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1. Logo

1.1 Overview

This is our logo – the primary element of our visual identity. It is based on the White Ensign, which has been the internationally recognised symbol of the Royal Navy since 1653. The logo is made up of a unique typeface and a re-creation of the White Ensign.

Do not attempt to alter or recreate this logo.
1. Logo

1.2 Clear space

There must always be an area of clear space around the logo to ensure it stands out. The depth and width of this exclusion zone is determined by the height of the letter ‘N’ from the word ‘Navy’, as shown here.

There must never be anything else in this space, on any application of the logo. This includes straplines. The white keyline (border) is an integral part of the logo and can never be deleted.
1. Logo

1.3 Logo size and positioning

The logo is used in a clear and consistent position on the top left hand side of the Royal Navy website.
COLOURS
## 2. Colours

### 2.1 Royal Navy colours

<table>
<thead>
<tr>
<th>Navy Blue</th>
<th>RGB</th>
<th>HEX</th>
<th>Dark grey</th>
<th>RGB</th>
<th>HEX</th>
<th>White</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark grey</td>
<td>RGB</td>
<td>HEX</td>
<td>White</td>
<td>RGB</td>
<td>HEX</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tint of Navy blue</td>
<td>RGB</td>
<td>HEX</td>
<td>Tint of grey</td>
<td>RGB</td>
<td>HEX</td>
<td>Light grey</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Tint of grey</td>
<td>RGB</td>
<td>HEX</td>
<td>Tint of green</td>
<td>RGB</td>
<td>HEX</td>
<td>Light grey</td>
<td>RGB</td>
<td>HEX</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary blue</th>
<th>RGB</th>
<th>HEX</th>
<th>Red</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
</table>

### 2.2 Royal Marines colours

<table>
<thead>
<tr>
<th>Dark green</th>
<th>RGB</th>
<th>HEX</th>
<th>Dark grey</th>
<th>RGB</th>
<th>HEX</th>
<th>White</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark grey</td>
<td>RGB</td>
<td>HEX</td>
<td>Tint of green</td>
<td>RGB</td>
<td>HEX</td>
<td>Light grey</td>
<td>RGB</td>
<td>HEX</td>
</tr>
<tr>
<td>Tint of grey</td>
<td>RGB</td>
<td>HEX</td>
<td>Tint of grey</td>
<td>RGB</td>
<td>HEX</td>
<td>Light grey</td>
<td>RGB</td>
<td>HEX</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary blue</th>
<th>RGB</th>
<th>HEX</th>
<th>Red</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
</table>

RGB 0 / 23 / 49
HEX #001731

RGB 15 / 37 / 61
HEX #01253d

RGB 32 / 46 / 33
HEX #20E21

RGB 32 / 46 / 33
HEX #20E21

RGB 49 / 115 / 181
HEX #3173b5

RGB 43 / 61 / 32
HEX #c01f34
BRAND TYPEFACE
3. Brand typeface

3.1 Overview

The brand font used on the Royal Navy website is Whitney. This sans serif humanist web font is available in a number of weights from cloud typography service, Hoefler & Co.

Whitney has been selected because it is specifically designed for legibility and editorial use in digital platforms.

**Rules**

Whitney Medium and Whitney Semi-bold are the approved weights for use on the Royal Navy website. All other weights of the typeface are not used.

All headers use Whitney Semi-bold in upper case. For body copy, Whitney Medium is used in sentence case.

There are a number of different font sizes used across the Royal Navy website. To maintain consistency, these have been outlined in this document.

---

**Whitney Semi-bold**

<table>
<thead>
<tr>
<th>Whitney Semi-bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>

**Whitney Medium**

<table>
<thead>
<tr>
<th>Whitney Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>

---

Font licensing details

In order to use Whitney, you will need purchase a desktop licence from Hoefler & Co, which entitles you to use the font for web applications. 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 desktop licenses are required for every computer that uses the font, including any third parties. The full licensing agreement can be found [here](#).
### 3. Brand typeface

#### 3.2 Example font sizes

H1
- Whitney Semi-bold
- Upper-case
- Size: 50px

H3
- Whitney Semi-bold
- Upper-case
- Size: 30px
3. Brand typeface

3.2 Example font sizes

**H1**
Whitney Semi-bold
Upper-case
Size: 50px

**Body copy**
Whitney Medium
Sentence case
Size: 14px

The Royal Navy’s presence on the world stage sends a powerful message that the UK is committed to global affairs and provides a stabilising influence. In this way we prevent conflict on the high seas and protect the flow of international trade on which our nation depends.
3. Brand typeface

3.2 Example font sizes

H1
Whitney Semi-bold
Upper-case
Size: 50px

H2
Whitney Semi-bold
Upper-case
Size: 40px

Body copy
Whitney Medium
Sentence case
Size: 14px
3. Brand typeface

3.2 Example font sizes

**H3**
Whitney Semi-bold
Upper-case
Size: 30px

**H4**
Whitney Medium
Upper-case
Size: 21px
3. Brand typeface

3.2 Example font sizes

H5
Whitney Semi-bold
Upper-case
Size: 18px

H5
Whitney Semi-bold
Upper-case
Size: 18px

H5
Whitney Semi-bold
Upper-case
Size: 18px

H5
Whitney Semi-bold
Upper-case
Size: 18px
CAMPAIGN TYPEFACES
4. Campaign typefaces

4.1 Royal Navy Engineers

Fonts for campaign landing pages may vary depending on the typeface that has been used for the above-the-line campaign.

Franchise Bold was chosen as the Royal Navy Engineering campaign typeface by WCRS (the Royal Navy’s above-the-line agency) and was used online to ensure campaign consistency.

Note: Franchise Bold should only be used for work produced for the Royal Navy Engineers campaign.
4. Campaign typefaces

4.2 Made In The Royal Navy

Fonts for campaign landing pages may vary depending on the typeface that has been used on the above-the-line campaign.

Vincent, a title case typeface, was chosen as the Made In The Royal Navy campaign typeface by WCRS (the Royal Navy’s above-the-line agency) and was used online to ensure campaign consistency.

Note: Vincent should only be used for work produced for the Made In The Royal Navy campaign.

Vincent

Aa
4. Campaign typefaces

4.3 Digital brochures

Champion Gothic typeface has been used as the font for the Royal Navy digital brochure site.

Note: Champion Gothic should only be used on the Royal Navy digital brochures.
BUTTON STYLES
5. Button styles

5.1 Royal Navy primary button

Primary button
Used on light background
RGB: 0 / 23 / 49
HEX: #001731

Primary button
Used on dark background
RGB: 255 / 255 / 255
HEX: #ffffff

Rollover state
For all dark blue, white and red button styles
RGB: 49 / 115 / 181
HEX: #3173b5

5.2 Royal Navy secondary button

Secondary button
Used on light background
RGB: 0 / 23 / 49
HEX: #001731

Secondary button
Used on dark background
RGB: 255 / 255 / 255
HEX: #ffffff

Rollover state
For all dark blue, white and red button styles
RGB: 49 / 115 / 181
HEX: #3173b5

5.3 Red button

Red buttons are only used across the site for a strong primary action.

e.g Apply now
RGB: 43 / 61 / 32
HEX: #c01f34
5. Button styles

5.4 Royal Marines primary button

**Primary button**  
Used on dark background  
RGB: 255 / 255 / 255  
HEX: #ffffff

**Secondary button**  
Used on light background  
RGB: 32 / 46 / 33  
HEX: #202E21

**Rollover state**  
For all dark green, white and red button style  
RGB: 49 / 113 / 64  
HEX: #317140

5.5 Royal Marines secondary button

**Secondary button**  
Used on dark background  
RGB: 255 / 255 / 255  
HEX: #ffffff

**Primary button**  
Used on light background  
RGB: 32 / 46 / 33  
HEX: #202E21

**Rollover state**  
For all dark green, white and red button style  
RGB: 49 / 113 / 64  
HEX: #317140
PHOTOGRAPHY
6. Photography guidelines

6.1 Imagery

Photography is a powerful way to communicate. The right photograph can speak volumes. When selecting images for the Royal Navy website, ensure you select a strong photograph that tells a story, is fit for purpose, meaningful and relevant, as well as being clearly from the Royal Navy. Always consider where the branding, navigation and page content will sit over the image.

Image sourcing:

All images used on the Royal Navy website should be from the official Navy sources.

Official Royal Navy image library:
http://195.166.153.124/

Flickr:
https://www.flickr.com/photos/rn_toppen/

Homepage image example:

Dimensions for header image: 1500px x 1090px.

File type: All images should be saved as Jpegs.

File size: When saving for web, there should be a balance between making the image file size as small as possible, and ensuring there is no real noticeable compression to the quality of the image.
6. Photography guidelines

6.2 Example imagery

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 the Royal Navy plays and the exciting lives our personnel 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.
6. Photography guidelines

6.2 Example imagery