



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

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.cnmc-n9portal.net/document-library/?id=2295>

PRIMARY COLORS

				
Black	Saffron Mango	Cello	Steel Blue	Charcoal
C 0 R 0 M 0 G 0 Y 0 B 0 K 100 #000000	C 1 R 250 M 22 G 200 Y 70 B 102 K 0 #FAC866	C 95 R 40 M 79 G 69 Y 28 B 117 K 13 #284575	C 81 R 60 M 53 G 114 Y 12 B 168 K 1 #3C72A8	C 68 R 66 M 60 G 68 Y 58 B 69 K 44 #424445




SECONDARY BLUE PALETTE

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



CHILD & YOUTH PROGRAMS

ACCENT COLOR POPS

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



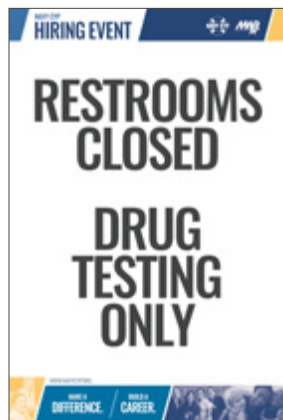
Feather Flag - 8'/10'



Station Banners - 32"x71"



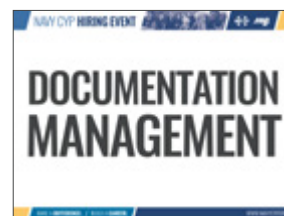
Station Signage - 14"x8"



Event Signage - 24"x36"



Stretch Tablecloth - 6'



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"



CUSTOMIZED FIELD
arrow orientation can be flipped

Directional Sign - 36"x24"



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

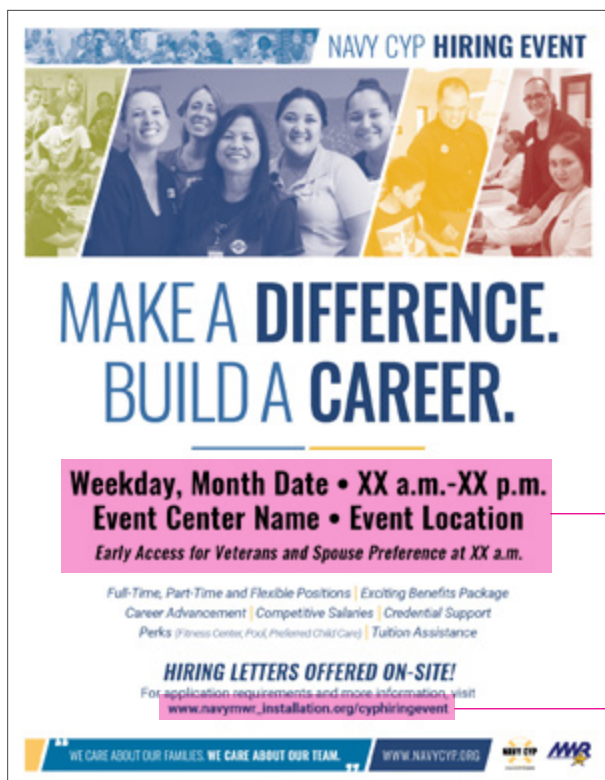
Print materials have customizable fields: date, time, location, veterans/spouse preference, and installation-specific URL. Postcard has an additional customizable field on the reverse side: mailing address.

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



CUSTOMIZED FIELD

CUSTOMIZED FIELD

CUSTOMIZED FIELD



CUSTOMIZED FIELD

CUSTOMIZED FIELD

POSTAL BARCODE AREA. LEAVE CLEAR.

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/>

LET'S GET STARTED ON A CAREER THAT MATTERS.

About Navy Child & Youth Programs
We employ 6,000+ professionals and serve more than 250,000 children in 238 facilities worldwide. We care for military families, but we don't stop there. We take care of stuff so we can continue being industry leaders.

Why Choose Navy Child & Youth Programs

- Medical, dental & life insurance
- Exciting work locations
- Career advancement & tuition assistance
- Retirement & 401(k) + match
- Location flexibility when you or your family need to move
- FREE perks: fitness centers, pool access, preferred day care for children

DON'T WAIT. APPLY NOW!

www.usajobs.gov
Search "Navy CYP"

www.navymwr.org/jobs

MAKE A DIFFERENCE. BUILD A CAREER.

Ever imagine a career that meets all your wants and needs while actually making a difference? Join our team. Let us tell you why.

We are worldwide.
Find your career at home or abroad. We are in 18 states, including Hawaii and other exciting locations in Bahrain, Cuba, Guam, Italy, Japan, Korea, Singapore, and Spain.
Explore administration, education, food service, recreation, training, or management positions. Work with military children, youth and teens.
Enrich and excel within our global community -- **Make A Difference!**

Join our team to make a difference.
What we do matters. We give military families peace of mind by providing outstanding programs and services for their children. We hire people who care, and then we invest as much as possible in their success.

Flexible Schedule

Tuition Assistance

Retirement & 401(k) + Match

Know the basics.
Before submitting your application or resume, be sure you:

- Are 18 years of age
- Possess a high school diploma or equivalent
- Meet the minimum qualifications for position of interest
- Have required documentation (e.g. transcripts, certificates)
- Have English language proficiency
- Are able to obtain a security clearance
- Are able to pass a drug screening test (designated positions)

Explore any of our positions to learn more.

Why you should build a career here.
We've got it all: options, advancement and great benefits. *Build your career today!*

Career Areas
Child & Youth Programs includes programming for all ages. Work with infants, toddlers, school-aged children, or teens. We've got everything from child care to sports.

Advancement
No degree? No experience? Let us train you. Plus, we'll help pay for industry certification or college courses. Once you're here and ready, we work with you to make sure you keep advancing.

Benefits
Competitive wages, a variety of work schedules, amazing health insurance, retirement savings, and paid time off (13 days to start) for full-time employment. These are just a few perks of working with Navy Child & Youth Programs!

WE CARE ABOUT OUR FAMILIES. WE CARE ABOUT OUR TEAM.

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

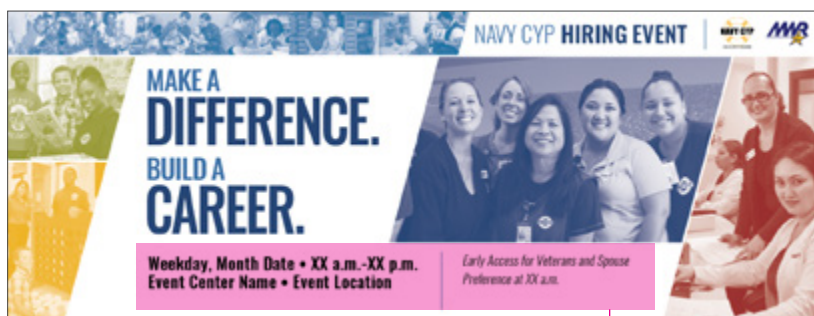
Digital/social media artwork has customizable fields: date, time, location, veterans/spouse preference, and installation-specific URL.

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/>

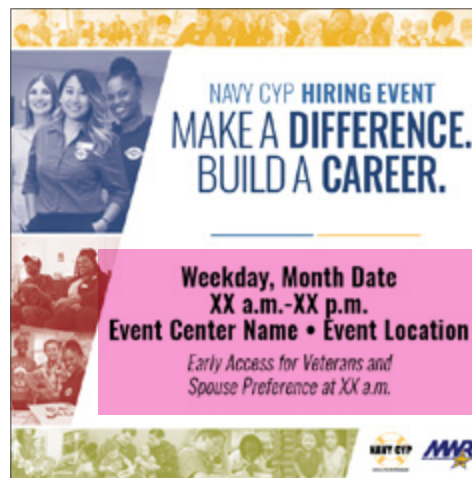
CUSTOMIZED FIELD

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



Facebook Ad - 4"x4"

CUSTOMIZED FIELD



Theater Slide/Digital Signage - 1920x1080px

CUSTOMIZED FIELD

CUSTOMIZED FIELD



Base Marquee - 1920x1080px

CUSTOMIZED FIELD



“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 referred to in this guide, contact brian.g.sulit.naf@us.navy.mil.

The use of hyperlinks in this document does not constitute endorsement by the U.S. Navy of non-U.S. government sites or the information, products or services contained therein.