



Brand **Standards**

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About Us

Mission

To enhance the community's quality of life by providing exceptional programs, goods, and services.

Vision

We will exceed the community's expectations in everything we do.

Brand Voice

DIRECT

We get to the point.

Give Marines intel for action. Use clear explanations and distilled designs to make our messages understood.

FAMILIAR

Speak Marine. Be a bit civilian.

Leatherneck lingo is good. Marines get it. It colors their conversations. Using it shows we get them, but don't overdo it. Be authentic. Speak like we know Marines.

Marines aren't "Ooh-rah!" 24/7, nor are Marine families or veterans. We have a civilian side, too. Applying a measured civilian tone conveys a familiar approachability in our designs.

WITTY

We have an edge.

A bit of boasting. A bold design. It's okay for our content and designs to respectfully push the envelope. Marines are always testing their limits. We can, too.

Verbiage Standards

Registration starts/ends JUN 9

Use starts or ends, never begins.

Register at IronWorks front desk, Register JUN 9 - JUL 24

iwakuni.usmc-mccs.org

Lowercase, do not include http or www.

Public Affairs Specialist

Use job title names, not Jane Smith.

Titles used before names are upper case,
titles after names are lower case.

Open to all base personnel

Open to all SOFA personnel

Open to all base personnel and local nationals

Open to all single and unaccompanied service members

Open to E5 and below

Ampersand (&)

Spell “and” in sentences, but use “&” for titles, headers,
or proper nouns, i.e., Child & Youth Programs.

Exclamation Point (!)

Avoid overuse - the exclamation point is used only to
express strong emotion.

Items are based on availability

Can use “while supplies last” or otherwise for event descriptions.

Cats, dogs, and frogs

Use the Oxford comma; NOT cats, dogs and frogs.
Single space only after periods.

service member

Lowercase, two words.

active-duty

When an adjective, all lowercase.

email / giveaways

No hyphen.

t-shirt

Lowercase “t” and hyphen.

BBQ

Use “BBQ” in headlines, use “barbecue” in body text

Giveaway

Not raffle.

When listing prizes, events, etc.,
do not use “and more”.

Holiday

Not Christmas.

DATES

JAN / FEB / MAR / APR / MAY / JUN / JUL

Abbreviate months to three letters, no periods.

All caps unless not abbreviated.

The month is spelled out when used in a sentence.

JUN 8-10

No spaces between numbers.

Not 8, 9, & 10.

JUN 15 - JUL 15

Add space before and after hyphen (N dash).

OCT 1

Do not use military format or ordinal numbers

(1st, 2nd, 3rd, or 4th) for dates.

Do not use the weekday (ex. Friday, October 1).

3rd Thursday of the Month

Not every third Thursday.

Use ordinal numbers and superscript for days.

Mondays, Fridays, & Saturdays

Not every Monday.

If not singular or only two days, drop the “s”.

Monday-Thursday

Do not use the word through or thru.

No spaces before or after hyphen (N dash).

If abbreviated, use three letters in all caps (ex. TUE, WED, & THU).

Daily

Not every day or Sunday-Saturday.

TIMES

AM / PM

ALL CAPS, never lowercase, no period.

8 AM - 4 PM

Do not use military time.

Add space before and after hyphen (N dash).

1-4 PM

If on the same side of the clock, drop the first designator.

No space before and after hyphen (N dash).

Noon / Midnight

Do not use 12 PM or 12 AM.

Not capitalized if in a sentence.

Open 24/7

NUMBERS

Call 253-XXXX to sign up / register

Not “Call 253-XXXX for more details or information”.

Phone numbers are already in footer.

Use only if community needs to sign up or register for an event.

Age 12 / Ages 12 & older / Ages 12 & younger

Do not use “years old”.

For Youth Sports or CDC, use “youth” instead of age.

For food events, use “kids” instead of age.

Do not spell out numbers for age 1-9 (“age 9” not “age nine”).

¥3,000

Not 3000 yen, use yen symbol in front of number and add commas.

No spaces between currency and number.

5K / 2K / 1M

Not 5 kilometers / km / 2,000 / 1,000,000.

Any number in the thousands should use “K”.

No space after the number.

Bldg. 123, Rm. 123, 1st Fl.

Not bld or blg.

Use periods after Bldg., Rm., and Fl.

Capitalize B, R, and F.

Use ordinal numbers for floors.

Spelling out numbers

Never start a sentence with numerals unless it is a year.

Numbers one-nine are spelled out, but numbers 10 and above are written numerically.

FACILITIES

IronWorks South, IronWorks North, IronWorks Atago,
IronWorks Indoor Pool, WaterWorks Pool, XtremeWorks,
Capodanno Hall, Go! Go! Field

Always capital I, W, C, and X.

Officers' Club

Apostrophe following the s.

Sakura Theater

Not theatre.

For any words and phrases not listed,
please refer to the most recent version
of the Associate Press Style Guide.

Disclaimers

Disclaimers are required to appear on certain print and digital materials.

Gift Certificates

No cash value, cannot be redeemed for cash. One per customer.

Can only be redeemed at [MCCS location]. Not valid on previous purchases.

Cannot be combined with any other savings pass, coupons, or other discount offers.

Void if altered.

Expires [expiration date].

Serial Number 000000000

Event Tickets

No cash value, cannot be redeemed for cash. One per customer.

Can only be redeemed on [event date].

Void if altered.

Sponsorship

No Federal or DOD endorsement implied.

Visuals



Color



Black



White

MCCS Iwakuni Logo

The MCCS Logo utilizes the official Marine Corps branding color palettes and the Eagle, Globe, and Anchor (E.G.A.)

This is the Headquarters Marine Corps (HQMC) Brand Standards guideline. Please use this guide accordingly.

Do not create new content or logos.

Only content approved by HQMC is authorized.

Logo Usage

Minimum Clear Space

To ensure the integrity of the logo, refrain from using photos, vectors, and typography that enter into the minimum clear space.



The minimum clear space, is equivalent to the top of the red bar to the bottom of MCAS Iwakuni.



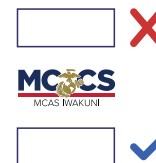
Logos can be on the right or center of print materials, never on the left. (The E.G.A. should always be facing inwards towards the content.)

Logo Precedence

Sponsors logos are never placed to the left or above of the MCCS logo, always to the right or below.



The only exception is the MCAS Iwakuni station logo.



What to Avoid



Background colors that are in contrast with the logo.



Distorting the logo's proportions.



Changing the logo's colors.



Utilizing outdated versions of the logo.



Images that competes with the legibility of the logo.



Placing content or design elements within the minimum clear space.

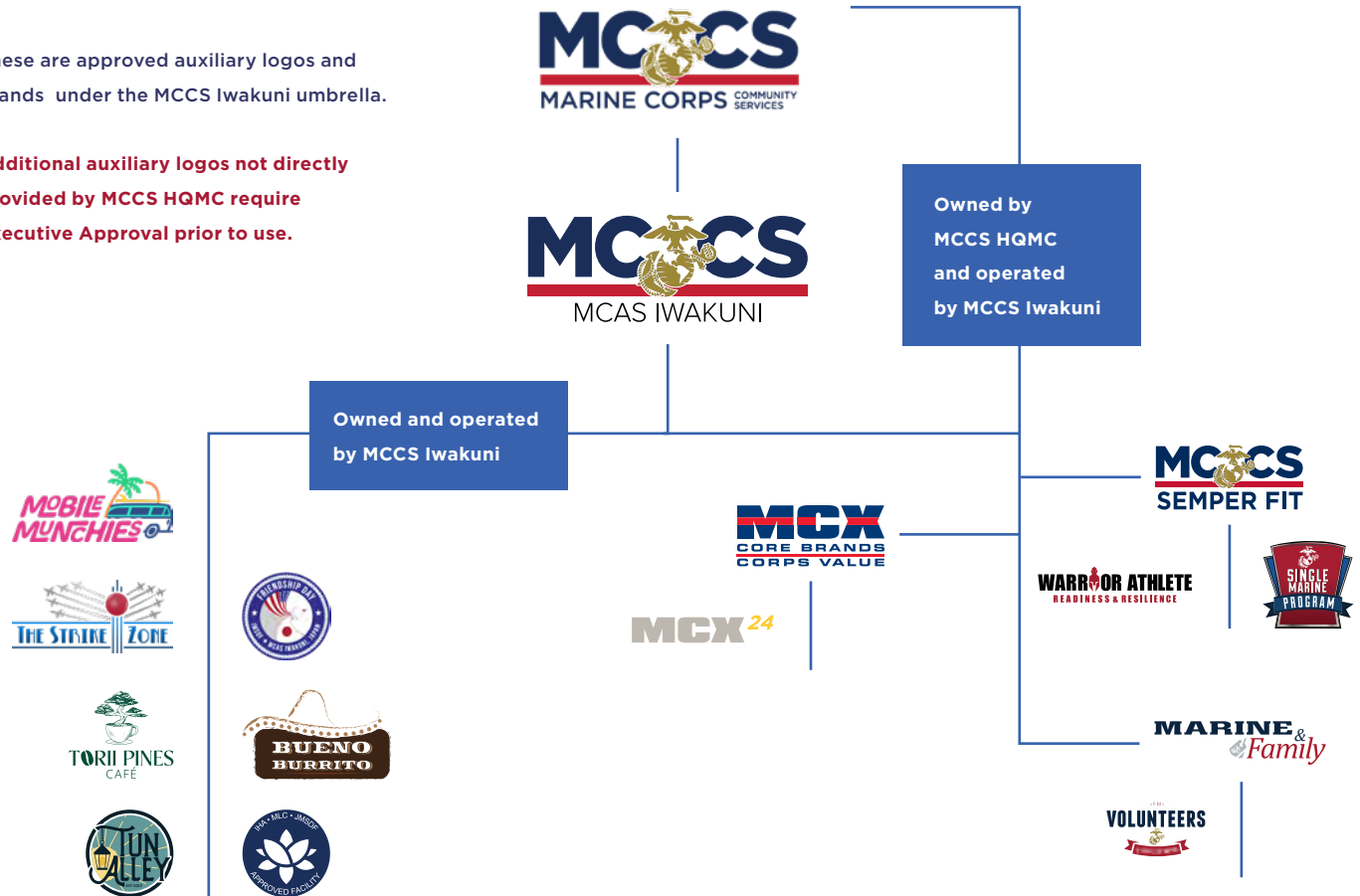


Isolating any part of the logo.

House of Brands

These are approved auxiliary logos and brands under the MCCS Iwakuni umbrella.

Additional auxiliary logos not directly provided by MCCS HQMC require Executive Approval prior to use.



Color Palette

The MCCS Iwakuni color palette emulates the dress blue uniform—the deep blue fabric of the blouse, red of the bloodstripe and piping, and silver and gold accents. These colors are deeply engrained within Marine Corps heritage.

HEX	#000066
RGB	00 43 92
CMYK	100 64 0 60
Pantone	PMS 289C

HEX	#CC0000
RGB	196 18 248
CMYK	0 100 79 20
Pantone	PMS 187C

HEX	#CC9900
RGB	140 123 33
CMYK	0 12 75 45
Pantone	PMS 4505C

HEX	#A2A0AD
RGB	64 67 68
CMYK	6 2 0 32
Pantone	PMS 429C

English Typography

Headers & Subheaders

Gotham

Body Copy

Gotham

Japanese Typography

Headers & Subheaders

ピングファンングSC

Body Copy

ピングファンングSC

Icons

MCCS Iwakuni utilizes stock icons from the Font Awesome 6 font family.

In instances where an icon needed is not found within the Font Awesome 6 typeface, use of stock icons with visual similarity to Font Awesome 6 is allowed.



Photography

Stock Photography

Any stock photography used should showcase the diversity of our community while maintaining Marine Corps civilian attire standards.

Photography should never glorify alcohol or intoxication.

Event Photography

When capturing event photography, do not utilize photography with displays of obscene hand gestures or gang signs.

At events where alcohol is present, avoid taking photos that glorify alcohol, or of individuals that are visibly inebriated.

Uniformed Service members

All photography of service members in uniform must showcase clean and proper uniform attire.

Any photography of uniformed service members that aren't taken by MCCS Iwakuni must come from DVIDS to ensure accurate representation of service members.



Takeshi Tanuki

About

Personality: Mischevious and jovial

Birthday: November 1

Debut: 2018

Hometown: Iwakuni, Yamaguchi, Japan

Nationality: Japanese-American

Education: B.S. in Mascoting,
University of Hawaii

Hobbies: Weightlifting, snacking,
and trickery

Favorite food: Ramen

Likes: Movies

The MCCS Iwakuni Marketing Department is the sole releasing authority of Takeshi Tanuki and his likeness. Marketing, merchandise, and promotional materials featuring Takeshi Tanuki cannot be released without approval.



Character Sheet

Base Design



Spring/Summer Happi Coat



Fall/Winter Flight Jacket



Color Palette



Body

#C77D48
C 19 M 56 Y 80 K 4
R 199 G 125 B 72
Pantone 7576 C

#DD915D
C 11 M 49 Y 70 K 0
R 221 G 145 B 93
Pantone 472 C

#643E19
C 41 M 68 Y 96 K 46
R 100 G 62 B 25
Pantone 1545 C



Happi Coat

#5DC0A3
C 62 M 0 Y 46 K 0
R 93 G 192 B 163
Pantone 3248 C

#4D7668
C 72 M 38 Y 59 K 16
R 77 G 118 B 104
Pantone 5545 C



Flight Jacket

#4B2915
C 45 M 73 Y 86 K 63
R 75 G 41 B 21
Pantone 4625 C

#733B18
C 35 M 76 Y 100 K 41
R 115 G 59 B 24
Pantone 7587 C

English Typography

BRIGHTSIGHT02

Japanese Typography

ツクシA丸ゴシック

Emotes



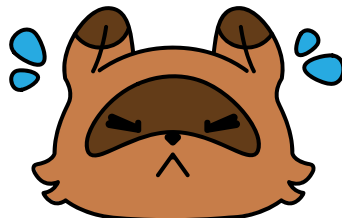
Default



Sneaky



Excited



Straining



Content



Surprised



Nervous



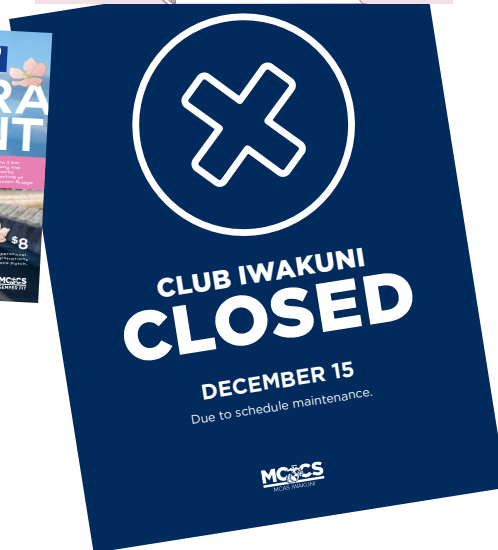
Amazed



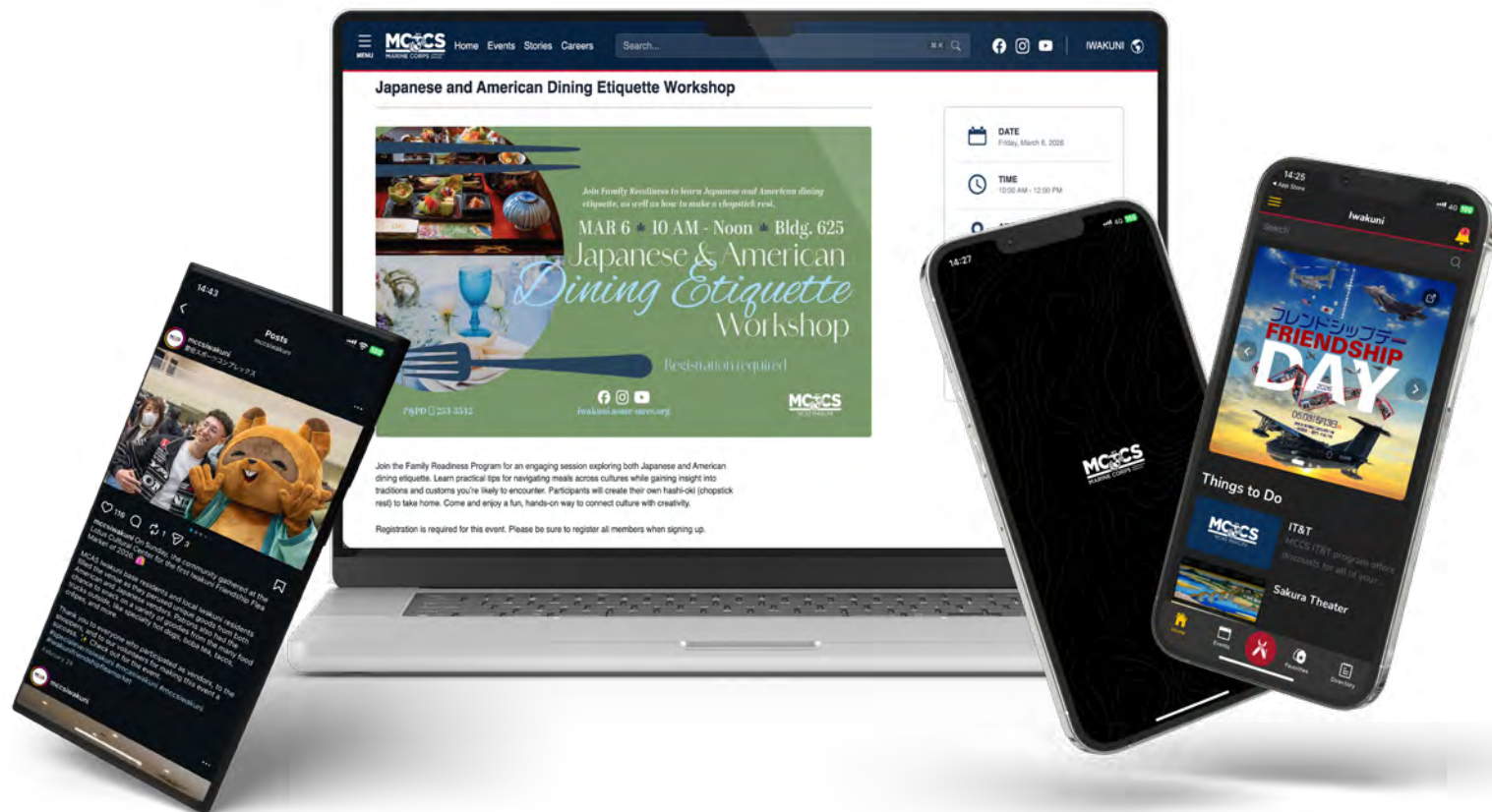
Hungry

Application

Print Assets



Digital Assets



References

Standard Print Materials Guide

Material	Dimensions	Min. Font Size	QR Code Application	Min. Logo Width	Footer Requirements
Flyer	8.5" x 11"	6 pt	✓	1"	Activity contact
Quarter Flyer	4.25" x 5.5"	6 pt		0.5"	Website
Half Flyer	5.5" x 8.5"	6 pt		0.75"	Social icons
Tabloid	11" x 17"	6 pt		1.5"	MCCS Iwakuni logo/ auxiliary logos
Poster	22" x 28"	16 pt		2"	Sponsor logos and sponsorship disclaimer (if applicable)
A-Frame	Small 17.5" x 35.5" Large 23.5" x 36"	16 pt		2"	
Easelback	44" x 72"	28 pt		5"	
Banner	2.5' x 6'		✓* *Installation location depending		
Flag	700 mm x 2500 mm	196 pt	✗	300 mm	MCCS Iwakuni logo/ auxiliary logos Sponsor logos and sponsorship disclaimer (if applicable)

Standard Digital Materials Guide

Material	Dimensions	Min. Font Size	QR Code Application	Min. Logo Width	Footer Requirements
Slide	1920 px x 1080 px	32 pt	✗	190 px	Activity contact Website
Portrait Slide	1080 px x 1920 px	32 pt		190 px	Social icons MCCS Iwakuni logo/ auxiliary logos
Torii Pines Marquee	1920 px x 1080 px	170 pt		270 px	Sponsor logos and sponsorship disclaimer (if applicable)
Social Graphic	1080 px x 1080 px	26 pt		140 px	Activity contact Auxiliary logos
Mobile Hero Image	1080 px x 1080 px	26 pt		140 px	Sponsor logos and sponsorship disclaimer (if applicable)
Web Hero Image	1920 px x 680 px	32 pt		140 px	