



**Keeping America's Navy #1  
in the World**

**Style Guide 2000**

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NAVSEA internet site: [www.navsea.navy.mil](http://www.navsea.navy.mil)  
NAVSEA intranet site: <http://corp.navsea.navy.mil/resources>

Dear Corporate Team Member,

The new millennium continues the acceleration of change and electronic flood of information for us to manage. This speedy flow of information is like a rapid river, swollen beyond its banks from down-pours and moving at a very high rate of speed. No one can manage all of this information, which makes it difficult for each of us, including our Fleet and OPNAV customers, to make rational use of the data flood.

To create order from this confusion and to help our customers, we need to deliver clearly messages and images to clearly support NAVSEA's performance and abilities. Adopting corporate America's "best business practices" can achieve this. In fact, that is the strength and inherent quality of our branding communication effort.

We can only transcend this chaos and create enough order to deliver our important messages when the NAVSEA/PEO Team operates as a single corporation. Our efforts in performance and communication have focused this successful organization on keeping America's Navy #1 in the world. We were a major contributor to winning the Cold War and have done so since the nation's birth. NAVSEA, and its predecessors, always have been there. We were there yesterday, we are here today, and we'll be here for the next millennium!

NAVSEA serves as the Fleet's solution provider and is unmatched in both knowledge and experience. As our customers identify problems, we have the capability, resources and energy to implement the most effective and efficient solutions.

NAVSEA led the technology revolution at each stage of our Navy's evolution from sail to steam and from diesel to nuclear propulsion. Ready for the next great technology leaps in the 21st century, NAVSEA is evolving into an agile learning organization characterized by strongly embracing millennial change, responding at high speed, and inserting cutting-edge technology rapidly.

We are dedicated to fixing Fleet problems now. Capitalizing on our unity, stability, capability and agility, NAVSEA delivers. We track Fleet casualties daily and anticipate their need for solutions, often responding with action before they request assistance.

Key to all of these strategic steps during the next millennium is ensuring that our customers are aware and reminded that we deliver. NAVSEA must boldly tell our customers that the impact of our effort is that we keep America's Navy #1 in the world. Without these key communications and efforts to brand ourselves a unified successful force, our value and contributions will be lost in the confusion of data streaming into the eyes, ears, and minds of our customers. For that reason, embrace this important effort and use this style guide with the same enthusiasm and professionalism you have used to create a strong and vibrant NAVSEA in the last century.

Thank you for your support.

G.P. "Pete" Nanos, Jr.  
Vice Admiral, U.S. Navy  
Commander, Naval Sea Systems Command

## Introduction

Efforts by Naval Sea Systems Command (NAVSEA) to unify the organization have been spearheaded by the selection of a millennial symbol. It is a powerful combination of performance and perception, which serves as reality for most people. A strong, professional performance, supported by strong images, creates a powerful organization. NAVSEA's corporate team members have many daily opportunities to influence the perception of our customers in the Fleet, OPNAV and Secretariat staff, other government agencies, and the American people. Using personal contact, world-class performance and inspiring images, NAVSEA can make a strong positive impact each day. This guide provides policy and guidance to assist in the successful use of NAVSEA's principal image, the new logo, in your organizational communication.

It is important that logo and trademarks be used in a consistent, uniform manner in order to create the greatest impact. Logos develop what is known as acquired distinctiveness through long-term use and extensive marketing which strengthens our trademark protection.

If you need additional information or guidance, contact the NAVSEA Headquarters' Public Affairs Office (SEA 00D). Successful implementation of this NAVSEA initiative will require support of these guidelines and a focus throughout the entire NAVSEA organization.

NAVSEA's branding communication initiative adds a new cutting-edge element to our identity. One of the most important tools for organizations is a strong, vibrant symbol or logo. The NAVSEA logo is a keystone. It has modern representative elements, which move toward and embrace the 21st century. It communicates NAVSEA's principal endeavors for America's Navy and Marine Corps Team and delivers the impression of power and capability to engineer the future. When properly and uniformly used, it creates a cohesive and positive corporate identity. Furthermore, consistent use demonstrates NAVSEA's character, strength, and potential for growth. Also, correctly applying the logo reinforces a consistent and positive message and the image desired.

The NAVSEA corporate symbol was designed to convey a number of concepts including a commitment to:

- Engineer, build, and support America's Fleet today and tomorrow
- Keep America's Navy #1 in the world
- Maintain America's cutting edge in maritime supremacy for combat systems and force capabilities
- Innovate with new technology, business processes, and techniques
- Look to the future to ensure a strong Navy-Marine Corps Team is designed and supported
- Ensure a strong talented NAVSEA workforce to support future generations of Sailors and Marines

The logo is dominated by the corporate name NAVSEA in large white shadowed letters, superimposed on a large blue globe with highlights, and underscored by the command title, Naval Sea Systems Command, at the bottom. Stealthily moving below the NAVSEA name is a stylized submarine representing America's cutting edge in maritime supremacy. Sailing into the logo just above the large NAVSEA letters is a stylized surface platform, which represents future generations of surface and carrier aviation platforms with low profiles, advanced combat systems, high-speed performance, greater firepower, and Sailors with superb skill. Streaking into the graphic from the front left of the logo is a stylized missile representing sleek, lethal and high-speed weaponry and its support systems, which swoops into the battle group formation to defend or attack, as needed anywhere in the world.



## **The NAVSEA Identity (Signature)**

The NAVSEA identity (or signature) consists of two elements: the logo and the corporate value statement (CVS), “Keeping America’s Navy #1 in the World.” The success of the NAVSEA initiative demands a consistent and undistorted representation of the NAVSEA identity. As a result, the NAVSEA identity must always appear in one of the approved arrangements and be reproduced from an authorized masterwork. Original copies of the logo are available in various sizes and can be found in this style guide (see “Reproduction Materials”) or at the NAVSEA Headquarters’ Public Affairs Office (SEA 00D). Original command logos can be found on the NAVSEA Intranet or can be emailed to you. If the design of your collateral requires a size or arrangement not contained in these resources, please call SEA 00D for assistance. Do not alter or re-draw the signature, or reproduce it from another printed facsimile.

### ***The NAVSEA Logo***

A strong graphic is a powerful way to communicate a brand benefit. As has been said, a picture can communicate a thousand words. Thus a strong brand logo is essential in developing an effective brand identity. By industry standards, the recently introduced logo for NAVSEA is a powerful tool that can effectively communicate the breadth of the NAVSEA organization, as represented by the symbolic ship, missile, and submarine. The use of the blue color is significant in its communication of Navy and the sea, while the design implies speed and the future. In short, this logo provides a powerful complement to the NAVSEA name.

### ***The NAVSEA CVS: “Keeping America’s Navy #1 in the World”***

The NAVSEA customer developed a perception about NAVSEA as a brand. Successful branding, centered with a powerful Corporate Value Statement, allows control of how you are perceived by your customers versus brand perception that is inconsistent with your desired objectives. Additionally, there are two other major benefits that will be realized by the NAVSEA CVS:

- The NAVSEA CVS will help NAVSEA achieve its objective of building positive awareness...faster.
- The NAVSEA CVS will make its communication budget work harder, thus providing more bang for the buck from any method, whether it is signage, newsletters, brochures, direct mail, trade show materials, publicity or informational advertising.

Conversely, any money spent not following these proven branding principles is frequently wasted. A powerful CVS for NAVSEA will coalesce the employee, the customer and the targets. It will provide a motivating and memorable message that makes every dollar spent work harder.

The recommend CVS for NAVSEA was: “Keeping America’s Navy #1 in the World.”

The recommendation was based on this rationale:

- This CVS captures the ultimate mission of NAVSEA.
- It is a preemptive CVS that strongly positions NAVSEA in a leadership position of helping the Navy achieve its ultimate objective.
- It is strongly associated with the ultimate end benefit desired by the Navy - to be #1 in the world.
- It is an emotional and inspirational benefit - one that research among customers and employees endorsed as being true and a benefit that they could rally around. The research strongly pointed out that our audience members were looking for an emotional CVS that inspired them.
- The recommended CVS puts the emphasis on the customer - not on NAVSEA. An important learning coming out of the research was that NAVSEA must not cross the line in being more important than the Fleet.
- It is a memorable CVS that is less than ten words and will rapidly generate positive awareness for NAVSEA.
- It is a CVS in which a variety of specific elements can be used for support showing how NAVSEA delivers on this benefit.
- NAVSEA — Keeping America’s Navy #1 in the World” is the only “slogan-like” statement all NAVSEA commands are to use. As this CVS matures, variations may arise. Variations will be approved at the headquarter level.

As a closing note on the NAVSEA logo and its use:

- Remember that communications identity can only be effective if it is founded on consistency.
- Deviations from the identity system erode its integrity.
- We are counting on your support to apply these guidelines appropriately.

## **Printed Materials**

### ***Informational Brochures and Pamphlets***

Commands are encouraged to use the corporate NAVSEA logo and/or the approved variations of command logos in printed materials, especially informational brochures and pamphlets, as appropriate. The logo should appear at the top-left or bottom-center of the front cover and if topography permits, a smaller logo on the bottom-center of the back cover. It should appear in required RGB colors (see “Reproduction Materials”) or appropriate black and white version.

### ***Reports***

Commands are encouraged to use the NAVSEA logo in technical reports and on their covers. The logo should appear at the top-left or bottom-center of the each page of the report and cover. The NAVSEA logo can be printed in either color or black and white, depending on the color format of the report.

### ***Business Cards***

In accordance with Department of the Navy policy of March 9, 1999 on printing business cards, NAVSEA corporate team members may use the corporate logo to print business cards for professional use. This new policy “permits government employees to print business cards, using existing software and agency-purchased card stock, for use in connection with official activities when the

exchange of cards would facilitate mission-related business communications.” Some employees may want to purchase commercially printed cards at their own expense.

Corporate business cards are usually printed in the standard 3 1/2” x 2” size. NAVSEA policy is that cards using the NAVSEA logos shall be printed on white paper in either black ink or required color scheme (RGB colors are provided for printer reference below).

For convenience, a PowerPoint business card template is provided with three styles listed below. These are ready to use on office equipment or can be provided to printers for their professional printing. These card templates will be provided in additional software formats (such as Freehand) on the NAVSEA corporate Intranet (<http://corp.navsea.navy.mil>) in the near future.

Here are example styles that can be used:

#### ***Color logo with color gradient background***

- Background Color: The background color is a color gradient, horizontal shading of custom colors: Red - 51, Green - 51, Blue - 204, Hue - 170, Sat (Saturation) - 153, Lum (Luminance)- 128
- NAVSEA Logo: Position a 1 5/8” logo, 1/16” from the upper left trim.
- Card Bearer Name: Set the name of the card bearer in twelve point Helvetica or Arial Bold (or equivalent), capital and lower case letters, 1/4” from the upper right trim, with 1/8” space between the name and logo.
- Title: Spell out the title in nine point italics Helvetica or Arial, capital and lower case letters, 1/16” - 1/8” below the name. Title can be divided onto two lines. Depending on your needs, a smaller point font can be used.
- Address: Set address in nine point Helvetica or Arial, capital and lower case letters. Position flush 1/8” from the left trim of the card 1/8” under the logo. Position the phone, FAX, Internet and website addresses flush left, 1/8” from the left trim. Depending on your needs, a smaller point font can be used.



#### ***Color logo***

- Background Color: The background color is white with RGB values: Red - 255, Green - 255, Blue - 255, Hue - 170, Sat (Saturation)- 0, Lum (Luminance) - 255
- NAVSEA Logo: Position a 1 5/8” logo, 1/16” from the upper left trim.
- Card Bearer Name: Set the name of the card bearer in twelve point Helvetica or Arial Bold (or equivalent), capital and lower case letters, 1/4” from the upper right trim, with 1/8” space between the name and logo.

- Title: Spell out the title in nine point italics Helvetica or Arial, capital and lower case letters, 1/16" - 1/8" below the name. Title can be divided onto two lines. Depending on your needs, a smaller point font can be used.
- Address: Set address in nine point Helvetica or Arial, capital and lower case letters. Position flush 1/8" from the left trim of the card 1/8" under the logo. Position the phone, FAX, Internet and website addresses flush left, 1/8" from the left trim. Depending on your needs, a smaller point font can be used.



*Black & white logo*

- Background Color: The background color is white with RGB values: Red - 255, Green - 255, Blue - 255, Hue - 170, Sat (Saturation) - 0, Lum (Luminance) - 255
- NAVSEA Logo w/o frame: Position a 1 5/8" logo, 1/16" from the upper left trim.
- Card Bearer Name: Set the name of the card bearer in twelve point Helvetica or Arial Bold (or equivalent), capital and lower case letters, 1/4" from the upper right trim, with 1/8" space between the name and logo.
- Title: Spell out the title in nine point italics Helvetica or Arial, capital and lower case letters, 1/16" - 1/8" below the name. Title can be divided onto two lines. Depending on your needs, a smaller point font can be used.
- Address: Set address in nine point Helvetica or Arial, capital and lower case letters. Position flush 1/8" from the left trim of the card 1/8" under the logo. Position the phone, FAX, Internet and website addresses flush left, 1/8" from the left trim. Depending on your needs, a smaller point font can be used.



Templates for NAVSEA business cards are available on the NAVSEA Corporate Intranet at: <http://corp.navsea.navy.mil/resources/b-cards.htm>

## Command Signage

Signs used within commands for gates, entrances, buildings, and office space should communicate clearly using consistent formats, typography, color and size. Signage should be positioned for optimal viewing for that location. The letter spacing should be properly sized and placed to prevent bleeding (or appear to run together) for signage when viewed from a distance. Borders or unnecessary graphic elements should be omitted. Lettering height for the smallest text should be at least two (2) inches for every 40 feet of reading distance (e.g. signs 80 feet from street need four-inch letters).

All NAVSEA facilities will either use the “Naval Sea Systems Command” logo or the approved logo for that command and/or location, contained in the NAVSEA Style Guide. The sign also will contain information needed to properly identify the command location, city location or base location, as coordinated with NAVSEA Headquarters. NAVSEA commands are encouraged to use their approved logo in such signage.

The NAVSEA name is most readable in a color logo format. If a sign is used only for the NAVSEA command, the logo will be placed in the top center of the sign. The command name shall be located at the bottom of the sign, separate from the NAVSEA logo. The font used for this and other routine information shall be Helvetica medium or its equivalent. Exceptions to this policy must be coordinated with NAVSEA (SEA 00D). When planning economical flat or 3-D raised lettered signs on exterior (or interior) backgrounds of a white or neutral color, use either the color or the reverse logo. The NAVSEA black and white logo also may be used. When used in combination with other commands on a primary sign, the color or black and white logo for that command will be used in a pleasing typographical layout.

Certain bases may have regulations, which require smaller symbols for the tenant commands. These regulations should be followed, but NAVSEA headquarters (SEA 00D) should be apprised.

If NAVSEA is not the sole or major building tenant, a NAVSEA exterior facility sign may not be appropriate. In this case, NAVSEA identification will be noted in the building directory or on directional signs leading to their areas.

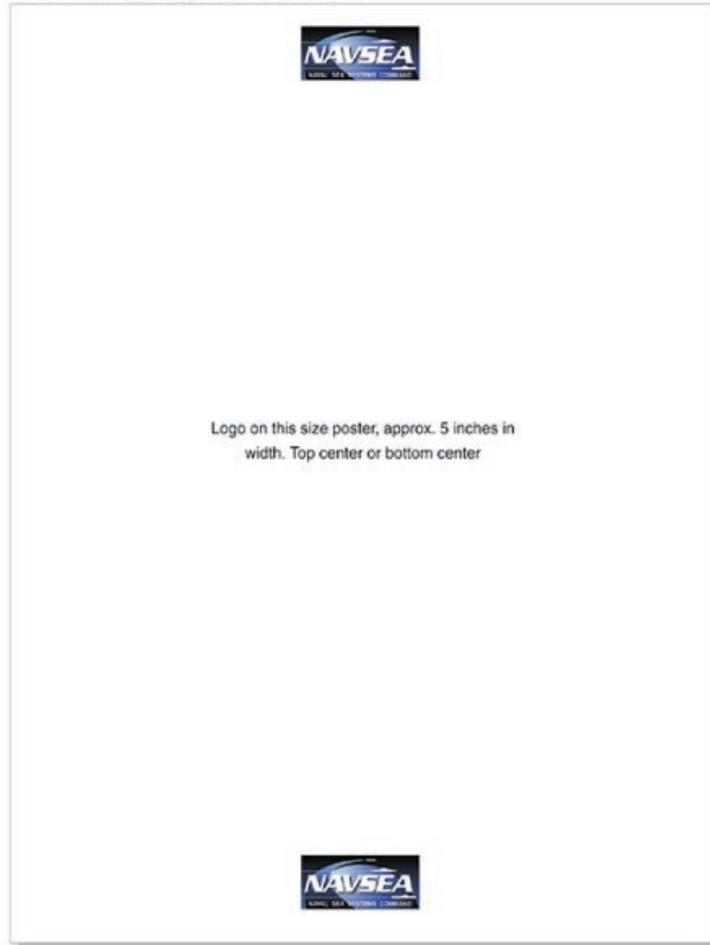
At a large center or multi-building complex, a facility sign should be located at the principal access point. A smaller sign should be placed on or near the individual NAVSEA building. These signs are best positioned at eye level around a main entryway.

The NAVSEA logo will be produced in a proper ratio to other messages, while maintaining its proportional integrity. Facility signage will be consistent with this guide. Consult your Public Affairs Officer for assistance and review of all signage designs.

### ***Posters and Promotional Materials***

The use of posters and promotional materials (i.e. flyers) to promote NAVSEA commands is strongly encouraged. Posters/promotional materials can either be portrait or landscape format. The logos should be used in the color version, however, there may be some times when the black and white version would be appropriate. Regardless, the logos should be in appropriate sizes and ratios to the printed information and usually placed top-center or bottom-center.

Recommendation for usage on poster (30 x40)



### **Electronic Presentations**

#### ***Diskettes/CD's***

Diskettes and CD's created for distribution should include the NAVSEA logo in the upper left-hand corner of the label or cover. Large quantities of pre-printed NAVSEA logo diskette labels and CD covers can be used internally, but are not required for small quantities.

#### ***PowerPoint and Other Electronic Briefing Presentations***

Corporate team members are encouraged to use the logo in electronic briefing presentations, such as PowerPoint. For most of these presentations the logo should appear at the top left of the slide.

**Internet/Intranet Presence**

Every NAVSEA command web site must include the approved NAVSEA command logo. The logo should be appropriately incorporated into the command website page and seek a similar image presence as the national headquarters site. As new homepages are developed, they should be coordinated with SEA 00D to strive for a unified corporate appearance. This may take a little time for completion, but a coordinated Internet and Intranet presence will add tremendously to the overall image development for corporate NAVSEA.

**Policy on Other Symbol Representation**

**Coins**

NAVSEA’s Command Master Chief has coordinated production of a commemorative coin. On one side, the NAVSEA logo will be imprinted using the color logo in relief and without the blue-black background so that it will fit onto a circular coin. It also will have the Corporate Value Statement inscribed. The other side will be open for command use. This design will not be a competing command logo. It could contain the Navy seal, Department of the Navy Sea Systems Command seal or another design chosen by the command.

**Name Badges for Conferences, Symposia and other events**

For large NAVSEA hosted events, name badges are normally used. Name badges should be no smaller than 2” x 3” and no larger than 4” x 3”. The color version of the NAVSEA logo should appear in the upper left-hand corner of the badge. The logo should be in appropriate size to the name badge to include ample space to include personnel name. Although no specific size is mandatory for personnel name lettering, the lettering size should not overlap the logo and should be in either black or dark blue ink, and may be hand-written or computer generated.

**Flags**

Commands may have NAVSEA flags created, using the logo in standard RGB colors. The NAVSEA flag should have only the NAVSEA logo and not include the CVS. The recommended material for a flag is a “rip-stop nylon.” The NAVSEA color logo can be show in two ways: (1) the color logo is horizontally and vertically centered against a white background on the flag or (2) the color logo can be bled to the edges of the flag, making the entire flag the logo.

A standard flag size is 3’ x 5’, however flags that fly over a building may be as long as 8’. The NAVSEA log must be presented in proper proportion for all flag sizes.



## **Command Nametags**

Standard Navy nametags for military uniforms will be used by all NAVSEA commands and can be used by any NAVSEA employee, when required. A black background with white letters will be used with the color logo placed on the left side of the nametag. The remainder of the nametag will use two or three lines, depending on the command's preference. The name will be in 16-point size white lettering, while titles and command names will be in 12-point size, as illustrated in the attached PowerPoint file.

Nametags, which comply with this guidance, are being produced by RLP ENTERPRISES and additional information is available at their web address:

[www.allstarnametags.com](http://www.allstarnametags.com) <<http://www.allstarnametags.com>>

This site contains a 1-800 number to call. The company is set to produce HQ and field activities nametags at an economical price. They “will not” produce anything not in accordance with the style guide. Any activity can order name tags by calling the 1-800 number and the company will need requires the following:

- 1) “Typed” list of nametags. Examples for HQ and field activities are provided on the web page. The company will produce “exactly” what is faxed to them, each individual nametag request should include NAME on line one, TITLE, CODE or FUNCTION on line two (for field activities LOCATION will appear on line three) Headquarters personnel will normally only have two lines on their nametags.
- 2) Each faxed list of nametags “MUST” include a accurate return address. Each shipment will have a bill enclosed. Command credit cards are the preferred method of payment.
- 3) Each activity will order and pay for their nametags. Headquarters will order and pay for those personnel assigned to and working directly for Headquarters.

Other questions regarding nametags should be addressed to NAVSEA Command Master Chief Charlie Waters.

## **Seals**

NAVSEA seals may be produced for promotional use. They can vary in size; however, the logo must be scaled and prepared correctly so there will be no distortion in size or color. Adhesive NAVSEA seals can be obtained through NAVSEA Secretariat (SEA 09D). Seals in various sizes can be ordered from:

Capital Screen Printing Unlimited  
8382-A Terminal Road  
Newington, VA 22079  
(703) 550-0033 OR 1-800-783-3800

## **Office Supplies**

Office materials of various types may be adorned with the NAVSEA logo, including coffee mugs, pens and pencils, Post-It” blocks, mouse pads, schedule planners, etc. The NAVSEA logo must be scaled correctly so there will be no distortion and must appear either in appropriate RGB color or black and white. These logos may not be used with graphic presentations that are questionable in taste, immoral or advocate use of illegal drugs, tobacco, alcohol or topics deemed inappropriate.

## ***Apparel and Accessories***

Commands are authorized to use approved logos on apparel as long as they are presented in good taste. The logo can be represented in the color NAVSEA logo (if reproduced faithfully with the color scheme in this guide) and/or the black and white versions. Colors of apparel to avoid include red, yellow, green, pastel shades, tie-dyed and other designs presenting a highly contrasted appearance.

Apparel that could be adorned might include t-shirts, polo shirts, sweatshirts, button-down oxfords, running shorts, exercise outfits, light jackets and the traditional Navy ball caps. Ball caps will be in Navy blue only and the colored version of the logo can only be used. Ball caps may be produced in both enlisted and senior officer versions. Other items might include standard working coveralls, hard hats, appropriate foul weather gear, and other work related items. However, Navy and local regulations must be observed to reflect credit upon the corporate team. These logos may not be used on undergarments or along with graphic presentations that are immoral or advocate use of illegal drugs, tobacco, alcohol or topics deemed inappropriate (including poor taste).

## **Standards and Specifications**

### ***Trademark Registration***

On December 22, 1999, the Office of General Counsel filed two federal trademark applications in the U.S. Patent and Trademark Office for the new NAVSEA logo. Trademark registration is being sought to protect NAVSEA's trademark rights in the new logo. The first application seeks federal registration of the entire logo, including the word NAVSEA and the associated graphical design. The second application seeks federal registration of the word NAVSEA standing alone.

Together, these two federal trademark registrations will provide NAVSEA with enhanced legal remedies for deterring unauthorized use of the new NAVSEA logo and the word NAVSEA. For instance, federal registration gives notice nationwide of NAVSEA's priority rights in the new logo and enables NAVSEA to sue in federal court for trademark infringement. Federal registration also permits NAVSEA to recover enhanced damages and costs in federal court against anyone who impermissibly uses the new logo or the word NAVSEA.

### ***The NAVSEA Acronym***

Usage of the NAVSEA acronym in communications, marketing materials, and general correspondence is strongly encouraged, provided it is used in conjunction with the full NAVSEA name or the logo. In any case, it must be well understood what the acronym represents. Examples of proper and improper implementation of the NAVSEA acronym are as follows:

#### Proper implementation

- Any intra-NAVSEA communication
- Any open house flyer which includes the corporate logo at the bottom and references to "NAVSEA"

#### Improper implementation

- Answering the telephone "NAVSEA"
- Correspondence or addresses using only NAVSEA

**Examples of Misuse of NAVSEA Logos**

The NAVSEA logo has been carefully designed. Uniform application is essential in order to maintain its integrity. Changes in style, weight, typeface proportion, color and arrangement will reduce or erase the recognition and consistency that our corporate symbol seeks to establish.



1. Never redesign a logotype or substitute an unofficial logo or mark to replace it.



2. Never use other than first generation art to output and photographically reproduce the identifiers.



3. Never introduce additional graphic elements or text into the identifiers.



4. Never substitute another typeface for in any of the logos.



6. To improve quality readability if using screened identifiers, be sure that the graphic and the wording have sufficient contrast. An example is having alternative treatment when placing logos (or marks) to either side of the text, rather than behind it.



5. Avoid rotating the axis of the logo or the mark. Also never distort them (i.e. the shape of the logo must be rectangle).



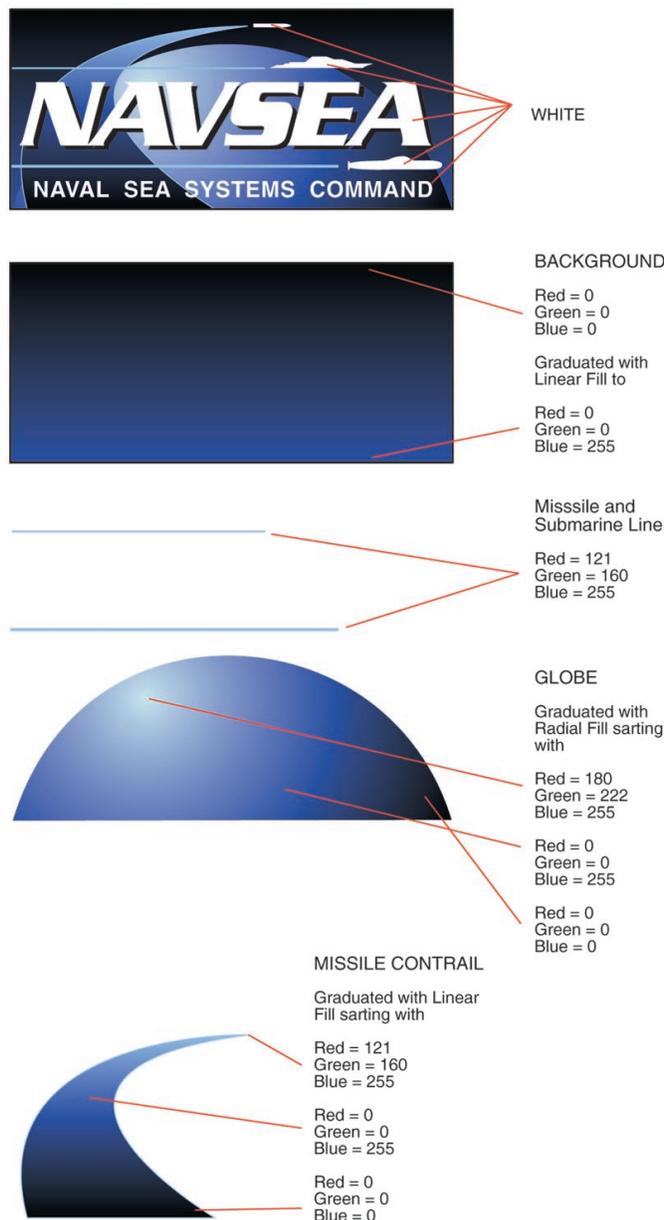
7. Never alter or use a redrawn NAVSEA mark or logo. Use a standard digital original or quality furnished reproduction.

Consistency in using the logo communicates professionalism, attention to detail and successful image development. Drifting standards reflect an unprofessional attitude, which destroys our credibility and our NAVSEA value to “commit to quality products.” Commands wishing to employ the logo in novel ways need to get permission through SEA 00D, so that this rule of consistency in use is not violated. Some of the more common misuses of the logo include:

## Reproduction Materials

### Color Guidance

One color printing is authorized; yet color copying is also recommended. Color copying can demonstrate state of the art digital output and is a viable option for short runs. A NAVSEA digitized color logo that follows the appropriate color standards should be used and is described below:

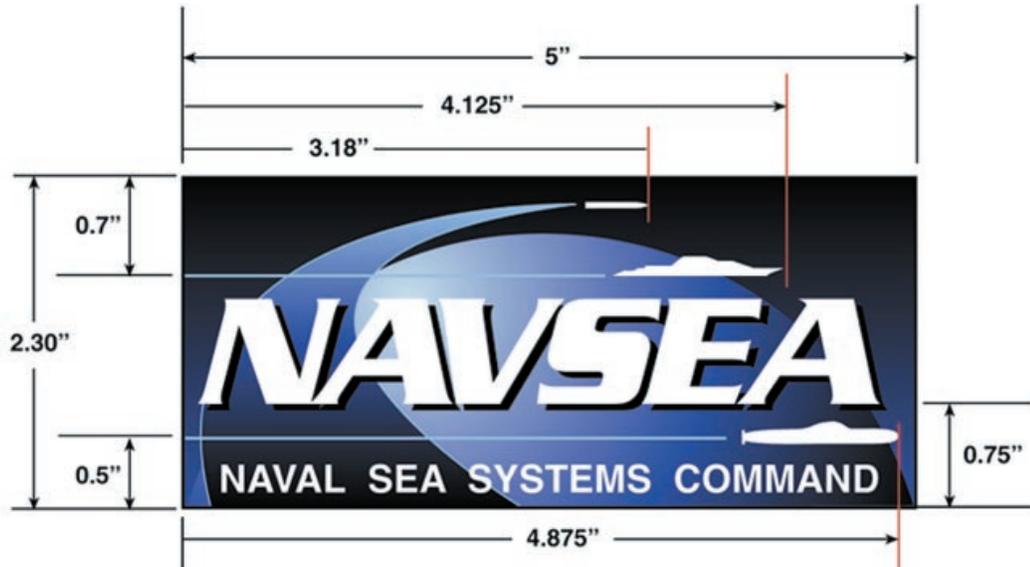


**Electronic Color Reproduction of Logos**

Color reproduction varies from software package to software package and output device to output device. It is essential that you check and match colors at the output device using the RGB Color Guide, available at local public affairs offices or SEA 00D.

**NAVSEA Logo Scale for Proportional Reference**

Approximate Scale:



The text **NAVSEA** =  
Font; 80 point Serpentine Bold Italic

The text **NAVAL SEA SYSTEMS COMMAND** =  
Font; 19 point Helvetica Bold. The text must be centered within the logo

Dimensions of Missile, Surface Ship, and Submarine as used in the above logo



## NAVSEA Authorized Images

### NAVSEA Color Logo

It is not recommended to reduce the logo smaller than shown here because the loss of reproduction quality.



### NAVSEA Reverse Color Logo

It is not recommended to reduce the logo smaller than shown here because the loss of reproduction quality.



*NAVSEA Black & White Boxed Logo*

It is not recommended to reduce the logo smaller than shown here because the loss of reproduction quality.

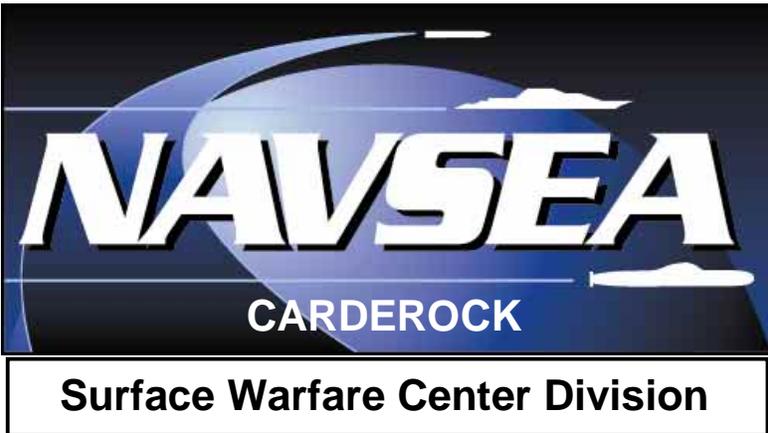


*NAVSEA Open Logo*

It is not recommended to reduce the logo smaller than shown here because the loss of reproduction quality.



*For Surface Warfare Center*



# *For Surface Warfare Center*



**For detachments with under 100 people use Carderock Logo at:**

- Chesapeake, VA
- Dania, FL
- Bremerton, WA
- Memphis, TN
- Bayview, ID
- Norfolk, VA

**For detachments with under 100 people use Indian Head Logo at:**

- Concord, CA
- Seal Beach, CA
- Earle, NJ
- McAlester, OK
- McGregor, TX
- Yorktown, VA

*For Surface Warfare Center*



# *For Undersea Warfare Center*



**Detachments are under 100 people:**

- **Example: use Keyport Logo above at:**
  - **San Diego, CA**
  - **Honolulu, HI**
  - **Hawthorne, NV**
  - **Etc.**

# *For the Naval Shipyards*



# *For Naval Shipyards*



# *For Supervisors of Shipbuilding*



**Supervisor of Shipbuilding**



**Supervisor of Shipbuilding**



**Supervisor of Shipbuilding**



**Supervisor of Shipbuilding**

# *For Supervisors of Shipbuilding*



**Supervisor of Shipbuilding**



**Supervisor of Shipbuilding**



**Supervisor of Shipbuilding**

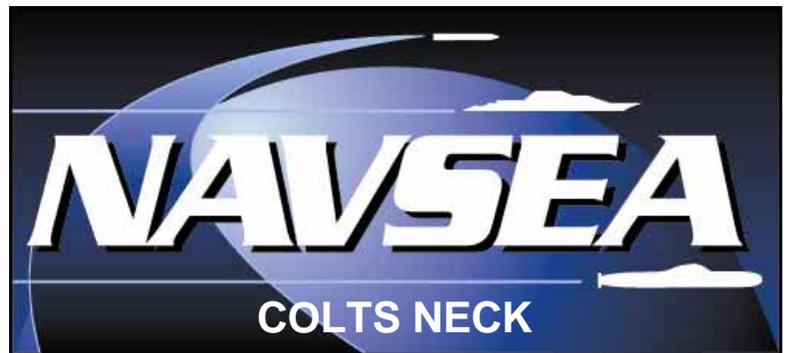


**Supervisor of Shipbuilding**

*For Supervisors of Shipbuilding*



**Supervisor of Shipbuilding**



**Supervisor of Shipbuilding**



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***For activities with multiple sites  
(Not Warfare Centers, Shipyards, SUPSHIPs)***



**Sites with same Logo:**

- Bremerton, WA
- Philadelphia, PA
- Portsmouth, VA
- Pearl Harbor, HI



**Sites with same Logos:**

- HQ at Mechanicsburg
- DETLANT, Indian Head, MD
- DETPAC, Concord, CA
- Portsmouth, NH (NMQAO)

*For relatively small and/or geographically dispersed activities*



**EOD Technology Division**



**Submarine Maintenance Engineering**



**Supervisor of Salvage & Diving**



**Ordnance Safety & Security Activity**



**Navy Experimental Diving Unit**