APPLYING THE BRAND
RULES FOR USING THE ROYAL NAVY LOGO & IDENTITY

CONTACTS

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INTRODUCTION

KEEPING THINGS CONSISTENT

The Naval Service consists of the Royal Navy, the Royal Marines, the Royal Naval Reserve, the Royal Marines Reserve, the Royal Marines Band Service, the Royal Fleet Auxiliary and the Queen Alexandra's Royal Naval Nursing Service.

The way we talk and present ourselves reflects the important role we play.

That's why it's important that we communicate consistently. By following these rules we can ensure that we give the Naval Service the image it deserves.

Unless we establish and promote a clear, consistent identity, we risk losing our message and missing our audiences. To ensure a consistent approach that reinforces our identity and promotes the Royal Navy, this publication sets out the rules which govern when and how our identity is to be used. If you are involved in producing communications for the Royal Navy (for example newsletters, blogs, recruitment information, press releases or even gizzits), you are to follow these rules.

Remember, every time you send a letter, give out a business card, commission a sign or give a PowerPoint presentation, you are representing the Royal Navy. If you follow these rules you will help enhance the professional image of the Royal Navy. Each time a poorly rendered or incorrect badge is used the Identity Rules are compromised. Every one of you has a role to play in maintaining the integrity of the Royal Navy's image.

Website Style and Social Branding Rules:

For detailed information about Royal Navy Brand rules for Web and Social Media application please see BRd 9374 Annex A and B, available in digital form from **NAVY MEDIACOMMS-CREATIVE TL** or on the RN page of the Defence Brand Portal, **//defencebrandportal.mod.uk**

REFLECTING OUR QUALITIES

The First Sea Lord expects us to defend, deter and defeat by being globally deployed with our communications focused on operations, people and equipment. We need to communicate this clearly, explaining what the Royal Navy can do, why and where.

Our identity was developed following interviews with Royal Navy personnel. After talking to our people, it was clear there were four qualities that stood out as being distinctly Royal Navy: leadership, camaraderie, courage and passion. These are qualities that sum up today's Royal Navy.

These qualities came from our core values of integrity, loyalty, commitment, courage, discipline and respect for others.

They are at the heart of our people and so must be at the heart of everything we do and say. They are the foundations of our identity, and run throughout all Royal Navy communications.

In our actions and words, we show:

LEADERSHIP	CAMARADERIE	COURAGE	PASSION
Guidance	Togetherness	Determination	Enthusiasm
Direction	Loyalty	Guts	Fire
Influence	Solidarity	Nerve	Action
Command	Brotherhood	Spirit	Intensity
Authority	Sense of humour	Duty	Drive
Trust	Team spirit		Spirit
Respect	Bonding		Dedication
Honour	Dependability		
Faith			

LEADERSHIP

The best leaders know their duty and lead by example. They resolve problems and create ways for their people to be part of something extraordinary.

We don't…   **think loyalty comes with the job**

We don't…   **put our people down**

We don't…   **ask people to do what we'd never do ourselves**

We do…   **listen to the people around us**

We do…   **put our people first**

We do…   **lead by example**

'Their lives are my responsibility. We need to get the job done but I need to protect them. I need to make the right decisions and I need to listen to them, be strong for them and be the first to step up to the challenge.'

'I know those stripes didn't come easy. They mean never asking us to do something you wouldn't do yourself. They mean actions that show the type of officer you are. They mean we come first.'

CAMARADERIE

Together, true comrades form the bonds of friendship. They are allies in battle and loyal to the last.

We don't…   **go it alone**

We don't…   **walk away when we're needed**

We don't…   **just do what's right for ourselves**

We do…   **stay loyal to our comrades**

We do…   **take action when we are needed**

We do…   **work together to achieve what we could never do alone**

'Joined. Solid. Ready. We pray for success but I know everyone here is joined together in brotherhood. Everyone here is solid; you'd trust them with your life. Everyone here is ready, prepared and loyal to the last. That's why we've already won.'

'They try me. They challenge me. They make me laugh more than any comedian. Around here, those without a sense of humour need not apply.'

Fear and courage are brothers. When we find strength in the face of danger, when we act even though we may lose, it is then that we show bravery. It may be in war, it may be at work, or even at home. We all have our own fears, big and small, and they all take pluck and determination to overcome them.

We don't… **act recklessly**

We don't… **endanger lives without cause**

We don't… **fail to act for fear of failure**

We do… **dig deep for strength**

We do… **think life is precious**

We do… **what must be done**

'The first battle is with yourself. Every time is like the first time; just because you made it out in one piece before doesn't mean you will this time. You have to let yourself fall, through the air, through your fear.'

'You'd only be a coward if you had nothing to fight for. No country, no family, no mates. But these are my brothers, this is my fight, this is the time I have to say no to fear. Because I am not alone and I have everything to live for.'

PASSION

Passion is a natural force. It's the fuel that fires our success; that makes us stand out from the rest. It is our blood, sweat and tears. It's what turns just a job into a life.

We don't…	**act without thinking about the consequences**
We don't…	**just do the bare minimum**
We don't…	**think it's someone else's problem**
We do…	**stand up for what's right**
We do…	**give it everything we've got**
We do…	**think there are things worth dying for**

' I'll never know the names of all the people I've helped: the people we've protected under fire, the children we've fed, the mothers and babies we've taken medicine to. It's bigger than me, it's bigger than my mates, but nothing is bigger than helping the people who need us.'

' I'm better than the rest. I've done the work; not here under these lights, but in the gym and on the track. I won the battle with myself first – that's what counts.'

USING THE ELEMENTS OF OUR IDENTITY

BUILDING OUR IDENTITY

This section introduces the elements that make up our visual identity. These are the logo, the curve, storytelling, photography, illustration, colour and typeface.

Each element has the Royal Navy at its heart. The elements are the building blocks of our identity; they create a story which gives a strong image of who we are and what we stand for.

The seven elements must be used in all Royal Navy communications for clarity and consistency. Decide what it is you want to say and use these elements to tell the story.

OUR LOGO

This is our logo – the primary element of our visual identity. It is based on the White Ensign (flag), which has been the internationally recognised symbol of the Royal Navy since 1653.

The logo is made up of a unique typeface and recreation of the White Ensign. Do not attempt to alter or recreate this logo.

CLEAR SPACE

An area of clear space must always appear around the logo to ensure that it stands out. The depth and width of the exclusion zone has been determined by the height of the 'N' from the word 'Navy', as shown here. There must never be anything else in this space on any application of the logo, including straplines.

The white keyline (border) is an integral part of the logo and must not be deleted.

LOGO SIZES AND POSITIONING

The logo must always be clear and easy to see.

You should use the logo at the sizes shown here and position it top right wherever possible.

There are some exceptions to this rule, for example stationery (see **page 47-48**) and when using the alternative version of the clubs and associations logo (see **page 19**).

The logo must never be less than 14mm wide on any applications.

For special merchandise requests or other items that need logos, contact DDC-Strategy-Brand Manager SO2 (desk officer responsible for RN Identity Policy and Compliance) on 020 7218 4326. Full contact details are on **page 2**.

Always aim to position the logo on a white background. In exceptional circumstances, it may be appropriate to position the logo on a dark background.
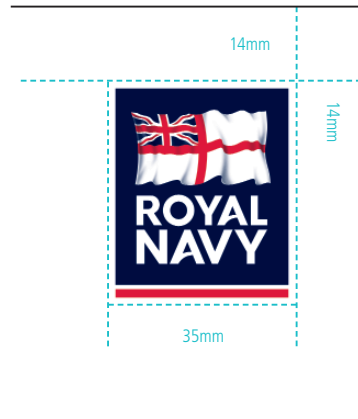
Recommended size for 1/3 A4 and A5

7mm

7mm

20mm

Recommended size for A4

10mm

10mm

25mm
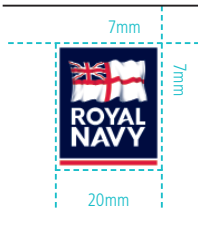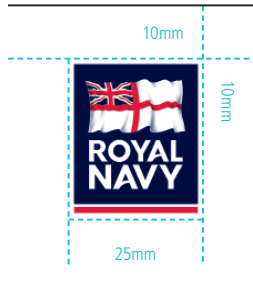
Recommended size for A3

14mm

14mm

35mm

Recommended size for screen use

80 pixels

Preferred minimum size

14mm

LOGO FORMATS

This is the Royal Navy logo and should be used wherever possible. This logo is available in the following formats:

Two-colour

This spot colour logo can only be used by external professional printers and design agencies. This logo will not print from a laser or inkjet printer.

Four-colour

Wherever possible, the CMYK colour logo should be used on printed communication material, e.g. magazine applications.

Colour screen

This logo should be used for onscreen applications, e.g. PowerPoint presentations, online, television.

In certain circumstances, there are alternative formats of the logo you can use. See **page 16** for alternatives.

Note that, in accordance with legislation, this logo is also available as a Welsh bilingual logo.

OUR LOGO IN WALES

When you are communicating in Wales, you must always use the Welsh bilingual version of our logo (shown below).

Under the terms of the Welsh Language Act 1993, we have a duty to consider the provision of Welsh language material. This means that any communications material you produce that will be distributed in Wales must use the bilingual Welsh version of the logo, and the content must be in Welsh and English (bilingual).

These rules are most likely to be relevant when you are producing recruitment communications, such as recruitment advertising that appears in Welsh newspapers.

LOGO FORMATS

You should only use these logo versions in special circumstances where there are difficulties reproducing the logo.

Four-colour vector solid shadow

This logo should be used for vinyls, decals and signage. The shadow on the flag is solid.

Two-colour no shadow/Four-colour no shadow

You should only use this logo in special circumstances where there are difficulties reproducing the shadow element of the logo, e.g. on items of merchandise.
The shadow on the flag has been removed.

Reversed

This logo should be used for engraving, sand blasting and etching.

Greyscale

This logo should only be used for black-and-white press advertising or articles.

Black-and-white vector solid shadow

This logo should be used when black is the only colour available to print for vinyls, decals and signage.
The shadow on the flag is solid.

Black-and-white no shadow

You should only use this logo on faxes. The shadow on the flag has been removed.

Note that the Welsh bilingual version of the logo (see **page 15**) is available in all of these formats.

Four-colour vector solid shadow

Two-colour no shadow Four-colour no shadow

Reversed

Greyscale

Black-and-white vector solid shadow

Black-and-white no shadow

THE GLOBE & LAUREL

What is it?

This is the image of the Globe & Laurel that is approved by the RM Heritage Committee, the College of Arms, and ultimately Her Majesty the Queen. It is the only official image of the Royal Marines – our brand image, our logo.

There are a number of versions 'out there' which misrepresent the Corps' brand, which have come about largely due to honest mistakes, images being passed about on the internet, enhancements being made to digital images etc. These should not be used. Common mistakes are: Laurel wreath being a mirror image on left and right, the globe being enlarged, different fouled anchors, adding additional words, flourishes, changing colours and crowding (which means not leaving enough space around the crest) .

What about the Commando Flash And Dagger?

This is the official logo for Royal Marine recruiting only – it is not approved for any use other than official recruiting efforts through CNR and the Corps' Colonels department. It should not be used in place of the Globe & Laurel, it does not represent our Corps or our Corps' values. You must seek permission to use this on any external facing documents, publications, letters and products etc.

Why is it important to use the right Globe & Laurel?

It's important that we communicate with our brand consistently to ensure that we give the Corps the image it deserves, imbued with our values and standards.

At the core of our brand identity, we have the Globe & Laurel. We need to guard our brand fiercely, to ensure its not used to promote values that we don't share or misrepresent our standards. We are proud of the Globe & Laurel in the same way we are of our, uniform, flash and Green Beret – let's ensure we don't allow anyone to tamper with it!

Who can use our brand identity?

The Globe & Laurel is there for the Royal Marines to use on our uniforms, official correspondence, our art, decorations etc. to help people immediately identify who we are and promote the Corps.

It can be used commercially by companies who apply for and pay for a licence. These applications would be approved by a committee to make sure our values and standards are not being associated with something that would tarnish our image. For example items that are thought to be, dangerous or harmful to children. Anyone who uses the Globe & Laurel for any sort of commercial gain (however small) must have a licence, and all their products must be registered to make sure they are in keeping with our brand identity. Even the RMA and the RM Charity are required to have a licence and the Royal Marines Shop is going through the process of getting licensed at the moment – their products will all be fully licensed and approved which will allow them to supply to a wider audience, which of course will result in more profits coming back to the Corps.

THE GLOBE & LAUREL

Why do we need to licence commercial use of the Globe & Laurel?

Firstly and most importantly, to make sure we aren't being associated with "shoddy" or inappropriate brands that cheapen our brand. Having a licensing process should help prevent this.

Secondly, to make sure we aren't getting "seen off"! A number of companies are using our brand and are profiting from that association, then pocketing the cash with nothing coming back to the Corps.

Anyone selling licensed products will be paying for the privilege – that money goes back into the Royal Marine coffers, for our benefit.

Official charities need to get a licence, this applies to all charities, if they do not have a licence their suppliers will need a licence, if they don't they will be challenged to make sure we are benefitting from the charitable donations.

How can we make sure we are using it correctly?

There are a whole raft of rules in BRd 9374, but in short; it must never be tampered with, overlaid over another image, or by association reflect badly on us. Get advice from Navy Graphics and use the templates that are provided, don't go off and create your own artwork, leaflets etc.

How can it be used commercially?

You will need to apply for a merchandising licence. All the information you need, forms and contact details to apply for a licence can be found at **www.gov.uk/government/publications/ mod-copyright-licensinginformation.** Every licensed product using the Globe and Laurel will be approved to make sure it's being used with the dignity it demands, and to make sure that the right amount of profits are flowing back to the Corps, for all our benefit.

How can you get hold of the right Globe & Laurel?

Low resolution images can be obtained from the brand portal: **www.defencebrandportal.mod.uk/BMS/index.cfm**

If you require high resolution images or need advice on use or licensing you should get in touch with:

Defence Intellectual Property Rights
DIPR-MERCH-APM@mod.uk

Advice can also be sought from:
NAVYMEDIACOMMS-OPSTL@mod.uk

CLUBS AND ASSOCIATIONS

Royal Navy clubs and associations can use two versions of the logo for communications about their organisation or an event. You can choose between the version of the logo shown here on this page and the alternative version of the logo shown on **page 20**.

An area of clear space must always appear around the logo to ensure that it stands out, as described on **page 13**.

The name of the club or association must be set in Royal Navy blue and Frutiger 75 Black in upper-case letters, optical kerning –20 tracking. You should also centre the name beneath the logo, observing the exclusion zone. The height of the club or association name has been determined by the 'R' of the word 'Royal' placed sideways or two 'R's stacked on top of each other.

Both of these logo versions are for use on merchandise and promotional materials (e.g. T-shirts, posters, leaflets and banners) for clubs and associations only.

When choosing which version of the logo to use, consider the type of communication it is for. For example, the version of the logo shown here would be suitable for placement on the arm of a T-shirt, but the alternative logo shown on **page 20** would be better used on a large banner at an event.

If you require a new logo, you must contact NAVY MEDIACOMMS-OPS TL – desk officer responsible for RN Identity Policy and Compliance. Full contact details are on page 2.

Some clubs and associations have heraldic badges. For advice on how and when to use these, see **page 35**.

BADMINTON

JUDO

MOTOR SPORTS

HANG GLIDING AND PARAGLIDING

MARTIAL ARTS

CLUBS AND ASSOCIATIONS

This is the alternative version of the clubs and associations logo. When choosing which version of the logo to use, consider the type of communication it is for.

The logo must not be altered in any way and must follow the rules on clear space and positioning set out on **pages 13–14**. The name of the club or association must be positioned to the right of the logo, observing the exclusion zone shown here. This exclusion zone has been determined by the height of two 'N's of the word 'Navy' placed sideways.

The height of the club or association name should be the same as the space between the top of the flag and the bottom of the word 'Navy'.

When creating a new club or association logo, always use the name as you would in this sentence: 'I'm in the X team.' Therefore, you would refer to the 'Royal Navy skiing team', not the 'Royal Navy ski team'. If you require a new logo, contact NAVY MEDIACOMMS-OPS TL – desk officer responsible for RN Identity Policy and Compliance. Full contact details are on **page 2**.

You are not permitted to use a club or association logo if it does not follow the format set out here (pages 18–19).

The only exceptions to this are the heraldic badges of the clubs and associations (see **page 33**).

ICE HOCKEY

HANG GLIDING AND PARAGLIDING

MOTOR SPORTS

PHOTOGRAPHY

ROYAL MARINES ADVENTURE TRAINING AND SPORT

LOGO DON'TS

Examples of misusing our logo are shown below.

It is against all Royal Navy rules and copyright laws to use any version of the logo other than the versions shown on **pages 15–16**. You must stop using any other version of our logo **immediately** – all other versions are illegal.

Always use the master artwork provided and position the logo as shown on **page 14**.

The Fly Navy logo is not to be used. It is **NOT** part of the Royal Navy brand and is the intellectual property of the Fly Navy Heritage Trust.

Don't stretch

Don't rotate

Don't remove the keyline

Don't rename

Don't change the colours

Don't add additional elements

Don't create new logos

Don't use unapproved logo descriptors

Don't rearrange the elements

It makes sense: The Royal Navy Logo has been digitally drawn using specified colours, blends and line weights. Similar specifications are being applied to all authorised badges. This means the Royal Navy portrays a consistent, coherent image across all business areas.

You wouldn't expect to receive several items from one organisation where each version of the company's logo has been individually amended. It is important that you use the authorised logo and do not modify it in any way.

OUR CURVE

This is our curve – another element of our visual identity. The curve is deliberately understated and has been derived from the flag.

The curve has been created to act as a holding device for our logo.

The examples below show a range of ways in which you can use our curve. Note that the curve is always white and is used in such a way that it does not dominate the page. *(Dispensation for Navy Graphics Studios to utilise the curve area may be granted subject to approval. In certain circumstances it is accepted that a supplementary curve may also be utilised).*

Do not use our curve on the back cover of any communication.

Depending on the document and design you can use a blue band at the foot of the page. If the image is dark a 2pt white gap may be used to differentiate between the two.
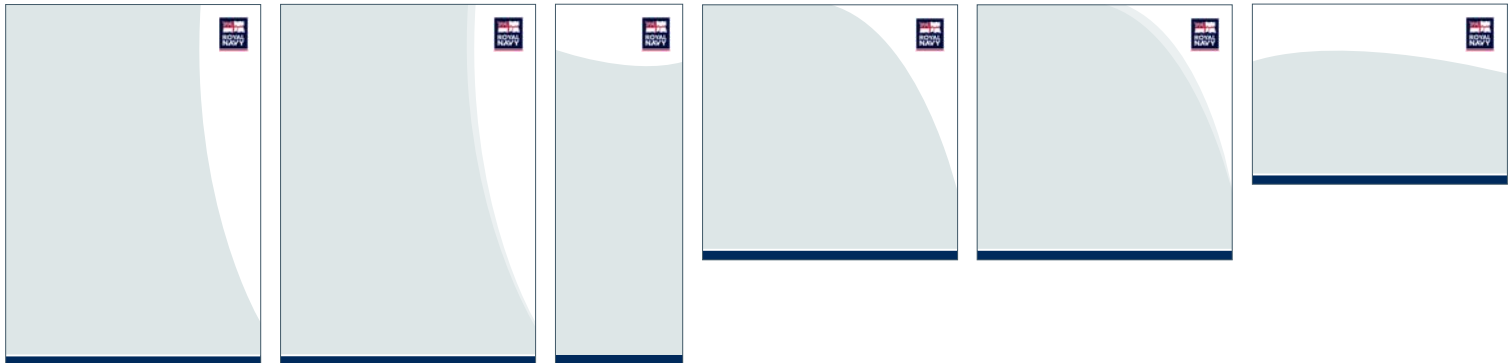
STORYTELLING

What are you trying to say?
Who are you trying to reach?
Why are you trying to communicate?

All our communications must tell a story. Whether we're using language or imagery, we need to know what we are trying to say, to whom and why.

Our communications cascade from the Royal Navy Communications and Engagement Strategy to the six identified audiences (Decision Makers, Opinion Leaders, Service Personnel, Service Diaspora and Media Advocates).

Delivery is through RN personnel within the Defence Directorate of Communications (DDC), Royal Navy Media Communications and Engagement (RNMCE), or on recruiting matters through Captain Naval Recruiting (CNR).

If you are unsure who to speak to contact NAVY MEDIACOMMS-OPS TL

Full contact details are on **page 2**.

All communications must also have a reason behind them. The decisions you make about the logo, curve, colours, typeface, imagery and language need to be thought through. You must be able to explain the design and language choices you make, and use the elements of the Royal Navy's identity effectively to ensure consistency across all communications.

HOW WE TALK

Our identity isn't just about how we look – it's also about what we say and how we say it.

The language you use when you communicate tells our audience a lot about who we are and the important role we play. Language tells a story and that's what keeps the reader interested in what we have to say.

Every word we use in every brochure, e-mail or campaign can affect the way that others see us.

It is crucial that you write for an identified audience. Ask yourself: what information do they need and how do they want to receive it?

You should establish whether you are aiming to educate, influence or inform. Before creating any piece of communication, this should be one of the first decisions you make.

Speak plainly

Use everyday language and avoid using jargon or complicated words. Avoid acronyms and abbreviations if you can – if you have to use them, spell the words out in full the first time. If appropriate, apply for the Plain English Campaign's Crystal Mark.

Make every word count

Keep sentences short, don't use unnecessary words and keep your communications to the point.

Speak directly

Good writing creates a relationship with the reader. One of the best ways to do this is to address your reader directly as 'you' and use the first person ('I' or 'we') whenever possible.

Make it personal

Use active language, not passive language. Active verbs make sentences more direct but passive language can make writing seem dull, impersonal and bureaucratic.

Our tone of voice

Our tone of voice is the way we speak. We're a modern organisation, not an old-fashioned one. We're polite but not too formal, human but not chatty. Our tone of voice must always be consistent and appropriate to the audience.

Did you Know? The MOD is a member of the Plan English Campaign therefore authors should follow these principles and the guidance contained in JSP 101 (Defence Writing).

For more information visit the Plain English Campaign website:
www.plainenglish.co.uk

Photography is a powerful way to communicate. The right photograph can speak volumes – the wrong photograph can damage our visual identity.

There should always be a reason behind every photograph you select. Every image should:

• tell a story

• be relevant and meaningful

• be fit for purpose

• work well with the words accompanying it

• provoke the reader to react in the desired way.

At the same time, photography should reflect our qualities of leadership, camaraderie, courage and passion.

No single image can communicate all of these qualities at the same time. However, it is possible to select imagery that focuses strongly on one or two of these qualities. Make sure that the communication as a whole features photographs that reflect all of our qualities, and consider how the other elements add to the story.

Careful consideration of photography is essential.

Use interesting and engaging crops – this can help focus the message of a photograph, giving it greater impact.

Look for photographs that are dynamic and communicate energy – this will reflect the role we play and the exciting lives we lead.

Select images that are relevant, realistic and reflect the modern Royal Navy – avoid naval stereotypes.

People are our most important asset, so make sure that you include images of our personnel. Photographs of kit should show it being used.

Focus on the positive aspects of Royal Navy life and look to use imagery with a positive and clear message.

Make sure that any imagery you select has a context. The reader should be able to grasp the story behind the photograph.

When using photographs of weapons, ensure that the weapon is viewed from the side.

If you are taking photographs, make sure you record the meta data (who, when, where) on the image file.

It is important that all photographs include full metadata with each file. This information describes the who, when and where of the image taken and assists the search process when they are added to a picture library.

Images that are used for high quality printed materials should be reproduced at 300 pixels per inch. Material that will be viewed on line or via a screen need only be 72 pixels per inch.

Crown copyright images depicting Royal Navy personnel and equipment can be found via the Defence News Imagery and the RN Picture Database websites. These images may be used for internal publications, however, images for use externally may only be used if released under an 'Open Government Licence'.

It's a legal requirement: Under the Data Protection Act, the MOD is required to be able to identify any data it holds on individuals and this includes images. Therefore, when photgraphs show identifiable sailors or children, only images with attached metadata may be used. All MOD image libraries comply with this requirement and military and MOD civilian photographers will have used model release forms.

As an individual, you would not expect images of yourself or perhaps your children to be used on inappropriate products or in ways in which you have not consented. Following this direction ensures images are used legally and appropriately.
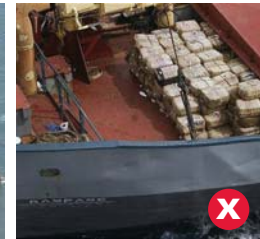
PHOTOGRAPHY DO's
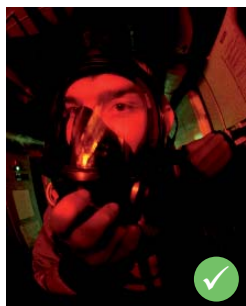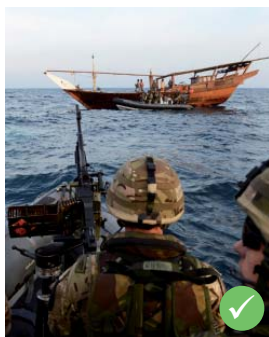
PHOTOGRAPHY DON'TS

The photographs opposite are all examples of the sort of photography you should **not** select.

• Do not use photographs which don't embody our qualities of leadership, camaraderie, courage and passion.

• Do not use photographs that show isolated pieces of kit or ships except when it is necessary to do so, for example when providing technical information.

• Do not use portrait photography unless it is appropriate to the communication you're producing, e.g. to accompany a senior figure's foreword.

• Do not use photographs without a focus or with objects in the distance lacking impact.

• Do not distort images or apply effects.

• Do not use images of guns where the perspective is from 'looking down the barrel'.

• Do not manipulate images in any way.

• Do not show obsolete equipment.

• Do not use imagery in a metaphorical or stylised context. (If unavoidable advice should be sought from Navy Graphics Studios.)

Note: Photo montages should be avoided - in addition to being cliched, authentication issues may arise.

ILLUSTRATION

Illustration, when used correctly, can be as powerful at communicating as photography.

We use a silhouette style of illustration. This ensures that our illustrations always appear realistic and technically accurate.

Make sure that you base your illustrations on strong and simple photographs which allow elements of detail to be seen, e.g. the cockpit in the illustration shown opposite.

OUR COLOURS

Our colour palette has been chosen to support the Royal Navy's qualities.

Our two core colours are Royal Navy red and Royal Navy blue. Our colour palette has been chosen to complement these two colours.

The palette contains a range of colours, from those that are bright, warm and lively to 'base' colours that are stronger and more subdued. (Please note that Pantone® 289 is shown here twice, as both a core colour and a complementary colour.)

These colours also relate to colours in our world. For example, greys are reminiscent of ship hulls, aquas and greens hint at the changing colours of the ocean and blues reflect the colours of the skies.

White is also a key colour. As a significant colour in the White Ensign, it acts as a foil for the red and blue. In a similar way, white should be used to complement the colours in our palette.

The colours you choose impact on the story you are telling about the Royal Navy.

Core colours

Pantone® 186	Pantone® 289
C0 M100 Y76 K6	C100 M75 Y0 K76
R186 G0 B48	R0 G22 B59
HEX ba0030	HEX 00163b
RAL 3020	RAL 5013

Highlight colours

Pantone® 123	Pantone® 382	Pantone® 7466	Pantone® 2915	Pantone® 2645	Pantone® 7542
C0 M24 Y94 K0	C29 M0 Y100 K0	C70 M0 Y23 K0	C59 M7 Y0 K0	C40 M36 Y0 K0	C10 M0 Y3 K16
R255 G196 B37	R203 G211 B38	R107 G182 B198	R132 G188 B233	R163 G161 B206	R208 G216 B218
HEX ffc425	HEX cbd326	HEX 6bb6c6	HEX 85bce9	HEX a3a1ce	HEX d0d8da

Mid-tone colours

Pantone® 144	Pantone® 350	Pantone® 3145	Pantone® 2925	Pantone® 2715	Pantone® 7544
C0 M48 Y100 K0	C79 M0 Y100 K75	C100 M0 Y19 K23	C85 M24 Y0 K0	C57 M45 Y0 K0	C10 M1 Y0 K40
R221 G148 B21	R0 G71 B18	R0 G129 B161	R60 G144 B208	R128 G135 B191	R164 G169 B175
HEX dd9415	HEX 004712	HEX 0081a1	HEX 3c90d0	HEX 8087bf	HEX a4a9af

Base colours

Pantone® 188	Pantone® 3302	Pantone® 309	Pantone® 289	Pantone® 2627	Pantone® 7546
C0 M97 Y100 K50	C100 M0 Y54 K69	C100 M0 Y9 K72	C100 M75 Y0 K76	C77 M100 Y0 K31	C33 M4 Y0 K72
R118 G24 B0	R0 G70 B63	R0 G66 B87	R0 G22 B59	R67 G26 B98	R80 G92 B101
HEX 761800	HEX 00463f	HEX 004257	HEX 00163b	HEX 431a62	HEX 505c65

Pantone® 350 should be used as the dominant colour when you are communicating about the Royal Marines.

Pantone® 2627 is unsuitable for use in recruitment materials because of its association with MOD tri-service materials.

USING COLOUR

Our colours can be used as solid blocks of colour, for coloured text, or in combination with each other. Use the darker base colours with mid-tone colours or highlight colours as shown here.
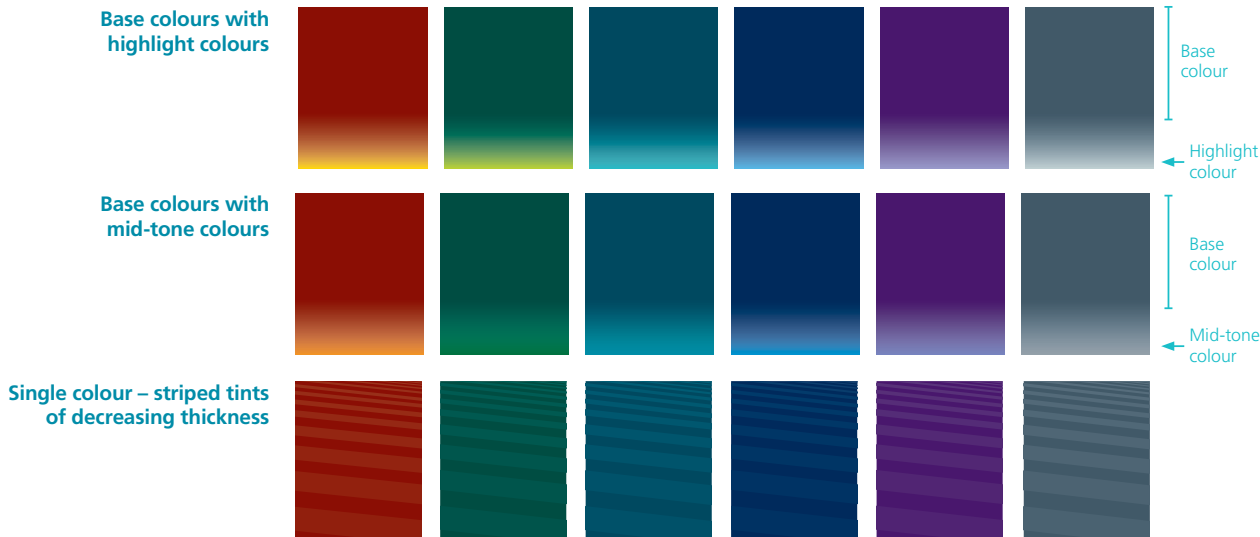
Select colours that reflect our world, for example colours that suggest the changing light on the horizon or the varying depths of the ocean.

Construct gradients of colour by using a large proportion of base colour with a small proportion of mid-tone or highlight colour. Do not use equal proportions of colours to construct gradients.

As an alternative to using gradients of colour, you can use a single base colour, as striped tints of decreasing thickness. Use the striped tints provided in the templates – do not create your own.

Using brand colours and tints of those colours is an easy way of putting a colour scheme together whilst still achieving a constant look. Specifying colour by eye is not accurate. It depends upon the quality of light, your surroundings, screen setup and the individuals perception.

It makes sense to specify these colours correctly, then whatever the product you are procuring, the colour will be correct and consistent across a wide range of products.

Base colours with highlight colours

Base colour

Highlight colour

Base colours with mid-tone colours

Base colour

Mid-tone colour

Single colour – striped tints of decreasing thickness

OUR TYPEFACE

Typography is another important element of our identity. Our typeface has been carefully chosen to project our image, influencing the way we are perceived and communicating our values and qualities.

Our typeface is Frutiger. You should use this typeface whenever possible.

Frutiger is available in four different weights: light, roman, bold and black. You may also use condensed and italicised versions of these weights.

For detailed instructions on how to use our typeface, see **section 4**.

You may use Arial if you cannot use Frutiger, e.g. when you are producing online communications, using Microsoft Word templates or producing documents printed internally.

The only exception to these rules is when you are producing commemorative items or one-off specialist items. In these circumstances you may use the typeface Minion.

Font licensing details
In order to use Frutiger, you will need purchase a licence from Monotype Ltd. (01737 765959), which entitles you to use the font for design purposes. In doing so, you will be asked to sign a Standard End-user License Agreement, which will lay out all the terms of use. Individual licenses are required for every computer that uses the font, including any third parties. The full licensing agreement can be found here.

The way that you use type is as important as the typeface you use.

Make sure that the text you are laying out is legible for our audiences. Keep in mind the following guidance.

Typesetting

• Typeset body text with standard character and line spacing.
• Don't run text around images – it's hard to read text when lines of text start in different places.
• Set body text horizontally and avoid using text over backgrounds which do not provide adequate contrast.
• Don't justify body text – it's harder to read than text that is ranged left.
• Don't stretch, pull or distort text in any way.

Type size

• Don't produce any materials with type smaller than 10 point on 3 point leading.

Type styles

• Use bold sparingly for emphasis.
• Don't use continuous blocks of capital letters or italicised text – they are harder to read.
• Don't underline text.

Coloured text

• If you are using coloured type, make sure that there is enough contrast with the background colour for the type to be legible.

Frutiger Light   **Frutiger Bold**
Frutiger Roman   **Frutiger Black**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#£%&("":;,.)

Arial Regular
Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#£%&("":;,.)

Frutiger Light
Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#£%&("":;,.)

Minion Regular
Minion Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#£%&("":;,.)

REFLECTING ROYAL NAVY RELATIONSHIPS

CO-BRANDING

The Royal Navy logo will often need to be used alongside the logos and/or badges of internal groups (e.g. fighting arms) and the logos of other (external) organisations. It is important to communicate all identities in the correct way.

The examples in this section show how to position our logo in each scenario.

If you have any questions about using the Royal Navy identity with that of other organisations, contact NAVY MEDIACOMMS-OPS TL (see **page 2**).

There are generally three scenarios to consider:

1	2	3
The Royal Navy takes the lead with internal naval logos and/ or badges, or with external identities	**There is a joint, equal relationship between the Royal Navy and its partner organisation**	**Another organisation takes the lead and the Royal Navy plays a supporting role**

THE ROYAL NAVY AS THE LEAD PARTNER

The Royal Navy taking the lead with internal naval logos and/or badges

Communications from services within the Royal Navy **must** use our logo and **may** use their heraldic badge or crest in a subordinate position (as shown here). This rule applies to the badge or crest of fighting arms, as well as shore establishments, vessels, units and squadrons. You can only use one of these logos/badges with the Royal Navy logo. This is explained in more detail on **page 32**.

If you are communicating on behalf of more than one fighting arm, vessel, unit or squadron, use the Royal Navy logo alone.

To keep you in the picture: All authorised badges are in the process of being digitally redrawn using agreed software, methodology and specifications and are hosted on the Defence Brand Portal. There will be one official badge for each establishment or ship, with several versions, eg. PNG and EPS.

You are wasting effort, time and money by drawing a badge or creating a non-conforming club logo as they cannot be used. You are advised to check with Navy Graphics or the Naval Historical Branch before using any badge that doesn't meet these criteria.

Communicating on behalf of the
Royal Navy or **Royal Navy Reserves**

Communicating on behalf of a **fighting arm**

Surface Flotilla
Royal Marines
Submarine Service
Fleet Air Arm
Royal Fleet Auxiliary

Communicating on behalf of a
shore establishment
vessel
squadron
unit

THE ROYAL NAVY AS THE LEAD PARTNER

The examples shown here demonstrate scenarios where the Royal Navy takes the lead with internal naval logos and/or badges or external identities.

The Royal Navy is the ultimate owner of the communication and therefore the communication should reflect our identity. The Royal Navy logo is dominant in relation to the other logos and/or badges or external identities.

Respect must be given to exclusion zones of partner organisations' logos (including contractor/commercial partner logos), as outlined in their own identity guidelines.

The examples opposite show a range of ways in which you can use internal naval logos and/or badges or external identities with our curve.

For examples of how to co-brand communications, see **page 37**.
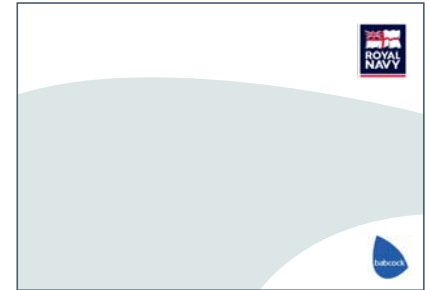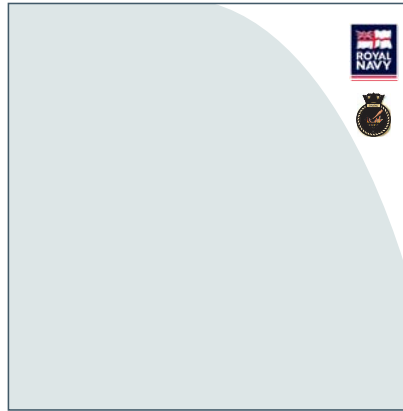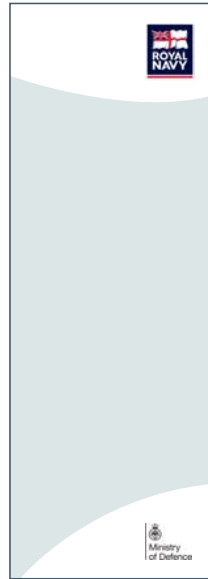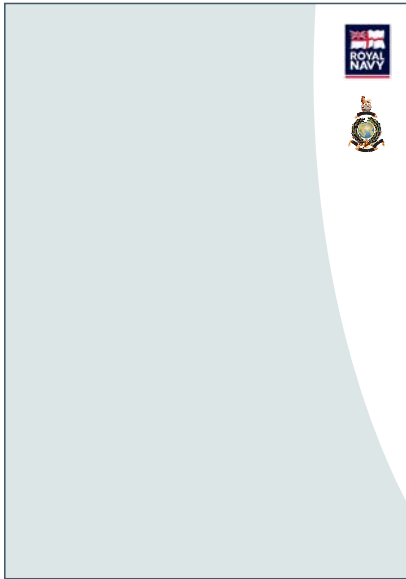
CLUB AND ASSOCIATION BADGES

If you are communicating as a Royal Navy club or association, you may use the club or association version of the Royal Navy logo (see **pages 19-20**).

However, if a Royal Navy club or association has an officially recognised heraldic badge, you may use its heraldic badge but it must be used with the Royal Navy logo.

The only clubs/associations with an officially recognised heraldic badge are:

• cricket
• football
• rowing
• rugby
• sailing
• tennis

Whether you use the club or association version of the Royal Navy logo or the heraldic badge, you must not attach any additional wording or graphic elements to these lock-ups. The examples here show how to use the club or association version of the Royal Navy logo and officially recognised heraldic badges correctly.

If there is a legitamate need to create a specific logo for a club or association, or for a "one-off" campaign/event, then contact NAVY MEDIACOMMS-OPS TL. Full contact details are on **page 2**.

SIGNAGE

If you are commissioning signage, consider the placement of all the logos you need to show.

In the first example shown here, the Royal Navy logo and the naval base badge are given equal prominence.

In the second example, the naval base name (with its associated badge) is listed first. Partner logos are positioned in the lower portion of the sign seperated by a blue dividing line.


Royal Naval Air Station Yeovilton
HMS Heron

HM Naval Base Portsmouth
HMS Nelson

THE ROYAL NAVY AS AN EQUAL PARTNER

In this scenario, because the communication is reflecting an equal relationship between us and a partner organisation, both logos are treated equally. If the Royal Navy is the ultimate owner of the communication then the communication should reflect our identity.

Respect must be given to exclusion zones of partner organisations' logos, as outlined in their own identity guidelines.
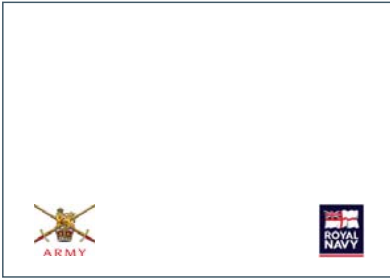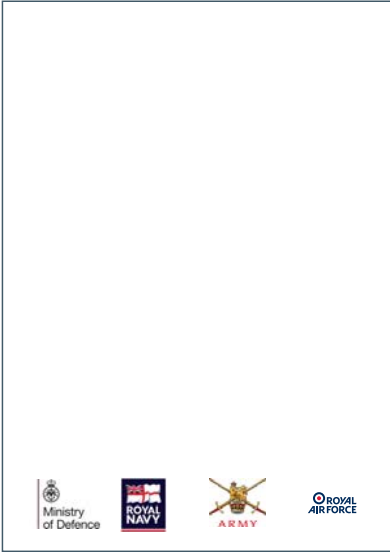
THE ROYAL NAVY AS A SUPPORTING PARTNER

In this scenario, because the Royal Navy is not the owner of the communication, our logo takes a subordinate position and the communication reflects the identity of the lead organisation.
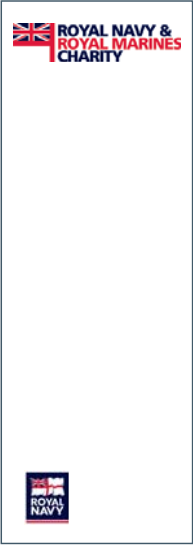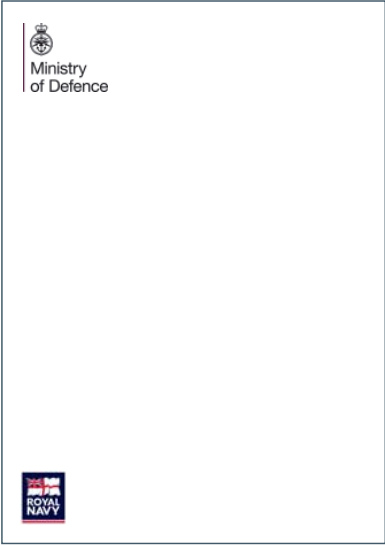
BRINGING IT ALL TOGETHER

CREATING COMMUNICATIONS
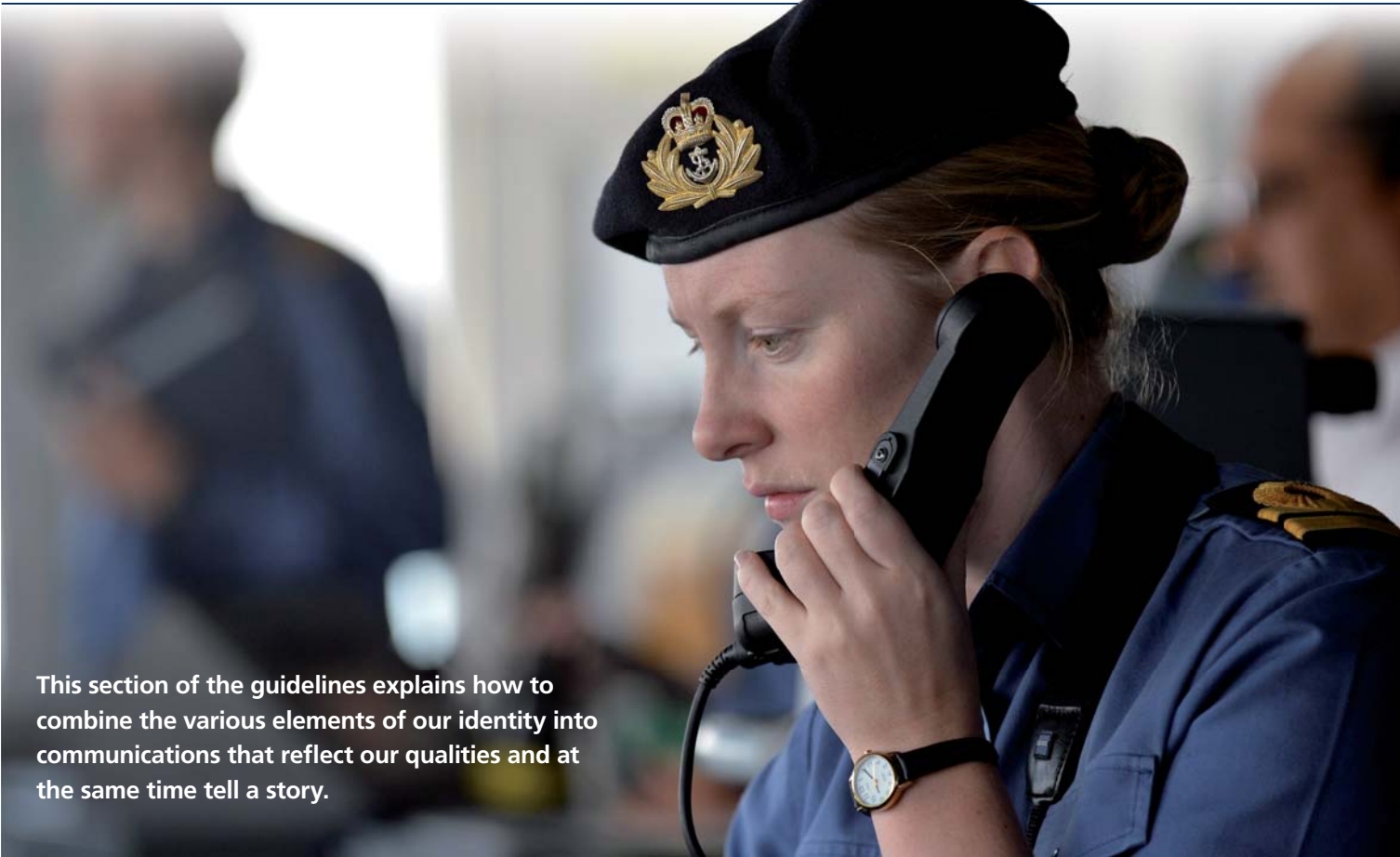
This section of the guidelines explains how to combine the various elements of our identity into communications that reflect our qualities and at the same time tell a story.

HOW TO APPLY OUR IDENTITY

The way in which you apply the Royal Navy identity depends on the type of communication you are producing. The decision tree here is designed to help you work out the type of communication you are producing, and consequently the way in which you use the various elements of the Royal Navy identity.

The pages which follow explain how to produce communications that provide information, raise awareness, persuade or change perceptions.

	CORPORATE OR POLICY INFORMATION	OR	MARKETING COMMUNICATIONS		
	Aim: Provide information		Aim: Raise awareness / Persuade or change perceptions		
COMMUNICATION TYPE	Corporate, reference or policy information for a mostly internal audience		Recruitment marketing for external audience	Corporate marketing for internal and/or external audience	Specialist marketing for internal and/or external audience
EXAMPLES	Staff newsletters Technical information booklets Policy-specific factsheets Summaries and guides Stationery		Advertising Careers viral Exhibitions and events Careers literature Careers website Digital communications Gizzits	Navy Matters Digital communications Booklets Press releases Corporate website	Newsletters Exhibitions and events Commemorative publications Licensed products Gizzits
	GO TO PAGE 45 CORPORATE OR POLICY INFORMATION		**GO TO PAGE 78** CORPORATE MARKETING	**GO TO PAGE 59** SPECIALIST MARKETING	**GO TO PAGE 67** RECRUITMENT MARKETING

CORPORATE, REFERENCE OR POLICY

This information is not designed to promote the Royal Navy to an external audience. It needs to communicate information in a straightforward way and be instantly understood. Therefore, the look and feel of this information should be clean and uncomplicated.

Information in this category includes staff newsletters, technical information booklets, policy-specific factsheets (e.g. on maternity rules), summaries and guides (e.g. race and diversity guide), stationery and signage.

Make sure that your publications have a descriptive main heading. Only use a subheading if it's necessary to provide further information about the publication. You may use the space in the top left-hand corner for copy if your publication is part of a series. All imprint information (e.g. reference number, date) must be positioned on the outside back cover.

Features of corporate, reference or policy information:

- outline illustration (photography should only be used when the communication challenge cannot be solved using illustration)
- striped tints of decreasing thickness
- blue or red colour bar

Remember - Pantone® 350 should be used as the dominant colour when you are communicating about Royal Marines.
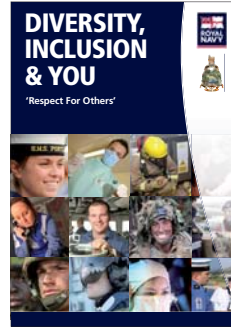
Corporate, reference or policy information examples
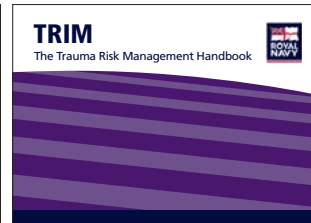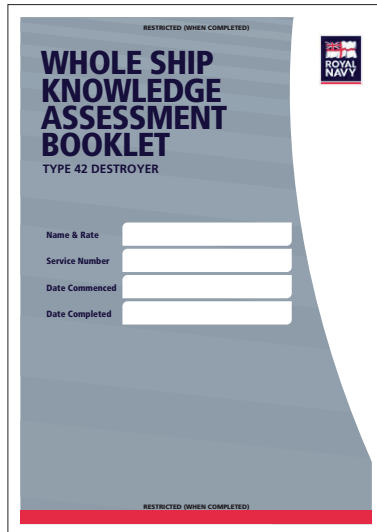
Corporate, reference or policy information example: A3 poster
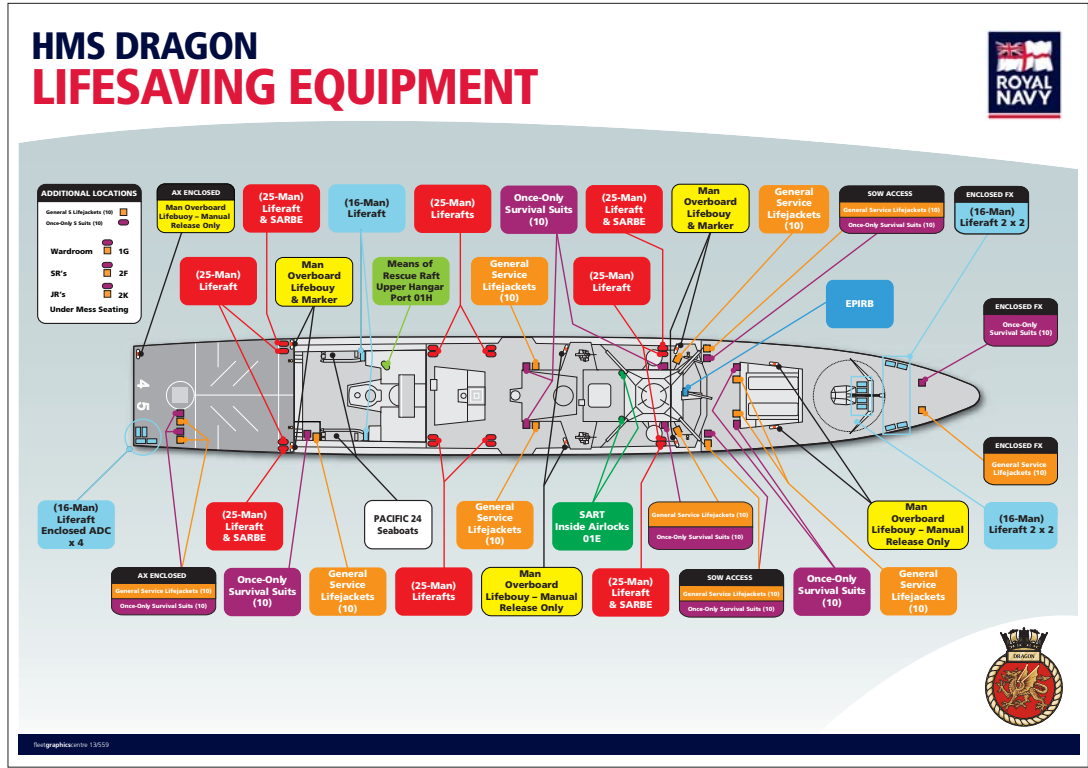
CORPORATE, REFERENCE OR POLICY

Corporate, reference or policy information examples

CORPORATE, REFERENCE OR POLICY

4.3
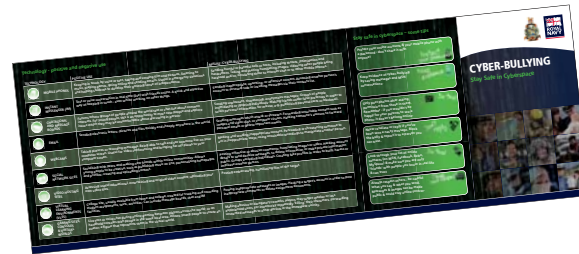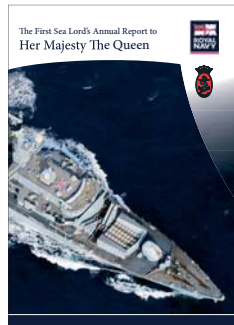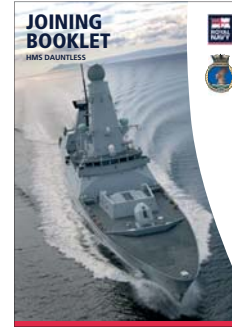
Corporate, reference or policy information example: A4 Newsletter

DEFENCE REFORM IMPLEMENTATION & NAVY COMMAND REVIEW

A Newsletter from the RN DRI / NCR Team

NEWSLETTER 5 - DECEMBER 2012

MESSAGE FROM CAPT RICHARD THOMAS RN

RN DRI TEAM CAPTAIN

As we look to the challenges that 2013 will bring, this fifth newsletter heralds, I think, a step change in how we are delivering the reforms required by the Strategic Defence and Security and the Defence Reform Reviews. I doubt anyone in the HQ has not been impacted by this work; here are some of your successes and a 'heads up' to what's coming in the New Year.

- ACNS(Cap) took on the role of **COS(HQ)** on 29 October 2012 – responsible for the coordination of work across the HQ to ensure that it functions efficiently – and the transition to the 3* **Fleet Commander** took place on 30 November 2012. This completes the Flag Officer changes required of the Command by Defence Reform.

- As this newsletter hits your desks the Command's 2*'s will be considering Version 2 of the **Navy Command Operating Model**, which will guide the HQ from 1 April 2013. Your amendments have refined it to the point where, subject to any final 2* comments, it will be presented to the Navy Board in late February.

- The final touches are being applied to how Navy Command connects with the way the Department does **Financial and Military Capability** (FinMilCap) management. The challenge should not be underestimated, not least the provision of suitably qualified people with sufficient spare capacity to learn the new processes and skills. A particular milestone of note was the Maritime Capability Planning team standing up under HOC AW, ahead of them shifting to NCHQ early in the New Year.

- The **Internal Layout of the HQ** continues to be refined with the biggest changes expected on 2 and 3 Decks. A longer term study into the best use of all the facilities on Whale Island has been commissioned by COS HQ and will report later in 2013. Your Chain of Command will continue to keep you informed of any moves that will impact you.

- Your **Dii** address is probably going to change in the New Year. ACOS (IS)'s team have been preparing the ground in the HQ and, in the coming weeks, you can expect to have an opportunity, where necessary, to redefine your Dii job title.

The previous newsletter (No.4 – October 2012) focused on behaviours; this newsletter focuses on the other key enabler to efficient ways of working: effective Information Management. The streamlining Information Management project, running since September 2012, supports longer term work under ACOS (IS) to deliver information efficiency in the business space (part of Navy Command's overall Information Superiority programme). The IM project is taking forward 8 strands of work as targeted interventions between now and April 2013. Inside you can read about this work in more detail, how it joins together, and the key issues being tackled. There is also information about the project team members and how you can make contact with them or get involved. Finally, I put it to you that: Information Management is part of the day job; now is the time to have your say and make it work for you.

D&I

Newsletter

ISSUE 13 | NOV 2013

GOOD NEWS!

THE NS HAS BEEN PLACED IN THE TOP 10 PUBLIC SECTOR EMPLOYERS BY THE OPPORTUNITY NOW (GENDER) AND RACE FOR OPPORTUNITY (RACE) ORGANISATIONS. GALAXY 32-2013 CONTAINS A MESSAGE OF CONGRATULATIONS FROM 2SL TO THE NAVAL SERVICE.

AINAA Conference

5 BASIC VALUES OF ISLAM

On 02 Sep 13 I was fortunate enough to be able to attend the Armed Forces Muslim Association (AFMA) conference in Amport House. Muslims from all three Services were present over the course of the conference and our host was Imam Ali Omar, the Muslim Chaplain to the forces.

One of the guest speakers, Shaykh Sealey Kabochs, give a fascinating talk on the five Basic Values of the Muslim faith which I, as a non-Muslim, found both challenging and revealing. They are:

- Protection of religion – it is a fundamental right of every human to exercise their religion, and this applies to Christians in Muslim countries as much as Muslims in Christian countries. This value encourages us to be tolerant and live in peace with those of other religions.

- Protection of intellect and knowledge – this is about having respect for the views and opinions of others, even if those views differ from our own.

- Protection of family life and children – the Muslim faith supports the integrity of families, the maintenance of family ties, and the duty of family members to help other members who are in need.

- Protection of wealth – this should not be mistaken for "accumulation of wealth". This is about being a good steward of what we have been given, and having respect for the property of others.

- Protection of Life – Islam champions the saving of life, and this includes the provision of humanitarian aid as well as protection from violence and unlawful killing the Quran states: "whoever kills a human soul has killed all mankind".

GREEN

Navy Command Environmental Matters

ISSUE 07 | OCTOBER 2013

INTRODUCTION

Welcome to the latest edition of GREEN, the Navy Command's Environmental Matters newsletter. As the new editor, I must start by thanking our previous editor, Paula Gilfillan, who left on VERS at the end of June. A heartfelt thank you and best wishes are extended to her and her family for their future in bonnie Scotland. Editorship of this illustrious newsletter has now passed over to me and I hope I can do it justice and maintain the high standards set by my predecessor. This edition features three varied articles in addition to our standard updates on people, legislation and initiatives. From RMB Chivenor we have an enlightening article on moths which includes first sightings in the county. RNAS Culdrose, contributes with their new, environmentally friendly, foam fire fighting facility whilst HMS Collingwood highlights the beauty that surrounds us, which we sometimes take for granted. You are all welcome to contribute to future editions on "Green" issues around your work areas. Not many of us have the opportunity to see the variety of environmental aspects around our widespread and differing establishments.

John Whiteland
EESO/IEP Pol (Land)

INSIDE THIS ISSUE

- WASTE CONSIGNMENT NOTES
- NEWS
- CAPTION COMPETITION

RMB CHIVENOR MOTH STUDY

NEW CULDROSE FOAM FIRE FIGHTING TRAINING FACILITY

COLLINGWOOD CONSERVATION

Template

Navy Graphics has produced a MS Word template for use on board HM Ships.

This can be requested from navysec-npgographicsmailbox@mod.uk

BRd 9374   45 | 56   ◄ CONTENTS ►   Royal Navy Identity Rules - May 2016

PowerPoint presentation

The examples opposite show slides from a PowerPoint presentation produced using our template. Do not create your own PowerPoint templates.

Do not use too many words on a slide – if you do, your audience will find it hard to engage or read the presentation.

Do not reduce the type size of the text in order to include more text on a slide – make sure your audience can read the presentation from a distance.

Do not use imagery/illustration for the sake of it – make sure any imagery/illustration you use is relevant to your audience.

Avoid using low quality imagery/illustration.

Never use clip art or word art.
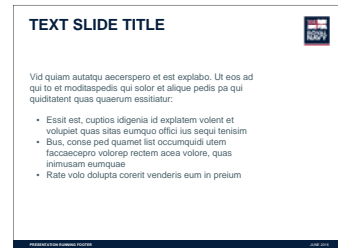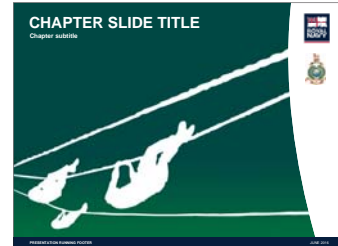
CORPORATE, REFERENCE OR POLICY

Stationery

The examples opposite show letterheads produced using our templates. Do not create your own stationery templates.

Any badge or crest of fighting arms, shore establishments, vessels, units or squadrons, or club and association heraldic badge, must be positioned as shown. You can only use one of these crests/badges with the Royal Navy logo.

Note that the club and association version of the logo is used in a different way to the rules stated on **pages 19-20**. The name is moved away from the Royal Navy logo to sit above the sender's address.

CORPORATE, REFERENCE OR POLICY

Stationery

The examples opposite show compliments slips and business cards produced using our templates. Do not create your own stationery templates.

Any badge or crest of fighting arms, shore establishments, vessels, units or squadrons must be positioned as shown. You can only
use one of these crests/badges with the Royal Navy logo.

NAVY COMMAND

John Brown
Major Royal Marines
Deputy Land Logistics Officer

Engineering Division
Navy Command Headquarters, MP 3-2, Leach Building
Whale Island, Portsmouth, Hampshire, PO2 8BY

T 012 3456 7890   **Mi** 9876 47890
F 098 7654 3210
E john.brown123@mod.uk
DII(F) FLEET-CAP DLLOGS SO2

NAVY COMMAND

John Brown
Administrative Assistant to Chief of Staff

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DII(F) FLEET-ADMINASS COS E1

NAVY COMMAND

John Smith-Jones
Captain Royal Navy
Commanding Officer

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Navy Net HMS DARING CO   **Inmarsat** 9876 47890

NAVY COMMAND

John Smith-Jones CEng MAPM FIMarEST
Lieutenant Commander Royal Navy
Chief of Staff Engineering

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DII(F) FLEET-CAP DLLOGS SO2

with compliments

NAVY COMMAND

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F 098 7654 3210
E john.brown123@mod.uk
DII(F) FLEET-CAP DLLOGS SO2

with compliments

CORPORATE MARKETING

Corporate marketing is designed to promote the Royal Navy as a whole to an internal and/or external audience. It can be used to raise awareness, persuade or change people's perceptions. Therefore, the look and feel of corporate marketing should be dynamic, with an element of restraint.
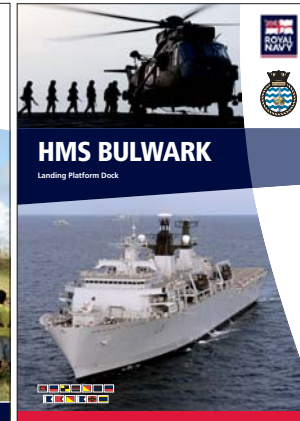
Items in this category include The Maritime Reservist, digital communications, booklets (e.g. ships' guides), press releases, advertorials, magazines and merchandise.

Make sure that your publications have a main heading which is inspirational, intriguing or attention-grabbing. Complement this main heading with a descriptive subheading. You may use the space in the top left-hand corner for copy if your publication is part of a series. All imprint information (e.g. reference number, date) must be positioned on the outside back cover. These naming principles should also apply to digital communications.

Features of corporate marketing items:

• strong use of photography
• angled shapes bisecting the curve
• red or blue colour bar
• predominant use of Royal Navy core colours for high-profile publications.

Note that Pantone® 350 should be used as the dominant colour when you are communicating about Royal Marines.

THE MARITIME
Reservist
SPRING 2015

Helping the fight against Ebola
page 3
Future Reserves 2020
page 4
Ex Black Alligator
page 12
First World War Remembered
page 18
Edinburgh Royal Tattoo
page 22
... and more

LOGISTICS MATTERS 2014
The Annual Publication for Naval Service Logisticians
(Royal Navy, Royal Marines, Royal Fleet Auxiliary and Civilians)

HMS BULWARK
Landing Platform Dock

A GUIDE TO UNDERSTANDING HUMAN FACTORS & HUMAN BEHAVIOUR
In Safety Management & Accident Investigation

SPECIALIST MARKETING

Specialist marketing is designed to promote a specialist area of the Royal Navy to an internal or external audience. It can be used to raise awareness, persuade or change people's perceptions. Therefore, the look and feel of specialist marketing is dynamic with impact.

Items in this category include exhibitions and events, commemorative publications, ships' badges, licensed products and gizzits.

Specialist marketing items differ from corporate marketing items in the way that our identity elements (such as typography, the curve and our colours) are used in a less restricted fashion.

If you intend to procure/produce gizzits, you must get permission first (refer to **page 2**).

The nature of specialist marketing items necessitates a less formal approach to the way in which our identity elements are used.

Make sure that your publications have a main heading which is inspirational, intriguing or attention-grabbing. Complement this main heading with a descriptive subheading. All imprint information (e.g. reference number, date) must be positioned on the outside back cover. These naming principles should also apply to digital communications.

Before producing any specialist marketing items, you must obtain approval from Directorate Media and Communications OPS PR Navy.

RECRUITMENT MARKETING

Recruitment marketing is necessary to recruit high quality candidates in sufficient numbers to join the Naval Service. Therefore, it is aimed at an external audience and can be used to:

Attract

to trigger an action then make it easier for the right individuals to start their recruitment journey.

Enable

to help high quality individuals move along their recruitment journey.

Convert

to encourage the right individuals to complete the final steps to application.

The look and feel of recruitment marketing should be dynamic as in specialist marketing but with even more flexibility in the way the identity elements are combined. The items in this category include:

- TV
- Video on Demand
- Radio
- Cinema
- Broadcast Sponsorship
- Media Partnerships
- Online Display

- Pay Per Click (PPC)
- YouTube
- Social Media
- Press
- Website
- Publications
- Face to Face Events

Recruitment marketing communications such as press, publications and events collateral that will be used in Wales, must use the bilingual Welsh version of our logo, and content of the communications must be in Welsh and English (bilingual). For more information, see **page 15**.

Note that Pantone 350 should be used as the dominant colour when you are communicating about Royal Marines. Pantone 289 should be used as the dominant colour when communicating about the Royal Fleet Auxiliary.

RECRUITMENT MARKETING

Recruitment marketing communications and naval service logos and/or badges

Any recruitment communications you produce must use the Royal Navy logo and may use a heraldic badge or crest in a subordinate position if required. This rule applies to the badge or crest of the fighting arms shown here.

The only exception to the rule is when you are recruiting on behalf of the Royal Fleet Auxiliary. In this case, use the Royal Fleet Auxiliary logo.

If you are creating recruitment marketing communications on behalf of more than one fighting arm, use only the Royal Navy logo.

You must follow the rules on using the elements of our identity (logo, curve, storytelling, photography and illustrations, colour and typeface) regardless of which part of the Royal Navy you are producing recruitment marketing communications for.

Recruiting on behalf of the **Royal Navy** or Royal Navy Reserves

Recruiting on behalf of a **fighting arm**

Surface Flotilla	Fleet Air Arm
Royal Marines/ Royal Marine Reserves	Queen Alexandra's Royal Naval Nursing Service
Submarine Service	Royal Fleet Auxiliary

RECRUITMENT MARKETING

Recruitment marketing communications for the Royal Marines

If you are creating recruitment marketing communications for the Royal Marines (or Royal Marine Reserves), which combination of logo, badge and campaign device you should use depends on the type of communication.

If you need to use a Royal Marines campaign device you must get permission to use it from **NAVY MEDIACOMMS-OPS TL** or **NAVY CNR-HDMKT**.

If you are unsure which combination of logos, badges and campaign devices to use, do not guess – contact **NAVY MEDIACOMMS-OPS TL (see page 2)**.

TV/cinema/printed ads/digital (excluding websites): use the Royal Navy Logo and the approved Royal Marines campaign device. In certain circumstances the Royal Marines campaign device will stand alone, particularly when using TV and cinema.

For examples of how to use these elements in practice, see the application shown over the next pages.

Outreach assets (e.g. lorries): use the Royal Navy logo and the approved Royal Marines campaign device.

TV/cinema/printed ads/digital (excluding websites): use the Royal Navy logo and the approved Royal Marines campaign device.

Royal Marines recruitment section of the Royal Navy website: use the Royal Navy logo with the Globe and Laurel, and the approved Royal Marines campaign device in a subordinate position. This example shows the 2009 campaign device. (Note that the corporate Royal Marines section of the website uses the Royal Navy logo and the Globe and Laurel only.)

Publications: use the Royal Navy logo and the Globe and Laurel.

RECRUITMENT MARKETING

MADE IN THE ROYAL NAVY
🔍 'Royal Navy Engineers'

LIFE WITHOUT LIMITS

ROYAL NAVY

IT'S A STATE OF MIND

ROYAL MARINES COMMANDO

RECRUITING NOW

ROYAL NAVY

ROYAL NAVY ENGINEERING

BE CHALLENGED. BE REWARDED. BECOME A ROYAL NAVY ENGINEER.

Explore what it means to be a Royal Navy Engineer, and how you can build the future you want in engineering.

FIND YOUR ENGINEERING ROLE

MY #ROYALNAVYLIFE

Danny, Engineering Technician (Weapon Engineering)

INTELLECTUAL PROPERTY

All photographs and images created by or for the Royal Navy and Royal Marines (RN/RM) are subject to Crown Copyright rules. RN/RM names, insignia and logos are likely to be protected as registered trade marks.

Documents and products incorporating RN/RM IP must be authorised, and be of unquestionable quality.

Documents/Products bearing RN/RM IP for the RN/RM's own official use

If a Unit wishes to acquire items displaying RN/RM IP for official purposes (for example, giveaway promotional items), they must contact DDC at **DDC-Strategy-BrandOfficer@mod.uk** who can offer advice and refer the Unit to suppliers who have already won a competitive tender to supply printing services or branded products to the MOD.

In the event that a product or service is not available from existing contracted suppliers, the Unit must seek from DDC a list of other suppliers licensed to use MOD IP. Duly authorised commercial staff can approach these, or other commercial companies, to supply the products. The benefit of using a supplied already licensed to use MOD IP is that the quality of their goods and services will already have been checked.

Orders must be charged to a UIN, and the contract (expressly or by implication) must limit the supplier's use to that individual order.

Products bearing RN/RM IP for sale

Anyone **selling** products bearing RN/RM IP (including 'official' RN/RM charities, associations, PRI shops, and museum shops), is required to acquire stock from a supplier with a Merchandising Licence. Licences are issued by MOD Defence Intellectual Property Rights. Guidelines on applying for a licence can be obtained from **www.gov.uk/government/publications/mod-copyright-licensing-information**

Production of Publications/Books/DVDs/CDs and use of Images/Photographs/Film Footage (Copyright Licences)

Guideline on using such works can be obtained from **www.gov.uk/government/publications/mod-copyright-licensing-information**

Please seek further advice from **DIPR-CC@mod.uk**

WORKING TOGETHER TO SUCCEED

Our identity tells people who we are and what we're about. It's important that our identity is communicated consistently, so it's important to follow the rules set out in these guidelines.

How well you follow these rules speaks volumes about you and your contribution to the Royal Navy. You must take the time to understand the rules set out in these guidelines so that you can uphold them, help others understand them and challenge people who break the rules and let down the Royal Navy.

Working together to ensure our identity is used correctly will help tell the story of who we are and the successes we achieve.

Whatever piece of communication you are producing, take pride in it and follow these rules. And if you need guidance, just ask.