



Navy Supply Corps Foundation

STYLE GUIDE

2023

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Introduction and Background

The Navy Supply Corps Foundation is a non-profit organization providing programs and services to support the Navy Supply Corps Community and promote its heritage and traditions. All individuals who have ever worn the Supply Corps Oak Leaf are members of the Foundation. Activities of the Foundation are centered in local Chapters that have grown through the years from natural regional groupings of Supply Corps officers into a worldwide organization serving the Navy Supply Community. Each Chapter is chartered by the Foundation and is a professional resource for the active duty, reserve, retired, and prior service Supply Corps officers in the geographic area served by the Chapter. It is this federation of local Chapters, under the national headquarters in Georgia, which forms and is the strength of the Navy Supply Corps Foundation.

The Navy Supply Corps Foundation identity unites all current and former members of the Navy Supply Corps into a unified family, bringing with it the great tradition of service to the Foundation.

I. The NSCF Identity

The Navy Supply Corps Foundation (NSCF) identity is represented by two distinct components: a simple, meaningful logo, and a Unique Value Proposition, or UVP. The Unique Value Proposition is “A Tradition of Service”. Successful implementation of the brand relies upon consistent use of both items, either apart or together as the need dictates. Members are encouraged to portray both the logo and the UVP together when at all possible.

a. The Logo -

The logo consists of a strong rendering of an Oakleaf, a part of the Navy Supply Corps uniform device for more than 150 years. The Oakleaf, depicted in gold, brings with it a connotation of “strength and sturdiness” according to an article in the Navy Supply Corps Newsletter by Captain James Tily written in 1970. It is shown on a background of blue, surrounded by gold roping which signifies the important role the Corps plays in the Navy. The words depicting the “Navy Supply Corps Foundation” are rendered in a simple, modern font in white, depicting the strength and vision of Foundation’s future.

b. The UVP –

The Unique Value Proposition, or “UVP”, is a phrase adopted by the Foundation Board to communicate the unique essence of the Navy Supply Corps Foundation. “A Tradition of Service” commemorates not only the

service rendered to the nation by all those who have worn the Oakleaf, but also the tradition of service provided by the Foundation to its members, through decades of scholarships, outreach, and programs that support and connect the Supply Corps family. Typically, the UVP is rendered in a Navy Blue color in an arch underneath the logo. In certain cases when it is illegible or impractical to portray the UVP in the prescribed manner, it is permissible to render the UVP in a simple Arial Font in such a manner that it remains legible.

Rendering of the Logo and UVP together:



The use of the Navy's Blue and Gold offers traditional design and appropriate contrast of color. The logo should be used in this color arrangement on both dark and light backgrounds and will portray equally well on both. It is permissible to render the UVP in gold or white on a dark background to enhance the contrast and maximize the appearance of the UVP.

II. Using the Logo and UVP

The success of the NSCF identity requires consistent and undistorted display of the logo / UVP. To that end, the logo must always appear in its original proportions in one of the originally produced digital masterwork files in order to maintain the quality and integrity of appearance.

a. Proportions -

The logo is depicted in an oval shape with a well-proportioned Oakleaf in the center. Original copies of the logo, both with the UVP and alone, are

available in a variety of sizes and formats on the Foundation web site, www.usnscf.com. The logo may be increased or reduced in size to meet a specific need, but should not be distorted or skewed out of the original proportions.

b. Using the logo -

Digital logo files in both color and grayscale modes are available in various formats on the Foundation website at www.usnscf.com. For most purposes, a JPG file of appropriate resolution is recommended. For printing and publication purposes, it may be necessary to use a 4-color (CMYK) rendering of the logo version with background transparency. TIF and EPS files have been created for those purposes, with text as curves to ensure consistency by the printer. If a specific format is required and unavailable, please contact Communications Director Tara Ann Neville for assistance.

c. Chapter logos -

Each individual regional organization is referred to as an “Chapter” of the Foundation. To reinforce the connection of the Foundation to the Chapters, each Chapter will use the new Oakleaf logo, along with their name, as their official graphical symbol. Individual Chapter logos have been developed for the organization and are available on the Foundation website at www.usnscf.com. In that way, members can identify the Foundation and its Chapters wherever and whenever they see the logo in use worldwide.

III. Specifications and Standards

To maintain a consistent appearance when using the logo in professionally printed media, the below guidance is provided.

a. General Policy

The logo must always appear in its original proportions from one of the originally produced digital masterwork files. RGB and CMYK copies of the color logo are provided and should not be changed or altered to any other shades. Grayscale files are also available for use as needed. If Pantone values are required, refer to b. The logo must always be portrayed in original proportion, and not skewed or distorted for any reason.

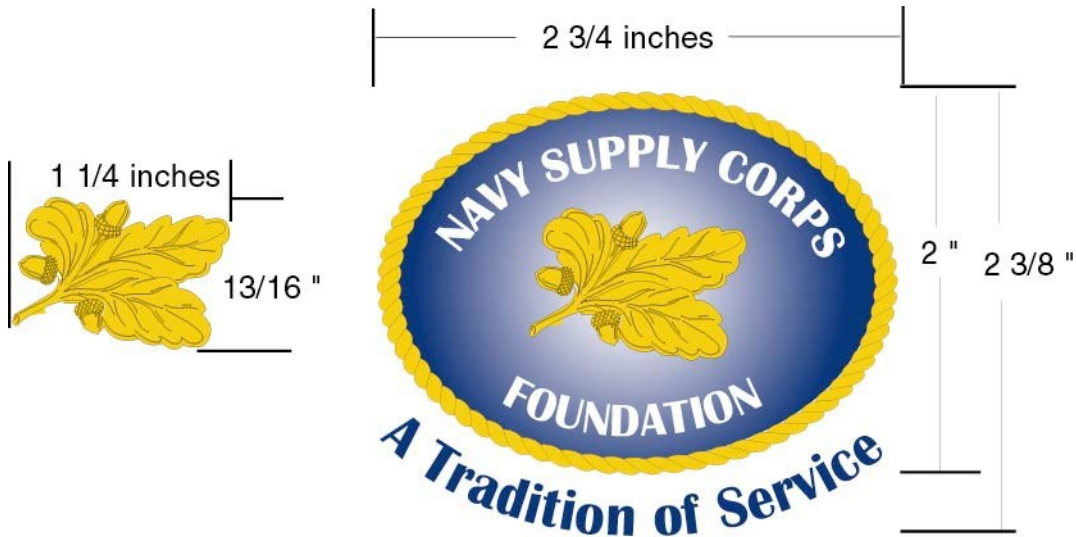
b. Reproduction Guidance -

Specifications:

Logo and Oakleaf proportions are indicated below, with the oak leaf centered in the logo. The text inside the logo is Britannic Bold font size 18 point in all CAPS at 100% width, following the arc of the rope outline and centered along the vertical mid-line of the logo. The UVP, when portrayed, is Britannic Bold size 22 font and centered along the arc underneath the logo. The baseline of the UVP text is 3/8 inch below the outer edge of the logo.

Color:

The full color logo uses a shaded background from Pantone Blue 288 at 100% to a white center point behind the oakleaf. Text is 100% white. The oakleaf and rope are filled with Pantone Gold 116 2X, and outlined in Pantone Dark Gold 133. UVP rendered below the text is in the Pantone Blue shade 288 solid.



Use of the UVP in other logo arrangements are discouraged, however may be used to meet design proportions for specialized items (i.e. letterhead, PPT slides, Business cards).

c. **Misuse of the Logo or UVP –**

Navy Supply Corps Foundation and Chapter Logos have been carefully designed. Uniform application is important to maintain the integrity of this identity. Consistent use of this logo reflects pride and professionalism in the Navy Supply Corps Foundation. Below are some common misuses of official logos that should be avoided. Do not:

- skew, compress or widen the logo just to fit in a space
- use other than first generation artwork (i.e., copy of a copy)
- add additional graphic elements to the logo
- change the colors of the logo to match another product

- substitute another typeface into the logo
- rotate the axis of the logo for any reason.

IV. The Family of Logos and templates

Digital copies of the Navy Supply Corps Foundation Logos, Chapter Logos, this Style Guide, and approved templates for use can be found on the Navy Supply Corps Web Site at www.usnscf.com.

V. Point of Contact

Questions about these guidelines may be referred to Communications Director Tara Neville at communications@usnscf.com or Executive Director CAPT (ret) Dan Pionk at executivedirector@usnscf.com or (706) 354-4111.