

# BRAND GUIDELINES

October 31, 2017, Version 2



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## OUR BRAND

The sea is the greatest force on earth.

It reaches impossible speeds, depths and distances. It cannot be beaten with the strongest fist, cut with the sharpest knife or stopped by the fastest bullet.

It has the power to dramatically transform everything it touches. Forever.

People have been made by it, and broken by it. But in the Navy, we command it.

Water and salt flow through our veins in the same proportion as the sea. That mighty force is the lifeblood of the greatest Navy ever to sail unstopably upon it, slip stealthily beneath it or fly unchallenged above it. It shapes Americans from every corner of the nation into Sailors with the courage to protect liberty back home, bonding us together with the commitment to serve with the utmost honor. The sea propels every one of our men and women to defeat or defend. To comfort or to awe. To victory or to the rescue.



**WE ARE AMERICA'S NAVY.  
AND WE ARE ALL FORGED BY THE SEA.**

# BRAND PROMISE

Our brand promise was forged by the six pillars that define America's Navy. Together, these pillars form a platform upon which we base all communications.

## 1 Strength

Strength of body and mind—built from coming together as a united defense force working with the sea.

## 2 Opportunity

Boundless opportunities for transformation, both personal and professional, within and beyond the Navy.

## 3 Direction

A structured environment that fosters paths toward a focused career and life.

## 4 Teamwork

True camaraderie—a family away from family; unprejudiced human connections exist here.

## 5 Creative Innovation

We are an entity dedicated to innovating and mastering cutting-edge technologies and driving creative solutions.

## 6 Meaningful Adventure

Beyond a job or leisurely travel, the Navy offers cultural enlightenment and self-discovery.

## BRAND MESSAGING

Our brand messaging must accomplish three things:

- Instill pride for the Navy in the American public by demonstrating the importance of the Navy mission to our country in the 21st century.
- Create reverence for the institution and admiration for the men and women who serve.
- Elevate the Navy as an employer to support recruiting and build a stronger force.

Following these three principles throughout all communications will ensure that we stay true to the Navy's core values of honor, courage and commitment as we evolve our dialogue.

## BRAND IMAGE

### **One Voice—America's Navy**

To create a cohesive brand, it is important to use one voice across all platforms. The voice of America's Navy should convey the same principles upheld by the men and women serving in the Navy. For example: pride, integrity, dedication, commitment and confidence. Ours is a voice that is bold, true, loyal and strong.

## COPY REFERENCE

### **America's Navy**

It's important for America to feel ownership of their Navy—the largest, strongest and most technologically advanced in the world. From now on, we will refer to the Navy as America's Navy. No other variation (e.g., the Navy of America, Our Navy, American Navy) should be used. It will always be written in title case.

### **Forged by the Sea**

The tagline will always be written in title case: Forged by the Sea.

## COPY STYLE

**"A" school**—Use double quotes throughout a story. If included in a quote, use single quotes: 'A' school.

**aboard vs. onboard**—Use "aboard" to reference events taking place on a ship or aircraft. Use "onboard" for events based on shore.

**active duty (n), active-duty (adj)**—Make lowercase in all references.

**aircraft**—The acceptable characterization of naval aviation platforms. Do not refer to military aircraft as "airplanes" or "planes."

**aircraft designations**—Always the letter(s) followed by a hyphen and number: SH-60B Sea Hawk or F/A-18E/F Super Hornet.

**aircraft squadrons**—On first reference, spell out in full: Strike Fighter Squadron (VFA) 97. On second reference, abbreviate and hyphenate: VFA-97

**all hands (n), all-hands (adj/compound modifier)**—He called all hands to the meeting./They attended the all-hands call.

**Anchors Aweigh**—Not Anchors Away.

**battalion**—On first reference, spell out and use numerals: Naval Mobile Construction Battalion (NMCB) 4. On second reference, abbreviate and hyphenate: NMCB-4.

**battle group**—Do not use. Rather, use "carrier strike group" or "expeditionary strike group."

**boat**—Use to describe a submarine. Do not use to describe a ship.

**boot camp**—Use as two words.

**burial at sea**—Do not hyphenate.

**call signs**—Do not refer to individuals by call signs. Use full name and rank.

**carrier strike group**—Capitalize when used with the name of a ship. Precede name of strike group with "the."

**chaplain**—Identify as "Cmdr. John W. Smith, a Navy chaplain," in first reference and as "chaplain" or by last name thereafter.

**chief (select)**—Use the service member's current rank: "Hospital Corpsman 1st Class Franklin Pierce will be promoted to chief petty officer next month." Do not use "select."

**Chief of Naval Operations**—Lowercase when referenced after an individual's name or when used alone.

**chief petty officer**—Applies to Navy or Coast Guard personnel in pay grade E-7. Lowercase when referenced after an individual's name or when used alone.

**Commander in Chief**—Used only for the President. Always capitalize. Do not hyphenate.

**commanding officer**—Do not capitalize except when directly proceeding the title and name.

**crew member**—Use as two words. Do not use "crewman" or "crewmen."

**doctor**—Identify as "Cmdr. John W. Smith, a Navy doctor" in the first reference and by last name thereafter.

**DOD/DoD**—Department of Defense. DOD or Pentagon is acceptable on second reference.

**E-1 through E-3 Sailors**—Refers to enlisted Navy members in pay grades E-1 to E-3. Identified as seaman recruit (SR), seaman apprentice (SA) or seaman (SN). Capitalize when directly preceding a name. The community variations of this naming convention are airman, constructionman, fireman, hospitalman and seaman.

**fast-attack**—Hyphenate only when used as an adjective.

**fo’c’sle (n)**—A superstructure at or immediately aft of the bow of a vessel, used as a shelter for stores, machinery, etc., or as quarters for Sailors. It can also be written as “forecastle.”

**frontline (n), front line (adj)**—Troops on the frontline need supplies. Front line troops are the most in need.

**general quarters**—Lowercase when spelled out. Do not use “GQ.”

**gray**—Not “grey,” except greyhound.

**guided-missile**—Hyphenate only when used as an adjective.

**half-mast, half-staff**—On ships and at naval stations ashore, flags are flown at “half-mast.” Elsewhere, flags are flown at “half-staff.”

**hangar, hanger**—A “hangar” is a building, and a “hanger” is used for clothing.

**helo**—Acceptable abbreviation for “helicopter.”

**in country**—Service members arrive in country. Once there, they have an in-country presence.

**in port**—Use as two words.

**littoral combat ship**—Do not capitalize.

**Marines**— is a proper noun. Capitalize, do not abbreviate.

**master chief petty officer**—Refers to Navy or Coast Guard personnel in pay grade E-9.

**Master Chief Petty Officer of the Navy**—Lowercase when referenced after an individual’s name or when used alone. MCPON is the accepted abbreviation on second reference.

**men**—Do not use “men” if referring to a group of persons made up of men and women or a group of individuals whose genders are unknown. Use “Sailors” or “Marines” if the group is military.

**midshipman**—On first reference: Midshipman 1st Class John P. Jones. On subsequent reference: Jones. The plural form is “midshipmen” and applies to both male and female Sailors.

**military rank**—On first reference include rank and full name. On subsequent reference, last name only. Always refer to Sailors by rank/rate and not pay grade.

**military titles/job titles**—Spell out the Sailor’s rate when generalizing or directly preceding a name.

**minehunter**—Use as one word.

**missiles**—Capitalize the proper name, but not the word missile: Titan II missile.

**naval**—Lowercase.

**naval activities**—Spell out and capitalize only when part of a proper name.

**Navy Reserve**—Capitalize when referring to the specific organization.

**Navywide**—Use as one word. Always capitalize.

**numbered fleets**—Always reference by number, precede with “U.S.” and capitalize “Fleet”: U.S. 6th Fleet.

**officer in charge**—Do not hyphenate.

**pay grade**—Use as two words.

**petty officer**—Applies to Sailors or Coast Guardsmen in pay grades E-4 to E-6.

**rate**—Refers to enlisted pay grades, e.g., E-4, E-8. Spell out and do not use warfare designations.

**reenlist**—Do not hyphenate between the double vowel.

**replenishment-at-sea**—Lowercase, hyphenate.

**retired**—Use retired before rank/rate and name. Do not capitalize. Do not abbreviate after a name.

**Sailor**—Capitalize in all references to our U.S. Navy Sailors.

**SEAL**—Sea, Air, Land. SEAL is acceptable on first reference. If plural, use SEALs.

**Secretary of the Navy**—Lowercase when referenced after an individual’s name or when used alone. Subsequent reference: SECNAV.

**service members**—Use as two words.

**ship names**—On first reference, always include USS, the ship’s name and the hull number. Do not use ships’ nicknames. Should be upper- and lowercase: USS Seattle.

**squadrons**—On first reference, spell out and use squadron’s number: Fleet Air Reconnaissance Squadron (VQ) 1. On second reference, abbreviate with a hyphen: VQ-1.

**Submarine Force**—Use uppercase when referring to Submarine Force.

**time**—Do not use military time unless quoted.

**watchstander, watchstanding**—Use as one word.

**woman, women**—Preferred over “female.”



# BRAND ELEMENTS



## LOGOS

The America's Navy logo is the anchor point of our visual identity and the primary symbol of our brand. As we introduce an eagle icon and a tagline alongside the brand name, variations are inevitable. Each variation is labeled with its proper term on the following pages.



Primary Logo



Tagline Lockup



Eagle Icon



Wordmark



Tagline Wordmark



## RESERVE

The America's Navy Reserve is a vital part of our Navy brand. To create a unified look across all Navy communications, rules and guidelines relating to the America's Navy logo also apply to the America's Navy Reserve logo. Please follow the same brand look (fonts, colors, graphic elements, tone of voice, etc.) for all America's Navy Reserve communications.

**A M E R I C A ' S**  
**NAVY**™  
**RESERVE**

## CORRECT LOGO USAGE

### Primary logo

Use the lockup as the primary version of the logo.

### When to use the lockup vs. the wordmark

When enough space allows, use the lockup. If space is limited or the gold pin is used, employ the wordmark.

### When to use the logo with the tagline vs. without

The logo should only be used with the tagline on broadcast and specialty collateral.

### Using the eagle icon by itself

The eagle icon should only be used as part of the lockup. The only time it can stand alone is on merchandise or as a gold-pin mockup on collateral as a secondary graphic element. (See page 31.)

### Correct Use



### Primary Logo



## INCORRECT USE

### Incorrect Use



Don't change the size relationship of the elements of the logo.



Don't outline the logo.



Don't distort the logo.



Don't use the logo without the trademark symbol.



Don't fill the logo with any pattern or image, only the approved solid colors. (See page 38.)



Don't use any color other than one in the approved logo palette. (See page 38.)



Don't use more than one color within the logo or any of its elements.



On white backgrounds, don't use a drop shadow behind the logo.



Don't add any effects to the logo, such as bevel, emboss, etc.



Don't use any photography or graphics in front of or interacting with the logo.



Don't create new relationships with the elements of the logo.



Don't place the logo on an angle.



Don't change the space between the elements of the logo.



Don't change the typeface of the logo or tagline.



Don't use any previous versions of the logo.



Don't use multiple colors within the eagle.



Don't outline the eagle.



Don't use the gold pin in place of the vector eagle.

## CO-BRANDING

### Correct Use



Use a divider line allowing space on either side of it. Both logos should be the same size.



Stack both logos with ample white space between them.

## LOGO COLORS

The America's Navy logo has preferred color choices. (See color formulas on page 40.) The logo can be black on light backgrounds or white on dark backgrounds. The logo must be clearly visible and identifiable, without compromise to its full graphic identity, regardless of its color or that of the background it is on.

### Black: Pantone Black C



### Navy Blue: Pantone 303 C



### Blue: Pantone 7690 C



## AREA OF ISOLATION

The area of isolation is defined as the clear, unimpeded space surrounding the logo. The clear space should be proportional to half the height of the letter “N” in the America’s Navy wordmark. Graphic elements that interfere with the clear recognition of the logo—including type, photographs or illustrations—should not be placed within this area or behind the logo. The area of isolation should be observed when placing the logo near the edge of the page canvas.



## MINIMUM SIZE

### Minimum Size

To ensure legibility and clarity, the minimum recommended height of the logo is 0.75" with the tagline and 0.50" without the tagline. Height is measured from the top of the proprietary “A” in America’s Navy to the bottom of the logotype.

For any usage less than 0.50", default to the wordmark.

### Art Integrity

The Forged by the Sea tagline should never be manually placed beneath the logo. Use the existing art displayed here. It includes all necessary assets.

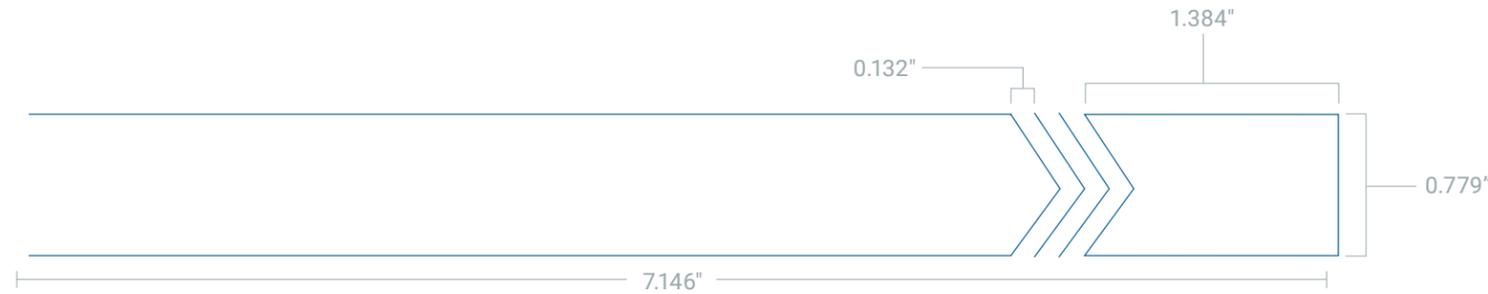




# GRAPHIC ELEMENTS



# GRAPHIC ELEMENTS



## Chevron Bar

Line weight for 8" x 10" print is .5 pt. To scale the graphic up or down, expand the line weight so that it scales proportionately and maintains the look of the graphic.

Do not stretch or add additional stripes to the chevron portion of the graphic element. Keep spacing between the chevrons the same. If the size of the box needs to change horizontally, adjust the content box widths only, and to adjust the height, scale the entire graphic proportionately and adjust the width as necessary.

The width of this graphic should not be any greater than the included preset on 8" x 10".

Do not use this bar in any way other than the shown example. Do not place any other graphics, images or items within the box other than the body copy and gold logo pin. Do not place this bar anywhere other than the approved spacing below the headline.



## Data Lockup

For the data lockup on 8" x 10" ads, the divider line weight is .5 pt and should always match the chevron bar's line weight. To scale the graphic up or down, expand the line weight so that it scales proportionately and maintains the look of the graphic.

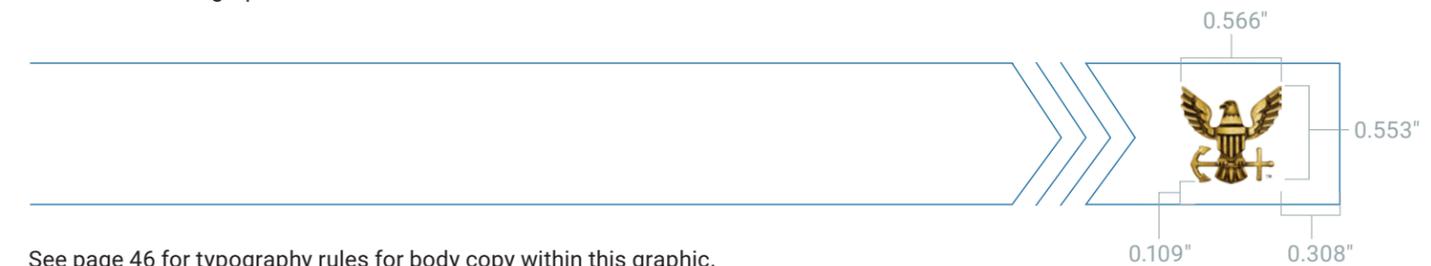
The color of all the elements should be the same. Do not adjust the spacing between the data, the divider line and the logo. Scale the graphic element as a unit when using it across different sizes.

See page 48 for typography rules for the data.



Do not use without the trademark. Versions of the pin are available optimized for light and dark backgrounds.

The gold pin version of the eagle icon should be used within the container and scaled as a unit with the rest of the bar graphic. Do not adjust the size of the pin within its container and always maintain its spacing around it. This pin is not to be used anywhere other than on print and digital collateral. It must always be accompanied by the America's Navy wordmark elsewhere on the graphic.



See page 46 for typography rules for body copy within this graphic.

# NAVY.COM

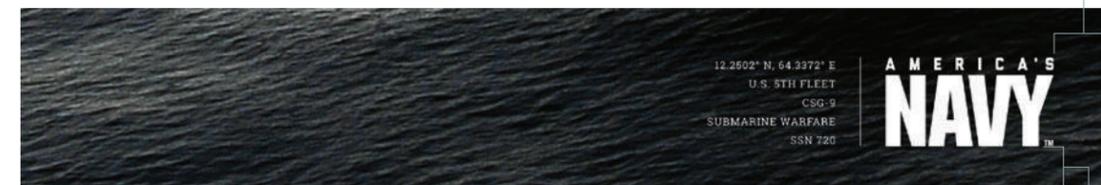
## Navy.com Mark

The Navy.com mark should be used as provided whenever the website is referenced in collateral. Fill only with the approved solid colors. Do not add this to the logos in any way—this is a standalone mark.

## GRAPHICS USAGE: LIGHT BACKGROUND



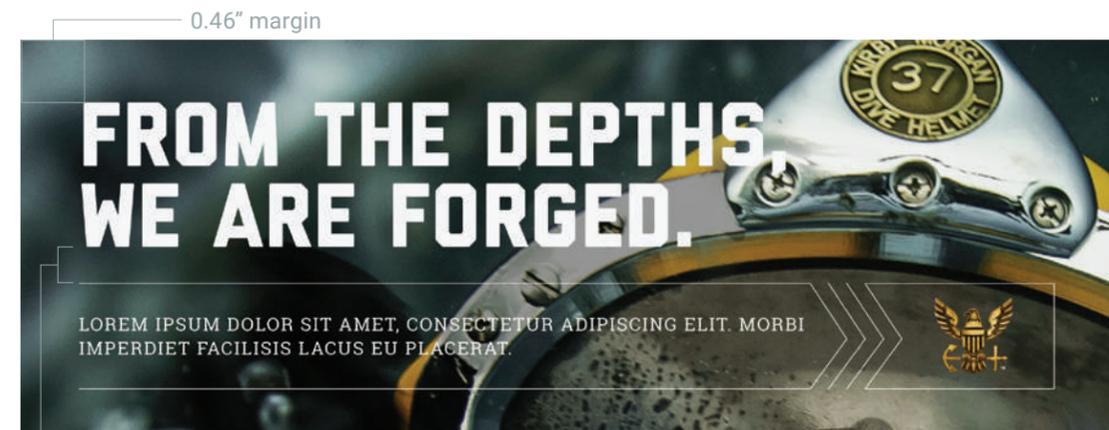
Headlines use navy blue color.  
Secondary graphics use blue color.



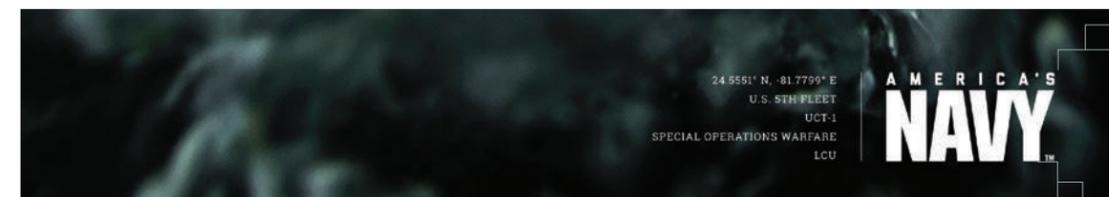
The data bar can be white or navy blue. Use white on dark backgrounds and use navy blue on light backgrounds. All elements should be the same color; do not mix and match white, blue or navy blue in the data and wordmark graphic element.



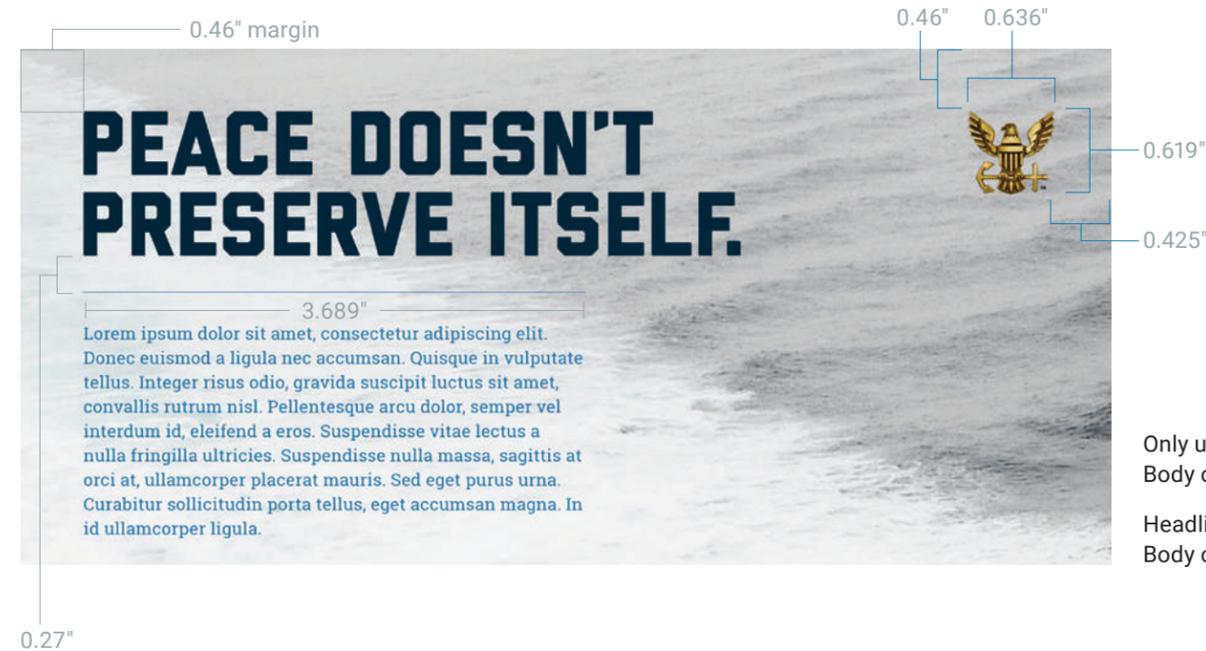
## GRAPHICS USAGE: DARK BACKGROUND



All usage specs remain the same. Make all elements white and ensure their legibility. Do not use drop shadows. Instead, ensure the background is dark enough to support the designs.



## GRAPHICS USAGE: LONG COPY



**PEACE DOESN'T PRESERVE ITSELF.**

0.27"

3.689"

0.46" margin

0.46" 0.636"

0.619"

0.425"

0.27"

Only use this version if body copy exceeds two lines. Body copy should be no longer than 400 characters.

Headlines use navy blue color. Body copy uses blue color.



0.425"

0.297"

The data bar can be white or navy blue. Use white on dark backgrounds and navy blue on light backgrounds. All elements should be the same color; do not mix and match white, blue or navy blue in the data and tagline wordmark graphic element.

**PEACE DOESN'T PRESERVE ITSELF.**



0.46" margin

0.46" 0.636"

0.619"

0.425"

3.689"

0.27"

0.46" margin

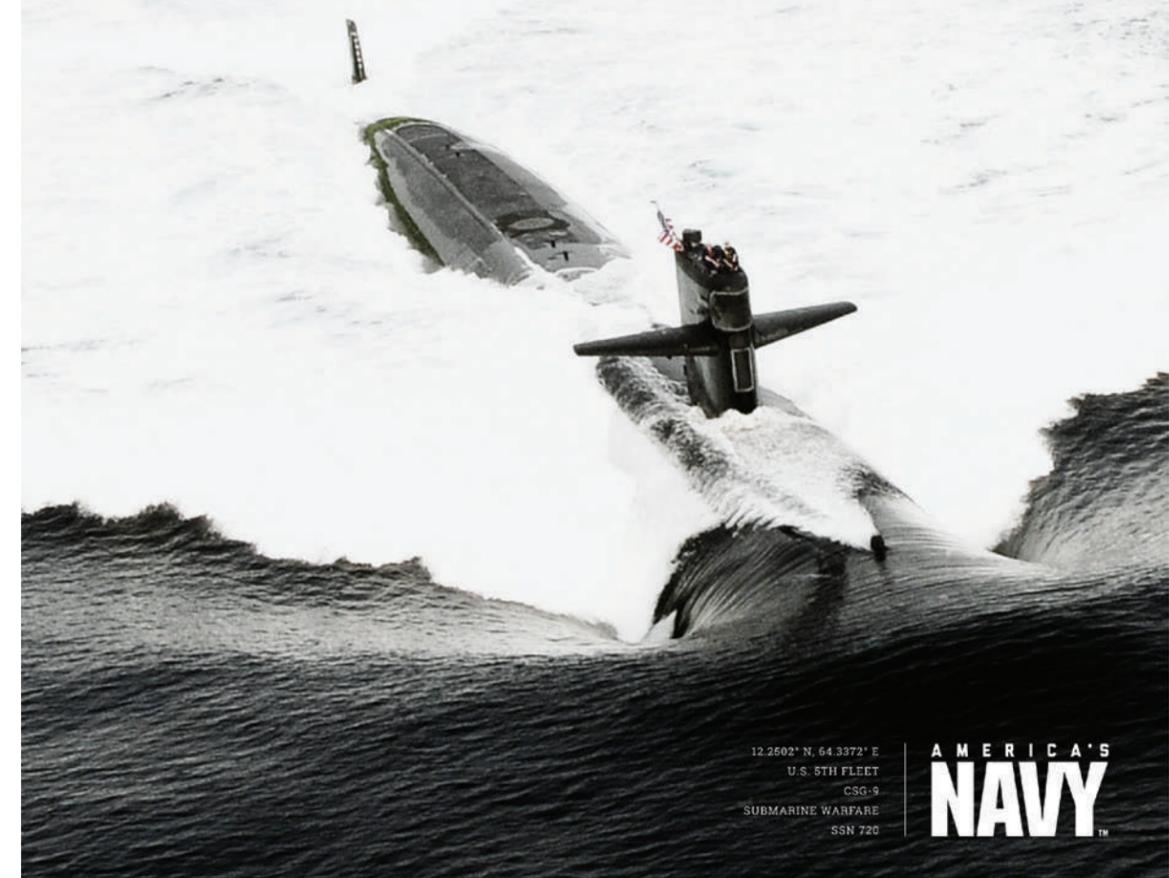
0.46" 0.636"

0.619"

0.425"

3.689"

0.27"



12.2502° N, 64.3372° E  
U.S. 5TH FLEET  
CSG-9  
SUBMARINE WARFARE  
SSN 720

AMERICA'S  
**NAVY**

## GRAPHICS USAGE: NO DATA

Use only when more than three lines of data are missing.  
(See page 60 for a tutorial on finding and using data.) All other usage specs remain the same.



Use the tagline wordmark. The tagline wordmark can be white or navy blue. Use white on dark backgrounds and use navy blue on light backgrounds. All elements should be the same color; do not mix and match white, blue or navy blue in the data and tagline wordmark graphic element.

# PEACE DOESN'T PRESERVE ITSELF.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. MORBI  
IMPERDIET FACILISIS LACUS EU PLACERAT.



## COLOR PALETTE: PRINT

**Navy Blue**

**CMYK\*** 100, 70, 45, 60    **Pantone** 303 C

**RGB** 2, 42, 58    **Hex** 022a3a

**Blue**

**CMYK\*** 88, 45, 15, 0    **Pantone** 7690 C

**Gray**

**CMYK\*** 10, 4, 4, 14    **Pantone** 428 C

**Yellow**

**CMYK\*** 0, 26, 100, 9    **Pantone** 1235C

**RGB** 232, 176, 16    **Hex** e8b00f

**Gray**

**RGB** 198, 204, 208    **Hex** C6CCD0

**Blue**

**RGB** 0, 118, 169    **Hex** 0076a9

## COLOR PALETTE: DIGITAL

**Navy White**  
For use in place of white

**RGB** 255, 254, 249    **Hex** fffef9

**Black**

**RGB** 0, 0, 0    **Hex** 000000

## TYPOGRAPHY

Typography is a key component that helps maintain the integrity of our visual brand and creates a distinctive style for our communications.

The primary typeface for our brand is Liberator. Liberator is a modern expression of the traditional type stenciling used within the Navy. This typeface should be used primarily for headlines.

Roboto Slab is used as a complement to the bold, sans serif Liberator. The thin slab serif pairs well while maintaining the strength and sophistication of the Navy brand.

Roboto is to be used only for long copy and occasionally on digital where a sans serif font is needed for legibility. Use this typeface only when necessary. Default to Roboto Slab for secondary type as much as possible.

Primary Typeface  
Liberator

**LIBERATOR**  
**HEAVY**

**123** **ABC**  
4567890 DEF GHIJKLMNO  
PQRSTUVWXYZ

Secondary Typeface  
Roboto Slab

# ROBOTO SLAB

**Bold, Regular, Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**123**  
4567890

**AaBb**  
CDEFGHIJKLMNO  
PQRSTUVWXYZ  
cdefghijklmno  
pqrstuvwxyz

Long Copy/Digital Typeface  
Roboto

**ROBOTO**  
Bold, Medium, Regular, Light

**123**  
4567890  
**AaBb**  
CDEFGHIJKLMNO  
PQRSTUVWXYZ  
cdefghijklmno  
pqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
cdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
cdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
cdefghijklmnopqrstuvwxyz  
1234567890

Roboto is recommended for long copy in print at size 9 pt with 12 pt leading, as used throughout the brand guide. Scale up or down as needed, maintaining the size and leading ratio.

Roboto is recommended in digital at a minimum of 12 pt with 18 pt leading. The general rule should be that the leading is 1.5x the pt size. Scale as needed.

# TYPOGRAPHY USAGE



### Headlines

Liberator  
Size: 48  
Tracking: 10  
Leading: 43

### Headlines (Range)

Liberator  
Size: 40-55  
Tracking: 10  
Leading: 35-50



0.249"

### Body Copy

Roboto Slab Regular  
Size: 9  
Tracking: 75  
Leading: 12

### Body Copy

Subheads should not exceed two lines. If copy is longer than two lines, see pages 36 and 50.



\*See page 60 for a tutorial on finding and using data.

All typography should be left aligned, except for use in the data section. Body copy should be no longer than two lines. For body copy longer than two lines, see pages 36 and 50.



## TYPOGRAPHY USAGE: LONG COPY



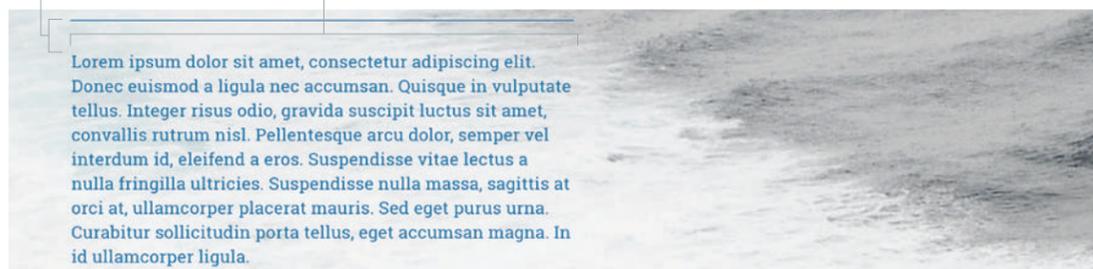
### Headlines (Preferred)

Liberator  
Size: 48  
Tracking: 10  
Leading: 43

### Headlines (Range)

Liberator  
Size: 40-55  
Tracking: 10  
Leading: 35-50

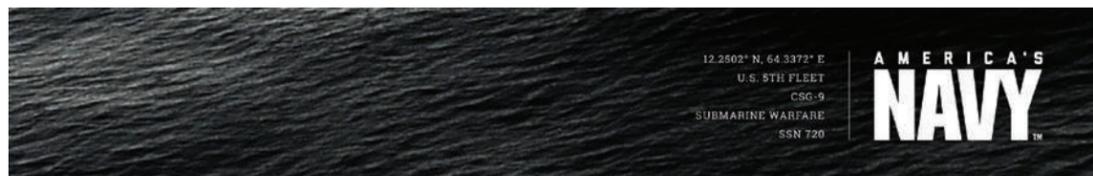
0.249" 3.623" paragraph width



### Body Copy

Roboto Slab Regular  
Size: 9  
Tracking: 15  
Leading: 13

Body copy should be no longer than 400 characters.



\*See page 60 for a tutorial on finding and using data.





# PHOTOGRAPHY



## REPOSITORIES

Images can be found at the following locations:

**Official U.S. Navy Flickr**

<https://www.flickr.com/photos/usnavy/>

**DVIDS**

<https://www.dvidshub.net>

- Requires free registration
- Filter images to only Navy photos

**Navy.mil**

<http://www.navy.mil/viewgallery.asp>



## LOOK AND FEEL

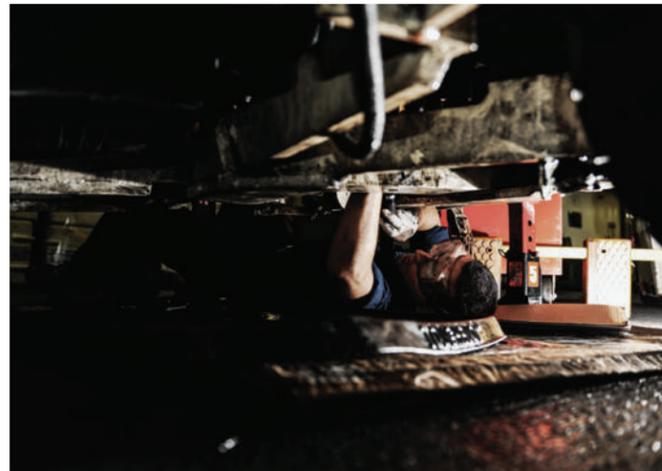
### The Look

The image treatment is high contrast and slightly desaturated with a subtle steel gray overlay to give all the images a cinematic tone. The tutorial for this look is on page 62.

### The Feel

All photography should feel cinematic, allowing each photo to tell its own story. Each image should have a single focus, using people as the primary subject as much as possible.





Use photos with a focus on the human element as much as possible. The subject(s) occupy the main focal point, and images should be dynamic and candid.

## HUMAN FOCUS



Equipment-based photos should be compelling, have a singular focus and remain well composed and dynamic.

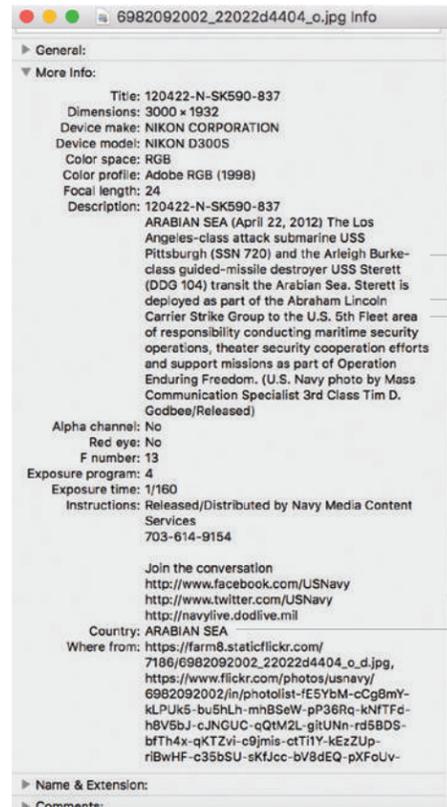
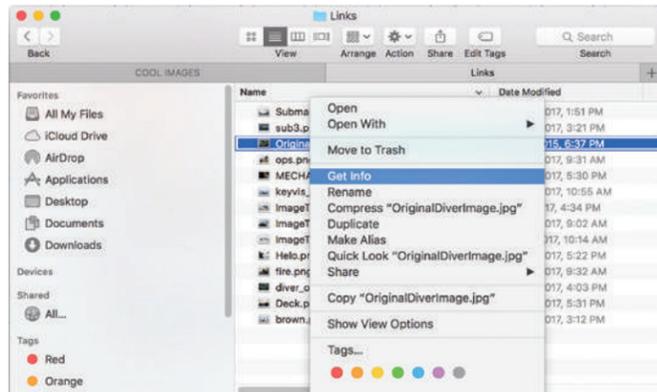
## EQUIPMENT FOCUS

# FINDING DATA



## Step One

Right click the image file on your computer and click "Get Info."



## Step Two

In the "More Info" drop-down, there is a section called "Description." Within this section you will find all of the data needed for the Data section of the ad.

5

3

2

1



## Step Three

There are five lines for data.

### 1. Coordinates

- Find the origin listed in the "Get Info" section of the photo. The photo will often list one or multiple of the following: (1) a country, (2) a state, (3) a territory or (4) a city.
- Go to <https://www.latlong.net> and insert the location onto the first line. Once you have your coordinates, round them to the 4th decimal place: XX.XXXX, -XX.XXXX.
- If no location is listed, use "Undisclosed Location."

### 2. Fleet

- Find the fleet listed in the "Get Info" section of the photo.
- If no fleet is listed, use the base's/ship's/person's name to search for what fleet they are currently assigned to. Wikipedia is a good place to start, but always cross-reference anything you find to ensure accuracy.

### 3. Deployment Group

- Find the deployment group listed in the "Get Info" section of the photo.
- If no fleet is listed, use the base's/ship's/person's name to search for what deployment group they are currently assigned to. Wikipedia is a good place to start, but always cross-reference anything you find to ensure accuracy.

### 4. Warfare Identification

- Use the primary subject or group of subjects in the composition to specify the appropriate warfare insignia.
- Go to <https://www.public.navy.mil/nrh/publications/almanac/tnr%202011.pdf>. Select the appropriate warfare category.

### 5. Ship Number, Aircraft Model or Base

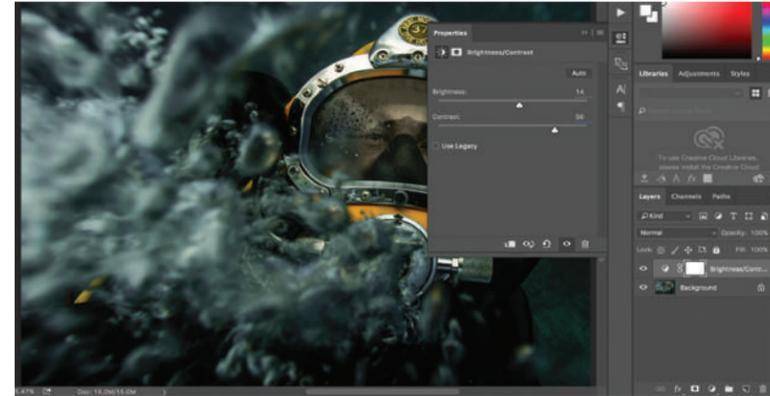
- Find the appropriate name in the "Get Info" section of the photo.

If more than three lines of data are missing, use the wordmark on its own. Keep positioning of the wordmark the same.

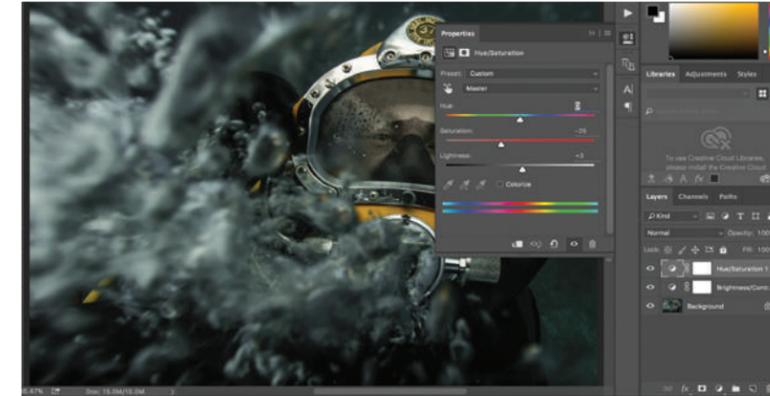
# IMAGE TREATMENT



**Step One**  
Open the image of your choice in Photoshop.



**Step Two**  
Create a new adjustment layer for brightness/contrast. Suggested values are +14 brightness and +56 contrast.



**Step Three**  
Create a new adjustment layer for hue/saturation. Suggested values are between -25 and -35 saturation and +3 and +5 lightness.



**Step Four**  
Create a new adjustment layer for solid color with the hex code #95a1a4. Set the layer blending mode to Overlay and the opacity to 23%.

