

# ABOUT US

The Navy League of the United States brand manual is a set of rules that explain how to use the Navy League logo, font, brand colors and other elements that unite the Navy League’s hundreds of councils under one, unifying vision. Our brand is an important way to stand together and represent one Navy League to the world.

**Vision Statement**

The Navy League of the United States will be the preferred resource for the education of both the United States Congress and the American Public on our sea services.

**Mission Statement**

The Navy League of the United States is a civilian organization dedicated to informing the American people and their government that the United States of America is a maritime nation and that its national defense and economic well-being are dependent upon strong sea services – United States Navy, United States Marine Corps, United States Coast Guard and United States Merchant Marine.

**Official Name**

The official name of the organization is the Navy League of the United States, also referred to as the Navy League. It is officially abbreviated as NLUS.



**NAVY LEAGUE OF THE UNITED STATES**

CITIZENS IN SUPPORT OF SEA SERVICES

# BRAND GUIDE



# OUR BRAND

**Official Logo**

The official Navy League of the United States logo depicts an American eagle perched upon a fouled anchor encircled by the words Navy League of the United States.

The complete logo with accompanying words should be used in all official documentation and representations of the Navy League. The encircled words around the logo maybe omitted when the words may be difficult to read due to size or color limitations of the item where the logo will appear.

The logos provided by the Navy League must be used with no changes in the color, proportion or design.

*Deadlines: All councils have until Jan 31, 2020, to adopt this emblem as the sole logo of the Navy League on digital materials and until April 30, 2021, to adopt this emblem as the sole logo on all printed materials.*

**Brand Colors**

The color palette to the right includes the official brand colors (first column) and supporting brand colors (second and third columns) of the Navy League and should be used on all official materials of the organization.

**Typefaces**

Literata (Serif) and Lato (Sans Serif) typefaces are the official typefaces of the Navy League of the United States. When representing the organization, use these typefaces as frequently as possible. Samples of these typefaces are shown to the right.

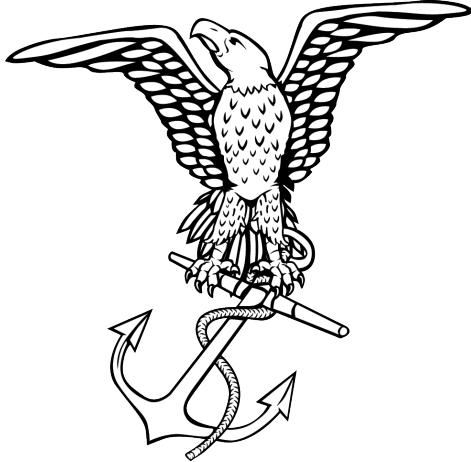
As a rule of thumb, any emails, websites, newsletters or other printed materials should use no more than one version of Literata and one version of Lato for major type elements (eg., headlines, subheads, body copy, captions, etc.) for increased readability. Bold, italics and underlines should be used sparingly as design elements to retain their purpose of emphasis.

Web-based body copy should always use a legible sans serif font.

**Primary Logo**



**Secondary Logo**



**Color Palette**

	<b>CMYK:</b> 96, 70, 2, 0 <b>RGB:</b> 0, 91, 167 <b>Hexadecimal:</b> #005ba7		<b>CMYK:</b> 100, 75, 35, 40 <b>RGB:</b> 0, 53, 86 <b>Hexadecimal:</b> #003556		<b>CMYK:</b> 3, 31, 100, 0 <b>RGB:</b> 246, 180, 14 <b>Hexadecimal:</b> #f6b40e
	<b>CMYK:</b> 7, 15, 53, 0 <b>RGB:</b> 236, 210, 139 <b>Hexadecimal:</b> #ecd28b		<b>CMYK:</b> 83, 65, 43, 13 <b>RGB:</b> 64, 88, 111 <b>Hexadecimal:</b> #40586f		<b>CMYK:</b> 8, 4, 2, 0 <b>RGB:</b> 231, 235, 241 <b>Hexadecimal:</b> #e7ebf1
	<b>CMYK:</b> 42, 0, 0, 0 <b>RGB:</b> 136, 212, 245 <b>Hexadecimal:</b> #88d4f5		<b>CMYK:</b> 0, 69, 43, 56 <b>RGB:</b> 131, 58, 60 <b>Hexadecimal:</b> #833a3c		<b>CMYK:</b> 0, 0, 0, 0 <b>RGB:</b> 255, 255, 255 <b>Hexadecimal:</b> #ffffff

**Typefaces**

**Literata Typeface (Google Fonts)**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**Lato Typeface (Google Fonts)**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

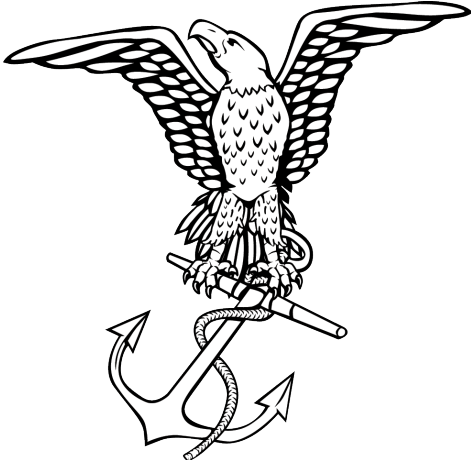
**CORRECT**



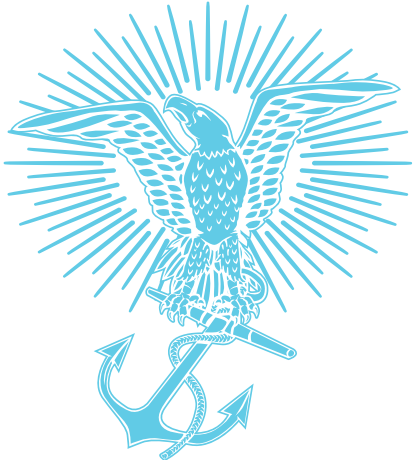
**IMPROPER USE: Off-brand logo colors**



**CORRECT**



**IMPROPER USE: Off-brand logo colors/typefaces**



**NAVY LEAGUE OF THE UNITED STATES**  
CITIZENS IN SUPPORT OF SEA SERVICES

**NAVY LEAGUE OF THE UNITED STATES**  
Citizens in Support of sea Services

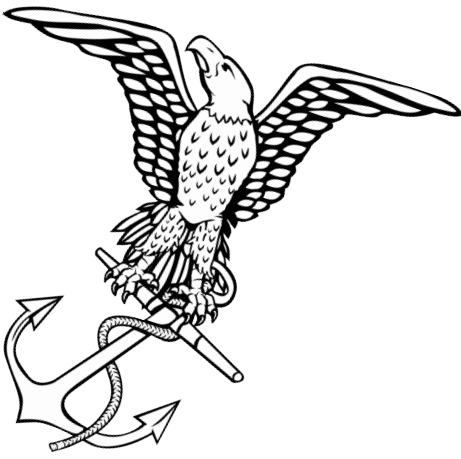
**IMPROPER USE: Rotated Logos**



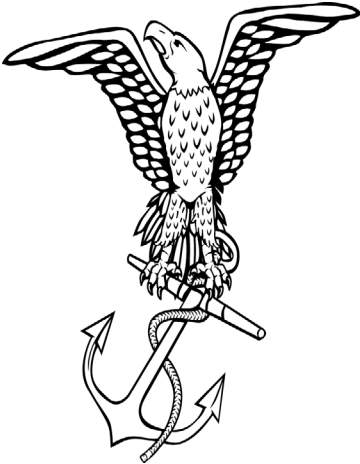
**IMPROPER USE: Stretched/Compressed Logos**



**IMPROPER USE: Rotated Logos**



**IMPROPER USE: Stretched/Compressed Logos**



# SAMPLES

a. Council letterhead

b. Return labels

c. Business card designs


*Available for order from the Navy League VistaPrint ProShop.*

d. Newsletter header, 4 backgrounds provided

e. Facebook page

a.



 **Council Name**  
Navy League of the United States

16 August 1999  
Mr. Name Surname  
89A, West Side,  
Limelight Street,  
Manchester, UK

Dear Mr. Harris,

We are pleased to introduce you Help Society, our organization. We at Help Society write to you to encourage your participation in the program by donating to our organization. All our members have the benefits of a membership card, discount vouchers and monthly passes to a few selected theatres in the city. Your magnanimity will be properly rewarded for. You can drop down anytime to our office to talk to any of our representatives in this regard. Please find enclosed a copy of our ventures.

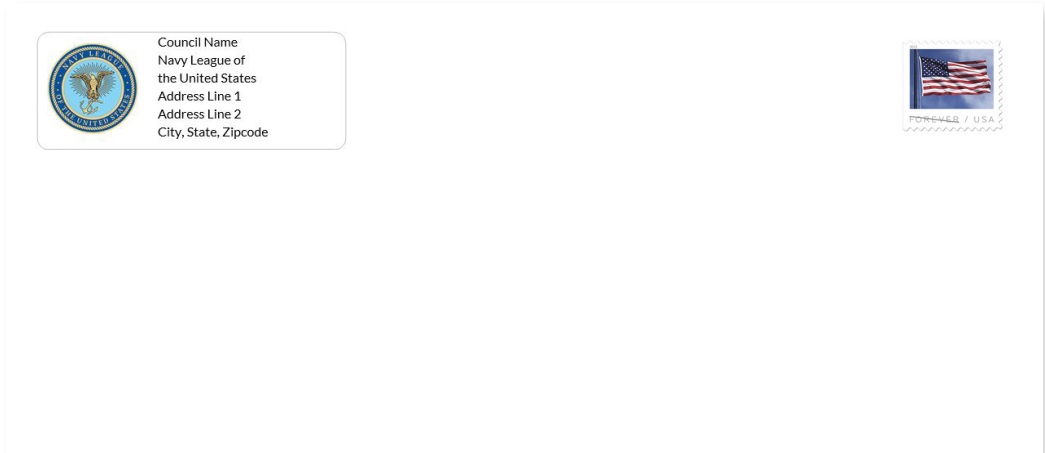
Thanking you in advance.

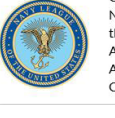
Warm Regards,


Name Surname

Address Line | City, State, Zipcode | Additional Contact Information

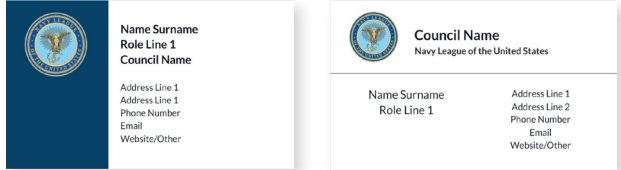
b.





 Council Name  
Navy League of the United States  
Address Line 1  
Address Line 2  
City, State, Zipcode



c.



 Name Surname  
Role Line 1  
Council Name  
Address Line 1  
Address Line 2  
Phone Number  
Email  
Website/Other

 Council Name  
Navy League of the United States  
Name Surname  
Role Line 1  
Address Line 1  
Address Line 2  
Phone Number  
Email  
Website/Other

d.



 **Newsletter Name**  
Council Name | Location

e.



 Navy League of the United States  
@NavyLeagueUS

Home  
Posts  
Navy League Action Center  
Reviews  
Videos  
Photos  
About

Like Follow Share ...  
Donate Send Message

Write a post...

Photo/Video Tag Friends Check in ...

5.0 out of 5 - Based on the opinion of 34 people  
Community See All  
Invite yc Chat



# STYLE GUIDE

In general, follow the AP Styleguide for all matters related to style, with Merriam-Webster as the official dictionary for all spelling and style not covered by the AP Styleguide.

The following are a few common AP Styleguide entries that may be useful to the Navy League and its members.

## Military Titles

Rank..... Usage before a name

### ARMY

#### Commissioned Officers

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 five (CW5) ..... Chief Warrant Officer 5  
 chief warrant officer four (CW4)..... Chief Warrant Officer 4  
 chief warrant officer three (CW3)..... Chief Warrant Officer 3  
 chief warrant officer two (CW2) ..... Chief Warrant Officer 2  
 warrant officer (W01)..... 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.

### 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

**PLURALS**

Add s to the principal element in the title: *Majs. John Jones and Robert Smith; Maj. Gens. John Jones and Robert Smith; Spcs. John Jones and Robert Smith.*

**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.

**UNDERSECRETARY:** written as one word

**UNITED STATES**

Use periods in the abbreviation, U.S. within texts. In headlines, it's US (no periods).

**U.S.**

The abbreviation is acceptable as a noun or adjective for United States.

**COMMA (,)**

IN A SERIES: Use commas to separate elements in a series, but do not put a comma before the conjunction in most simple series: *The flag is red, white and blue. He would nominate Tom, Dick, Harry or Jeannette. She goes to school, plays league soccer and takes private dance lessons.*

Include a final comma in a simple series if omitting it could make the meaning unclear.

**ADDITIONAL NAVY LEAGUE STYLES**

The Navy League has a few organization-specific style rules that differ from AP Style, detailed in the following:

**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.

**Department of Defense:** On second reference, use the acronym DoD.

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

**Reserve/reserves:** Capitalize Reserve when referring to specific military organizations.

**Sailor, Sailors:** Capitalize when referring to members of the U.S. Navy. Not capitalized when referring to members of foreign navies.



**WEBSITE**

[navyleague.org](http://navyleague.org)

**EMAIL**

[communications@navyleague.org](mailto:communications@navyleague.org)

**PHONE**

Phone: 703.528.1775

Toll free: 800.356.5760

**ADDRESS**

2300 Wilson Blvd. Ste. 200

Arlington, VA 22201