



Powered by compassion

Brand guidelines for
partners and vendors v1.5

Navy-Marine Corps Relief Society Brand guidelines and graphic standards

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Introduction: Who is this guide for?

This guide is intended for partners and vendors creating content or communications on behalf of Navy-Marine Corps Relief Society (NMCRS).

Sample messaging

About NMCRS

Since 1904, Navy-Marine Corps Relief Society (NMCRS) has stood by active duty and retired Sailors, Marines, and their families offering a helping hand when it's needed most. Powered by compassion and driven by a deep commitment to service, we provide a wide range of support from financial assistance to education and community care, ensuring no one faces hardship alone. Whether it's welcoming a new baby, covering essential expenses, navigating an emergency, or planning for the future, we're a trusted source of comfort, stability, and relief. Through every personal connection, we provide hope, dignity, and heartfelt support to Sailors and Marines afloat, ashore and around the globe.

Financial Assistance

Life can be unpredictable, but no one should face financial hardship alone. At NMCRS, we're here to help active-duty and retired Sailors, Marines, and their families find relief during tough times. Whether it's a family emergency or natural disaster, our interest-free loans and grants are designed to ease the burden. We also recognize that the cost of higher education can strain a family's budget, which is why NMCRS offers education scholarships to help spouses and children of Sailors and Marines pursue their academic goals with greater financial confidence. With over 200 locations around the world—ashore and afloat—support is always close by. We're more than a resource; we're a trusted partner and beacon of hope, offering reassurance and stability so Sailors and Marines can move forward with confidence.



US Marine Corps Gunnery Sgt. Roderick L.H. Evans, Staff Non-Commissioned Officer in Charge is pinned during his promotion.
Photo by Lance Cpl. Julius Hackney.



Financial Education

We believe education is key to brighter futures. NMCRS supports Sailors, Marines, and their families through financial education and practical training. We cultivate financial literacy through one-on-one budget reviews, command presentations, and money workshops, empowering informed, confident financial decisions. Whether learning to manage a budget, preparing for the financial and emotional changes of parenthood, or planning for the future, we equip military members and their families with tools that strengthen financial readiness.

Community Support

Military life has its challenges like deployments, relocations, and time away from loved ones. That's why NMCRS is committed to creating a strong sense of community and belonging. With 90% of our workforce made up of dedicated volunteers, including service members, spouses, and retirees, we offer heartfelt support rooted in shared experience. Through our Thrift Shops and Uniform Lockers to money management workshops, support groups and classes led by a visiting nurse and hand-crafted gifts for new babies, we create spaces where people feel connected, cared for, and uplifted. Every act of kindness strengthens the bonds that hold our community together.

Visual identity



Logos

The NMCRS logo has been reimagined—honoring our long-standing history but showing relevance to today's Sailors and Marines. The anchor represents stability and reliability, while the new teal color is modern. The wave is like an embrace around the arms of the anchor, symbolizing the care we wrap around all of our clients. The red and blue honor the two branches we serve.

Our logo consists of two elements: the anchor and the Navy-Marine Corps Relief Society logo type. The proportion of these two elements must not be altered. The anchor should not be used without the logo type and vice versa.

The logo is available as a vertical/stacked version and a horizontal version. The horizontal version is preferred and should be used whenever possible. The vertical logo should be used when space prohibits using the preferred horizontal logo.

Clear space

Clear space is the amount of space around a logo, free of text or other graphics. The minimum amount of clear space is determined by the height of the letter “S” in the word “SOCIETY” in the logo. This amount of space must be maintained around all four sides of the logo.

Color variations

The following are approved color variations of our logo. Use the full color logo whenever possible.

Official logos will be housed in Seabag. Always use approved versions and follow sizing and spacing guidelines.

Horizontal version



Vertical/stacked version



Clear space



Color variations



Full color



1-color positive



1-color reverse

Incorrect use: DON'T DO THIS

Consistent use of our new logo is critical to help brand recognition. Please do not stretch, distort, recolor or add to our logo in any way.



Busy background or pattern



Orientation



Color other than what's approved



Add a border



Warp, stretch, compress



Blur, pixelated



Resize, rearrange, or
adjust spacing of elements



Add a location name



Apply special effects



Crop



Use the anchor
without the logotype



Use the logotype
without the anchor

If you have a need where you feel an exception must be made, contact Gillian Gonzalez. See page 23.

Co-branding

When we partner with another organization, we treat their logo with the same respect we treat ours. The example below shows how we would showcase the Bob Woodruff Foundation's logo alongside ours on co-branded materials.

- Maintain proper clear space around our logo and the partner's (see page 14 for guidance on clear space).
- The logos should be the same size, aligned optically.
- If the partner's logo is full color, our logo must be shown in full color. Same rule applies for single-color applications.
- If the partner's logo is horizontal, our logo must be shown in the same orientation. Same rule applies for vertical applications.
- If the partner is hosting an event, their logo should appear first followed by ours.



Color palette

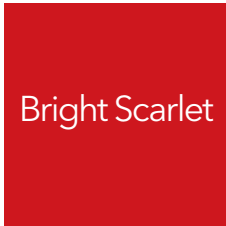
Our new color palette is modern, elevated, and clean. It works across all media—web, social, print, apparel, signages. Primary colors—Midnight and Bright Scarlet honor the Navy and USMC, while the addition of two new colors, Ocean Teal and Royal Blue, help differentiate our brand from others. Secondary colors—Emerald, Prairie, and Amber Gold—may be used sparingly to highlight key elements.

The secondary colors represent the services within our branded house and should be applied accordingly:

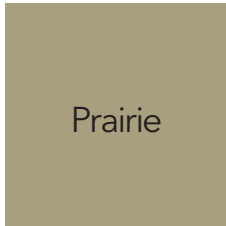
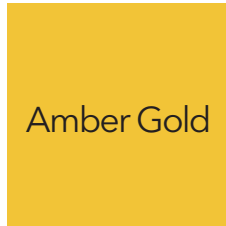
- Emerald (green) - Financial Assistance
- Prairie (taupe) - Financial Education
- Amber Gold - Community Support

When setting type on the secondary colors, black text is preferred. Use white text sparingly.

Primary colors

			
Midnight	Bright Scarlet	Ocean Teal	Royal Blue
PMS: 280C CMYK: 100/85/0/50 RGB: 2/32/95 HEX: 011F5E	PMS: 185C CMYK: 0/100/100/15 RGB: 206/24/30 HEX: CD171E	PMS: 3125C CMYK: 90/25/20/0 RGB: 0/146/183 HEX: 0091B6	PMS: 300C CMYK: 100/60/0/20 RGB: 0/84/150 HEX: 005496

Secondary colors

		
Emerald	Prairie	Amber Gold
75%	75%	75%
50%	50%	50%
25%	25%	25%
PMS: 356C CMYK: 100/0/90/40 RGB: 0/114/63 HEX: 00723E	PMS: 5777C CMYK: 38/33/57/0 RGB: 167/159/125 HEX: A79F7D	PMS: 7406C CMYK: 5/22/90/0 RGB: 242/196/54 HEX: F2C336

Fonts and typography

Headline font:

Arial Bold

Body copy font:

Arial Regular

Use bold for emphasis, italics for quotes, and avoid underlining.

Note: Tagline does not have punctuation at the end.

Our previous font (Trajan Pro) was all caps. Today, we use sentence case/initial caps for headlines to be warmer, more approachable.

Headlines do not have punctuation at the end. Headlines should be in sentence case. Never all caps unless there is an emergency or fundraising need.

Examples:

Looking for a new career? Join the NMCRS team

National Veterans & Military Families Month

DISASTER RELIEF DURING HURRICANE MELISSA

Do not put spaces on either side of the dash when using em dashes (the long dash) for emphasis. Example:

Get the support you need—when you need it

The use of an ampersand (&) is permitted for use in short copy (i.e. social media) or casual communications. The word “and” should be spelled out in long-form copy (i.e. Legacy Newsletter).

Photo usage

Photos for partner and vendor use can be downloaded at nmcrs.org/about-us/news-media.

When possible, extend images to the edges of the paper—let the photos do the storytelling.

When using imagery of service members, ensure we're giving ample coverage to both branches we serve.

Use high-resolution images that reflect real service members and families. Avoid stock imagery that feels generic or staged.



Other graphics: Icons, illustrations, patterns

A library of icons is available for use in posters, flyers, social posts, and other communications. They should be used to help convey your message. Illustrations can be used sparingly—photos of NMCRS staff or service members is preferred. Avoid anything too cute or cliché. Patterns should not be used and are not part of our brand. If you need to fill a space, blocks of solid colors or shades are recommended. (See colors on page 10.)



Icons for brand pillars

When creating materials that talk about our offerings, use the corresponding colors and icons.

These icons can be downloaded on Seabag with the fonts.
See more about our color palette on page 10.



Legal copy

Founded in 1904, Navy-Marine Corps Relief Society (NMCRS) is a nonprofit military aid society that operates both ashore and afloat with more than 3,000 volunteers and a small cadre of employees who assist active-duty and retired Sailors, Marines and their eligible family members during times of need. NMCRS provides a variety of financial and educational assistance. Its efficiency and effectiveness are recognized by its 4-star Charity Navigator-rating, and platinum rating for transparency with Candid.

We have been declared tax-exempt by the IRS under section 501(c)(3) of the Code. Contributions to the Relief Society are deductible under Section (170)(b)(1)(a) of the Code.

Contact us

All brand assets are available for download on our website.

We're here to help ensure your materials align with NMCRS standards. Having troubles with downloads? Need to co-brand something?

For questions or access, please contact Gillian Gonzalez.

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