



FORT GEORGE G. MEADE NEWS RELEASE

PUBLIC AFFAIRS OFFICE

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April 25, 2019

FOR IMMEDIATE RELEASE

Fort Meade unveils new logo

FORT GEORGE G. MEADE, Md., - To reflect the mission and technology changes on Fort Meade, installation leadership unveiled a new logo on April 25, 2019. According to the garrison commander, Col. Erich Spragg, the new image is a visual representation of the transformation the installation has recently made after more than 100 years of service to the nation.

“The former logo was a nod to Fort Meade’s rich history, said Spragg. “Today, we are looking to the future, and our support to the newest conflict domain, which is cyber defense. We are now the home to the nation’s tenth Combatant Command – U.S. Cyber Command. It’s time for our logo to reflect our new posture, as we celebrate our past, but lean forward to our future.”

The logo is part of a branding strategy to illustrate Fort Meade’s efforts to address future needs of a rapidly changing and growing community and to exemplify the vision that makes Fort Meade the nation’s platform for intelligence, information and cyber operations.

Fort Meade is the second largest Army installation in the U.S. in terms of population and the largest employer in the state.

The image of the sword represents the enduring symbol of military strength. The lightning bolt represents the communication, electronics and information technology fields. The key represents the security and intelligence fields. The stars represent the five branches of the U.S. military, each of which has service members at Fort Meade. The globe represents the installation’s worldwide mission. The green color of the globe represents that Fort Meade is an Army installation, and the purple color of the atmosphere represents the joint nature of the work done here, with all branches working in concert in national defense.

“If you look closely, you’ll notice some computer encryption. These aren’t random numbers and letters,” said Spragg. “With our population, we expect the encryption will be broken fairly quickly.”

The logo, designed by the Directorate for Plans, Training, Mobilization and Security's Visual Information Chief, Benjamin Rogers, reflects current design trends.

"The goal was to create something sleek and modern that represented the high-tech nature of the work people do here," said Rogers. "I think we achieved that."

In addition to the new logo, the installation launched an updated website in February with a modern design which improves the online experience and streamlines the ability to find the information visitors need. The new website can be found at <https://home.army.mil/Meade>.

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Background: Fort Meade stands at the forefront of national security through its cyber defense and offense efforts and continues to grow in importance in the technology universe. With more than 100 years of service, we are the nation's platform for intelligence, information and cyber operations. The installation is the largest employer in the state of Maryland with a joint force of 56,000 civilian and military professionals working around the clock in defense of the nation. We are the second largest Army installation in the continental United States in terms of personnel and home to all branches of military service. At present, 119 partner organizations are located on our installation including U. S. Cyber Command, the National Security Agency, the Defense Information Systems Agency, the Defense Information School as well as federal agencies such as the Environmental Protection Agency Environmental Science Center.

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For more about Fort Meade, visit our Web site <https://home.army.mil/Meade> and look for Fort George G. Meade on Facebook and Twitter.