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 is 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.

AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.™

The Word Marks:

- **“United States Navy”**
- **“U. S. Navy”**
- **“NAVY”**
- **“USN”**
- **“AMERICA’S NAVY”**
- **“AMERICA’S NAVY: A GLOBAL FORCE FOR GOOD”**

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