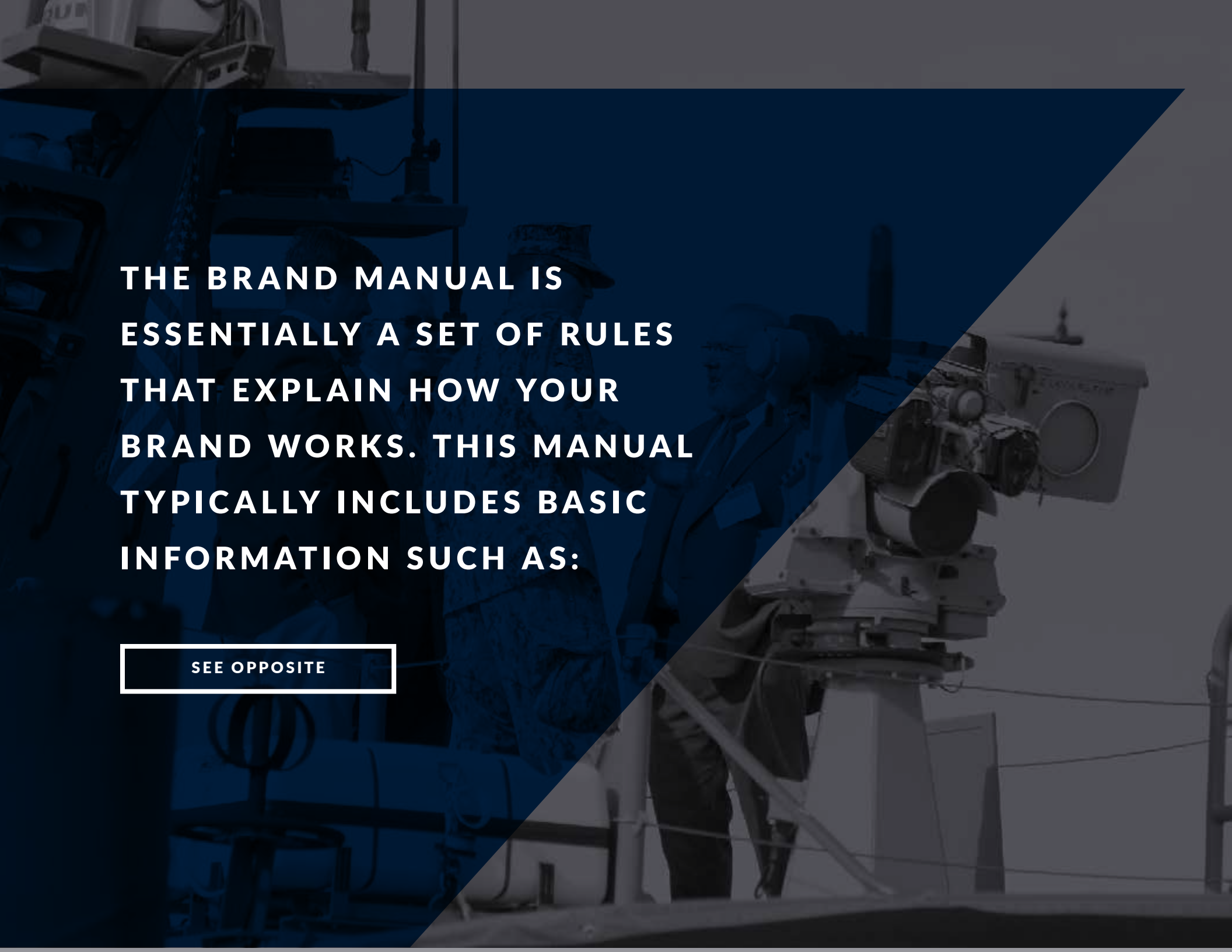


BRAND MANUAL





**THE BRAND MANUAL IS
ESSENTIALLY A SET OF RULES
THAT EXPLAIN HOW YOUR
BRAND WORKS. THIS MANUAL
TYPICALLY INCLUDES BASIC
INFORMATION SUCH AS:**

SEE OPPOSITE

CONTENTS

This document will be provided to the client with accompanying files including:

- EPS Logo Files
- PNG Logo Files
- Ai Logo Files
- Text Files
- Typefaces
- Photo Reference
- .ASE Color Profiles
- Grid Systems

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**PUT SIMPLY, YOUR “BRAND” IS WHAT YOUR
PROSPECT THINKS OF WHEN HE OR SHE
HEARS YOUR BRAND NAME**

JERRY MCLAUGHLIN
CO-FOUNDER AND CEO OF BRANDERS.COM

THE BRAND

- 1.01 THE TEAM
- 1.02 THE MANUAL
- 1.03 COMPANY VALUES



1.01

TEAM MEMBERS

**THE CORE VALUES
DEFINE THE
STRENGTHS AND
NEEDS TO ACHIEVE
A VISION**

JERRY MCLAUGHLIN

JEANNE H. ELLINPORT

Staff Vice President, Strategy,
Integration and Development

—

0 703-312-1596
jellinport@navyleague.org

1.02

ABOUT THE MANUAL



GUIDELINES DEFINED

Brand Guidelines (also commonly referred to as 'brand standards', 'style guide' or 'brand book') are essentially a set of rules that explain how your brand works. These guidelines typically include basic information such as:

Design layouts and grids, social media profile page applications, brochure, flyer layout options, website layout, signage specifications, advertising treatments/Merchandising applications/copywriting style (a.k.a. 'tone of voice', editorial guidelines

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.



TEAMWORK
INTEGRITY
COMMITMENT
COURAGE
EXCELLENCE
RESPECT

VALUES

1.03

COMPANY VALUES

TEAMWORK

The combined action of a group, especially when effective and efficient.

—

INTEGRITY

The quality of being honest and having strong moral principles.

—

COMMITMENT

A state or quality of being dedicated to a cause.

COURAGE

A quality of mind or spirit that enables a person to face difficulty, danger, pain, etc., without fear; bravery.

—

EXCELLENCE

A quality which is unusually good and so surpasses ordinary standards.

—

RESPECT

The esteem for or a sense of the worth or excellence of a person,

**THE CORE VALUES
DEFINE THE COMPANY'S
STRENGTHS AND HOW
IT NEEDS TO BEHAVE TO
ACHIEVE ITS VISION**





**THERE ARE THREE RESPONSES TO A PIECE
OF DESIGN – YES, NO, AND WOW! WOW IS
THE ONE TO AIM FOR**

MILTON GLASER

THE LOGO



- 2.00 NLUS GOLD LOGO
- 2.01 NLUS BLUE LOGO
- 2.02 LOGO VERSIONS
- 2.03 LOGO LOCK UP
- 2.04 CLEARSPACE
- 2.05 LOGO RULES



**LOGOS AND BRANDING ARE
SO IMPORTANT. IN A BIG
PART OF THE WORLD, PEOPLE
CANNOT READ FRENCH OR
ENGLISH – BUT ARE GREAT AT
REMEMBERING SIGNS**

SEE OPPOSITE

2.00

OFFICIAL LOGO

YOUR BRAND I.D.

As a general rule, third parties may not use the Navy League of the United States I.D. (“logo”). On this page are the limited circumstances under which third parties may use the NLUS logo. The logo must always be used pursuant to the specifications on these pages to identify Navy League of the United States. Any use that falls outside of these specifications is strictly prohibited.

A



WHAT IS A LOGOTYPE?

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay, Yahoo, Coca-Cola or Google.



WHAT IS A LOGOMARK?

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike “swoosh”, Shell, WWF, Mercedes or Adidas.

2.01

COLOR ALTERNATIVE

YOUR BRAND I.D.

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A



2.02

LOGO COLOR VERSIONS

COLOR BREAKDOWN

Choosing the right dominant color for your brand is crucial. This color should appear on all your promotional materials, including your logo and product packaging. As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It also should take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.



2.03

LOGO LOCKUP

LOGO LOCKUP

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

The logo can be locked up in two different ways - horizontally, (ideal for web) and vertically.



A
The NLUS Logo must be readable in both

B
The NLUS logo

Sea Air Space

The Navy League's
Global Maritime Exposition

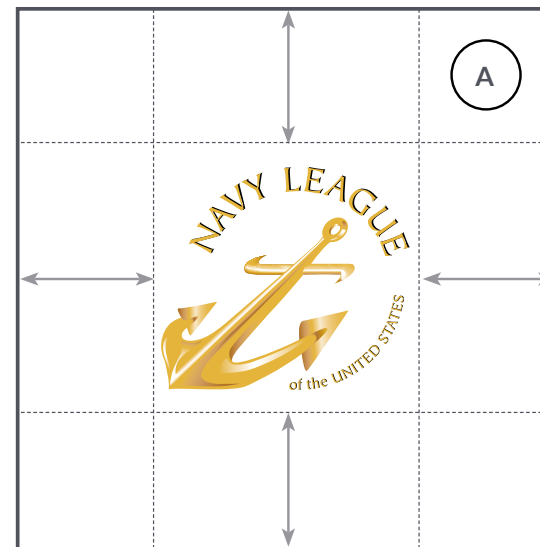


2.04

CLEARSPACE

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of 2 "x 2", known as "clear space," provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



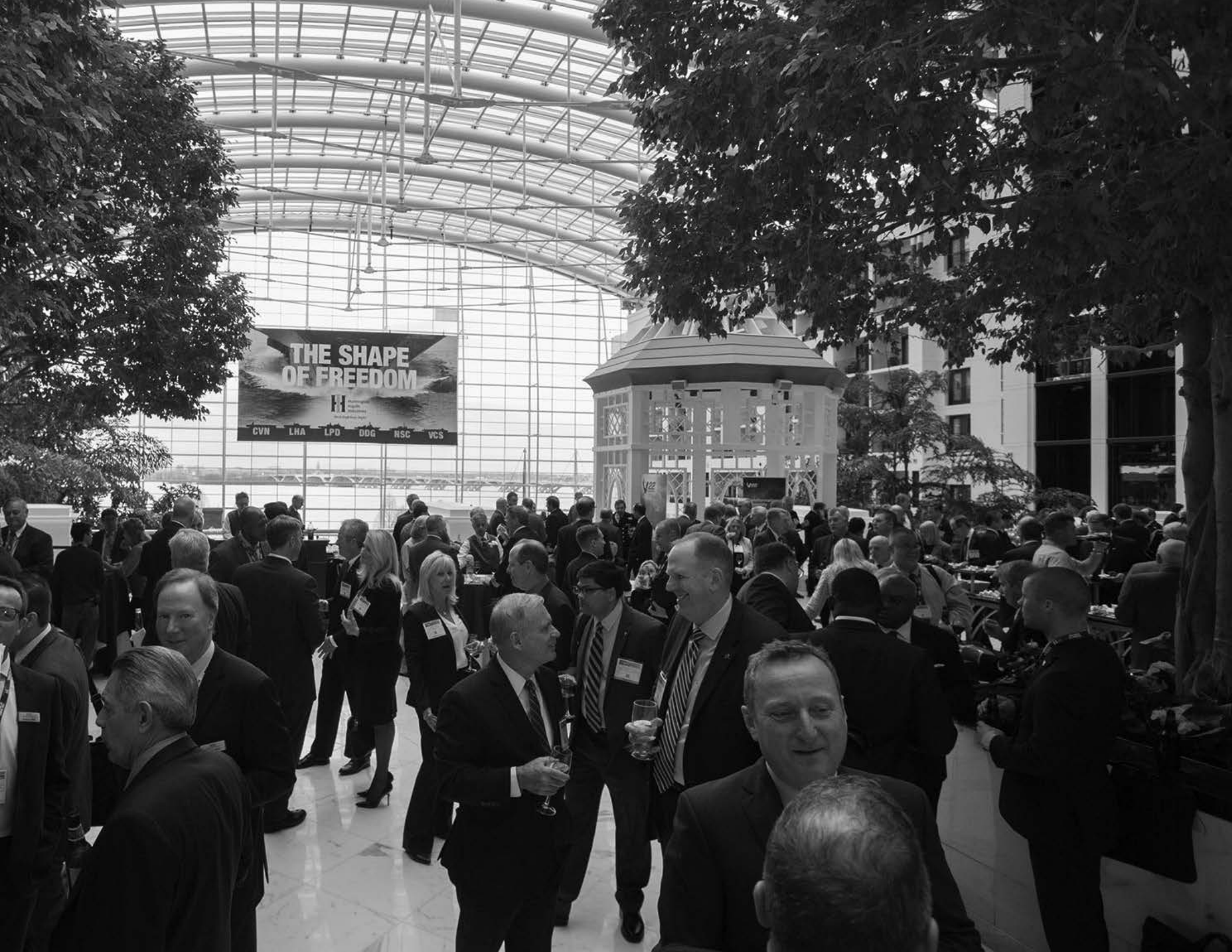
WHAT IS A LOGOTYPE?

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay, Yahoo, Coca-Cola or Google.



WHAT IS A LOGOMARK?

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike "swoosh," Shell, WWF, Mercedes or Adidas.



THE SHAPE OF FREEDOM
CVN LHA LPD DDG NSC VCS

2.05

WHAT NOT TO DO

IMPLEMENTATION

The logo must be used as provided by NLUS with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.



DO NOT CHANGE THE FONT



DO NOT MAKE LOGO A SINGLE COLOR



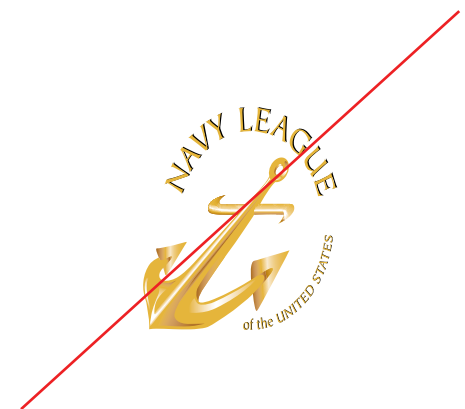
DO NOT ROTATE LOGO



DO NOT CHANGE THE SIZE RELATIONSHIP

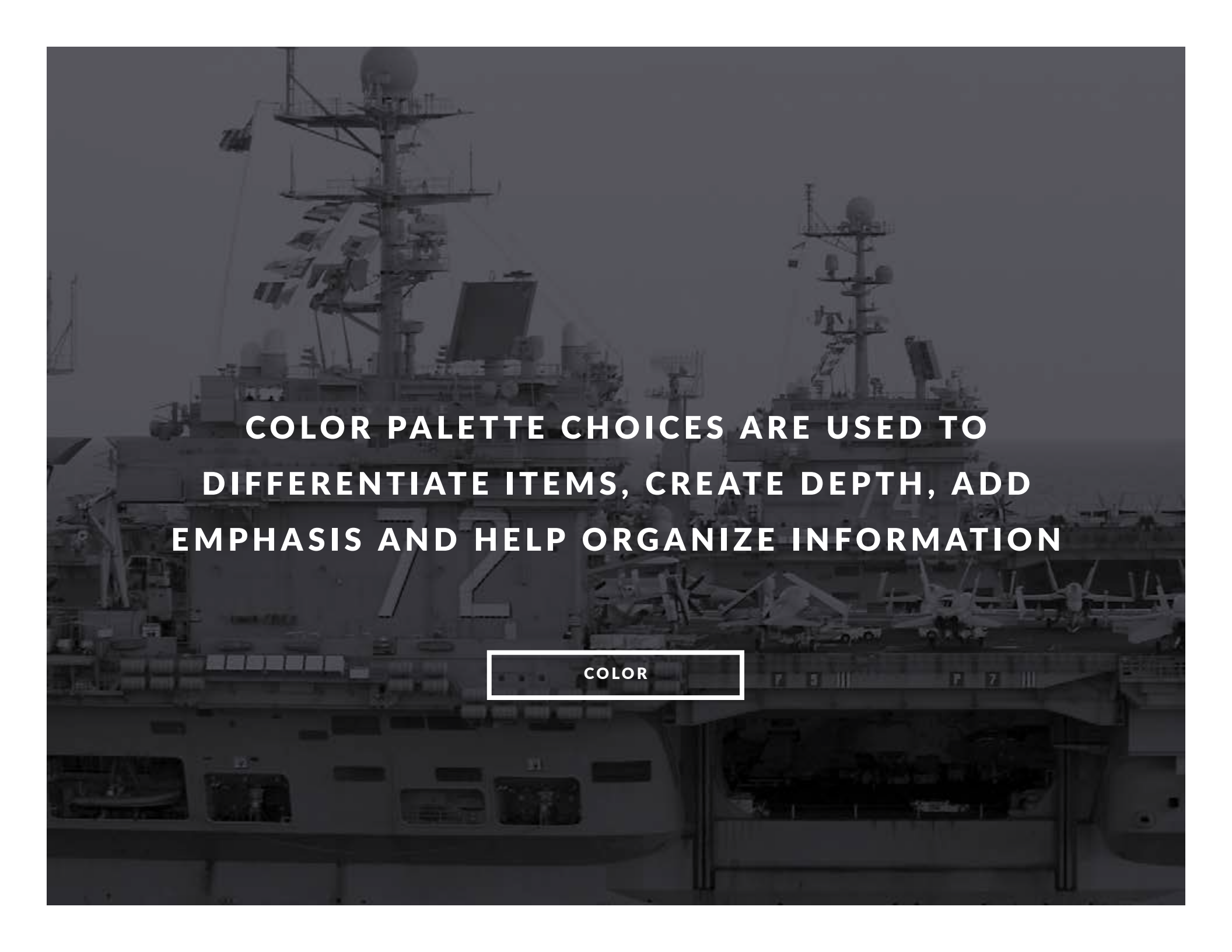


DO NOT STRETCH THE LOGO



DO NOT COMPRESS THE LOGO





**COLOR PALETTE CHOICES ARE USED TO
DIFFERENTIATE ITEMS, CREATE DEPTH, ADD
EMPHASIS AND HELP ORGANIZE INFORMATION**

COLOR

COLOR

- 3.01 COLOR WHEEL
- 3.02 COLOR PALETTE
- 3.03 COLOR BREAKDOWN

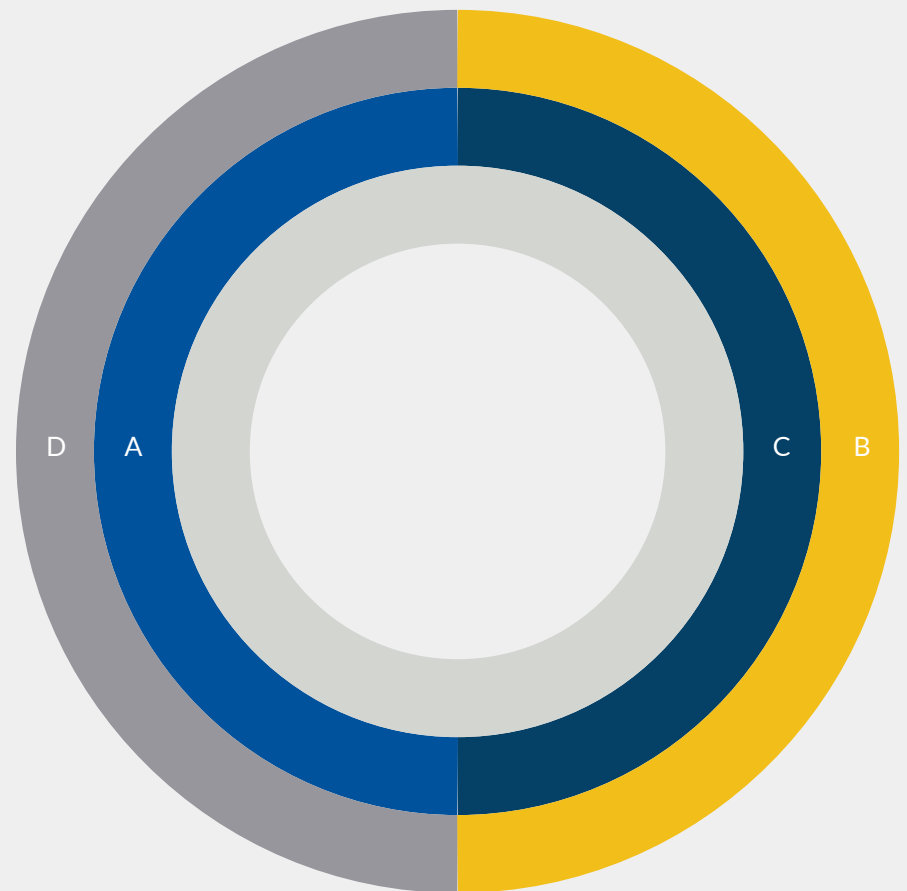


3.01

APPROVED COLOR WHEEL

**THE CORE VALUES
DEFINE THE
STRENGTHS AND
NEED TO ACHIEVE A
VISION**

JERRY MCLAUGHLIN



3.02

COLOR PALETTE



PRIMARY

CMYK
C100/M70/Y0/K10

RGB
R0/G82/B156

WEB
#00519b

PANTONE
Do not use



LIGHT

CMYK
C0/M22/Y85/K11

RGB
R229/G181/B59

WEB
#e4b43a

PANTONE
Do not use



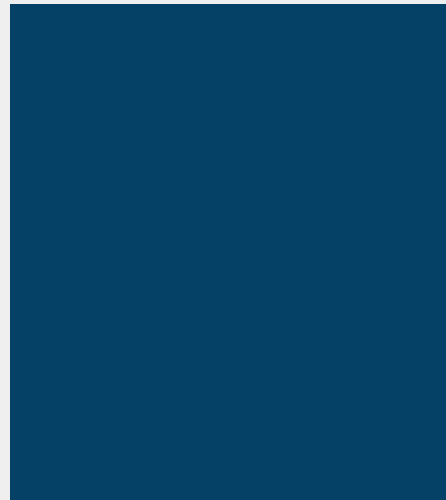
DARK

CMYK
C100/M75/Y35/K25

RGB
R5/G65/B102

WEB
#044166

PANTONE
Do not use



NEUTRAL

CMYK
C30/M25/Y20/K20

RGB
R150/G150/B156

WEB
#96959c

PANTONE
Do not use



3.03

COLOR BREAKDOWN

PRIMARY

CMYK

C100/M70/Y0/K10

RGB

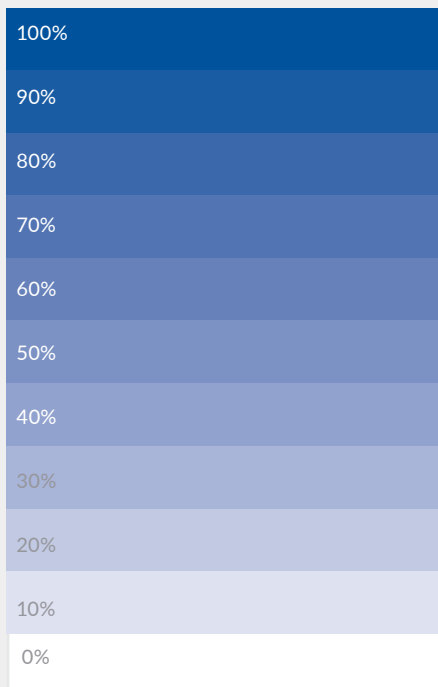
R0/G82/B156

WEB

#00519b

PANTONE

DO NOT USE



SWATCHES

Choose > Window > Color > Swatches.
The Swatches panel appears.



COLOR PALETTE

Select Load Swatches from the Swatches panel menu.
Navigate to the saved .ASE file and click Open.

COLOR BREAKDOWN

DARK

CMYK

C100/M75/Y35/K25

RGB

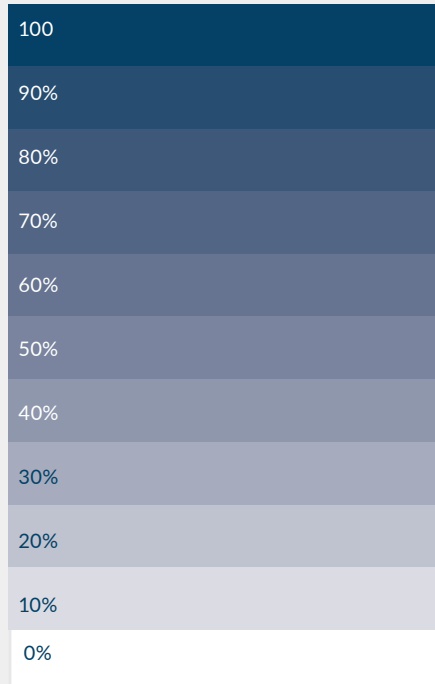
R6/G62/B102

WEB

#044166

PANTONE

DO NOT USE



SWATCHES

Choose > Window > Color > Swatches.
The Swatches panel appears.



COLOR PALETTE

Select Load Swatches from the Swatches
panel menu.
Navigate to the saved .ASE file and click Open.

3.03

COLOR BREAKDOWN

NEUTRAL

CMYK

C0/M0/Y0/K50

RGB

R147/G149/B152

WEB

#939598

PANTONE

DO NOT USE



SWATCHES

Choose > Window > Color > Swatches.
The Swatches panel appears.



COLOR PALETTE

Select Load Swatches from the Swatches
panel menu.
Navigate to the saved .ASE file and click Open.

COLOR BREAKDOWN

LIGHT

CMYK

C5/M25/Y100/K0

RGB

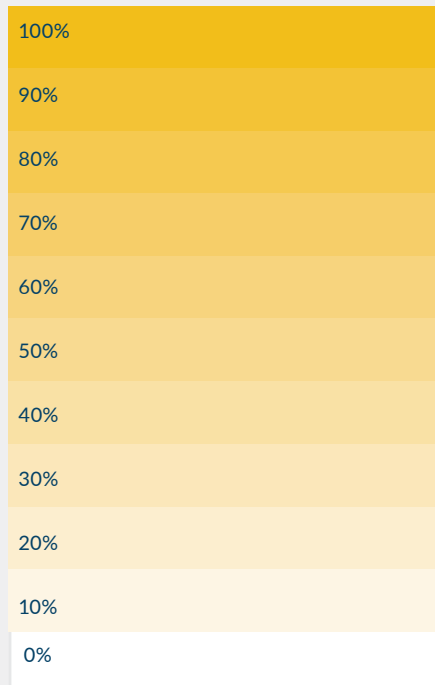
R242/G190/B26

WEB

#f1bd19

PANTONE

DO NOT USE



SWATCHES

Choose > Window > Color > Swatches.
The Swatches panel appears.



COLOR PALETTE

Select Load Swatches from the Swatches
panel menu.
Navigate to the saved .ASE file and click Open.



**TYPOGRAPHY IS THE CRAFT OF ENDOWING
HUMAN LANGUAGE WITH A DURABLE
VISUAL FORM**

TYPOGRAPHY

TYPOGRAPHY

- 4.01 TYPE CONTEXT
- 4.02 SERIF VS. SANS SERIF
- 4.02 LATO
- 4.03 INTERM: FRANKLIN GOTHIC
- 4.04 MERRIWEATHER
- 4.05 INTERM: BOOK ANTIQUA
- 4.06 TYPE HIERARCHY





**I DO NOT THINK OF TYPE AS
SOMETHING THAT SHOULD
BE READABLE. IT SHOULD
BE BEAUTIFUL**

ED BENGUIAT

4.01

TYPE CONTEXT



TYPOGRAPHY

Typography is the visual component of the written word.

A text is a sequence of words. A text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways — visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography — whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Lato Thin/ttf
Letters/540 pt

4.02

SERIF TYPEFACES

SERIF TYPEFACE DEFINED

Definition: In typography, a serif is the little extra stroke found at the end of main vertical and horizontal strokes of some letterforms. Serifs fall into various groups and can be generally described as hairline (hair), square (slab), or wedge and are either bracketed or unbracketed.

Hairline serifs are much thinner than the main strokes. Square or slab serifs are thicker than hairline serifs all the way up heavier weight than the main strokes. Wedge serifs are triangular in shape. Unbracketed serifs attach directly to the strokes of the letterform, sometimes abruptly or at right angles. Bracketed serifs provide a curved transition between the serif and the main strokes. Within these divisions serifs can be blunt, rounded, tapered, pointed, or some hybrid shape.

Some special serif-like character parts are spurs and beaks.



ABCDEFGHIJKLMN
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

4.02

SANS SERIF TYPEFACES

SANS SERIF TYPEFACE DEFINED

A sans serif, sans serif, gothic, or simply sans letterform is one that does not have the small projecting features called “serifs” at the end of strokes.[1] Sans serif fonts tend to have less line width variation than serif fonts. In most print, sans serif fonts are often used for headings rather than for body text.[2] They are often used to project an image of simplicity and modernity or minimalism.

Sans serif fonts have become the most prevalent for display of text on computer screens. On lower-resolution digital displays, fine details like serifs may disappear or appear too large. The term comes from the French word sans, meaning “without” and “serif” of uncertain origin, possibly from the Dutch word schreef meaning “line” or pen-stroke.

Before the term “sans serif” became common in English typography, a number of other terms had been used. One of these outmoded terms for sans serif was gothic, which is still used in East Asian typography and sometimes seen in font names like Century Gothic, Highway Gothic, or Trade Gothic.

Sans serif fonts are sometimes, especially in older documents, used as a device for emphasis, due to their typically blacker type color.

ABCDEFGHIJKLMN
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

4.02

PRIMARY: LATO BOLD

PRIMARY TYPEFACE

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

When working on Lato, Łukasz tried to carefully balance some potentially conflicting priorities. He wanted to create a typeface that would seem quite “transparent” when used in body text but would display some original traits when used in larger sizes. He used classical proportions (particularly visible in the uppercase) to give the letterforms familiar harmony and elegance. At the same time, he created a sleek sans serif look, which makes evident the fact that Lato was designed in 2010 — even though it does not follow any current trend.

ABCDEFGHIJKLMN
PQRSTUVWXYZ
1234567890



FONT INFO

Lato.ttf
Designed by Łukasz Dziedzic



TYPEFACE AVAILABILITY

Lato will be supplied with final files, it is also available for download here <https://www.google.com/fonts/specimen/Lato>

4.02

PRIMARY: LATO LIGHT

SECONDARY TYPEFACE

abcdefghijklmnopqrstu
vwxyz1234567890



FONT INFO

playfairdisplay.ttf
Designed by Claus Eggers Sørensen



TYPEFACE AVAILABILITY

Lato will be supplied with final files, it is also available for download here <http://www.google.com/fonts/specimen/Playfair+Display>

4.03

ALTERNATIVE: FRANKLIN GOTHIC

INTERM ALTERNATIVE TYPEFACE

Franklin Gothic and its related faces are realist sans-serif typefaces originated by Morris Fuller Benton (1872–1948) in 1902. “Gothic” was a contemporary term (now little-used except to describe period designs) meaning sans-serif. Franklin Gothic has been used in many advertisements and headlines in newspapers. The typeface continues to maintain a high profile, appearing in a variety of media from books to billboards. Despite a period of eclipse in the 1930s, after the introduction of European faces like Kabel and Futura, they were re-discovered by American designers in the 1940s and have remained popular ever since.

ABCDEFGHIJKLMN
PQRSTUVWXYZ
1234567890



FONT DESIGN

originated by Morris Fuller Benton



TYPEFACE AVAILABILITY

Franklin Gothic will be supplied with final files

4.03

ALTERNATIVE: FRANKLIN GOTHIC

INTERM ALTERNATIVE TYPEFACE

abcdefghijklmnopqrstu
vwxyz1234567890



FONT DESIGN

Originated by Morris Fuller Benton



TYPEFACE AVAILABILITY

Franklin Gothic will be supplied with final files

4.04

PRIMARY: MERRIWEATHER

PRIMARY TYPEFACE

Merriweather was designed to be a text face that is pleasant to read on screens.

Merriweather is an evolving project and will be updated. As of now there are 4 styles: Regular, Light, Bold, and Black. There are now Italic styles in each of these weights, too.

Updated in January 2016: A deep refresh of the design that makes all upright or roman styles darker, to improve on-screen rendering especially at text sizes with ttfautohint hinting. Merriweather now supports Cyrillic, and will work better when installed on desktops. Some OpenType features were added and improved.

ABCDEFGHIJKLMN
PQRSTUVWXYZ
1234567890



FONT DESIGN

Sorkin Type Principal design



TYPEFACE AVAILABILITY

Merriweather will be supplied with final files

4.04

PRIMARY: MERRIWEATHER

SECONDARY TYPEFACE

abcdefghijklmnopqrstu
vwxyz1234567890



FONT DESIGN

Sorkin Type Principal design



TYPEFACE AVAILABILITY

Merriweather will be supplied with final files

4.05

ALTERNATIVE: BOOK ANTIQUA

INTERM ALTERNATIVE TYPEFACE

Book Antiqua. One of the best-known Palatino PostScript clones is “Book Antiqua” (originally by Monotype), distributed with much Microsoft software. ... (“Antiqua” is another word for the “Roman” style of typefaces that Palatino is based on, as opposed to blackletter.

ABCDEFGHIJKLMN
PQRSTUVWXYZ
1234567890



FON TDESIGN

Berne Nadall (born February 28, 1869) - Caslon Antiqua (1896–1898). An American designer



TYPEFACE AVAILABILITY

Book Antiqua will be supplied with final files.

4.05

ALTERNATIVE: BOOK ANTIQUA

INTERM ALTERNATIVE TYPEFACE

abcdefghijklmnopqrstu
vwxyz1234567890



FON TDESIGN

Berne Nadall (born February 28, 1869) - Caslon Antiqua (1896–1898). An American designer



TYPEFACE AVAILABILITY

Book Antiqua will be supplied with final files

4.06

TYPE HIERARCHY

WHEN DESIGNING A LAYOUT

When designing an information sheet or collateral piece, you want to help the reader understand what the page is about prior to their reading every single word on it. To facilitate understanding, you should create hierarchy. That means creating a big, bold headline that tells readers what the information piece is communicating.

Headline

That big, bold headline is called display type. You should choose one or two display typefaces and use them throughout your publication. You can draw attention to display type by making it bold, all capitals or both.

Subhead

You probably can't fit all of the necessary information about a story into a headline. Therefore, you should choose a typeface for sub heads. Subheads are smaller than display type and usually are placed right under the display type. You may choose to make your subhead type the same typeface as your display type, but less bold. You can use a thinner weight of the same typeface.

Body Copy

Your actual article is placed on the page under the display type and sub head. Only serifs and sans serifs are appropriate for body copy. Novelty, script and square serif typefaces are too hard to read as body copy and can turn readers away and diminish reading comprehension.

Body copy is generally from 9 to 11 points in size, depending on the typeface you are using.

4.06

The NLUS strategy for creating good design is to use a typeface from one font family as the display and subhead typeface and choose another typeface from another font family for the body copy.

EXAMPLES OF USE



**Small Business
Corporate Membership**
www.navyleague.org

**New for
2017**

Designed to support and provide benefits to small businesses, the Navy League's Small Business Corporate Membership is a vehicle for all small businesses (less than \$20 million in total revenue and/or less than 50 businesses) to engage with the United States Navy, Marine Corps and Coast Guard. Additionally, this membership provides an opportunity for small businesses to network and build relationships with other Navy League corporate members.

**Corporate category
Small Business: \$1,500 per year**

Benefits include:

- 2 Regular Individual Memberships, with a one-year subscription to Sea Power Magazine
- Monthly listing in Sea Power Magazine
- Listed on Navy League of the United States website
- Invitation to Special Topics Breakfast Series and special forums (8+ per year)
- Complimentary use of NLUS headquarters meeting space, located in Arlington, VA
- Member only discounted rates for booth space in NLUS-sponsored international trade show pavilions
- Invitations to International Events, Special Briefings and Capitol Hill Events
- An elegant plaque of recognition
- 1 point for Sea-Air-Space Exhibit booth selection priority



Jeanne Ellinport
Staff Vice President of Strategy,
Integration and Development

p: 703-312-1596
jellinport@navyleague.org




4.06

TYPE HIERARCHY

HIERARCHY

If all type was the same size, then it would be difficult to know which was the most important information on the page. Size is not the only way to define hierarchy – it can also be achieved with color, spacing and weight.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

—

TRACKING

The space between letters in a block of text. In CSS, this is defined with the letter-spacing property.

—

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Typeface

C
Lato Regular
7.5pt Type / 84pt Leading

Typeface

Body Copy
Lato Regular Light
10pt Type / 84pt Leading

Typeface

T2
Lato Regular Light
15pt Type / 84pt Leading

—

Typeface

T2
Lato Light
40pt Type / 84pt Leading


Typeface

T2
Lato Bold
60pt Type / 84pt Leading

Type

T2
Lato Bold
96pt Type / 84pt Leading





**WHEN WORDS BECOME UNCLEAR, I SHALL
FOCUS WITH PHOTOGRAPHS. WHEN IMAGES
BECOME INADEQUATE, I SHALL BE CONTENT
WITH SILENCE**

ANSEL ADAMS

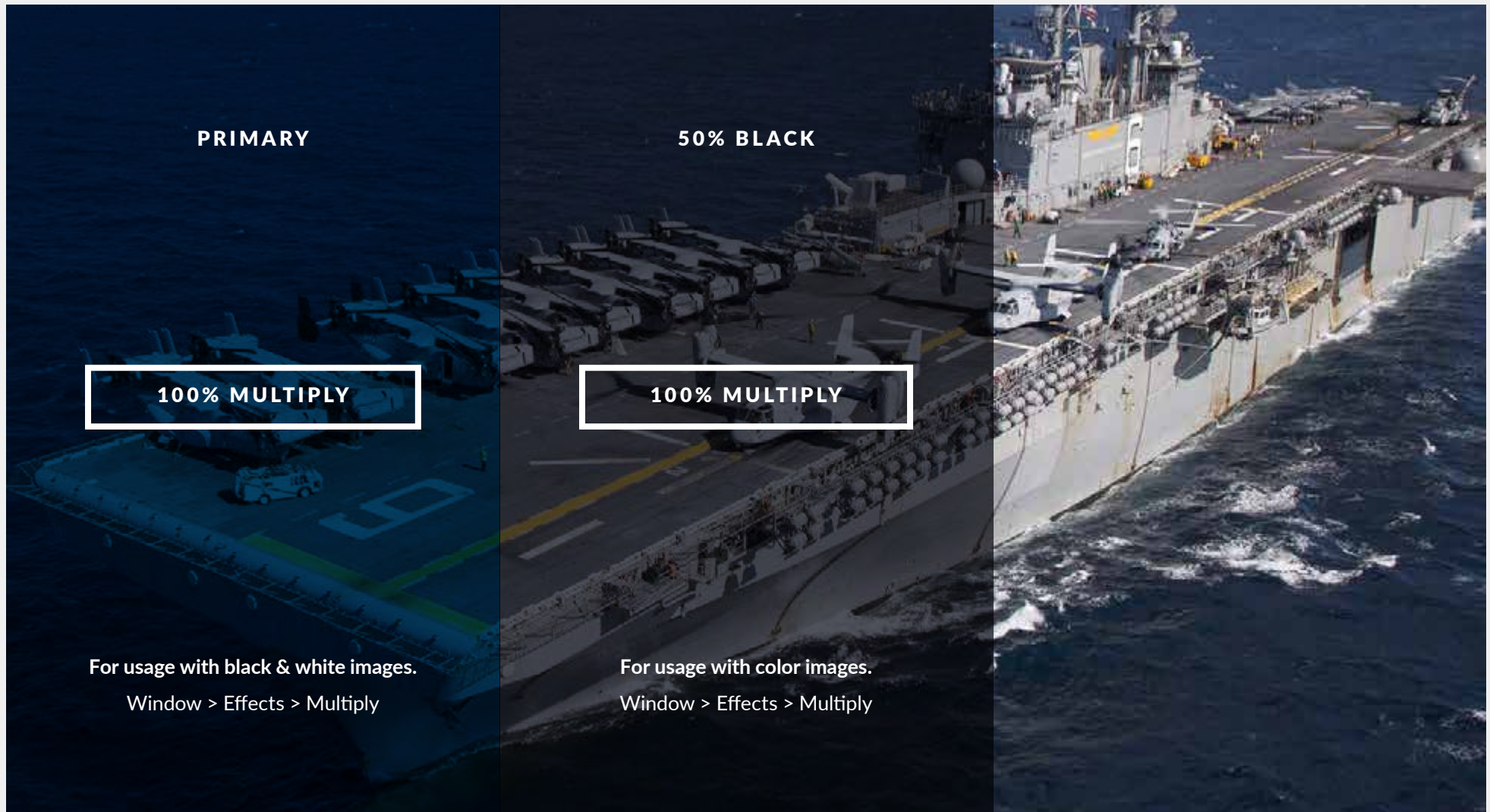
IMAGE USE

- 5.01 BLENDING MODES
- 5.02 IMAGE USE



5.01

BLENDING MODES



5.02

PHOTOGRAPHY

PHOTO USAGE

Photography and illustrations are powerful and emotive tools that express our values just as strongly as colors and typefaces.

These guidelines should help you think about images, but they cannot cover every decision you have to make. You need to use your judgment and discretion. In particular, avoid clipart or any other prefabricated images from the Internet. These suggest a lack of effort and imagination, and can risk looking like a crude “cut and paste”, rather than careful selection. The quality of such images, like that of other illustrations, can also be hard to control.

No manipulation of DoD photos and no use of generic photo

PHOTOS TO BE SUPPLIED by
www.dvidshub.net and
www.navy.mil

Registration is free

COLORS



COMPOSITION





LANGUAGE/ABBREVIATION USE

7.01 LANGUAGE / ABBREVIATIONS



6.01

LANGUAGE/ABBREVIATION USE

THE NAVY LEAGUE OF THE UNITED STATES FOLLOWS THE FOLLOWING PUBLICATIONS FOR STYLE, SPELLING AND GEOGRAPHY.

The Associated Press Stylebook was used for style reference

Webster's New World College Dictionary for spelling

The National Geographic Atlas of the World for place names, or to the service-specific fact sheets for the correct spelling of aircraft, vehicles and equipment.

ONLY USE ABBREVIATIONS ON SECOND REFERENCE; THE ABBREVIATION MUST BE IN PARENTHESES AFTER THE FIRST REFERENCE.

Note: THE ONLY EXCEPTIONS TO THIS ARE NAVY AND MARINE CORPS AVIATION SQUADRONS, NATO, SEAL, USO AND ABBREVIATIONS COVERED IN THE AP STYLEBOOK.



6.01

LANGUAGE/ABBREVIATION USE

Aboard

Use aboard when referring to people in, on or entering a ship or aircraft.

- U.S. Sailors eat breakfast aboard the guided missile cruiser USS *Vella Gulf* (CG 72) in the Mediterranean Sea June 4, 2014.
- U.S. Air Force Tech. Sgt. Beth Jones, a loadmaster, inspects pallets of supplies aboard a C-130 Hercules aircraft at Andrews Air Force Base, Md., April 23, 2014.

All hands/all-hands

Two words as a noun: The commanding officer called all hands to the meeting.

Hyphenate as an adjective/compound modifier: The Sailors attended the all-hands call.

Alongside

One word.

American flag, U.S. flag

Note flag is lowercase.

Amphibious assault ship

Do not capitalize, even when referring to a specific ship. For example: U.S. Sailors and Marines man the rails of the amphibious assault ship USS *Nassau* (LHA 4).

Assistant secretary

Capitalize before a name as part of a title; use lowercase when the title appears after the name.

At sea

Do not use “at sea” in place of the name of a body of water. If the location is undisclosed, say so, but reference a general body of water or U.S. fleet area of responsibility.

Civilian titles

Do not use courtesy titles such Mr., Mrs., Miss, or Ms. unless requested by the named person. Other formal titles such as Dr., Sen. or Gov. should be used where applicable. Do not use such titles on second reference unless necessary to differentiate two people with the same last name.

Coast Guardsman, Coast Guardsmen

Capitalize when referring to members of the U.S. Coast Guard

Not capitalized when referring to members of foreign coast guards.

Commandant

A job title for the top four-star officer of the U.S. Marine Corps and the U.S. Coast Guard; also used to describe the commanding personnel of academies and other military institutions.

Only capitalize when used in the official job title before the person’s name.

- U.S. Marine Corps Sgt. John Smith shakes hands with Commandant of the Marine Corps Gen. James F. Amos at the Pentagon in Arlington, Va., June 5, 2012.

- U.S. Army Command Sgt. Maj. Rory Malloy, left, the commandant of the U.S. Army Sergeants Major Academy, shakes hands with a recent graduate of the academy at Fort Bliss, Texas, Sept. 12, 2012.

Commander in chief

Do not hyphenate; use lowercase unless it appears before a name.

Commands

Write out the full name of all U.S. combatant commands on first reference; acronyms are acceptable on second reference. (see list below)

Style Check:

Unified Combatant Commands Geographic commands:

U.S. Africa Command (USAFRICOM)

U.S. Central Command (USCENTCOM)

U.S. European Command (USEUCOM)

U.S. Northern Command (USNORTHCOM)

U.S. Pacific Command (USPACOM)

U.S. Southern Command (USSOUTHCOM)

6.01

LANGUAGE/ABBREVIATION USE

Functional Commands:

U.S. Special Operations Command (USSOCOM)
U.S. Strategic Command (USSTRATCOM)U.S.
Transportation on Command (USTRANSCOM)

Crew Member

Two words.

- For example: The crew members prepare for takeoff.

Decommissioned Ships

Write as you would an active vessel, but make it clear the vessel is no longer in service.

- The decommissioned aircraft carrier USS Kitty Hawk (CV 63) will remain in the Ready Reserve Fleet until 2015.

Demining

No hyphen.

Department of Defense

On second reference, use the acronym DoD. (This differs from AP style)

Exercises

Capitalize uniquely named exercises, but only capitalize the descriptive word exercise if it is part of the official title of the exercise. Do not capitalize generic descriptors for exercises (e.g., operational readiness exercise, joint task force exercise, composite training unit exercise).

First lady

Per AP, it's not a formal title, therefore not capitalized.

Groundbreaking

One word.

Guidon

Note spelling. A guidon is a pennant, or small flag, carried as the standard of a smaller (company- or platoon-sized) military unit. Do not confuse a guidon with a larger unit's flag.

Insure/ensure

To insure means to take out insurance on something; to ensure means to make certain or guarantee.

For example: People should insure their vehicles to ensure they can get a replacement in case of an accident

Jargon

Don't use a military term or slang expression that might require further explanation for the general public; if such a term is used, provide a short explanation of its meaning

Local

Use this word only when it is necessary to differentiate a local leader or organization from a foreign one. Most of the time it will be unnecessary. In the following example, the use of the word adds nothing to the meaning of the sentence, as is demonstrated by removing it.

- U.S. Soldiers talk to local Iraqi citizens at a local market in Baghdad. U.S. Soldiers talk to Iraqi citizens at a market in Baghdad.

In the following sentence, however, the word adds context:

- Local leaders and charitable organizations have joined the U.S. effort to provide disaster relief to affected areas.

Locations

The names of airports, hospitals, etc., should not be listed like cities.

- For example: Beaumont Airport, Texas. There is no such city in Texas, so the correct way to refer to this in a caption is Beaumont Municipal Airport in Beaumont, Texas.

Do not write "here" in place of a location name.

Marine, Marines

Capitalize when referring to members of the U.S. Marine Corps; not capitalized when referring to members of foreign marine corps.

Marine Corps

Formats for Marine Corps units and their acronyms appear below. List units from smallest to largest.

Aircraft wing: The Marines are assigned to the 2nd Marine Aircraft Wing (MAW).

The 2nd MAW deployed from Marine Corps Air Station Cherry Point, N.C., in support of Operation New Dawn.

Aircraft Group: U.S. Marines with Marine Aircraft Group 11 listen to a weekend safety briefing at Marine Corps Air Station Miramar, Calif., June 6, 2014.

Combat logistics battalion: The Marines are deployed with Combat Logistics Battalion (CLB) 6 in support of Operation Enduring Freedom. CLB-6 is based at Camp Lejeune, N.C.

6.01

LANGUAGE/ABBREVIATION USE

Military titles

Abbreviate all military titles in accordance with AP style. On second reference, drop the title and use just the last name.

Navy League of the United States

Write out completely for the first reference. Second reference may be NLUS .

On-board, onboard

When referring to people or activities in or on a ship or aircraft, use aboard.

Pre-commissioning unit (PCU)

Capitalize when used before the name of a ship before it is commissioned.

For example: Pre-Commissioning Unit Mississippi (SSN 782). PCU is acceptable on second reference.

President

Capitalize before the name of the president. Do not use the acronym POTUS at any time in captions. On second reference, use the last name only. When listed without a name, use lowercase.

- President Barack Obama addresses U.S. Military Academy cadets April 4, 2011.
- The president thanked military personnel for their service.

Reserve/reserves

Capitalize Reserve when referring to specific military organizations.

For example: U.S. Army Reserve, not Reserves. In the Navy, the correct term is Navy Reserve, not naval reserve.

When referring to a reserve Soldier, Sailor, Airman or Marine, do not capitalize reserve.

Do not use the term reservist.

Only use the term reserves when referring collectively to the reserve components.

Retired

Do not use (Ret.) when describing a retired Service member. Use the word retired before his or her service, rank and name.

- Retired U.S. Army Command Sgt. Maj. Joe Smith, left, delivers a speech.
- U.S. Navy Cmdr. John Jones, left, shakes hands with retired Chief Petty Officer Jane Williams.

Roman numerals

U.S. Army Corps and U.S. Marine Corps expeditionary forces are designated with Roman numerals.

For example: XVIII Airborne Corps, I Marine Expeditionary Force.

ROTC, JROTC

The acronym is acceptable in all references. Indicate the branch associated with the ROTC organization in the image (e.g. Air Force JROTC, Naval ROTC).

Sailor, Sailors

Capitalize when referring to members of the U.S. Navy. Not capitalized when referring to members of foreign navies.

Sept. 11

When referring to the terrorist attacks of this day, use Sept. 11 attack or Sept. 11 terrorist attack.

Use 2001 only if needed for clarity. 9/11 is also acceptable in all references.

Service academies

On first reference, use the formal name of the service academy, followed by its location. The abbreviation is acceptable on second reference.

U.S. Military Academy (USMA), West Point, N.Y.

U.S. Naval Academy (USNA), Annapolis, Md.

U.S. Air Force Academy (USAFA), Colorado Springs, Colo.

U.S. Coast Guard Academy (USCGA), New London, Conn.

U.S. Merchant Marine Academy (USMMA), Kings Point, N.Y.

Service member

The term is two words; capitalize Service when referring to a U.S. Service member.

- U.S. Service members help clean up in New York City after Hurricane Sandy.

Ship names

Use the definite article the before a ship name, or ship type preceding a ship name. Also use the full name of the ship (without the USS) on second reference. Do not use the personal pronouns she or her.

- U.S. Sailors wash down the flight deck of the aircraft carrier USS George H.W. Bush (CVN 77) in the Atlantic Ocean May 15, 2012.

- The George H.W. Bush was underway on its first deployment.

6.01

LANGUAGE/ABBREVIATION USE

Style Check:

sight vs. site

- U.S. Soldiers clear weapons cache sites.
- A U.S. Marine sets her sights on a target during an exercise.
- While in port, U.S. Sailors took in the sights.

Style Check:

under/ less, fewer than

- The ship sailed under the bridge.
- The ship carried fewer than 50 passengers.
- I have less than three days left on my tour.

Task force

Use lowercase unless referring to a specific named or numbered task force.

Titles

Formal job titles after a person's name are not capitalized.

- U.S. Navy Adm. Jonathan Greenert, the chief of naval operations, talks to Sailors aboard the aircraft carrier *USS George Washington* (CVN 73) in the Pacific Ocean Nov. 11, 2013.

Under/less, fewer than

Under refers to physical placement below another object. Less than and fewer than are used with quantities.

Undersecretary

One word

Underway

One word when referred to deployed ships. Two words when using "work is under way"...

White House

Use Washington, D.C., to describe the location of the White House.



AP STYLE MISTAKES TO AVOID

- 
- 7.01 COMMON AP MISTAKES
 - 7.02 AP GRAMMAR STRUCTURE

7.01 MOST COMMON STYLE MISTAKES

1. More than, over

More than is preferred with numbers, while over generally refers to spatial elements.

- The company has more than 25 employees.
- The cow jumped over the moon.

2. State abbreviations

AP doesn't follow standard ZIP code abbreviations – e.g., MA for Massachusetts. Each state has its own abbreviation – e.g., Mass. for Massachusetts; N.Y. for New York; Calif. for California; Fla. for Florida and so on. However, eight states – Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah – aren't abbreviated in datelines or text. Omit state abbreviations in datelines for well-known U.S. cities such as Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, San Francisco, etc.

3. Titles

Only capitalize formal titles when they precede an individual's name. If it falls after, lowercase.

- Mayor John Appleseed signed the proclamation.
- John Appleseed, mayor of Leominster, Mass., attended the banquet.

State	Abbreviation		
Alabama	Ala.	Montana	Mont.
Alaska	Alaska	Nebraska	Nebr.
Arizona	Ariz.	Nevada	Nev.
Arkansas	Ark.	New Hampshire	N.H.
California	Calif.	New Jersey	N.J.
Colorado	Colo.	New Mexico	N.M.
Connecticut	Conn.	New York	N.Y.
Delaware	Del.	North Carolina	N.C.
Dist. of Columbia	D.C.	North Dakota	N.D.
Florida	Fla.	Ohio	Ohio
Georgia	Ga.	Oklahoma	Okla.
Hawaii	Hawaii	Oregon	Ore.
Idaho	Idaho	Pennsylvania	Pa.
Illinois	Ill.	Puerto Rico	P.R.
Indiana	Ind.	Rhode Island	R.I.
Iowa	Iowa	South Carolina	S.C.
Kansas	Kans.	South Dakota	S.D.
Kentucky	Ky.	Tennessee	Tenn.
Louisiana	La.	Texas	Tex.
Maine	Maine	Utah	Utah
Maryland	Md.	Vermont	Vt.
Massachusetts	Mass.	Virginia	Va.
Michigan	Mich.	Virgin Islands	V.I.
Minnesota	Minn.	Washington	Wash.
Mississippi	Miss.	West Virginia	W.Va.
Missouri	Mo.	Wisconsin	Wis.
		Wyoming	Wyo.

7.01

MOST COMMON STYLE MISTAKES

4. Numbers

Write out numbers one through nine; use figures for 10 and above. Jodie bought three apples, six pears and 12 mangoes.

For percentages, use numerals with “percent,” not “%.”

Try to avoid starting a sentence with a number, but if need be, spell it out, unless it’s a calendar year.

Phone numbers – use hyphens and numbers, no parens or periods (520-555-5555)

5. Because, since

Use because to denote a specific cause-effect relationship: I went because I was told. Since is acceptable in casual senses when the first event in a sequence leads logically to the second, but wasn’t its direct cause.

- They went to the show, since they had been given tickets.
- A good tip is to use since for time elements.
- Since the product’s 2010 launch, it has sold more than 1 million copies.

6. Months, days and seasons

Only abbreviate months if used with a specific date, otherwise spell it out. Also, only the following months should be abbreviated and in this way: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. If you’re writing for tabular material, the following forms are acceptable, without a period: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov and Dec. Likewise, only abbreviate days of the week for tabular material, without periods, as so: Sun, Mon, Tue, Wed, Thu, Fri and Sat. Seasons are not capitalized unless they are part of a formal name.

Always use Arabic figures, without st, nd, rd, or th. When a phrase lists only a month and year, do not separate the year with commas (June 2012).

7. Toward/Towards

Toward never ends in an s, same for forward, backward, upward, downward, etc.

8. United States, U.S.

An easy way to remember the difference: United States as a noun; U.S. as an adjective.

- The United States is a country.
- I travel with my U.S. documents.

7.01 MOST COMMON STYLE MISTAKES

9. That, Which

AP says to use that and which in referring to inanimate objects or animals without names.

Use that for essential clauses, important to the meaning of the sentence.

- I remember the day that we met.

Use which for nonessential clauses, where the pronoun is less necessary, and use commas.

- The team, which won the championship last year, begins its new season next month.

10. Farther, further

Farther refers to physical distance.

- John walked farther than Jane.

Further refers to an extension of time or degree.

- She will look further into the problem.

11. Street addresses

Street, avenue and boulevard are only abbreviated when with numbered addresses. Road and other related causeways such as court, drive, lane, way, etc. aren't abbreviated.

- 123 Public Relations Blvd.
- 12 Brady St., 26 Media Ave.
- 1 Championship Road.

12. Composition titles

Magazine and newspaper titles aren't italicized; just capitalized. For composition titles such as books, video games, films, TV shows, works of art, speeches, etc., use quotation marks.

- She read *The New York Times* before she watched "Inception" and "Friends."
- My favorite book is "The Kite Runner."

14. Dates and times

Eliminate redundancies. Too often, we see dates written as "Wednesday, June 4, 2014" when writing simply "June 4" would suffice. Also, write dates as "June 4" and not "June 4th" and times as "9:30 a.m." and not AM. Always be careful with EDT vs. EST; simply using ET is a nice failsafe.

15. Trademark symbols

Avoid them. Trademarks and other symbols are not, and actually never have been, meant for use in PR and news copy. Remove these symbols to make it easier for reporters to use your releases.

7.01

MOST COMMON STYLE MISTAKES

16. Percent vs. %

In most cases, spell it out. Standard AP style suggests you write out “percent” in news releases, while utilizing the % symbol in tabular information such as financial tables.

17. Entitled vs. Titled

Can you spot the difference here?

- The survey was titled “Top 100 AP Style Gaffes.”
- Let’s just say you’re entitled to make a few mistakes, just not AP style mistakes.

In short, do not use “entitled” to refer to the title of something.

18. Acronyms

Acronyms come later – when referring to organizations: Do not put an acronym in parentheses after the first reference to the organization. Easily recognizable acronyms, by themselves, can be used on second reference without spelling out the organization’s name a second time.

19. The dreaded -ly

Avoid hyphenating these words: Do not hyphenate a compound modifier when using adverbs that end in -ly, such as commercially-available products. The correct style is commercially available products, no hyphen.

20. Write it out

Don’t use shortcuts when referring to numbers: As the AP points out, spell out numerals one through nine and use figures for 10 or above.

21. That vs. which

That is used for essential clauses (the sentence would lose its meaning without the clause) and doesn’t use commas.

Which is used with nonessential clauses (meaning the sentence doesn’t lose meaning without the clause) and uses commas.

Use that when you have to have it, use which when you can ditch it.

22. Its vs. it’s (plus their vs. there vs. they’re and you’re vs. your)

It’s is a contraction of it is or it has and its shows possession. Along this same problem area: their shows possession, there is a place, they’re is a contraction of they are, you’re is a contraction of you are, and your shows possession.

24. Punctuation with quotation marks

Periods and commas always go inside the quotation marks, whether they’re punctuating the quote or the flow of the sentence. Dashes, semicolons, questions marks and exclamation points only go inside the quotation marks if they directly apply to the quote, otherwise they go outside the quotation marks if punctuating the whole sentence.

7.01 MOST COMMON STYLE MISTAKES

25. Titles (formal)

Mayor, sheriff, chairman of the board, president of the United States, etc. Essentially, only capitalize a formal or working title when it comes before the person's name, otherwise it should be lowercase. The rules vary when you start to talk about military titles, royal titles, long titles, short titles, etc.

Confine capitalization to the formal titles used directly before an individual's name

"President, Charlie Brown, Peanuts Enterprises..." OR

"Charlie Brown, president of Peanuts Enterprises..."

28. Commas in a series

Ah yes, lastly, but definitely not least, the Oxford or serial comma. The habit that many an English teacher probably propelled you to develop. It's amazing how passionate people are about their punctuation. People seem to either love or hate the Oxford comma, and the AP Stylebook is part of the latter group. Don't use the Oxford comma in a simple series before the conjunction. Only use it to avoid ambiguity, if part of the series contains a conjunction or if you have a complex series of phrases.

29. A.M. and P.M.

That's how they're used. The periods may seem picky, but they're proper.

30. Email

no hyphen or caps

31. Active vs. Passive Voice

Active: U.S. Soldiers destroy confiscated ordnance.

Passive: Confiscated ordnance is destroyed by U.S. Soldiers.

31. Miscellaneous

state of: not capitalized, ever

federal: also not capitalized unless part of a title

committee: do not abbreviate or capitalize unless part of a formal name "House Appropriation Committee"

board of directors: always lowercase

7.02

AP GRAMMAR STRUCTURING

1. Sentence structure

A sentence is a group of words that contains a subject and a predicate. It is a complete thought that can stand alone. The subject is a noun or noun phrase, and is what the sentence is about. In captioning parlance, it is the “who.” The predicate is what is being written about the subject. This includes the verb, or action, of the sentence as well as other people or objects that the subject acts upon. When writing any sentence, begin with these building blocks: subject-verb-object. Place all supplementary information around this fundamental structure.

- U.S. Soldiers patrol a neighborhood.

In the above sentence, the subject is “U.S. Soldiers” and the predicate contains both the action of the sentence, “patrol,” and the object of the action, “a neighborhood.” Avoid sentence fragments. A sentence fragment is an incomplete sentence; it is usually either missing a subject or a verb or is not a complete thought. Fragments usually occur when captioning images that at first glance appear to show no action (e.g., images of equipment, geographic locations or local color). Assign an action, the “what,” to the image to ensure a complete sentence.

- Fragment: The aircraft carrier USS Ronald Reagan (CVN 76) during a training exercise in the Pacific Ocean June 22, 2011.
- Sentence: The aircraft carrier USS Ronald Reagan (CVN 76) participates in a training exercise in the Pacific Ocean June 22, 2011

Avoid run-on sentences.

A run-on sentence contains two or more independent clauses (word groups that can stand alone as a sentence) that are joined without either a semicolon or a comma and a linking word.

Run-on: The Sailors returned home from a six-month deployment and they celebrated when their ship moored pierside.

Fix the sentence with either a comma/linking word or a semicolon:

- The Sailors returned home from a six-month deployment, and they celebrated when their ship moored pierside.
- The Sailors returned home from a six-month deployment; they celebrated when their ship moored pierside.

Do not start a sentence with a number. The only exception to this rule is when starting a sentence with a year; however, avoid this when possible. Usually it can be fixed by adding a word at the start of the sentence.

- Incorrect: 1st Marine Division is engaged in operations in the Anbar province of Iraq.
- Correct: The 1st Marine Division is engaged in operations in the Anbar province of Iraq.

7.02

AP GRAMMAR STRUCTURING

2. Punctuation Apostrophes

Use apostrophes to indicate possession or in contractions; do not use to indicate a noun is plural.

- Incorrect: unexploded mortar's outside Kabul
- Correct plural: unexploded mortars outside Kabul
- Correct possessive: unexploded mortars' disposal date.

With acronyms, use an apostrophe only to indicate a possessive. Add a lowercase s to make an acronym plural.

Plural: The COs met to discuss the mission.

Possessive: At the CO's request, they discussed the mission.

Remember that its indicates possession, while it's is a contraction of it is.

3. Commas in a series

The appropriate use of commas makes it easier to read a sentence. Comma placement is determined partially by grammar rules and partially through judgment.

Use commas to separate each element in a series.

- For example: The flag is red, white and blue.

Use a comma before the conjunction (known as the serial comma) only when necessary to avoid confusion, such as in the following example:

The vessel performs utility boat functions such as submarine support, moving barges and floats, and personnel transfers.

If any of the elements in a series contain commas, use semicolons instead.

- For example: Secretary of Defense Chuck Hagel; U.S. Army Gen. Martin E. Dempsey, the chairman of the Joint Chiefs of Staff; and Secretary of State John Kerry met to discuss defense policy.

7.02

AP GRAMMAR STRUCTURING

4. Commas and clauses

When joining two word groups that can stand alone as separate sentences, use a comma before a coordinating conjunction or use a semicolon with no conjunction. Do not use a comma if one of the clauses is dependent (does not stand alone as a complete sentence).

- The building is finished, but it has no furniture.
- The building is finished; it has no furniture.
- The building is finished but has no furniture.

Use a comma after introductory clauses or phrases. Such clauses usually tell when, where, why or how the main action of the sentence occurs.

For example: After sharing a meal, the Airmen will resume training.

Not every clause that appears to be independent requires a comma.

For example: Jake does not realize that his injury is serious and that he will have to undergo therapy to get better.

Note that a ship's name is not a clause; do not separate it from the sentence with commas.

5. Commas and adjectives

Separate coordinate adjectives with commas (coordinate adjectives modify the noun in the same way). For example: She was a strong, loyal, well-trained Marine. Each adjective describes the Marine.

Do not separate cumulative adjectives (cumulative adjectives must stay in order to make sense). For example: Three large brown camels moved toward the convoy.

How to tell the difference? Put the word “and” between each adjective and reverse the order of the adjectives. If the sentence still makes sense, use commas.

That/which Use that for essential information; do not separate with a comma. Use which for nonessential elements; use commas to set off the clause.

For example:

- The Airmen needed a uniform that was wash and wear.
- The Airmen needed new boots, which are expensive.

How to tell the difference? If you were to remove a restrictive element from a sentence, it would significantly change its meaning.

Use this rule to know which to use. In the first example above, the fact that the uniform must be wash and wear is essential to understanding the sentence. In the second, the fact that the boots are expensive is additional information; the essence of the sentence is that the Airmen need new boots.

7.02

AP GRAMMAR STRUCTURING

6. Commas and titles

Titles and other identifying adjectives listed after a name should be separated with commas; those listed before the name are adjectives and do not require commas.

- Chief of Staff of the Army Gen. Raymond T. Odierno visits with troops.
- Gen. Raymond T. Odierno, the chief of staff of the Army, visits with troops.

7. military titles

Capitalize a military rank when used as a formal title before an individual's name. See the lists that follow to determine whether the title should be spelled out or abbreviated in regular text. On first reference, use the appropriate title before the full name of a member of the military. In subsequent references, do not continue using the title before the full name of a member of the military.

In subsequent references, do not continue using the title before a name. Use only the last name. Spell out and lowercase a title when it is substituted for a name: Gen. John J. Pershing arrived today. An aide said the general would review the troops.

In some cases, it may be necessary to explain the significance of a title: Army Sgt. maj John Jones described the attack. Jones, who holds the Army's highest rank for enlistees, said it was unprovoked.

In addition to the ranks listed on the next page, each service has rations such as machinist, radarman, torpedoman, etc., that are job descriptions. Do not use any of these designations as a title on first reference. If one is used before a name in a subsequent reference, do not capitalize or abbreviate it.

MILITARY TITLES

(Rank followed by usage before a name)

general - Gen.
lieutenant general - Lt. Gen.
major general - Maj. Gen.
brigadier general - Brig. Gen.
colonel - Col.
lieutenant colonel - Lt. Col.
major - Maj.
Captain - Capt.
first lieutenant - 1st Lt.
second lieutenant - 2nd Lt.

Warrant Officers

chief warrant officer - Chief Warrant Officer
warrant officer - Warrant Officer

Enlisted Personnel

sergeant major of the Army - Sgt. Maj. of the Army
command sergeant major - Command Sgt. Maj.
sergeant major - Sgt. Maj.
first sergeant - 1st Sgt.
master sergeant - Master Sgt.
sergeant first class - Sgt. 1st Class
staff sergeant - Staff Sgt.
sergeant - Sgt.
corporal - Cpl.
specialist - Spc.
private first class - Pfc.
private - Pvt

7.02

AP GRAMMAR STRUCTURING

NAVY, COAST GUARD Commissioned Officers

admiral - Adm.
 vice admiral - Vice Adm.
 rear admiral upper half - Rear Adm.
 rear admiral lower half - Rear Adm.
 captain - Capt.
 commander - Cmdr.
 lieutenant commander - Lt. Cmdr.
 lieutenant - Lt.
 lieutenant junior grade - Lt. j.g.
 ensign - Ensign

Warrant Officers

chief warrant officer - Chief Warrant Officer

Enlisted Personnel

master chief petty officer of the Navy - Master Chief Petty Officer of the Navy
 master chief petty officer - Master Chief Petty Officer
 senior chief petty officer - Senior Chief Petty Officer
 chief petty officer - Chief Petty Officer
 petty officer first class - Petty Officer 1st Class
 petty officer second class - Petty Officer 2nd Class
 petty officer third class - Petty Officer 3rd Class
 seaman - Seaman
 seaman apprentice - Seaman Apprentice
 seaman recruit - Seaman Recruit

MARINE CORPS

Ranks and abbreviations for commissioned officers are the same as those in the Army. Warrant officer ratings follow the same system used in the Navy. There are no specialist ratings.

Others

sergeant major of the Marine Corps - Sgt. Maj. of the Marine Corps
 sergeant major - Sgt. Maj.
 master gunnery sergeant - Master Gunnery Sgt.
 first sergeant - 1st Sgt.
 master sergeant - Master Sgt.
 gunnery sergeant - Gunnery Sgt.
 staff sergeant - Staff Sgt.
 sergeant - Sgt.
 corporal - Cpl.
 lance corporal - Lance Cpl.
 private first class - Pfc.
 private - Pvt.

AIR FORCE

Ranks and abbreviations for commissioned officers are the same as those in the Army.

Enlisted Designations

chief master sergeant of the Air Force - Chief Master Sgt. of the Air Force
 chief master sergeant - Chief Master Sgt.
 senior master sergeant - Senior Master Sgt.
 master sergeant - Master Sgt.
 technical sergeant - Tech Sgt.
 staff sergeant - Staff Sgt.
 senior airman - Senior Airman
 airman first class - Airman 1st Class
 airman - Airman
 airman basic - Airman

RETIRED OFFICERS

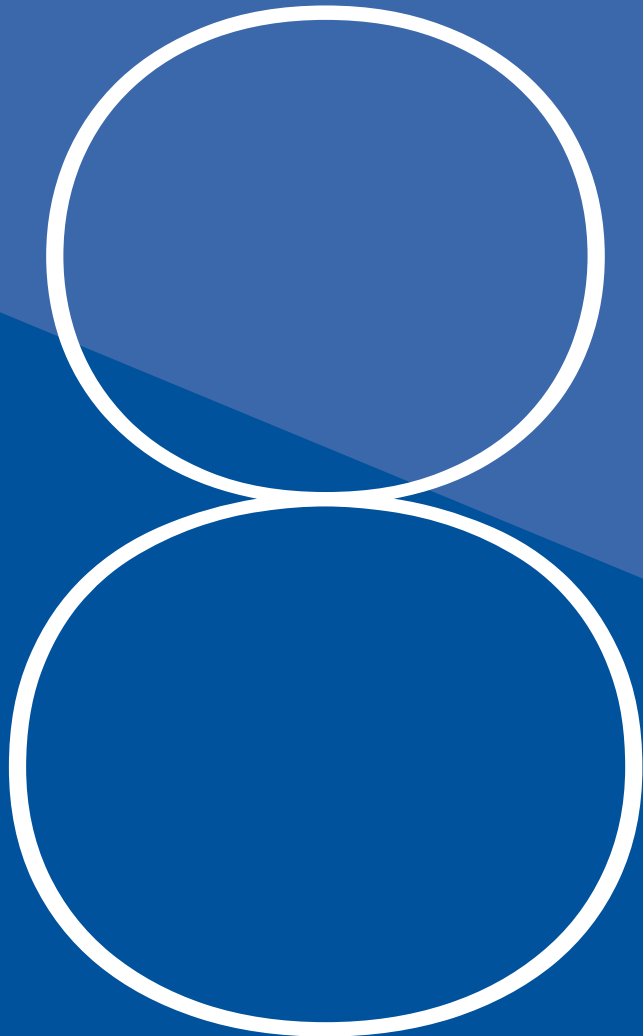
A military rank may be used in first reference before the name of an officer who has retired if it is relevant to a story. Do not, however, use the military abbreviation Ret.

Instead, use retired just as former would be used before the title of a civilian:

- They invited retired Army Gen. John Smith.

LOCAL COUNCIL USAGE

- 8.00 LOCAL COUNCIL LETTERHEAD
- 8.01 COUNCIL PRESENTATION TEMPLATE
- 8.02 SOCIAL MEDIA & TEMPLATE
- 8.03 NEWLETTER GRIDS & TEMPLATE



8.00

LOCAL COUNCIL LETTERHEAD

COUNCIL LETTERHEADS AND ENVELOPES

Please use the following specifications when creating standard

8.5" x 11" letterhead.

Navy League Council Brand Identity


The brand identity should be 20% of the Navy League brand identity, .75" from the right edge of the page.

Placement of Text

It is recommended that the left edge of letter text always aligns with the name of the division, as shown. The top margin should be set to 2". If printing on letterhead that includes officers, the top margin should be set to 2", the left margin set to 1.32" and the right margin set to 1.75".

Address Line

Set the address line in Lato or Arial Condensed, 10 pt., Align the left edge of the address line with the left margin of the Council name under the logo, as shown.


COUNCIL NAME/LOGO HERE

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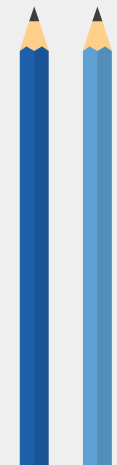
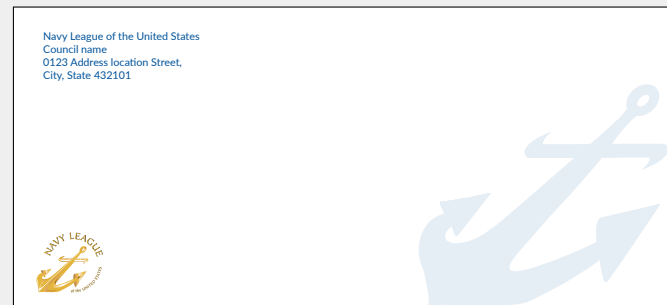
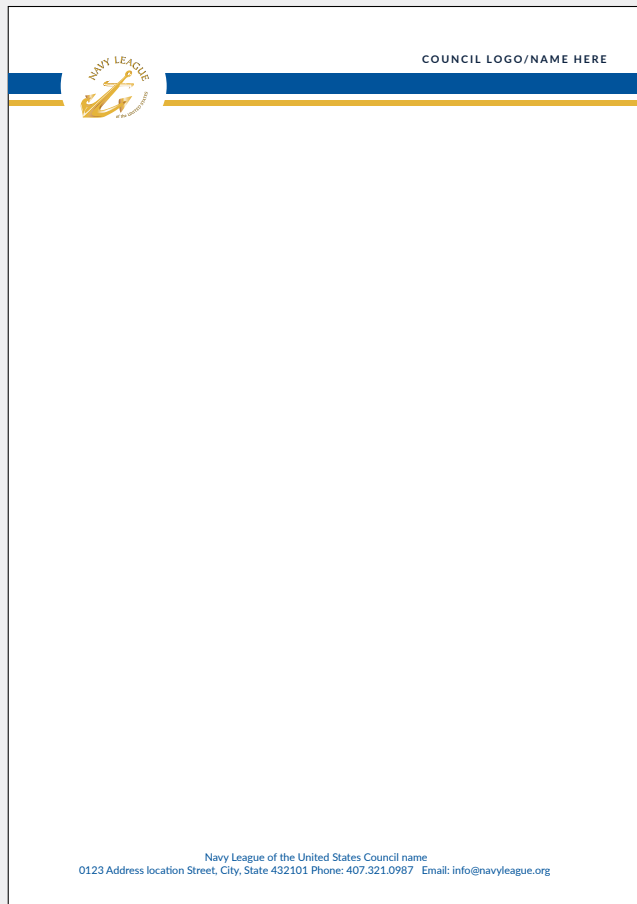
Sincerely

Full Surname with
Signature

Navy League of the United States Council name
0123 Address Location Street, City, State 432101 Phone: 407.321.0987 Email: info@navyleague.org

8.00

COUNCIL LETTERHEAD TEMPLATE

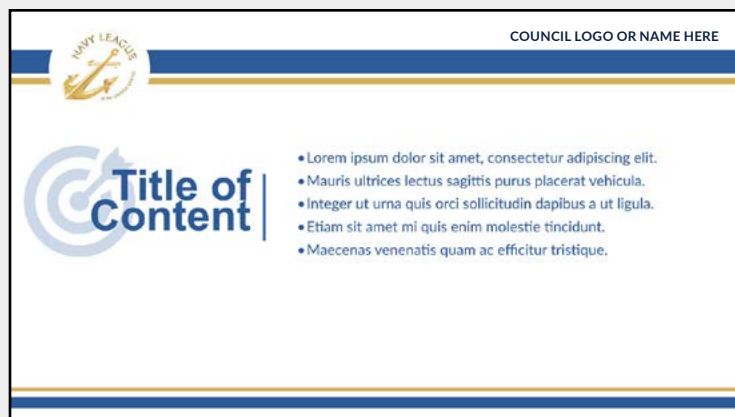


8.01

COUNCIL PRESENTATION TEMPLATE

EXAMPLE: POWERPOINT

EXAMPLE: 16:9 WIDE FORMAT RATIO



8.02

SOCIAL MEDIA

Social media

Social media websites, such as Facebook, Twitter, Instagram and YouTube, are great places to connect with NLUS Council members and keep your audience in the know. The following guidelines will help you use social media more effectively while adhering to Navy League policies. Above all, use common sense and have fun!

Be active

Your page should be regularly maintained and as up-to-date as possible. In general, the more frequently the content is updated, the more users will revisit the page. Dated material should be removed as soon as reasonably possible. When communicating with members, use your typical tone and speak as you would with real people in professional situations. Avoid overly composed language; it's always good to bring in your own personality. Try to post content that's open-ended and invites response, and encourage comments from readers. It's the best way to get the conversation started.

Be honest

Never hide your identity when promoting NLUS or Council on a social media site and let users know if you're representing the Council. When promoting NLUS, be sure your content is of interest to members.

Be confidential

Do not post confidential or proprietary information about Navy League or Councils, its alumni, or fellow members and follow all Navy League policies and requirements. If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified.

Be open

Every social media site maintains its own terms and conditions of use regarding language, posting pictures and videos, and other topics. Read the guidelines carefully and only report members or delete posted content that is in violation of these terms of service. When you see negative posts that are not in violation, don't engage the poster, but instead focus your attention on promoting positive discussion on the site.

Be a part of the NLUS community

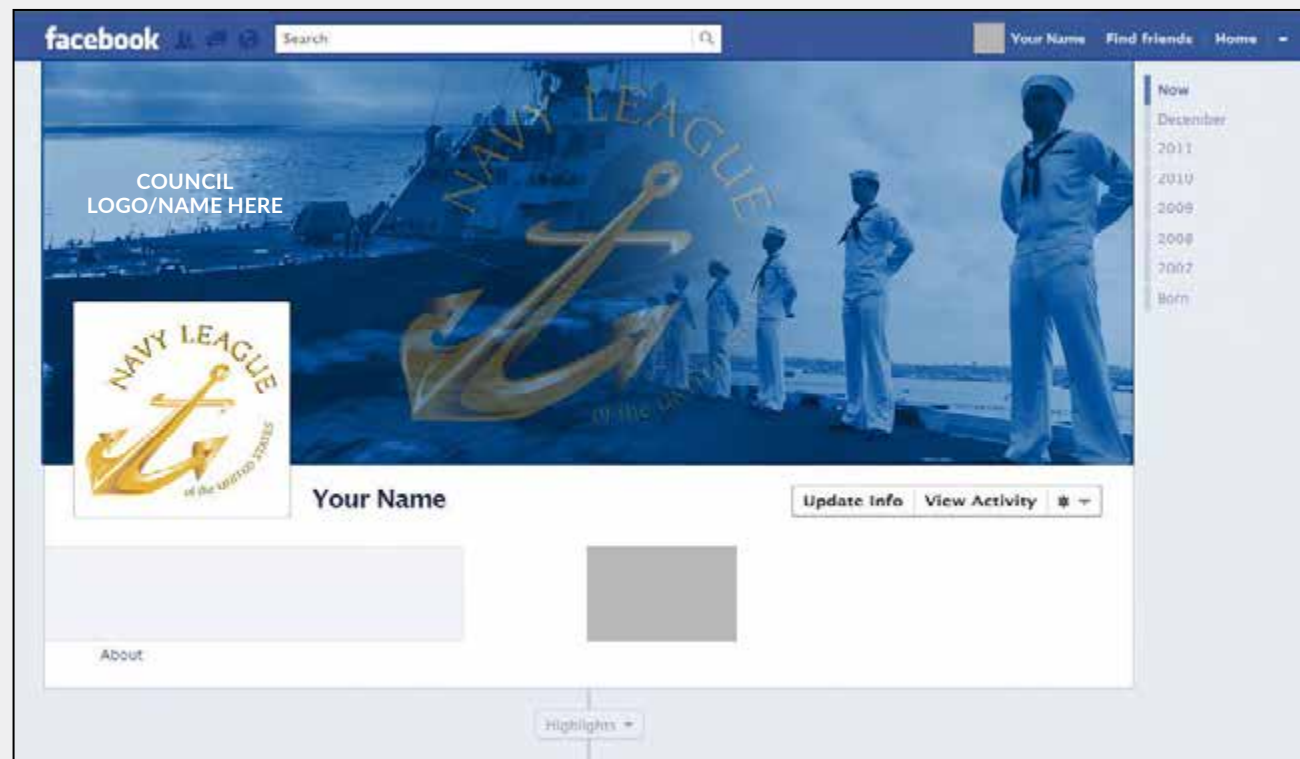
We encourage you to submit your official Council social network to the NLUS social media directory to help users find your site.

8.02

SOCIAL MEDIA TEMPLATES

EXAMPLE: FACEBOOK TEMPLATE

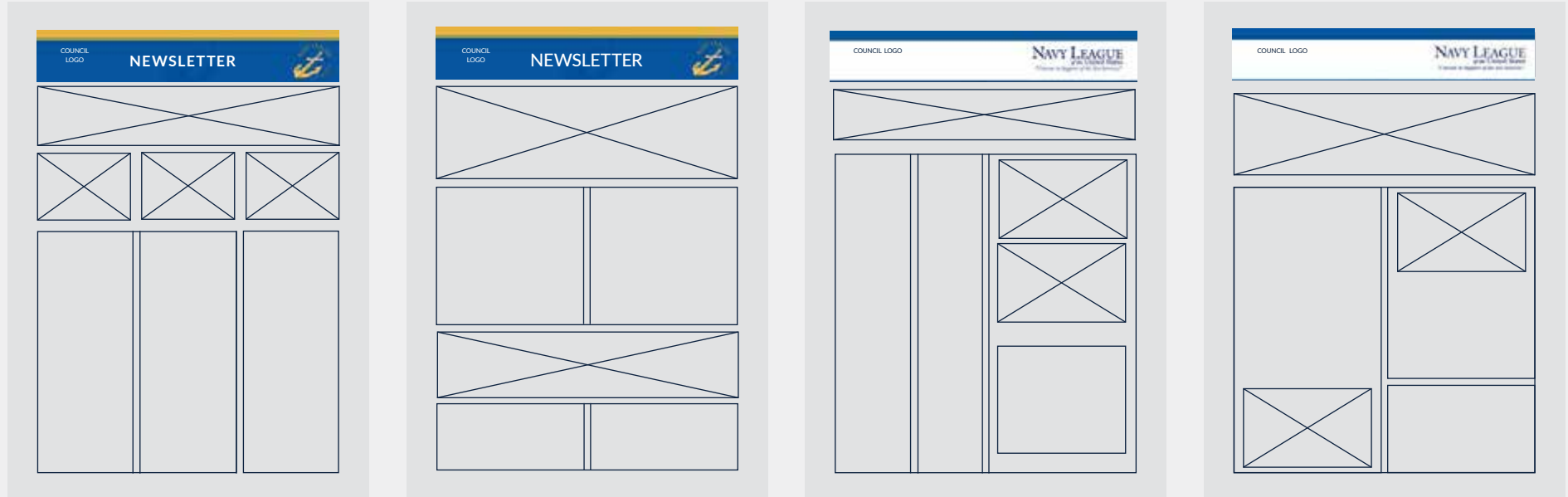
EXAMPLE: 851X315 PIXELS



8.03 THE EMAIL COMMUNICATION GRID SYSTEMS

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

VERTICAL GRID SYSTEM EXAMPLES



8.03

EMAIL NEWSLETTER HEADER

EXAMPLE: EMAIL NEWSLETTER HEADER

EXAMPLE: 1760X300 PIXELS





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PHONE

Phone: 703.528.1775

Toll free: 800.356.5760

ADDRESS:

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