CNIC BRANDING STYLE GUIDE

2012 | Version 1.0

For Official Use Only

The CNIC Style Guide is intended for internal release only by the CNIC Public Affairs Office (PAO), CNIC senior leaders and other designated personnel to ensure consistent use of the CNIC logo throughout CNIC HQ, regions and installations. Permission for further distribution, reproduction or questions regarding logo use not addressed in this guide should be directed to the CNIC PAO.

Policy

This document contains authorized layout and application guidance in areas where the CNIC logo is commonly displayed. All uses of the logo must adhere to the guidance herein. Exceptions to this policy must be coordinated with and approved by CNIC PAO. The provided logos were created as graphic images and should not be edited in any way.

Contact

For questions or requests for changes, contact CNIC HQ PAO at 202-685-0867/0536.

Overview of Branding Principles

Branding emulates best industry practices and helps associate Commander, Navy Installations Command (CNIC) with quality programs and services worldwide that support the fleet, fighter and family. Brand recognition and consistency are central to CNIC's communications efforts. Our brand is a "promise" to our customers that our programs and services will live up to their expectations.

The unique identity created through the CNIC brand logo and branding strategy can be viewed as an asset to the organization over the long term in the following ways:

(1) Branding CNIC allows us to differentiate ourselves from other Navy commands and federal agencies.

(2) Branding helps create a long-lasting, easily recognizable identity for our customers; conveys value perceived as high-quality programs and services; and builds loyalty, resulting in recruitment and retention.

(3) Branding also helps the entire CNIC 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 identity.

Branding guidelines have been developed to create and maintain consistency and assist CNIC professionals in preparing and communicating information using the CNIC brand logo. These guidelines should be combined with careful judgments based on good design principles and effective communications practices.

All questions regarding the use of the CNIC logo should be directed to the CNIC Public Affairs Office, N00P, 202-685-0867/DSN 288.

Logo

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

Key Elements

The CNIC brand logo consists of several key elements:

(1) CNIC Name. Branded as the acronym CNIC.

(2) The Trident. The three prongs of the spear represent the fleet, fighter and family.

(3) The Stars. The three stars signify that CNIC is an Echelon II command under the leadership of a three-star Navy flag officer.

(4) Brand Message. Boldly tells audiences who we are and lets them know we support the fleet, fighter and family.

Logo: Area of Isolation

The clear space around the logo should be proportional to ½ the height of the letter "C" in the CNIC 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
1/2 the height of the letter
"**C**" in **CNIC**

Logo: Minimum Size

The integrity of all logo elements shall be maintained. To ensure legibility and clarity, the minimum recommended length of the logo is 1.25". The length is measured from the left of the trident to the end tip of its middle prong.

Minimum length of the logo is 1.25"

Logo Colors

The full-color CNIC 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."

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

When color printing is not an option, use the black and white version.

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

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

Electronic files for the logo are available for download from the CNIC intranet (https://g2.cnic.navy.mil/TSCNICHQ/PA/default.aspx).

Color Formulas - Letters

C=96 M=96 Y=11 K=42
R=33 G=26 B=91

Note: The trident is a set color gradient and is not to be changed.

Note: These versions are used for one-color printing only.

Proper Sizing Technique

When the CNIC brand logo is reproduced, it must retain its original aspect ratio without exception. To scale both width and height proportionally on two sides of the logo in Microsoft Office applications, 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 any corner of the logo.

Improper Sizing Technique

Scaling of the CNIC 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 incorrect proportions of the logo.

Logo Resolutions

(1) 72dpi should be used for Web presence.
(2) 300dpi should be used for print marketing products.

Appropriate Use of Logo

The CNIC brand logo has one basic design. No alteration of the logo is permitted. Only those versions of the logo, such as black and white, originating from the CNIC PAO, are approved for use; however, the CNIC logo can be altered on a case-by-case basis through the CNIC PAO, who will present the suggested changes to CNIC leadership to determine if alterations are appropriate and grant approval. Note: Reversing the trident for the driver's side of security vehicles has been approved by CNIC (see Appendix 2).

DO...
• Use the CNIC logo as one complete graphic.
• Use only artwork that has been downloaded from the CNIC intranet.
• Maintain the required clear space around the logo.
• Use the appropriate file format for your specific application.
• Use the logo no smaller than 1.25" in length.

DON'T...
• Change or alter the colors of the logo, unless granted special permission by the CNIC PAO.
• Separate the banner from 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 within a shape.
• Use a drop shadow behind the logo.
• Use the logo or parts of the logo to create a design or pattern.
• Animate the logo.
• Use specific effects with the logo.

BOTTOM LINE: Do not alter the logo unless specific permission has been granted by CNIC HQ (through CNIC HQ PAO).

Correct Use

Incorrect Use

Don't place logo at an angle.

Don't distort the logo.

Don't outline the logo.

On white backgrounds, don't use a drop shadow behind the logo.

Don't change the typeface of the logo.

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

Don't reverse the direction of the logo.

Recommended File Formats

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

EPS, AI – Best for CMYK, 4-color printing of art-generated items, such as the logo or an illustration. These are scalable with no loss of quality.

JPEG, TIF – Can be used in most applications and for most products. *Note: Although it is usually OK to downsize, enlarging will result in a loss of quality.

EMF – Best for use in PowerPoint; eliminates any background "square."

GIF, PNG – Use for the Web or PowerPoint. These are very low resolution and not a good choice for printing purposes. Your visual information specialist or graphic artist should be able to answer any questions regarding use of the various logo file formats or print requirements.

Application	PC	Mac
Viewable files only	.pdf	.pdf
Microsoft® Word	.bmp or .wmf	.eps
Microsoft® Excel	.bmp or .wmf	.eps
Microsoft® PowerPoint	.emf 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

The CNIC brand logo is an easily recognizable reference to the CNIC organization. Consider using the logo in the following areas:

(1) Command website, to include the home page, Facebook page and other social media.

(2) Command newspapers and newsletters, where applicable.

(3) Command press releases and media kits.

(4) PowerPoint presentations.

(5) Promotional items and electronic media, especially those aimed at public audiences.

(6) Banners, posters and brochures promoting CNIC programs and services.

(7) Decals, patches and coins, as authorized by appropriate purchasing regulations.

Command Logos and Other Seals

The CNIC brand logo is intended to complement, not replace, other official symbols, such as the CNIC seal, Department of the Navy seal or the respective command seal. The CNIC seal is to be used for official headquarters correspondence signed by those with "by direction" authority and PowerPoint presentations delivered by N00.

General Placement Guidance

• Branding emulates best industry practices and helps associate CNIC with quality programs and services worldwide that support the fleet, fighter and family. Brand recognition and consistency are central to CNIC's communication efforts, as the CNIC brand logo is an easily recognizable reference to the CNIC organization and entire enterprise in general. Therefore, the brand will be represented on an ever-expanding list of products and items throughout the entire enterprise. This guide and the included examples (Appendices 1 and 2) cannot list all the possibilities, but should be used as general guidance for the most common items on which the CNIC brand will be present.

Print Products

• Items that are used for outreach, marketing, briefings, etc., such as brochures, PowerPoint slides, handouts, etc., will use logos in no more than three areas: the primary area or upper left corner, and two secondary or tertiary areas in the upper right and lower right corners.
• Primary Placement: Document owner (installation, program, region or CNIC HQ)
• Secondary and Tertiary Placement: Intermediate command or CNIC HQ.
• The CNIC brand will always be used in the lower right, unless the product is created by CNIC HQ, in which case it will appear in the upper left primary (document owner) spot. No other logos or brands will appear in this spot.
• Note: The lower left corner of any document will always remain vacant of any logo or insignia. CNIC recognizes that inserting the logo in the lower right is contrary to standard graphic design practices; however, as the logo is intended to be a secondary or tertiary element to the branding scheme, CNIC has determined the lower right remains an appropriate place for the logo to be placed. Future renditions of this guide may contain changes if CNIC determines that this logo placement is not ideal.
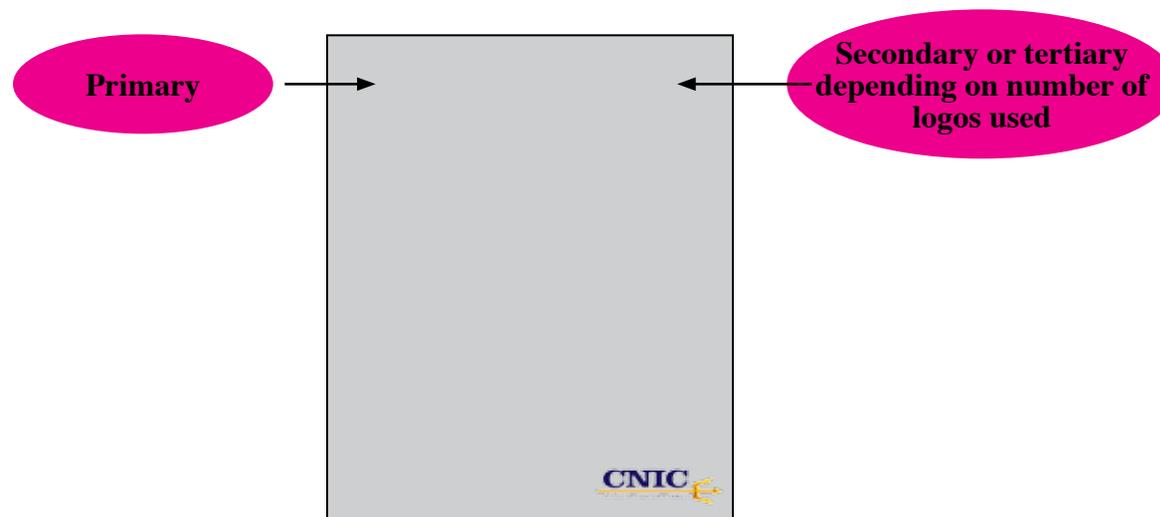
Sub Brands

• Sub brand products (defined as CNIC regions, installations, programs or services) being produced at the local level should use the region, installation, program or service logo as their primary brand identity in the upper left corner, while also using the intermediate command or brand logo (if applicable) in the upper right corner and the CNIC brand logo in the lower right corner of the product.

Examples

• For a region that does not require their logo on all documents, a PowerPoint brief generated by a local installation Fire Department will have the installation or Fire Dept. logo on the top left, nothing on the top right and CNIC logo on the lower right (Fig. 1).
• For a region that requires their logo, a local installation newspaper will have the installation logo on the top left, region logo on the top right and CNIC logo on the lower right (Fig. 2).
• For a region with no specific guidance, a flier generated by the installation's MWR department could have the local base MWR logo on the top left, installation logo on top right and CNIC logo on the lower right (Fig. 3).

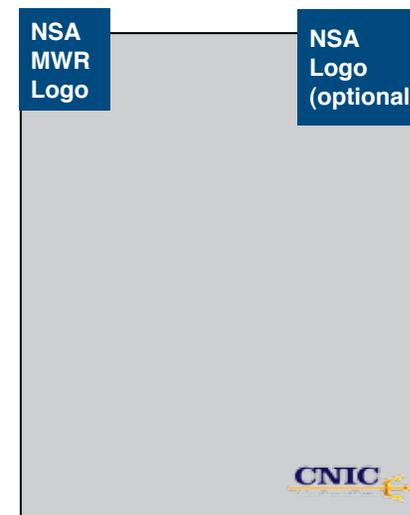

Fig. 1 – PowerPoint Slide

Fig. 2 – Newspaper

Fig. 3 – Flier

Exceptions

- Typical marketing practices tend to discourage over use of logos and insignias. Good common sense should be used with items such as posters, fliers, handouts, etc., that are used for marketing purposes.

  - Posters: There is no requirement to follow branding rules and include logos or insignias in all three areas, as in other print documents; however, the CNIC logo should appear on the poster if the content is a CNIC enterprise service. If the poster promotes a local event or special program, then the product owner may use only their logo.

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

- There are a number of items specific to individuals and individual commands in which the CNIC logo is not required. These items, such as business cards and nametags, will include only a command's seal or logo. (See Appendix 1.)

- 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. (See Appendix 2.)
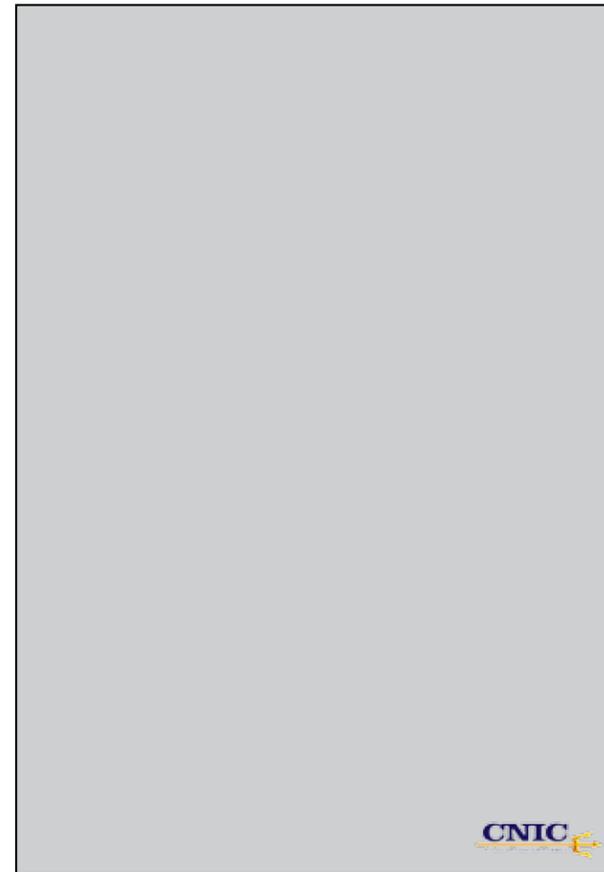
CNIC

Poster

CNIC or
local command logo

Co-Branding

Sub brands are defined as CNIC regions, installations, programs and services.

Products being produced at the local level should use the region, installation, program or service logo as their primary brand identity, while also including the CNIC brand logo in the lower right corner of the product. When used with sub brands, the CNIC logo shall be placed in the lower right corner. If no other sub brand logos are used, place the CNIC brand logo in the upper left corner.

Branding Messages

(1) "Supporting the Fleet, Fighter and Family"

CNIC's branding message conveys why CNIC exists: to support the fleet, fighter and family.

(2) "HQ Program Name – A CNIC Quality of Life Program"
    "Region/Installation/Program/Service Name – A CNIC Program"
    "Region/Installation/Program/Service Name – A CNIC Service"

For example:

    Navy Getaways – A CNIC Quality of Life Program

    Force Protection – A CNIC Program

    Navy Region Southwest Marketing – A CNIC Service

    NAVSTA Norfolk Port Operations – A CNIC Service

These secondary branding messages reinforce the relationship between CNIC and its sub brands. Use it as the last line of text and center it on its own line.

When using the logo in concert with the branding messages, graphic designers are encouraged to place the logo in an appropriate place that adheres to standard graphic design practices. The intention of this document is to ensure that the product owner maintains primary placement over the CNIC logo; however, placing the logo on the left side is allowed if it improves the overall professionalism and appearance of the product.

Appendix 1

Branding Table

APPENDIX 1
Branding Table

PRODUCT	CNIC HQ	INTERMEDIATE (REGION LEVEL)	INSTALLATION LEVEL	SUB BRANDS (MWR, FIRE DEPT, ETC.)	COMMENTS
Publications:					
Newspapers (installation and region)	X	C	C		
Brochures	X	O	O	O	
Bulletins	X	C	X	O	
Newsletters	X	O	X	O	
Pamphlets	X	O	X	O	
Fact Sheets	X	O	O	O	
Electronic News Publication	O	O	O	O	
Fliers	O	O	O	O	
Guidebooks	X	O	O	O	
Handbooks	X	O	O		
Press Releases	C	C	C	O	
Trifolds	X	O	X	O	
Posters*	X	O	O	O	

APPENDIX 1
Branding Table

Buildings and Facilities:	CNIC HQ	INTERMEDIATE (REGION LEVEL)	INSTALLATION LEVEL	SUB BRANDS (MWR, FIRE DEPT, ETC.)	COMMENTS
Bulletin Boards	O	C	X	O	
Conference Rooms	X	O	O	O	
Elevators	O	O	O		
Floor Mats	O	O	O	O	
Glass Doors	X	O	O	O	Doors can be outfitted with specific command/office logo and the CNIC logo in the secondary position. CNIC logo only required if owner is placing logo on it.
Piers	X	C	C	O	
Flight Lines	X	C	C	O	
Waste Receptacles (indoors)	O	O	O		
Waste Receptacles (outdoors)	X	O	X		Required when waste is removed by CNIC Enterprise programs/funds.
Harbor Security Equipment	X	C	O		
Lecterns	O	C	C	C	
Furniture	O	O	O		

APPENDIX 1
Branding Table

Vehicles:	CNIC HQ	INTERMEDIATE (REGION LEVEL)	INSTALLATION LEVEL	SUB BRANDS (MWR, FIRE DEPT, ETC.)	COMMENTS
Command Vehicles	X	C	X	O	
Fire Trucks	X	C	C		
Security Vehicles	X	C	C		
Utility Vehicles (vans, sedans, pick-up trucks, service trucks, etc.)	O	C	C	O	Utility vehicles may be branded when funding is available and IAW the vehicle owner's policy.
Golf Carts	X		O	O	
Harbor Tug Boats	X	C	O		

APPENDIX 1
Branding Table

Admin and Office Items:	CNIC HQ	INTERMEDIATE (REGION LEVEL)	INSTALLATION LEVEL	SUB BRANDS (MWR, FIRE DEPT, ETC.)	COMMENTS
Award Certificates	X	C	C	O**	
Folders	X	C	C	C	
Binders	X	C	C	C	
Plan of the Week		C	C		
Command Correspondence	D/N	D/N	D/N	D/N	
Table Tents	O	C	C	C	
Table Skirts		O	O	O	
Key Cards (e.g., NGIS hotels, CYP access)	X	C	C	X	
Pens	O	O	O	O	
Mouse Pads	O	O	O	O	The CNIC logo will stand alone when used on a mouse pad.
Electronic and Social Media:	**CNIC HQ**	**INTERMEDIATE (REGION LEVEL)**	**INSTALLATION LEVEL**	**SUB BRANDS (MWR, FIRE DEPT, ETC.)**	**COMMENTS**
PowerPoint Briefs	X	C	C	O	
Websites (public/intranet)	X	C	C	C	CNIC logo will be included on all CNIC.navy.mil websites.
Social Media (Facebook, Twitter, etc.)	X	C	C	C	
Videos	O	C	C	C	

APPENDIX 1
Branding Table

MWR:	CNIC HQ	INTERMEDIATE (REGION LEVEL)	INSTALLATION LEVEL	SUB BRANDS (MWR, FIRE DEPT, ETC.)	COMMENTS
MWR Clubs	X	C	C	O	
MWR Commercial Sponsorship Solicitation Packages	X	C	C	O	
MWR Movie Theaters (signs, marquees, printed and online schedules, etc.)	X	C	C	O	
MWR Offices (entryway markings)	X	O	C	X	
MWR Sports Fields (signs)	X	O	X	X	
Signage:	**CNIC HQ**	**INTERMEDIATE (REGION LEVEL)**	**INSTALLATION LEVEL**	**SUB BRANDS (MWR, FIRE DEPT, ETC.)**	**COMMENTS**
Building - Exterior	X	C	C		
Building - Interior	X	C	C		
Construction	X	C	C	O	
Housing	X	C	X	O	
Installation Entrance	X	C	C		
Marquees	X	O	X	O	
Banners	X	O	O	O	

APPENDIX 1
Branding Table

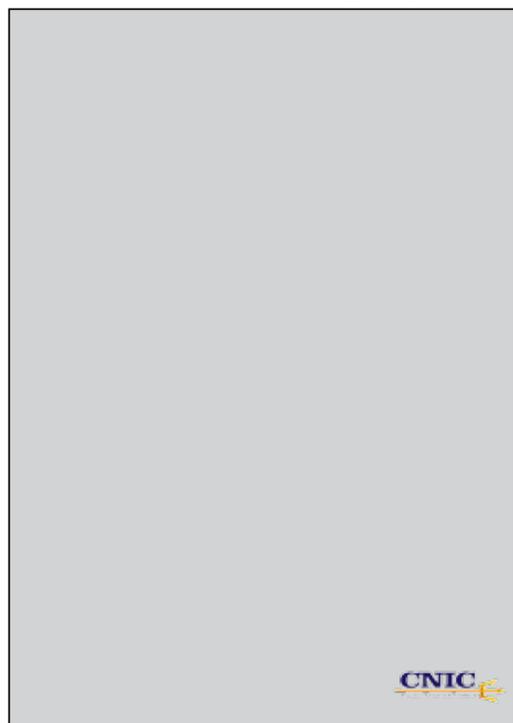| Personal Items:	CNIC HQ	INTERMEDIATE (REGION LEVEL)	INSTALLATION LEVEL	SUB BRANDS (MWR, FIRE DEPT, ETC.)	COMMENTS
T-shirts	O	C	C	X	A sub brand is required if the item is produced for an organization other than the region or installation.
Business Cards	O	C	C	O**	
Uniforms (civilian)	X	O	O	O	For personnel required to wear a uniform - does not include security or emergency personnel
Name Tags	X (only for HQ)	C	C	C	Name tags will use only the immediate command or organization brand.
Promotional Items:	CNIC HQ	INTERMEDIATE (REGION LEVEL)	INSTALLATION LEVEL	SUB BRANDS (MWR, FIRE DEPT, ETC.)	COMMENTS
Tote Bags	O	C	C	X	
Mugs	O	O	O	O	
Magnets	O	O	O	O	
Command Coins	O	C	C	C	

Appendix 2

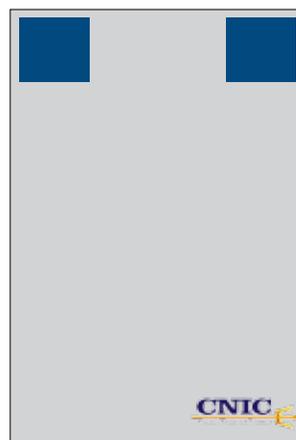## Examples and Detailed Guidance

Posters, Brochures and Trifolds

• Poster – CNIC logo only in lower right corner (per exceptions in guide).
• Brochure – CNIC logo in lower right corner, installation logo in upper left and region logo in upper right.
• Trifold – CNIC logo on the front or last page, where appropriate.
• Press Release: Typically, a press release should only have the originator's seal or logo. Use of the CNIC logo is authorized, if desired.
• Note: Electronic publications and fliers are optional for use of any logo depending on the information and suitability of logo placement. Program, command or CNIC logo use is encouraged, if space or material allow.

The CNIC logo is only required on a document once, preferably on the front or last page. Product owners may choose to use the logo throughout the document, according to placement rules dictated in this guide.

**Optional -
Use only if branding makes
sense and doesn't clutter space**

Poster

**CNIC or
local command logo**

Brochure
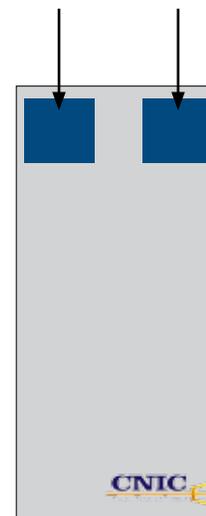
Trifold

- Sometimes, it makes sense for a command or organization to represent all or many of its subordinate commands on one document. In this case, use of multiple logos or seals is authorized, so long as space is made available for the CNIC logo in the lower right corner – or some other appropriate space.
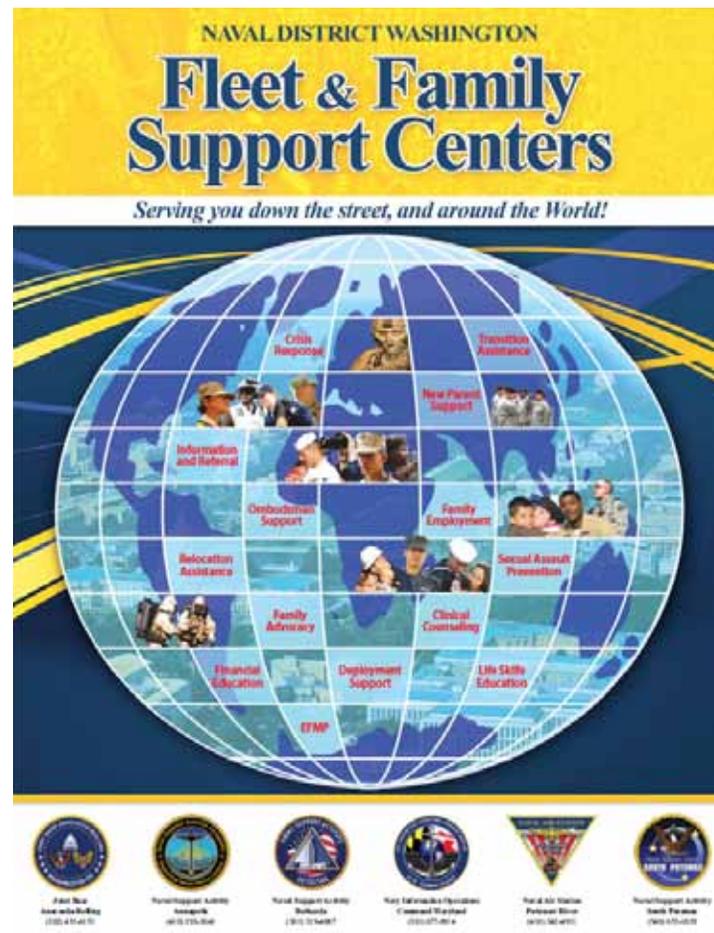
• The CNIC logo is not required on floor mats when the primary command or organization brand logo is used. If the CNIC logo is used, it will stand alone on its own floor mat. Colors of the logo may be altered for floor mats, as mats are typically located in high-traffic areas where unsightly soiling may occur. All requests for color alterations must be submitted to the CNIC PAO for approval.
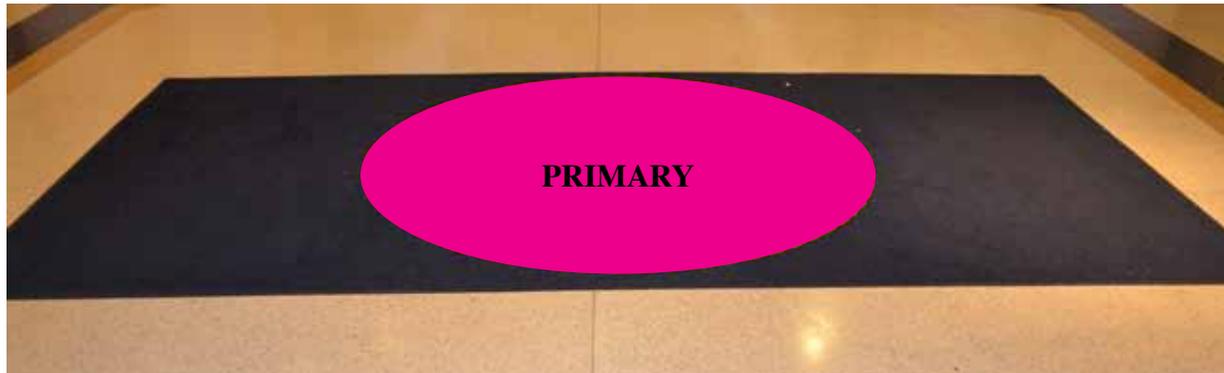
• All pier and flight line entry signs will include the CNIC logo in the lower right.

• Fences and barricades to piers will have the CNIC logo either alone or with the installation or region logos at periodic segments of about every 100 yards.

• Harbor equipment: Cranes, buoys, etc., will have the CNIC logo if the equipment is regularly operated by CNIC-funded personnel.

• Note: Per Appendix 1, all signs will include the CNIC logo. Region, installation or program logos or seals will be used based upon the tailored guidance as marked – either as an option, by local command policy or, in some cases, not used.

• If choosing to add a local region, installation or program logo to a door, the owner must also place the CNIC logo with it. Place the CNIC logo below the local logo and centered if circular or triangular, or on the lower right if square or rectangular.

• Note: Appendix 1 indicates the CNIC logo is required on glass doors – this is only if the owner is adding their logo or seal. If that is the case, the CNIC logo must accompany it. If the door is left without any seal or logo, the CNIC logo is not required.

Note: For clear doors such as those above, a clear engraving style may be used for the CNIC logo. No color is required.

- Per Appendix 1, the CNIC logo is required in all CNIC enterprise conference rooms. The CNIC logo should be placed in a visible area, preferably framed and on a wall in each conference room. Owners of the conference room have the option to display their logo or brand image as they see fit, so long as it doesn't obscure the CNIC logo.

- Furniture – In some cases, it will be appropriate to brand chairs, couches and other pieces of furniture. Local commands may determine the best way to brand these items depending on the furniture style and size.

• CNIC HQ – Logo will be in primary position

• The CNIC logo is not required on lecterns. Per local command policy, region and installation lecterns may display their logo in the primary position, with the option of displaying the CNIC logo in a suitable secondary position. Commands also may choose to use only the CNIC logo, as seen below.

• Note: In cases where logos are carved into wood, there is no requirement to abide by the color scheme set forth on page 4 of this guide.

• *Indoors:* Branding office waste receptacles is optional, but if a command decides to use the CNIC brand, it shall be centered on the receptacle.

• *Outdoors:* Use of the CNIC logo on outdoor waste receptacles is required when waste removal program is funded by CNIC Enterprise funds. As there are a variety of shapes and designs, the facility owner will have to use their judgment based on the intent of this guide. Typically, the brand will have secondary placement in a corner or on the side of the receptacle.

• New fire and emergency vehicles ordered by CNIC N3 will have an additional tag spot built into the rear of the vehicle, typically on the right, for placement of the CNIC logo. As vehicles are replaced, the CNIC brand will be added through attrition.

• Since there is an assortment of vehicle types, regions and installations will coordinate with CNIC N3 Fire and Emergency Services regarding the placement of the logo.

- Law enforcement and security vehicles will add the CNIC logo to the driver and passenger side doors. Changes to the direction of the trident or logo (pointing forward) are authorized for passenger side placement only.

- The logo will be placed on command and administrative vehicles on a case-by-case basis, depending on lease ownership (NAVFAC or GSA) and available funds.

2011 Chevy Impala - U.S. Navy Police

- Utility vehicles are not required to display the CNIC logo, as various restrictions and costs may be a factor based on specific vehicle-owner rules and regulations (NAVFAC or GSA). Vehicle owners may opt to use the CNIC logo using the guidance described pertaining to fire and emergency vehicles or law enforcement and security vehicles, whichever best fits the utility vehicle type. Region and installation commands are at liberty to determine the specific policy regarding their seal or logo placement.

- Logos are not required on MWR vehicles. If logos are used, then all MWR vehicles will have the CNIC logo placed on the left side. The local command or MWR office may place their logo on the right side or hood, but not both. All logos should be large enough to be read easily from 10-20 feet away.

- The CNIC logo is required on all award certificates. If a certificate is presented from a local program to an individual, a fourth logo is authorized if both the local installation and region require their logos on the award. If not, follow the standard logo placement protocol for informational products.

- Note: This does not apply to official active-duty military or civilian awards.

Presenter's seal/logo (i.e., MWR, CYP, etc.)

Installation

Region (if four logos required)

Primary

Secondary

Optional

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 four.

Awarded by

Name

CNIC
★ FLEET ★ FIGHTER ★ FAMILY

• Mouse pads: The CNIC logo will stand alone when used on a mouse pad. No other brands, seals or logos will be combined with it.

• Binders: The CNIC logo is required on binders when the binder is used for special events, or if the binder contains CNIC-related material. In this case, place the logo in a tertiary spot, yielding primary placement to the event, program or command owner.

• Only place the CNIC logo on the side of a binder if it's a CNIC-specific binder (i.e., it includes CNIC instructions, guidance or if used by CNIC HQ). Place the logo toward the top, and the title or subject of the binder toward the bottom.

• Pens – Placement of the logo on pens is at the discretion of the product owner.

• Folders – The CNIC 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). Only two logos will be used if purchasing command pre-branded folders. The region, installation or program logo will take primary position, and the CNIC logo will take secondary position.

• Table Tents – The CNIC logo is not required. If used, place the logo in the lower right corner of both sides of the tent.
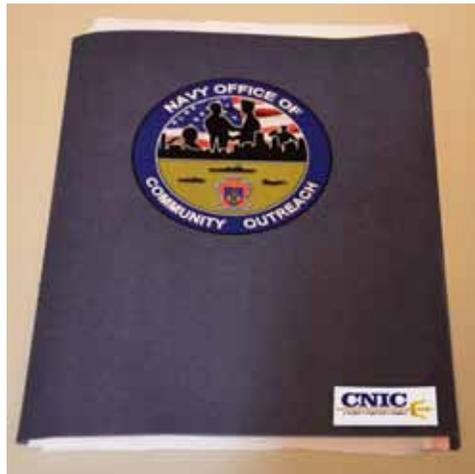
• Key cards – Key cards are used throughout CNIC, but primarily within CYP and NGIS programs. The primary owner will display their logo or design on the front. The CNIC logo will be placed in the lower right corner on the backside, so as not to interfere with other required information, such as bar codes, magnetic strips, etc.

• If a key card is used by a program or service, their logo or seal must be in the primary position.

• PowerPoint slides – See previous guidance on page 10 and in Appendix 1.

• Command websites – As CNIC migrates the entire enterprise to a new Web system, HQ will ensure the CNIC brand logo appears on all websites, from the regions to the installations.

• Program websites – Programs that are not part of the CNIC website (MWR, NGIS, etc.) shall include the CNIC brand logo in a logical spot on the front page of the site.

• Facebook – The CNIC brand logo will be visible on the main wall of all subordinate command or program Facebook pages. Commands can decide specific placement of the brand logo independently, but CNIC recommends incorporating it with the primary brand logo on the profile picture in the lower left or right corner.

• Twitter – Because Twitter is based on short micro-blogs, there is no requirement for the CNIC brand to be on any Twitter page or tweet.

• Whenever possible, the CNIC logo will be used in conjunction with the MWR logo, as MWR is a major CNIC program. The CNIC logo should be placed in the lower right corner and should not take precedence over the MWR logo or local identifier. Other areas may be used for the logo as appropriate. See below examples.

  • Note: If it does not makes sense or there is no place to put the CNIC logo, the owner of the item may contact the CNIC PAO for direction.
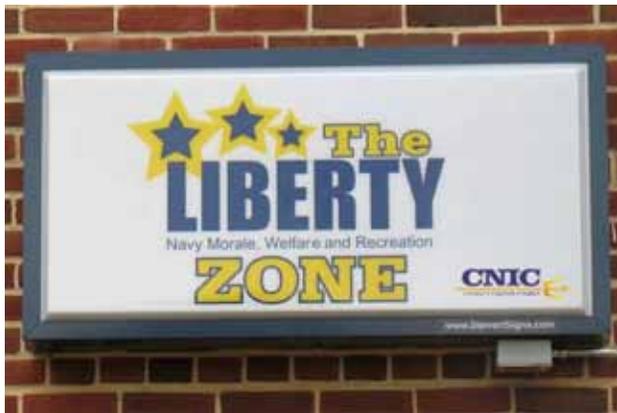
- Signs used to label command buildings will use the command seal or logo in the primary position, with the CNIC logo in the secondary position.

- Office signs – The command or program office will have primary placement and CNIC will have secondary placement.
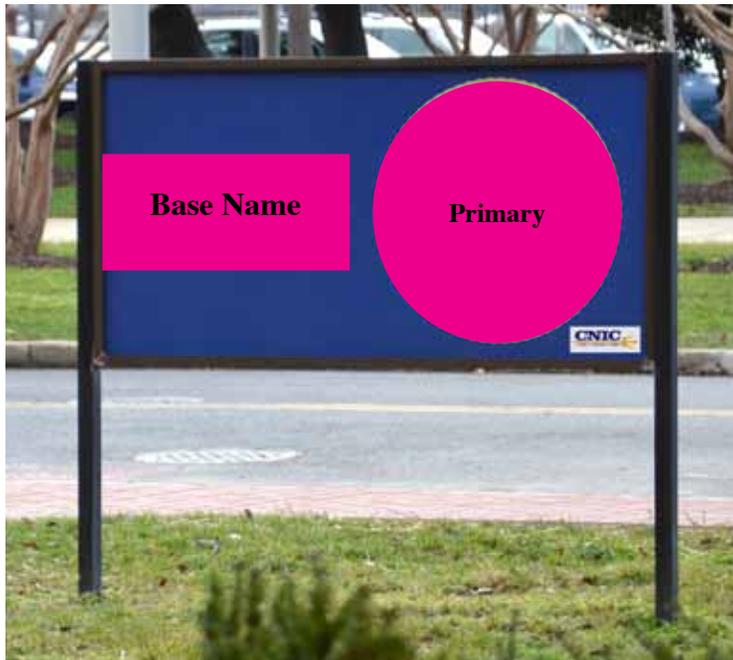
• Construction signs – All construction signs for new facilities on CNIC bases will carry the CNIC logo in the lower right corner.

• Housing signs – All housing signs will include the CNIC logo in the lower right corner.
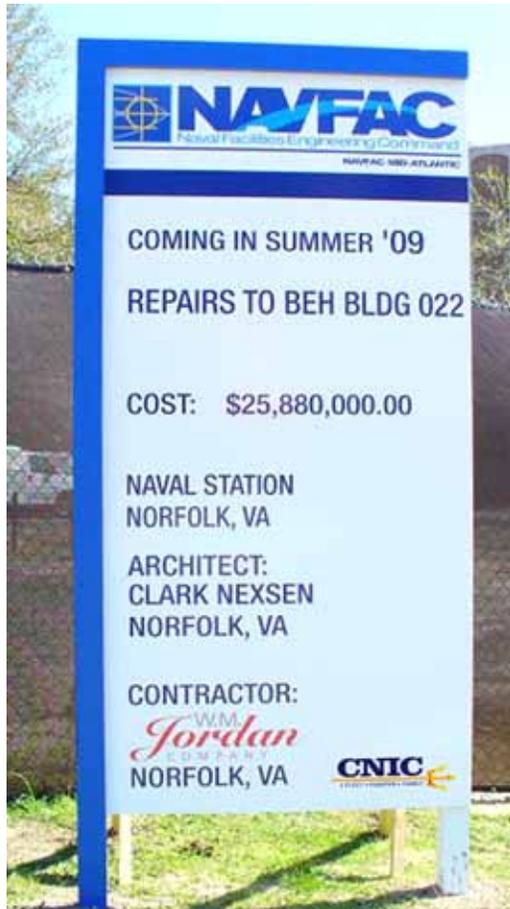
• Base, pier and flight line signs all will have the CNIC logo. Preferred placement is in the lower right corner of the sign; however, the logo can be placed on other parts of the sign for aesthetic purposes. In some cases, it may be appropriate to alter the color of the logo (high-traffic areas on floor mats, instances where it may severely clash with current signs, etc.). Regions or installations must contact the CNIC PAO with proposed changes to the logo colors. The CNIC PAO will determine if the change is appropriate.

- Shirts – All civilian uniforms that include any kind of logo are required to have the direct command or organization's logo located on the front upper left of the garment. If a command or program chooses, it may put the CNIC logo (and no other) on the back of the shirt just below the collar. The size of the logo on the back shall be no smaller than 1"x½". This applies to polo shirts, T-shirts, button-up shirts, sweatshirts, etc.

- Pants – Logos will not be placed on pants.

Business Cards

• Logos for business cards will be personalized by the individual command or organization. The CNIC logo is not required unless the individual works for CNIC HQ, in which case the logo will be placed in either the upper right or upper left corner of the card, depending on personal preference.

• Use of social media tags or addresses is authorized.

Name Tags

• All name tags will only have the seal or logo of the individual's immediate command or organization.