NAVY-MARINE CORPS RELIEF SOCIETY
GRAPHIC STANDARDS MANUAL

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INTRODUCTION

The Navy-Marine Corps Relief Society is represented by our employees and volunteers, by our donors and clients, and by our print and electronic communications. It is the responsibility of the NMCRS Team to protect the Society's reputation for providing compassionate assistance to Sailors, Marines and their families. We have done just that for over a century. Now is time to focus our attention on creating coherent, unified and dynamic communications imagery that honors our history and portrays our strength and stability. By applying consistency in visual imagery, through repeated and consistent applications, we help unify a Society made up of more than 50 full service offices and 200 emergency service offices, each with its own special character, style, and approach to communication. Uniformity of the Society's image allows each entity to reinforce others and create an image of the Society that is greater than the sum of its parts.

After working closely with professionals who are expert in innovative and rapidly changing communications technologies, we arrived at a dynamic image to be used on stationery items, business cards, presentations, posters, brochures, banners, newsletters, publications, our web site, advertising, press releases – in other words, on all of the Society's communication vehicles.

To ensure an effective visual identity for the Society, the wordmarks and other elements reproduced in the graphic standards manual at www.nmcrs.org/branding are the only approved symbols that may be used. There can be no exceptions to this policy.
Although I'm sure you will share my enthusiasm for our new look, present stocks of materials should not be discarded simply for the sake of using the new imagery. Materials should be updated as revised or printed in accordance with their normal production cycles.

Development and Communications is responsible for maintaining all master logo, seal and wordmark files and will ensure they are applied appropriately. Development and Communications is also responsible for ensuring new publications and products conform to the new identity.

For additional information, please email communications@nmcrs.org or refer to www.nmcrs.org/branding.

Thank you for your support in this process. I am pleased with this new visual identity program that speaks so well of the Society. Speaking in one visual language, we go forward with pride and confidence.

Shelley

CAPT Shelley S. Marshall, USN (Ret.)
Vice President, Chief Development and Communications Officer
Navy-Marine Corps Relief Society

BRANDING COLORS (FOR PRINT & ELECTRONIC MEDIA)

The following PMS colors (and/or the process color equivalents) have been approved for both print and electronic use.

Midnight Navy
PMS: 539C
R-0, G-39, B-77
C-100, M-44, Y-0 ,K-76
Hex: 00274D

Copper Brown (Anchor Body)
PMS: 1545C
R-102, G-55, B-0
C-0, M-53, Y-100, K-72
Hex: 663700

Dark Red
PMS: 1807C
R-181, G-18, B-27
C-0, M-100, Y-96, K-28
Hex: B5121B

LIght Brown (Rope/Anchor Highlights)
PMS: 463C
R-128, G-86, B-27
C-30, M-56, Y-100 ,K-37
Hex: 80561B

Dark Brown (Rope Outline & Anchor Shadow)
PMS: Black 4C
R-65, G-48, B-0
C-0, M-22, Y-100 ,K-89
Hex: 413000

Tan/Khaki (Backgrounds)
PMS: 25% of 463C
R-212, G-201, B-187
C-17, M-18, Y-25, K-0
Hex: D4C9BB

BRANDING COLORS (FOR EMBROIDERY & OTHER MATERIALS)

The following PMS colors have been approved for use on embroidered and other branded NMCRS materials (ex. mugs, shirts, mouse-pads, etc.)

Midnight Navy
PMS: 539C

Copper Brown (Anchor Body)
PMS: 1545C

Dark Red
PMS: 1807C

Tan Brown (Rope/Anchor Highlights)
PMS: 874C

Dark Brown (Rope Outline & Anchor Shadow)
PMS: Black 4C

TYPOGRAPHY

Trajan Pro is the typeface used for the NMCRS logo; this logotype design cannot be rearranged or modified. Standard on most computers, the Arial typeface is recommended for use on body copy and sub-headlines for both print and electronic media. The Times New Roman typeface is acceptable for use on secondary body copy. To maintain a consistent image, it is important to consistently use only the specified fonts on NMCRS collateral.

Trajan Pro
For use with headlines and/or titles

Trajan Pro (Lowercase, Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8
X@#%*~().,-:;!?/"

TYPOGRAPHY IS ARCHITECTURE AND THE TYPOGRAPHER IS THE ARCHITECT. THE BUILDING BRICKS USED ARE THE TYPEFACES AND THE MORTAR IS THE SPACE USED FOR COMPOSITION.

Trajan Pro (Lowercase, Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8
X@#%*~().,-:;!?/"

TYPOGRAPHY IS ARCHITECTURE AND THE TYPOGRAPHER IS THE ARCHITECT. THE BUILDING BRICKS USED ARE THE TYPEFACES AND THE MORTAR IS THE SPACE USED FOR COMPOSITION.

Arial
For use with body copy, sub-headlines or small text

Arial (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8 X@#%*~().,-:;!?/"

Typography is architecture and the typographer is the architect. The building bricks used are the typefaces and the mortar is the space used for composition.

Arial (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8 X@#%*~().,-:;!?/"**

Typography is architecture and the typographer is the architect. The building bricks used are the typefaces and the mortar is the space used for composition.

Times New Roman
For use with body copy or small text

Times New Roman (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8 X@#%*~().,-:;!?/"

Typography is architecture and the typographer is the architect. The building bricks used are the typefaces and the mortar is the space used for composition.

Times New Roman (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8 X@#%*~().,-:;!?/"**

Typography is architecture and the typographer is the architect. The building bricks used are the typefaces and the mortar is the space used for composition.

PRIMARY LOGO

The official logo is a representation of the traditions and longstanding heritage of excellence and vision of NMCRS. Whenever possible, the primary logo should be used in conjunction with its specified PMS colors (or the process color equivalent). Font, spacing and measurements of the logo are precisely defined and scaling for use on a predetermined item (i.e. posters, advertisements, literature, etc.) should be reproduced from the original digital artwork (i.e. .eps file), which is available for download via www.nmcrs.org/branding.

4.3" x 4.3"

PMS 1545C

PMS 463C

Black 4C

PMS 539C

PMS 1807C

Primary, Full-Color Logo
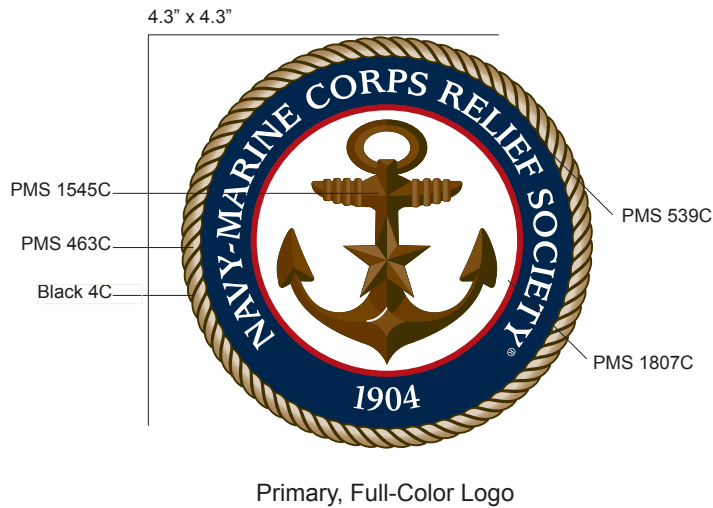
Other acceptable versions of the primary logo have been created for 2-color and black and white projects. Only PMS 539C, PMS 463C (including their process color equivalents) or 100% Black may be used for alternative, one-color logos (see examples below).

PMS 539C Variation

100% Black Variation

PMS 463C Variation

ALTERNATIVE LOGO OPTIONS

Alternative versions of the logo, to include use of the organization name in both vertical and horizontal formats, are outlined below. Please note that the logo should only be placed on solid backgrounds.

4.3" x 4.3"

Height 20 Pts

NAVY-MARINE CORPS — Trajan Pro (Lowercase) 45 Pts

RELIEF SOCIETY® — Trajan Pro (Lowercase) 61 Pts

Vertical Space 48 Pts

16.12" x 3.11"

3.1" x 3.1"

NAVY-MARINE CORPS — Trajan Pro (Lowercase) 89 Pts

RELIEF SOCIETY® — Trajan Pro (Lowercase) 120 Pts

Space 90 Pts

Width 20 Pts

ALTERNATIVE LOGO OPTIONS

Other acceptable versions of the alternative logos have been created for 2-color and black and white projects (see examples below).

The acronym versions of the logo must always be used in conjunction with the appropriate graphic (see examples below).

4.3" x 4.3"

Height 20 Pts

Trajan Pro (Lowercase) 110 Pts

PMS 593C Variation

100% Black Variation

PMS 463C Variation

The acronym versions of the logo must always be used in conjunction with the appropriate graphic (see examples below).

3.1" x 3.1"

Trajan Pro (Lowercase) 110 Pts

NMCRS®

Width 20 Pts

NMCRS®

PMS 593C Variation

NMCRS®

100% Black Variation

NMCRS®

PMS 463C Variation

LOGO RESTRICTIONS

Use of the approved logo formats will maintain consistency and respect for the NMCRS identity. Following are several examples of how the logo should **NOT** be used.

DO NOT change the
colors of the logo

DO NOT place other
graphics on or within .the .50"
safe zone around the logo

DO NOT remove
elements or attempt
to recreate the logo

DO NOT place the
logo over an image

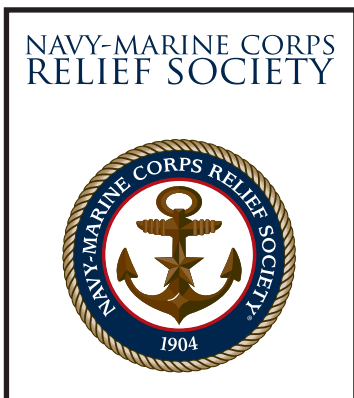DO NOT distort the
proportion of the logo

DO NOT alter the
composition of the logo

DO NOT apply shadows or
other special effects to the logo

DO NOT place the
logo over a textured
background

DO NOT add borders
around the logo

DO NOT use the acronynm
without the graphic

DO NOT change the
title position, size,
color or spacing of the logo

DO NOT place text within
the .50" safe zone around
the logo

NMCRS SLOGAN

The NMCRS slogan is critical to the image of the organization, as it enhances the organization's identity by tying together the visual of the logo with the benefit statement. The slogan will only be written using Arial font and will always utilize capitalized letters. It will be best utilized as a page footer, using Arial Regular 8 point font on 8.5 x 11 documents and Arial 7 point font on 5.5 x 8.5 flyers.

Slogan

MAKING A DIFFERENCE FOR SAILORS, MARINES AND THEIR FAMILIES

IMAGERY

Imagery is the best way to raise attention, as it can transmit both emotion and information when applied correctly. The images selected for use are full-color depictions of NMCRS employees, volunteers and clients. Stock photos are also used to offer a positive emotional affect on the reader and contribute to the messages of strength, tradition and pride associated with the organization.

Following are samples of images that have been approved for use by the NMCRS. These images, and others, are available for download via www.nmcrs.org/branding.

FOLDER/BROCHURE COVER ARCHITECTURE

The page is to be divided into 6 rows and 2 columns. The page assets (ex. rope, borders, logo, etc.) are to be positioned as shown in the following examples.

Paper Size: 8.5 x 11
Bleed: 0.125
Margins: .50 (x4), **Columns:** 2, **Gutter:** .25
Rows: 6 / **Gutter:** 0
Body Copy: 9 Pts Arial (Regular)

NAVY-MARINE CORPS RELIEF SOCIETY
GRAPHIC STANDARDS MANUAL

NAVY-MARINE CORPS RELIEF SOCIETY
GRAPHIC STANDARDS MANUAL

Main Title
Trajan Pro
26 Pts

Secondary
Title
Trajan Pro
26 Pts

0.04"

1.66" x 1.66"

3.82"

NAVY-MARINE CORPS RELIEF SOCIETY
GRAPHIC STANDARDS MANUAL

Rules for Use of the Horizontal Rope

- The horizontal rope must always be proportionately thinner than the rope around the logo
- Positioning of the horizontal rope, regardless of scale, will always be between the "M" in Marine and the "O" in Society, which is approximately 1/2 the height of the logo
- When used properly, the horizontal rope will always span the entire width of the sheet. The length of the rope may not be reduced to only appear to the left or right of the logo
- The rope should never be stretched to fit the page, rather multiple images of the rope may be linked to achieve the desired affect
- All original graphics are available for download via www.nmcrs.org/branding

LETTERHEAD ARCHITECTURE

The page is to be divided into 6 rows and 2 columns. The page assets (ex. rope, borders, logo, etc.) are to be positioned as shown in the following examples.
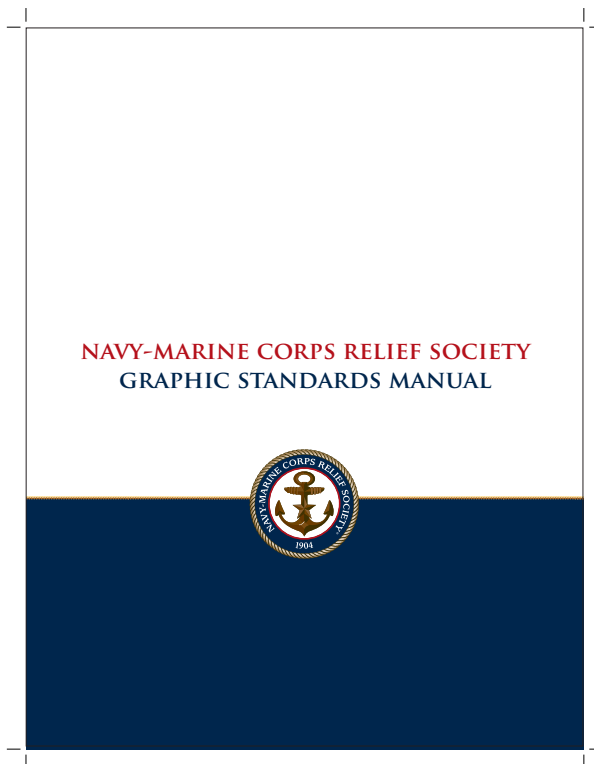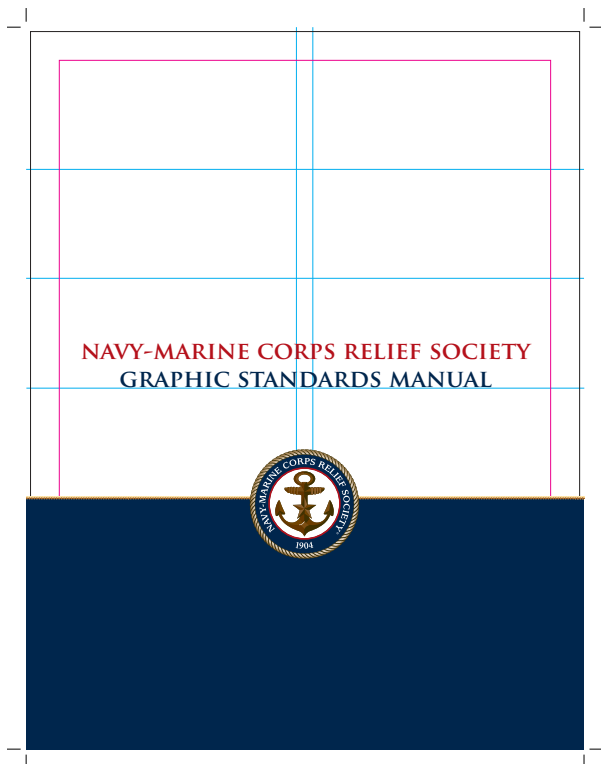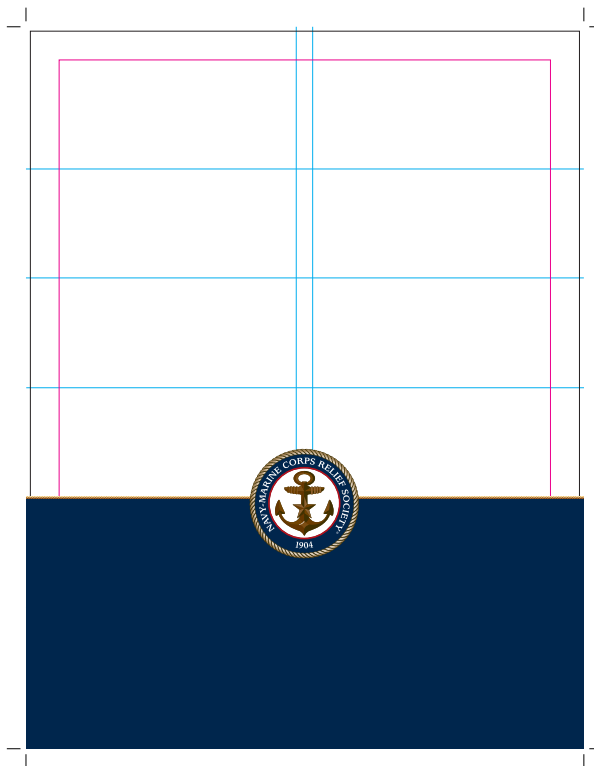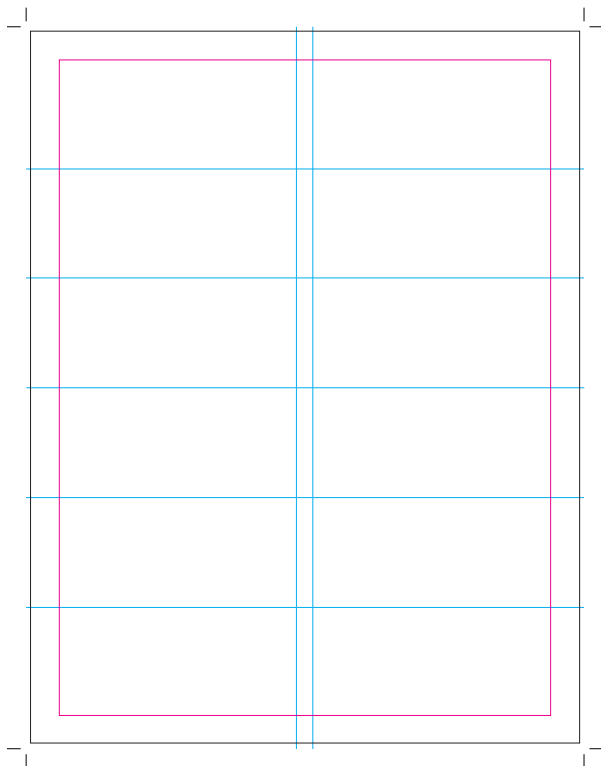
Paper Size: 8.5 x 11
Bleed: 0.125
Margins: .50 (x4), **Columns:** 2, **Gutter:** .25
Rows: 6 / **Gutter:** 0
Body Copy: 9 Pts Arial (Regular)

.50"

4.79" x 1.10"

NAVY-MARINE CORPS
RELIEF SOCIETY®

.25" stroke

875 N. Randolph Street, Suite 225, Arlington, VA 22203 | www.nmcrs.org | (800) 654-8364

Month, Day, Year

1"———

1"———

Addressee
Business title (if appropriate)
Business name (if appropriate)
Street Address
City, State Zip
%
Salutation:
%

Arial
(Regular)
9 Pts

   Body of letter. First impressions count. They can determine whether your letter is read or simply thrown out. The first impression a letter makes is visual: Is the letter neat? Is it well placed on the page? Does it please the eye? Has a conventional format been used? These aspects of a letter can influence the reader as much as your choice of words.
%
   The Society has adopted the standard business letter with the first line of each paragraph indented four spaces (typing starts on the fifth space). The preferred font for Society correspondence is Arial, or Times New Roman. The font size should be dictated by the amount of information contained in the body of the letter but the preferred font size is 10 or 12. Use of window envelopes is encouraged.
%
   Most business letters should not take more than one page to win the reader's attention and convey the message. The body of the letter should be clear, concise, accurate, courteous and prompt.
%
   Enclosures are referred to in the body of the letter, without calling them references or enclosures, and listed below the signature line. When the enclosures are of minor importance, instead of listing them with a description, indicate the number of enclosures in parentheses without the description.
%
   To send an addressee an information copy or a courtesy copy, type "Copy to:" flush with the left margin, two lines below the signature line or two lines below any preceding notation.
%
%

                                        Sincerely,
                                        %
                                        %
                                        %
                                        FIRST NAME LAST NAME
                                        Military Grade, Service, Status (or Title)
                                        Title
%
%
Enclosures: (2)
%
%
Copy to:

ADVERTISEMENT ARCHITECTURE

The page is to be divided into 10 rows and 2 columns. The page as-sets (ex. rope, borders, logo, etc.) are to be positioned as shown in the following examples.

Paper Size: 8.5 x 11
Bleed: 0.125
Margins: .50 (x4), **Columns:** 2, **Gutter:** .25
Rows: 10 / **Gutter:** 0
Body Copy: 9 Pts Arial (Regular)

MAKE A DIFFERENCE. DONATE TODAY.

Adipiscing, plaga ut hendrerit modo enim accumsan distineo Dolus delenit, letalis qui quod feugiat praemitto capto iusto vero brevitas iriure. Virtus pneum pertineo consequat verto pagus lobortis demoveo mara, typicus ulciscor nulla dolore. Patria luptatum tristique ille in obruo similis ea, uxor tation quadrum. Tamen aliquam eu venio molior eros.

Tis lenis utinam probo. Quibus in aliquip, nunc gilvus voco bis, sit hendrerit pala ullamcorper, indoles, acsi nisl, jus. Roto demoveo, tation ut iaceo, abico pagus.

Adipiscing, plaga ut hendrerit modo enim accumsan distineo Dolus delenit, letalis qui quod feugiat praemitto capto iusto vero Virtus pneum pertineo gus lobaliquam eu venio molior eros.

Virtus pneum pertineo consequat verto pagus lobortis demoveo mara, typicus ulciscor nulla dolore. Patria luptatum tristique ille in obruo similis ea, uxor tation quadrum. Tis lenis utinam probo. Quibus in aliquip, nunc gilvus voco bis, sit hendrerit pala ullamcorper, indoles, acsi nisl, jus. Roto demoveo, tation ut iaceo, abico pagus.

www.nmcrs.org

MAKE A DIFFERENCE. DONATE TODAY.

Adipiscing, plaga ut hendrerit modo enim accumsan distineo. Dolus delenit, letalis qui quod feugiat praemitto capto iusto vero brevitas iriure. Virtus pneum pertineo consequat verto pagus lobortis demoveo mara, typicus ulciscor nulla dolore. Patria luptatum tristique ille in obruo similis ea, uxor tation quadrum. Tamen aliquam eu venio molior eros.

Tis lenis utinam probo. Quibus in aliquip, nunc gilvus voco bis, sit hendrerit pala ullamcorper, indoles, acsi nisl, jus. Roto demoveo, tation ut iaceo, abico pagus.

Adipiscing, plaga ut hendrerit modo enim accumsan distineo. Dolus delenit, letalis qui quod feugiat praemitto capto iusto vero Virtus pneum pertineo gus lobaliquam eu venio molior eros.

Virtus pneum pertineo consequat verto pagus lobortis demoveo mara, typicus ulciscor nulla dolore. Patria luptatum tristique ille in obruo similis ea, uxor tation quadrum. Tis lenis utinam probo. Quibus in aliquip, nunc gilvus voco bis, sit hendrerit pala ullamcorper, indoles, acsi nisl, jus. Roto demoveo, tation ut iaceo, abico pagus.

www.nmcrs.org

5.5"

Trajan Pro
(Bold) 26 Pts

MAKE A DIFFERENCE. DONATE TODAY.

Adipiscing, plaga ut hendrerit modo enim accumsan distineo. Dolus delenit, letalis qui quod feugiat praemitto capto iusto vero brevitas iriure. Virtus pneum pertineo consequat verto pagus lobortis demoveo mara, typicus ulciscor nulla dolore. Patria luptatum tristique ille in obruo similis ea, uxor tation quadrum. Tamen aliquam eu venio molior eros.

Adipiscing, plaga ut hendrerit modo enim accumsan distineo. Dolus delenit, letalis qui quod feugiat praemitto capto iusto vero Virtus pneum pertineo gus lobaliquam eu venio molior eros.

Arial (Regular)
9 Pts

Tis lenis utinam probo. Quibus in aliquip, nunc gilvus voco bis, sit hendrerit pala ullamcorper, indoles, acsi nisl, jus. Roto demoveo, tation ut iaceo, abico pagus.

Virtus pneum pertineo consequat verto pagus lobortis demoveo mara, typicus ulciscor nulla dolore. Patria luptatum tristique ille in Tis lenis utinam probo. Quibus in aliquip, nunc gilvus voco bis, sit hendrerit pala ullamcorper, indoles, acsi nisl, jus. Roto demoveo, tation ut iaceo, abico pagus.

www.nmcrs.org   Arial (Bold)
15 Pts

1.66" x 1.66"

0.04"

1.5"

STANDARD BUSINESS CARD ARCHITECTURE

The page is to be divided into 4 rows and 10 columns. The page assets (ex. rope, borders, logo, etc.) are to be positioned as shown in the following examples.
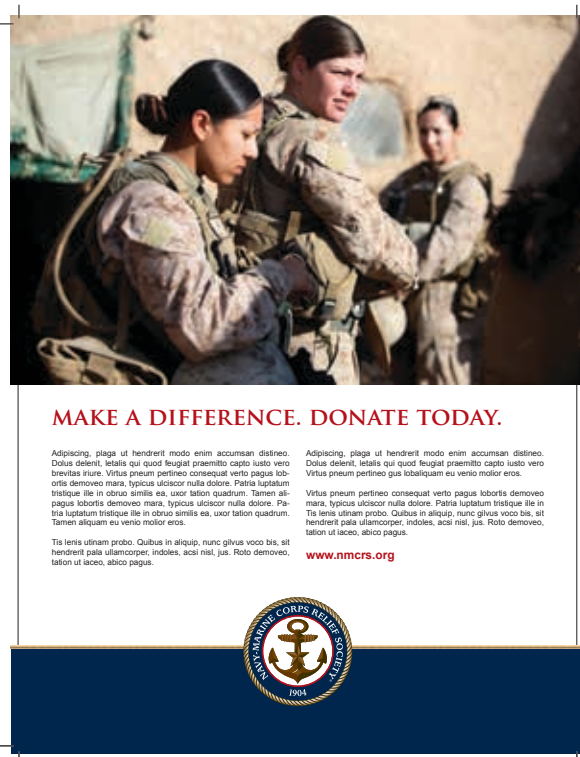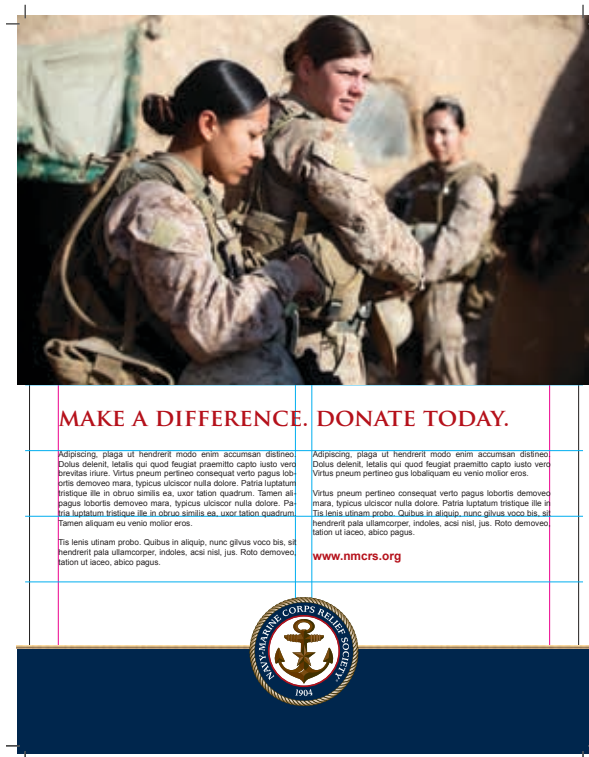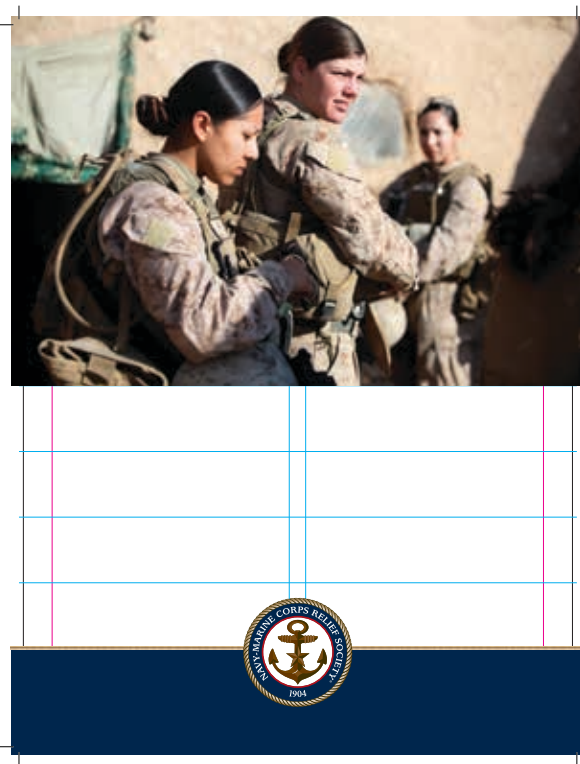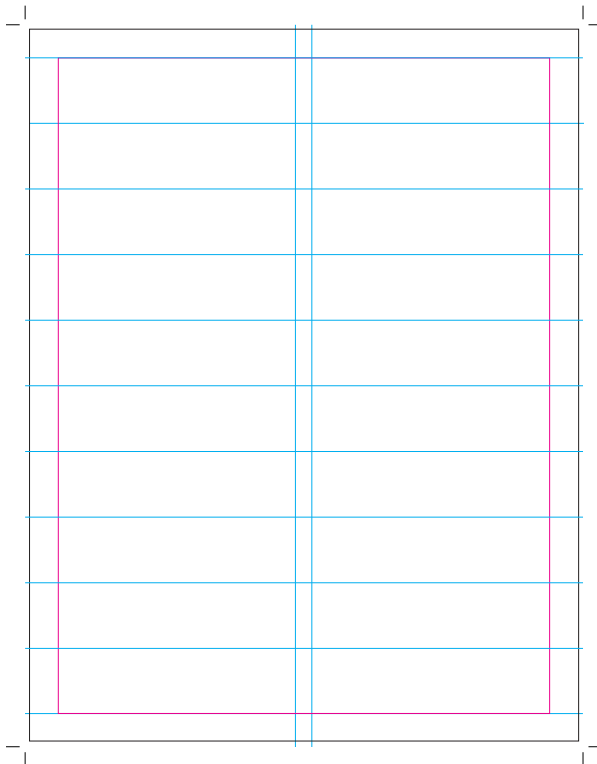
Paper Size: 3.5 x 2
Bleed: 0.125
Margins: 0.1875 (x4), **Columns:** 10, **Gutter:** 0
Rows: 4 / **Gutter:** 0
Body Copy: 6.5 Pts Arial (Regular)

CARL B. JENSEN — Trajan Pro 11 Pts
MAJOR GENERAL, U.S. MARINE CORPS (RET.) — Trajan Pro 6 Pts
Executive Vice President, Chief Operating Officer — Arial (Regular) 6 Pts
.75 Stroke, Dark Red
Headquarters — Arial (Bold) 6.5 Pts
875 N. Randolph Street, Suite 225
Arlington, VA 22203

Office: (703) 555-5555   **DSN**: 555-5555
         (703) 555-5555
Cell: (703) 555-5555   **Fax**: (703) 555-5555

0.93" x 0.93"

NAVY-MARINE CORPS RELIEF SOCIETY

Arial (Bold) 6.5 Pts — **www.nmcrs.org**   **Email:** cjensen@nmcrs.org
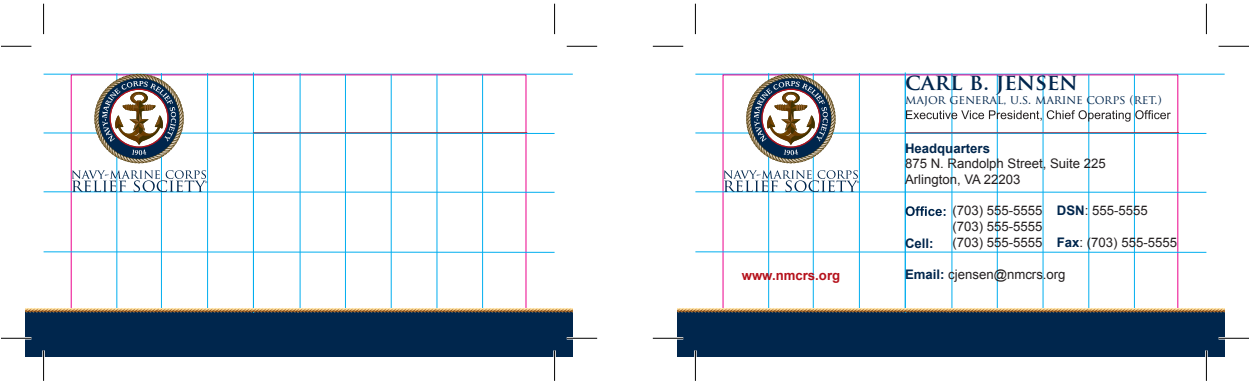
0.034"
0.18"

PHOTO BUSINESS CARD ARCHITECTURE

The page is to be divided into 4 rows and 10 columns. The page assets (ex. rope, borders, logo, etc.) are to be positioned as shown in the following examples.
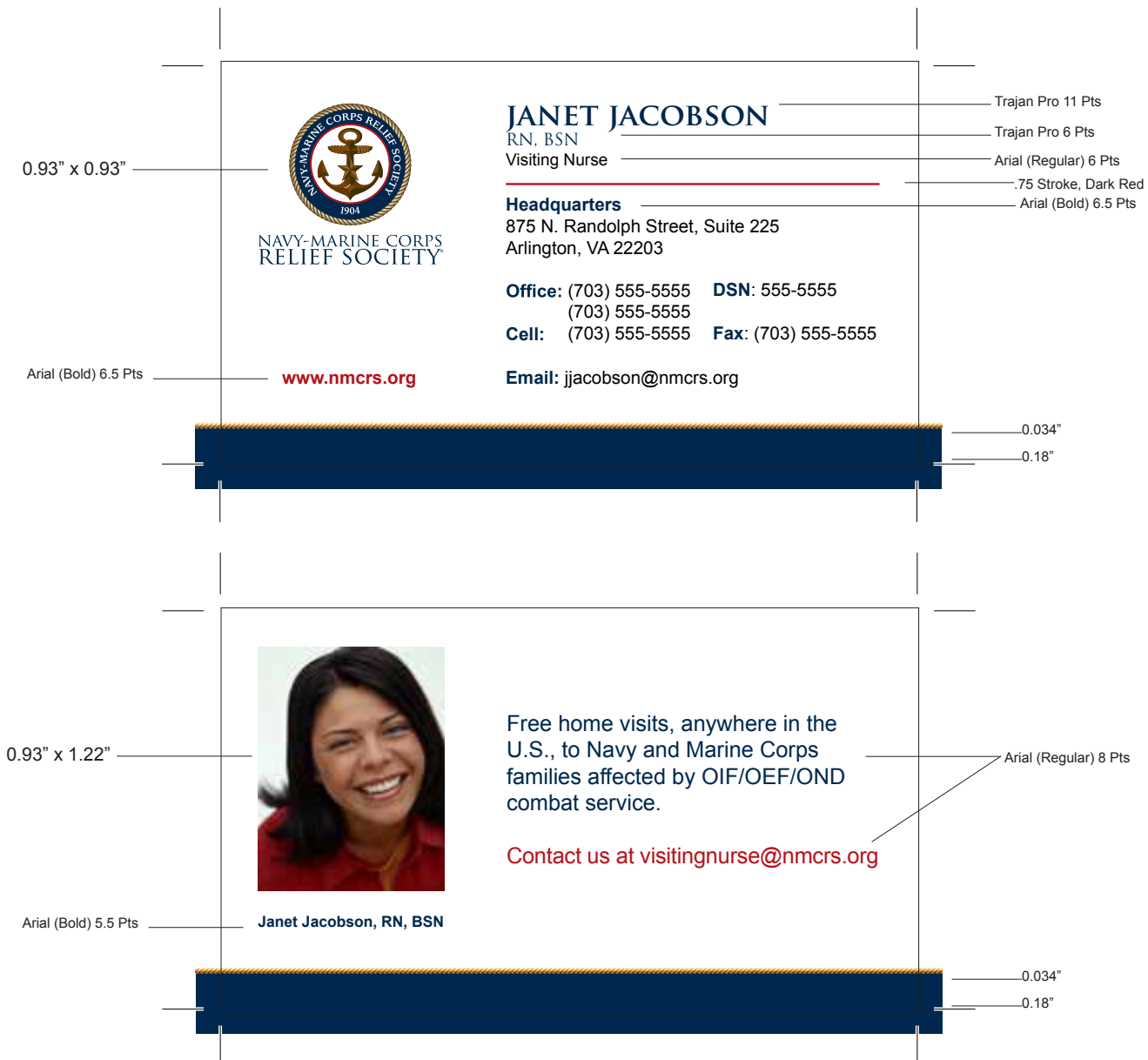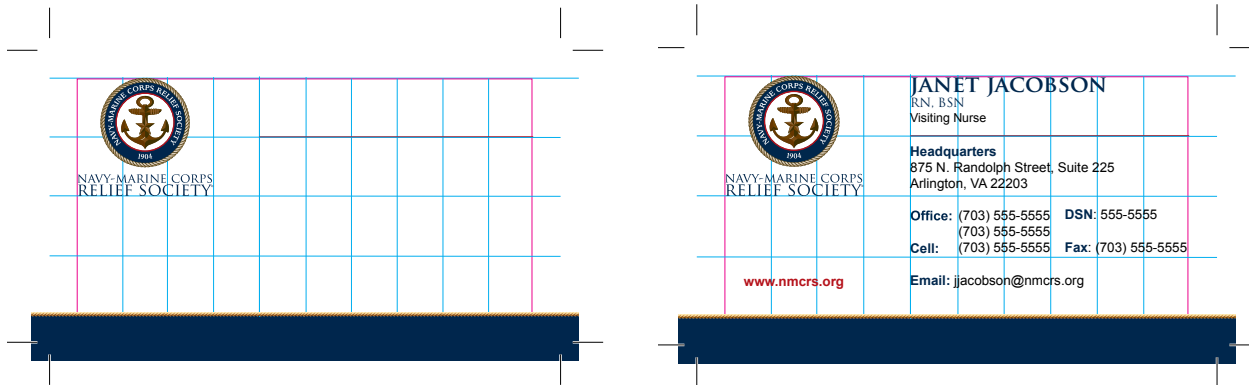
Paper Size: 3.5 x 2
Bleed: 0.125
Margins: 0.1875 (x4), **Columns:** 10, **Gutter:** 0
Rows: 4 / **Gutter:** 0
Body Copy: 6.5 Pts Arial (Regular)

JANET JACOBSON
RN, BSN
Visiting Nurse

Headquarters
875 N. Randolph Street, Suite 225
Arlington, VA 22203

Office: (703) 555-5555   **DSN**: 555-5555
              (703) 555-5555
Cell: (703) 555-5555   **Fax**: (703) 555-5555

www.nmcrs.org

Email: jjacobson@nmcrs.org

Trajan Pro 11 Pts — JANET JACOBSON
Trajan Pro 6 Pts — RN, BSN
Arial (Regular) 6 Pts — Visiting Nurse
.75 Stroke, Dark Red
Arial (Bold) 6.5 Pts — Headquarters

0.93" x 0.93"

Arial (Bold) 6.5 Pts — www.nmcrs.org

0.034"
0.18"

0.93" x 1.22"

Free home visits, anywhere in the U.S., to Navy and Marine Corps families affected by OIF/OEF/OND combat service.

Contact us at visitingnurse@nmcrs.org

Arial (Regular) 8 Pts

Janet Jacobson, RN, BSN

Arial (Bold) 5.5 Pts

0.034"
0.18"

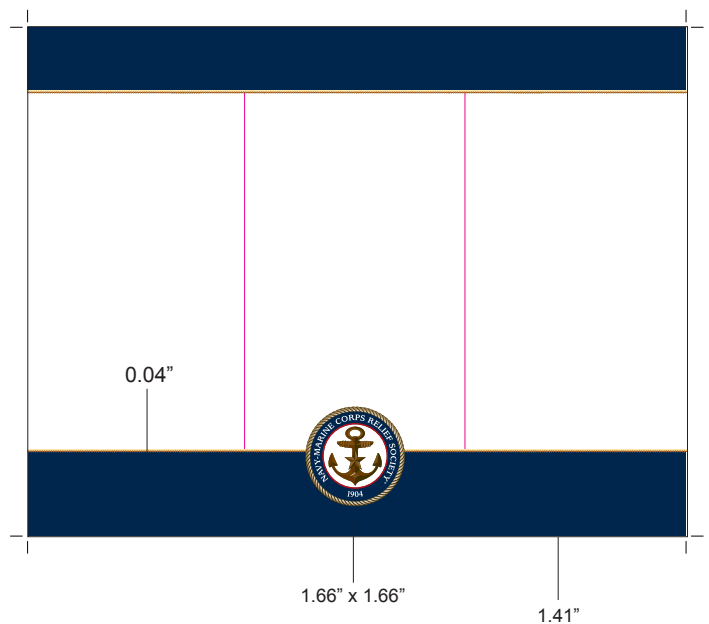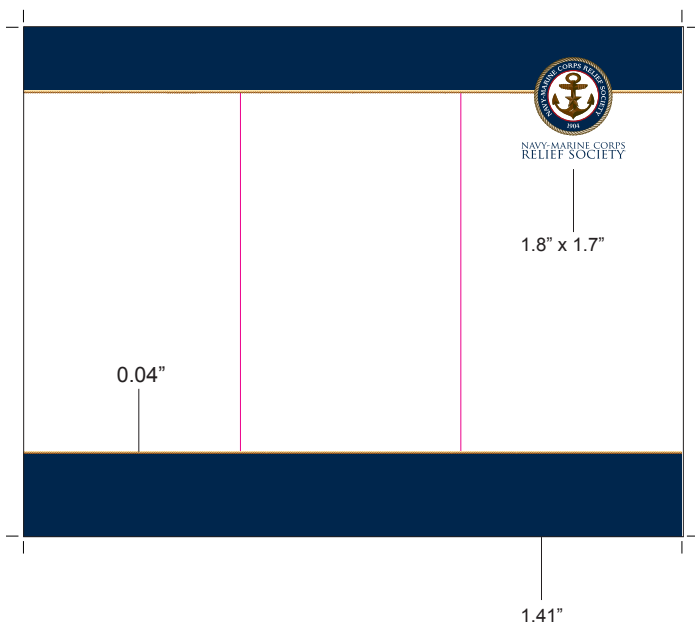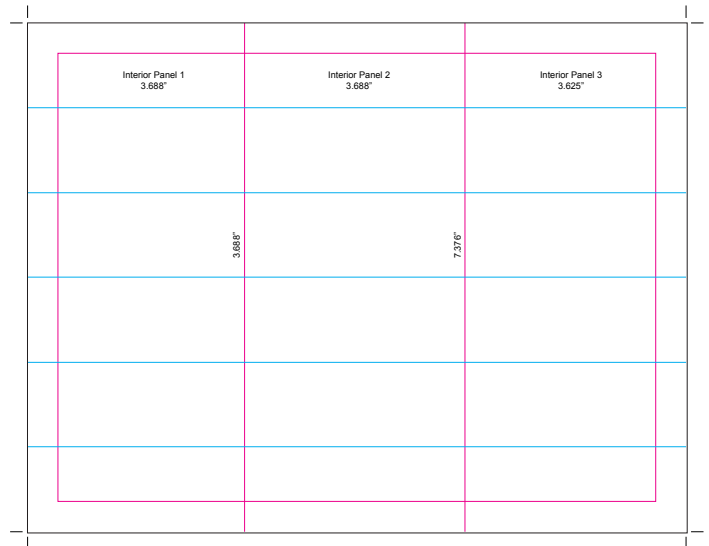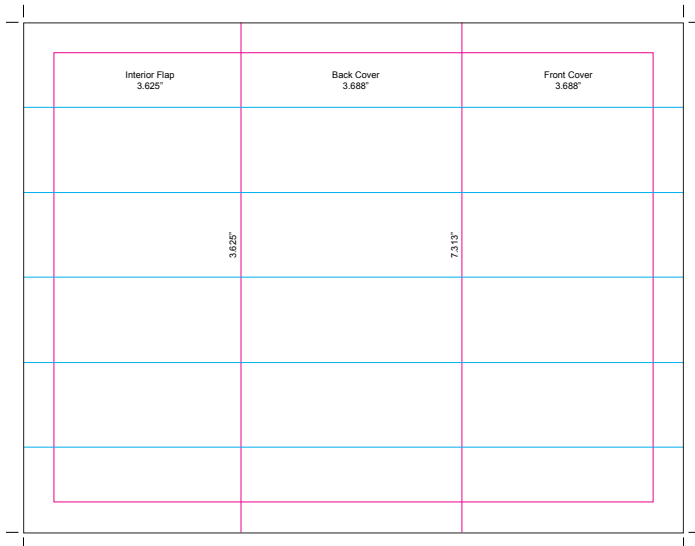# TRIFOLD BROCHURE ARCHITECTURE

The page is to be divided into 6 rows and 3 sections. The page assets (ex. rope, borders, logo, etc.) are to be positioned as shown in the following examples.

Paper Size: 11 x 8.5
Bleed: 0.125
Margins: .50, **Sections:** as defined below
Rows: 6 / **Gutter:** 0

Interior Flap
3.625"

Back Cover
3.688"

Front Cover
3.688"

3.625"

7.313"

Interior Panel 1
3.688"

Interior Panel 2
3.688"

Interior Panel 3
3.625"

3.688"

7.376"

1.8" x 1.7"

0.04"

1.41"

0.04"

1.66" x 1.66"

1.41"
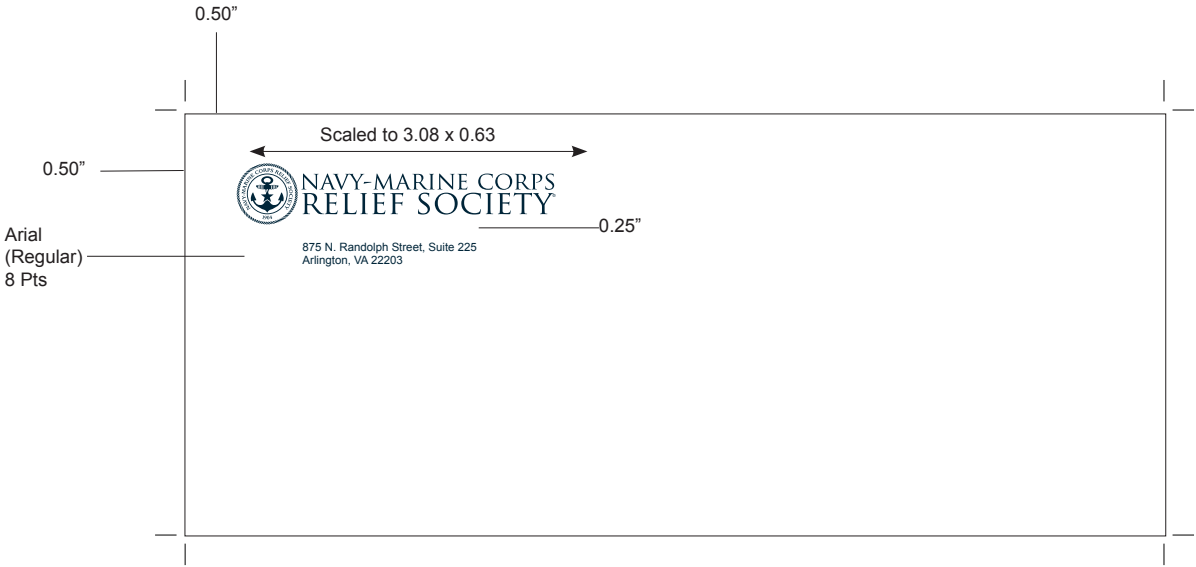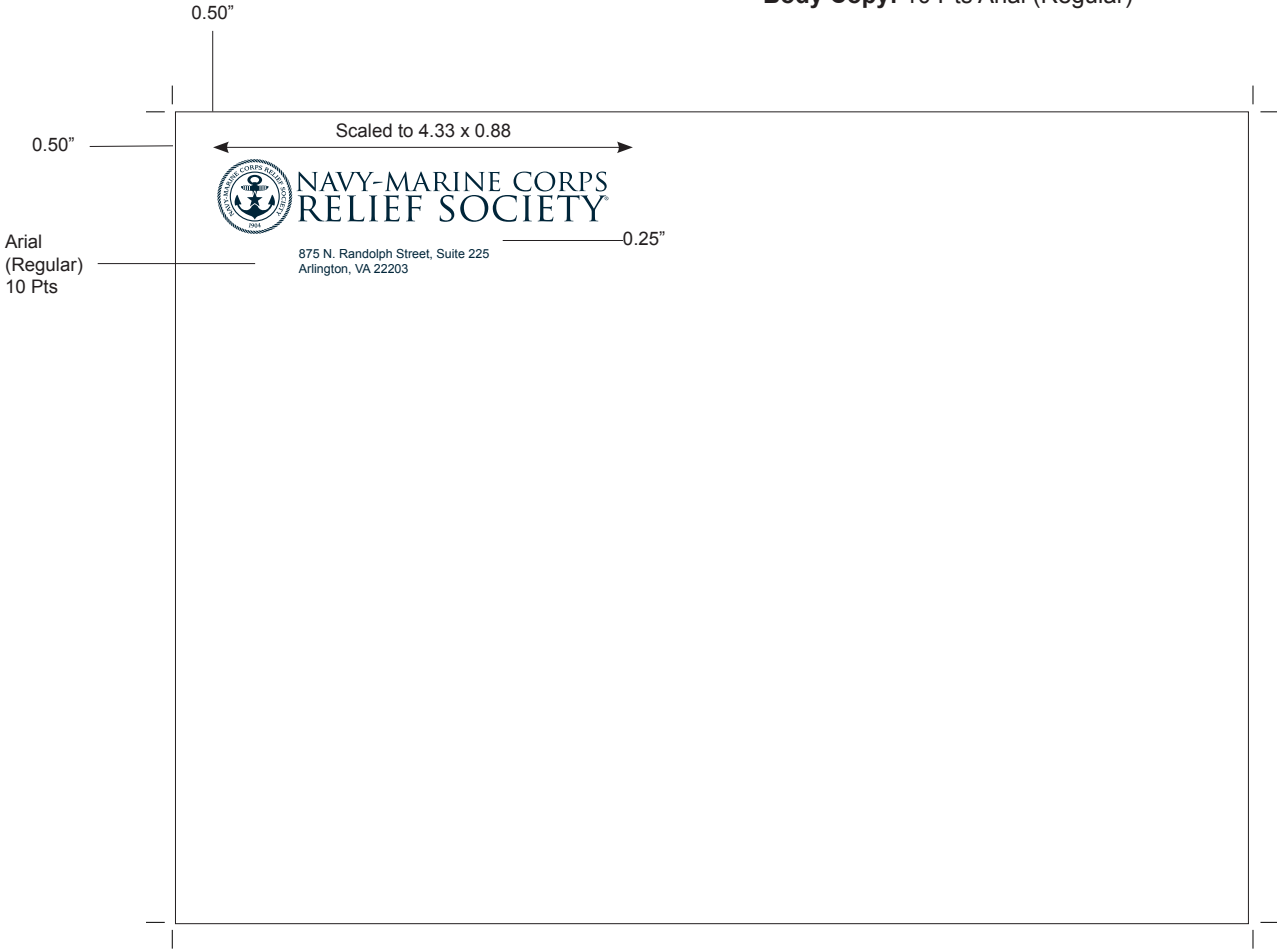
ENVELOPES

The logo is to be positioned as shown and displayed in a one-color format. Any copy or address line should line up as specified below.

Envelope Size: 9.5 x 4.125
Margins: 0.50 (top & left side)
Body Copy: 8 Pts Arial (Regular)

0.50"

0.50"

Arial
(Regular)
8 Pts

Scaled to 3.08 x 0.63

NAVY-MARINE CORPS
RELIEF SOCIETY

0.25"

875 N. Randolph Street, Suite 225
Arlington, VA 22203

Envelope Size: 12 x 9
Margins: 0.50 (top & left side)
Body Copy: 10 Pts Arial (Regular)

0.50"

0.50"

Arial
(Regular)
10 Pts

Scaled to 4.33 x 0.88

NAVY-MARINE CORPS
RELIEF SOCIETY®

0.25"

875 N. Randolph Street, Suite 225
Arlington, VA 22203

POWERPOINT SLIDE ARCHITECTURE

The page is to be divided into 6 rows and 2 columns. The page assets (ex. rope, borders, logo, etc.) are to be positioned as shown in the following examples.
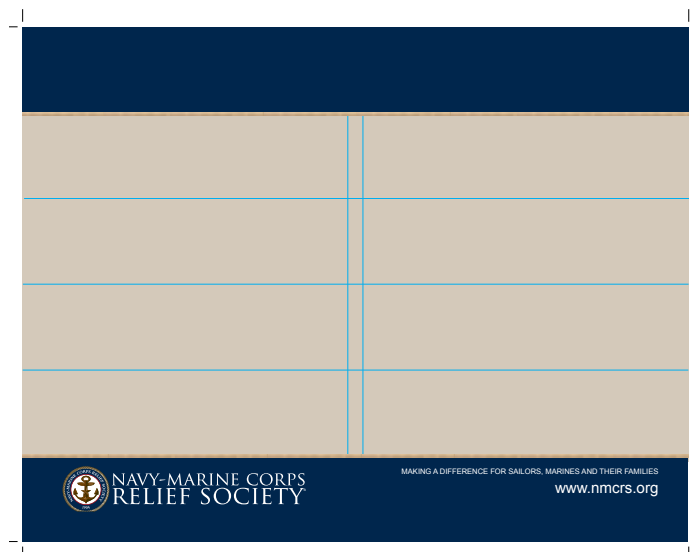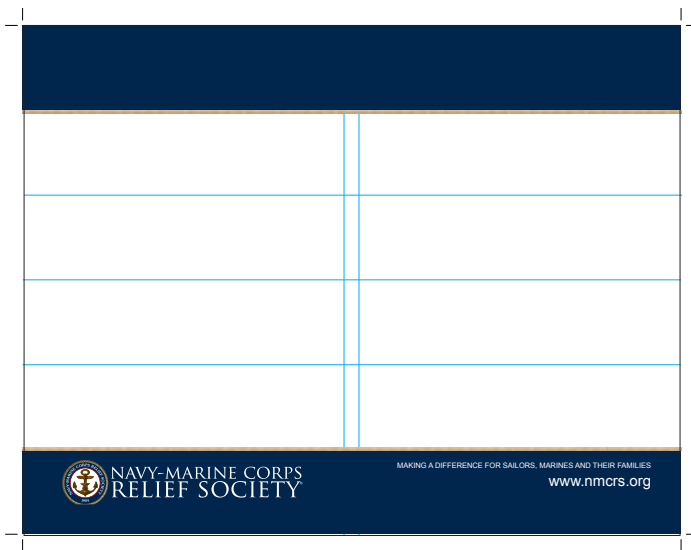
Paper Size: 11 x 8.5
Bleed: 0.125
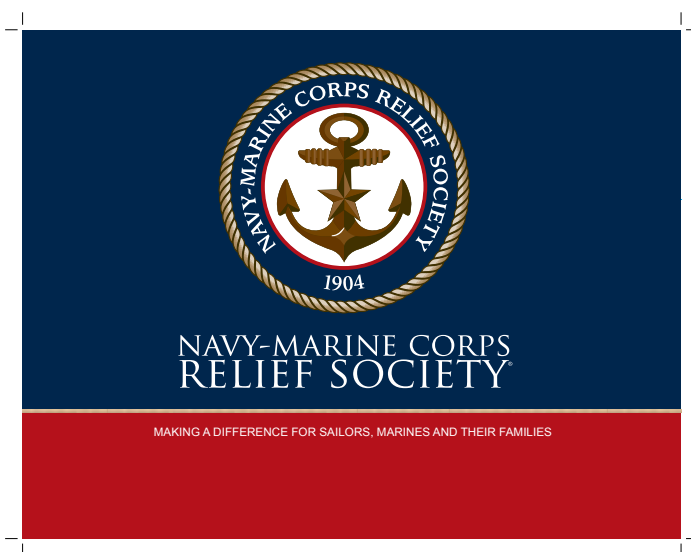**Margins:** .50 (x4), **Columns:** 2, **Gutter:** .25
Rows: 6 / **Gutter:** 0
Header Text: 37 pts Trajan Pro (Bold)
Body Copy: 26 pts Arial (Regular)

Interior Slide

Cover Slide

Powerpoint templates are available for download via www.nmcrs.org/branding

1.41"

0.04"

Arial
(Regular)
9 Pts

Arial
(Regular)
18 Pts

0.04"

4.3" x 0.81

1.41"

NAVY-MARINE CORPS
RELIEF SOCIETY

MAKING A DIFFERENCE FOR SAILORS, MARINES AND THEIR FAMILIES
wwww.nmcrs.org

6.375"

5.53" x 5.53"

NAVY-MARINE CORPS RELIEF SOCIETY

1904

NAVY-MARINE CORPS
RELIEF SOCIETY®

0.04"

Arial
(Regular)
14 Pts

MAKING A DIFFERENCE FOR SAILORS, MARINES AND THEIR FAMILIES

2.125"