

# NAVY BRAND GUIDE

Use your creativity to create and submit original designs for product placement approval. All images submitted to the U.S. Navy must comply with the following rules, which may be updated from time to time.

Use Guidelines:

- Do not incorporate other third-party trademarks into designs that contain U.S. Navy trademarks, e.g. U.S. Navy and Disney's Mickey Mouse.
- No advertising of any businesses, products, or services of a third party.
- No profanity, vulgar language, graphically violent images, or hate language.
- No skull imagery.
- No blood imagery.
- No sexual innuendo, explicit sexual language, images, or graphics.
- No reference to drugs, medication, alcohol, or addiction.
- No derogatory reference to race, gender, sexual orientation, religion, mental handicap, obesity or physical impairment.
- No consumables.
- No political party or religious associations.

Design Guidelines:

The Department of the Navy Seal and the Navy Seal trident are reserved for official use only.



These are the most recognized logos of the US Navy. Please follow the placement and spacing guidelines. **Do not modify, change or alter the logos.**



The Word Marks:

1. "United States Navy"
2. "U.S. Navy"
3. "NAVY"
4. "USN"
5. "HONOR, COURAGE, COMMITMENT"
6. "AMERICA\*S NAVY"
7. "Seabees"
8. "Not Self But Country"
9. "Non Sibi Sed Patriae"

- Stretching, distorting the signatures, logotype or Emblem, changing the Emblem's texture, or using unapproved colors, shadows, or special effects is prohibited.
- A 15% stand-off space around the Navy Emblem is required. The stand-off space takes the shape of a square, not the outline of the Symbol.



- Stretching/distorting the Emblem or Mark, changing the texture, or using unapproved colors, shadows or special effects is prohibited.
- Enlisted, Chief Petty Officer and Officer ranks may be used in the design concept, as long as the design does not resemble a uniform item.





Item Description		PMS	RGB
Outline of Rope Border - Dark Gold		4505	151 / 138 / 63
Rope Border - Gold			
Letters			
Eagle Beak		1235	246 / 180 / 14
Anchor			
Designation Band - Blue		294	10 / 55 / 130
Top of Shield			
Designation Band Inside Border - Black			
Chain Link Border			
Rays		Black	39 / 41 / 39
Eagle Border and Highlights			
Anchor and Rope Border			
Chain Links - Silver Gray		422	209 / 212 / 211
Anchor Rope			
Eagle Head - White			
Feather Highlights			
Center Disk		White	251 / 255 / 255
Stripes of Shield			
Stripes of Shield - Red		1805	174 / 27 / 33
Eagle Body - Brown		168	107 / 47 / 111