



# SONS OF THE AMERICAN REVOLUTION BRAND IDENTITY GUIDE ★ ★ ★

NATIONAL SOCIETY OF THE SONS OF THE AMERICAN REVOLUTION

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20 January 2016



SONS OF THE AMERICAN REVOLUTION  
Patriotic ★ Historical ★ Educational



**SONS OF THE AMERICAN REVOLUTION**

Patriotic ★ Historical ★ Educational

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## Mission of the Task Force for Branding

Develop strategies and deploy initiatives that will elevate SAR's recognition around the country and strengthen perceived value of membership, with the specific goals of engaging member participation, increasing membership, improving retention, enticing visitation to the SAR Library and The SAR Center, and broadening SAR's donor base.

## Objective of the Task Force for Branding

Our objective as a Task Force to Brand SAR is to lay a groundwork by outlining the advantages of branding and to generate fresh ideas in order to develop a strategy to inspire a broad base of Americans to associate with SAR the deeds, ideals, values, and principles of our Founding Fathers so that SAR can be a catalyst to stimulate our national spirit.



## MEMBERS OF THE TASK FORCE FOR BRANDING SAR

Chairman **Richard D. "Rick" Hollis**, Tennessee SAR

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## SAR Mission

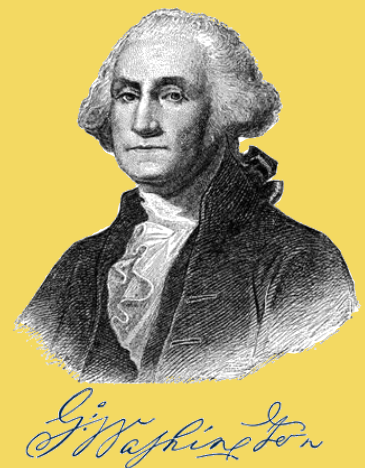
The purposes of the Sons of the American Revolution are patriotic, historical, and educational, and include those intended or designed:

- (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.

### 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. . . .



### 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.

## 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.



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, gives our brand life, excites our donor base, and instills confidence in others that SAR is what it claims to be.

## Who We Are

We are a brotherhood of adult and youth males that are 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

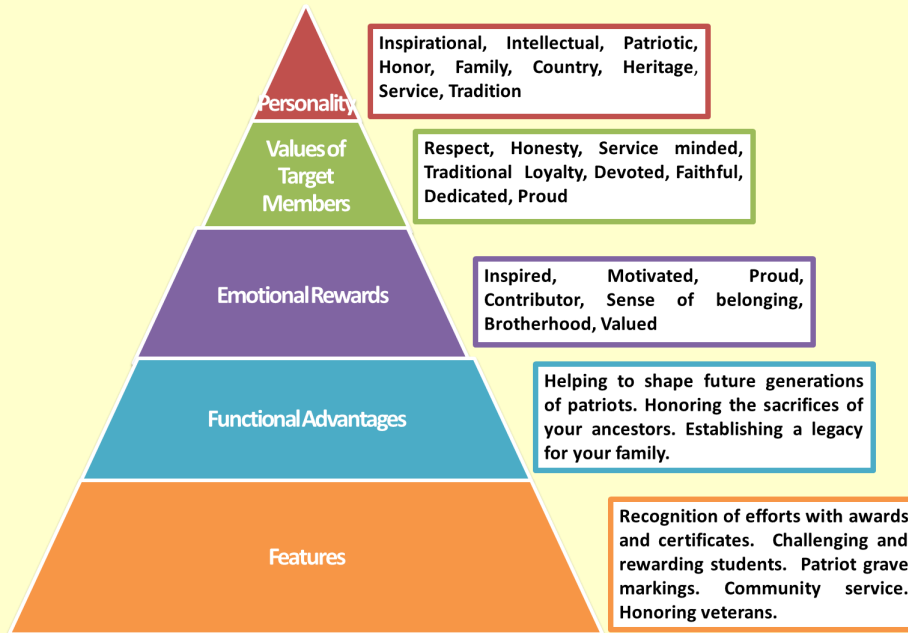
## Unique Selling Proposition

SAR's patriotic, educational, and historical initiatives prepare you to understand and fulfill your responsibilities as an American citizen. 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.



## 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/Membership Badge

#### 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 NSSAR Intellectual Property policies. 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 Logo

The Minute Man (Sons of Liberty) Statue located at the front of our Headquarters in Louisville, Kentucky, represents the tens of thousands of men, youth, and women who united for the singular cause of individual sovereignty and their willingness to stand for what they believed. The majority of them were farmers, craftsmen, and artisans. Additionally, there were people of wealth supporting the cause.



Sons of the American  
Revolution  
National



Using this figure as a key part of our brand. We honor all Patriots who sacrificed their lives and fortunes for the cause. They stood shoulder to shoulder regardless of their life station. Like our Patriot ancestors, today's SAR members stand shoulder to shoulder regardless of station to achieve our common mission.

May be reproduced in any color, although blue, black, metallic gold, or white are preferred.

Pantone 282-C

Pantone 7405-C

## Corporate Signature



May be reproduced in any color, although blue, black, metallic gold, or white are preferred.

Pantone 282-C

Pantone 7405-C

## Sample Envelope Return Address



**First Last** | SAR Title  
809 West Main Street  
Louisville, Kentucky 40202

## Sample E-Signature

**First Last** | SAR Title



809 West Main Street  
Louisville, Kentucky 40202  
P 000-000-0000 | F 000-000-0000  
First.Last@SAR.org



Artwork is needed to make this adapted logo a crisp image for reproduction.

## Brand Position

Intellectual  
Knowledgeable  
Respectful  
Timeless  
Strong Character



## SAR Theme Categories



SONS OF THE AMERICAN REVOLUTION

Patriotic ★ Historical ★ Educational

The purposes of SAR are clearly defined in SAR’s Charter as “patriotic, historical, and educational” and all external activities of SAR are aligned within these broad categories. It is through this lens that our outreach to the public is categorized through chapters in local communities and to the public at-large.

### K ★ I ★ S ★ S Principle - KEEP IT SIMPLE SAR

Perhaps SAR’s largest missed opportunity for Brand identification is through the hodgepodge of names that identify our patriotic, historical, and educational outreach programs. Just like the Center for Advancing America’s Heritage, how does the Knight Essay, Rumbaugh Orations, King Eagle Scout, and Americanism Poster bring any outward recognition of SAR? By branding these programs, the program honorees will not be diminished in any way, the narrative remains unchanged. To give a couple of examples, the SAR American History Teacher Award is how the program should be promoted, and the recipient would receive the “Tom and Betty Lawrence History Teacher Award.” The SAR Essay Contest would be the contest name, but the winner at National would receive the “George S. and Stella M. Knight Essay Award.” Likewise, the SAR Eagle Scout Award would receive the “Arthur M. & Berdena King Eagle Scout Award” if selected at National.

The effect is compounded when one recognizes that many states promote the contests under other names, names that are important to their local chapter and/or state societies. Branding would bring order.

The Task Force believes we should Brand the Awards programs that are part of our patriotic, historical, and educational outreach by renaming them as follows: SAR Essay Contest, SAR Orations Contest, SAR Poster Contest, SAR Eagle Scout Award, SAR ROTC/JROTC and Service Academies Award, SAR American History Teacher Award, SAR Flag Certificate, SAR Public Service and Heroism Award. Perhaps there are other outreach programs too, but now, and in the future, they should each be branded with SAR.

When it comes to naming our SAR programs, we need to employ the “KISS principle - Keep it Simple SAR”.

Arrive at the “one thing”—our SAR brand essence—the core of SAR’s promise to our target market

## 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 is one of the foremost genealogical research libraries in the nation. It is open to the public.

## 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. 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 Task Force recommends adoption of the revised identification protocol and that SAR HQ urge districts, states and chapters to conform over the next two years.

The Task Force asks 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 SAR Chapter, Birmingham SAR Chapter, George Washington SAR Chapter, George Mason SAR Chapter, etc.

## New 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

## SAR Task Force for Branding - Spring 2016

The Task Force for Branding SAR was established to (1) explore the concepts of Branding, (2) prepare an explanation of what Branding is and how it works, (3) evaluate how SAR might benefit by being more cognizant of Branding's benefits, and (4) make preliminary recommendations about how SAR should begin the process of establishing an easily recognizable public identity.

The 2016 "SAR BRAND IDENTITY GUIDE" is the second substantial report of the Task Force.

In 2015, the Task Force for Branding SAR issued a report supported by a 36-page document entitled, "PATHWAYS TO PATRIOTISM," a preliminary background about what Branding is and how it works. In the process, the report cites specific examples to help the reader understand the importance of Branding, and what might be done to help pull together the SAR Brand – the essence of the organization that makes us recognizable and distinctly different from other similar groups. To be effective, consensus needs to develop among national, district, state, and chapter leaders about how SAR should be presented to the public to create a uniform appearance through a thread that joins the national, district, state and chapter logos, the way the names are written, colors used, really, anything that is visible to the public.

A brand is NOT a logo. A brand is NOT a product. A brand IS "a singular idea or concept that you own inside the mind of the prospect and member." In other words, it's what a person feels about what SAR stands for, what SAR does. That's because people are emotional and instinctive beings. People define brands, not companies, marketing departments, advertising agencies. A brand is not what WE say it is or what YOU say it is. It's what THEY—our members, supporters, and donors—say it is.

The goal of establishing our Brand Identity is to engage membership participation, increase membership, improve retention, entice visitation to the SAR Library and The SAR Center, and broaden SAR's donor base.

This 2016 report and the corresponding SAR BRAND IDENTITY GUIDE seeks to solve many of SAR's most obvious missed opportunities to establish Brand awareness. The Task Force agrees that we must be forthcoming about what we have identified as basic shortcomings in order to make recommendations for improvement. At no time should anything suggested in this report be perceived personally as anything beyond thoughtful analysis and suggestions. The full potential of our organization can be unleashed by adhering to the basic tenants of Brand Identity described herein. This is our only goal.

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. NSSAR, TXSSAR, TNSSAR, DESSAR, VTSSAR, KSSAR 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 Task Force recommends adoption of the revised identification protocol and that SAR HQ urge districts, states and chapters to conform over the next two years.

The Task Force asks 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 SAR Chapter, Birmingham SAR Chapter, George Washington SAR Chapter, George Mason SAR Chapter, etc.

And by extension, how does the name, CENTER FOR ADVANCING AMERICA'S HERITAGE (CAAH) broaden our identity? Would not THE SAR CENTER be a better identity for SAR's headquarters and Library complex in Louisville, Kentucky? The purposes of SAR are clearly defined in SAR's Charter as "patriotic, historical, and educational." And it is through this lens that our outreach to the public is categorized through local chapters to the public at-large.

Perhaps SAR's largest missed opportunity for Brand identification is through the hodgepodge of names that identify our patriotic, historical, and educational outreach programs. The Task Force admires the great work being done by the leaders of these programs and the following suggestions are intended to strengthen their effectiveness. Just like the Center for Advancing America's Heritage, how does the Knight Essay, Rumbaugh Orations, King Eagle Scout, and Americanism Poster bring any outward recognition of SAR? By branding these programs, the honorees will not be diminished in any way. To give a couple of examples, the "SAR American History Teacher Award" is the way the program would be promoted, but the recipient would receive the "Tom and Betty Lawrence History Teacher Award." The "SAR Essay Contest" would be the contest name, but the winner at National would receive the "George S. and Stella M. Knight Essay Award." We need to employ the "KISS principle - Keep it Simple SAR".

The Task Force recommends that we should Brand the Awards programs that are part of our patriotic, historical, and educational outreach by renaming them as follows: SAR Essay Contest, SAR Orations Contest, SAR Poster Contest, SAR Eagle Scout Award, SAR ROTC/JROTC and Service Academies Award, SAR American History Teacher Award, SAR Flag Certificate, SAR Award, SAR Law Enforcement Commendation Award, SAR Fire Safety Commendation Award, SAR EMT Commendation Award, and SAR Heroism Award. No doubt there are other outreach programs too, but now, and in the future, they should each be branded with SAR.

## Branding Recommendations - Spring 2016

### Six Recommendations for Adoption

SAR Color Guardsmen are the most recognizable symbol of our organization. Every time they are seen by the public, they become patriotism personified. Representative of a Color Guardsman is the Sons of Liberty Statue that graces the front of our national headquarters building in Louisville.

◆ **RECOMMENDATION #1:** The Task Force recommends that the image of the Sons of Liberty statue should be prominently incorporated as the logo associated with SAR. Combining the Statue with SAR is a logical logo design. Adoption of the new logo design will be a successful design signature that will look great on paper and can be easily transformed for use on key-chains, as an imprint on mugs, ties, letterhead, business cards, and all other marketing materials.

◆ **RECOMMENDATION #2:** The Task Force recommends that, upon adoption of a new logo design, the Handbook Committee reclassify the Insignia, currently identified in the Handbook as the logo.

◆ **RECOMMENDATION #3:** The Task Force recommends that the new name protocol be adopted to accomplish vertical identification of national, district, state, and chapters with an appended recommendation that it be fully implemented within two years.

◆ **RECOMMENDATION #4:** The Task Force recommends that the logo and identity protocols should immediately become prominent on the SAR Website, Facebook, advertising, press releases, anything that becomes visible to the public. Full implementation should be accomplished within two years.

◆ **RECOMMENDATION #5:** Rename the CENTER FOR ADVANCING AMERICA'S HERITAGE (CAAH). The Task Force recommends adoption of THE SAR CENTER as the identity for SAR's headquarters and Library complex in Louisville, Kentucky.

◆ **RECOMMENDATION #6:** Brand the Awards programs that are part of our patriotic, historical, and educational outreach by renaming them as follows: SAR Essay Contest, SAR Orations Contest, SAR Poster Contest, SAR Eagle Scout Award, SAR ROTC/JROTC and Service Academies Award, SAR American History Teacher Award, SAR Flag Certificate, SAR Law Enforcement Commendation Award, SAR Fire Safety Commendation Award, SAR EMT Commendation Award, and SAR Heroism Award. No doubt there are other outreach programs too, but they should each be branded with SAR.

The SAR BRAND IDENTITY GUIDE, is respectfully submitted by the Task Force for Branding SAR.



SONS OF THE AMERICAN REVOLUTION

Patriotic ★ Historical ★ Educational



 National Headquarters

Sons of the American Revolution

809 West Main Street | Louisville, Kentucky 40202