LICENSING GUIDE

AMERICA'S NAVY

TABLE OF CONTENTS

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 unstoppably 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.

All facets of the brand are sub-categories beneath The Navy Trademark Licensing Program. The brand represents time-honored qualities of service to the nation and are invested with goodwill deserving of protection. The Navy Trademark Licensing Program oversees the use of the Navy brand to official licensees and ensure that only the highest quality products are produced and sold to the public.

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.

Brand Pillars:

STRENGTH

OPPORTUNITY

DIRECTION

TEAMWORK

CREATIVE INNOVATION

MEANINGFUL ADVENTURE

BRAND ATTRIBUTES

America's Navy is:

ACCOMPLISHED

COORDINATED

COMMITTED

INNOVATIVE

MOTIVATED

PREPARED

INFORMED

HONORABLE

America's Navy Products are:

HIGH QUALITY

FUNCTIONAL

INNOVATIVE

INSPIRING

COVETED

America's Navy Products provide:

PRIDE

FULFILLMENT

CONVENIENCE

VALUE

BENEFITS

BRAND MESSAGING

Our brand messaging must accomplish these 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.

- Build loyalty and engagement with the military community and public.

Following these 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.

BEST PRACTICES

*The military community is comnprised of nearly 30 million consumers with the purchasing power of over one trillion dollars annually. This community includes:

- Active Duty Members
- Reservists
- The National Guard
- Retirees
- Military Employees
- Veterans
- Spouses
- Dependents

*This unique segment:

- Has a 35% higher income
- Goes on three times more vacation
- Moves twice as often to a new address
- Travels over five times as often

Our goal is to provide quality products and services offered by our official Navy licensees to this military community and to build long-term engagement and loyalty to the brands.

*Information from www.sheer.ID.com

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 STYLE

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.

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."

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.

COPY STYLE

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.

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.

COPY STYLE

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

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.

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

NAVY MOTTOS AND WORDS PAGE

Navy Mottos

- ANCHORS AWEIGH®
- HONOR, COURAGE, COMMITMENT®
- SEMPER FORTIS® – *ever strong*
- NON SIBI SED PATRIAE® – *not self but country*
- IT'S NOT WHERE THE SEA TAKES YOU, IT'S WHO IT MAKES YOU®
- SAILORS AREN'T BORN, THEY'RE FORGED®
- STRONG AS THE SEA THAT MADE US®

Navy Words

- NAVY®
- U.S. NAVY®
- UNITED STATES NAVY®
- AMERICA'S NAVY®
- U.S. NAVY RESERVE®
- NAVY RESERVE®
- AMERICA'S NAVY RESERVE®

Aviation Words

- BLUE ANGELS®
- FLY NAVY®
- TOP GUN®

LOGOS

The logos and emblems of the Department of the Navy (DoN) represent a legacy that spans more than two hundred and forty years and are invested with goodwill deserving of protection.

The United States Navy Emblem was created as a substitution for unofficial purposes in the early 70's.

THE UNITED STATES NAVY EMBLEM

LOGOS

Other Properties of the U.S. Navy:

The U.S. Navy owns numerous emblems and logos. Approval from the Navy Trademark Licensing Office is needed before utilizing them. DO NOT PULL LOGOS AND EMBLEMS OFF OF NON-GOVERNMENT SITES.

LOGOS

Other Properties of the U.S. Navy:

NAVY SEABEES

The U.S. Navy owns numerous emblems and logos. Approval from the Navy Trademark Licensing Office is needed before utilizing them. DO NOT PULL LOGOS AND EMBLEMS OFF OF NON-GOVERNMENT SITES.

LOGOS

NAVAL AVIATION

The emblems, crests, symbols, insignia, names, logos, words and any colors of
Naval Aviation represent time-honored qualities and service to the Nation.

LOGOS

BLUE ANGELS

The Blue Angels Crest and Script are symbolic of the United States
Navy's flight demonstration squadron that was formed in 1946.

LOGOS

AMERICA'S NAVY

The America's Navy logo system is forged by the six pillars that define future, past and present Sailors. Together, these pillars form a platform upon which Navy recruiting bases all communications.

Wordmark

Eagle Icon

Primary Logo

RESERVE

NAVY RESERVE EMBLEM

The Reserve Component (RC) of the United States Navy is a vital part of the Navy brand. The emblem is an extension of the Navy brand liegacy and is invested with goodwill deserving of protection.

AMERICA'S NAVY RESERVE

The America's Navy Reserve® logo is a key part of the 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.

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 23).

Correct Use

Primary Logo

CO-BRANDING

Correct Use

Both logos should be approximately the same size.

Logos may be both side by side or stacked. Use ample white space between them.

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.
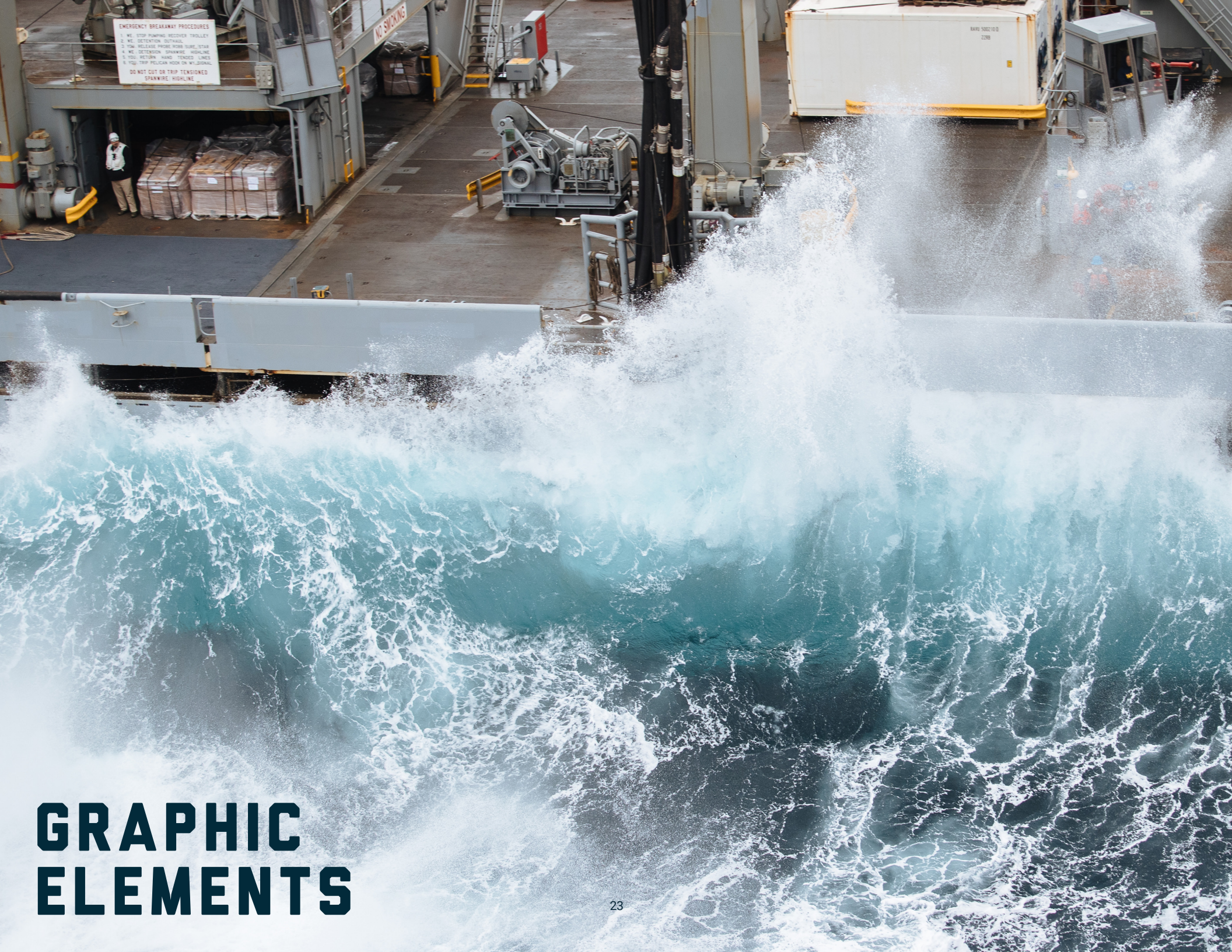
GRAPHIC
ELEMENTS

HISTORICAL POSTERS

The Naval History and Heritage Command manages the official history program of the United States Navy, fulfilling its mission to strengthen the Navy's effectiveness by preserving, analyzing, and interpreting the service's hard-earned experience. A professional staff of historians, archivists, librarians, museum specialists, and naval personnel carries out historical activities and supports the fleet. *https://www.history.navy.mil*
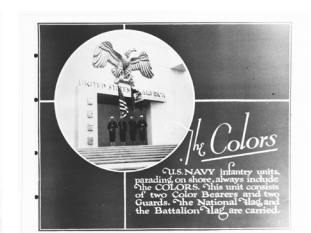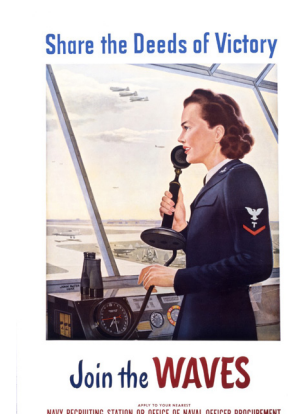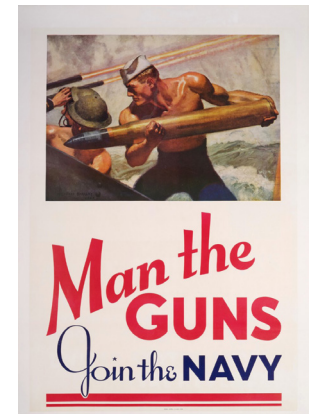
YOU EARNED IT
NOW FRAME IT!®

Fort America
Challenge Coins Campus Scene Document Frame

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• Color photograph of the US Pentagon
• Navy and gold matting
• Redding moulding
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ENML-MPMD

MODERN GRAPHICS

MODERN GRAPHICS

MODERN GRAPHICS

MODERN GRAPHICS

MODERN GRAPHICS

GRAPHIC ELEMENTS

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.

0.566"

0.553"

0.109"

0.308"
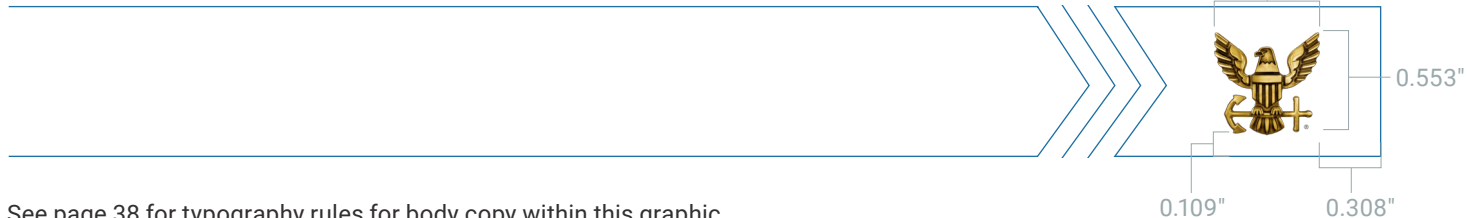
See page 38 for typography rules for body copy within this graphic.

GRAPHICS USAGE

0.46" margin

PEACE DOESN'T PRESERVE ITSELF.

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

0.27"

Headlines use navy blue color.

Secondary graphics use blue color.

0.425"

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

AMERICA'S NAVY™

0.297"

34.5531° N, 18.0481° E
U.S. 6TH FLEET
CSG-10
AVIATION WARFARE
F/18-18E

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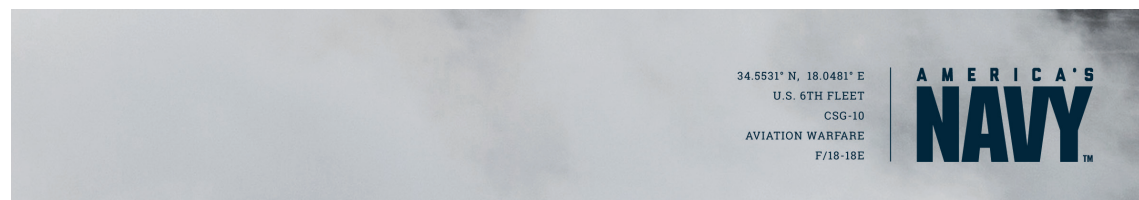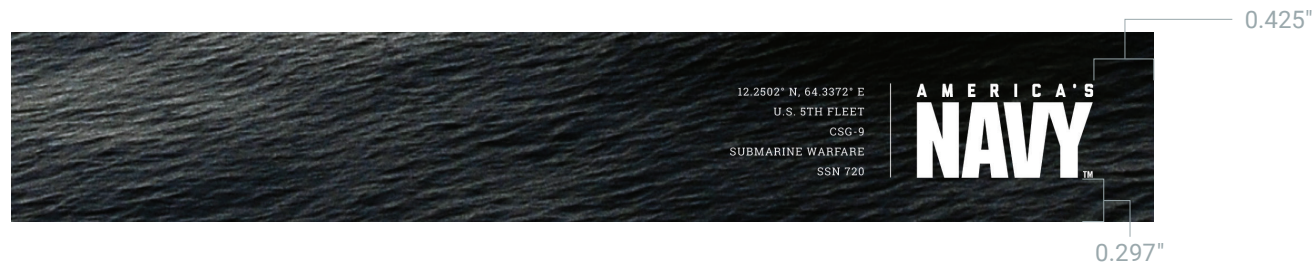
The data bar can be white or navy blue. Use white on dark backgrounds and use navy blue on light backgrounds. All elements should be the same color; do not mix and match white, blue or navy blue in the data and wordmark graphic element.

GRAPHICS USAGE

PEACE DOESN'T
PRESERVE ITSELF.

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

34.5531° N, 18.0481° E
U.S. 6TH FLEET
CSG-10
AVIATION WARFARE
F/18-18E

AMERICA'S
NAVY™

PEACE DOESN'T
PRESERVE ITSELF.

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

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

AMERICA'S
NAVY™

The following colors are the approved color palette to be used in all communications. These colors should be used whenever possible.

The colors in this palette can be used in headlines, body copy, graphic elements and backgrounds throughout all communications.

*CMYKs are not default conversion, please use the specified CMYK values for every color.

Navy Blue

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

Blue

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

Gray

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

Yellow

CMYK 0, 26, 100, 9*

Pantone 1235C

The following colors are the approved color palette to be used in all communications. These colors should be used whenever possible.

The colors in this palette can be used in headlines, body copy, graphic elements and backgrounds throughout all communications.

Navy Blue

RGB
2, 42, 58

Hex
022a3a

Navy White
For use in place of white

RGB
255, 254, 249

Hex
fffef9

Black

RGB
0, 0, 0

Hex
000000

Yellow

RGB
232, 176, 16

Hex
e8b00f

Gray

RGB
198, 204, 208

Hex
C6CCD0

Blue

RGB
0, 118, 169

Hex
0076a9

NOMAD
PANTONE 16-1212 TPX
R 177 G 159 B 077
HEX b19f87
C00 M10 Y24 K31

DRIED HERB
PANTONE 17-0627 TPX
R 132 G 127 B 93
HEX 847f5d
C00 M04 Y30 K48

VINEYARD GREEN
PANTONE 18-0117 TPX
R 88 G 113 B 77
HEX 58714d
C 22 M00 Y32 K50

BLACK COFFEE
PANTONE 19-1111 TPX
R 61 G 52 B52
HEX 3d3434
C00 M15 Y15 K76

NAVY DIGITAL PATTERN – NAVY WOODLAND CAMO PATTERN
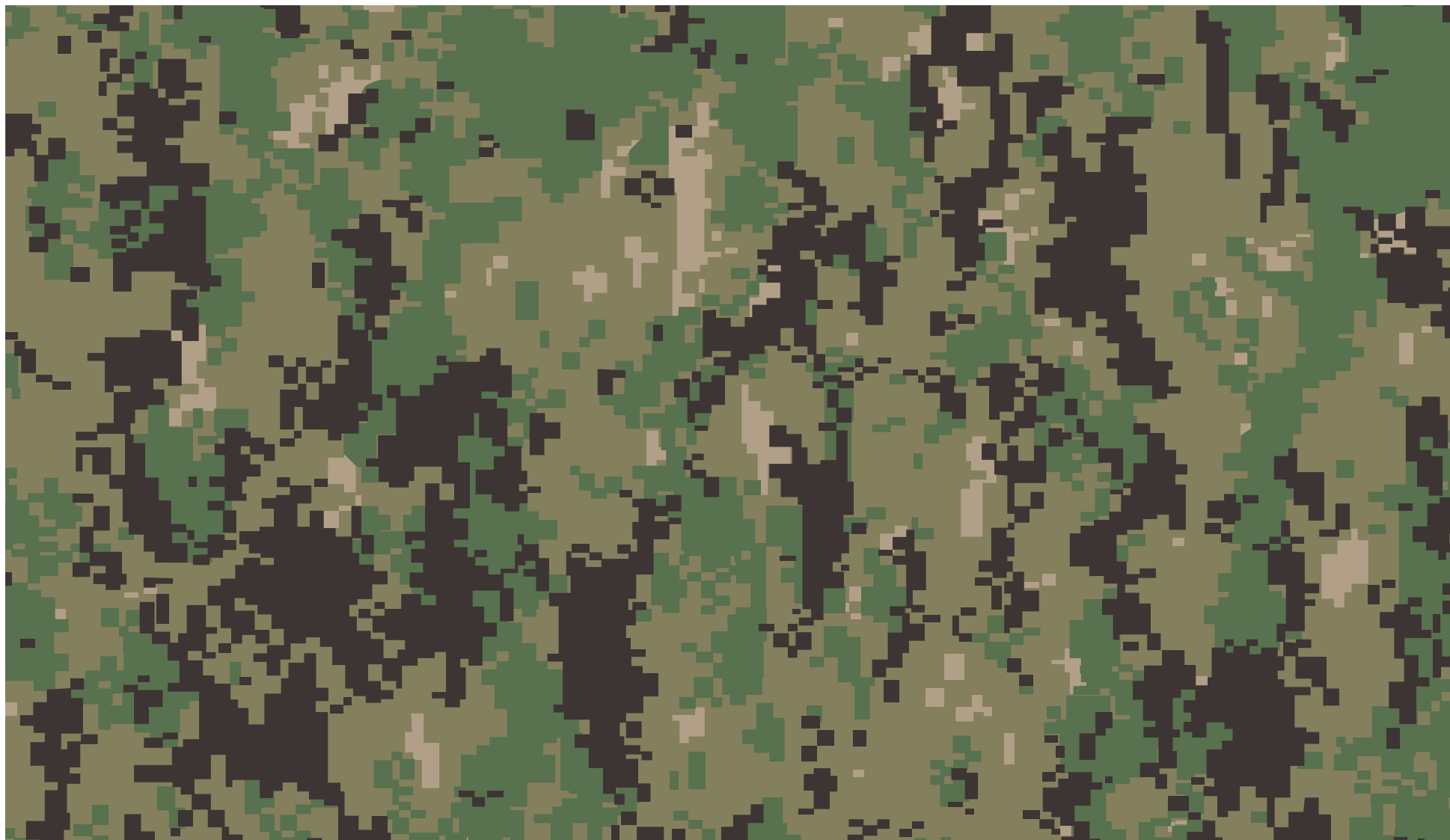
	PMS 4505		R: 151 G: 138 B: 063
	PMS 1235		R: 246 G: 180 B: 014
	PMS 294		R: 010 G: 055 B: 130
	PMS Black		R: 039 G: 041 B: 039
	PMS 422		R: 209 G: 212 B: 211
	PMS White		R: 251 G: 255 B: 255
	PMS 1805		R: 174 G: 027 B: 033
	PMS 168		R: 107 G: 047 B: 011

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

Alternate Typeface Priority

1. **Helvetica**

2. **Sans-Serif**

123
4567890

ABC
DEFGHIJKLMNO
PQRSTUVWXYZ

Secondary Typeface
Roboto Slab

ROBOTO SLAB

Bold, Regular, Light

Alternate Typeface Priority

1. Roboto

2. Helvetica Neue

3. Helvetica

4. Arial

AaBb

CDEFGHIJKLMNO
PQRSTUVWXYZ
123 cdefghijklmno
4567890 pqrstuvwxyz

40

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

  - • make sure to check copyrights on any
  graphics used, or any products.

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 49.

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.

VISIBLE NAMES AND FACES NOT ALLOWED

UNCLEAR FACES AND NAMES ALLOWED

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.
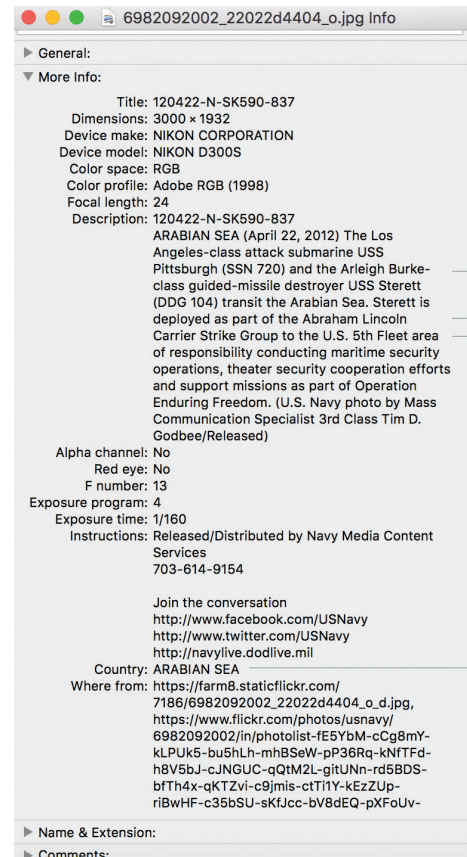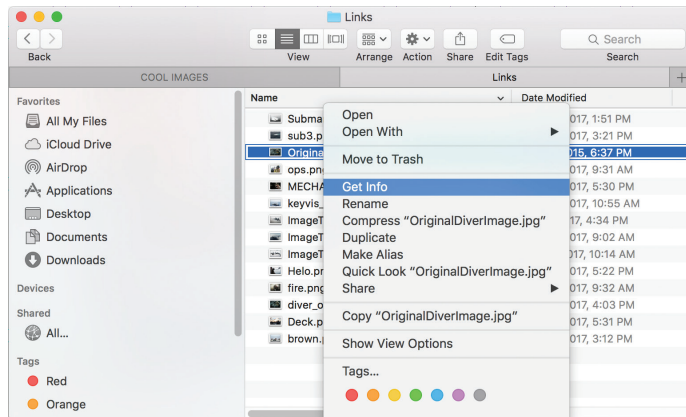
EQUIPMENT FOCUS

FINDING DATA

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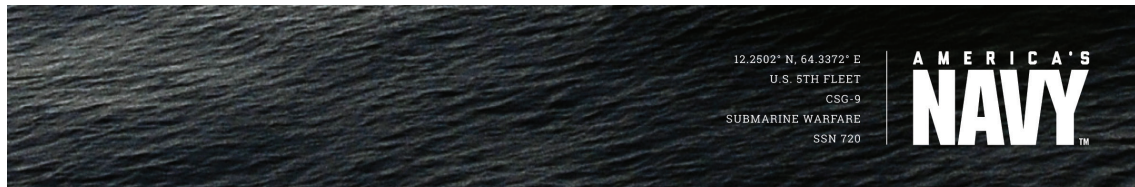
Right click the image file on your computer and click "Get Info."

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.

FINDING DATA (CONTINUED)

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

AMERICA'S NAVY™

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.

LEGAL - CONTACT

LEGAL

Registration Marks

A register mark symbol must be included to any if the following Navy property:

- United States Navy®
- Navy®
- U.S. Navy®
- USN®
- America's Navy®
- Navy Reserve®

ILLEGAL USE

Trademark law requires trademark owners to actively protect their marks. The Navy vigouriously pursues and, if necessary, takes legal action against those using its trademarks without authorization. Reports of unauthorized trademark use come from many sources including our licensees, the military and civilian workforce and members of the public. Those who suspect they have encountered an unauthorized use of Navy Mark(s) are encouraged to contact the Navy Licesing Program.

NAVY TRADEMARK LICENSING CONTACT INFORMATION:

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Director, Navy Trademark Licensing Program

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E: nadine.santiago@navy.mil

Stacey Marks

Trademark Licensing Specialist

T: (703) 696-6676

E: stacey.marks@navy.mil

WEBSITE:

https://www.navy.mil/trademarks/licensing

MAILING ADDRESS:

Department of the Navy

875 North Randolph Street

Arlington, VA 22203

5th Floor