

Revised November 2021



NAVY MORALE, WELFARE AND RECREATION
Logo Guide

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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 Communications Branch, N94P (202-433-9155/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



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. **These are the only Navy MWR logo options.**

Location/sub-program names: **Arial Black**. The font size of the installation and sub-program 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. Centering or right alignment is prohibited. Installation and sub-program text should always extend to the length of the area under the MWR graphic. To maintain the integrity of the logo and avoid visual clutter, care should be taken to adhere to the positioning guidelines. *See examples.* The official Navy MWR sub-program logos include Aquatics; Auto Skills; Bowling; Community Recreation; Deployed Forces Support; Fitness; Food & Beverage; Golf; Liberty; Libraries; Marinas; Movies; Recreational Lodging; RV Park; Sailor Adventure Quest; Sports; and Vacation Rentals. These logos may be downloaded from the Marketing Resources webpage at www.navymwr.org/resources/marketing/logos.



Primary: Used in all materials as much as possible



Secondary:



Location: Option 1



Location: Option 2



NAVY MORALE, WELFARE AND RECREATION

Logo Specifications

Sub program: Option 1



Symbol

Sub program: Option 1



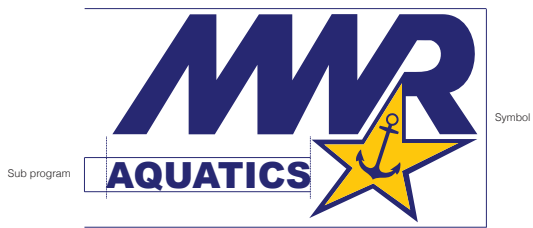
Symbol

Sub program: Option 1



Symbol

Sub program: Option 2



Symbol

Sub program: Option 2



Symbol

Sub program: Option 2



Symbol

Sub program: Option 1



Symbol

Sub program: Option 1



Symbol

Sub program: Option 1



Symbol

Sub program: Option 2



Symbol

Sub program: Option 2



Symbol

Sub program: Option 2



Symbol

NAVY MORALE, WELFARE AND RECREATION

Logo Specifications

Sub program: Option 1



Sub program: Option 1



Sub program: Option 1



Sub program: Option 2



Sub program: Option 2



Sub program: Option 2



Sub program: Option 1



Sub program: Option 1



Sub program: Option 1



Sub program: Option 2



Sub program: Option 2



Sub program: Option 2



NAVY MORALE, WELFARE AND RECREATION

Logo Specifications

Sub program: Option 1



Sub program: Option 1



Sub program: Option 1



Sub program: Option 2



Sub program: Option 2



Sub program: Option 2



Sub program: Option 1



Sub program: Option 1



Sub program: Option 2

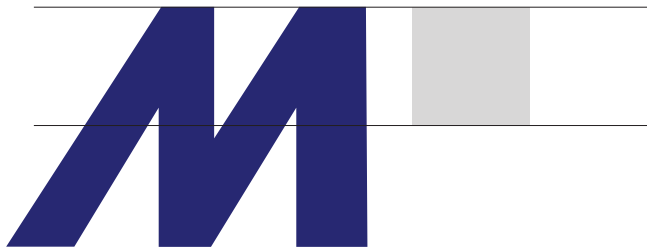


Sub program: Option 2



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.



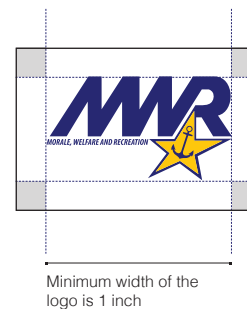
Area of isolation is 1/2 the height of the letter "M" in "MWR"



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.”

Note: For logo size and placement on items not listed in this guide, use your best judgment for its size and legibility. The logo should be readable; a logo that is too small ceases to serve any useful communication function.”



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.

The gray logo is authorized for use only on Navy MWR website headers. See the example on page 24.

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/logos.



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: FFFFFFFF

R: 255
G: 255
B: 255



MWR Gray
C: 61
M: 53
Y: 48
K: 19

Number: 65656A

Pantone
Cool Gray 10 C

R: 100
G: 101
B: 105

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 pages 3-6). No alteration of the logo is permitted. Only those versions of the logo (black, white, blue, and yellow) originating from the N94P Marketing and Communications 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/logos webpage
- 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 8)

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
- (8) Name tags
- (9) Business cards



Command Logos and Other Seals

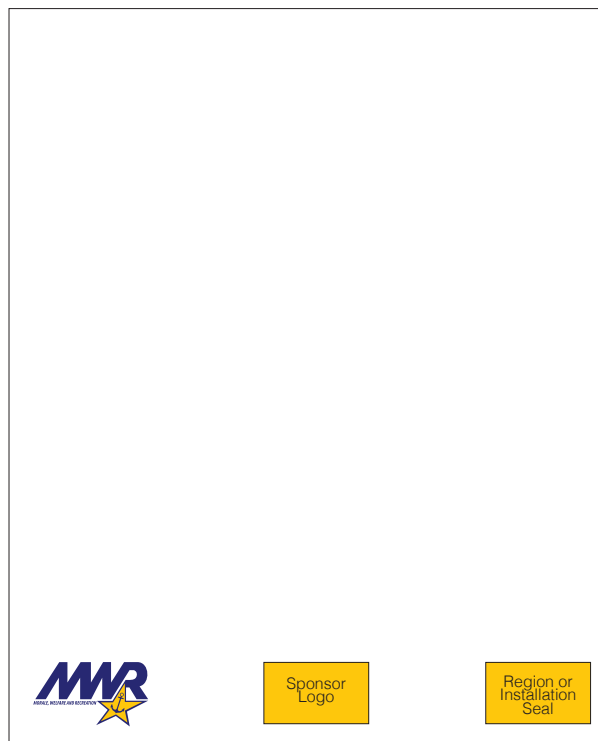
The Navy MWR logo is intended to complement, not replace, other official symbols, such as the CNIC logo or the respective command seal.

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)

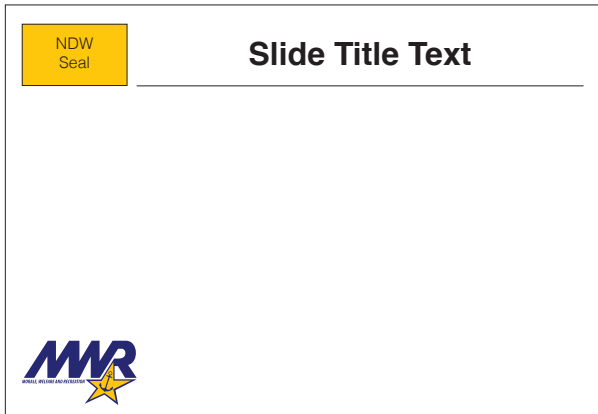


Fig. 1 - PowerPoint Slide

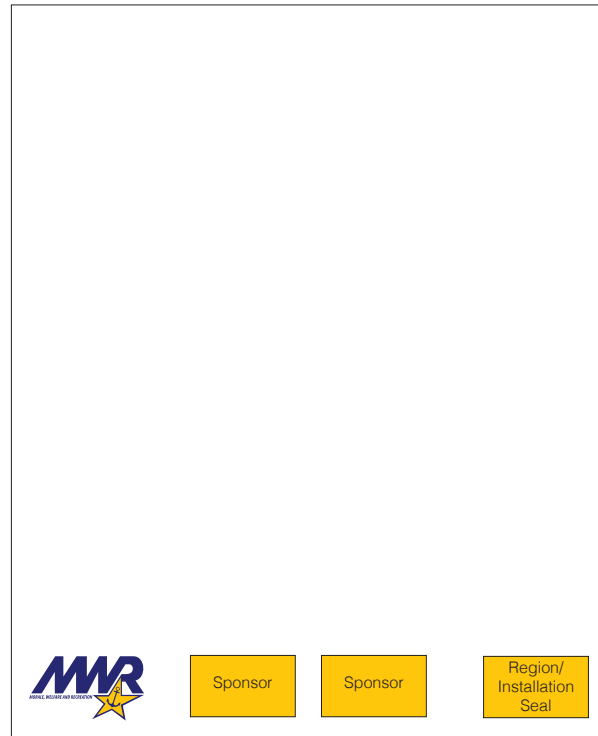


Fig. 2 - Poster

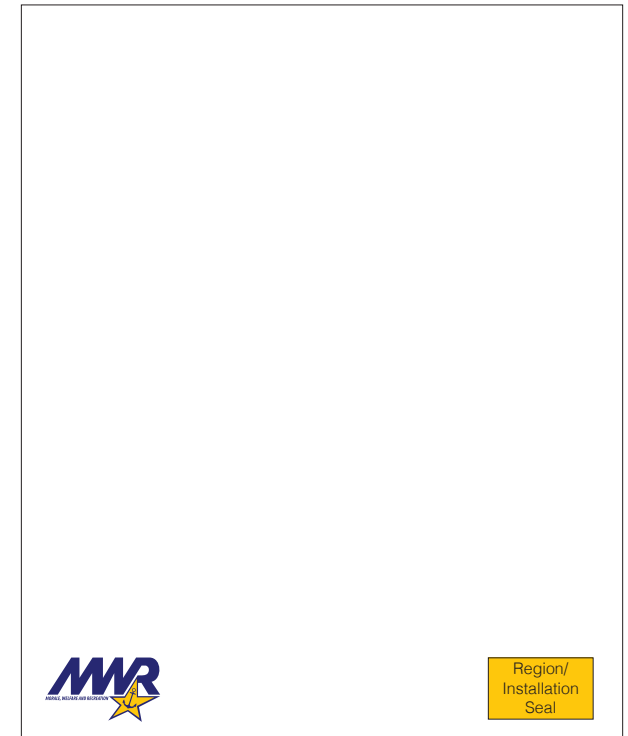
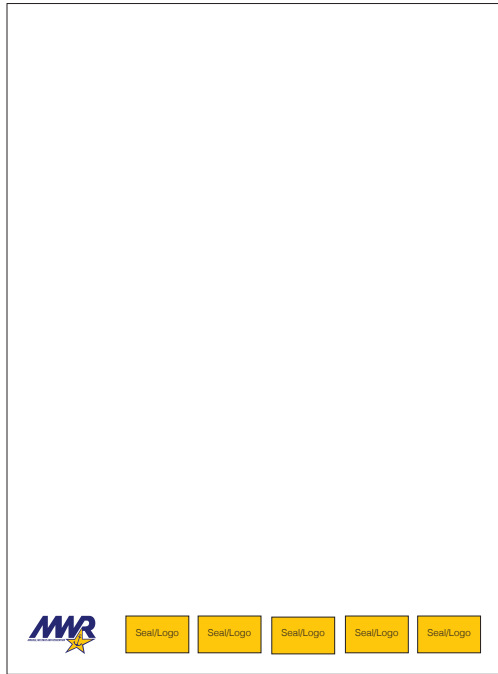


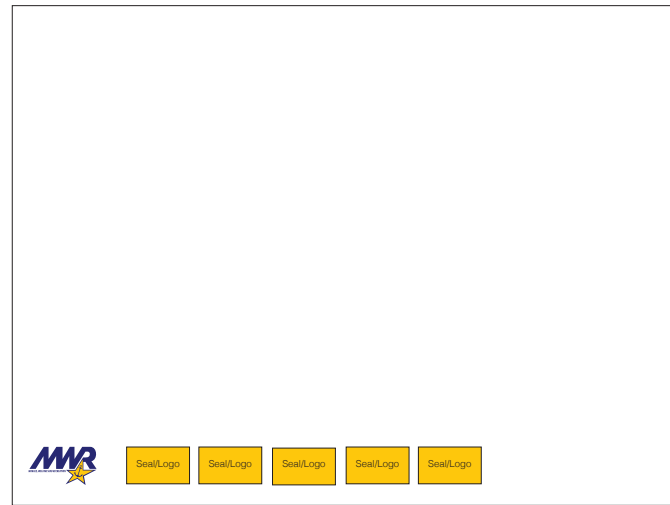
Fig. 3 - Flyer

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

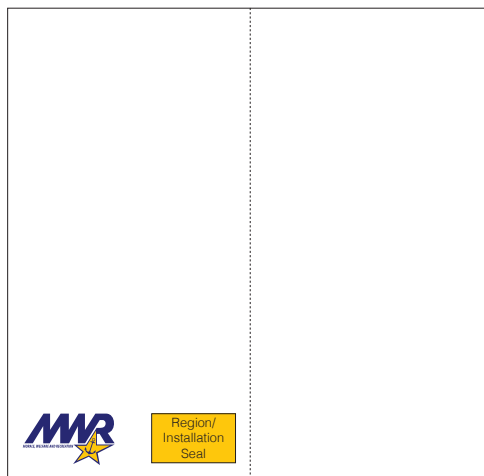
Examples and Detailed Guidance

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 Communications Branch for approval.

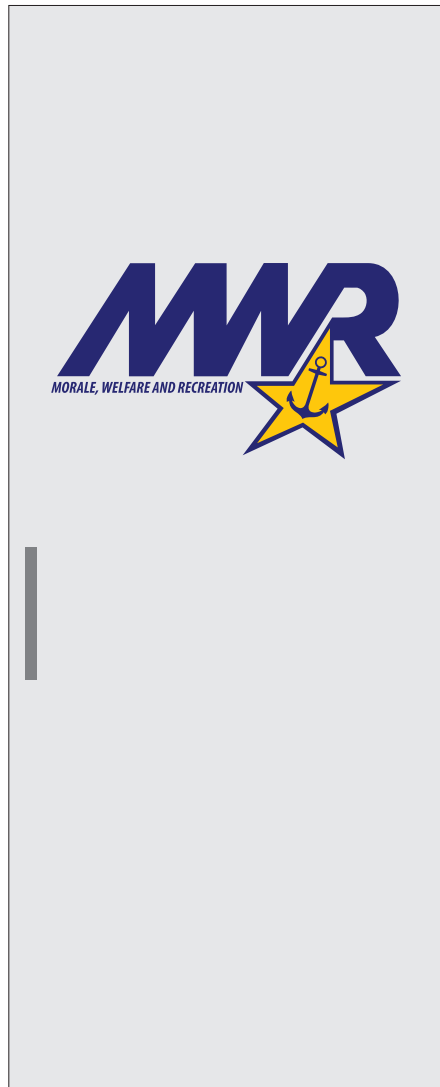


Floor Mats: Use the white Navy MWR logo for any dark background and the full-color logo on any light background.

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.



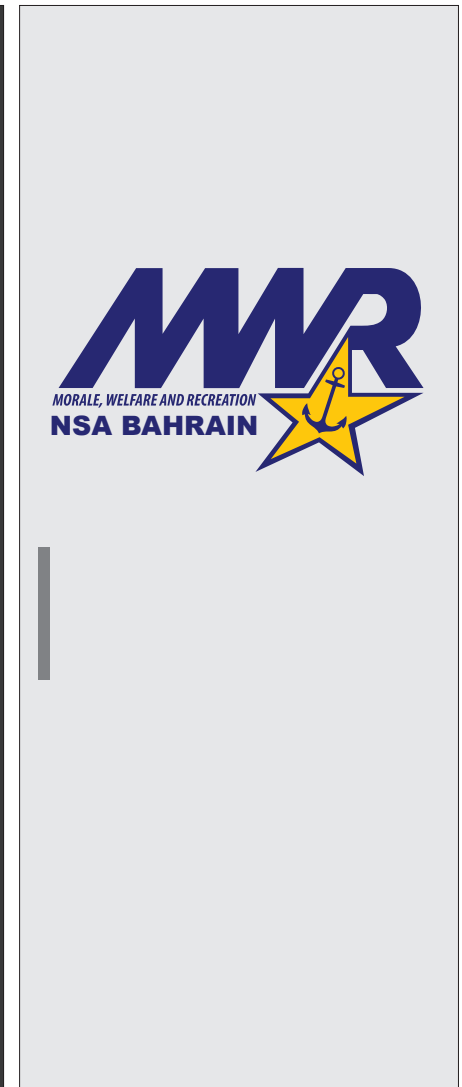
Tinted Doors



Clear Doors



Tinted Doors (MWR logo with sub program)

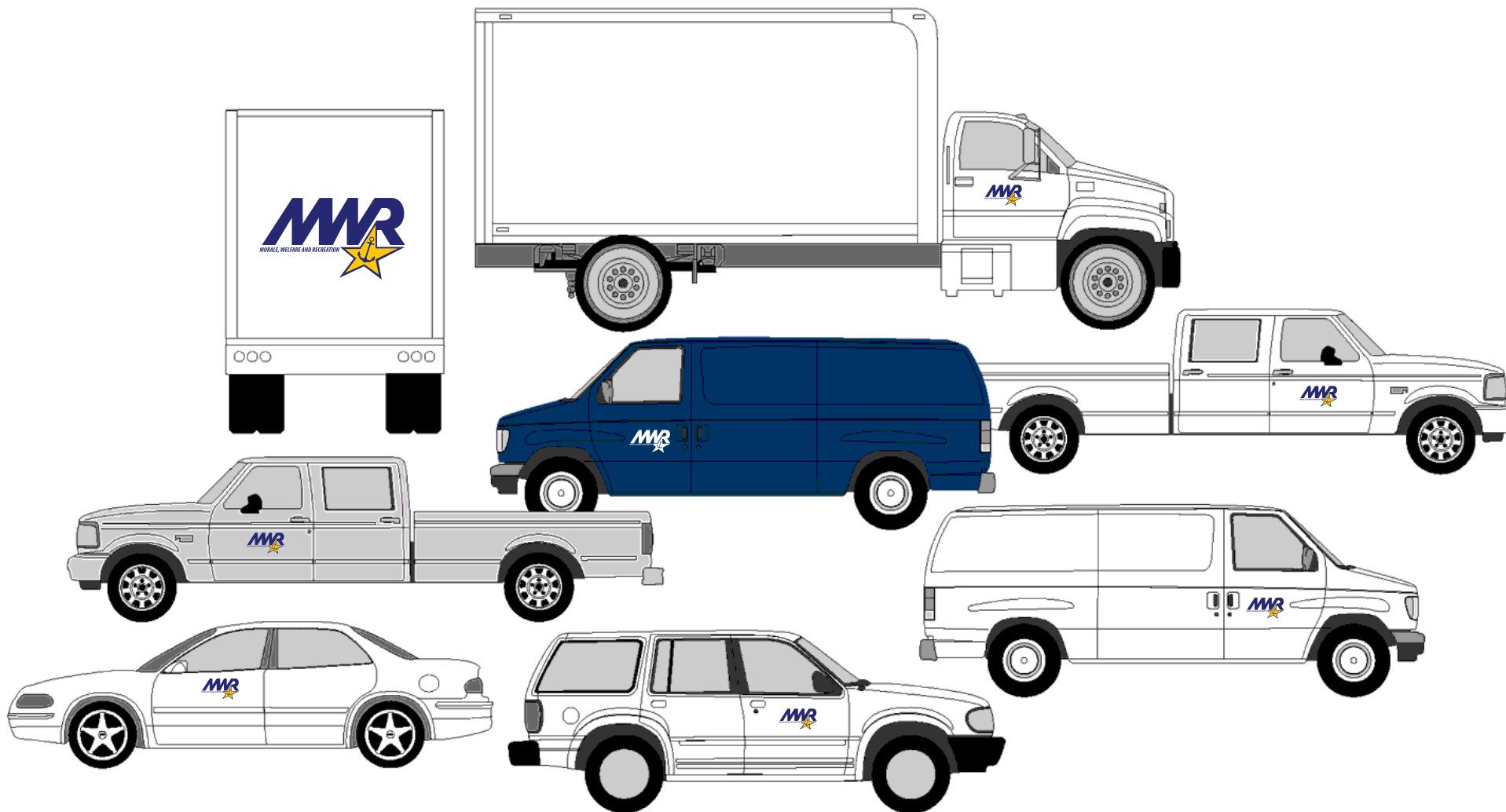


Clear Doors (MWR logo with location)

NAVY MORALE, WELFARE AND RECREATION

Vehicles

The logo may be used on Navy MWR vehicles. Use of other program logos in addition to the Navy MWR logo on vehicles is permitted and must be approved by the marketing department. All program vehicles that will display other markings will need to conform to the Navy MWR branding standards. Vehicles with outdated identity markings will need to change to Navy MWR brand standards. The appropriate Navy MWR logo must be present on all Navy MWR vehicles.



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 _____ ,
Two Thousand Twenty-One
Awarded by*

Name



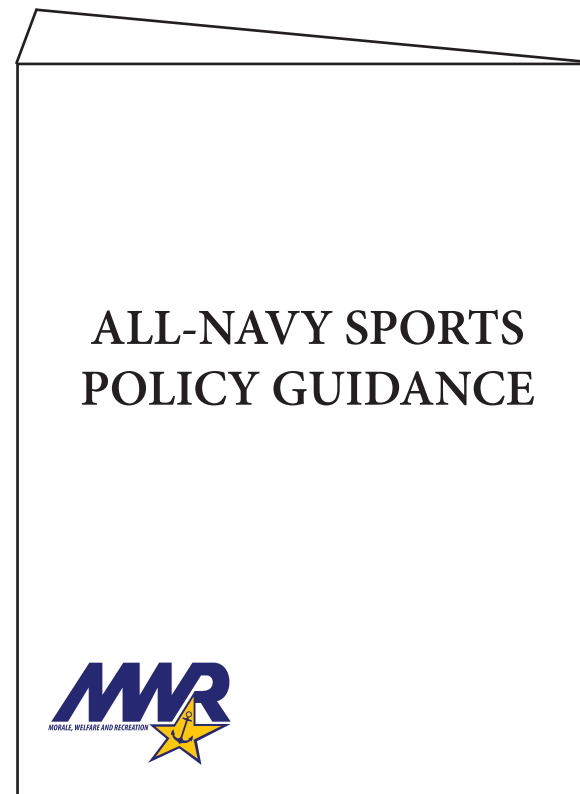
Presenter's
seal/logo

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



Binder

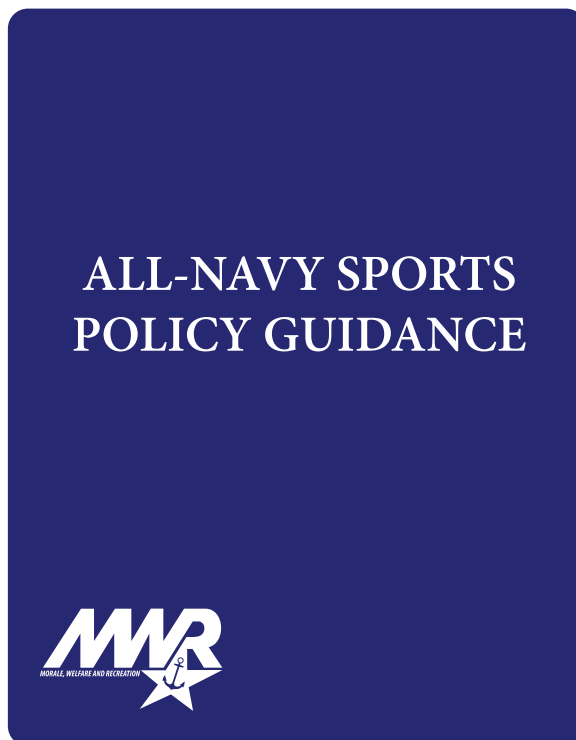


Binder Spine

- 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



Folder

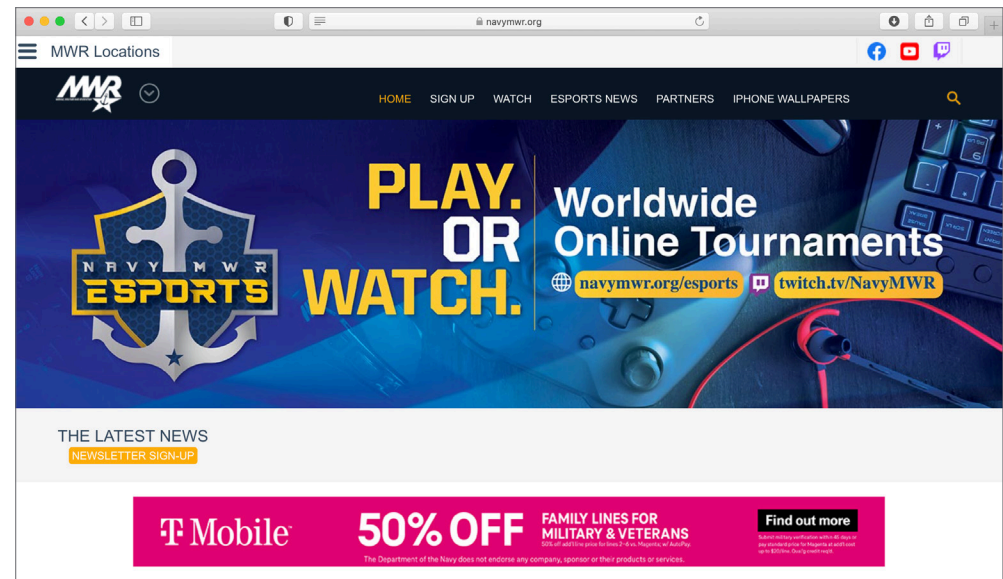


Table Tent

- 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.

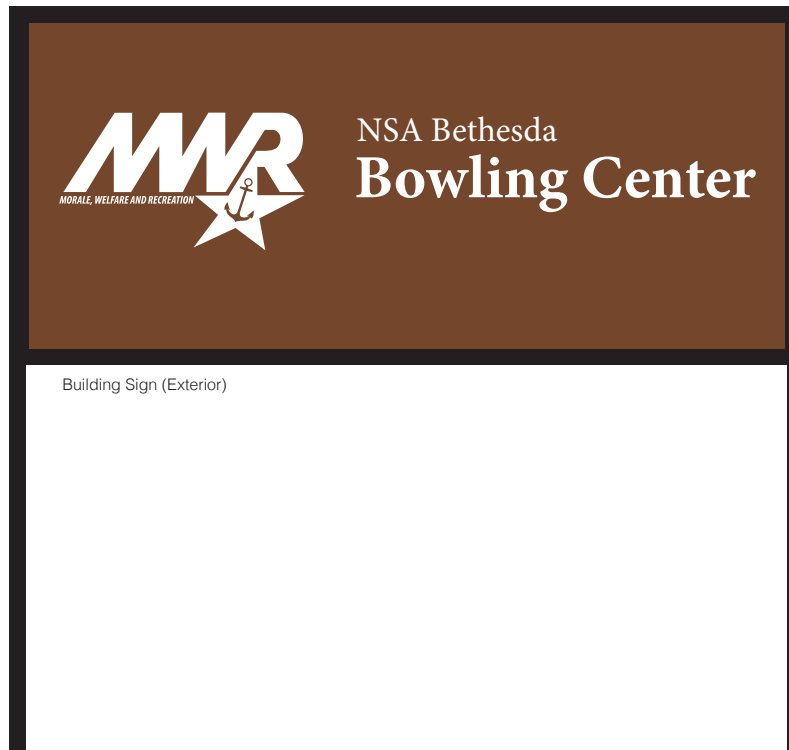


Facebook Page



Website: www.navymwr.org

- 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. Signage design is at the discretion of local marketing departments, where appropriate, unless governed by other CNIC instructions.
- For guidance on Recreational Lodging Program signage, refer to the MWR Recreational Signage Guide at www.navymwr.org/resources/marketing/logos/mwr_subprogram.



- **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. In the case where two logos are used on clothes, the Navy MWR logo should be the primary logo. 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. Brand guidance for branded CNIC F&B outlets should adhere to the related CNIC brand identity guide for that outlet.

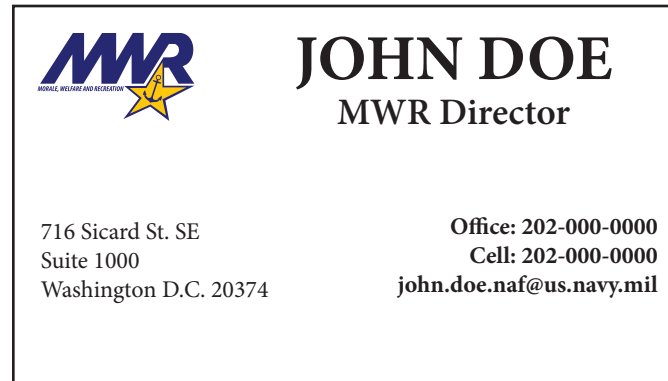


Uniform



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.
- The font type/size and information included on name tags and business cards shall be determined by the local command.
- Any of the four Navy MWR logo options (primary, secondary, location option 1, location option 2) may be used on the name tags and business cards.
- The Navy MWR logos on the name tags and business cards should be consistent across all the Navy MWR programs on the local installation, where appropriate, unless governed by other CNIC instructions.”



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