A sailor in a dark uniform and white cap is seen from behind, standing in a line of other sailors. The background is slightly blurred, showing more of the crew. The overall tone is professional and disciplined.

MyNavy HR BRANDING GUIDE

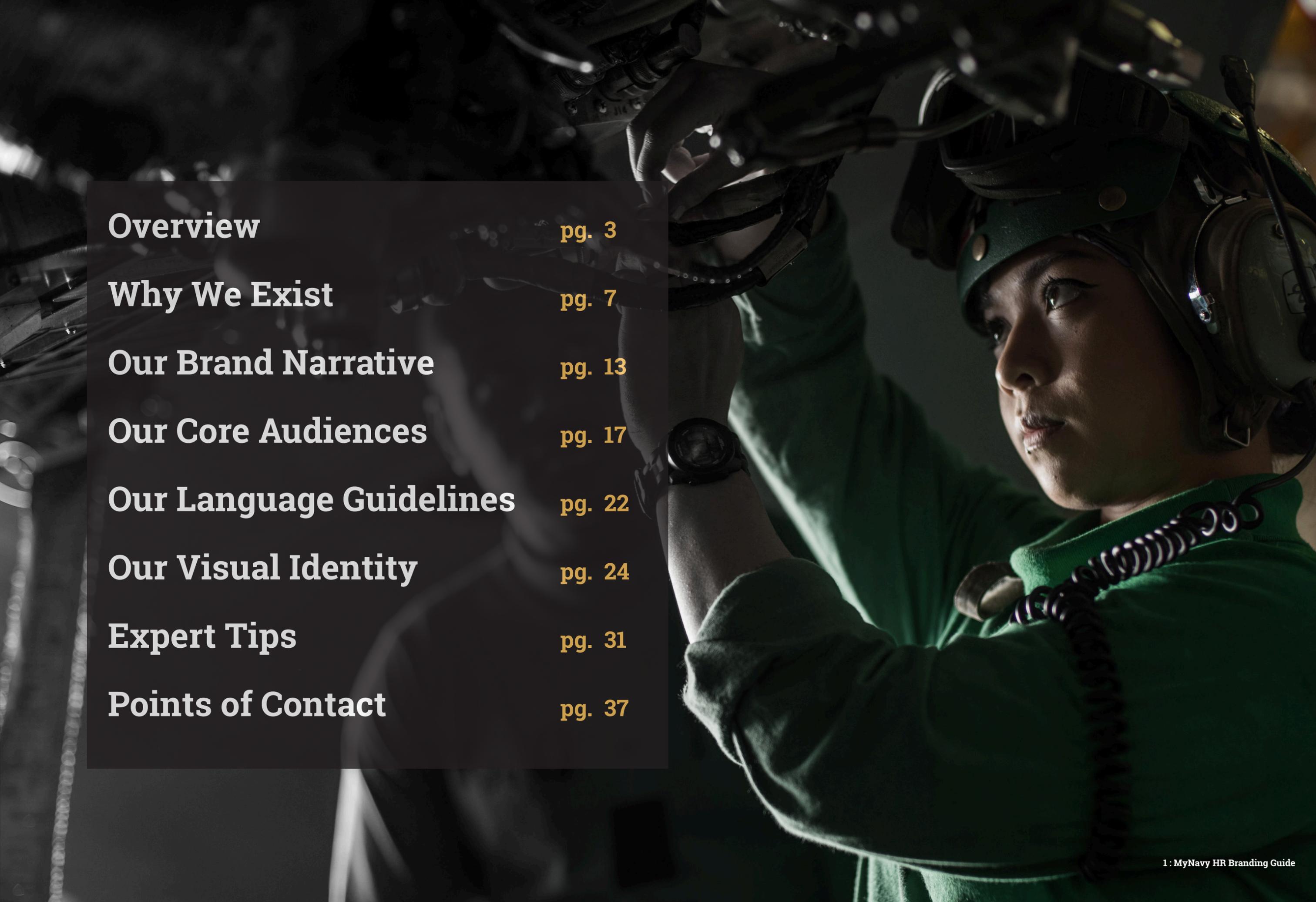
OFFICIAL GUIDE WHEN WORKING WITH THE MyNavy HR BRAND

MyNavy HR does not replace the legal title of the Chief of Navy Personnel, Deputy CNO for Manpower, Personnel, Training and Education or simply N1. It does not replace the names and titles of leadership or commands within the MPT&E chain of command – e. g. Navy Education and Training, Navy Personnel Command. MyNavy HR will not replace the current titles used on official command letterhead or signature blocks. Rather, MyNavy HR is our personnel, pay and training brand that simply gives a coordinated and aligned look and feel to all our collective communications - visual, oral and written – about manpower, personnel, training and education.



If you have brand-related questions or require assistance related to MyNavy HR Branding, please contact N1 Public Affairs at usnpeople@navy.mil.

This is a living document that will be updated regularly. - May 15, 2019



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» MyNavy HR Brand Framework

Organizational Name:
MyNavy HR

Branding Promise:
Serving Sailors 24/7

Brand alignment across all commands within the MyNavy HR organization is key to our success. Our brand framework shows how all our brand elements are aligned in order to convey consistent messaging both internally and externally.

Mission:

MyNavy HR recruits, develops and distributes American's best and brightest talent to give our Navy a competitive edge, as well as meet the needs of our Sailors and their families throughout a rewarding Navy Career.

Vision:

An innovative, agile, responsive team providing unparalleled service to the Fleet, our Sailors, and their families.

Logo(s):





OVERVIEW

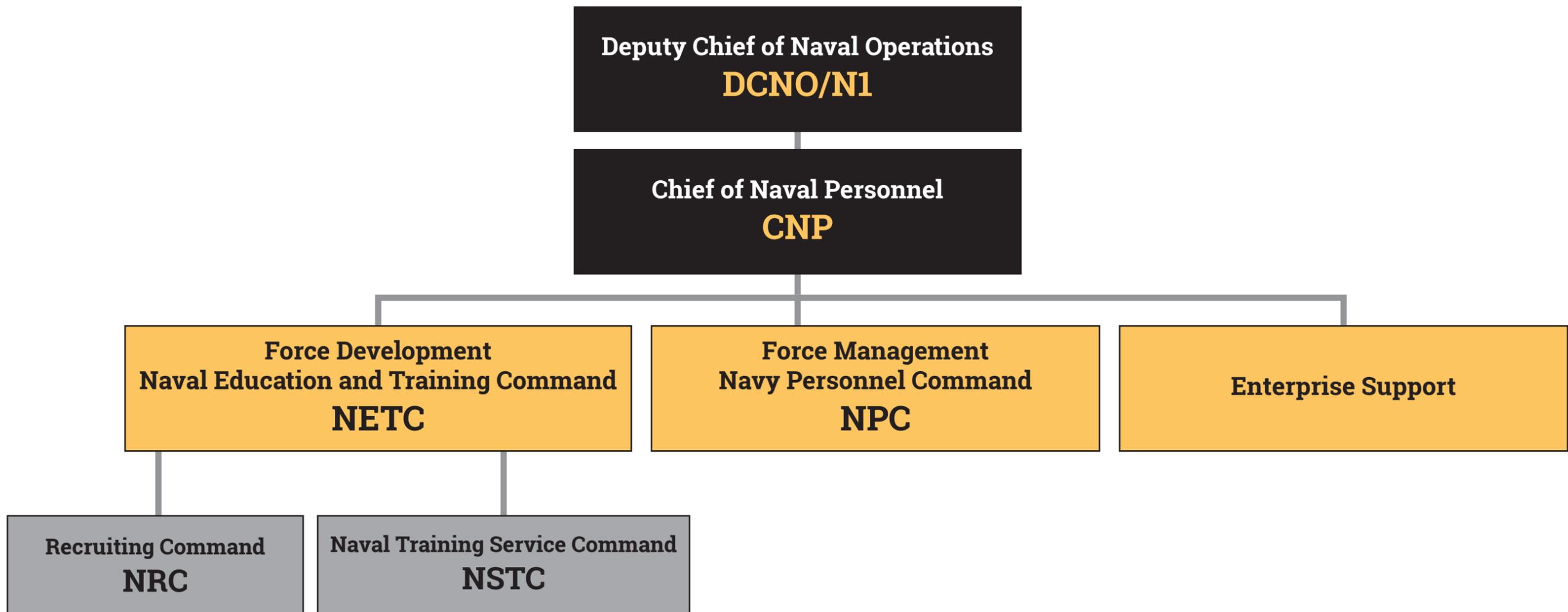


MyNavy HR in 2019

Many Sailors and their families are unfamiliar with MyNavy HR and their service offerings, even though MyNavy HR exists to support this core audience. The following conditions under which the organization operates in 2019 are key considerations for why MyNavy HR needs a strong brand to increase recognition inside and outside of N1.

- Members of the workforce often operate in silos, which impacts their perception of their position as it relates to the larger organization.
- MyNavy HR is transforming the way Sailors and their families receive support. Audiences both inside and outside of the organization do not fully understand transformation efforts.
- The impact of transformation across the organization is unclear. The changes that are taking place have the potential to impact the organization's brand.
- While MyNavy HR provides personnel support to Sailors, we need to create a balance by encouraging them to own their careers.
- MyNavy HR is so large that the collective body is unrecognizable to most Sailors.

» Building the MyNavy HR Organization of the Future



Overview >> Building the MyNavy HR Organization of the Future

MyNavy HR is more than just a name. It's a brand that represents a collective organization dedicated to recruiting, managing, training and developing the Navy's Sailors. While each part of MyNavy HR has a distinctive mission, we all play a role in supporting the organization's overall brand and helping to build its identity.

MyNavy HR is evolving to provide better customer service and support to our Sailors. It is for this reason that a strong brand is more important than ever. In order to better attract and retain diverse and educated talent, we need to communicate how the organization is addressing challenges and transforming to be the HR organization the Fleet needs.

This brand guide provides guidance and instruction on how to communicate about MyNavy HR more effectively and consistently. It is an important tool that will help us build a stronger organization together.

Overview >> Connecting with a Broader Audience

An important piece of building a strong brand for MyNavy HR is understanding the needs and communication priorities of our core audiences. Use MyNavy HR / Serving Sailors 24/7 in all facets of our communication. This will ensure that we are aligned in our messaging and design approach and are communicating effectively to a wide range of Navy audiences.

Our three core audiences are:

- **Sailors and their Families**
- **MyNavy HR Workforce**
- **Congress, OSD and Navy Leadership**

To create and sustain strong support within these core audiences, we must be consistent in all facets of our communications about who we are as a pay, personnel, education, manpower and training enterprise and why we are important to the success of the Navy.

A close-up photograph of a diver's head and shoulders above the water surface. The diver is wearing a rebreather system, which includes a large, clear, rectangular breathing apparatus mounted on their head. The diver's eyes are visible through the clear visor. The water is dark blue and slightly rippled. In the background, a cloudy sky is visible. The text "WHY WE EXIST" is overlaid in a white box with a black border in the center of the image.

WHY WE EXIST

Why We Exist >> Answering a Real Need

Why we exist can be understood by answering these fundamental questions about how we fulfill our brand promise to our core audiences:

Sailors and Families

- What services does MyNavy HR offer to current and future Sailors, retirees and their families?
- How are services delivered to ensure that the needs of Sailors and their families are met?
- Does MyNavy HR communicate about its available services in a way that conveys our commitment to meeting the needs of Sailors and their families?

MyNavy HR Workforce

- Does the MyNavy HR workforce understand the importance of its role and feel invested in meeting the needs of current and future Sailors, retirees and their families?
- Do internal communications provide the MyNavy HR workforce with the guidance it needs to be positioned for success?

Congress, OSD and Navy Leadership

- Does Congress, OSD and Navy leadership reinforce the importance of MyNavy HR by providing the level of support required for MyNavy HR to fulfill its mission?

Why We Exist >> What do the Other Services Promise?

Army

Human Resources Command



Mission:

Every day, HRC executes distribution, strategic talent management, personnel programs and services Army wide in order to optimize Total Force personnel readiness and strengthen an agile and adaptive Army.

Vision:

Trusted professionals shaping the readiness of our Soldiers and our Army.

Air Force

Personnel Center



Mission:

Develop and deliver innovative, customer-focused Total Force support solutions to commanders, Airmen and families.

Vision:

Agile, Innovative, and Responsive... Fueling the Fight!

Marine Corps

Manpower and Reserve Affairs



Mission:

The Manpower and Reserve Affairs Department employs an integrated manpower system across the Service enterprise that attracts, develops, retains, and supports our Marines, their families, and our civilian workforce as they pursue their professional aspirations and personal career goals, in order to provide our commanders the human "steel" necessary to fight and win the Nation's battles.

Vision:

An integrated, innovative, responsive, and responsible Manpower Team that empowers the Marine Corps – the Nation's force in readiness.

Coast Guard

Human Resources (CG-1)



Mission:

Our goal is to get the right people, in the right place, at the right time, with the right skills, and the right support ... now and in the future.

Vision:

N/A

Why We Exist >> MyNavy HR Mission, Vision, and Brand Promise

Mission:

MyNavy HR recruits, develops and distributes America's best and brightest talent to give our Navy a competitive edge, as well as meet the needs of our Sailors and their families throughout a rewarding Navy career.

Vision:

An innovative, agile, responsive team providing unparalleled service to the Fleet, our Sailors, and their families.

Brand Promise:

Serving Sailors 24/7

Why We Exist >> Making MyNavy HR Sailor-Centric

The 11 Career and Life Events (CLEs) organize administrative tasks Sailors will complete during their Navy career and were developed by Sailors and subject matter experts (SMEs).

The CLEs serve as a framework to help communicate about the different support offerings that MyNavy HR provides to Sailors. Communicating through this framework of CLEs conveys how Sailors are central to the Navy and remain at the heart of all of MyNavy HR's efforts, as well as reinforces our brand to our core audiences.



Join the Navy!



New to the Navy

A & C Schools, First Command



Advancement & Promotion

Exams, Selection Boards



Assignment, Leave, & Travel

Detailing, Orders, PCS, Check-in



Career Planning

Career Development Boards, CWAY, Reenlistment



Deployment & Mobilization

Preparation, Pays, IA, Return & Reunion



Pay & Benefits

Compensation, Entitlements



Performance

Evals, FITREPs, Physical Fitness Assessment



Sailor & Family Support

Information, Help, Assistance



Retirement & Separation

Eligibility, Processes, Transition



Training, Education, & Qualifications

Schools, Courses, Degrees, Certs & Quals



OUR BRAND NARRATIVE

Our Brand Narrative >> Navy HR Brand Narrative in Three Pillars

Our Brand Promise is clear:

Serving Sailors 24/7

The Brand Promise should be included in our internal and external communications in order to reinforce what we want audiences to understand about MyNavy HR.

But why should our audiences believe us when we say that MyNavy HR is Sailor focused?

Our brand narrative includes three elements that help explain this claim.

We call these core themes our brand pillars.

Our Brand Narrative >> How to Use Our Brand Pillars

Our three brand pillars give us a clear focus. All communications should reinforce one or more of these three pillars.

Adopting language from the three brand chapters will help to build greater awareness and recognition of MyNavy HR's brand through more effective communications.

However, language does not have to be taken for verbatim.

Each pillar includes keywords and examples of MyNavy HR initiatives that can be used to illustrate the different elements of our brand.

Our 3 Brand Pillars

Force Development is dedicated to ensuring Sailors are equipped with the specific skills they need to do their jobs and have access to educational opportunities to enhance their careers. Careers in the Navy can be complex and demanding and require continuous training to ensure Sailors have what they need to perform at their highest level. Education is also an important aspect of building a career and we want Sailors to be aware of all educational opportunities that are available to them.

Force Management is dedicated to ensuring the Fleet is manned with the right Sailor, in the right job, at the right time and Sailors' HR needs are met during their entire Navy career. This ensures that the organization is ready to respond to national security threats in a way that supports the Sailor and the Fleet. This also means that Sailors receive reliable, easily accessible HR support whenever and wherever they need it to allow them to focus on their jobs without distraction or worry.

Enterprise Support is dedicated to ensuring the supporting infrastructure is in place to perform our mission and facilitate coordination and alignment across the organization and operating model. Our business practices are the foundation of our HR organization and we would not be able to support Sailors effectively without the proper governance in business optimization and innovation, customer engagement, technology, financial management, budget, audit and contracting support.

Our Brand Narrative >> MyNavy HR Brand Overview

Serving Sailors 24/7

PROMISE

PILLARS

PILLAR 1: Force Development

Ensuring Sailors are equipped with the specific skills they need to do their jobs and have access to educational opportunities to enhance their careers.

PILLAR 2: Force Management

Ensuring the Fleet is manned with the right Sailor, in the right job, at the right time and Sailors HR needs are met during their entire Navy Career.

PILLAR 3: Enterprise Support

Ensuring the supporting infrastructure is in place to perform our mission and facilitate coordination and alignment across the organization and operating model.

KEYWORDS

- Customer Service
- Accessible
- Transparent
- Modernized
- Technology
- Mission
- Career
- Mentoring, Advocacy and Coaching
- Relevant

- Evolution
- Empowerment
- Responsive
- Recruitment
- Continuous Self-improvement
- Anywhere, Anytime
- Sailor-focused
- Learning

- Customer Service
- Anywhere, Anytime
- Accessible
- Family
- Career
- Sailor-Focused
- Responsive

- Mission
- Fleet
- Budget
- Billets
- Requirements
- Agile
- Understandable

INITIATIVES

- Transformation
- Sailor 2025
- Ready Relevant Learning (RRL)
- Career Readiness
- Fleet Scholar Education Program
- Tours with Industry

- Tuition Assistance
- Apprentice Assistantship
- Graduate Programs
- Credentialing Opportunities On-Line (COOL)

- Transformation
- MyNavy Career Center (MNCC)
- MyNavy Portal (MNP)
- Sailor 2025
- Analytics

- Transformation
- Analytics
- Data Management

A person wearing a green flight suit and a helmet with various attachments is working on a large, complex aircraft engine component. The person is wearing a green flight suit with the number '170' on the chest and a helmet with a microphone and other equipment. The background is dark and industrial.

OUR CORE AUDIENCES

Our Core Audience >> Our Core Audiences

MyNavy HR interacts with a wide range of audiences, both inside and outside of the organization. It is important to define our core audiences to identify where communication efforts should be focused. This enables tailored messaging that contains information most relevant to each particular audience.

SAILORS AND FAMILIES

Current and Future Sailors, retirees and their families

MyNavy HR WORKFORCE

Congress, OSD and Navy Leadership

Our Core Audience >> Sailors and Families

Sailors (current, future and retirees) and their families, are the primary customers of MyNavy HR services. It is important to understand the needs of the Sailor and to communicate how the services we offer will meet these needs.

Communication Priorities

FIRST PRIORITY

- MyNavy Career Center (MNCC)
 - Career and Life Events
 - Pay and Benefits
 - Sailor and Family Support
- Sailor 2025 [through duration of initiative]

SECOND PRIORITY

- MyRecord
- MyNavy Portal (MNP)
- Professional Resources

Themes and Sample Messages

- **Reliable and easily accessible human resources support for Sailors and their families.**
 - + MyNavy HR is committed to delivering Human Resources (HR) – personnel, pay and training services to Sailors and their families with increasing speed, accuracy, quality and transparency.
- **Sailors' readiness is our top priority.**
 - + Sailors are essential to the Navy's core mission. To enable warfighters, MyNavy HR's focus is to empower, train, educate and support Sailors throughout their entire Navy career.

Our Core Audience >> MyNavy HR Workforce

The MyNavy HR workforce plays an essential role in delivery of all MyNavy HR services offered to Sailors and their families. Clear internal communications allow the workforce to remain engaged and better positioned for success.

Communication Priorities

FIRST PRIORITY

- Force Development
- Force Management
- Enterprise Support
 - N-Codes

SECOND PRIORITY

- Learning
- Policies and Procedures
- MyNavy Career Center
 - Authoritative Data
 - Technical Capabilities
- Resources and Requirements

Themes and Sample Messages

- **Commitment to empower, train, educate and support Fleet readiness.**
 - + MyNavy HR is comprised of dedicated professionals who, together, enable warfighters through their commitment to empower, train, educate and support current and future Sailors and their families throughout their Navy career.
- **Transforming how we do business for greater performance, agility and affordability.**
 - + MyNavy HR is committed to delivering Human Resources (HR) – personnel, pay and training-services to current and future Sailors and their families with increasing speed, accuracy, quality and transparency.

Our Core Audience >> Congress, OSD and Navy Leadership

Congress, OSD and Navy Leadership provide MyNavy HR with the support and oversight required to operate. It is imperative that we communicate often with this audience regarding their key interests.

Communication Priorities

FIRST PRIORITY

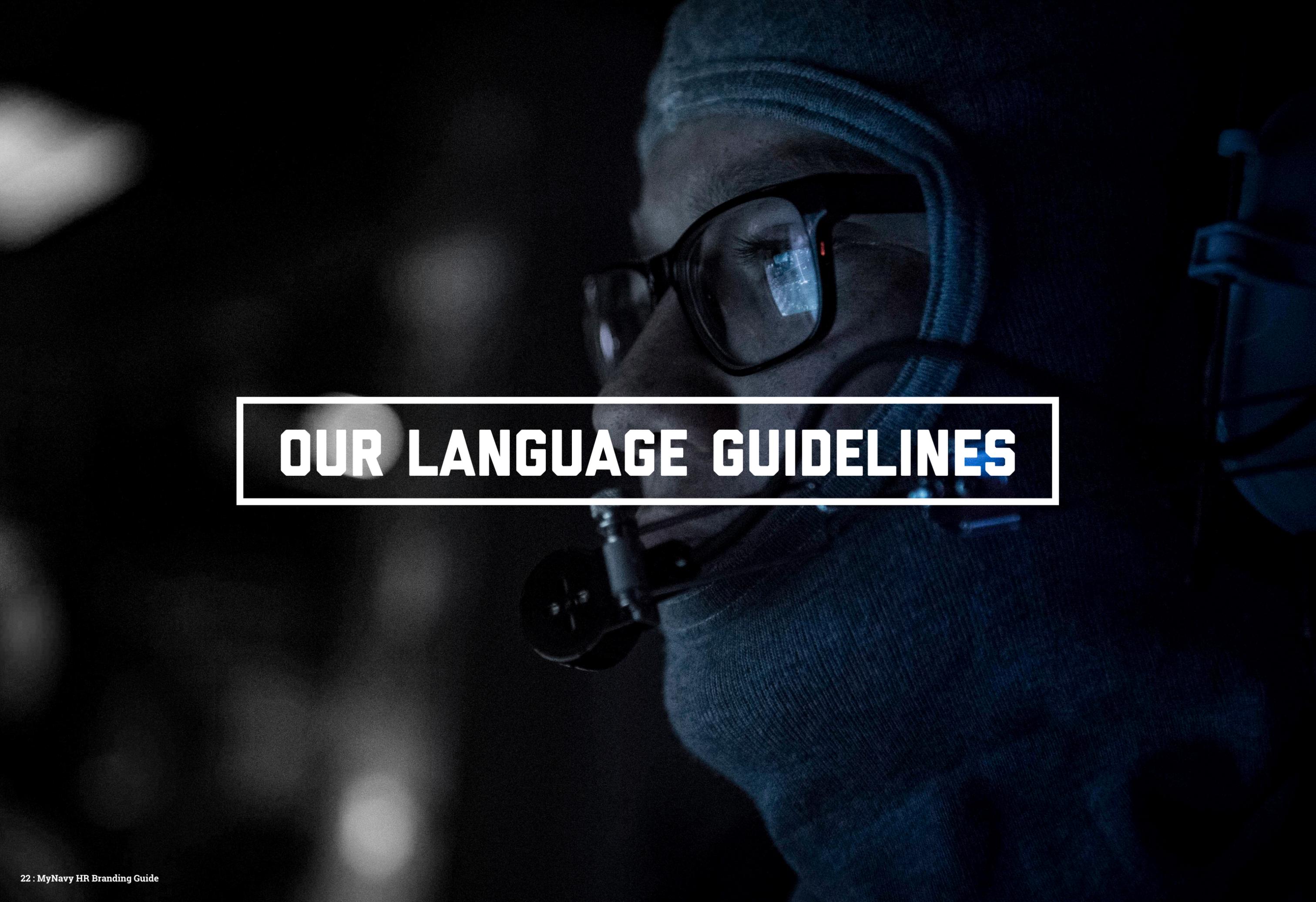
- MyNavy HR Transformation
 - Sailor 2025
 - Man the Fleet

SECOND PRIORITY

- Navy Personnel and Pay (NP2)
 - Single Point of Entry (SPOE)
- Authoritative Data Environment (ADE)
 - Learning Stack (LS)
 - Career Readiness

Themes and Sample Messages

- **Strengthen our Navy team now and into the future.**
 - + MyNavy HR is transforming its systems, organization and processes to deliver warfighting and personnel readiness in a more effective and cost efficient manner.
- **Improving Fleet readiness and affordability to build a more lethal Navy.**
 - + The transformation will change how Human Resources (HR) – personnel, pay and training - services are offered throughout a Sailor's entire career by delivering services to Sailors and their families with increasing speed and accuracy, thus improving mission readiness of the Fleet.



OUR LANGUAGE GUIDELINES

Our Language Guidelines >> How to Communicate MyNavy HR Clearly

The language and visuals we use and how we communicate helps convey MyNavy HR's mission and the role we play in supporting the broader Navy. Therefore, it is important to be mindful of the following guidelines when communicating about MyNavy HR to different audiences:

Utilize the Associated Press (AP) Style Guide unless directed otherwise

- Make the message relatable. Think about who the audience is and what message you want to convey.
- Get your products into shape. Use plenty of white space and informative headings and aim to only include relevant, need-to-know information.
- Keep it short and simple. Split long sentences, cut out unnecessary words and use simple everyday language.
- Consider the logic. Pay attention to logic and reasoning throughout your text.
- Cut out excess nouns. Avoid excessive use of nouns which makes sentences sound dull. Use strong verbs instead.
- Be concrete, not abstract. Use concrete nouns that will appeal to your readership more than abstract nouns.
- Use active verbs instead of passive. Use active verbs to make communication more dynamic.
- Avoid excessive jargon, buzzwords and abbreviation. Avoid using abbreviations that might seem obvious to you but might not to our audiences.
- Revise and check. When you have finished drafting a document, always read through it and perform a spell-check.



OUR VISUAL IDENTITY

Our Visual Identity >> MyNavy HR's Logo



MyNavy HR Color Logo



MyNavy HR Black and White Logo



Our Visual Identity >> Incorrect Logo Usage



Altering the original proportions of any part of the graphic



Adding an additional decorative devices like outlines or 3D effects



Using the logo without the MyNavy HR name



Using the logo on colored backgrounds that don't allow sufficient contrast



Substituting other typefaces or colors



Enclosing the logo in a shape or combining it with other design elements

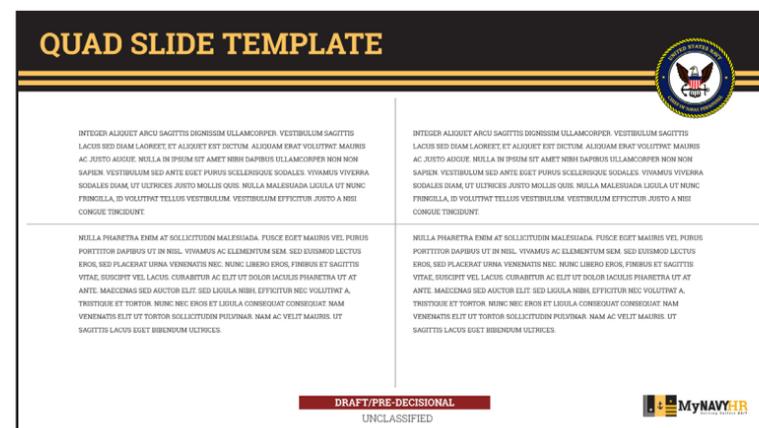
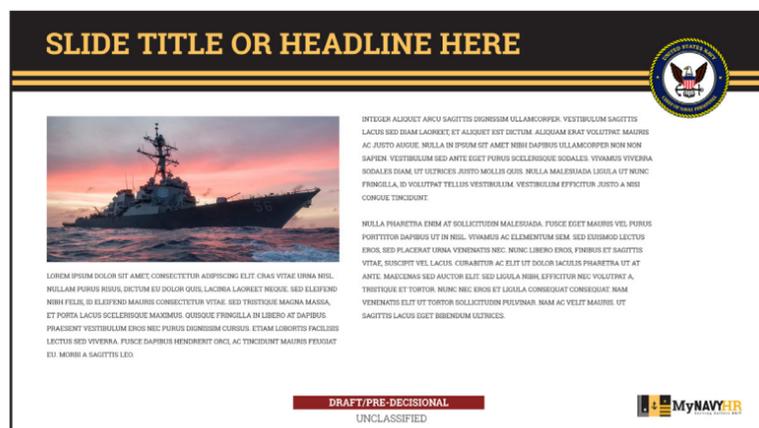
Our Visual Identity >> Logo Usage Throughout the Organization

- MyNavy HR's logo has two basic designs – a full logo and a graphic logo with abbreviated name. Only the alternate versions of the logo, such as black and white, originating from N1 Public Affairs are approved for use.
- No other alternatives of the MyNavy HR logo are permitted unless originating and/or approved by N1 Public Affairs.
- Products distributed across the entire organization should always include the MyNavy HR logo for brand consistency.
- Products created at local commands on organization-wide initiatives should showcase the MyNavy HR logo first followed by the logo of subordinate commands.
- Products created for command-specific initiatives should showcase the logo of the subordinate command first followed by the MyNavy HR logo.
- Creation of additional sub-brands of MyNavy HR must comply with established brand guidelines.

Our Visual Identity >> Brand Architecture

The organization's brand architecture follows an "endorsed" structure. This means that the brands of subordinate commands are all linked together by the parent brand, MyNavy HR, and all align to the same high-level mission and promise to serve Sailors 24/7.

The examples below illustrate how subordinate commands should utilize MyNavy HR brand elements in order to stay compliant with brand guidelines.



Our Visual Identity >> Colors

Color is an important element for the consistent and recognizable application of MyNavy HR's logo. The logo will appear in color unless a black and white version is necessary due to a one color (black) document. Additionally MyNavy HR has a color palette to be used in all materials that include the logo to reinforce the brand.

Primary Color Palette

Used for logo, color fields and accent colors.



Secondary Color Palette

Used for text, color fields and accent colors.



Our Visual Identity >> Brand Architecture

Visual continuity for branding elements requires consistent typography. Liberator and Roboto Slab are the only fonts that should be used for MyNavy HR's logo.

Liberator Font:



Roboto Slab Font:





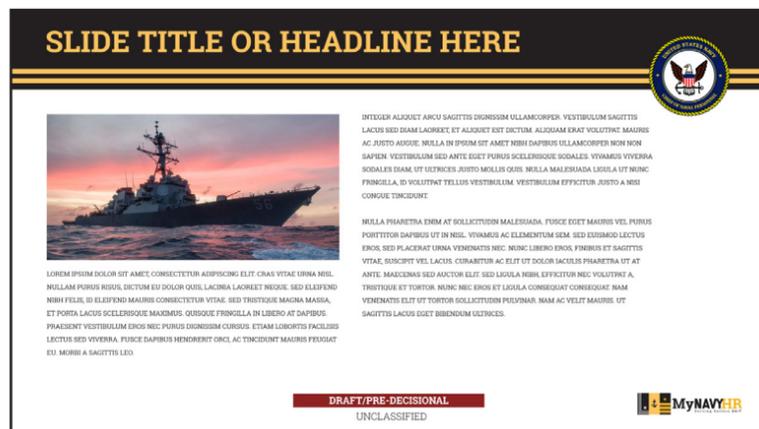
EXPERT TIPS

Expert Tips >> Templates

Fact Sheet, Command Overviews, Posters, Newsletters, Memos

Downloadable templates of commonly used documents can be obtained from XXX. Alternative layouts to these templates can be discussed with N1 Public Affairs.

All written content should follow Associated Press (AP) Style Guide. Utilize the Associated Press (AP) Style Guide unless directed



Expert Tips >> Social Media

Social media is a critical and growing communication channel for CNP and MyNavy HR as a whole. Social Media Channels include Facebook, Twitter, Instagram, YouTube and blogs. CNP regularly communicates through social media channels under the handle “@USNPeople” which is used as an interactive forum for two-way conversation with key stakeholders.

It is important that all social media accounts within MyNavy HR are coordinated in the content that they post and the language they use. To ensure consistency:

- Include MyNavy HR’s logo in posts and profile photos where possible, tag other relevant N1 accounts and coordinate hashtag use when possible.
- Consider your source and audience: content that works well on Facebook might not work well on Instagram. You may need to develop different pieces of content to convey the same information on different platforms.
- Although staged photos are better than no photos, seek images that look more spontaneous or authentic.
- Contact N1 Public Affairs for guidance and coordination when creating new social media accounts.

Reference the N1PAO Social Media Strategy: XXX

Expert Tips >> Imagery

Photography is a key element of MyNavy HR's brand and can be used in a variety of ways. A single image can help humanize MyNavy HR's brand while conveying the impact the workforce has on the lives of Sailors and their families.

All photos should be accompanied by a cut line that tells the viewer the who, what, where, when and why of the subject matter and should always credit the photographer. To enhance MyNavy HR's imagery:

- Show our diversity. Our photos should show today's Navy: men and women of all backgrounds.
- Tell stories. Images make a story come to life. Use images that are large enough to recognize faces and details. Try to use images that add an extra layer of information to the story.
- Show the logo. Try to include MyNavy HR's logo in photos and video whenever possible to help reinforce the brand.
- Show clarity. Be sure the image has high resolution so its subject matter is clear.
- Show accuracy. Be sure individuals in images comply with Navy standards.

Utilize the Navy.mil Photo Gallery: <https://www.navy.mil/viewGallery.asp>

Expert Tips >> Web Content

MyNavy HR's online presence is a key tool to help communicate and reinforce the organization's brand. While commands within MyNavy HR may have separate websites, consistent messaging will help enhance the organization's brand.

To improve the overall online presence of the organization:

- **Approachable.** Make it easy for mass audiences to understand your content.
- **Succinct.** Put the most important information at the top in the simplest language.
- **Mobile-Friendly.** Always ensure your content is mobile-friendly, since more and more websites are reached from mobile devices.
- **Shareable.** Ensure every page is share-ready, with sharing links for email and social media channels.

If you have brand-related questions or need advice on MyNavy HR Branding, please contact **N1 Public Affairs** at usnpeople@navymil

