPLOSIVES SAFETY EDUCATION PROGRAM BRANDING GUIDE



About this document

This guide establishes the visual identity, messaging standards, and communication principles that support the U.S. Army's 3Rs (Recognize, Retreat, Report) Explosives Safety Education Program, referred to as the 3Rs Program. As an Army-wide safety initiative, the 3Rs Program exists to educate Soldiers, Families, Civilian employees, contractors, installation visitors, and surrounding communities about the dangers of military munitions and the life-saving actions to take if they encounter a suspected munition.

Consistent branding strengthens recognition, reinforces trust, and ensures that every communication—whether a brochure, poster, social media graphic, presentation, website, or outreach display—delivers a clear and unified safety message.

This guide provides the standards necessary to preserve the integrity of the 3Rs brand across all Army organizations and partner agencies. It outlines the proper use of the 3Rs logo, language, color palette, typography, and photography, while supporting the program's three guiding implementation metrics: standardization, communication, and consistency.

By following this guide, Army personnel help build immediate recognition of the 3Rs identity, maximize the effectiveness of explosives safety education, and advance the Army's commitment to protecting lives through clear, consistent, and standardized public safety communications.

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01 BRAND STRATEGY

Brand strategy

BRAND POSITIONING

The 3Rs Explosives Safety Education Program (3Rs Program) is a clear, memorable, and Army-wide safety education initiative that helps people recognize the potential danger of military munitions by following the 3Rs (Recognize, Retreat, Report) of explosives safety. Its brand strategy centers on quick recall, consistent messaging, and broad awareness so that Soldiers, Military Families, employees, contractors, visitors, and surrounding communities understand the same life-saving steps.

As an Army-wide initiative, the 3Rs Program adheres to the system of visual elements set forth in the U.S. Army Brand Guidelines.

BRAND PILLARS

Standardization

A consistent 3Rs logo and “Recognize, Retreat, Report” message build recognition, reduce confusion, and help audiences immediately understand the proper actions to take.

Communication

The 3Rs message must reach every audience who lives on, works on, and visits current and former Army lands and surrounding areas.

Consistency

3Rs messaging must be active, frequent, and sustained throughout the year. Repeated exposure builds awareness, improves recall, and supports the program’s ultimate purpose: preventing injuries and saving lives.

02 LOGO

The logo is the primary visual identifier of the 3Rs Program and serves as an immediate symbol of explosives safety awareness. Designed for simplicity and immediate recognition, the 3Rs logo reinforces the standardized message across every installation, organization, and communication channel.

3Rs PROGRAM STOPLIGHT LOGO 07

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3Rs Program stoplight logo

The 3Rs Program logo leverages traffic signal symbolism to convey a simple, progressive sequence of safety actions that audiences can quickly remember and apply when encountering a potential military munition.

Through consistent use across Army installations, educational materials, digital media, and public outreach, the stoplight logo has become the visual signature of the 3Rs Program and a key component of its standardized safety messaging.



3Rs logo variations

Multiple versions of the 3Rs Program stoplight logo have been created to ensure maximum contrast and readability across various types of materials.

Version 1 is the preferred version of the 3Rs Program logo and is intended for use on white or light-colored backgrounds.

Version 2 should be used on black backgrounds. The stoplight in this variation is transparent and the text is white to maximize contrast.

Version 3 is intended for use on dark-colored (non-black) backgrounds. It maintains the original black stoplight color of Version 1 but uses white text to maximize contrast.



VERSION 1
BLACK STOPLIGHT, BLACK TEXT ON WHITE
BACKGROUND



VERSION 2
TRANSPARENT STOPLIGHT, WHITE TEXT ON
BLACK BACKGROUND



VERSION 3
BLACK STOPLIGHT, WHITE TEXT ON DARK
BACKGROUND

3Rs Spanish logo

Spanish versions of the 3Rs Program stoplight logo have been created for use in Spanish-language materials. Other than the Spanish translation, these versions are identical to their English counterparts.

Version 1 is the preferred version of the 3Rs Program logo and is intended for use on white or light-colored backgrounds.

Version 2 should be used on black backgrounds. The stoplight in this variation is transparent and the text is white to maximize contrast.

Version 3 is intended for use on dark-colored (non-black) backgrounds. It maintains the original black stoplight color of Version 1 but uses white text to maximize contrast.



VERSION 1 (SPANISH)
BLACK STOPLIGHT, BLACK TEXT ON WHITE BACKGROUND



VERSION 2 (SPANISH)
TRANSPARENT STOPLIGHT, WHITE TEXT ON BLACK BACKGROUND



VERSION 3 (SPANISH)
BLACK STOPLIGHT, WHITE TEXT ON DARK BACKGROUND

3Rs logo: things to avoid

To maintain a strong and recognizable brand, the 3Rs Program stoplight logo must always be reproduced using the versions presented earlier in this guide. Altering the logo diminishes brand recognition and weakens the consistent visual identity that supports the 3Rs message. The logo should never be modified to suit individual preferences or project requirements.

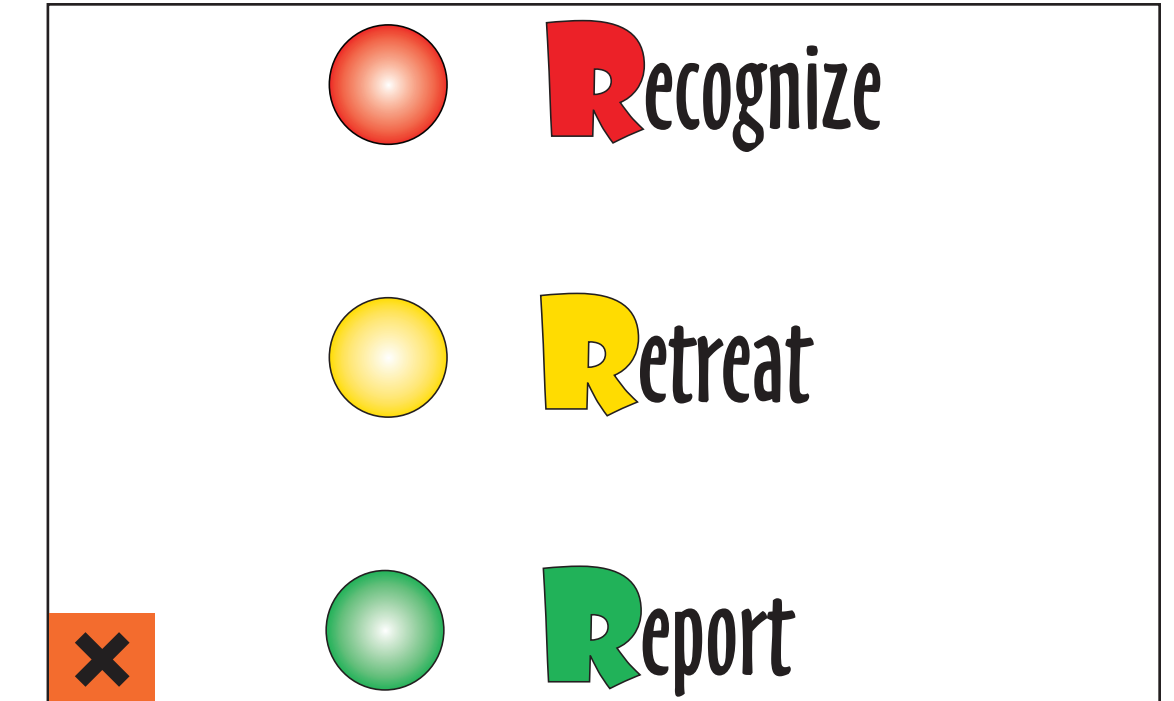
The examples on this page illustrate some, but not all, potential misuses of the logo. These rules apply to all versions of the logo.



DON'T USE THE OLD VERSION OF THE 3Rs PROGRAM LOGO.



DON'T MODIFY THE FONTS USED IN THE LOGO OR RECREATE THE LOGO USING TYPED TEXT.



DON'T REARRANGE OR DELETE ANY ELEMENTS OF THE LOGO OR USE THE COLORED CIRCLES BY THEMSELVES.



DON'T DISTORT, STRETCH, OR COMPRESS THE LOGO.



DON'T CHANGE THE LOGO COLORS OR APPLY GRADIENTS, PATTERNS, OR TEXTURES.



DON'T PLACE THE LOGO ON BACKGROUNDS THAT REDUCE CONTRAST OR READABILITY.

03 LANGUAGE

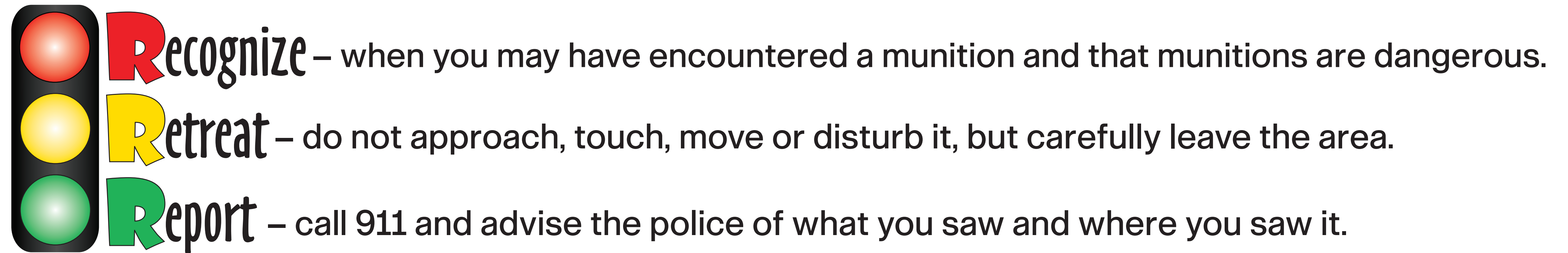
Consistent language is essential to the success of the 3Rs Program. Standardized messaging ensures every audience receives the same clear and actionable guidance. This section establishes the approved 3Rs language, outlines acceptable variations for specific audiences and situations, and provides standards for maintaining a consistent message across all 3Rs communications.

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3Rs language for adult audiences

The 3Rs language for adult audiences has been developed to clearly communicate the hazards of military munitions while providing simple, actionable steps that can be quickly understood and remembered. This language is also appropriate for older youth audiences (ages 8 and up). To maintain consistency across the Army, use this standard language.

The standard 3Rs language for adult audiences is:

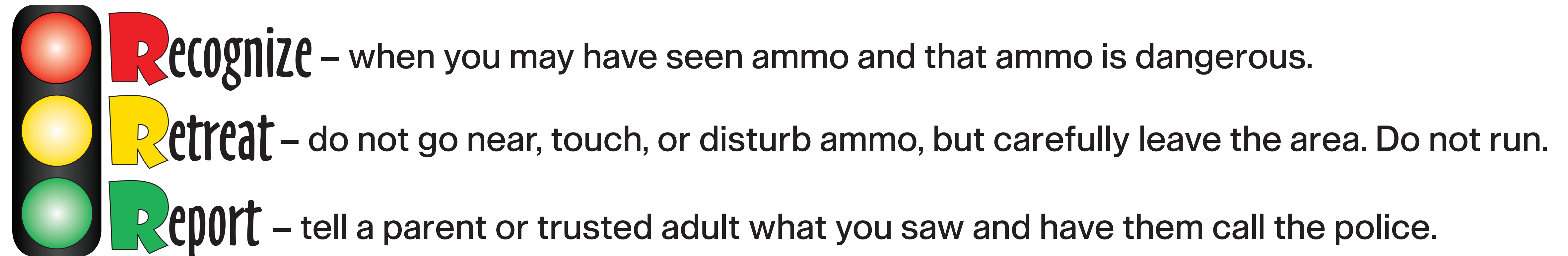


Note: If 911 is not the best reporting option, the “Report” text for adult audiences may be tailored as needed. Alternative reporting options, such as Range Control, should include the area code.

3Rs language for youth audiences

The 3Rs language for youth audiences is recommended for school-age children from 4 to 7 years old and for use during youth outreach activities. While the core 3Rs message remains unchanged, the youth version uses simpler, age-appropriate language to improve understanding and recall. Terms such as “ammo” are used in place of “munition(s),” action-oriented phrases are simplified, and the reporting instructions direct children to seek the assistance of a parent or trusted adult rather than contacting emergency services themselves.

The standard 3Rs language for youth audiences is:



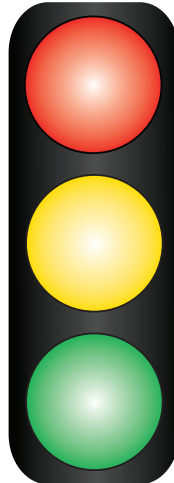
3Rs language in Spanish

The 3Rs language for adult and youth audiences has been translated to Spanish to preserve the intent, clarity, and simplicity of the approved English messaging while using natural, culturally appropriate Spanish.

3Rs Language (Spanish) for Adult Audiences:

- 
- R**econozca – cuando usted pudo haber encontrado una munición y que las municiones son peligrosas.
 - R**etroceda – no se acerque, toque, mueva ni moleste, sino abandone el área con cuidado.
 - R**eporte – llame al 911 e informe a la policía sobre lo que vió y dónde lo vio.

3Rs Language (Spanish) for Youth Audiences:

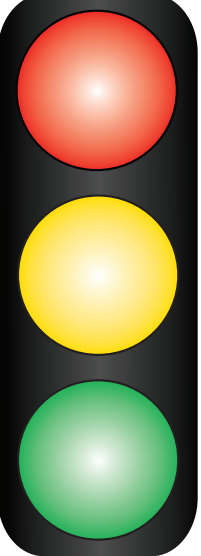
- 
- R**econozca – cuando puedes haber visto municiones y que las municiones son peligrosas.
 - R**etroceda – no te acerques, toques, o perturbes las municiones; abandona el área cuidadosamente - no corras.
 - R**eporte – diles a tus padres o a un maestro lo que viste y pídeles que llamen a la policía.

For other translations of the standard 3Rs language, contact the 3Rs Program Manager (see Contact section).

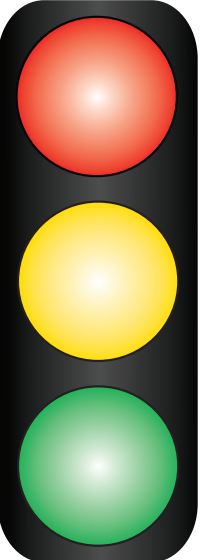
3Rs activity-specific language

3Rs language has been created for use in educational materials specific to certain activities. 3Rs language for souvenir munitions and the recycling industry is provided below.

Souvenir Munitions:

- 
- Recognize** – the danger that a souvenir munition poses to you, your family, and your neighbors.
 - Retreat** – do not touch, move, or disturb it. Do not give or throw it away.
 - Report** – call local law enforcement and tell the operator you have a souvenir munition.

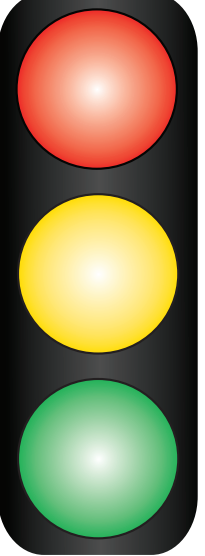
Recycling Industry:

- 
- Recognize** – the danger that munitions pose to you, your coworkers, and your community.
 - Retreat** – do not touch, move, or disturb it. Stop work, carefully leave the area, and keep others away.
 - Report** – call 911 and advise the police of what you saw and where you saw it.

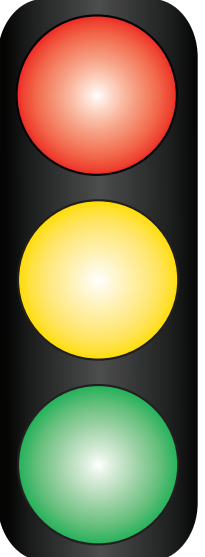
3Rs activity-specific language (continued)

3Rs language has been created for use in educational materials specific to certain activities. 3Rs language for maritime/diving safety and wildland firefighting is provided below.

Maritime/Diving Safety:

- 
- Recognize** – when you may have encountered a munition and that munitions are dangerous.
 - Retreat** – carefully return it to the water or secure it and keep the crew away from the immediate area.
 - Report** – immediately notify the police if on land, or the U.S. Coast Guard if on navigable waters.

Wildland Firefighting:

- 
- Recognize** – when an area may contain munitions, or when you may have encountered a munition.
 - Retreat** – immediately stop activities and increase your distance from the munition. Do not touch, move or disturb it.
 - Report** – notify your supervisor who will report to the incident commander. Describe what you saw and where you saw it.

3Rs language: formatting and appearance

Whenever possible, 3Rs language should be placed directly next to the 3Rs Program stoplight logo as shown in the examples on pages 12 through 16. If the size, orientation, or available space of the material do not allow for this, then “Recognize,” “Retreat,” and “Report” can be typed out in capital letters before or above each line of the 3Rs language. Examples of this formatting are shown below.

RECOGNIZE – when you may have encountered a munition and that munitions are dangerous.

RETREAT – do not approach, touch, move or disturb it, but carefully leave the area.

REPORT – call 911 and advise the police of what you saw and where you saw it.

RECOGNIZE

When you may have encountered a munition and that munitions are dangerous.

RETREAT

Do not approach, touch, move or disturb it, but carefully leave the area.

REPORT

Call 911 and advise the police of what you saw and where you saw it.

3Rs language: things to avoid

Consistent language is essential to building recognition of the 3Rs Program and ensuring audiences receive the same clear, life-saving message.

The examples here illustrate common modifications that weaken the standardized message, create inconsistencies, or reduce readability across 3Rs communications. These rules apply to all printed, digital, and verbal communications.



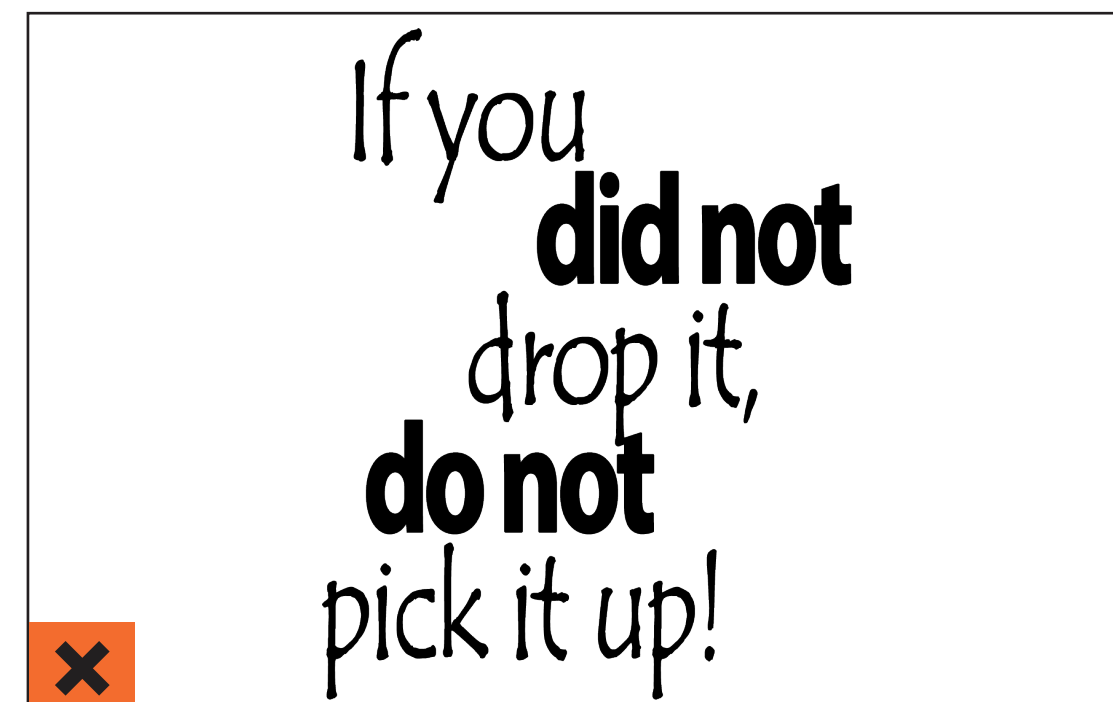
DON'T MODIFY THE "RECOGNIZE" OR "RETREAT" LANGUAGE.



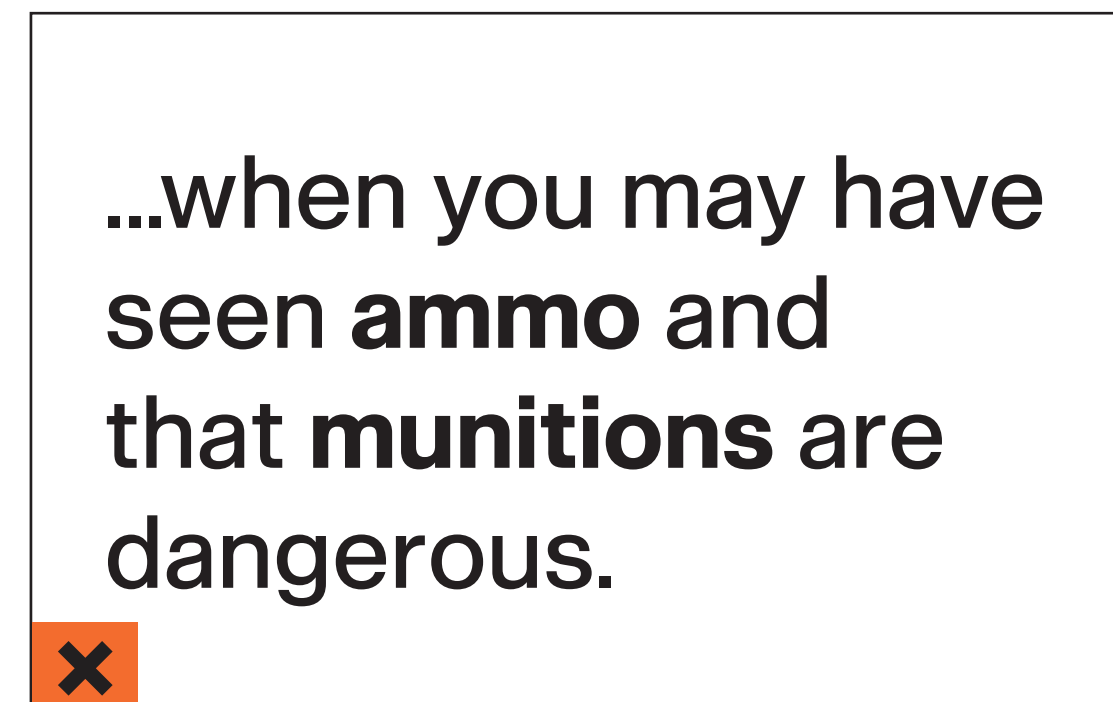
DON'T USE TECHNICAL TERMS OR ACRONYMS SUCH AS UXO, MEC, OR DMM.



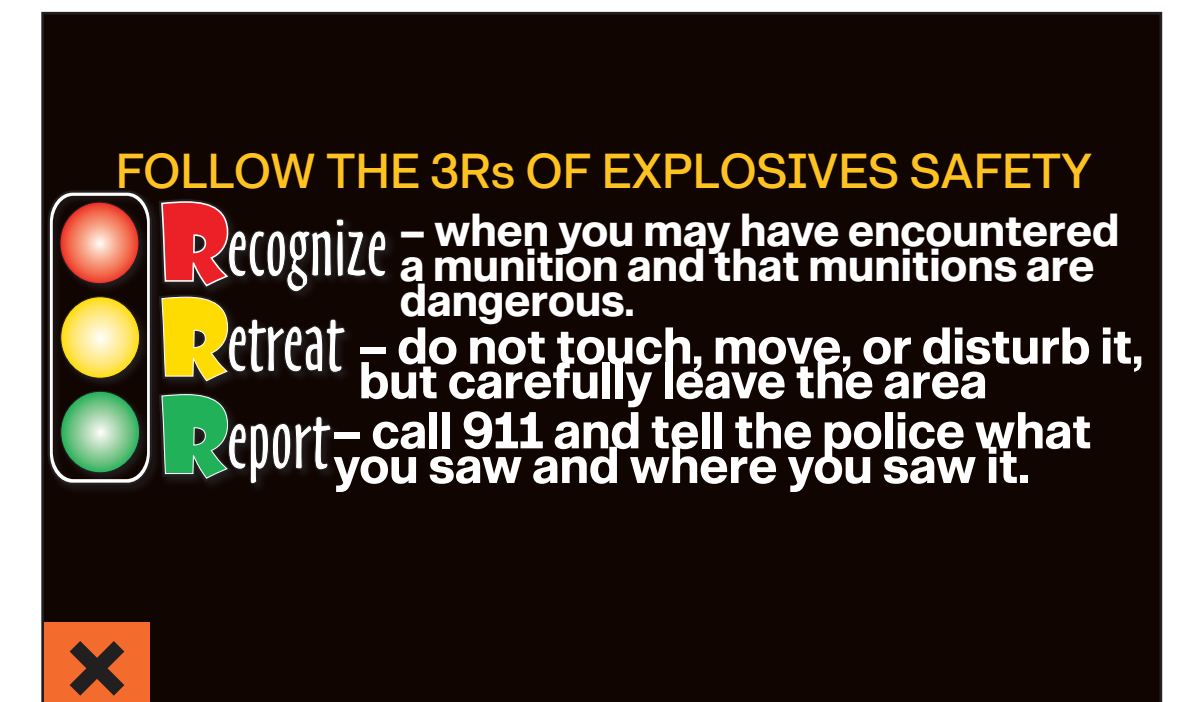
DON'T ALTER THE 3Rs PROGRAM NAME. THE 's' IN 3Rs SHOULD ALWAYS BE LOWERCASE. AVOID USING 3RS, 3R's, RRR, OR 3 Rs.



DON'T USE SECONDARY TAGLINES SUCH AS THIS, WHICH ARE BEING PHASED OUT.



DON'T MIX ADULT AND YOUTH 3Rs LANGUAGE.



DON'T PLACE THE TEXT OF THE 3Rs LANGUAGE TOO CLOSE TOGETHER OR COMPRESS THE TEXT SPACING TOO TIGHTLY.

04 COLOR

The 3Rs Program stoplight logo uses unique colors for simplicity and recognition. Apart from the logo, the 3Rs Program follows the color standards established in the U.S. Army Brand Guidelines. Consistent use of the Army's approved color palette reinforces the 3Rs Program's identity as an official U.S. Army initiative while maintaining a unified visual appearance across all Army communications.

U.S. ARMY COLOR PALETTES 20
COLOR: 3Rs LOGO SPECIFICATIONS 21
COLOR: THINGS TO AVOID 22

U.S. Army color palettes

The primary and secondary color palettes established in the U.S. Army Brand Guidelines should be used on 3Rs Program materials to build and produce designs that are consistent, repeatable, and on-brand in all media.

Refer to the Color section of the U.S. Army Brand Guidelines for color specifications (including RGB, Hex, PMS, and CMYK) and approved color combinations for fonts and backgrounds.

PRIMARY COLOR PALETTE

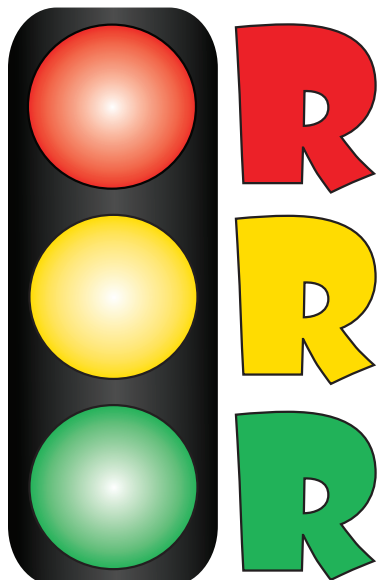


SECONDARY COLOR PALETTE



Color: 3Rs logo specifications

The 3Rs logo uses unique shades of red, yellow, and green for the stoplight circles and each capital R. The stoplight housing also uses certain shades of black and gray to form a linear gradient. The specifications for these colors are listed in the table below.

LOGO ELEMENT		COLOR	RGB	HEX	PMS	CMYK
	Stoplight Circles and Capital Rs	Red	236 32 39	#EC2027	1788 C	0 86 83 7
		Yellow	255 221 0	#FFDD00	109 C	0 13 100 0
		Green	0 178 89	#00B259	354 C	100 0 50 30
	Stoplight Housing Left and Right Edges	Near Black	1 1 1	#010101	Not Applicable	0 0 0 100
	Stoplight Housing Center*	Gray*	78 78 78	#4E4E4E	Not Applicable	0 0 0 69
	Lowercase Text	Pure Black	0 0 0	#000000	Not Applicable	0 0 0 100

* TO FORM THE LINEAR GRADIENT, THE GRAY COLOR IS LOCATED AT THE EXACT CENTERPOINT (50%) OF THE STOPLIGHT HOUSING.

Color: things to avoid

The examples on this page illustrate some, but not all, potential misuses of color.

FOLLOW THE 3Rs
OF EXPLOSIVES
SAFETY



DON'T USE COLOR COMBINATIONS THAT DON'T HAVE ENOUGH CONTRAST.

FOLLOW THE 3Rs
OF EXPLOSIVES
SAFETY



DON'T USE 3Rs STOPLIGHT LOGO COLORS FOR TEXT OR BACKGROUNDS.

FOLLOW THE 3Rs
OF EXPLOSIVES
SAFETY



DON'T USE COLORS THAT ARE NOT PART OF THE U.S. ARMY COLOR PALETTE.

FOLLOW THE 3Rs
OF EXPLOSIVES
SAFETY



DON'T USE GRADIENTS APART FROM THE 3Rs STOPLIGHT LOGO.

FOLLOW THE 3Rs
OF EXPLOSIVES
SAFETY



DON'T COMBINE MORE THAN TWO COLORS IN ONE SECTION OF TEXT.

FOLLOW THE 3Rs
OF EXPLOSIVES
SAFETY



DON'T PLACE TEXT DIRECTLY ON TOP OF IMAGES IF THERE IS NOT ENOUGH CONTRAST.

05 TYPOGRAPHY

The 3Rs Program stoplight logo uses unique fonts for simplicity and recognition. Apart from the logo, the 3Rs Program follows the typography standards established in the U.S. Army Brand Guidelines. Consistent typography supports clear communication, reinforces the program's connection to the U.S. Army brand, and helps maintain a unified appearance across all 3Rs materials.

G.I. FONT 24

TYPOGRAPHY: 3Rs-SPECIFIC CONSIDERATIONS 25

TYPOGRAPHY: THINGS TO AVOID 26

G.I. font

As established in the U.S. Army Brand Guidelines, G.I. (Government Issue) is the primary font for the U.S. Army and its communication needs, including 3Rs Program materials. Outside of the 3Rs Program stoplight logo, G.I. should be the primary font on 3Rs materials.

G.I. font is available in three weights:

- G.I. 400 (Regular)
- G.I. 530 (Medium)
- **G.I. 700 (Bold)**

Refer to the Typography section of the U.S. Army Brand Guidelines for information about typographical hierarchy, specifications, and baseline shift. These same standards apply to all 3Rs Program materials.

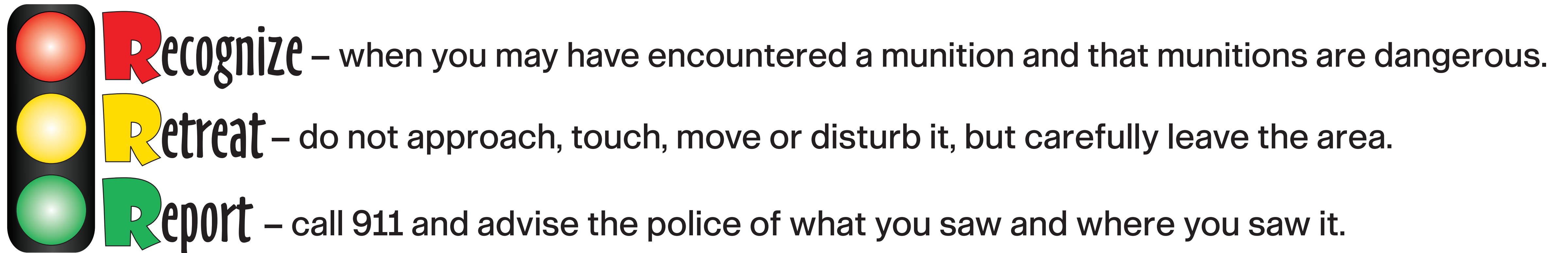
3Rs EXPLOSIVES SAFETY GUIDE	Turn in souvenir munitions by contacting your local law enforcement non-emergency phone number.	RECOGNIZE RETREAT REPORT
Call 911 and advise the police of what you saw and where you saw it.	While magnet fishing is a popular hobby, it brings a significant and often underestimated risk of discovering munitions such as grenades, artillery shells, and old ammunition. Waterways around installations and munitions response sites may contain old or discarded munitions. Years of submersion can cover munitions in thick layers of rust and mud, rendering them indistinguishable from a rusted piece of pipe, a rock, or a heavy piece of scrap metal. Such items (old or heavily corroded) may still contain live explosives and remain dangerous.	Visit the 3Rs Explosives Safety Education Website: https://3Rs.mil

EXAMPLES OF THE U.S. ARMY TYPOGRAPHY

Typography: 3Rs-specific considerations

As shown in the Logo section above, the 3Rs logo uses unique fonts for the “Recognize, Retreat, Report” text. Each capital R in the logo uses the font **Showcard Gothic**. All lowercase text in the logo uses the font **Oz Handicraft BT**. These fonts are intended to make the 3Rs logo memorable and recognizable and **should not be used outside of the logo**. All other text on 3Rs Program materials should use the **G.I.** font, including standard 3Rs language.

As shown below, the 3Rs logo uses the fonts **Showcard Gothic** (capital Rs) and **Oz Handicraft BT** (lowercase text), while the standard 3Rs language next to the logo uses the **G.I.** font with a weight of 530 (medium).



Typography: things to avoid

The examples on this page illustrate some, but not all, potential misuses of typography.



DON'T USE SHOWCARD GOTHIC OR OZ HANDICRAFT BT AS STANDALONE FONTS OR DESIGN STYLES.



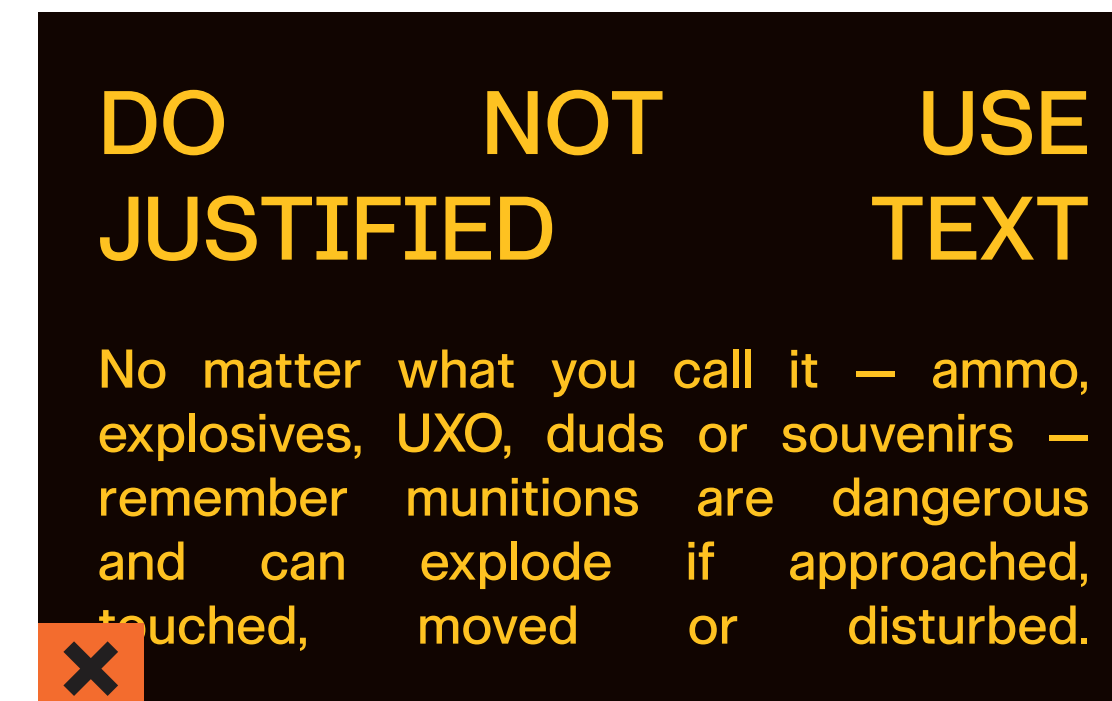
BODY COPY SHOULD NOT BE CENTERED OR RIGHT ALIGNED.



DON'T USE TOO TIGHT OR TOO LOOSE LEADING.



DON'T ADJUST THE KERNING OR TRACKING: G.I. HAS OPTIMAL SPACING BUILT IN TO THE FONT FAMILY.



DON'T USE JUSTIFIED TEXT.



DON'T USE UNAPPROVED FONTS.

06 PHOTOGRAPHY

The 3Rs Program follows the photography standards established in the U.S. Army Brand Guidelines. Photography used in 3Rs materials should feel clear, authentic, and purposeful, supporting the safety message without distracting from it. Images should use rich color, clear composition, and dynamic perspectives while reflecting current Army standards for uniforms, appearance, and professionalism.

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MUNITIONS PHOTOGRAPHS	29
PHOTOGRAPHY: THINGS TO AVOID	30

Photography fundamentals

As outlined in the U.S. Army Brand Guidelines, photographs used for 3Rs Program materials should contain rich color, clear composition, and dynamic perspectives, especially those used as primary photographs (hero images) on materials such as posters or brochures. **Refer to the U.S. Army Brand Guidelines for complete photography principles, image treatment, and usage requirements.**



RICH COLOR



CLEAR COMPOSITION



DYNAMIC PERSPECTIVE

Munitions photographs

Photographs of military munitions are an important component of 3Rs Program materials because they help audiences recognize the wide variety of objects they may encounter. However, munitions photographs should support awareness—not identification of specific munitions. Munitions photographs should reinforce the message that any object resembling military munitions or explosives should be considered dangerous and that the appropriate response is to follow the 3Rs, regardless of the object's type or condition.



BEST PRACTICES

- Use photographs that depict munitions as they are commonly encountered in the environment, such as partially buried, weathered, rusted, covered by vegetation, or submerged in water.
- Include a variety of munition types and conditions to reinforce that dangerous items can appear in many shapes, sizes, and states of deterioration.
- Whenever practical, show munitions within their surrounding environment to provide context rather than using isolated product-style images.
- Select photographs that clearly support the accompanying 3Rs message without encouraging viewers to focus on identifying a specific item.
- Use high-resolution, well-composed photographs that clearly communicate the presence of a potential hazard.

THINGS TO AVOID

- Don't present munitions photographs as an identification guide or imply that audiences should determine whether an item is safe based on its appearance.
- Don't depict people handling, moving, or standing unnecessarily close to munitions.
- Don't use photographs that suggest damaged, rusted, or partially buried munitions are less dangerous than newer-looking items.
- Don't crop or edit images in a way that removes important environmental context or misrepresents the size or location of the munition.
- Don't use staged photographs that portray unsafe behavior or conflict with the 3Rs message.
- Don't use blurry or low-resolution photographs of munitions.

For a selection of munitions photographs, visit the Gallery page on <https://3Rs.mil>.

Photography: things to avoid

The examples on this page illustrate some, but not all, potential misuses of photography.



DON'T USE PHOTOGRAPHS DEPICTING BLUE PRACTICE MUNITIONS.



DON'T USE PHOTOGRAPHS WITH OUTDATED UNIFORMS OR INCORRECT PATCHES.



DON'T USE PHOTOGRAPHS DEPICTING SOUVENIR MUNITIONS INSIDE A HOME OR BUILDING.



DON'T USE ONLY PHOTOGRAPHS OF NEW MUNITIONS. ALSO USE PHOTOGRAPHS OF OLD MUNITIONS IN THE ENVIRONMENT.



DON'T USE BLURRY, PIXELATED, OR LOW-RESOLUTION PHOTOGRAPHS.



DON'T USE HEAVILY EDITED OR MISCOLORED PHOTOGRAPHS.

07 CONTACT

FOR ANY FURTHER QUESTIONS, CONTACT THE 3Rs TEAM:

<https://3Rs.mil>

CLICK ON THE MENU BUTTON, THEN CLICK “CONTACT US” AND FILL OUT THE CONTACT FORM.

ADDITIONAL RESOURCES ARE AVAILABLE ON THE 3Rs PROGRAM WEBSITE:

<https://3Rs.mil>

VIEW THE U.S. ARMY BRAND GUIDELINES AT THE ARMY ENTERPRISE MARKETING OFFICE:

<https://www.army.mil/AEMO>

(CAC required)