



Frontline Chaplains International, Inc.

PO Box 1004
Temple, TX 76503
(254) 314-2159

www.ifoc.org
chaplains@ifoc.org
Fax (989) 753-3238

Corps Branding & Team Identification

Doc 5010

Approved 2018.21

Corps may create Corps-specific branding with the approval of the Executive Management Team and the Executive Board of Directors of the International Fellowship of Chaplains, Inc.

II. Corps-specific branding may include patches, letterhead, stationary, graphics for marketing, or any other material meant to clearly identify the Corps as a team that does not include the official IFOC name, IFOC Star logo and/or Community Service Logo.

III. The process for submitting Corps-specific branding for approval will be for the Corps Commander to send the proposed brand to their Regional Commander. The Regional Commander will present the brand during the Executive Director of Corps' *Corps Leadership Team* meetings. If the team approves the design, then the Executive Director of Corps will present the design to the Executive Management Team for consideration. If this team approves the design then the Management Team will present the graphic to the Executive Board of Directors for final approval.

IV. PATCHES

a. Corps-specific patches should only be used and worn in accordance with this policy and the IFOC Uniform Policy.

b. Corps-specific patches should only be worn when the chaplain is representing the local Corps to an audience that recognizes the brand. This will usually be done in the community the Corps belongs to.

c. When a chaplain is representing the IFOC in general, a uniform without the Corps-specific branding should be utilized. Examples include trainers for the IFOC instructing classes and Regional Commanders / corporate staff performing their non-Corps duties, etc.

d. When working together with other Corps or chaplains from outside the chaplain's Corps, chaplains should strive to present a unified appearance. It is highly recommended that members of Corps with specific branding purchase a green IFOC polo for times when they may work with other chaplains outside of their local Corps, such as disaster response or joint regional trainings, etc. In these events, IFOC chaplains are representing the larger community of IFOC Chaplains compared to

Frontline Chaplains International, Inc.

operates in the U.S.A. as

International Fellowship of Chaplains (I.F.O.C.)

working in the local community representing the Corps they belong to. It is imperative that chaplains present a unified appearance to governmental agencies and other organizations when we are called upon to work outside of our local communities.

e. Corps-specific uniform patches:

i. These patches should not be attached to polo shirts or tee shirts in order to maintain a professional appearance.

ii. When these patches are attached to button-up shirts and jackets, they should replace the IFOC patch on the Right arm only. The IFOC patch should remain on the Left arm. Patches should not be attached to the breast of the shirt or jacket as this area is reserved for identification and ribbons in accordance with the IFOC uniform policy.

V. All previously approved Corps-specific uniforms remain valid and can be used. Chaplains do not need to alter uniforms purchased before the effective date of this policy. Any future uniforms purchased should conform to this policy.

VI. BUSINESS CARDS / LETTERHEAD

a. The use of Corps Specific business cards and letterhead shall follow the same spirit as the patches discussed above. When the audience that is receiving the card / letterhead is within the community the Corps serves, it is appropriate to use a Corps specific business card or letterhead. When the audience receiving the card/letterhead is outside the community that would recognize the local brand, then a standardized corporate business card would be appropriate.

b. All Corps specific business cards need to be approved and kept on file by IFOC following the above written process. The phrase "An operating Corps of the International Fellowship of Chaplains, Inc. www.ifoc.org" shall be present on all Corps specific business cards and letterhead.

c. Any corps that does not have an approved brand shall use the standardized Corps business cards available at the IFOC Store. Individual chaplains are strongly encouraged to use the standardized business cards and strongly discouraged from creating their own homemade cards.

VII. The Executive Management Team or the Executive Board of Directors must approve any and all exceptions to this policy in writing.