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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.

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

- **Dark Red**
  - PMS: 1807C

- **Copper Brown (Anchor Body)**
  - PMS: 1545C

- **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

<table>
<thead>
<tr>
<th>Trajan Pro (Lowercase, Regular)</th>
<th>Trajan Pro (Lowercase, Bold)</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Arial (Regular)</th>
<th>Arial (Bold)</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Times New Roman (Regular)</th>
<th>Times New Roman (Bold)</th>
</tr>
</thead>
</table>

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](http://www.nmcrs.org/branding).

[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).

[Variations of Primary Logo]
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.
ALTENATIVE 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).
The acronym versions of the logo must always be used in conjunction with the appropriate graphic (see examples below).

- **PMS 593C Variation**
- **100% Black Variation**
- **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.

1. **Do not change the colors of the logo.**
2. **Do not place other graphics on or within the .50” safe zone around the logo.**
3. **Do not remove elements or attempt to recreate the logo.**
4. **Do not place the logo over an image.**
5. **Do not distort the proportion of the logo.**
6. **Do not alter the composition of the logo.**
7. **Do not apply shadows or other special effects to the logo.**
8. **Do not place the logo over a textured background.**
9. **Do not add borders around the logo.**
10. **Do not use the acronym without the graphic.**
11. **Do not change the title position, size, color or spacing of the logo.**
12. **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.
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)
**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](http://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)
Addressee
Business title (if appropriate)
Business name (if appropriate)
Street Address
City, State Zip

Salutation:

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 assets (ex. rope, borders, logo, etc.) are to be positioned as shown in the following examples.

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

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

Virtus pneurn pertineo consequat verfo pagus lobortis demoveo mara, typicus ulciscor nulla dolore. Patria luptatum tristique ille in Tis lenis utinam probo. Quibus in aliquip, nunc glivus voco bis, sit hendremit pala ullamcorper, indoles, acsi nisl, jus. Roto demoveo, tation ut laceo, abico pagus. www.nmcrs.org

Arial (Bold) 15 Pts
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.

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Navy-Marine Corps Relief Society

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CARL B. JENSEN
MAJOR GENERAL, U.S. MARINE CORPS (RET.)
Executive Vice President, Chief Operating Officer

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

Office: (703) 555-5555
DSN: 555-5555
Cell: (703) 555-5555
Fax: (703) 555-5555
Email: cjensen@nmcrs.org

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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)
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)

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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

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Janet Jacobson, RN, BSN

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0.93" x 0.93"

Arial (Bold) 6.5 Pts

---

0.93" x 1.22"

Arial (Bold) 5.5 Pts

---

0.034" x 0.18"

Arial (Regular) 8 Pts

---

0.034" x 1.22"

Arial (Regular) 8 Pts

---

Janet Jacobson, RN, BSN

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www.nmcrs.org

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

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www.nmcrs.org
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
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)

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

Powerpoint templates are available for download via www.nmcrs.org/branding
MAKING A DIFFERENCE FOR SAILORS, MARINES AND THEIR FAMILIES

www.nmcrs.org