



DEPARTMENT OF THE NAVY
BUREAU OF MEDICINE AND SURGERY
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IN REPLY REFER TO
BUMEDINST 5030.3A
BUMED-M00P
21 Sep 2018

BUMED INSTRUCTION 5030.3A

From: Chief, Bureau of Medicine and Surgery

Subj: NAVY MEDICINE LOGO AND BRAND GUIDANCE

Encl: (1) Navy Medicine Logo and Brand Guidance

1. Purpose. To publish the Navy Medicine (NAVMED) organizational logo, corps emblems, and strategic messages for Bureau of Medicine and Surgery (BUMED) Headquarters and the NAVMED enterprise. This instruction is a complete revision and should be reviewed in its entirety.
2. Cancellation. BUMEDINST 5030.3.
3. Scope and Applicability. This instruction applies to ships and stations that have Navy Medical Department personnel assigned and BUMED Headquarters.
4. Background. Branding elements, including organizational logos, are powerful tools used to establish a memorable and recognizable identity with audiences and customers. NAVMED provides quality healthcare around the globe and is an acknowledged leader in medicine and medical research. The use of an easily identifiable logo, emblems, and key messages will help further establish our identity as a cohesive team of healthcare professionals with our beneficiaries, the Department of Defense (DoD), and the general public.
5. Action. All BUMED Headquarters staff and NAVMED commands must comply with the guidance outlined in enclosure (1).
6. Records Management
 - a. Records created as a result of this instruction, regardless of format or media, must be maintained and dispositioned for the standard subject identification codes (SSIC) 1000 through 13000 series per the records disposition schedules located on the Department of the Navy/Assistant for Administration (DON/AA), Directives and Records Management Division (DRMD) portal page at <https://portal.secnav.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-Information-Management/Approved%20Record%20Schedules/Forms/AllItems.aspx>.

b. For questions concerning the management of records related to this instruction or the records disposition schedules, please contact your local records manager or the DON/AA DRMD program office.

7. Review and Effective Date. Per OPNAVINST 5215.17A, BUMED Public Affairs Office (BUMED-M00P) will review this instruction annually around the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, DoD, Secretary of the Navy, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will be in effect for 5 years, unless revised or cancelled in the interim, and will be reissued by the 5-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.



C. FORREST FAISON III

Releasability and distribution:

This instruction is cleared for public release and is available electronically only via the Navy Medicine Web site, <http://www.med.navy.mil/directives/Pages/BUMEDInstructions.aspx>.

NAVY MEDICINE LOGO AND BRAND GUIDANCE



1. Overview of Branding Principles

a. Branding emulates best industry practice and helps associate NAVMED with quality care worldwide. Brand recognition and consistency in messaging are central to NAVMED's communication efforts. Our brand is a commitment to our Sailors and Marines that NAVMED will live up to their expectations of receiving World-Class Care...Anytime, Anywhere.

b. The unique identity created through the NAVMED logo and branding strategy are an asset to the organization over the long-term in the following ways:

(1) Branding NAVMED allows us to differentiate ourselves from other Federal agencies and private sector healthcare organizations.

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

(3) Branding also helps the entire NAVMED organization by uniting us as a cohesive team with common symbols.

c. Branding guidelines have been developed to create and maintain consistency and assist NAVMED staff in preparing and disseminating information using the NAVMED logo and corps seals. These guidelines must be combined with careful judgment based on good design principles and effective communication practices.

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

e. All questions regarding the use of the NAVMED logo or corps seals may be directed to BUMED-M00P at usn.ncr.bumedfchva.list.bumed---pao@mail.mil.

2. NAVMED Core Messages

a. World-Class Care...Anytime, Anywhere is NAVMED's essential promise to Sailors, Marines and their families. All NAVMED personnel, military, civilian, and contractor, tangibly represent family-centered care and are ambassadors of the NAVMED brand.

b. When representing NAVMED to internal and external audiences, NAVMED employees should strive to communicate core messages that capture the essence of NAVMED's mission and commitment:

(1) NAVMED plays a vital role in supporting the Navy and Marine Corps.

(2) NAVMED provides the best care our Nation can offer to Sailors, Marines, and their families to keep them healthy, ready, and on the job.

(3) NAVMED is deployed around the world, around the clock. We are a ready medical force.

(4) NAVMED saves lives wherever our forces operate – above the sea, on the sea, below the sea, and on the battlefield.

(5) NAVMED's partnerships maximize readiness and health.

3. The NAVMED Logo

a. The NAVMED logo, as depicted in figure 6-1, is a primary graphic element for NAVMED's branding effort. Consistent application and precise production of the logo will identify and reinforce public awareness of NAVMED. The logo may be used for all official NAVMED electronic and print communications.

b. Key elements. The NAVMED logo consists of several key elements:

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

(2) Blue and Green Globe. Depicts the wide reaching global impact of our mission and care. NAVMED 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 NAVMED's primary focus which is to support the Navy and Marine Corps warfighter across the globe. The inner blue and gold border represents the 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 Navy, and more specifically the "chief petty officer," the backbone of the Navy. 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 NAVMED.

(5) NAVMED Name and Tagline. Boldly tells audiences who we are and lets them know we provide World-Class Care...Anytime, Anywhere.

4. The Corps Seals

a. Community-specific insignias have been a part of NAVMED since 1826. Beginning in 1886, the Navy Uniform Board adopted the gold spread oak leaf and silver acorn design. These elements would be adapted into the insignia designs of each of NAVMED's four staff corps. In March 2017, community-specific seals representing NAVMED's staff corps, the Hospital Corps, and the Civilian Corps were standardized.

b. The corps seals, as depicted in figures 6.2-6.7, are subsidiary graphic elements for NAVMED's branding program. Consistent application and precise production of these seals will identify and reinforce audience awareness of the corps within NAVMED. The seals may be used for a variety of official NAVMED electronic and print communications.

c. Each corps seal features the corps insignia resting on a light blue background within two concentric circles. The inner circle is marked by a light blue band. The outer circle is Navy blue ringed by a gold rope band. Two gold stars flank the inner circle.

d. Seal Descriptions. NAVMED corps seals are distinguished as follows:

(1) Dental Corps (DC). Established in August 1912, the DC is represented by a spread oak leaf (gold) with two acorns at base (silver). Text inside outer circle reads "DENTAL CORPS" (top) and "UNITED STATES NAVY" (bottom).

(2) Hospital Corps. Established in June 1898, the Hospital Corps is represented by a caduceus (silver). Text inside outer circle reads "HOSPITAL CORPS" (top) and "UNITED STATES NAVY" (bottom).

(3) Medical Corps (MC). Established in March 1871, the MC is represented by a spread oak leaf (gold) with acorn (silver) in center. Text inside outer circle reads “MEDICAL CORPS” (top) and “UNITED STATES NAVY” (bottom).

(4) Medical Service Corps (MSC). Established in 1947, the MSC is represented by spread oak leaf and “angled-twig” (gold) symbolizing the “support” the MSC provides to the Navy Medical Department. Text inside outer circle reads “MEDICAL SERVICE CORPS” (top) and “UNITED STATES NAVY” (bottom).

(5) Nurse Corps (NC). Established in 1908, the NC is represented by a spread oak leaf (gold) and banner with the year of its formation. Text inside outer circle reads “NURSE CORPS” (top) and “UNITED STATES NAVY” (bottom).

(6) Civilian Corps. The four-pointed star is a symbol of stability, used to represent the Federal Civilian Workforce. A blue caduceus rests within the star. Behind, the insignia’s red element invokes life, medicine and healing, while the green laurel wreath recalls the Marine Corps. Text inside the outer circle reads “CIVILIAN CORPS” (top) and “NAVY MEDICINE” (bottom).

5. Appropriate Use of Logo and Corps Seals

a. The NAVMED logo and corps seals each have one basic design. BUMED–M00P must review and approve alternate versions of the logo, such as black and white. For additional information e-mail BUMED Office of Public Affairs (BUMED–M00P) at usn.ncr.bumedfchva.list.bumed---pao@mail.mil.

b. No other alterations of the logo or corps seals are permitted unless originating or approved by BUMED–M00P.

c. With the exception of command seals, the use of other logos, seals, insignia or emblems is not permitted unless originating or approved by BUMED–M00P.

d. In unique circumstances where a circular logo is not appropriate, contact BUMED–M00P to discuss alternative layouts. Exceptions will be approved on a case-by-case basis.

e. Approved Logo Usage. The NAVMED logo is an easily recognizable reference to the NAVMED organization, and commands should use them to maximize exposure for our audiences. The logo may be used in the following manner:

(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 11 of this enclosure.
- (7) PowerPoint presentations, refer to paragraph 12 of this enclosure.
- (8) Promotional items and electronic media, especially those aimed at public audiences.
- (9) Banners and poster boards used at conferences, media events, health fairs, meetings, and prominently placed on display in strategic areas throughout NAVMED facilities.
- (10) Decals, patches, and coins as authorized by appropriate purchasing regulations.
- (11) Social media outlets.

f. Approved Corps Seal Usage. The corps seals are representative symbols of their respective corps, and commands should use as appropriate. The seals may be used in the following ways:

- (1) Corps-specific ceremonies and events, such as retirements.
- (2) Command offices.
- (3) Banners and poster boards used at conferences, health fairs, or meetings.
- (4) Command newspapers and newsletters, where applicable.
- (5) PowerPoint presentations, refer to paragraph 12 of this enclosure.
- (6) For use on existing social media and electronic outlets.
- (7) Decals, patches, and coins as authorized by appropriate purchasing regulations.

g. Unless otherwise approved by BUMED–M00P, the following are not considered as an appropriate use of NAVMED’s logo or corps seals:

- (1) Altering the original proportions of any part of the graphics.
- (2) Using the logo without the tagline, or the corps seals without their identifying text.

- (3) Altering or relocating the logo tagline or corps seals' identifying text.
- (4) Substituting another typeface. Refer to paragraph 7 of this enclosure for proper typeface.
- (5) Substituting any other colors. Refer to paragraph 8 of this enclosure 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 subparagraph 6c of this enclosure.
- (8) Using the logo or corps seals on colored backgrounds, materials, or photographs that do not allow sufficient contrast.
- (9) Enclosing the logo or corps seals in a shape, or combining them with other design elements.
- (10) Reproducing the logo or corps seals smaller than the recommended size in paragraph 6d.
- (11) Using the logo or corps seals in any manner that is derogatory to or critical of NAVMED or the Navy.

6. Additional Guidance for Appropriate Utilization

- a. Command Logos and Seals. The NAVMED logo and corps seals are intended to complement, not replace other official symbols, such as the Department of the Navy (DON) seal or respective command logos. File formats for various media are found in paragraph 9 of this enclosure.
- b. Location of the Logo and Corps Seals. The primary placement, whenever appropriate, of the NAVMED logo and corps seals shall be in the upper left corner of all communication products created by any NAVMED activity.
- c. Borders and Spacing. Unless otherwise approved by BUMED-M00P, when the NAVMED logo or corps seals are used a minimum ¼ inch of clear space must be maintained between the logo or corps seals and any other objects – other logos, borders, edges, etc. – on small media such as business cards. At a minimum, ¼ inch of clear space must be left between the logo or corps seals 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 or corps seals.

d. Minimum Size. The integrity of all logo and corps seal elements must be maintained. Unless otherwise approved by BUMED–M00P, a 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 11 of this enclosure.

e. Artwork. Electronic files for the logo are available for download from the NAVMED public facing Web site under News Room – <https://www.med.navy.mil/Pages/News-Room.aspx>. If unable to access, contact BUMED–M00P at usn.ncr.bumedfchva.list.bumed--pao@mail.mil.



Figure 6-1: Full Color Navy Medicine Logo



Figure 6.2: Full Color Dental Corps Seal



Figure 6.3: Full Color Hospital Corps Seal



Figure 6.4: Full Color Medical Corps Seal



Figure 6.4: Full Color Medical Service Corps Seal



Figure 6.6: Full Color Nurse Corps Seal



Figure 6-7: Full Color Civilian Corps Seal

7. Typeface. Visual continuity for branding requires consistent typography. HelveticaNeue-Bold is the standard font used for the logo's organizational name and tagline. Times New Roman bold is the standard font use for all corps seals. All typography must align centrally to fit between the circular perimeter rules.

8. Logo and Brand Colors

a. Color is an important element for the consistent and recognizable application of the NAVMED logo. The logo will appear in four-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. If approved by BUMED–M00P and provided by BUMED Visual Information (BUMED-M09B), the one color logo must appear on a white background.

9. File Formats. Resolution of the logo and corps seals are as follows:

- a. The recommended dots per inch (dpi) for web use is 72 dpi.
- b. For print marketing products 300 dpi at 100 percent of reproduction size must be used.

(1) High Resolution (joint photographic experts group (JPEG) or tag image file format (TIFF), 300 dpi). Optimized for documentations that need to be printed using in-house printers.

(2) High Resolution (TIFF or encapsulated postscript (EPS), cyan-magenta-yellow-key/black (CMYK), 300 dpi). Optimized for print products when process color CMYK (four-color ink model used for printing) is used.

10. Logo and Corps Seal Reproduction

a. Proper Sizing Technique. When the NAVMED logo or corps seals are reproduced, they must retain their original ratios 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 NAVMED logo or corps seals should not to be done by using any of the sizing handles on the top, bottom, or sides of the graphic. This action will result in incorrect proportions.

(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.

11. Business Cards

a. The NAVMED logo may be used for business cards. Commands may develop their own template, in coordination with the command public affairs officer.

b. Commands may develop their own business card templates. Continued use of command-specific logos is encouraged. Commands may use both NAVMED logo and command logo on business cards at the commanding officer’s discretion.

c. Business card guidelines are as follows:

(1) Size: 3½ x 2 inches

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

(3) Paper: Natural White

12. Presentations. All NAVMED organizations are encouraged to use the NAVMED logo in official presentations. Command logos and the DON seal may also be used. A PowerPoint template is available on the NAVMED Web site common access card (CAC)-enabled main page at <https://es.med.navy.mil/bumed/pages/home.aspx>.