

## Royal Naval Association Brand Guidelines

Mission: The Royal Naval Association takes great pride in looking out for its members, naval service personnel, their families and friends; as well as other charities or organisations who have naval connections. We are a membership organisation which aims to provide welfare support and guidance in times of need and safe spaces for our community to socialise and bond.

### Core values are:

- Unity: Shared backgrounds and equality in rank. We share the same bonds, the same mindset, and even the same language. We are all equal. We are the heart and soul of the Royal Naval Association.
- Loyalty: To each other and our dependents. We will always support and look out for each other. Our loyalty is to all our shipmates, our local communities, the personnel and dependents of the Naval Service, along with other charities or organisations with naval connections.
- Patriotism: We are proud to serve and represent our country and the Naval Service. Our pride in serving our country never leaves us. Nor do we forget those who have fallen for our country or who fight now. We are deeply honoured to represent them on both a national and international level.
- Comradeship: Friends in fun, fellowship and need. Your shipmates will always be here for you, whether it's about a job, ideas for a fun day out or just an arm around the shoulder. We will never leave you or your dependents in despair.

### What this guide is for?

This is a quick reference guide on how to use the Royal Naval Association's brand, this is a live document so will keep changing as and when further resources are available.

This is not intended for designers or printers, there is a much more in-depth guide, please email [hoc@royalnavalassoc.com](mailto:hoc@royalnavalassoc.com) for more information.

## Contents

- [Images and design work](#)
- [Photography](#)
- [Types of Logos](#)
- [Logos - examples of what not to do:](#)
- [Brand colours](#)
- [Typefaces](#)
- [RNA Tagline](#)
- [Tone of voice](#)

## Existing resources

We have templates and designs for the following, we also have some designs for merchandise, email [hoc@royalnavalassoc.com](mailto:hoc@royalnavalassoc.com) for more information :

- Pull up banners
- Landscape banners
- Business cards
- Headed notepaper
- Complements slips
- All RNA logos

## Images and design work

Any images or design work must come via the RNAs comms team initially – we will support with templates and images which have consent. Email the Head of Communications ([hoc@royalnavalassoc.com](mailto:hoc@royalnavalassoc.com)). We have designs on file which can be tweaked to reflect RNA Branches and Areas.

## Photography

Imagery can speak volumes, choosing the wrong image will damage the RNA's visual identity and brand as a whole. Use images that are relevant and realistic, and try to avoid the stereotypes. The imagery you select should always reflect our values of unity, loyalty, patriotism and comradeship.

Ask yourself:

- Is the image in focus?
- Is there sufficient lighting
- Is anyone wearing something that could be deemed offensive?
- What's in the background?

If you don't have a suitable image, please contact [hoc@royalnavalassoc.com](mailto:hoc@royalnavalassoc.com) who has access to the RNA image library

## Colours

The RNA colour palette is made up of three colours; navy, stone and salmon pink. **NO OTHER COLOURS SHOULD BE USED.** NOTE: The salmon pink (including the tint) is the colour used to highlight very key information and is not to be used as a background or in large expanses.


RNA NAVY Pantone® 289 C100 M75 YO K76 R0 G22 B59 #00163B  90% Tint C100 M75 YO K76 R0 G22 B59 #00163B	RNA SALMON Pantone® P 52-6 U C0 M72 Y59 K0 R236 G102 B91 #EC665BRNA  60% TINT Pantone® P 52-6 U C0 M72 Y59 K0 R236 G102 B91 #EC665B	RNA STONE Pantone® P 27-1 U C0 M11 Y18 K0 R254 G233 B214 #FEE9D6
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## Typefaces

Gill Sans (this document is in Gill Sans) or Objectiv (which would need to be downloaded)

## Types of Logos

The letter mark RNA and the crest on their own aren't instantly recognised by those outside RNA. When we are communicating with people who might be unfamiliar with or completely new to RNA it's we should use the logo and word mark.


<b>Full logo:</b> The crest must be double the height of the word mark, sit centre aligned horizontally and be used in the same colourway.	
<b>Word mark:</b> only used down to a scale of 30mm across in print.	<b>ROYAL NAVAL ASSOCIATION</b>
<b>Lettermark:</b> only used down to a scale of 12mm across in print	<b>RNA</b>

<p><b>Crest:</b> only used down to a scale of 26mm across in print</p>	
<p><b>Heritage crest:</b> only used with permission from Head of Communications (<a href="mailto:hoc@royalnavalassoc.com">hoc@royalnavalassoc.com</a>)</p>	

**DO NOT**


- stretch or distort the logos
- change the colour of our logo
- recreate the logos by typing them out
- alter the spacing of the logo
- create any variation of the logo – if you don't see the version of the logo you require please contact [comms@royalnavalassoc.com](mailto:comms@royalnavalassoc.com)

**Logo: examples of what not to do:**



**ROYAL NAVAL ASSOCIATION**

**Do not** change the colour of our logos to anything not detailed in this guide on page 24.



**ROYAL NAVAL ASSOCIATION**

**Do not** recreate the logos by typing them out. If you look closely, you'll see the type has been carefully crafted and spaced to be unique to us.

**ROYAL NAVAL  
ASSOCIATION**

**Do not** alter the spacing of the logo. Only use the master files which have been set and crafted.

**ROYAL NAVAL  
ASSOCIATION**

**Do not** stretch or distort the logos.



**RNA**

**Do not** Lock-up the letter mark and crest together. They work much better individually as per the visuals in this guide.



**Do not** display the logos in a way that will be hard to read. A light logo won't look good on a light background.

## Tagline

**ONCE NAVY  
ALWAYS NAVY**

**ONCE  
NAVY  
ALWAYS  
NAVY**

The RNA tagline comes in two versions, stacked and horizontal, this ensure flexibility when applying the graphic across creative work.

## Tone of voice

- Who is your audience?
- What are you trying to say?
- Use simple, everyday language, avoid acronyms and abbreviations and limit 'jackspeak' Our tone of voice should come across as friendly, approachable, personable (but not colloquial) and modern. We're polite, warm and welcoming. Our tone of voice must reflect this.

If you have any questions, please contact [hoc@royalnavalassoc.com](mailto:hoc@royalnavalassoc.com)