

U.S. 2ND FLEET BRANDING GUIDE



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BRANDING GUIDE

A branding guide is a document used by organizations to standardize the format, text, color scheme and overall look and feel of all products produced by the organization. Second Fleet's brand is outlined throughout this guide and managed by the 2nd Fleet Public Affairs Office. It should be used when creating products for internal and external publications.

If you have brand-related questions or require assistance related to 2nd Fleet branding, please contact 2nd Fleet Public Affairs at C2F_NFLT_PAO@navy.mil.

This is a living document that will be updated regularly. - Sept. 2022

MISSION VISION & LINES OF EFFORT

MISSION

Command and control mission-ready forces to deter and defeat potential adversaries. Defend maritime avenues of approach between North America and Europe. Strengthen our ability to operate with allies and partners in competition and conflict.

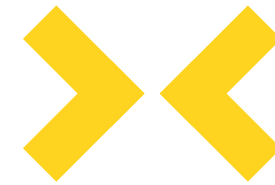
VISION

The premier warfighting fleet. Project power, protect the homeland, and connect U.S. and allied navies across the Atlantic and Arctic. Agile and responsive maritime headquarters, ready to fight from seabed to space.



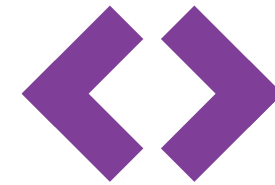
EMPLOY

mission-ready forces for Navy and Maritime Component Commanders in support of strategic objectives.



EMPOWER

U.S. 2nd Fleet as a weapon system through robust staff training, resources, and leadership.



ENGAGE

with allies, partners and joint components to deter adversaries.



EXECUTE

mission command through clear guidance and intent to subordinate forces.

2ND FLEET HISTORY

Commander, U.S. 2nd Fleet traces its origin to the reorganization of the U.S. Navy following World War II in December 1945, and the formation of the U.S. 8th Fleet under the command of Vice Adm. Marc A. Mitscher. In January 1947, Eighth Fleet was renamed Second Task Fleet. Three years later, in February 1950, the command was re-designated Second Fleet, with the primary mission of supporting the newly formed North Atlantic Treaty Organization (NATO) and the forward deployed U.S. 6th Fleet.

C2F played a crucial role in various events over the course of the next 60 plus years to include the Cuban Missile Crisis, Operation Urgent Fury in Grenada in 1983. Operations Desert Shield and Desert Storm brought together the largest force of Navy warships assembled in a single theater since World War II. C2F trained more than half of the Navy ships deployed to Southwest Asia. C2F's guided-missile cruiser USS San Jacinto (CG 56) was responsible for launching the first Tomahawk land attack missile on Jan. 17, 1991.

In late 2002, C2F disembarked its command ship USS Mount Whitney (LCC 20) and reestablished itself aboard Naval Station Norfolk, although C2F would later re-embark aboard USS Mount Whitney from 2004 to 2006 before permanently moving to building D-29.

Following the end of the Cold War and the diminished threat from Russia, C2F stood down its "Striking Fleet Atlantic" role for NATO on Feb. 22, 2005. A year later on May 31, 2006, Combined Joint Operations from the Sea Centre of Excellence (CJOS COE) was established as the multinational NATO support military body to promote the transformation of Joint Maritime Expeditionary Operations. In July 2009, for the first time in history, C2F and designated forces were assigned from U.S. Joint Forces Command to U.S. Northern Command for real-world maritime Homeland Defense deterrence operations.

On Sept. 30, 2011, and after 65 years of faithful service to the U.S. Navy, C2F was disestablished. C2F's assets, personnel and responsibilities were merged into the new Joint Maritime Operations Center of Commander, U.S. Fleet Forces (USFF) Command.

On May 4, 2018, Chief of Naval Operations Adm. John Richardson, announced the re-establishment of C2F. C2F reports to USFF and exercises operational and administrative authorities over assigned ships, aircraft and landing forces on the East Coast and North Atlantic Ocean. Additionally, it plans and conducts maritime, joint and combined operations and trains and provides maritime forces to respond to global contingencies. Vice Adm. Andrew "Woody" Lewis, was confirmed by the Senate on June 28, 2018, to serve as the first commander of the newly established C2F, headquartered in Norfolk, Virginia. Vice Adm. Daniel Dwyer took command of 2nd Fleet on Aug. 20, 2021.



SEAL

The coat of arms as blazoned in full color on a geographical map centered on the northern Atlantic Ocean and adjoining land masses on both sides that connects the United States' with its partners and allies in Europe and northern Africa. This is all enclosed by a dark blue border edged on the outside with a gold rope and inscribed "UNITED STATES" above and "SECOND FLEET" below in white. On both sides of the dark blue border, three stars signify the rank of vice admiral, who commands 2nd Fleet.

SHIELD

On the field, it is divided into two points. The top of the shield, the chief, is azure (blue) signifying vigilance, perseverance and justice, while the bottom of the field, the base, is divided into azure (red) pale wise lines that produce numerous paly, on an argent (white) blazon.

The red signifies military strength and courage, while white signifies integrity and peace. The field is charged with the number "2" indicating 2nd Fleet as well as unification in achieving the Navy's mission in addressing changes in the security environment.

CREST

The eagle, supported by the shield, represents the United States and is an iconic symbol of freedom. The eagle is fierce with dominant talons, representing the lethal maritime capabilities of 2nd Fleet.

SUPPORTERS

The trident, an ancient symbol of the sea, represents power and control over the ocean.

MOTTO

"READY TO FIGHT" personifies the spirit and dedication of the command and staff by ensuring mission readiness by maintaining and equipping maritime assets, enhancing interoperability, and lethality to foreign and domestic enemies who threaten regional or national security.

STYLE GUIDE

A style guide is the standard way that public affairs officers and mass communication specialists use common terms in photo captions, stories and social media posts.

U.S. 2nd Fleet - When talking about our command, use “Second Fleet” if starting a sentence. On all other references, use “U.S. 2nd Fleet” or as an abbreviation, C2F. “SECOND FLEET” is not used in any publication.

Abbreviations, acronyms - In general, avoid abbreviations or acronyms that the reader would not quickly recognize. For reference see the Navy Style Guide addendum at the bottom of this document. Spell out on first reference with the abbreviation in parenthesis. Some acronyms, such as NATO, can be used on first reference.

Aboard vs. onboard - Use aboard when referencing events taking place on a ship or aircraft. Use onboard when discussing shore based events.

Action words (conducts, performs, participates, prepares) - This is considered MILSPEAK and should be avoided. A dental technician doesn’t perform a routine dental cleaning...He cleans teeth.

air wing - Use as two words.

aircraft - acceptable characterization of naval aviation platforms. Do not refer to military aircraft as “airplanes” or “planes.”

aircraft designations - Always used as a letter(s) followed by a hyphen and number: SH-60B Sea Hawk or F/A-18E/F Super Hornet.

aircraft squadrons - Spell out full name of squadron on first reference. On second reference, use abbreviation and hyphenate.

All hands, all-hands - Two words as noun: “He called all hands to the meeting.” Hyphenate as an adjective or compound modifier: “They attended the all-hands call.”

At sea - Do not use “at sea” in place of the name of a body of water. If the location is undisclosed, say so, but reference a general body of water or U.S. fleet area of responsibility.

Attribution - Identify the source of reported information; especially objective and opinionated based statements. Include context in which comment was made if it is not apparent.

Battle group - Do not use “battle group.” Rather, use “carrier strike group,” “expeditionary strike group” or “amphibious ready group.”

Carrier strike group - Capitalize when used with the name of a ship. Precede name of strike group with “the.”

Chief (select) - Use the service member’s current rank: “Hospital Corpsman 1st Class Franklin Pierce will be promoted to chief petty officer next month.” Do not use “select.”

Chiefs Mess - Capitalize and do not include apostrophe

Cities/datelines - For cities that stand alone, use the list of datelines found in the AP Stylebook. Because of their strong Navy ties and frequent reference in stories: Norfolk, Va., San Diego, Calif. and Pearl Harbor, Hawaii can stand alone, without states. Use AP Stylebook state abbreviations in datelines

Effect, affect - Effect is to cause, affect is to produce an effect upon.

Exercises - Capitalize uniquely named exercises, but only capitalize the descriptive word exercise if it is part of the official title of the exercise.

Fleets - Use numerals and capitalize when referring to specific fleets (U.S. 6th Fleet, U.S. 3rd Fleet, U.S. 7th Fleet). Do not capitalize in common usage: We sent a message to the fleet.

Marines - This is a proper noun. Capitalize when referring to U.S. forces (the U.S. Marines, the Marine Corps, a Marine). Lowercase when describing marines from other nations or the marine services. Do not use the abbreviation USMC.

Midshipman - On first reference: Midshipman 1st Class John P. Jones (or 2nd Class, 3rd Class, 4th Class, if known). On subsequent reference(s): Jones.

Military titles/job titles - Capitalize a military rank when used as a formal title before an individual’s name on first reference. In subsequent references use only the last name. Use rate and rank for Navy and Coast Guard enlisted personnel. Do not use warfare designators unless relevant to the subject.

Navy Reserve - Capitalize when referring to the specific organization. Capitalize “Reserve” when referencing the U.S. Navy Reserve.

Numerals - In general, spell out one through nine. Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things.

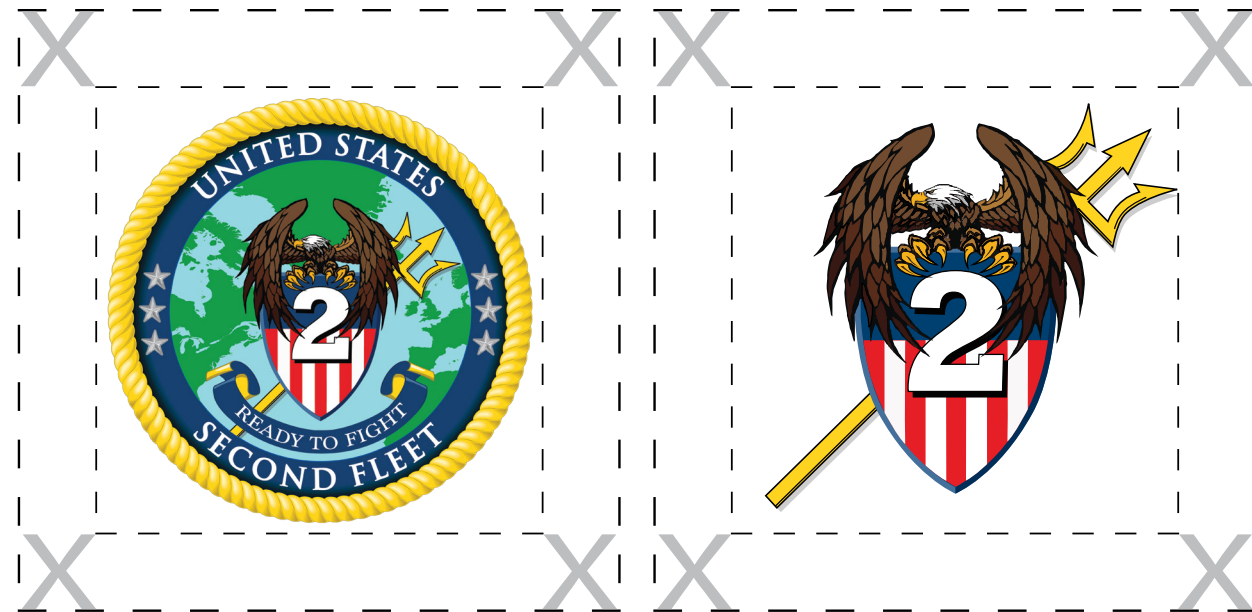
Officer Ranks - When writing an officer’s rank, refer to the matrix in the AP Style guide. EX: Commander Joe Navy as Cmdr. Joe Navy.

Sailor - Capitalize when referring to U.S. forces.

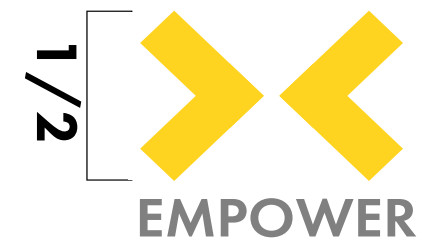
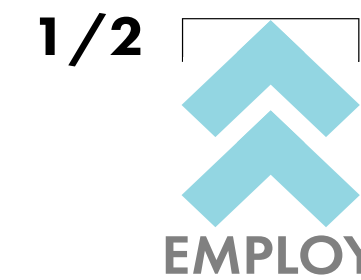
Ship names - For first reference always include USS, the ship’s name and the hull number: USS Harry S. Truman (CVN 75).

LOGO USAGE

- The 2nd Fleet logos should always be used in full color. The seal is the official and primary visual representation of the command in any capacity.
- The combination of the trident, shield and eagle is a secondary logo for use in presentations and other internal communications or projects.
- The primary seal should be used in all external products to include email signatures and documents intended for public dissemination.
- Each 2nd Fleet logo should have a minimum of 1/2 inch of clearance on all sides.
- This clearance area is for any text, pictures or other graphics that are accompanying the logo in all situations.
- If any text, picture or graphic needs to be closer to the logo due to space constraints, leave as much space up to the 1/2 inch as possible.



You can find all of these logos and other usable elements by clicking on the individual item you'd like to use.



- The symbols for 2nd Fleet's Lines of Effort should always be listed in ascending order or from left to right:
- Employ - Empower - Engage - Execute
- In every product using the LOEs, the accompanying symbol should be paired with the text. The Employ and Execute symbols are 1/2 inch wide and Empower and Engage are 1/2 inch high. If using more than one symbol, each one should be separated by at least 1/4 inch distance.
- The colors for each symbol are taken directly from the colors in 2nd Fleet's seal. The purple color is a combination of colors and is used for Engage to represent a joint color within the guidance of that LOE. All color codes can be found in the Color Palette section of this guide.

Header



Footer



- The 2nd Fleet letterhead represents the “from seabed to space” concept from the vision of the command.
- The lines with the three stars at the end highlights 2nd Fleet as a maneuver arm in the high north, Atlantic Ocean and Europe as the three areas that we support as a command.
- The header and footer can be used in internal and external Microsoft documents. Place the file into a Word document and adjust the size to fill across the top of the page.
- The lower bar can be used in a PowerPoint presentation or as a footer to a Word document.
- There is a blank header located in the Resource folder on the Share Drive that you may use to enter your directorate name, phone number and functional email account.

Fonts

Adobe Creative Cloud Products:

- Futura Heavy - Headlines
- Futura Demi - Subtitles
- Futura Light - Body Text



Microsoft Suite Products:

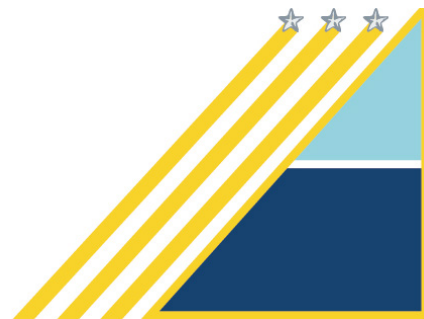
- Arial Bold - Headlines
- Arial Regular - Body Text



OTHER LOGOS & WRONG USAGE



- These are two icons that can be used together or separately to reflect 2nd Fleet’s mission and the areas we support throughout our area of operation.



- Both the light and dark blues combined represent “Florida to Finnmark” and “Seabed to Space” concepts.



- The 2nd Fleet official seal will not typically be used in gray scale or black and white. If there is an instance for an official 2nd Fleet product to use a black and white version of the seal, please contact the 2nd Fleet Public Affairs Office.

Wrong Usage



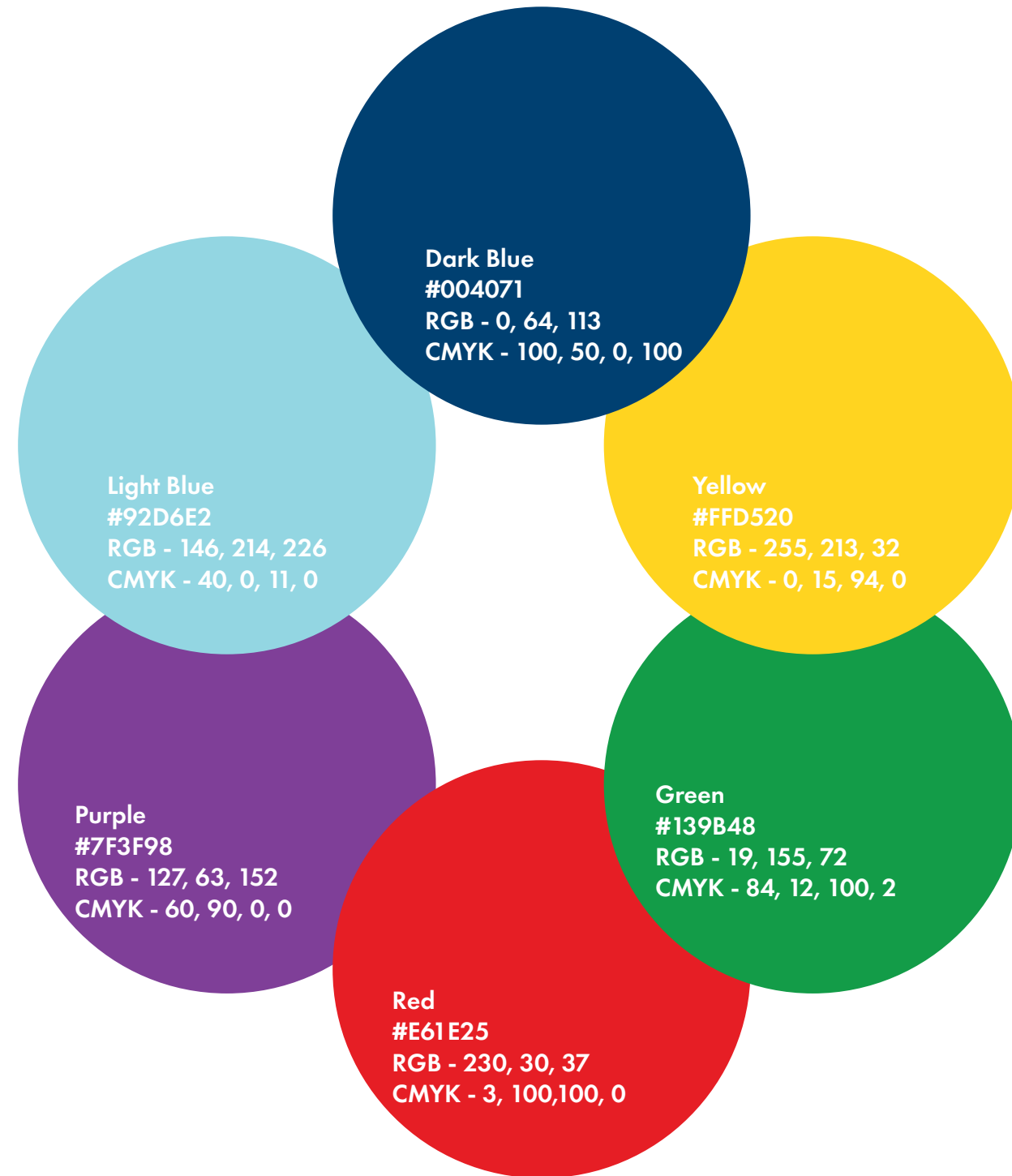
SAMPLE TEXT



SAMPLE TEXT

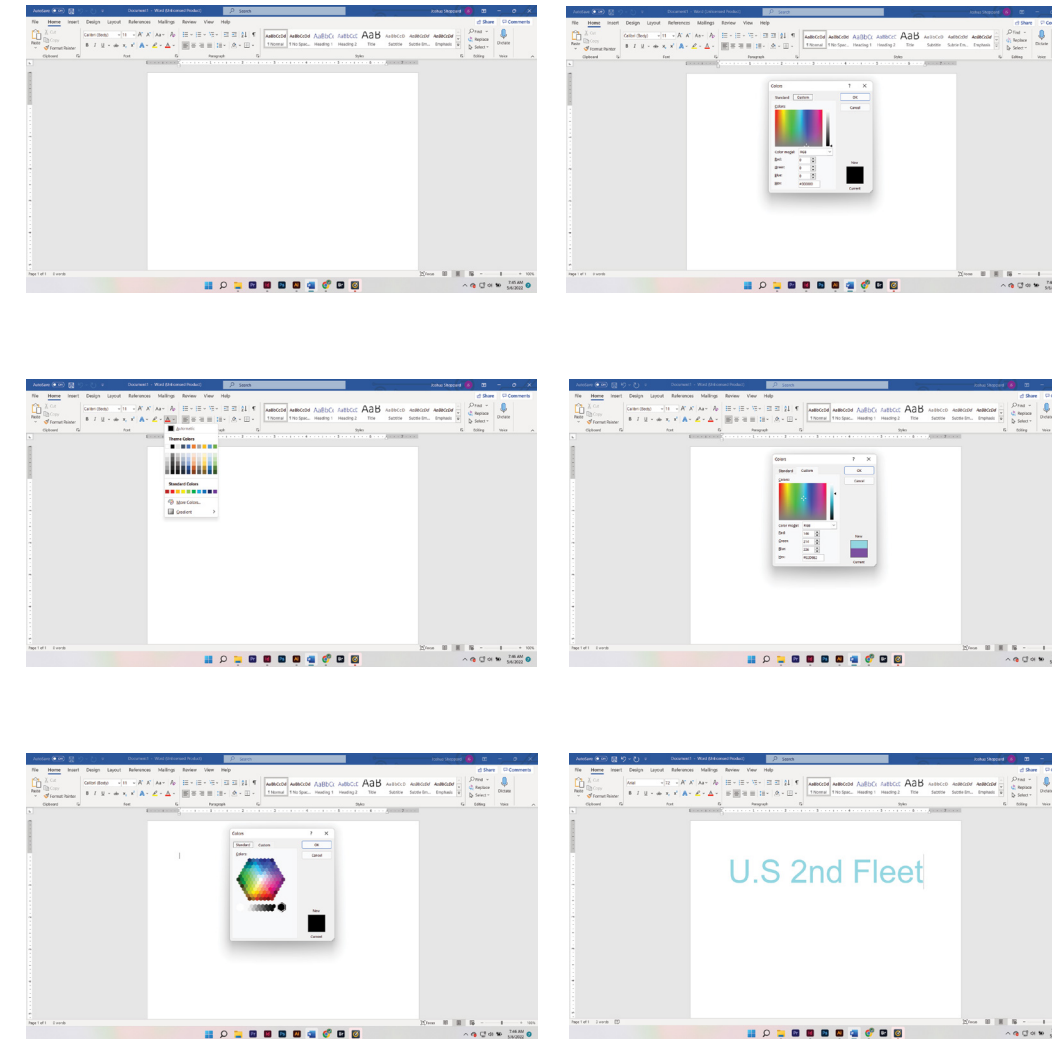
- DO NOT use colored version of any logo
- DO NOT swap “Seabed to Space” colors
- DO NOT use LOEs out of order
- DO NOT infringe on the space for any logos
- DO NOT use text on top of any logo
- DO NOT use colored text boxes in conjunction with logos
- DO NOT use reverse images of the logos, headers or other approved logos

COLOR PALETTE



Color Usage in Microsoft Programs

1. Open a new document.
2. Choose the color option for the desired effect (text, shape, fill color)
3. Select "More Colors"
4. Select "Custom"
5. Input the RGB numbers in the to boxes provided
6. Click "OK" and start work on your document



Services

The 2nd Fleet Public Affairs Office is responsible for disseminating information about the command and its activities to internal and external audiences. We provide a variety of services that include:

- Studio photos (Official Record/SOQ/Package Submissions)
- Coverage of events (2nd Fleet organizations)
- Reenlistments
- Group Photos (Directorate level participation)
- Direct support to the Commander, Chief of Staff and Fleet CMC

Most of these services require scheduling the date, time, location and desired level of coverage with one of the MCs in the 2nd Fleets Public Affairs Office. Last minute requests (within 24 hours) will not be accepted. Some of the things that 2nd Fleet Public Affairs Office DOES NOT offer include:

- Designing organizational posters or flyers
- Photoshop requests
- Designing specialty or personal use graphics
- Printing large documents

Please stop by the 2nd Fleet Public Affairs Office to place a job, ask questions about potential jobs and other services, or just stop by for a chat about what it is we do as Mass Communication Specialists or Public Affairs Officers.

We look forward to working with you!

2nd Fleet Public Affairs Office

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2nd Fleet Links

<https://www.facebook.com/US2ndFleet>

<https://www.twitter.com/us2ndfleet>

<https://www.dvidshub.net/unit/C2F>

N02P resource folder - \\NAEANRFKFS101V.nadsusea.nads.navy.mil\USFF61\$\NFLT_C2F_N08961\C2F\00a. ALL HANDS FOLDER\PAO\Branding Guide Resources

