



THE ASSISTANT SECRETARY OF DEFENSE

WASHINGTON, DC 20301-1200

DEC 11 1995

**MEMORANDUM FOR:**  
SURGEON GENERAL OF THE ARMY  
SURGEON GENERAL OF THE NAVY  
SURGEON GENERAL OF THE AIR FORCE

SUBJECT: TRICARE Logos - Decision Memorandum

Last year, we decided to create a series of TRICARE logos -- one for the system and one for each Lead Agent. A memo originating from the PPC office urged revision of this original decision when the use of numerous regional logos, plus others that seemed to appear spontaneously for various reasons, lead to confusion.

([Attachment A](#))

To facilitate the decision regarding the selection of a universal logo for TRICARE, two marketing and public relations firms were asked to give their opinions regarding the use of logos. (Attachment B)

Both firms, Rynne Marketing Group and HMA Associates, agreed that a single logo is clearly recommended over multiple versions. Regionalization can be achieved with the addition of a type-only tag line incorporated in the universal logo.

Some of the reasons given by those organizations for endorsing a single logo over multiple logos include:

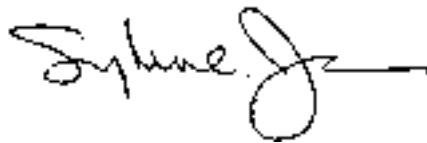
-- "without a nationally applied logo, TRICARE beneficiaries may well become confused about whether they are being served by a regional system that may differ from region by region."

-- "...a single logo makes the most sense. It will reinforce to everyone who has experience with the military healthcare system that wherever you go, TRICARE is the same; a strong national program."

The TRICARE Marketing Office strongly endorses the use of a single logo throughout the MHSS healthcare system, and also has two practical reasons to add to those above: 1) a single logo is much easier to "manage" and disseminate than multiple logos; and 2) the current logo requires more computer memory than many DoD computers possess, precluding its use at many facilities.

The logo would be used on all new TRICARE materials, whether they are developed by DOD, branches of the Armed Forces or contractors. It would be disseminated via the Internet, the Serviecs' Public Affairs network, and Lead Agent marketing offices. The TRICARE Marketing Office will take the lead in disseminating the new logo.

Both HMA and Rynne selected the logo at [Attachment C](#) as the "most simple, clean and regonizable option." (Other logos considered are at Attachemnt D.) It is my decision to use it as TRICARE's universal logo, allowing it to be "regionalized' for Lead Agent "ownership." Attachemnt C also provides examples of how regionalization might be accomplished.

A handwritten signature in black ink, appearing to read "Stephen C. Joseph", with a long horizontal line extending from the end of the signature.

Stephen C. Joseph, M.D., M.P.H.

**HA POLICY 96-013**