



DEPARTMENT OF THE NAVY
BUREAU OF MEDICINE AND SURGERY
7700 ARLINGTON BOULEVARD
FALLS CHURCH, VA 22042

IN REPLY REFER TO
BUMEDINST 5030.3
BUMED-M00P
25 Jul 2012

BUMED INSTRUCTION 5030.3

From: Chief, Bureau of Medicine and Surgery

Subj: NAVY MEDICINE LOGO AND BRAND GUIDANCE

Encl: (1) Navy Medicine Brand Style Guide

1. Purpose. To publish the Navy Medicine organizational logo for Bureau of Medicine and Surgery (BUMED) Headquarters and throughout Navy Medicine.
2. Cancellation. BUMEDNOTE 5030 of 27 Jun 2012.
3. Scope. This instruction applies to Ships and Stations Having Medical Department Personnel and all internal BUMED Codes.
4. Background. Organizational logos and branding are powerful tools used to establish a memorable and recognizable identity with audiences and customers. Navy Medicine provides quality health care to our beneficiaries around the globe and is an acknowledged leader in medicine and medical research. The use of an easily identified logo will help to further establish our identity as a cohesive team of health care professionals in the eyes of our beneficiaries, the Department of Defense, and the general public.
5. Action. All BUMED codes and Navy Medicine commands shall implement the logo outlined in enclosure (1).


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Acting

Distribution is electronic only via the Navy Medicine Web Site at:
<http://www.med.navy.mil/directives/Pages/default.aspx>

NAVY MEDICINE BRAND STYLE GUIDE



1. Overview of branding principles

a. Branding emulates best industry practice and helps associate Navy Medicine with quality care worldwide. Brand recognition and consistency are central to Navy Medicine's communications efforts. Our brand is a "promise" to our beneficiaries that our service will live up to their expectations of receiving World-Class Care...Anytime, Anywhere.

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

(1) Branding Navy Medicine allows us to differentiate ourselves from other Federal agencies and private sector health care organizations.

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

(3) Branding also helps the entire Navy Medicine organization by uniting us as a cohesive team, from the largest hospital to the smallest clinic with a common symbol. In essence, it is our corporate seal.

c. Branding guidelines have been developed to create and maintain consistency and assist Navy Medicine staff in preparing and disseminating information using the Navy Medicine logo. These guidelines must be combined with careful judgments based on good design principles and effective communications practices.

d. This instruction supersedes all other previous instructions, notices, and guidance related to Navy Medicine logos and branding.

e. All questions regarding the use of the Navy Medicine logo may be directed to BUMED-M00P, Public Affairs Office at commercial: (703) 681-9083/9069 or DSN 761-9083/9069.

2. The Logo

a. The Navy Medicine logo, as depicted in figures 4.1-4.3, is the primary graphic element for Navy Medicine's branding program. Consistent application and precise production of the logo will identify and reinforce public awareness of Navy Medicine. The logo may be used for all types of official Navy Medicine electronic and print communications.

b. Key elements. The Navy Medicine logo consists of several key elements:

(1) The Red Cross. Internationally recognized as a symbol of medical care represents what Navy Medicine does "World-Class Care...Anytime, Anywhere."

(2) The Blue/Green Globe. Depicts the wide reaching global impact of our mission and care. Navy Medicine goes virtually anywhere. Blue and green colors have dual impact, representing both land and sea, as well as a symbol of Navy and Marine Corps teamwork.

(3) Golden Porthole. The golden porthole frames the fouled anchor, caduceus, green map and red cross. This Porthole represents Navy Medicine's primary focus—to support the Navy and Marine Corps warfighter across the globe. The inner blue and gold border represents the U.S Navy, a military service of the sea (blue) and a service of integrity (gold).

(4) Serpent, Caduceus and Anchor. On the foreground, the serpent wraps around the shank of an anchor producing the dual image of a "Fouled Anchor" and a "Caduceus." The Fouled Anchor (with its entwined chain or line) has long represented the trials and tribulations of the U.S. Navy, and more specifically the "Chief Petty Officer," the backbone of the service. The use of the entwined serpent recalls the Caduceus (Staff), an ancient symbol of healing. Since 1898, this emblem has represented the Hospital Corps, the foundation of Navy Medicine.

(5) Navy Medicine Name/Tagline. Boldly tells audiences who we are and lets them know we provide world-class care...anytime, anywhere.

3. Appropriate Use of Logo

a. The Navy Medicine logo has one basic design. Only the alternate versions of the logo, such as black and white, originating from BUMED Public Affairs are approved for use.

b. No other alterations of the logo are permitted unless originating and/or approved by BUMED Public Affairs.

c. In unique circumstances where a circular logo is not appropriate, contact BUMED-M00P, Public Affairs Office to discuss alternative layouts. These circumstances will only be approved on a case-by-case basis.

d. The following are not considered appropriate use of Navy Medicine's logo:

- (1) Altering the original proportions of any part of the graphics.
- (2) Using the logo without the tagline.
- (3) Altering or relocating the tagline.
- (4) Substituting another typeface. Refer to paragraph 5 for proper typeface.
- (5) Substituting any other colors. Refer to paragraph 6 for proper colors.
- (6) Adding any additional decorative devices such as drop shadows, outlines, or 3-D effects.
- (7) Allowing type, photographs, or other graphic devices to infringe upon the mandated clear space, outlined in paragraph 4d.
- (8) Using the logo on colored backgrounds, materials, or photographs that do not allow sufficient contrast.
- (9) Enclosing the logo in a shape or combining it with other design elements.
- (10) Reproducing it smaller than the recommended size in paragraph 4e.
- (11) Using the logo in any manner that is derogatory to or critical of Navy Medicine or the U.S. Navy.

4. Utilization of the Logo

a. Recommended Placement. The Navy Medicine logo is an easily recognizable reference to the Navy Medicine organization and commands are encouraged to provide maximum exposure for our audiences. Consider using the logo in the following areas:

- (1) Command quarterdeck.
- (2) Command suite or offices.
- (3) Command Web site, to include the home page.
- (4) Command newspapers and newsletters, where applicable.
- (5) Command press releases and media kits.
- (6) Business cards, specific format provided in paragraph 9.

(7) PowerPoint presentations, refer to paragraph 10.

(8) Promotional items and electronic/social media, especially those aimed at public audiences.

(9) Banners and poster boards for use at conferences, media events, health fairs, meetings, and prominently placed on display in strategic areas throughout Navy Medicine facilities.

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

(11) Social Media outlets.

b. Command Logos and other Seals. The Navy Medicine logo is intended to complement, not replace other official symbols, such as the Department of the Navy seal or respective command logos. File formats for various media are found in paragraph 7.

c. Location of the Logo. The primary placement, whenever possible, of the Navy Medicine logo shall be in the upper left corner of all communications media created by any Navy Medicine activity.

d. Borders and Spacing. When the Navy Medicine logo is used, a minimum, ¼ inch of clear space must be maintained between the logo and any other objects – other logos, borders, edges, etc. – on small media such as business cards and Web pages. At a minimum, ¼ inch of clear space must be left between the logo and written material. On larger media, such as posters and banners, a minimum of ½ inch of clear space must be maintained on all sides of the logo.

e. Minimum Size. The integrity of all logo elements shall be maintained. Minimum reproduction size of the logo is 1½ inches in diameter to ensure the logo and tagline are readable. Business card application is addressed in paragraph 9.

f. Artwork. Electronic files for the logo are available for download from the Navy Medicine public facing Web site under Outreach – <http://www.med.navy.mil>. If unable to access, contact BUMED-M00P, Public Affairs office at commercial: (703) 681-9083/9069 or DSN 761-9083/9069 or BUMED Web Manager (703) 681-9030/or DSN 761-9030.

Figure 4.1. Full Color Logo



Figure 4.2. Black and White Logo



Figure 4.3. Reverse/White Logo



5. Typeface. Visual continuity for branding requires consistent typography. Helvetica Neue Bold is the standard font used for the organizational name and tagline. All of the typography must align centrally to fit between the circular perimeter rules.

6. Logo and Brand Colors

a. Color is an important element for the consistent and recognizable application of the Navy Medicine logo. The logo will appear in 4/color process unless a black and white version is necessary due to a one color (black) document. When placing the logo on print media, use the color scheme most appropriate to your audience and budget.

b. The one color (black and white, see figure. 4.2) logo must appear on a white background.

Figure 6.1. Logo Colors

Figure 6.1. 4/color Logo (no spots)



Figure 6.2. Black and White Logo



Figure 6.3. Reverse/White Logo



7. File Formats. Resolution of the logo is as follows:

- a. 72 dpi must be used for Web presence.
- b. 300 dpi at 100 percent of reproduction size must be used for print marketing collaterals.

Figure 7.1. Low Resolution (GIF, 72 dpi). Optimized for screen use in presentation, Web site, etc.



Figure 7.2. High Resolution (JPEG/TIFF, 300 dpi). Optimized for documentations that need to be printed out using in-house printers or Flash Movies.



Figure 7.3. High Resolution (TIFF/EPS, CMYK, 300 dpi). Optimized for print collaterals when process color (4-color CMYK) is used.



8. Logo Reproduction

a. Proper Sizing Technique. When the Navy Medicine 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.

b. Improper Sizing Technique

(1) Scaling of the Navy Medicine logo is not to 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.

(2) Command public affairs officers and marketing staff must make scaling and reproduction instructions available for all staff wherever the logo is available for download and use.

9. Business Cards

a. The Navy Medicine logo may be used for business cards. Business card templates are available upon request from BUMED-M00P, Public Affairs Office at commercial: (703) 681-9083/9069 or DSN 761-9083/9069 or BUMED Web Manager (703) 681-9030 or DSN 761-9030. In addition, they can be requested via BUMED-PAO@med.navy.mil.

b. Commands may develop their own business card templates. Continued use of command-specific logos is encouraged. The Navy Medicine logo may be used on business cards at the commanding officer’s discretion.

c. Business card guidelines are as follows:

Size: 3½ x 2 inches

Required content: Name, title, command, address, e-mail, and telephone number
(commercial and DSN, where available)

Paper: Natural White

10. Presentations. All Navy Medicine organizations are encouraged to use the Navy Medicine logo in official presentations. Command logos and the Department of the Navy seal may also be used.