

DOWNLOAD THE MyNAVY HR BRANDING GUIDE HERE!

MyNAVY HR Branding Cheat Sheet.



As an Enterprise supporting the fleet, MyNAVY HR reaches across the Navy and Marine Corps worldwide. Keeping our branding consistent ensures that all Sailors and their families know who and what we are by our first impression, our brand.

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All information is provided in the official MyNAVY HR Branding Guide (vers. 5/15/2019)

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.

Authorized Branding Logos:

MyNAVY HR w/statement



MyNAVY HR Bug



Authorized Branding Fonts:

Roboto Slab (Thin, Light, Regular & Bold)

ROBOTO SLAB ROBOTO SLAB ROBOTO SLAB **ROBOTO SLAB**

Headlines/Headings*: **ROBOTO SLAB BOLD**

**Headlines/Headings should be 4 times larger than Copy/Paragraph*

Copy/Paragraph*: ROBOTO SLAB LIGHT

**Copy/Paragraph should be 4 times smaller than Headlines/Headings*

LIBERATOR (HEAVY, MEDIUM, LIGHT)

LIBERATOR FONT SHOULD BE USED FOR CALL OUTS, HEADLINES, AND HIGHLIGHTED ITEMS AS IT IS AN UPPERCASE FONT.

The fonts above and referred in this information are in line with NAVY branding to keep consistency within the entire fleet. Please do not mix multiple typefaces with the MyNAVY HR Brand as referred to within the official MyNAVY HR Branding Guide (5/15/19). If you are unable to download Roboto Slab & Liberator Font Families, email douglas.p.bedford@navy.mil.

Incorrect Usage of MyNAVY HR Brand:



Altering the original proportions of any part of the graphic



Using the logo without the MyNAVY HR name



Substituting other typefaces or colors



Adding an additional decorative device like outlines or 3D effects



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



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

MyNAVY HR Color Palette:

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.

