CONTENTS

1 Style Guide Use
2 R2W Mission
3 R2W Logo
4 Logo Options
5 Logo Proper Use
6 Ready to Win in Body Text
7 Logo Use on Imagery
8 Approved Color Palette
9 Design in Context
12 Email Signature Format
13 PowerPoint Templates
THE IMPORTANCE OF USING THIS STYLE GUIDE

The Style Guide is the pillar of branding - the central, unifying component of brand development. This branding effort is designed to create an emotional response to the overall image of the Navy Reserve. A brand is not just a logo. The objective of this Guide is to help administrators of the Navy Reserve Action Plan Ready to Win (R2W) campaign understand the brand origin and values; as well as to provide detailed specifications and guidance on the use of all aspects of the brand. This Style Guide has been developed to guide personnel when applying the R2W brand in a consistent and cohesive manner. This includes all marketing and communication materials for print, web, television broadcast, and electronic presentation media.

GRAPHICS REQUESTS FOR SUPPORT

Authorized administrators are the RCC, NOSCs, and required vendors who will need graphics, logos or images. Contact the R2W team for file support, concept approvals, and miscellaneous requests. We are here to help in any way we can to ensure the Navy Reserve is portrayed in the highest standards of branding. An online portal will be created for access to the branding files. Look for that URL soon.

CUSTOM PRESENTATIONS & MARKETING MATERIALS

The full-service capabilities of the R2W team allows for customized graphics, presentations and collateral to be executed, providing industry leading visual communications for internal and external documents.

For any further questions or requests, please contact:
Commander, Navy Reserve Forces Command Public Affairs Department

757 . 322 . 5652
THE R2W MISSION

We will design and implement changes that bring the Navy Reserve capabilities to the fight faster and with more impact than ever before. We will break through the barriers such as administrative distractions and legacy systems that slow us down. The entire Reserve Force must focus their actions at every level to simplify our business processes, enable our people, leverage our skills and relationships and bring all our resources to bear as fast as possible. With Ready to Win as our marketing vehicle, we will take action to change the way we do business through the following focus areas:

Simplify / Enable / Leverage / Resource
R2W LOGO CHARACTERISTICS

The R2W type mark is represented by using one of its four principles - simplify. The type mark is straightforward, bold, and interchangeable with the words simplify, leverage, enable, and resource. The bracketing around the logo signifies the “five by five” or area of focus.
The correct application of the R2W logo is essential to preserving the integrity of the identity system. This page illustrates some common embellishments or misinterpretations of the logo. Most misuse can be avoided by simply using approved artwork in a straightforward manner.

1. Do not use any shadowing effects.
2. Never stretch or reproportion the logo.
3. Do not use unapproved colors for the logo.
4. Never alter any part of the logo.
5. Don’t use pixelated or poor quality logos.
6. Never alter the font.
7. Never place the logo over distracting images.
8. Do not enclose the logo in an unauthorized shape.

Do not attempt to alter or recreate the R2W logo in any way.

Questions regarding the correct use of the logo should be directed to the R2W team for consult.
Consistency is key when using the *Ready to Win* campaign brand name.

The correct usage of *Ready to Win* in textual situations should always be consistent to avoid branding deviations. This page provides samples of some common possible uses of the brand name. Please contact the R2W team for any questions you might have.

Aligned with the Navy’s Design for Maintaining Maritime Superiority, the Navy Reserve’s Action Plan outlines our efforts to make the Total Force more lethal and capable as rapidly as possible, so we are ready to win!

The objective of this Guide is to help administrators of the Navy Reserve Action Plan *Ready to Win* (R2W) campaign understand the brand origin and values; as well as to provide detailed specifications and guidance on the use of all aspects of the brand.
When embedding the logo on any imagery, the image itself must first be approved by the R2W staff.

The top images are an example of best placement of the R2W logo when inserting over an image. For the bottom two images, avoid placing the image on the main subject matter in the image or placing the image on an overly busy part of the image. For assistance with graphics of this nature, please contact the R2W team.
COLOR PALETTE

When reproducing company colors, always match approved color swatches.

There are six variable colors approved for branding aspects of the R2W campaign. The color information below can be useful when providing correct information to vendors for various products.

R2W COLORS

The following are approved colors when representing R2W main identity.

- **PANTONE 281**: C: 100, M: 91, Y: 32, K: 35
  - 100%: R: 0, G: 31, B: 91
  - 50%: R: 0, G: 31, B: 91

- **PANTONE 542**: C: 50, M: 20, Y: 0, K: 0
  - 100%: R: 126, G: 175, B: 212
  - 50%: R: 126, G: 175, B: 212

- **PANTONE 424**: C: 57, M: 47, Y: 48, K: 14
  - 100%: R: 112, G: 115, B: 114
  - 50%: R: 112, G: 115, B: 114

- **PANTONE 7741**: C: 80, M: 25, Y: 100, K: 10
  - 100%: R: 58, G: 135, B: 64
  - 50%: R: 58, G: 135, B: 64

- **PANTONE 542**: C: 50, M: 20, Y: 0, K: 0
  - 100%: R: 126, G: 175, B: 212
  - 50%: R: 126, G: 175, B: 212

- **PANTONE 484**: C: 25, M: 92, Y: 100, K: 20
  - 100%: R: 160, G: 49, B: 35
  - 50%: R: 160, G: 49, B: 35

- **PANTONE 123**: C: 0, M: 24, Y: 94, K: 0
  - 100%: R: 255, G: 196, B: 37
  - 50%: R: 255, G: 196, B: 37

- **PANTONE 7741**: C: 10, M: 50, Y: 100, K: 0
  - 100%: R: 225, G: 145, B: 35
  - 50%: R: 225, G: 145, B: 35
Using the graphic standards will help guide the design for various mediums.

Utilizing this graphic standards guide will help when applying the R2W graphics in a consistent and cohesive manner. These examples are just for reference. If need be, call on the R2W team to discuss your needs and concepts.
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Below is the email signature format that the R2W team encourages all Navy Reserve staff members to take part in for the campaign in their email signatures. Many email programs have various settings, when applying the R2W signature, try to stay as close to the format below.

V/R
Jane Sailor
LCDR, U.S. Navy
Executive Officer
Navy Operational Support Center, Denver
Office: 720-847-0001
Fax: 720-847-4567
Cell: 303-123-4567

READY TO WIN!
www.navyreserve.navy.mil/r2w
Below are PowerPoint slide sample page available for your use throughout the R2W campaign.

Click to edit master text styles

- Second level
  - Third level