



AMERICA'S
NAVY

A GLOBAL FORCE FOR GOOD.

GUIDE TO OUR NEW IDENTITY

2009 | Version 1.0

Our brand messaging needs to accomplish three things:

- Make America rise up and cheer by showing how critical the Navy's mission is to our lives in the 21st century
- Create reverence for the institution and unmitigated admiration for the men and women who comprise our Navy
- Elevate the Navy to the status of Employer of Choice, thereby supporting recruiting and end-strength goals

These guidelines are designed to help us adhere to the brand promise throughout all communications while staying true to the Navy's core values of honor, courage and commitment.

A GLOBAL FORCE FOR GOOD.™

This thought comes directly out of the Maritime Strategy "United States Seapower is a force for good." It defines what the Navy is and does. Being A GLOBAL FORCE FOR GOOD means doing whatever it takes, wherever it takes us. From sea control and maritime security to humanitarian assistance and disaster relief, the Navy's efforts are felt all around the world. It truly is A GLOBAL FORCE FOR GOOD. Every piece of communication needs to convey this message.

AMERICA'S NAVY

It's important for America to feel ownership of the Navy. It's "our" Navy and we should feel pride in this institution. From now on, all of our communications will refer to the Navy as AMERICA'S NAVY.



One Voice – AMERICA'S NAVY

To reinforce AMERICA'S NAVY as a highly regarded, powerful brand, it is important we adhere to one voice throughout all communications. The voice of AMERICA'S NAVY should convey the very same principles displayed by the men and women serving in the Navy. For example: pride, integrity, dedication, commitment and confidence.

AMERICA'S NAVY – Copy References

To maintain consistency and help reinforce the power of the brand, we should always refer to the Navy in the same way throughout all communications. It should be written or spoken only as AMERICA'S NAVY. No other variation (e.g., the Navy of America, Our Navy, American Navy) should be used.

Please note that in headlines, AMERICA'S NAVY should be capitalized. In body copy (such as this paragraph), AMERICA'S NAVY should match the style of the rest of its accompanying text.

A GLOBAL FORCE FOR GOOD!™ – Copy References

The same goes for the tagline. It should always be written or spoken as A GLOBAL FORCE FOR GOOD. No variations (e.g., The global force for good, A force for global good) should be used.

A GLOBAL FORCE FOR GOOD should match the style of its accompanying text but be capitalized, as with AMERICA'S NAVY. It should also bear the trademark (™) symbol in the first or most prominent use of the phrase.



Logo

The AMERICA'S NAVY logo is the anchor point to our visual identity and the primary symbol of our brand mark, essential in creating unity across all Navy communications. The logo should be used as one of the main graphic elements that identifies the brand in the visual design.

Colors

The AMERICA'S NAVY logo has preferred color choices (see color formulas at right). It can also be black on light backgrounds or reversed out to white on dark backgrounds. The logo must be clearly visible and identifiable, without compromise to its full graphical identity, regardless of the color or background it is on.

Tagline

The AMERICA'S NAVY tagline (A GLOBAL FORCE FOR GOOD™) is used to further strengthen the Navy brand. It conveys the meaning of Navy and describes what Navy stands for.

The tagline must always be all uppercase letters when used with the logo. The font Trade Gothic Bold Condensed No. 20 should be used when available. If Trade Gothic Bold Condensed No. 20 is not available, such as in applications including the Web and Microsoft Word and PowerPoint, Arial should be used.

Do not make your own logo or logo/tagline combination. Use the approved vector art file instead. (See page 6 for more info.)

Note: All logos and tagline art can be found in the Extensis Portfolio, Star11 Server, Navy. **Outside of Campbell-Ewald** – Contact the Campbell-Ewald Navy Brand Team (Kelly Marshall at 586.558.5903 or Rachel Ferhadson at 586.558.7945) to obtain logo and tagline art.



Blue Version with Gradation



Gray Version with Gradation



COLOR FORMULAS

Blue 4-Color Print:
C=100 M=46 Y=0 K=70

Blue PMS: 296C
GLOSS COATED PAPER

Web Blue:
R=0 G=46 B=86

Gray 4-Color Print:
C=0 M=0 Y=0 K=60

Black Print:
K=100

Note: Be sure to place the graded logos over a background or photo that provides sufficient contrast for the logos to be legible. This applies to flat-color logo versions as well.

Black Metal Bar and Lockup Examples

This black metal bar anchors the branding elements, such as the AMERICA'S NAVY logo and globe graphic, as well as copy information relevant to the piece of communication. It further unifies the look and feel of all messaging. To accommodate different uses (e.g., print and outdoor), there are variations of this bar that can be used. The black metal bar art can also be used to unify efforts in web design, direct marketing and other promotional materials.

Lockup A

This is the primary version of the black metal bar and should be used in communications that convey an overall brand message of the Navy's global efforts.

Lockup B

This version, which includes blue call outs on the globe and in the copy, should be used to highlight the Navy's efforts in a specific region or area of the world.

Lockup C

When less copy is needed (e.g., outdoor, web banners, small-space ads) this version can be used.

Note: Please avoid overuse of this black metal bar design element; rather, use it sparingly to complement other visuals and messaging.

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Black Metal Bar: Lockup A



Black Metal Bar: Lockup B



Black Metal Bar: Lockup C



Core Typeface

Typography is a key component that helps maintain the integrity of our visual brand and creates a distinctive style to our communications. When applied consistently across all communications, it will help unify and establish a recognizable and identifiable visual brand unique to AMERICA'S NAVY.

Trade Gothic, a sans serif typeface, is the core typeface of AMERICA'S NAVY communications. Trade Gothic is a modern, legible, flexible typeface that can represent a range of emotions and values, depending on the weight utilized. Trade Gothic is available in Light, Regular and Bold weights and their italic counterparts.

Recommended Type Usage

Trade Gothic Bold Condensed No. 20: headlines, mastheads

Trade Gothic Bold: subheads

Trade Gothic Medium: body copy

Trade Gothic Condensed No. 18: legal copy

Arial Bold: Web headlines, mastheads

Arial Regular: Web body copy

Trade Gothic Bold Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$\$%&*()_ - +

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$\$%&*()_ - +

Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$\$%&*()_ - +

Trade Gothic Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$\$%&*()_ - +

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$\$%&*()_ - +

Trade Gothic Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$\$%&*()_ - +

FONTS FOR WEB

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$\$%&*()_ - +

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$\$%&*()_ - +

Our Look and Feel

When applied consistently across all communications, our imagery will help unify and establish a recognizable and identifiable visual brand unique to AMERICA'S NAVY.

For maximum impact, headlines and copy should complement imagery as much as possible and convey a single, unified theme or idea.

Where to Find and Acquire Navy Photos

<http://www.news.navy.mil>

<http://extensis.cnrc.navy.mil>

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BUILDING AMERICA'S NAVY BRAND IMAGE

A powerful brand is achieved only when everyone adheres to one voice throughout all communications. This voice should convey the very principles displayed by the men and women serving in the Navy – commitment, confidence, pride, integrity and dedication.

WITH THE LOGO

When the positioning line is situated with the Navy logo, it should be capitalized, A GLOBAL FORCE FOR GOOD. By being in "all caps," it reinforces the strength and omnipresence the Navy has on a global level. If the GFFG positioning line were in lowercase, it would diminish and soften that message, appearing more like an afterthought – a whisper rather than a strong statement. GFFG in "all caps" also reinforces the notion that the Navy is a force to be reckoned with.

IN COPY – PREFERRED USAGE

This is particularly relevant to the Navy brand's positioning line: A Global Force For Good. The purpose of this line is to concisely and effectively communicate those Navy values. But for the line to be effective, it must be put forward in a way that 1) attaches it to the Navy brand and 2) sets it apart as special and distinct.

Therefore, it is critical that the positioning line be treated like a proper noun, i.e. by capitalizing the first letter in each word of the phrase. Only by following this rule can we set apart the Navy brand from the rest of the text with which it appears.

This practice is standard across all industries, and is abandoned only when called for by a brand-wide stylistic decision. In the case of the Navy branding, text containing A Global Force For Good should remain initial capitalized at all times.

Example 1: AMERICA'S NAVY. A Global Force For Good.

Example 2: America's Navy. A Global Force For Good.

IN COPY – ACCEPTED USAGE

In written copy, some latitude can be taken in the capitalization and punctuation of the Navy name and positioning line if and when it is stylistically appropriate.

Example 1: AMERICA'S NAVY – A Global Force For Good

Example 2: America's Navy – A global force for good

There may be circumstances where it would seem appropriate to deviate from these examples. But the recommendation is to, at minimum, "i-cap" America's Navy, and capitalize at least the first letter in "A global force for good."

WITH THE LOGO EXAMPLE

AMERICA'S
NAVY

A GLOBAL FORCE FOR GOOD.™

IN COPY – PREFERRED USAGE EXAMPLES

SEE WHAT CAN HAPPEN WHEN YOU'RE PART OF THE EQUATION.

Inspired by science and mathematics. Determined to do big things in the world. Looking for the best way to put knowledge and creativity to good use after graduation. If this sounds like you, then it's time to factor Navy Nuclear Propulsion into your thought process – and to discover what it means to be part of America's Navy. A Global Force For Good.

THE NAVAL NUCLEAR PROPULSION PROGRAM

It's one of the most preeminent nuclear programs on earth. A community of dedicated, respected men and women.

Pursuing their passion for highly technical problem solving in exciting and unconventional ways. Setting the standard for excellence in the field while helping to make the world a safer place.

SEE WHAT CAN HAPPEN WHEN YOU'RE PART OF THE EQUATION.

Inspired by science and mathematics. Determined to do big things in the world. Looking for the best way to put knowledge and creativity to good use after graduation. If this sounds like you, then it's time to factor Navy Nuclear Propulsion into your thought process – and to discover what it means to be part of AMERICA'S NAVY. A Global Force For Good.

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IN COPY – ACCEPTED USAGE EXAMPLES

AMERICA'S NAVY – A Global Force For Good is officially our new identity. It was launched internally on October 1 as a prelude to the Navy's October 13 birthday celebration, marking 234 years of service to this nation. As the message now makes its way through the ranks of our Fleet and deploys to the mass public, we hope people everywhere will realize that this is much more than a mere rally cry. It's symbolic of a calling that's worth rising up for. When you look around, such a message is not only pertinent but very much in tune with the consciousness of people in the country today.

The Navy is no longer promising young people that enlisting will "accelerate their lives." Now it's pitching them the chance to become part of "A Global Force For Good."

The Navy's new advertising slogan: "America's Navy – A global force for good" has begun to appear online and in print, as part of a new campaign getting underway in time for the service's 234th birthday Oct. 13.