MAKE A **DIFFERENCE.** / BUILD A **CAREER.**

NAVY CYP **HIRING EVENT**

Quick Guide

Rikki Leigh, MSHR
N926 Career Manager
Commander Navy Installations Command
5720 Integrity Drive
Millington, TN 38055

(P) 901-874-6692 **(DSN)** 882-6692
(C) 901-600-9515 **(F)** 901-874-6823

"WE CARE ABOUT OUR FAMILIES. **WE CARE ABOUT OUR TEAM.**"

WWW.NAVYCYP.ORG

NAVY CYP

MWR

NAVY CYP

CHILD & YOUTH PROGRAMS

This Quick Guide is an overview of all the marketing resources available for installations hosting a Navy CYP Hiring Event. All resources within the **CYP Hiring Event Marketing Toolkit** are available for download as original artwork and viewable. Local customization is authorized within the fields indicated to reflect dates, locations, times, and online information for CYP Hiring Events. Additional download options are indicated within this document. The CYP Hiring Event coordinator will work with the installation's Marketing Office to plan a hiring event and develop a marketing plan for outreach to applicants. More information on planning a Navy CYP Hiring Event can be found in the Guide to **Navy Child and Youth Programs (CYP) Hiring Events Toolkit.**

CYP Hiring Event Marketing Toolkit link:
http://www.navymwr.org/resources/marketing/cyp/cyp-hiring-event-marketing-toolkit/

Navy Child and Youth Programs (CYP) Hiring Events Toolkit:
https://elibrary.cnic-n9portal.net/document-library/?id=2295

PRIMARY COLORS

Black	Saffron Mango	Cello	Steel Blue	Charcoal
C 0	C 1	C 95	C 81	C 68
M 0	M 22	M 79	M 53	M 60
Y 0	Y 70	Y 28	Y 12	Y 58
K 100	K 0	K 13	K 1	K 44
R 0	R 250	R 40	R 60	R 66
G 0	G 200	G 69	G 114	G 68
B 0	B 102	B 117	B 168	B 69
#00000	*#FAC866*	*#284575*	*#3C72A8*	*#424445*

SECONDARY BLUE PALETTE

Polo Blue	Allports	Green Vogue
C 45	C 90	C 100
M 23	M 51	M 85
Y 9	Y 17	Y 40
K 0	K 1	K 38
R 140	R 1	R 2
G 173	G 113	G 43
B 203	B 162	B 81
#8CADCB	*#0071A2*	*#022B51*

NAVY CYP

CHILD & YOUTH PROGRAMS

ACCENT COLOR POPS

Fuel Yellow 1	Stiletto 2	Crete
C 6	C 26	C 44
M 31	M 93	M 28
Y 99	Y 85	Y 100
K 0	K 23	K 5
R 239	R 153	R 152
G 178	G 44	G 154
B 34	B 46	B 47
#EFB222	*#992C2E*	*#989A2F*

TYPOGRAPHY

Oswald
Headlines, subheadings

Roboto
Primary body copy

Oswald typeface download link: *https://fonts.google.com/specimen/Oswald*
Roboto typeface download link: *https://fonts.google.com/specimen/Roboto*

EVENT SIGNAGE *(STATIC)**

- Feather Flag - 2'x8' *(10' total height with base)*
- Feather Flag - 2'x10' *(12' total height with base)*
- Station Banners *(x-stand)* - 32"x71"
- Station Signage - 14"x8"
- Event Signage - 24"x18"
- Event Signage - 24"x36"
- Stretch Tablecloth - 6'

** not all collateral pictured*

Event signage materials are designed to be static with NO customizable fields.
Press-ready PDF files are provided.

file download link: *http://www.navymwr.org/resources/marketing/cyp/cyp-hiring-event-marketing-toolkit/*
feather flag vendor example: *https://featherflagnation.com/*
stretch tablecloth vendor example: *http://custombannerlab.com/*
signage/vertical x-banner vendor example: *https://www.fastsigns.com/*

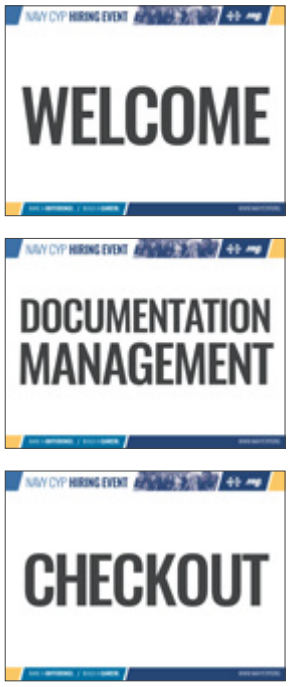
Station Banners - 32"x71"

Station Signage - 14"x8"

Stretch Tablecloth - 6'

Feather Flag - 8'/10'

Event Signage - 24"x36"



Event Signage - 24"x18"

ON-SITE SIGNAGE *(TEMPLATES)*

- Horizontal Banner - 3'x8'
- Poster - 11"x17"
- Poster - 24"x36"
- Directional Sign - 36"x24"

On-site signage materials are designed to have customizable fields specific to your event.

Design files were created using InDesign CC 2015. Links, fonts and .IDML files are provided.
file download link: *http://www.navymwr.org/resources/marketing/cyp/cyp-hiring-event-marketing-toolkit/*
signage/banner vendor example: *https://www.fastsigns.com/*

CUSTOMIZED FIELD
date, time, location, veterans/spouse preference and installation-specific URL

Horizontal Banner - 3'x8'

CUSTOMIZED FIELD
approximate wait time

Poster - 11"x17"/24"x36"

Directional Sign - 36"x24"

CUSTOMIZED FIELD
arrow orientation can be flipped

PRINT MATERIALS *(TEMPLATES)**

- Advertisement - 5"x7"
- Advertisement *(BW)* - 5"x7"
- Advertisement *(Navy Exchange)* - 2"x10.5"
- Flyer - 8.5"x11"
- Postcard - 4"x6"
- Poster - 11"x17"
- Poster - 22"x28"
- Poster - 24"x36"

** not all collateral pictured*

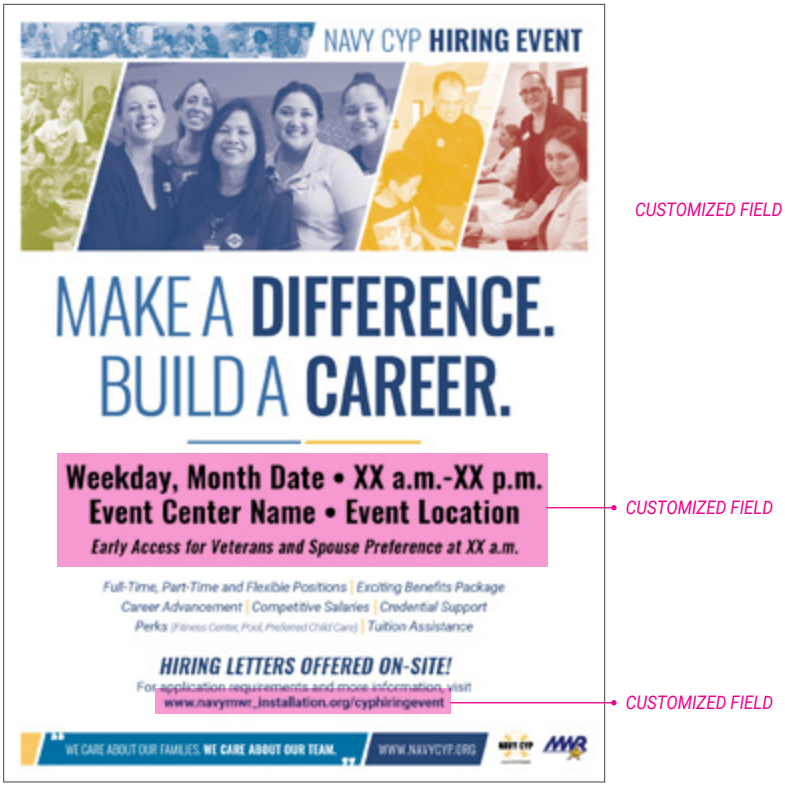
Print materials have customizable fields: date, time, location, veterans/spouse preference, and installation-specific URL. Postcard has an additional customizable field on the reverse side: mailing address.

Design files were created using InDesign CC 2015. Links, fonts and .IDML files are provided.

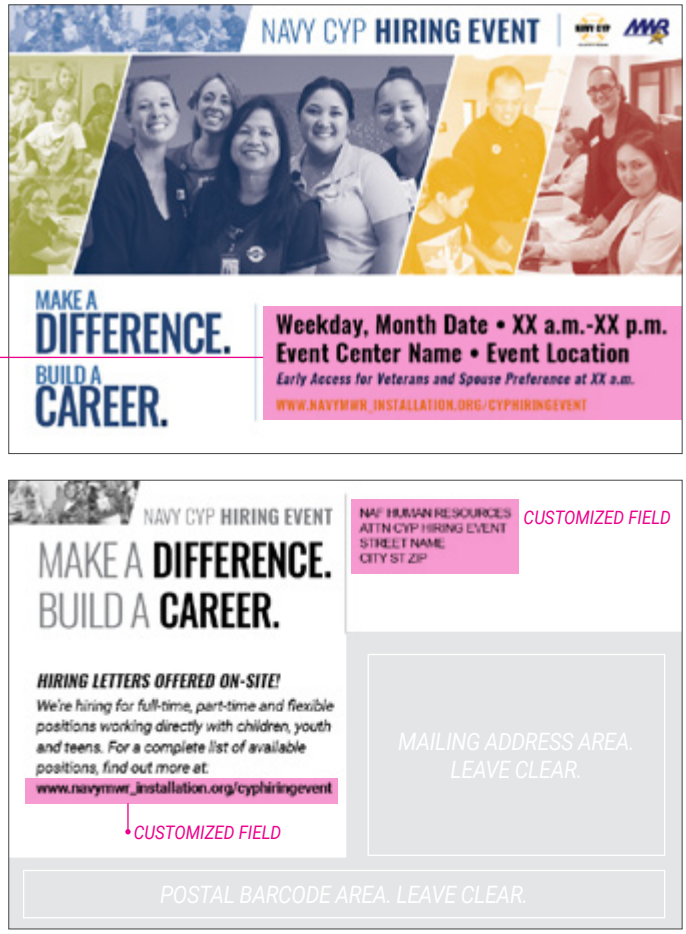
file download link: *http://www.navymwr.org/resources/marketing/cyp/cyp-hiring-event-marketing-toolkit/*

CUSTOMIZED FIELD

Weekday, Month, Date • XX a.m.-XX p.m.
Event Center Name • Event Location
Early Access for Veterans and Spouse Preference at XX a.m.
www.navymwr_installation.org/cyphiringevent



Flyer - 8.5"x11"



Postcard - 4"x6" *(front: top; back: bottom)*

PRINT MATERIALS *(STATIC)*

- Trifold Brochure - 8.5"x11"

CYP Hiring Event trifold brochure is static with no customizable fields.

Design files were created using InDesign CC 2015. Links, fonts, .IDML and press-ready PDF files are provided.
file download link: *http://www.navymwr.org/resources/marketing/cyp/cyp-careers-trifold/*

Trifold Brochure - 8.5"x11"

DIGITAL/SOCIAL MEDIA *(TEMPLATES)**

- Facebook Ad - 4"x4"
- Facebook Cover Photo - 828x315 px
- Theater Slide/Digital Signage - 1920x1080 px
- Base Marquee - 1920x1080 px
- MWR Website Banner - 1400x420 px

** not all collateral pictured*

Digital/social media artwork has customizable fields: date, time, location, veterans/spouse preference, and installation-specific URL.

Design files were created using InDesign CC 2015. Links and fonts are provided.

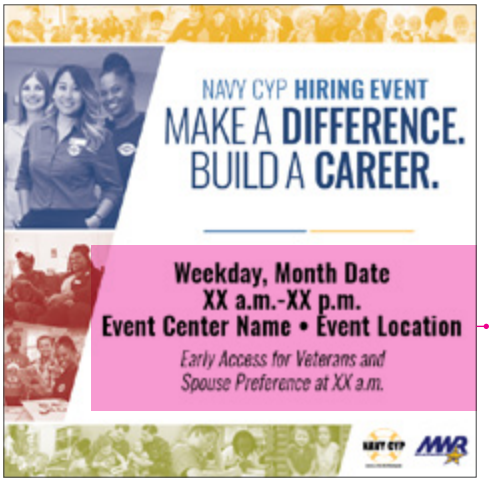
file download link: *http://www.navymwr.org/resources/marketing/cyp/cyp-hiring-event-marketing-toolkit/*

CUSTOMIZED FIELD

Weekday, Month, Date • XX a.m.-XX p.m.
Event Center Name • Event Location
Early Access for Veterans and Spouse Preference at XX a.m.
www.navymwr_installation.org/cyphiringevent

Facebook Cover Photo - 828x315px

CUSTOMIZED FIELD



CUSTOMIZED FIELD

Facebook Ad - 4"x4"

CUSTOMIZED FIELD

CUSTOMIZED FIELD

Theater Slide/Digital Signage - 1920x1080px

CUSTOMIZED FIELD

Base Marquee - 1920x1080px

"WORK FOR NAVY CHILD AND YOUTH PROGRAMS" DVD VIDEO

CYP "Work for Navy Child and Youth Programs" video is available for playback during your Hiring Event. Video files are available in various formats: Brix, Facebook, Quicktime Pro Res, Theater (DCP) and YouTube.

YouTube link: *https://youtu.be/daG59V5kprE*

Dropbox link: *https://www.dropbox.com/sh/ucrgnzj9eds0n0h/AAC33I897ncZTB1YpTVwLDUsa?dl=0*

For questions regarding design files refered to in this guide, contact **brian.g.sulit.naf@us.navy.mil.**

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