NAVAL
POSTGRADUATE
SCHOOL

BRAND AND STYLE GUIDELINES

Office of University Communications
NAVAL POSTGRADUATE SCHOOL

The Naval Postgraduate School Brand and Style Guidelines
is produced by the NPS Office of University Communications.
For all inquiries and assistance, contact pao@nps.edu.

NAVAL
POSTGRADUATE
SCHOOL

What is the Naval Postgraduate School?

While it is a question simply answered by the institution's mission, NPS encompasses far more than a single statement can capture.

The Naval Postgraduate School is a United States Navy institution, a graduate university, a collective of expert faculty, a professional student body, and a hub of defense-driven research. It is unique and relevant, collegial and strategic, innovative and adaptable. Like any institution, communicating all that is NPS can only be achieved by a collective approach driven by a single concept … the university brand.

Maintaining consistent and appropriate usage is paramount to the success of any brand. While the university is broad and diverse, its presentation to the world must not be. Across all departments and disciplines, adherence to the brand represents the core characteristics of the institution, building value for the individual units. In turn, the excellence of singular efforts across all of campus re-enforces the character of the institution, and its promise to the United States Navy, Department of Defense, and all sponsors and constituents.

Strategic, Purposeful Communications

Strategic communication is a critical component to any successful organization, requiring the commitment of all personnel across the university. Defining the value of NPS is the responsibility of the entire campus, but it does not constrict each component of the campus from expressing its own distinct value and individual worth.

At the heart of any communications process lies a desired message, effect or end state — in the simplest of terms, a goal. The utilization of words, images, communications products and techniques, grounded in a consistent collection of core ideas, helps an organization achieve both its short- and long-term strategic communication goals. This does not require all communications products be the same … rather, the differences can be striking. There is, however, a requirement for a foundational consistency and coherence to the communication, and it is critical in achieving organizational unity.

Adherence to the guidelines established within this guide, approved by the NPS Office of University Communications Officer, create a uniform message and visual identity for the entire organization. To maintain this cohesive brand and enhance recognition worldwide, all communications — brochures, newsletters, websites, videos, presentations, reports, briefings, letterheads and more — should be consistent in their visual approach.

Like any organization, the successful achievement of institutional goals requires a cohesive, collaborative approach. The importance of consistency across online and print communications is vital to the way we communicate with the Navy, Department of Defense, and with academic and industry partners.

Applying the Brand

This style guide provides clear instructions on the approved usage of the university's core brand, and how it can be applied to individual organizations across campus seeking to develop their own identities as well. Examples are provided to demonstrate the application in a consistent and uniform fashion for all written, print, visual and online communications. Please contact the NPS Office of University Communications if you have any additional questions about the NPS brand and using this guide.

Mission

The Naval Postgraduate School provides relevant and unique advanced education and research programs to increase the combat effectiveness of commissioned officers of the naval service to enhance the security of the United States. In support of the foregoing, and to sustain academic excellence, fosters and encourages a program of relevant and meritorious research which both supports the needs of the Navy and Department of Defense while building the intellectual capital of NPS faculty.

Brand Concept

The Naval Postgraduate School is a unique, defense-focused graduate research university dedicated to improving the combat effectiveness of the U.S. Navy, the U.S. Armed Forces and the services of our allies. NPS is both a university steeped in academic tradition, and a United States Navy organization dedicated to the fulfillment of its mission.

A cadre of top-tier faculty guides the university's professional corps of students through a diverse collection of curricula and battlefield-driven research. NPS students, through challenging, thought-provoking classroom instruction and innovative discovery, emerge from campus transformed into effective critical thinkers and decision-makers prepared to lead the services of the U.S. Department of Defense, and our allies.

Brand Personality

A brand's personality is a collective of human-inspired traits and qualities that allows individuals to connect with an organization, developing a deeper understanding of its character. A thorough 2011 study led by several senior faculty across campus sought to define the value of NPS, and in the process, defined the character of the university as well. The report found that NPS can be defined as unique and relevant, agile and transformative, collegial and innovative, strategic and valued.

In short, the Naval Postgraduate School is the nation's research university.

The Naval Postgraduate School Logo

The logo is the most fundamental visual element of our brand. In order to maintain a consistent visual identity, it is important that the correct, unaltered university logo appear in its entirety on the front of all official NPS materials. The logo must appear in one of the approved formats detailed on the opposite page, and cannot be modified or violated under any circumstances.

The recommended format for all materials is to have the logo appear with both the shield and full name of the institution. Neither element can be resized independently — the shield and the Naval Postgraduate School type are a single mark.

The NPS shield can be used as a singular element, but must be reproduced in its entirety without any modification to its individual elements (such as the NPS, PRAESTANTIA PER SCIENTIAM, 1909, outer and inner shields, book, banner, stars, etc.), or to the precise colors used within the shield.

The logo should never be stretched, skewed or violated with the addition of customized elements around it, including drop shadows — no exceptions.

About Our Name

The correct name of our institution is "Naval Postgraduate School" — not Navy Post Graduate School, not PG School, and not NPGS. Note that "postgraduate" is one word and it should not be hyphenated between two lines of type in a paragraph. In body copy, the full name should be placed in its entirety the first time the institution appears, subsequent references may use NPS but no other abbreviation should ever be used.

When used outside body paragraphs, such as on covers or in folios, the name must always be typeset in uppercase, Trajan Bold. When possible fit the entire name on either one line or separate the words onto three lines to be consistent with the logo.

When using the possessive with the NPS abbreviation, the correct format is NPS'.

APPROVED LOGO FORMATS

NAVAL
POSTGRADUATE
SCHOOL

NAVAL POSTGRADUATE SCHOOL

NAVAL
POSTGRADUATE
SCHOOL

NAVAL POSTGRADUATE SCHOOL

APPROVED WORD MARK OUTSIDE PARAGRAPHS

NAVAL POSTGRADUATE SCHOOL

NAVAL POSTGRADUATE SCHOOL

NAVAL
POSTGRADUATE
SCHOOL

NAVAL
POSTGRADUATE
SCHOOL

NAVAL
POSTGRADUATE
SCHOOL

APPROVED ABBREVIATION

NPS' campus is located
in Monterey, Calif.

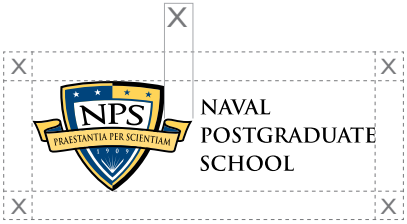
NPS's campus is located
in Monterey, Calif.

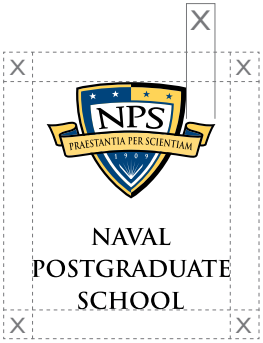
Logo Size and Clearance

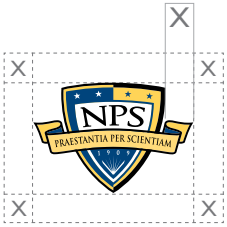
The NPS logo should never be smaller than one inch for the horizontal version and .63 inches for the vertical. When using the shield by itself, it should not be smaller than .75 inches at the widest point.

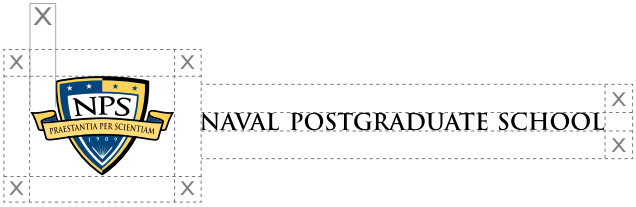
To create the greatest visual impact, maintain institute integrity, and ensure legibility, the NPS logo should be surrounded on all sides by a minimum clearance. The minimum clearance should be the distance between the NPS shield and the overhang of the PRAESTANTIA PER SCIENTIAM ribbon, shown as X in the examples to the right. Clear space acts as a buffer zone and helps lead the eye to process the mark in its entirety. This clear space isolates our logo from competing elements and establishes greater impact, a standard practice across all organizational strategic communications and branding efforts. Using our logo in a consistent manner in all print and digital media helps establish and re-enforce NPS' brand recognition.

LOGO CLEARANCE









MINIMUM LOGO SIZE

.75" or 20mm

1.75" or 44.5mm

.63" or
16mm

1" or 25mm

NAVAL
POSTGRADUATE
SCHOOL

1" or 25mm

NAVAL POSTGRADUATE SCHOOL

2" or 50mm

NAVAL
POSTGRADUATE
SCHOOL

1" or 25mm

Digital Artwork

The NPS Public Affairs Office can provide an NPS logo bundle containing the necessary print and screen resolution files (JPEG, PNG, TIFF, EPS) for all print, Web and video uses. You will find one, two and three-color formats in Pantone Matching System (PMS) spot colors and four-color process (CMYK) colors. Spot colors are premixed exact colors that offset printers use, where CMYK colors are utilized in desktop and digital printers where the color is built using shades of cyan, magenta, yellow and black. Also included are outlined art files in positive and reversed formats for application to materials requiring laser cutting.

Use the two-color format when designing and printing two PMS spot color materials and the one-color formats for single PMS color use; otherwise, the three-color printing of the logo is the preferred format. Use the following PMS colors only: Yellow–PMS129, Blue–PMS295, Process Black, Metallic Gold–PMS871, Gold Foil Satin (Crown 380).

When submitting the logo to a vendor, be sure to specify the diameter, the line screen, color guidelines, file format and always use the electronic artwork provided. Choose a line screen that best suits your printer's capabilities and the paper stock or surface being printed on to achieve top-quality results. When possible, choose a fine screen to produce a sharper logo. Ask the vendor if this is unclear, or consult the NPS Public Affairs Office.

COLORS IN APPROVED LOGO FORMATS FOR PRINTING

Three Color: NPS Blue, Yellow and Black

Recommended for most logo requirements.

Approved for four-color process printing.

Approved for spot printing with PMS295 (blue), PMS129 (yellow), and process black.

Two Color: NPS Blue and Yellow

Approved for spot printing with PMS295 (blue) and PMS129 (yellow).

Not approved for four-color process printing (use three-color logo).

One Color: NPS Blue

Approved for spot printing with PMS295.

One Color: Yellow

Approved for spot printing with PMS129.

One Color: Black

Approved for process black.

Logo Tint, Transparency

Should a tint or transparency (also known as screening back or ghosting) of the logo be required, use one of the following colors at 10% only: Blue–PMS295 / Black–Process Black. Do not screen the three-color logo.

Logo Embroidery and Other Production Methods

For embroidery onto fabric, match the thread colors as close as possible to the specified PMS colors. The logo can be produced using a wide range of methods, including silk screening, molded plastic, glass-etched, or laser cut into materials. Please follow all applicable guidelines closely.

Quality Control Assistance

Since inks produce variations depending on the paper stock or surface materials used, the color and quality of the logo must be closely monitored. Get physical proofs whenever possible. Check the logo at all stages of production to ensure that colors, shapes, size and printing quality are accurate and of the highest quality. Quality control is very important and adjustments may need to be made. For assistance with maintaining print quality, please contact pao@nps.edu.

10% SCREEN IN BLACK AND BLUE

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Do not screen color logo

REVERSED

AVOID PLACING LOGO
ON BUSY, COLORED
BACKGROUNDS

Guidance on Using the NPS Logo With Sub-Unit Logos

While the NPS shield logo is the only officially-recognized mark for the institution, we recognize the need for certain types of externally-funded, sub-units with important and distinctive external audiences to develop individual logos/marks for marketing and identity purposes. The following identifies different levels of sub-units within NPS, and the appropriate guidance for each.

All directly-funded units, schools, departments, academic subdivisions and administrative areas within the Naval Postgraduate School should only use the official logo as the sole mark for all communications purposes. The standard logo placement, color, sizing and name guidelines should be utilized as outlined in this guide.

Academic units such as schools, departments, and academic groups must use the official logo as their primary identifying mark. These units may add their name below or to the right side of the university shield, typeset in Trajan Bold, followed by a .5pt rule that spans the length of the name. Under the rule, Naval Postgraduate School must be spelled out and span at least 80% of the distance. See the opposite page for precise examples.

Administrative offices and divisions represent integral units within the university and must use the NPS logo. No other logos are authorized for these units except unless specified in an instruction.

Externally-funded institutes, centers, labs and similar organizations may feel the need to establish an individual identity that has been professionally prepared and contributes to a legitimate, external, comprehensive communications strategy. For these purposes, the following guidelines apply:

- The NPS logo with type, as outlined in this guide, will be prominently displayed on any official communications materials produced by these groups.
- The name “Naval Postgraduate School” cannot be incorporated into any designed logo/mark. Rather, the organizational mark should be used in combination with the NPS shield and university name as outlined in this guide. All materials, including business cards and logo wear created by these entities, should follow this guidance.
- New institutes and centers will follow the established NPS logo usage guidelines.

HORIZONTAL AND VERTICAL LOGO FORMATS FOR NPS SCHOOLS

GRADUATE SCHOOL OF
BUSINESS AND PUBLIC POLICY
NAVAL POSTGRADUATE SCHOOL

GRADUATE SCHOOL
OF BUSINESS
AND PUBLIC POLICY
NAVAL POSTGRADUATE SCHOOL

SCHOOL OF INTERNATIONAL
GRADUATE STUDIES
NAVAL POSTGRADUATE SCHOOL

at least approx. 80%

equal
line
spacing

NAVAL POSTGRADUATE SCHOOL | GRADUATE SCHOOL OF ENGINEERING AND APPLIED SCIENCES

APPROVED LOGO FORMATS FOR CENTERS, GROUPS, INSTITUTES

UNDERSEA WARFARE
ACADEMIC GROUP
NAVAL POSTGRADUATE SCHOOL

~~UNDERSEA WARFARE
ACADEMIC GROUP
NAVAL POSTGRADUATE SCHOOL~~

CENTER FOR HOMELAND
DEFENSE AND SECURITY
NAVAL POSTGRADUATE SCHOOL

NAVAL POSTGRADUATE SCHOOL | CENTER FOR EDGE POWER

APPROVED FORMAT FOR SUBDIVISIONS WITH ALTERNATE LOGOMARKS

SEED
Simulation
Experiments &
Efficient
Designs
Center for Data Farming

SEED CENTER FOR
DATA FARMING
NAVAL POSTGRADUATE SCHOOL

THE MOVES INSTITUTE

MODELING, VIRTUAL ENVIRONMENTS
AND SIMULATION INSTITUTE
NAVAL POSTGRADUATE SCHOOL

~~CENTER FOR
ENERGY RESEARCH~~

NO NPS
AFFILIATION

~~CENTER FOR
ENERGY RESEARCH
NAVAL POSTGRADUATE SCHOOL~~

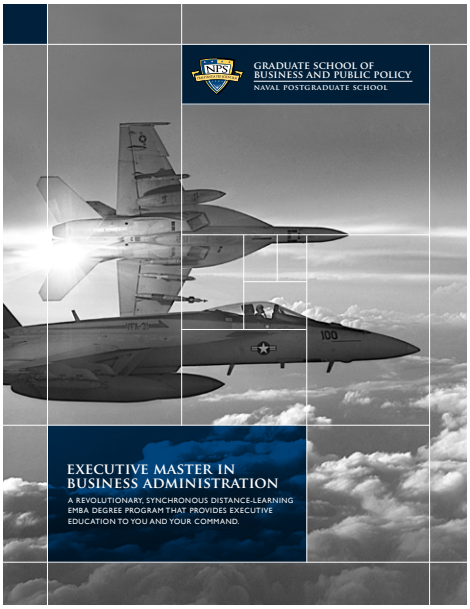
NOT NPS
APPROVED
FONTS AND
COLORS

Non NPS activities, such as the Navy Exchange and NSA Monterey, should follow the logo and brand guidelines outlined by their own respective chains of command. However, when the NPS logo is incorporated or utilized in any capacity, it should follow the guidelines and usage requirements detailed in this guide.

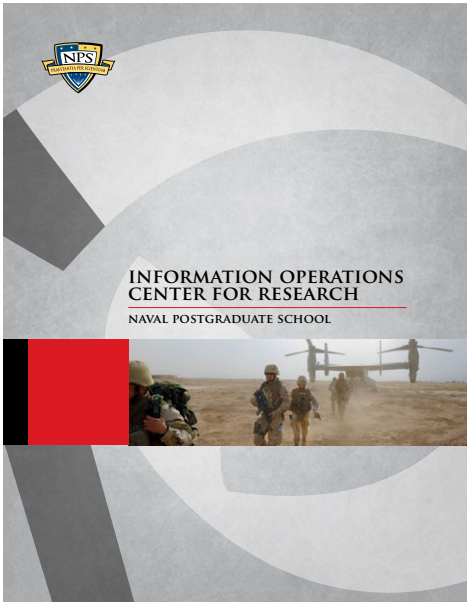
Special projects or events, such as the NPS Centennial or Concert on the Lawn series, that are initiated at the institutional level may require dedicated promotional or communications strategies to accomplish their goals. The development of a unique logo, together with a coordinated design package, may be considered. This does not preclude the use of the NPS logo on all materials in accordance with this style guide.

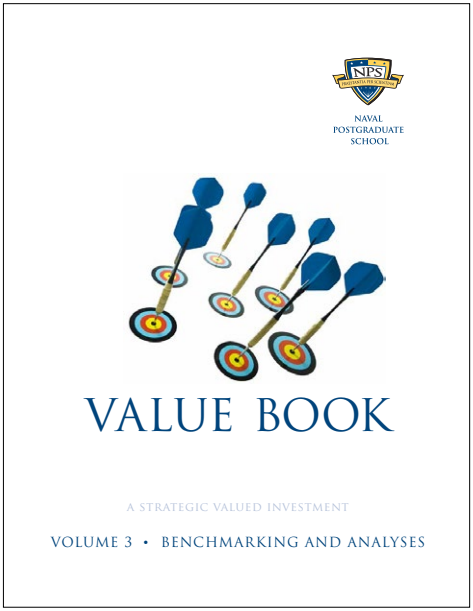
For any inquiries, guidance or assistance on utilizing and implementing the NPS brand, contact the Office of University Communications at pao@nps.edu.

LOGO PLACEMENT EXAMPLES



LOGO PLACEMENT EXAMPLES





MINION PRO REGULAR

Typefaces

NPS has four typeface families used for print media: Trajan Bold, Minion Pro, Myriad Pro and Gill Sans. Used in conjunction, they project a strong, historical and sophisticated tone. These are provided in both PC and Mac formats.

Trajan is the font our logo is typeset in. Because it is NPS' logo font, it should be reserved for official names of schools, departments, centers, institutes and report titles, with very few exceptions. **It is never to be used for headlines or body copy.** By keeping it reserved for NPS titles, it becomes more distinctive and noticeable when used as our logo or for school names.

MINION PRO BOLD

MINION PRO REGULAR

Minion Pro is the required daily-use font for written communications. It is a serif font which makes reading paragraph copy easier to read as the little "feet" help lead the eye from character to character, word to word. It should be used instead of Times New Roman and Calibri in Microsoft Word.

To change the default font in Microsoft Word, follow these steps:

1. Create a new document.
2. Under the Format menu, click Font. Select Minion Pro, point size 12.
3. Click Default. You will be prompted with the confirmation message, click Yes.

Myriad Pro is the supporting sans-serif font and used for print and Web as it is especially clear and easy to read on screen. With the different weight variety, it is a great font for newsletters. The condensed versions also work well for headlines and small type in print communications.

Gill Sans is a supporting sans-serif font reserved for headlines, subheads, supporting information, small type and graphs. The regular and light weight versions are elegant in all caps, while the bolder weights should be used sparingly.

TRAJAN PRO BOLD

Reserved for report titles and university, school, department, center group names and logos.

MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

MINION PRO FAMILY

Daily use for documents, reports, body/paragraph copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890!@#$%^&*()

GILL SANS LIGHT

Regular, *Italic,* Medium, *Medium Italic,* **Semibold,** ***Semibold Italic,*** **Bold,** ***Bold Italic***

MYRIAD PRO FAMILY

Daily use for documents, reports, body/paragraph copy, condensed versions work well for headlines and small print.

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890!@#$%^&*()

Light Condensed, *Light Condensed Italic,* Condensed, *Condensed Italic,* **Semibold Condesnsed,** ***Semibold Condensed Italic,*** **Bold Condensed,** ***Bold Condensed Italic,*** **Black Condensed,** ***Black Condensed Italic,*** Light, *Light Italic,* Regular, *Italic,* **Semibold,** ***Semibold Italic,*** **Bold,** ***Bold Italic,*** **Black,** ***Black Italic***

GILL SANS FAMILY

Upper case preferred. Headlines, subheads, small type, graphs, supplemental information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890!@#$%^&*()

LIGHT, *LIGHT ITALIC,* REGULAR, ***ITALIC,*** **BOLD,** ***BOLD ITALIC***

Using Typography

Consistent Typography	Consistent use of typography will help build an immediately recognizable image for NPS over time through use in all communication materials.
Alignment	Always be consistent with alignment throughout a document. Aligned left is preferred. Avoid center type, especially in paragraphs, as it is harder to read.
Typographic Hierarchy	Create a consistent structure for documents with clearly defined headlines, subheads and body copy.
Color Treatment	Body text color should always be 100% black for best reproduction and legibility. To add color and help distinguish sections, NPS blue can be used for headlines and subheads, while 40% and 65% black can be used for subheads and graph labeling.
White Space	White space is essential to readability and makes various elements stand out. Avoid covering every inch of a document with text and photos. This results in publications that are visually unwelcoming and difficult to read.

GILL SANS LIGHT

SUBHEAD/SECTION TREATMENT

MINION PRO REGULAR

Headline Style

Subhead Sentence Treatment. Et reiuntia quaspere eaqui del idunt ut labor asi doluptur, sequae dolorumenes nonsequodit

MYRIAD PRO LIGHT

Body text. Oraerro odipsunt litem simus nus et es quis molore deliti cum hit, sum dio. Agnis nonsequo berferr orroreperit la eostio. Natis nonsedipsum reptas imus sequisciis ea que entum quidus.

MINION PRO REGULAR

Orunt volore, tes dolento excere corrum faccus, quatet ut fuga. Et reiuntia quaspere eaqui del idunt ut labor asi doluptur, sequae dolorumenes nonsequodit, simo il maiost, sumque sintur aditat de re voluptae eum expliae nonet que eossum lant.

MINION PRO REGULAR

SUBHEAD/SECTION TREATMENT

GILL SANS LIGHT

HEADLINE STYLE

MINION PRO BOLD

Subhead Sentence Treatment. Et reiuntia quaspere eaqui del idunt ut labor asi doluptur, sequae dolorumenes nonsequodit

Body text. Oraerro odipsunt litem simus nus et es quis molore deliti cum hit, sum dio. Agnis nonsequo berferr orroreperit la eostio. Natis nonsedipsum reptas imus sequisciis ea que entum quidus.

Orunt volore, tes dolento excere corrum faccus, quatet ut fuga. Et reiuntia quaspere eaqui del idunt ut labor asi doluptur, sequae dolorumenes nonsequodit, simo il maiost, sumque sintur aditat de re voluptae eum expliae nonet que sequae dolorumenes eossum lant.

MYRIAD PRO LIGHT

Colors

The Naval Postgraduate School uses three primary, signature colors that establish and strengthen our identity as both a U.S. Navy institution and a university, and the colors' appropriate usage is an integral part of effective strategic communications.

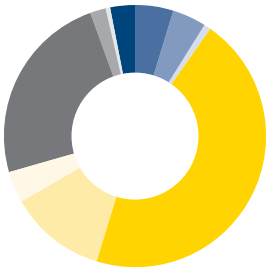
NPS' official primary colors are represented on the top right of the opposite page, with appropriate supporting secondary colors below. Consistent and professional use of color is a critical feature of effective communication design. Simply using more colors does not necessarily mean a product will be more effective.

Secondary colors are carefully selected to match hues and tones together, providing a portfolio of shades that work in concert with each other, rather than competing with each other. The human eye will be more engaged with displays of color that are complementary and connected, not disjointed and diverse.

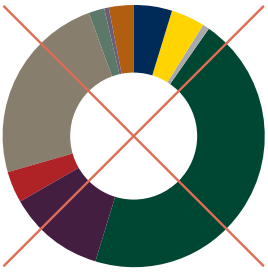
When creating your own communications, take care to use these exact numbers when creating color on your documents — do not use "close enough" colors. In addition to the colors at 100% tint, screens can be used where indicated at the following percentages: 65%, 40%, 20%, 10%.

NPS Blue and its screens should be used as the "go-to color" when creating documents, with NPS Yellow used as an accent color. Never use NPS Yellow for body copy on a white or light grey background. If creating graphs and charts where many colors are needed, select a few complementary colors and use their tints. It is not recommended that you use all the colors for a single document or graphic, but rather choose a few that look good together in conjunction with their tints. Always avoid using other blues that might compete with NPS Blue.

NPS COLORS IN GRAPHS



THREE COLORS AND THEIR SCREENS



SEVERAL COLORS AT 100% SCREENS

NPS PRIMARY COLORS AND SCREENS AT 65%, 40%, 20% AND 10%

NPS Blue
PMS 295
CMYK 100 57 0 40
RGB 0 69 124
HEX #00447C

65%
40%
20%
10%

NPS Yellow
PMS 129
CMYK 0 15 100 0
RGB 255 213 3
HEX #FED402

65%
40%
20%
10%

NPS Grey (black 40%)
CMYK 0 0 0 40
RGB 140 140 140
HEX #A7A8AC

screens of black
65%
40%
20%
10%

USE BLACK AT 40% AS A SUBSTITUTE FOR METALLIC PEWTER WHICH IS A SPECIFIC PMS COLOR FOR OFFSET PRINTING.

NPS SECONDARY COLORS

NPS Metalic Pewter
PMS 8403

NPS Navy Blue
CMYK 100 57 0 65
RGB 0 43 88
HEX #002B58

Umber
CMYK 0 91 100 69
RGB 106 12 0
HEX #6A0C00

Earth
CMYK 61 56 58 44
RGB 76 73 70
HEX #4C4946

Forest
CMYK 100 59 90 35
RGB 0 71 51
HEX #004732

65% Grey
CMYK 0 0 0 65
RGB 112 112 112
HEX #76787A

Dark Plum
CMYK 61 86 35 55
RGB 68 30 64
HEX #441E3F

Cardinal
CMYK 24 100 100 11
RGB 175 34 38
HEX #AF2126

Brown
CMYK 11 33 57 64
RGB 107 82 55
HEX #6A5236

Camo
CMYK 74 49 68 0
RGB 92 120 104
HEX #5B7868

20% Grey
CMYK 0 0 0 20
RGB 190 190 190
HEX #D1D2D4

Plum Grey
CMYK 61 65 35 14
RGB 108 92 118
HEX #6B5B75

Rust Orange
CMYK 0 60 100 32
RGB 178 94 17
HEX #B15E11

Rust Yellow
CMYK 0 38 100 20
RGB 206 141 19
HEX #CE8C12

Jade
CMYK 50 0 90 25
RGB 108 158 63
HEX #6B9D3F

Writing and Style

These guidelines are intended to promote clarity and consistency in university publications and correspondence. The U.S. Navy and academic institutions across the nation follow standard Associated Press style for official Public Affairs and university communications. While academic authoring will require a different approach, communications materials may wish to follow standard Navy and university practice.

Letter Spacing — Do not use two or more spaces after a period in printed materials, only one. This is an old practice from the typewriter. Use a space on either side of an em dash.

Ampersands (&,&) — Use ampersands sparingly and appropriately. They should be avoided *unless* they are part of a company's formal name or a commonly used abbreviation. **They should never be used in lists, paragraphs or official NPS school, institutes and center names.**

Hyphenation — Never break a person's name or institution name between two lines of type with a hyphen, always make the line break (shift + return) before the hyphen occurs.

Internet Addresses — When Web addresses are copied from a browser URL bar, http:// is automatically placed in front of www, unless the URL does not have a www, please remove the http://.

Numbers in Text

For numbers in text please use the following guidelines:

- Spell out numbers from zero to nine and any numbers that begin a sentence.
- Use digits for numbers 10 and above, course numbers, grade-point averages, unit and monetary values, scores, percentages, compound numbers, and decimal fractions.
- Use commas with all numbers above 999. (1,000, $25,000, 500,000)
- For amounts of a million or more use figures when referring to monetary amounts, but spell out for other quantities. ($5 million and five million people)
- Spell out ordinals through ninth. (third grade, 21st century, 100th anniversary)
- Use numbers to represent ages, even those under 10.

NAME HYPHENATION IN PARAGRAPHS

The mission of the Naval Postgraduate School is to provide …

The mission of the Naval Post-graduate School is to provide …

The Dean of Research Dr. Jeffrey D. Paduan …

The Dean of Research Dr. Jeff-rey D. Paduan …

AMPERSANDS USAGE

The defense contractor, Industrial Machining & Design Services, Inc., conducts R&D in energy and robotics

The Naval Postgraduate School receives funding & program sponsorship from many companies & defense contractors

GRADUATE SCHOOL OF BUSINESS AND PUBLIC POLICY
NAVAL POSTGRADUATE SCHOOL

GRADUATE SCHOOL OF BUSINESS & PUBLIC POLICY
NAVAL POSTGRADUATE SCHOOL

WEB ADDRESSES

www.nps.edu

http://www.nps.edu

http://intranet.nps.edu/index.htm

NO WWW.

COMMON ACADEMIC AND DEFENSE TERMS USAGE

alumnus (singular)	~~alum~~	Ph.D.	~~PhD~~
alumni (plural)	~~alums~~	master's	~~masters~~
Internet	~~internet~~	U.S.	~~US~~
e-mail	~~email~~	DOD	~~DoD~~
Web	~~web~~	DON	~~DoN~~

Web Templates for NPS.edu

NPS has six templates within the Rhythmyx Content Management System: gold, blue gray, slate, gray, blues, and blue gray combo. Each content manager of a sub area within the NPS.edu website can choose the template color scheme that works best with their content. Each template is comprised of coordinating colors for the top navigation, logo bar, footer bar, sub site navigation, left side navigation, page title underline and drop-down navigation.

NPS.edu Image Bar

All NPS.edu pages have a horizontal image area. This area has been created to help users identify which area within NPS' website they are viewing. The image can contain appropriate pictures that correlate to the site's topic, as well as a title or logo. The title or logo must be right justified within the image. If a logo is included, the mark should conform to NPS' logo policies within the layout constraints. All header images are added into the Rhythmyx Content Management System by an ITACS representative.

NPS.edu CSS Styles

NPS.edu pages include CSS styles that incorporate formatting for the body, links, page title, header, sub header and sub header title. The font family, font size, font weight and color styles have been programmed into the site pages and are available through the Rhythmyx Content Management System (CMS). Pages that utilize an alternate CMS can incorporate the NPS CSS styles by using the provided code below.

NPS WEB IMAGE BARS

Image Bar with Title

Image Bar with Logo

LOGO AND TITLE NOT RIGHT JUSTIFIED, NPS LOGO USED INCORRECTLY

CSS STYLES CODE

```
.PageTitle
font-family: Arial, Helvetica, sans-serif;
font-size: 15px;
color: #121454;

.Header
font-family: Arial, Helvetica, sans-serif;
font-size: 14px;
font-weight: bold;
color: #143674;
.SubHeader
font-family: Arial, Helvetica, sans-serif;
font-size: 13px;
font-weight: bold;
color: #4569A3;

.SubHeaderTitle
font-family: Arial, Helvetica, sans-serif;
font-size: 12px;
font-weight: bold;
color: #4E617B;
```

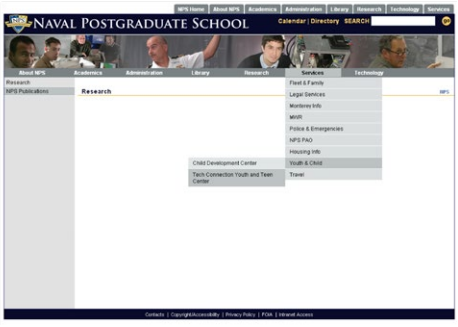
```
body
font-family: Arial, Helvetica, sans-serif
font-size: 12px;
color: #000000;
font-style: normal

.TextRegLink a:visited
font-family: Arial, Helvetica, sans-serif;
font-size: 12px;
font-weight: normal;
color: #003366;

.TextRegLink a:hover
font-family: Arial, Helvetica, sans-serif;
font-size: 12px;
font-weight: normal;
color: #143674;
```

NPS RHYTHMYX TEMPLATES

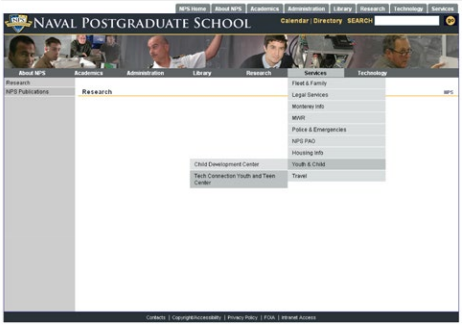
Gold

Blue Gray

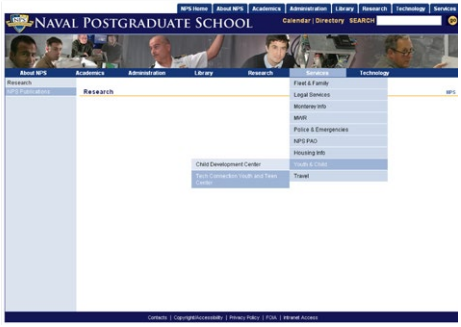
Slate



Gray



Blues



Blue Gray Combo

NAVAL
POSTGRADUATE
SCHOOL

NEW DESIGN TEMPLATES

Business Card Templates

NPS has developed 7 new Business Card templates with a variety of different backgrounds and treatments ranging from clean professional to techy/edgy.

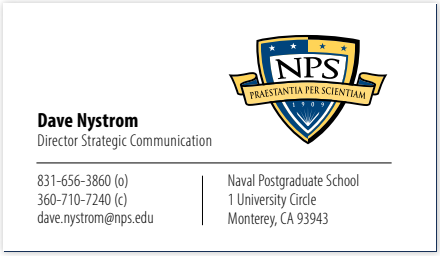
Although other card stock is certainly allowed—such as using heavy card stock or gloss—NPS encourages using AVERY® brand template White Business Cards, specifically, #5371®. Available online or in the Print Shop (Room 62).

#5371® is ideal as the cards are micro-perforated for easy separation, and feature 10 cards per sheet. The card size is 2" x 3½".

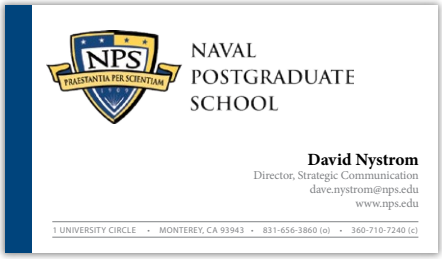
Below are some general guidelines:

Imagery	All cards must feature the NPS logo shield, which can be either centered, flush left or right. Always avoid stretching the NPS logo—it should always maintain its proportions.
Information	All cards must should have the follwing information for individual—name, position, full office phone and/or extension, and email. School address optional.
Fonts	The 7 Business Card templates offer the follwing font options: Myriad Condensed, Dicot Light, Microgramma Extended, Denmark, and Minion Pro.
Text Alignment	Text can be aligned either centered, or aligned left or right.
Front and Back	One of the cards offers a double-sided, or front and back, option, as pictured on opposite page.

EXAMPLES OF NPS BUSINESS CARD TEMPLATES



FRONT BACK



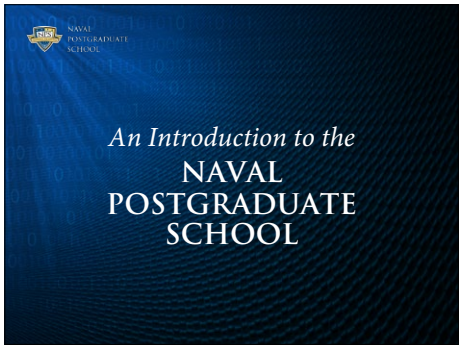
PowerPoint Templates

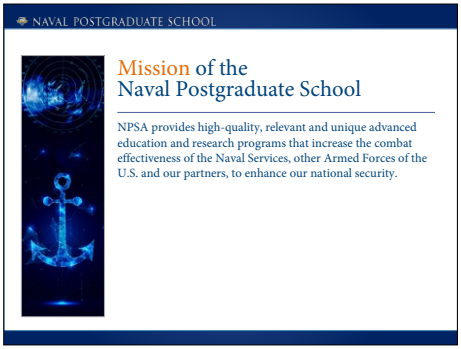
As of 2021, NPS has developed 10 new PowerPoint templates with a variety of applications and interchangeable photo options, to reflect our new focus on technology, seapower, warfighting, and artificial intelligence.

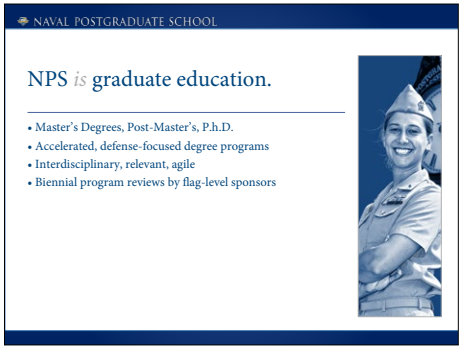
For overview presentations the templates are designed to include a statement sentence or title and supporting bullets or a brief paragraph. Use slides to start discussions. PowerPoint presentations should not be presented by reading off them, instead, only supporting highlights of the oral presentation. Below are some general guidelines:

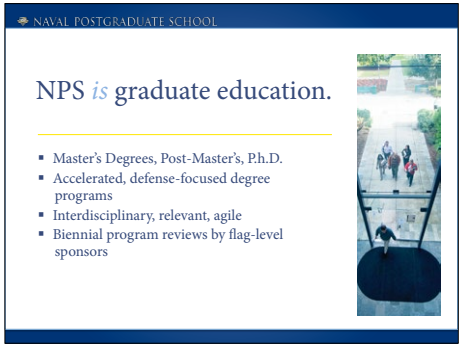
Animations	Use animations and transitions very sparingly. An animation can be a powerful tool to help visualize and improve understanding, but can also be annoying when repetitive or overused.
Photos	With over 100 images available to choose from, target your audiences with insightful and appropriate imagery. A Photoshop template is also available if needed to crop custom photos. Avoid clip art and low-resolution images. Always avoid stretching the NPS logo—it should always maintain its proportions.
Graphs and Charts	Avoid placing excel graphs into your presentation. PowerPoint has powerful graph creation tools that will help create a consistent and contemporary look.
Text Alignment	Align text left or right. Centered text is harder to read.
White Space	White space is very important in media presentations. Keep bullet points from three to six per slide and strive for at least 40% white space on each slide. This will make your presentation easier to read and follow.

EXAMPLES OF NPS POWERPOINT TEMPLATES AND PHOTOS









Letterhead Templates

NPS has developed 8 new letterhead templates—12 including Word documents—with a variety of applications and visual options, to reflect our new focus on technology, seapower, warfighting, and artificial intelligence.

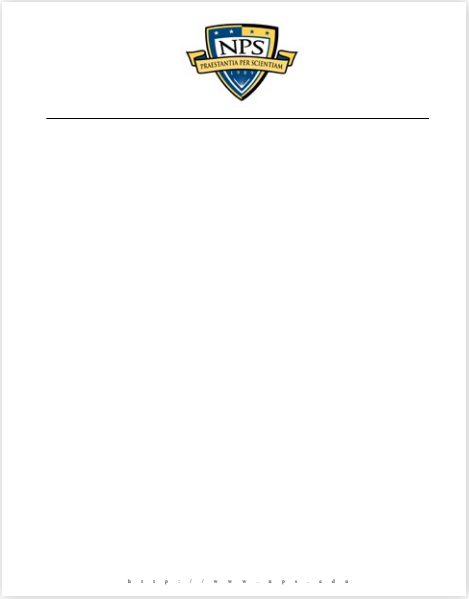
Text should be 10 point minimum (12 preferred) and color should always be 100% black for best reproduction and legibility. To add color and help distinguish sections, NPS blue can be used for headlines and subheads. Stick to the NPS branded typefaces—Minion Pro Regular and Myriad Pro Light.

Below are some general guidelines:

Imagery	All letterheads should feature the NPS logo shield, which can be either centered, flush left or right. Template options include standard white background, abstract graphics, panoramic pictures, photo strips, or screended backgrounds. Other images are available in the "links" folder, as an interchangable option. Always avoid stretching the NPS logo—it should always maintain its proportions.
Text Alignment	Align text flush left— flush right or centered text is not recommended.
White Space	As with Powerpoint presentations, white space is very important — keep bullet points from three to six per letter and strive for at least 40% white space. This will make your letterhead easier to read and follow.
President's signature	The President's signature can be included (or omitted) as need be; it is an image embedded in the native file and also a linked image in the "links" folder within the letterhead templates folder hierachy.

EXAMPLES OF NPS LETTERHEAD TEMPLATES

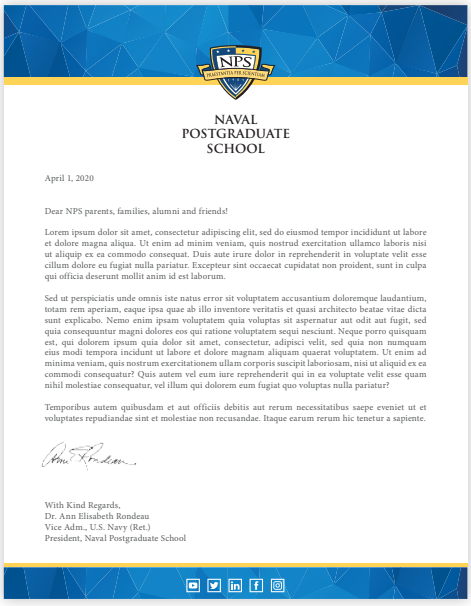
Standard Word



Gradient swirl

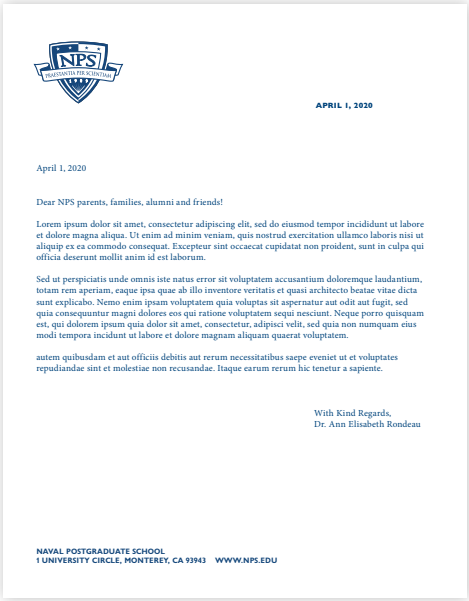
Campus panoramic

Social Media



EXAMPLES OF NPS LETTERHEAD TEMPLATES (*Continued*)

One color NPS blue



APRIL 1, 2020

April 1, 2020

Dear NPS parents, families, alumni and friends!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

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With Kind Regards,
Dr. Ann Elisabeth Rondeau

NAVAL POSTGRADUATE SCHOOL
1 UNIVERSITY CIRCLE, MONTEREY, CA 93943 WWW.NPS.EDU

Gradient Angular

April 1, 2020

Dear NPS parents, families, alumni and friends!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

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With Kind Regards,

Dr. Ann Elisabeth Rondeau
Vice Adm., U.S. Navy (Ret.)
President, Naval Postgraduate School

Blue screen reverse type

NAVAL POSTGRADUATE SCHOOL

April 1, 2020

Dear NPS parents, families, alumni and friends!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

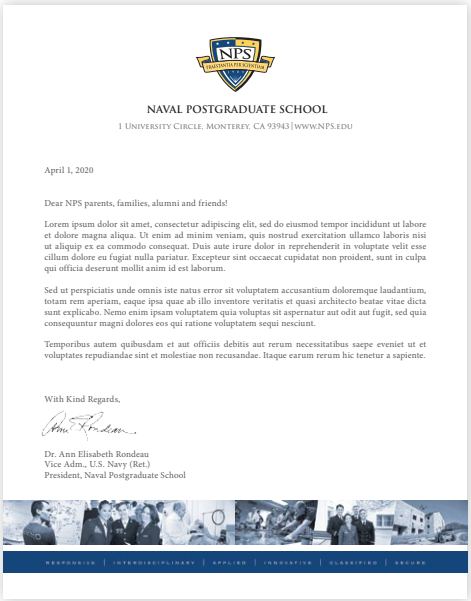
Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente.

With Kind Regards,

Dr. Ann Elisabeth Rondeau
Vice Adm., U.S. Navy (Ret.)
President, Naval Postgraduate School

Naval Postgraduate School ★ 1 University Circle, Monterey, CA 93943 ★ www.nps.edu

Photo strip



NAVAL POSTGRADUATE SCHOOL

1 University Circle, Monterey, CA 93943 | www.nps.edu

April 1, 2020

Dear NPS parents, families, alumni and friends!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente.

With Kind Regards,

Dr. Ann Elisabeth Rondeau
Vice Adm., U.S. Navy (Ret.)
President, Naval Postgraduate School

RESPONSIVE | INTERDISCIPLINARY | APPLIED | INNOVATIVE | CLASSIFIED | SECURE

Mailing Label Templates

NPS uses standard white mailing labels, with the official address per the Navy School Post Office (pictured below) to be printed on AVERY® brand template paper, #5162®.

There are 14 labels per page, which are Quick Peel™ sticky labels. The size is 1⅓" x 4".

Department of the Navy
Naval Postgraduate School
PAO / Herrmann Hall, Bldg. 220
1 University Circle
Monterey, CA 93943
**FOR OFFICIAL BUSINESS **

Department of the Navy
Naval Postgraduate School
PAO / Herrmann Hall, Bldg. 220
1 University Circle
Monterey, CA 93943
**FOR OFFICIAL BUSINESS **

Office of University Communications

NAVAL POSTGRADUATE SCHOOL

The Naval Postgraduate School Brand and Style Guidelines
is produced by the NPS Office of University Communications.
For all inquiries and assistance, contact pao@nps.edu.

Office of University Communications

NAVAL POSTGRADUATE SCHOOL

PAO@NPS.EDU
(831) 656–1068
WWW.NPS.EDU