MWR

MORALE, WELFARE AND RECREATION

NAVY MORALE, WELFARE AND RECREATION

Logo Guide

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Logo Guide

The Navy MWR Brand

The Navy Morale, Welfare and Recreation (MWR) brand is more than a logo. It reflects a "promise" to our customers that our programs and services will live up to their expectations. The Navy MWR logo is the touchstone of our brand. It creates a long-lasting, easily recognizable identity for the fleet, fighter and family, and helps associate MWR with high-quality, customer-focused programs and services that contribute to resiliency, retention, readiness, and quality of life. Branding also helps the entire MWR organization by uniting us as a cohesive team — from the largest region to the smallest installation — with a common symbol. In essence, it is our corporate image. Brand recognition and consistency are central to Navy MWR's communications efforts. This logo guide was created to ensure that the Navy MWR brand maintains a consistent look and feel, no matter where in the world it's displayed.

All questions regarding the use of the Navy MWR logo should be directed to the Fleet and Family Readiness Marketing and Multimedia Development Branch, N94P (202-433-9177/DSN 288).

Logo

The Navy MWR logo is the primary graphic element for branding Navy MWR. Consistent application and precise production of the logo will identify and reinforce the Navy community's awareness of MWR. The logo may be used for all types of electronic and print communications.

Key Elements

The Navy MWR logo consists of three key elements:

(1) Navy Morale, Welfare and Recreation program - branded as the acronym MWR

(2) Star - represents the high-quality, customer-focused programs and services we provide

(3) Anchor - represents the Navy, security and stability

MORALE, WELFARE AND RECREATION

Logo Primary, Secondary, and with Location or Sub Program

The Navy MWR logo is the primary graphic element within the MWR brand. Consistent application and precise production of the logo will identify and reinforce Navy MWR programs and services to the fleet, fighter and family. The logo may be used for all types of electronic and print communications.

Location/sub-program names: **Arial Black**. The font size of the installation name in ALL CAPS will vary based on the number of letters in the name, but should always be aligned left with the MWR text. Up to three lines of ALL CAPS text may be used with location options 1 and 2 if the installation name does not fit on one or two lines. If the installation name fits on one or two lines, the white space underneath the installation name in logo options 1 and 2 should not be used. The official Navy MWR sub-program logos include Aquatics; Bowling; Community Recreation; Deployed Forces Support; Fitness; Food & Beverage; Golf; Liberty; Libraries; Movies; Navy Getaways; and Sports. These logos may be downloaded from the Marketing Resources website at **www.navymwr.org/resources/marketing**.

Location/Sub program
Symbol

Primary: Used in all materials as much as possible
Symbol

Secondary:
Symbol

Location: Option 1
Location
NSA BAHRAIN
Symbol

Location: Option 2
Location
NSA BAHRAIN
Symbol

Sub program: Option 1
Sub program
BOWLING
Symbol

Sub program: Option 2
Sub program
BOWLING
Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
SPORTS

Symbol

Sub program: Option 2

Sub program

SPORTS

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
FITNESS

Symbol

Sub program: Option 2

Sub program

FITNESS

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
FOOD & BEVERAGE

Symbol

Sub program: Option 2

Sub program

FOOD & BEVERAGE

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
DEPLOYED FORCES SUPPORT

Symbol

Sub program: Option 2

Sub program

DEPLOYED FORCES SUPPORT

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
GOLF

Symbol

Sub program: Option 2

Sub program

GOLF

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
LIBRARIES

Symbol

Sub program: Option 2

Sub program

LIBRARIES

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
MOVIES

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
LIBERTY

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
NAVY GETAWAYS

Symbol

Sub program: Option 2

Sub program

MOVIES

Symbol

Sub program: Option 2

Sub program

LIBERTY

Symbol

Sub program: Option 2

Sub program

NAVY GETAWAYS

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
AQUATICS

Symbol

Sub program: Option 1

Sub program

MORALE, WELFARE AND RECREATION
COMMUNITY RECREATION

Symbol

Sub program: Option 2

Sub program

AQUATICS

Symbol

Sub program: Option 2

Sub program

COMMUNITY RECREATION

Symbol

Logo: Area of Isolation

The clear space around the logo should be proportional to 1/2 the height of the letter "M" in the Navy MWR logotype. Graphic elements that interfere with the clear recognition of the logo — including type, photographs or illustrations — should not be placed within this zone or behind the logo. The area of isolation should be observed when placing the logo near the edge of the page canvas.
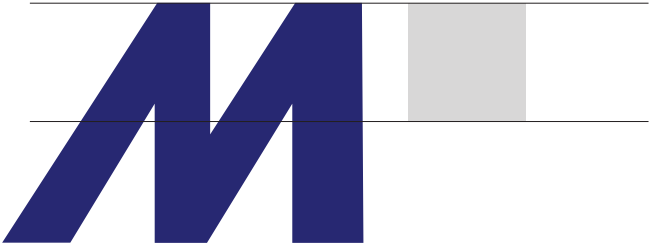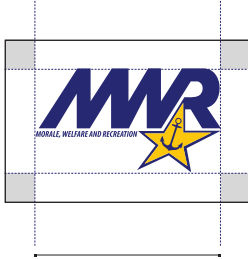
Area of isolation is 1/2 the height of the letter "M" in "MWR"

Logo: Minimum Size

The integrity of all logo elements shall be maintained. To ensure legibility and clarity, the minimum recommended width of the logo is 1 inch. The width is measured from the left of the letter "M" to the right of the letter "R."

Minimum width of the logo is 1 inch

Logo Colors

The full-color Navy MWR logo is the preferred logo for all products and will be used only with its designed colors (see color formulas). On white or light backgrounds, the full-color logo will be used **as is**.

The black or blue logo is optional.

On black or dark backgrounds, use the white logo or yellow logo.

When color printing is not an option, use the black or white logo.

For one-color printing, choose either the black, white, blue, or yellow one-color logo.

Regardless of the background, the logo must be clearly visible and identifiable, without compromise of its full graphic identity.

The Navy MWR logo files are available at **www.navymwr.org/resources/marketing**.

MWR Blue
C: 100
M: 98
Y: 14
K: 17

Number: F57F20

Pantone
280 C

R: 40
G: 42
B: 115

MWR Yellow
C: 0
M: 22
Y: 100
K: 0

Number: FFC709

Pantone
7549 C

R: 255
G: 199
B: 9

MWR Blue
C: 100
M: 98
Y: 14
K: 17

Number: 282A73

Pantone
280 C

R: 40
G: 42
B: 115

MWR Yellow
C: 0
M: 22
Y: 100
K: 0

Number: FFC709

Pantone
7549 C

R: 255
G: 199
B: 9

MWR Black
C: 30
M: 30
Y: 30
K: 100

Number: 0A0203

Pantone
6 C

R: 10
G: 2
B: 3

MWR White
C: 0
M: 0
Y: 0
K: 0

Number: FFFFFF

R: 255
G: 255
B: 255

Proper Sizing Technique

When the Navy MWR logo is reproduced, it must retain its original aspect ratio — without exception. To scale both the width and height proportionally on two sides of the logo in Microsoft Office applications and Adobe software, click on the logo, then while simultaneously holding the "**shift**" key, drag the sizing handles at any corner of the logo. To scale all four sides at the same time, click on the logo, then simultaneously hold the "**ctrl**" key and drag the sizing handles at the corner of the logo.

Improper Sizing Technique

Scaling of the MWR brand logo should not be done by using any of the sizing handles on the top, bottom or sides of the logo. This action will result in a logo that is incorrectly proportioned.

Logo Resolution

(1) 72 dpi should be used for web/digital presence
(2) 300 dpi should be used for print collateral items

Appropriate Use of Logo

The Navy MWR logo has one basic design, but has three alternate options (see page 3-5). No alteration of the logo is permitted. Only those versions of the logo (black, white, blue, and yellow) originating from the N94P Marketing and Multimedia Development Branch are approved for use.

Do...

- Use the MWR logo as one complete graphic
- Use only artwork that has been downloaded from the **www.navymwr.org/resources/marketing** website
- Maintain the required clear space around the logo
- Use the appropriate file format for your specific application
- Use the logo no smaller than "1" in width

Don't...

- Change or alter the colors of the logo
- Distort the proportions of the logo
- Use the logo as a read-through in text
- Redesign or recreate the logo artwork
- Enclose the logo with a shape
- Use a drop shadow behind the logo
- Use the logo or part of the logo to create a design pattern
- Use special effects with the logo

BOTTOM LINE: Do **not** alter the logo!

Correct Usage

Primary: Used in all materials as much as possible

Location: Option 1

Sub program: Option 1

Secondary:

Location: Option 2

Sub program: Option 2

One-color logos are also acceptable (see page 7)

Incorrect Usage

Don't change the logo colors.

Don't distort the logo.

Don't place sub program or location text in the placement of the Morale, Welfare and Recreation.

Don't outline the logo.

Don't place logo at an angle.

Don't use a drop shadow behind the logo.

Don't redesign or recreate the logo artwork.

Don't create new relationships with the elements of the logo.

Recommended File Formats

A list of recommended file formats based on intended use follows. To achieve the optimum reproduction quality of the Navy MWR logo, refer to the chart to determine which file format is best suited to your application and computer operating system.

EPS, AI: These are original artwork files. The best use is for any print collateral items.

JPEG, TIF: Can be used in most applications and for most products. Although it's usually acceptable to downsize, enlarging will result in a loss of quality.

GIF, PNG: Use for the web or PowerPoint; these are low-resolution file formats and are not suitable for printing purposes.

Your visual information specialist or graphic designer should be able to answer any questions regarding the use of various logo file formats or print requirements. The preferred file formats are listed in the chart.

Application	Mac	PC
Viewable files only	.pdf	.pdf
Microsoft Word	.bmp or .wmf	.eps
Microsoft Excel	.bmp or .wmf	.eps
Microsoft PowerPoint	.gif or .png	.emf or .png
Web	.gif or .jpg	.gif or .jpg
Adobe Illustrator	.eps	.eps
Adobe Photoshop	.psd	.psd
Adobe InDesign	.ai or .tif	.ai or .tif

Recommended Placement

Consider using the Navy MWR logo in the following areas:

(1) HQ/region/installation electronic media, including websites, apps, Facebook and other social media

(2) HQ/region/installation newspapers and newsletters

(3) HQ/region/installation press releases and media kits

(4) PowerPoint presentations

(5) Digital signage

(6) Print collateral promoting MWR programs and services

(7) Promotional items

Command Logos and Other Seals

The Navy MWR logo is intended to complement, not replace, other official symbols, such as the CNIC logo or the respective command seal.

General Placement Guidance

The Navy MWR logo is the most prominent visual aspect of our brand. As a core element of our visual identity, the Navy MWR logo is the point of origin for our communications and provides valuable context for the stories we tell. Correct and consistent use of the Navy MWR logo is a must. The logo should be surrounded by ample clear space, easily legible against the background, and placed in the layout in a way that commands attention. This guide and the included examples (Appendix 1) should be used as general guidance for the most common items on which the Navy MWR logo will be present. **Only one Navy MWR logo should be used on collateral materials**.

Print Collateral Items

Print collateral items should include no more than three logos. If the materials are promoting a program or event that is supported by commercial sponsorship, more than three logos are acceptable. The preferred placement of the Navy MWR logo is on the lower left of the product when additional logos are being used. If only the Navy MWR logo is being used on the product, graphic designers are encouraged to place the logo in an appropriate place that adheres to standard graphic design practices.
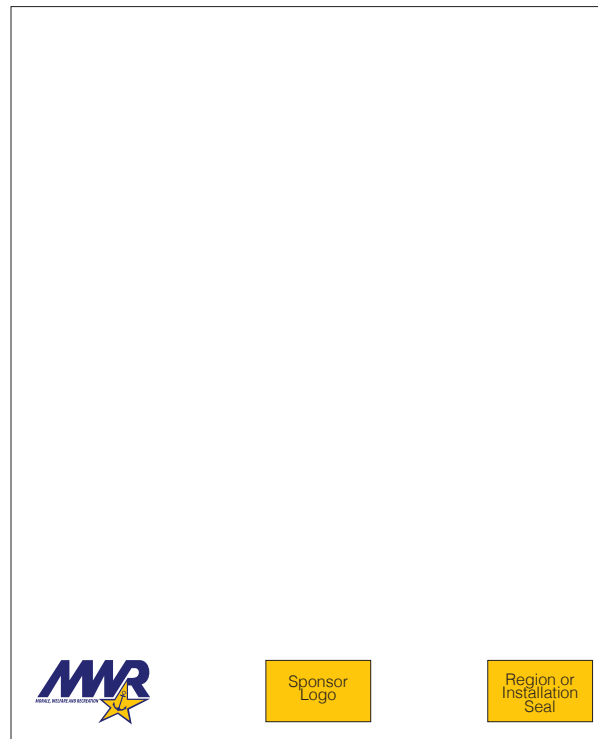
Poster

Shared Branding

When using the Navy MWR logo at the local level with shared branding (region/installation/local program logos/event logos), the preferred location for the Navy MWR logo is in the lower left corner of the product. The intention of this document is to ensure that the product owner maintains primary placement over the Navy MWR logo; however, flexibility in logo placement on marketing materials is allowed if it improves the overall professionalism and appearance of the product.

Examples

• For a region that does not require the logo on all documents, a PowerPoint brief generated by the local installation will have the region/installation seal on the top left and the MWR logo on the bottom left. (Fig. 1)

• For a region/installation that requires their seal on marketing materials, a local poster will have the MWR logo on the bottom left corner, followed by the other shared branding logos. (Fig. 2)

• For a region/installation with no specific guidance, a flyer generated by the installation's MWR department should have the Navy MWR logo on the bottom left corner and the region/installation seal on the bottom right corner. (Fig. 3)

NDW Seal

Slide Title Text

MWR

Fig. 1 - PowerPoint Slide

MWR | Sponsor | Sponsor | Region/ Installation Seal

Fig. 2 - Poster

MWR | Region/ Installation Seal
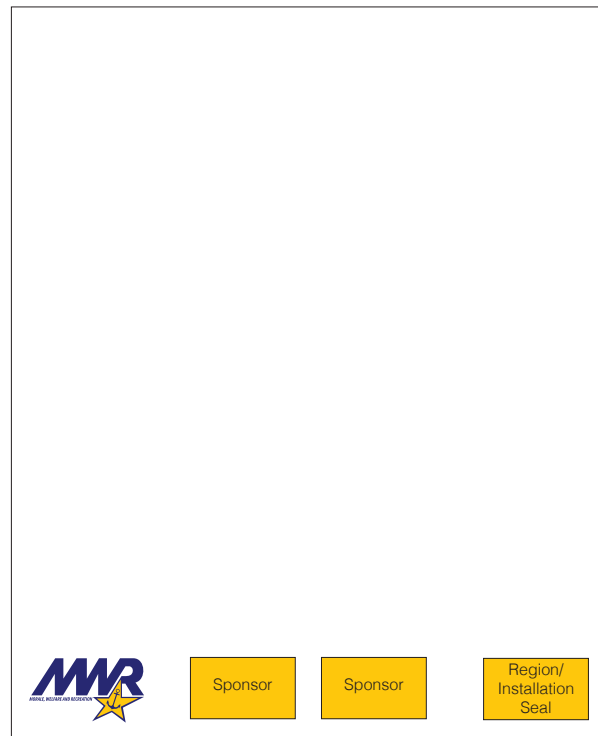
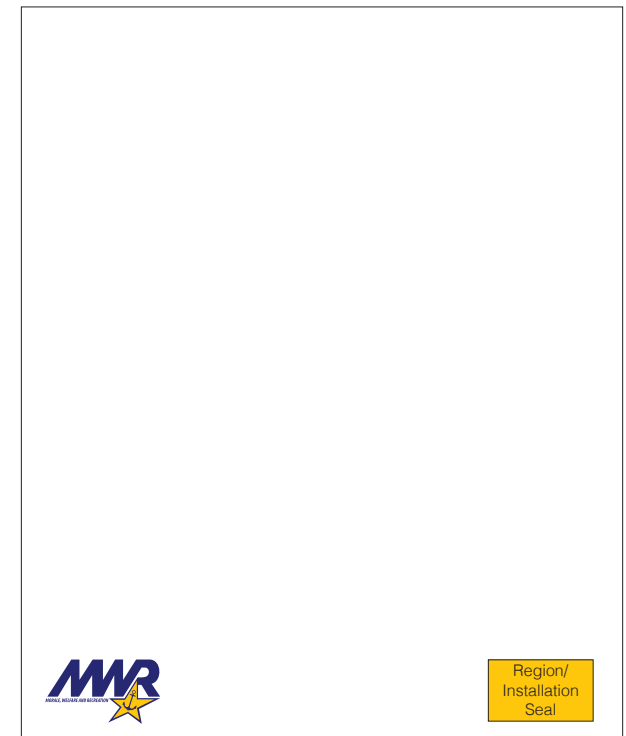Fig. 3 - Flyer

Exceptions

• The MWR logo will not be used on official correspondence that is required to abide by the standard DoD or DoN rules regarding the use of DoD/DoN/command seals (i.e., official letterhead and instructions). Local letterhead that presently uses a command or region seal/logo should incorporate the Navy MWR logo when appropriate, while keeping in accordance with DoD and DoN standards.

• Items with numerous logos or seals used by a large command to represent its other subordinate commands (region and installations) may use as many logos as required.

Poster: Items with numerous logos or seals
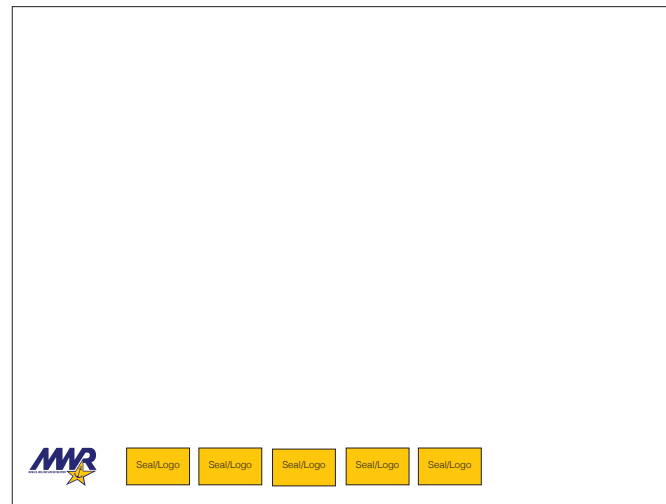
APPENDIX 1

Examples and Detailed Guidance

Print Collateral Items

- If only the Navy MWR logo is being used on the product, graphic designers are encouraged to place the logo in an appropriate place that adheres to standard graphic design practices.

- Poster: The preferred placement for the Navy MWR is the lower left corner when being used with additional logos/seals.

- Two-panel brochure: The Navy MWR logo should be placed in the lower left corner of the cover or back panel when being used with additional logos/seals.

- Three-panel brochure: The Navy MWR logo should be placed in the lower left corner on the front or center back panel when being used with additional logos/seals.

- Press release: Typically a press release should only have the originator's seal or logo. Use of the MWR logo is authorized, if appropriate.

- The Navy MWR logo is only required to be used once on materials promoting MWR programs/services/events, preferably on the front or the last page.

Poster
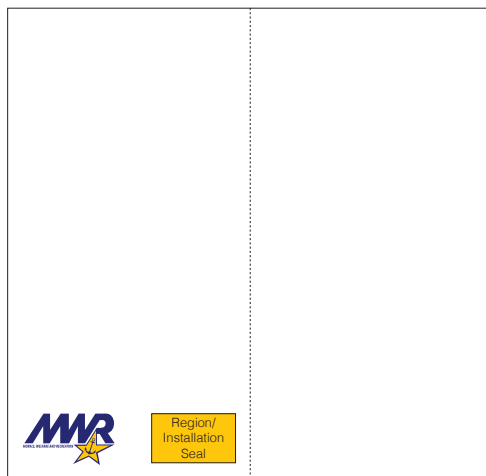
Two-panel Brochure

Three-panel Brochure

The Navy MWR logo is not required on floor mats when the primary command or organization brand logo is used. If the MWR logo is used, it will stand alone on its own floor mat. The color of the logo may be altered for floor mats, as mats are typically located in high-traffic areas where unsightly soiling may occur. All requests for color alterations must be submitted to the N94P Marketing and Multimedia Development Branch for approval.
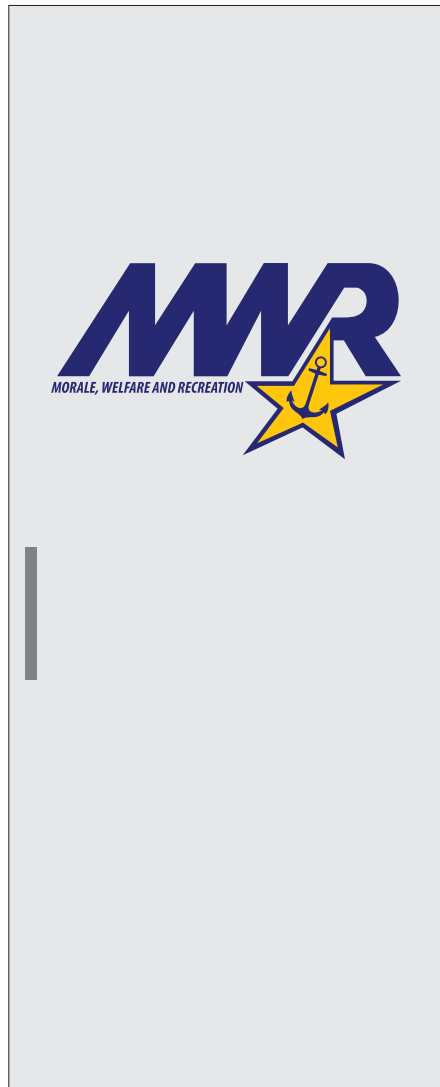

Floor Mats: Use the white Navy MWR logo for any dark background and the full-color logo on any light background.

The Navy MWR logo may be used on tinted or clear doors. The Navy MWR logo with the installation name or sub program also may be used.
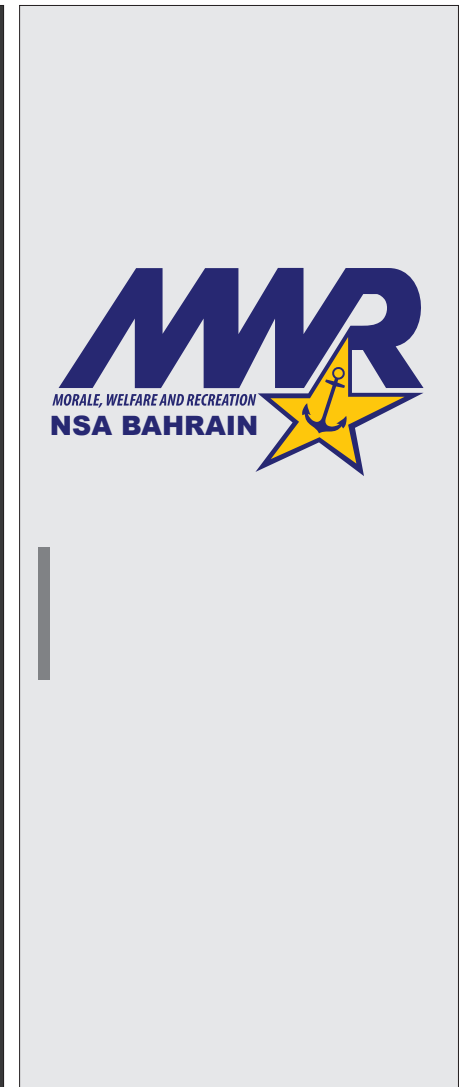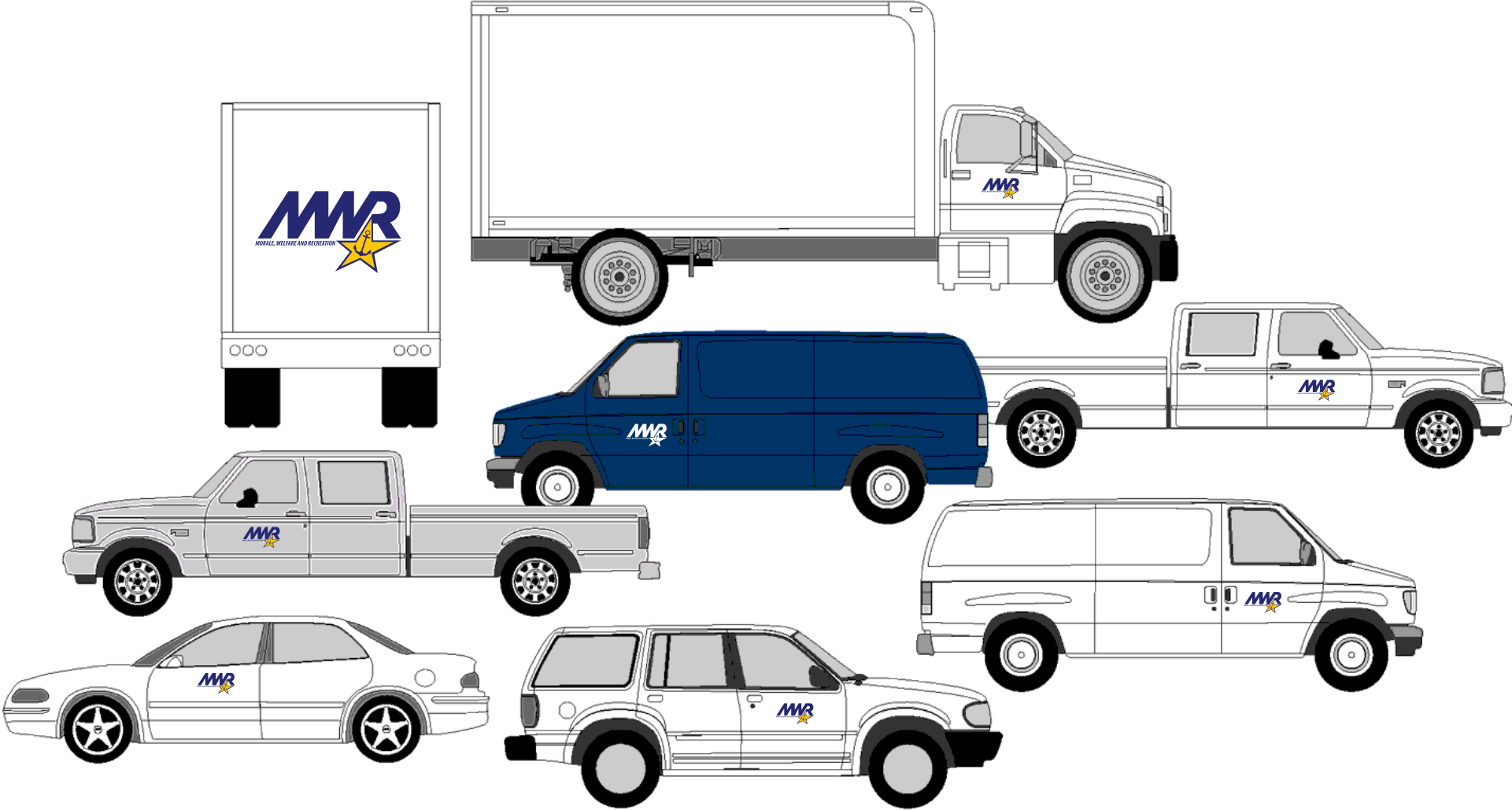

Tinted Doors

Clear Doors

Tinted Doors (MWR logo with sub program)

Clear Doors (MWR logo with location)

The logo may be used on Navy MWR vehicles. Use the Navy MWR full-color logo on a light background and the white logo on a dark background.

Vehicles

The Navy MWR logo is required on all MWR program award certificates.

TYPE OF AWARD

Name of Recipient

is hereby named an award winner in recognition of having met the highest standards of excellence in

Type of Award

*given on this _____ day of _____ in the year two thousand and sixteen.*

Awarded by

Region/
Installation
Seal

Presenter's
seal/logo

Name

Certificate

- Mouse pads: The Navy MWR logo will stand alone when used on a mouse pad. No other seals or logos will be combined with it.

- Binders: The Navy MWR logo is required on binders when they are used for MWR conferences/training/special events, or if the binder contains MWR-related materials. Place the Navy MWR logo in the bottom left corner of the binder cover if other command/program logos will be used. Only place the Navy MWR logo on the spine of the binder if it's an MWR-specific binder (i.e., it includes MWR instructions or guidance). Place the logo near the bottom and the title and subject of the binder toward the top.

Mouse Pad

ALL-NAVY SPORTS
POLICY GUIDANCE

Binder

ALL-NAVY SPORTS POLICY GUIDANCE
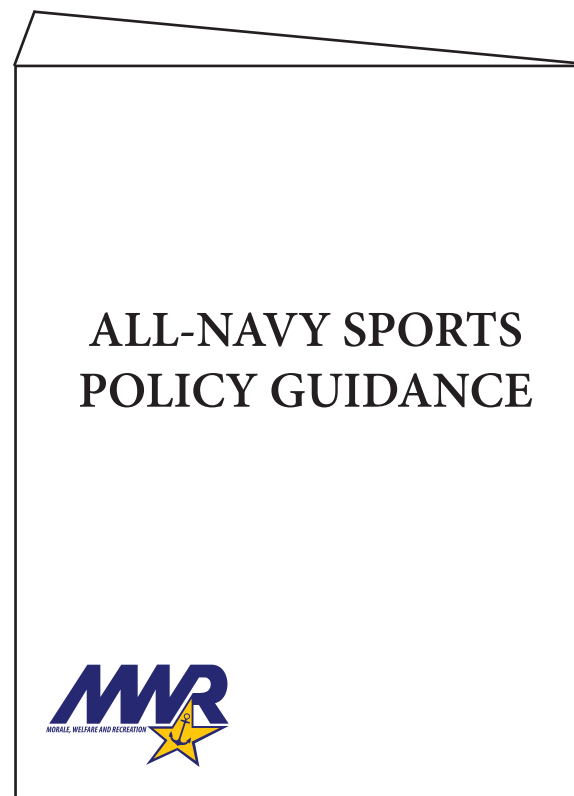
Binder Spine

- Pens: Placement and size of the Navy MWR logo on pens is at the discretion of the product owner.

- Folders: The Navy MWR logo is required if factory-branded folders with seals or logos are being purchased (typically, these are used for special events, such as leadership conferences and press kits for media days).

- Table tents: The Navy MWR logo is not required for table tents that are used for name identification or reserved seating at conferences or training events. If used, place the logo on the middle left of both sides of the table tent.

Pen

ALL-NAVY SPORTS
POLICY GUIDANCE

Folder

RESERVED
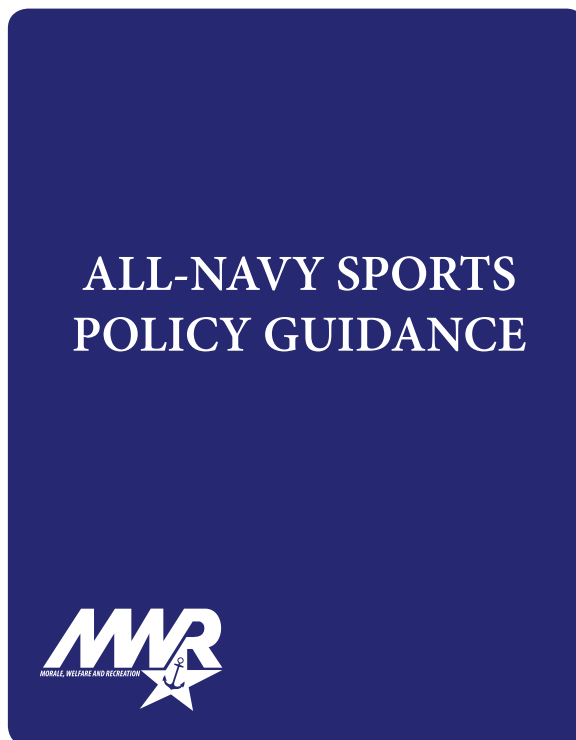
Table Tent

Key cards are used throughout Navy MWR, but primarily within the CYP and NGIS programs. The primary owner should display their logo or design on the front of the key card. The Navy MWR logo will be placed in the lower left corner on the back side, or where it does not interfere with other required information, such as bar codes, magnetic strips, etc.

Key Card

Key Card

- PowerPoint slides: The Navy MWR logo should be placed in the bottom left corner; the region/installation seal should be placed in the top left corner.

- MWR websites: The Navy MWR logo should be placed on all region and installation MWR websites.

- MWR sub-program websites: MWR sub-programs that have official logos shall include the Navy MWR logo in a logical spot on the front page of the website.

- Facebook: The Navy MWR logo will be visible on the main page banner of all subordinate command or program Facebook pages. Commands can decide on the specific placement of the brand logo independently of the profile photo.

- Twitter: Because Twitter is based on short micro blogs, there is no requirement for the Navy MWR logo to be on any Twitter page or tweet.

- Instagram: The Navy MWR logo will be visible on the main wall of all MWR Instagram pages.

Facebook Page

- Region/installation policy will determine the types of signage used to label MWR buildings and if a logo will be included on the signage.

- MWR office signage: All MWR program/services offices should display the Navy MWR logo on signage.

Building Sign (Exterior)

Office Suite Signage (Interior)
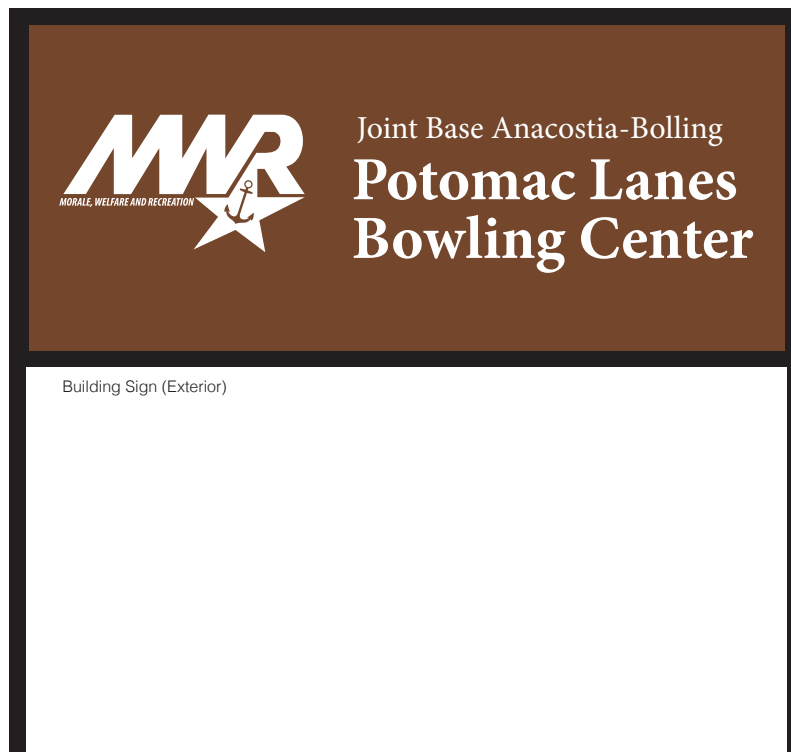
• Shirts: All civilian uniforms that include any kind of logo are required to have the Navy MWR logo (any of the logo options may be used) located on the front upper left of the garment. The Navy MWR logo also may be placed on the back of the shirt, just below the collar. The size of the logo on the back of the shirt shall be no smaller than 1.5 inches. This applies to polo shirts, T-shirts, button-up shirts, sweatshirts, etc. Use the white or yellow Navy MWR logo on a dark-colored garment and the full-color, blue or black logo on a light-colored garment.

Uniform

Uniform

- Name tags: All name tags for Navy MWR employees will only display the Navy MWR logo.

- Business cards: The Navy MWR logo is required on business cards for MWR employees. The logo should be placed in the upper left corner of the card. The use of MWR social media tags or addresses is authorized.

JOHN DOE
MWR Director

JOHN DOE
MWR Director

716 Sicard St. SE
Suite 1000
Washington D.C. 20734

Office: 202-000-0000
Cell: 202-000-0000
Fax: 202-000-000
Email:john.doe@navy.mil

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