



# ROYAL AUSTRALIAN NAVY STYLE GUIDE

MARCH 2021

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## OUR VALUES

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SERVICE

COURAGE

RESPECT

INTEGRITY

EXCELLENCE

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The Royal Australian Navy Style Guide has been created to ensure the integrity of Navy's corporate identity and is visually represented by the Navy Brandmark. It is essential to maintain a consistent display of the Navy's communications and to ensure Navy is visually represented as a modern, united and professional organisation.

If the information contained in this Navy Style Guide does not meet your visual communication needs, you may apply to the Navy Brand Manager [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au) to produce customised material.

These guidelines are to be used in conjunction with the following references:

DEFENCE ACT  
COPYRIGHT ACT 1968  
SECMAN4

ANP4218 NAVY BRAND AND NAVY BADGES STANDARDS AND PROCEDURES  
ANP4426-1203 UNIFORM INSTRUCTIONS

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# Introduction

Every item bearing Navy's identity forms an integral part of the overall presentation of Navy, and each offers an opportunity to articulate its desired image. Navy Brand and the graphic design system that supports it is a visible sign of the type of organisation we wish to be: modern, professional, values-based, with a consistent and professional appearance.

This document outlines how our visual image is to be presented across Navy. It is designed to ensure that all of Navy's identity requirements are consistently, continuously and professionally applied. Responsibility for the correct implementation and management of the Navy brand sits with all of us.

Any material, whether for an internal or external audience, must fall within the procedures outlined in this document, and should be submitted to Navy Brand for clearance. No variation from these procedures is permitted without the written approval of Manager Navy Brand and Marketing.

## **Directorate of Navy Reputation and Management**

Manager Navy Brand and Marketing

s47E(d)

(PO Box 7901)

Canberra BC ACT 2610

s47E(d) @defence.gov.au

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# 1 CHAPTER ONE NAVY VISUAL IDENTITY

## 1.1 - Navy Identity

The Royal Australian Navy (RAN) has a specific brand identity. This identity must be displayed on all internal and external communication material.

The visual presentation of the RAN's identity influences how it is perceived and valued by its people, stakeholders and the community.

The Navy is an organisation comprised of people, ships, establishments and aviation squadrons. There will be a requirement at times for these commands to be represented individually while still maintaining the Navy identity.

The visual appearance of the RAN consists of unique design elements that have been developed to support and reflect the whole of Navy's internal and external strategic communication objectives.

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## 1.2 - Our Values

Our Values are the tenets by which Defence personnel – both Australian Defence Force (ADF) members and Defence Australian Public Service (APS) employees – conduct themselves. They embody what Australians expect of us and what we should expect of ourselves and each other.

Our Values form the basis of the behaviours expected of all our people and leaders, both APS and ADF.

In place since 2020, they reflect a strong tradition of service to the Australian nation, and remain fundamental to our ability to fight and win at sea. Our Values guide our actions at all times; whether at work, at home or on deployment.

The five Values are to always appear in the following order:

*Service, Courage, Respect, Integrity, Excellence*

These Values must be displayed in the Navy corporate fonts when used in internal layouts.

When displayed on covers or banners etc, the Our Values Blocks must be used (page 18).

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# 2 CHAPTER TWO NAVY BRANDMARK

## 2.1 - Navy Brandmark

The Navy Brandmark is the primary non-ceremonial emblem of the RAN. It has wider application than ceremonial emblems, and is a more appropriate emblem for use on clothing and promotional items. It is a registered trademark under the Trade Marks Act.

The Navy Brandmark consists of the word Navy in block capitals in a sans serif font, locked horizontally or vertically in line with the RAN Ceremonial Badge. The typeface of the Navy Brandmark is not a standard font, but has been specifically developed for Navy and must not be substituted. The Navy Brandmark may not be redrawn or altered in any way.

The Navy Brandmark should only be reproduced in the appropriate digital format provided by MNBM.

Solid colour – Inline



Solid colour – Stacked



## 2.2 - Background

The Navy Brandmark may also be placed on either white, or light textured background. Always ensure correct positive and reverse Brandmark artwork is selected. It is important to ensure the Brandmark is clear and legible at all times, by carefully selecting the background on which the Brandmark is used. When producing a document or item in full colour, the Solid Colour version of the Brandmark should be used.

Solid colour on white



Solid colour on texture



Monotone PMS 289 on white



Monotone PMS 289 on texture



Monotone black on white



Monotone black on texture



## 2.3 - Minimum size

To avoid possible reproduction problems, the Navy Brandmark in all its versions should never be reproduced at a size where the height of the badge is less than 15mm.



Actual size at 15mm

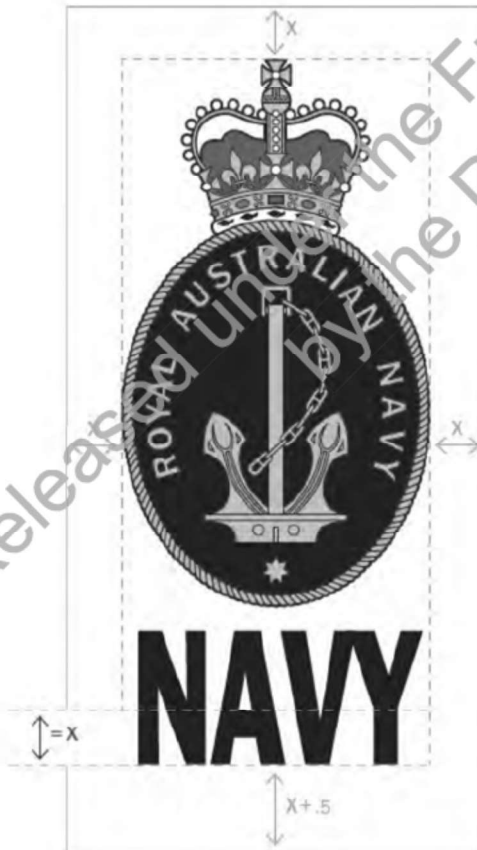


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## 2.4 - Clear space requirements

The Navy Brandmark should be surrounded by as much clear space as possible to ensure clear visibility of the Navy Brand. The calculation for determining the minimum amount of clear space is noted in the example below.

The minimum clear space is determined by the height from the base of the logotype to the top of the cross bar on the letter A in the Navy logotype.



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## 2.5 - Monotone logos

If the Navy Brandmark has to be reproduced in a single colour the preferred version (to be used in all possible circumstances) should be logotype Pantone Matching System (PMS) 289.

On a solid black or dark background the reverse monotone Brandmark may be used.

The colour version of the Brandmark **MAY NOT** be reversed.

Monotone PMS 289



Monotone black



Monotone reversed



## 2.6 - Secondary Badges

The RAN Badge or Navy Brandmark is to take precedence over a secondary Badge.

When used horizontally, the secondary Badge must align at the top and base of the RAN Badge or Navy Brandmark, ensuring both are the same height. The RAN Badge or Navy Brandmark take the prominent position.

Where the vertical version of the RAN Badge or Navy Brandmark are used with a secondary badge, the secondary badge must align at the left and right hand edge, ensuring they are the same width.

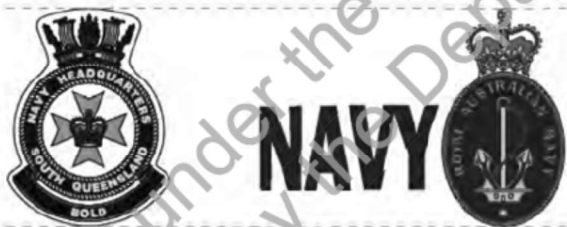
On external communications, secondary badges should not appear in isolation but must be accompanied by the RAN Badge or Navy Brandmark.

The RAN Ceremonial Badge is not to be co-branded with the emblem of the Department of Defence. Single Service Badges may be displayed along with the ADF Emblem.

The RAN Ceremonial Badge cannot be displayed in conjunction with the logo or name of a business, product or company unless specifically authorised by D-COS NHQ.

When displayed alongside Service emblems or other badges, logos or designs, an order of precedence must be observed. The order of precedence denotes government authority and seniority.

When displayed alongside civilian logos, it is acceptable to place the RAN Ceremonial Badge at the centre as the most prominent placement.



## 2.7 - Navy branding colours

### Primary colours

#### Navy blue - PMS 289



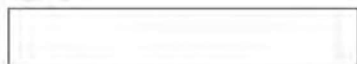
C 100 M 66 Y 0 K 76  
R 12 G 35 B 64  
HEX/HTML 0C2340

#### Black - PMS Process black



C 0 M 0 Y 0 K 100  
R 48 G 46 B 44  
HEX/HTML 302E2C

#### White



C 100 M 76 Y 10 K 65  
R 255 G 255 B 255  
HEX/HTML FFFFFFF

### Highlight/emphasis colour

#### Cyan - PMS Process cyan



C 100 M 0 Y 0 K 0  
R 0 G 163 B 224  
HEX/HTML 002244

#### Gold - PMS 109



C 0 M 5 Y 100 K 0  
R 255 G 209 B 0  
HEX/HTML FFD100

### Secondary colours

#### Gold - PMS 110



C 0 M 20 Y 100 K 8  
R 218 G 170 B 0  
HEX/HTML DAAA00

#### Olive blue - PMS 293



C 100 M 76 Y 0 K 9  
R 0 G 61 B 165  
HEX/HTML 003DA5

#### Light grey - PMS 429



C 35 M 23 Y 19 K 2  
R 162 G 170 B 173  
HEX/HTML A2AAAD

#### Dark grey - PMS 431



C 63 M 45 Y 34 K 25  
R 91 G 103 B 112  
HEX/HTML 5B6770

Colour plays an integral role in developing consistent and coherent communication.

Navy Brand colours can be reproduced in four colour process (CMYK), Spot colour (PMS) or digital colour Hex colour code or RGB values where appropriate. If a variation is required due to the production method restrictions, best match method should be used to as closely as possible match to the Pantone PMS colour standard.

# 3 CHAPTER THREE VISUAL IDENTITY ELEMENTS

## 3.1 - Layout elements

### Brandmark header

The Brandmark should where possible be located in the top right hand corner.

### Image space

A single image is to fill this area completely containing all of the subject. If needed a flat tone colour can be added to fill.

### Title bar

This area contains the main title and subtitle if needed.

### Co-branding

A secondary Navy badge should be placed on the opposite side to the Navy Brandmark, and may be placed in the Title Bar or or Image Footer.

### Image footer

The standard Navy ocean image or solid Navy Blue PMS 289 may be used.

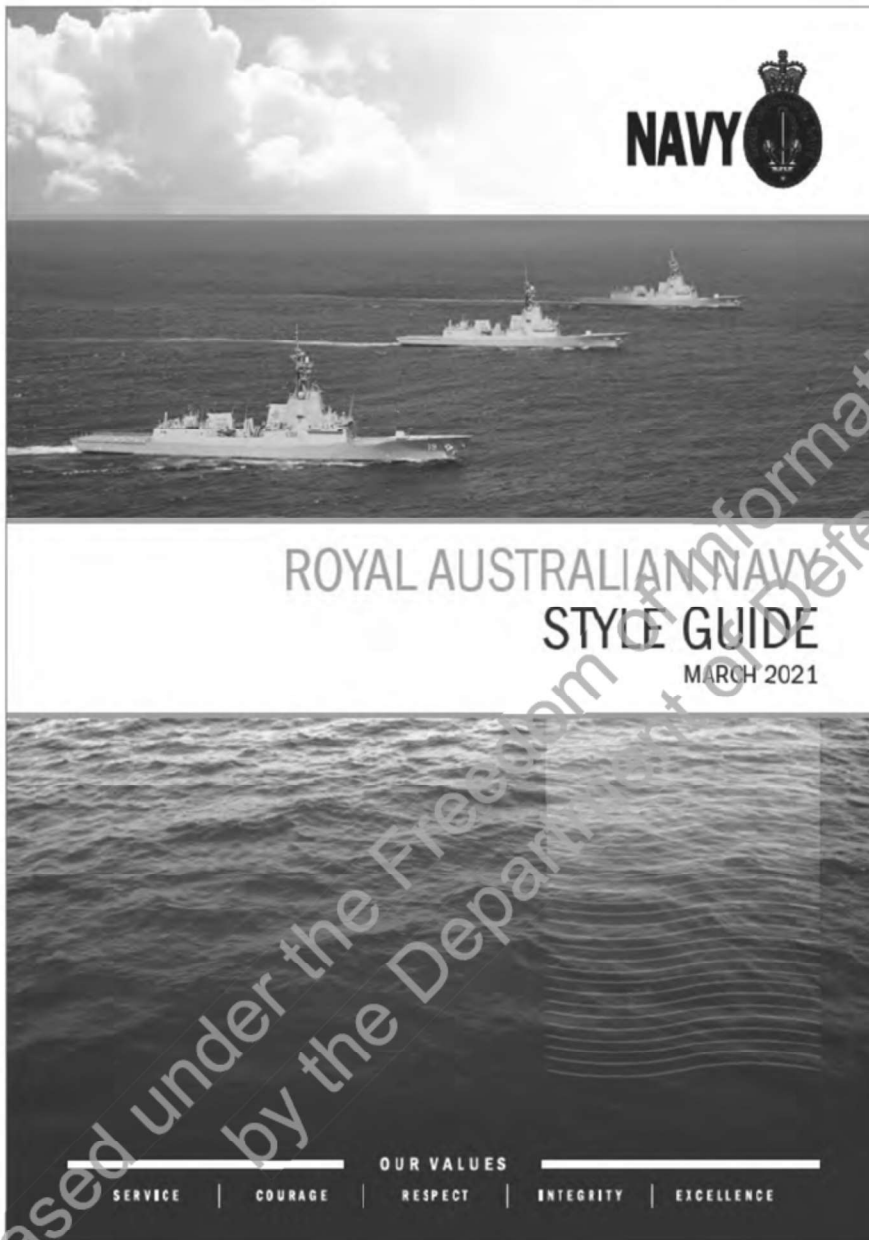
### Sonar bar

The Sonar bar is a supporting graphic element primarily used on document covers to accompany the structure of the brand.

### Our Values

Refer to page 18 for information on Our Values templates. The Navy web site may also be used.





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Brandmark header

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Image space

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Title bar

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Sonar bar

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Our Values Block

### 3.2 - Our Values Block

#### Our Values Block version 1

Standard information block displayed on PMS 289 and, reversed information block displayed on white using PMS 289



#### Our Values Block version 2

A4 information block displayed on PMS 289 and, reversed information block displayed on white using PMS 289



#### Our Values Block version 3

Stacked information block displayed on PMS 289 and, reversed information block displayed on white using PMS 289



## 3.3 - Corporate fonts

The Navy typeface has been carefully chosen to create a harmonious and consistent approach across a variety of externally and internally designed communication applications.

### Primary Typeface

The sans serif typeface family of Franklin Gothic Condensed represents the primary typeface to be used on corporate, marketing and promotional material. No substitution of similar typefaces should occur.

**AaBbCc01234**

Franklin Gothic, Book Condensed

### Support Typeface

This typeface acknowledges the history and traditional aspects of the Navy. Corporate ABQ is used on specific high level communications such as invitations from the Chief of Navy.

**AaBbCc01234**

Corporate ABQ Light

### PC typeface equivalents for internal use

The PC equivalent of Franklin Gothic is Arial Narrow and for Corporate ABQ it is Georgia Regular. These fonts are only to be used in Microsoft Word documents and Powerpoint presentations or other internal documents where Franklin Gothic and Corporate are not available.

These fonts do not replace Times New Roman when following the Defence Writing Manual for letters, minutes, faxes etc.

**AaBbCc01234**

Arial Narrow regular

**AaBbCc01234**

Georgia ABQ regular

### Australian Defence Force Writing Manual

The ADF Writing Manual provides the conventions that apply to writing in Defence and gives publishing guidance to authors. Refer to the Writing Manual for conventions and style, in order to present a concise and consistent standard across Navy communications.

# 4 CHAPTER FOUR IMAGE PROTOCOLS

## 4.1 - Approval procedures and contacts

### Use of logos and imagery

The way in which the Navy brand is used will help convince the public and our own people of the valuable role Navy plays in the broader community.

Whether material is being produced internally or externally, please forward a proof (via email or post) to MNBM, prior to production.

If you are unsure about any aspect of any of the Navy corporate elements and their applications, please contact MNBM: s47E(d) @defence.gov.au

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## 4.2 - Imagery selection and placement

### Photography selection

Photography is one of the most important visual elements of any communication. As such, it is important to use images that create a positive image of the Navy and its personnel, and complements the message that is being conveyed. Navy's diversity should be evident, and its people portrayed in a positive light in everyday situations, on deployment or on exercise.

Imagery can be sourced and downloaded from

<http://images.navy.gov.au/fotoweb/> or

<http://images.defence.gov.au/fotoweb/>

### Image quality

When using imagery the following protocols must be adhered to:

- Imagery must be provided at high resolution, being 300dpi at true size. Low resolution images will result in a lower quality output.
- Imagery must relate to and complement the message being conveyed.
- The subject is to have some space between it and the image area boundary.
- The subject is to be balanced within the image area boundary.
- Relevant close-up images can be used for publications for added interest.

NOTE: Images of Decommissioned vessels are only to be used in collateral material relating to Navy's history. For more information on current and decommissioned ships, contact MNBM or refer to [www.navy.gov.au/history](http://www.navy.gov.au/history).

# 5 CHAPTER FIVE COMMUNICATIONS

## 5.1 - Navy in words

### The right tone

When you write about Navy, the tone of voice you use should reflect the values for which we stand.

The language used throughout Navy literature should be clear and concise, reflecting our values and the dynamic environment in which we work.

Below you will find guidance on using tone of voice to express the values and personality of the RAN.

### The right words

If we use particular words in our communications, such as those below, our audiences will begin to recognise them and identify them with the RAN.

Accepting	Courage	Informed	Service
Accommodating	Courageous	Inspired	Sincere
Accomplished	Decisive	Integrity	Skills
Adaptable	Dedicated	Justice	Specialist
Adjustable	Determination	Keen	Stimulated
Adventurous	Devoted	Leadership	Strong
Agile	Discerning	Loyalty	Supportive
Alert	Dynamic	Motivated	Synchronised
Approachable	Empowerment	Multi purpose	Teamwork
Attendant	Encouraged	Open	Tenacity
Attentive	Energetic	Passionate	Think
Attuned	Enthusiastic	Potential	Tireless
Authoritative	Excellence	Pride	Trust
Challenging	Expertise	Proficient	Unconditional
Co-operative	Flexible	Quick to respond	Unreserved
Committed	Fulfilling	Receptive	Wholehearted
Confident	High powered	Responsible	
Consider	Honesty	Responsive	
Convertible	Honour	Respect	

We all need to communicate effectively, both with each other and our audiences, it is not just Navy images that carry our message – how we are verbally represented also reflects on our image. Being consistent in how we use our words will ensure Navy achieves a professional, strong and effective image across all communication forms.

## 5.2 - Glossary of terms

### Alignment

The lining up of elements to achieve balance, order, and a more logical layout. There are also four common types of typographical alignment – center, left, right, and justified, each with their own time and place for application.

### Artwork

Any original design – including type, photos, illustrations and layouts – intended for printing or reproduction.

### Body Copy

The main flowing part of written text as opposed to headings, subheadings and captions.

### CMYK

Also known as 'four colour process' printing using four standard ink colours of Cyan, Magenta, Yellow and Black, which produce full colour print material.

### Copyright

Legal protection and ownership of a distinctive name, mark or logo.

### Defence Writing Manual

Provides uniform conventions and standards of writing. It is the first point of reference when preparing communication material, or when creating electronic and paper-based documents for promulgation and distribution within Defence.

### Digital Artwork

Artwork provided on disc, CD or electronically in either Macintosh or PC format.

### Digital Printing

Artwork is transmitted directly to the printing press without films or plates.

### DPI

'Dots per inch'. The standard measure of resolution for printing. Images for web need only be 72dpi, while they must be 300dpi for printing.

### EPS

'Encapsulated Postscript file'. A high resolution computer file format, either Macintosh or PC compatible.

### Final / Finished Artwork

This is the last stage prior to going to print. If changes are required after this it is extremely expensive.

### Footer

Information, such as a page number or chapter title, that appears at the bottom of every page.

### Format

A general term for size or layout, depending on the context. For example, 'A4 format' or 'two-column format'.

### Grid

An imaginary pattern of lines guiding the layout of a print job, especially over multiple pages, displayed on a computer screen but not printed.

### GSM

'Grams per Square Metre'. The 'weight' of paper in grams per square metre.

### Identity

Verbal or visual symbols used by an organisation to enable target audiences to associate messages and products with that particular organisation.

### Logo

An artistic assembly of type and/or art into a distinctive symbol unique to an organisation, business or product. Also interchangeable with 'brand'.

### Monochrome

A color scheme built out of only one color, including lighter and darker tones of that color.

## Navy Brand

The design system for all Navy communications reflecting Navy values and projecting a positive, professional and consistent image of Navy – both internally and externally.

## Navy Brandmark

The official brand emblem of the RAN.

## Palette

A selection of colors that are chosen for use in a specific design.

## PDF

PDF (Portable Document Format) preserves the look and content of the original file, includes fonts and images and can be sent by email. This format primarily is for viewing only and is not suitable for print.

## Photoshop

Image editing program that allows designer to produce sophisticated graphics for print and the Web.

## Positive

A format of the Navy Master Identity in which it is shown on a pale or no background

## PMS

'Pantone Matching System'. An international system for identifying colour for printing. Pantone and PMS are registered trademarks of Pantone Inc.

## Resolution

A measurement of image fineness and detail, usually stated in dots per inch (dpi) or lines per inch (lpi). Images for web need only be 72dpi, while they must be 300dpi for printing.

## Reversed

A logo, word or graphic appearing white on a dark or coloured background.

## Standard Print Items

Items that are used everyday throughout the Navy. The design for these items will be developed by Navy Directorate of Communication and Coordination (DNCC) and accessed via the Navy Intranet or via normal ordering process.

## Target Audience

A specific group or individual that is the ultimate receiver of the Navy communication, promotional or merchandise item – internal or external.

## Template

Form or electronic document with fixed and non fixed elements used to maintain layout consistency.

## TIF

A computer file format, Macintosh or PC compatible.

## Tint

A percentage shade of a single colour or combined colours.

## Vector art

Vector art is created using vector illustration software programs, such as Adobe Illustrator or Corel Draw. These programs use mathematic equations and geometric primitives (points, lines, and shapes) to create art that is clean, camera ready, and can be scaled infinitely, without any loss of quality or fidelity.

## Weight

Refers to the particular cut of a typeface – eg Helvetica Bold, Helvetica Light.



## 5.3 - Useful links

Navy website

<http://www.navy.gov.au/>

Navy image gallery

<http://images.navy.gov.au/fotoweb/>

Navy templates

s47E(d)

Department of Defence image gallery

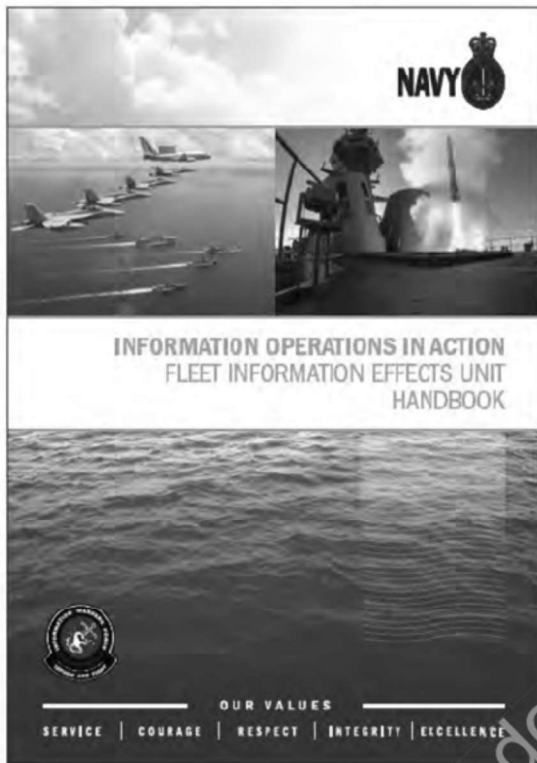
<https://images.defence.gov.au/assets/>

Defence Publishing Service web site

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# 5.4 - Design Examples



### Information Related Capabilities


Once the intent is clear, Information Warfare specialists go to work planning a systematic activity, tailored to fit the endstate.

Information Operations rely on the coordinated use of Information Related Capabilities (IRCs). IRCs are tools, capabilities or processes, which can have effects of a physical, functional, cognitive or psychological nature on a target audience or system in order to prevent our own use of information and to impact and reduce an adversary's use of information. IRCs are considered to influence, technical and Mission Assurance functions. The more commonly used IRCs are described below.


**Influence**

**Military Networking:** Building personal and professional networked partnerships is obviously crucial to the success of any mission, but the most (MINER) activities are conducted with a clear understanding of strategic and operational themes and messages relating to the activity by all involved.

**Military Public Affairs (MPA):** provides both command media guidance and acts as a coordinator and enabler of information influence activities. Navy Public Affairs members are no longer focused simply on media engagement. They are being trained in a range of influence skills to support commanders in navigating the threats and opportunities which present themselves in an evolving information environment.



**Psychological Operations (PsyOps):** can take many forms with varying levels of complexity and is employed to shape the perceptions of a target audience. PsyOps can enhance our understanding of the battlespace and the key individuals that exist within it and allow us to shape their perception towards Australia, the ADF and our activities.



**Operational Imagery (OI):** Like Military Public Affairs, photography is one of the more versatile IRCs. A qualified Imagery Specialist can be used for intelligence and evidence collection or to support the mission narrative in video or in stills. Supporting the Imagery Specialist is a whole of ship activity. Command will need to keep in mind clearance authorities and timings as well as bandwidth priorities to ensure the product is disseminated appropriately and in a timely manner.

4 INFORMATION OPERATIONS IN ACTION

INFORMATION OPERATIONS IN ACTION 5



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