



NORDIC RESPONSE 24

OFFICIAL EXERCISE BRANDING GUIDE APPROVED BY MARFOREUR/AF



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READ ME

Welcome to the U.S. Marine Corps Forces Europe and Africa Nordic Response 24 Branding Guide, vital to maintaining a strong and consistent service brand identity. A well-crafted brand is the cornerstone of any successful organization, serving as the face, voice, and reputation distinguishing us from others. In these pages, you will discover the principles, elements, and guidelines defining our brand, fostering unity, trust, and recognition among our diverse audience. From logos to messaging, every detail contributes to the brand shaping perception. By adhering to these standards, we ensure a cohesive and impactful representation that resonates with authenticity and purpose.

Military Personnel Ground Rules:

For military personnel engaged in exercises, it is essential to maintain the highest standards of communication and conduct. Drawing authoritative elements from the U.S. Marine Corps Branding Guide and the Nordic Response 24 Public Affairs Guidance, our guidelines underscore precision, discipline, and respect. When interacting with the media, adhere to approved messaging and refraining from speculation or disclosing sensitive information. Sustain a consistent and positive tone exemplifying the professionalism and dedication inherent in our armed forces. Remember, you represent yourself and the Marine Corps. Throughout the exercise, uphold the utmost integrity, embodying the values define our organization. These principles ensure our brand remains synonymous with excellence, in exporting the Marine Corps brand.

TYPOGRAPHY

Pg.4

ALWAYS A MARINE

Typeface: Trade Gothic Bold Condensed 20
Horizontal Scale: Set to 198%
Kerning: Set to 100 points, or equivalent
ample letterspacing

ALWAYS A MARINE

Typeface: Trade Gothic Bold Condensed 20
Horizontal Scale: Set to 120%
Kerning: Set to 75 points or equivalent
ample letterspacing

ALWAYS A MARINE

Typeface: Trade Gothic Bold Condensed 20
Horizontal Scale: Set to 100%
Kerning: Set to 50 points, or equivalent
Ample letterspacing

Consistent typography is a recognizable and synergistic part of any brand identity. All Marine Corps branded communication should, whenever possible, utilize only the font families depicted in this section. Within the sans serif font family, TRADE GOTHIC, and the serif font family, INDISPOSE, there is a great deal of flexibility and latitude offered for design. These fonts help communicate the proper character of the Marine Corps personality and provide a consistent look. Presently, there are no specific rules for the use of the approved font families. As a general guideline, TRADE GOTHIC should be relied upon for use in ad headlines and body copy. The font is highly readable and has a bold look. Conversely, INDISPOSE provides a noble, sophisticated feel working well in Marine Corps collateral communication. The two families are also quite complementary to each other, should a communication piece call for both.

LOGOS



The United States Marine Corps Eagle, Globe, and Anchor logo is the ONLY logo approved to be used for Nordic Response 24 COMMSTRAT Products.

VIDEO TITLES

 **NORDIC
RESPONSE**

241205-M-GH831-1001

 **NORDIC
RESPONSE**

241205-M-GH831-1003



**NORDIC
RESPONSE 24**

241205-M-GH831-1002



**NORDIC
RESPONSE 24**

241205-M-GH831-1004

VIDEO TITLE EXAMPLES



LOWER THIRD TEXT EXAMPLE

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1. U.S. Marine Corps Forces, Europe and Africa
Maj. Gen. Robert B. Sofge Jr.
Commander

2. SSgt. James Collier
NATO Cold Weather Survival Instructor

*Unit identifier will only be placed on command slated service members IE: Commander, Sgt. Major.

LOWER THIRD EXAMPLES

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1.



U.S. Marine Corps Forces, Europe and Africa
Maj. Gen. Robert B. Sofge Jr.
Commander

2.



SSgt. James Collier
NATO Cold Weather Survival Instructor

*Unit identifier will only be placed on command slated service members IE: Commander, Sgt. Major.

MOBILE GRAPHICS

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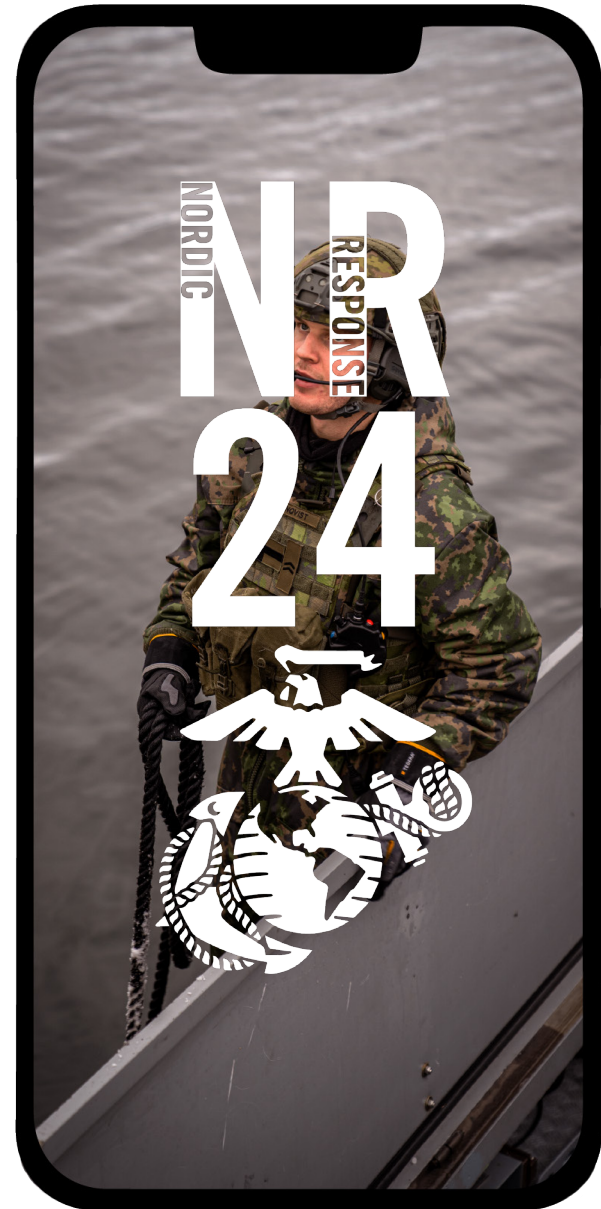
241205-M-GH831-1005



241205-M-GH831-1006

MOBILE GRAPHICS EXAMPLES

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POINTS OF CONTACT

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Content downloadable here:

marforeur.marines.mil/Unit-Home/Nordic-Response-24/