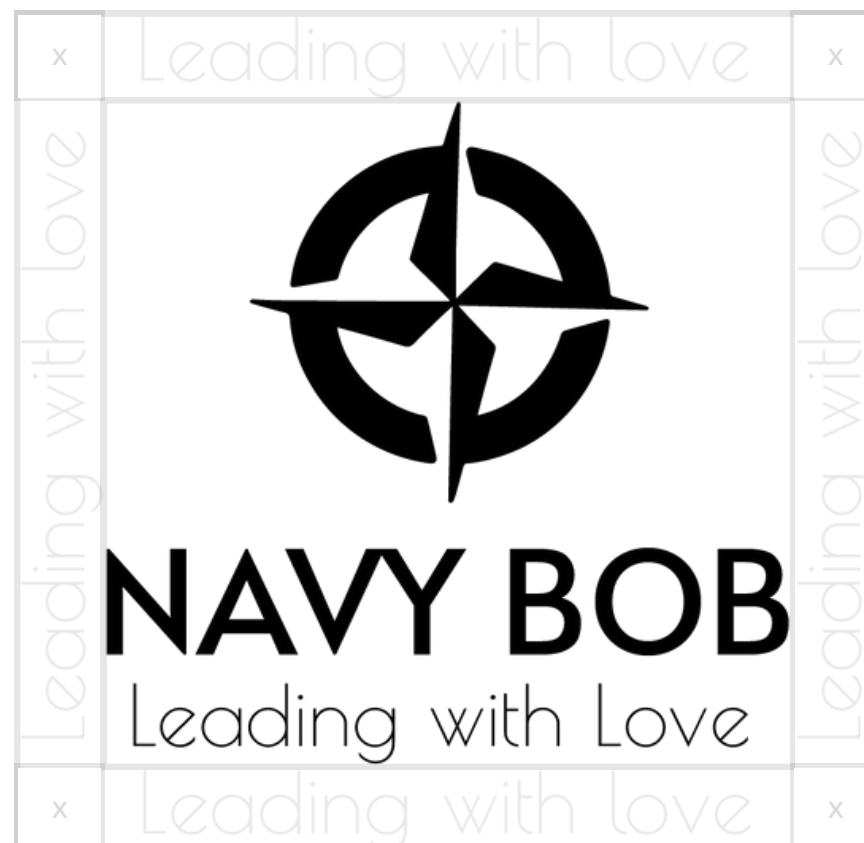




**NAVY BOB**

Leading with Love

## LOGO

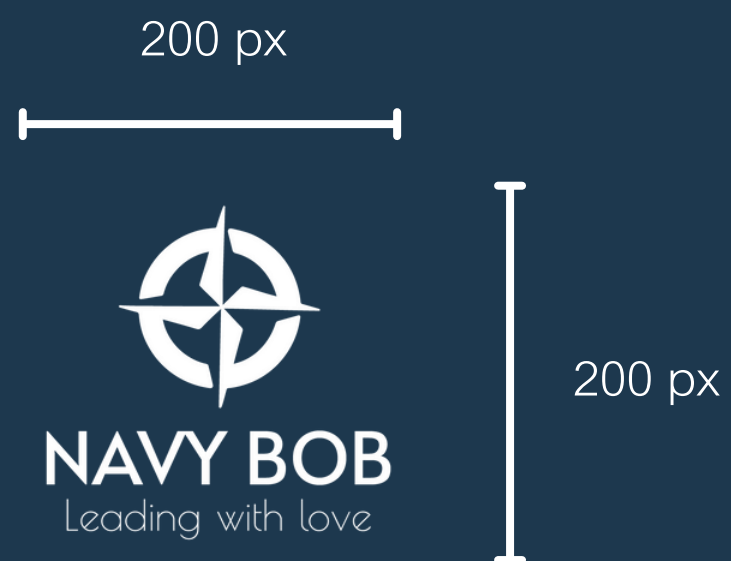
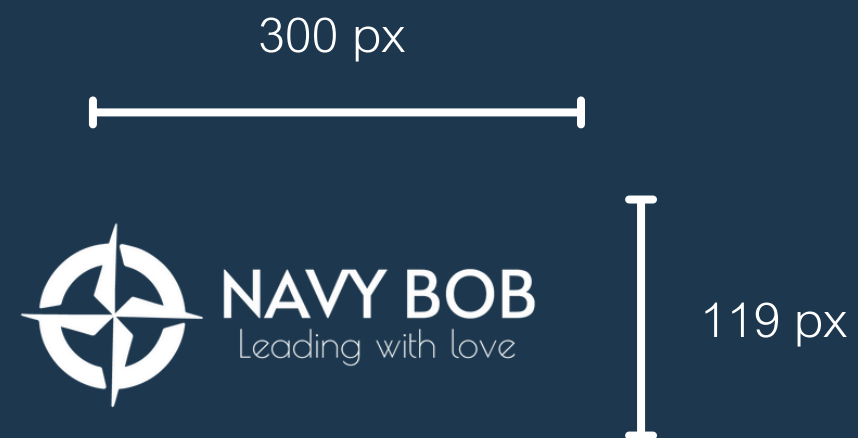


# CLEAR SPACE

To ensure legibility, always maintain a minimum clear space around the logo. This space isolates the brand from any competing graphic elements, such as other logos or text, which could conflict with the brand, clutter it and reduce its impact.

In this step, for both horizontal and vertical logos, it is suggested to keep the size of the brand slogan as a reference.

# LOGO



# MINIMUM SIZE

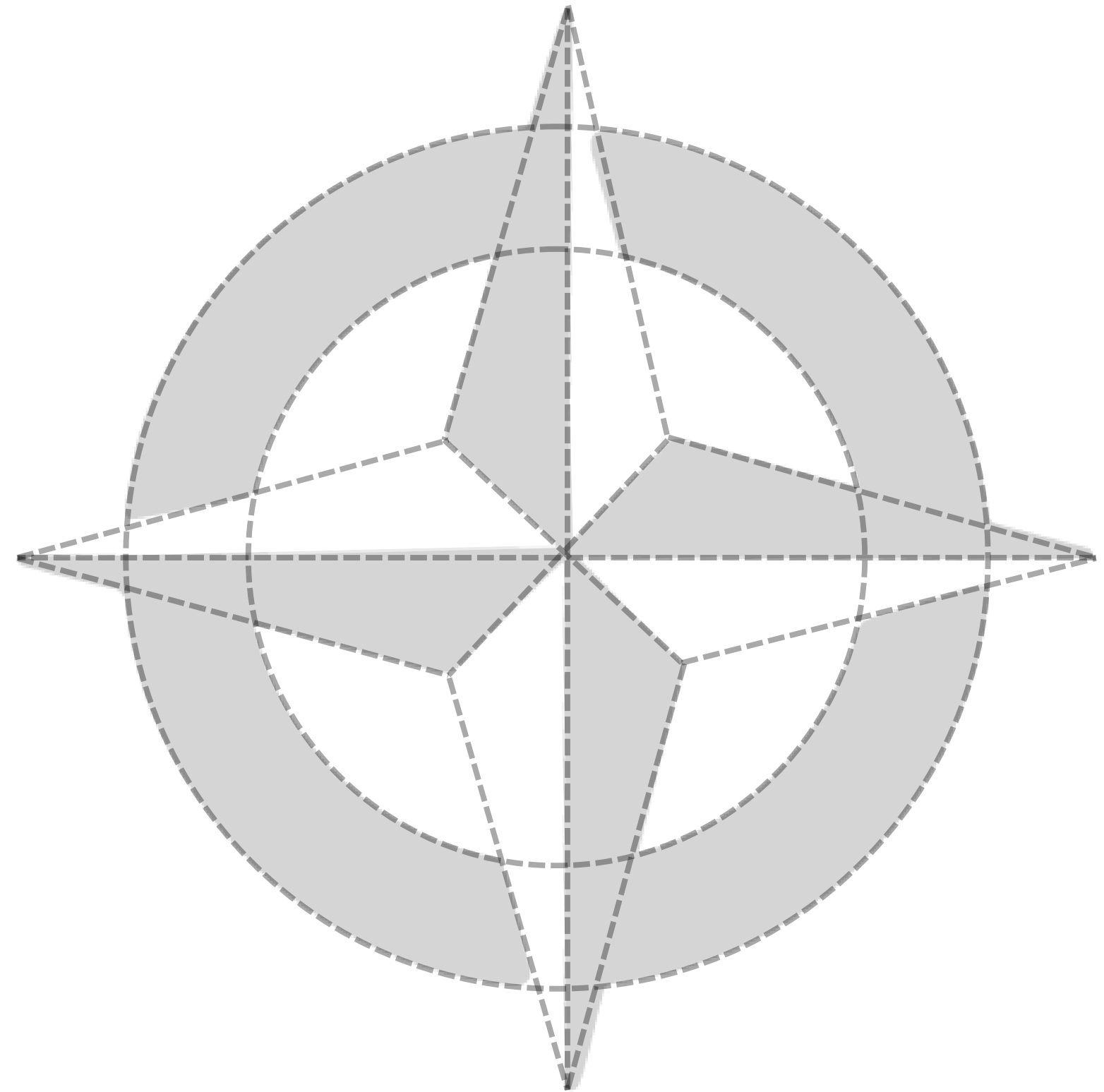
To make use of the logo, it is important to take into account the minimum size is established taking into account the legibility it must have.

These dimensions are established for digital formats, however, for physical formats it is left to your own criteria.

LOGO

# **LINES COMPOSITION**

This reference of the line and geometric composition will be necessary in case you need to make the logo again from scratch, or if you are going to add more elements, both to the logo and to the brand composition.



LOGO



**NAVY BOB**  
Leading with Love



**NAVY BOB**  
Leading with Love



**NAVY BOB**  
Leading with love



**NAVY BOB**  
Leading with love



**NAVY BOB**  
Leading with love



LOGO

**NAVY BOB**  
Leading with Love



# TYPOGRAPHY

## **AVENIR NEXT BOLD**

ABCDEFGHIYJKLMNOP  
OPQRSTUVWXYZ0  
123456789!?\*&#\_

**MAIN TYPOGRAPHY / TITLES &  
SUBTITLES**

## **CAPITAL LETTER FOR TITLES**

Lower case for subtitles,  
without bold.

TYPOGRAPHY

GEORGIA

BOLD

SPECIAL TEXT

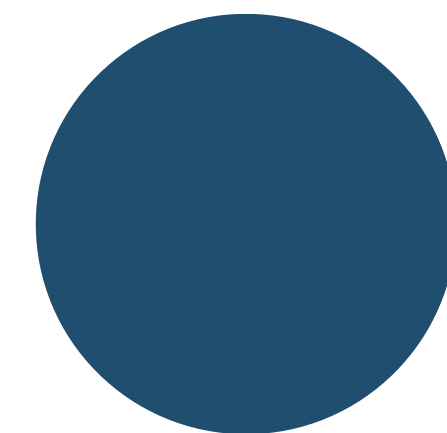
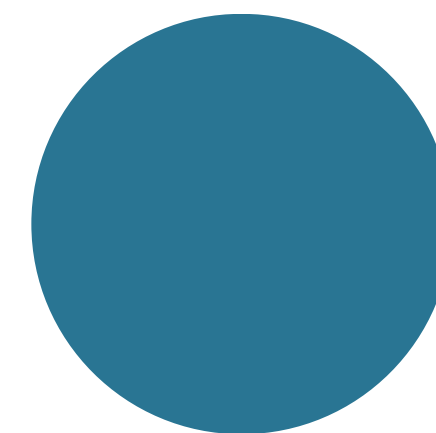
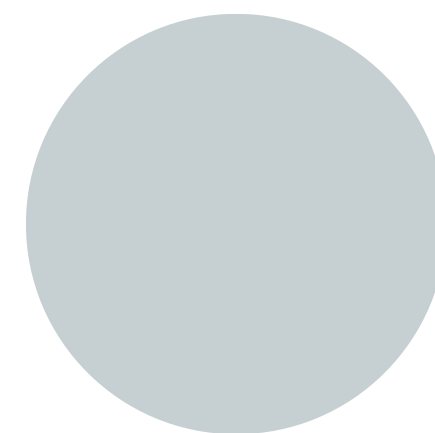
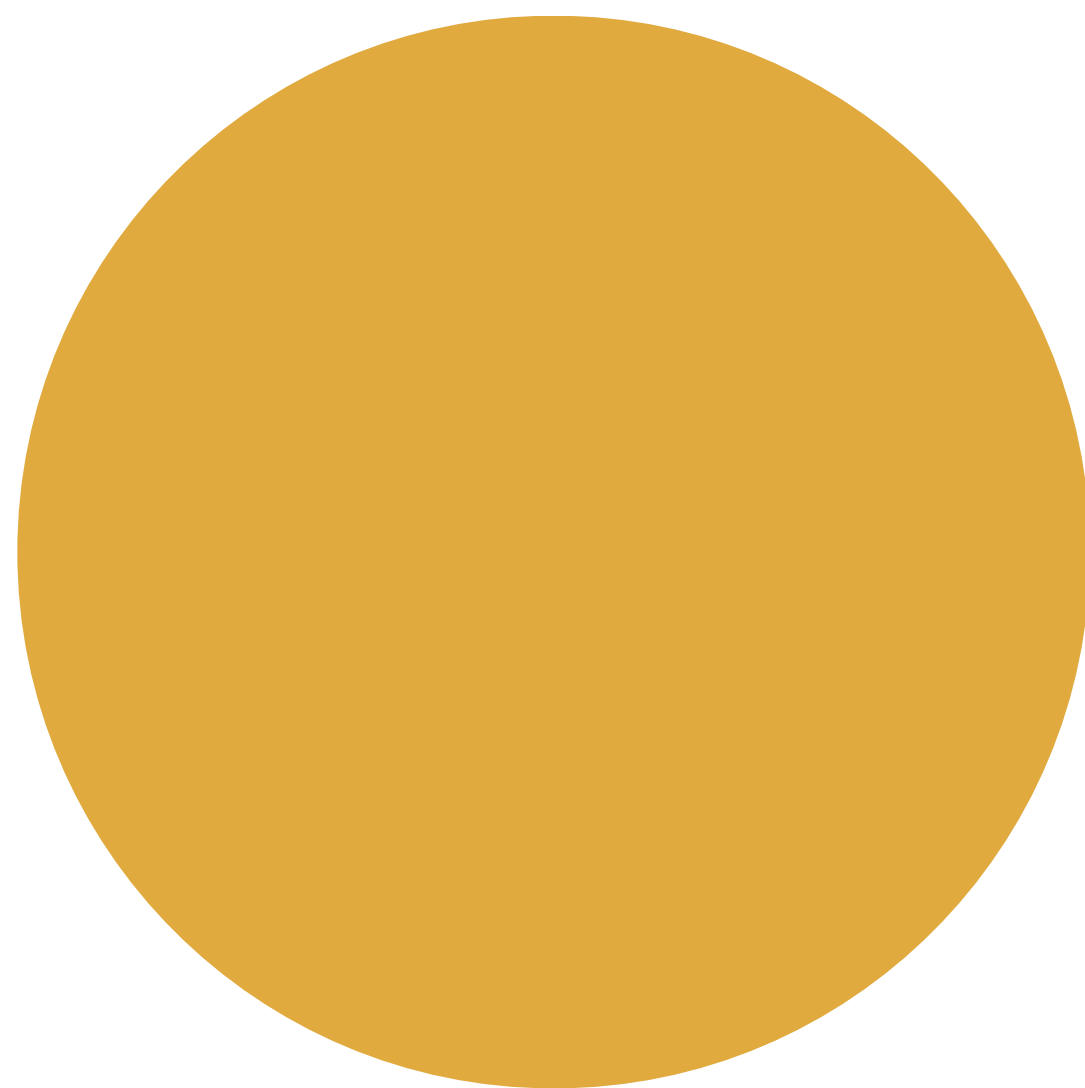
Cordia New

TEXT -----

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ0123456789!\*&#\_

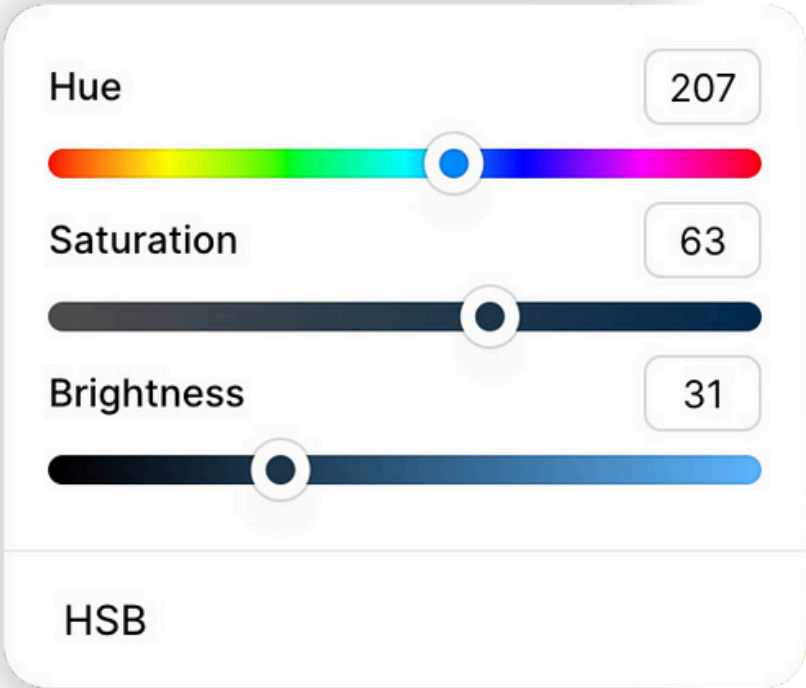
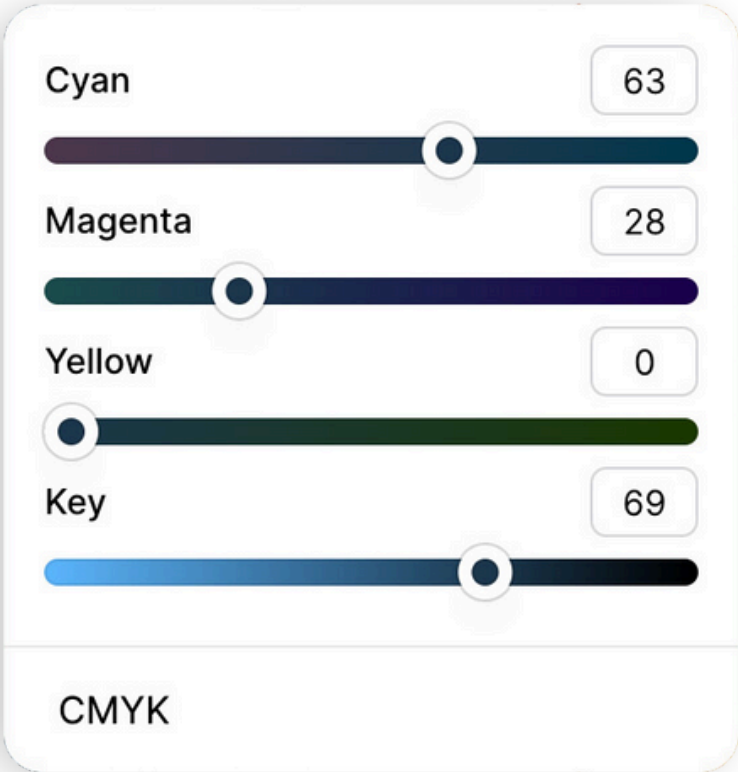
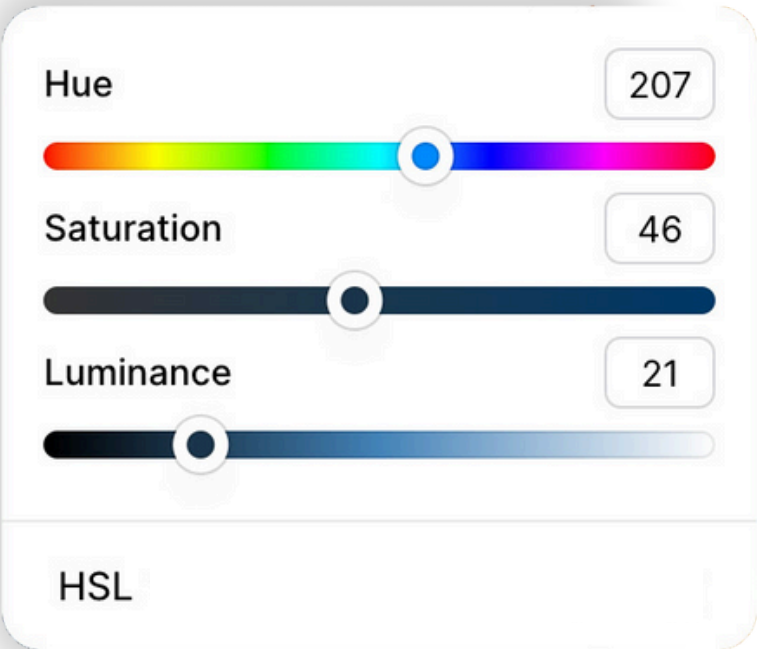
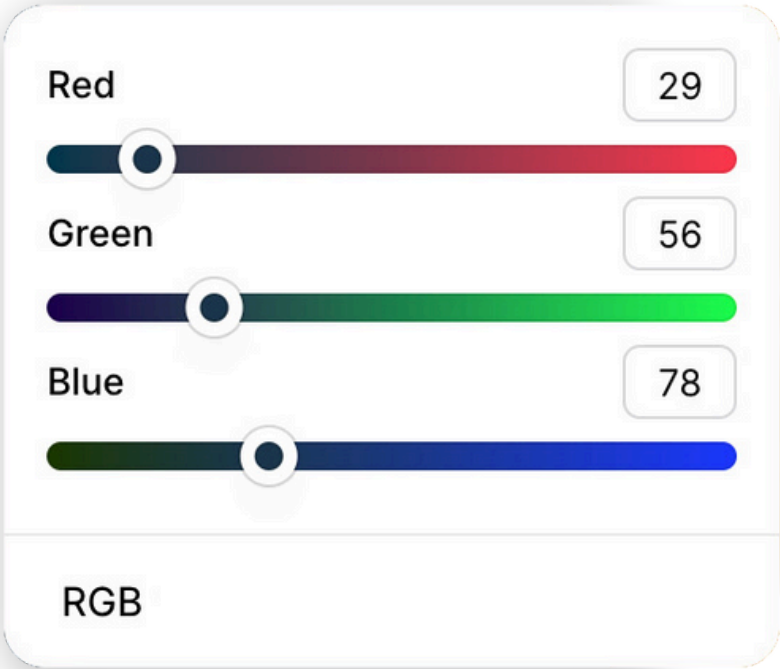




**COMPLEMENTARY**

**MAIN COLORS**

COLOR



COLOR



Red 224

Green 170

Blue 63

RGB

Hue 40

Saturation 72

Brightness 88

HSB

Cyan 0

Magenta 24

Yellow 72

Key 12

CMYK

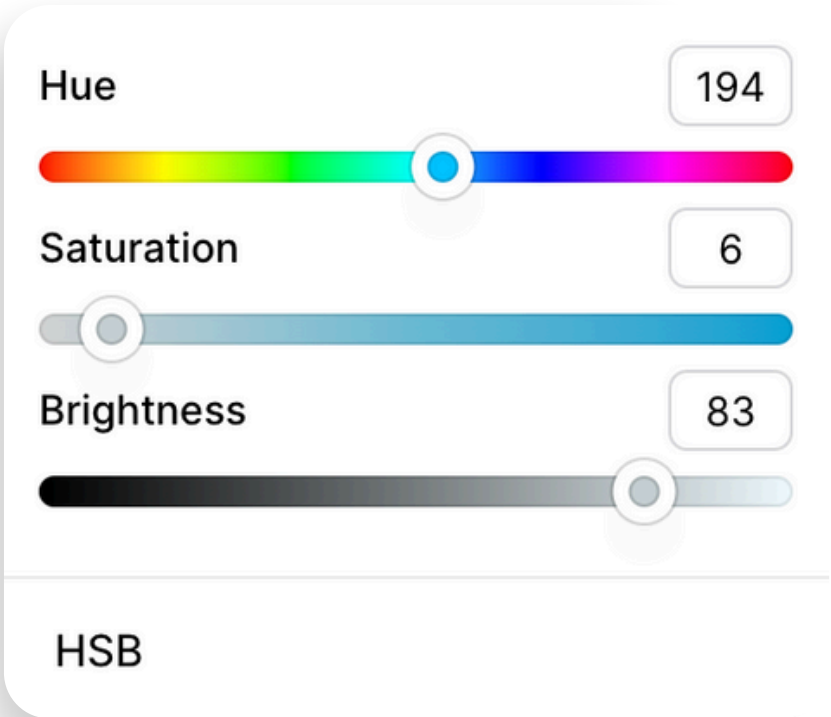
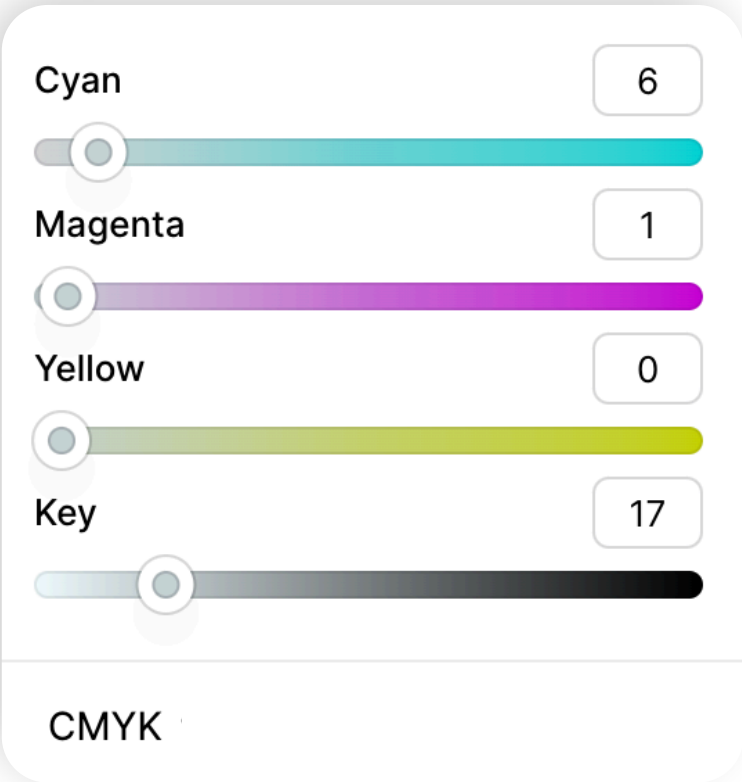
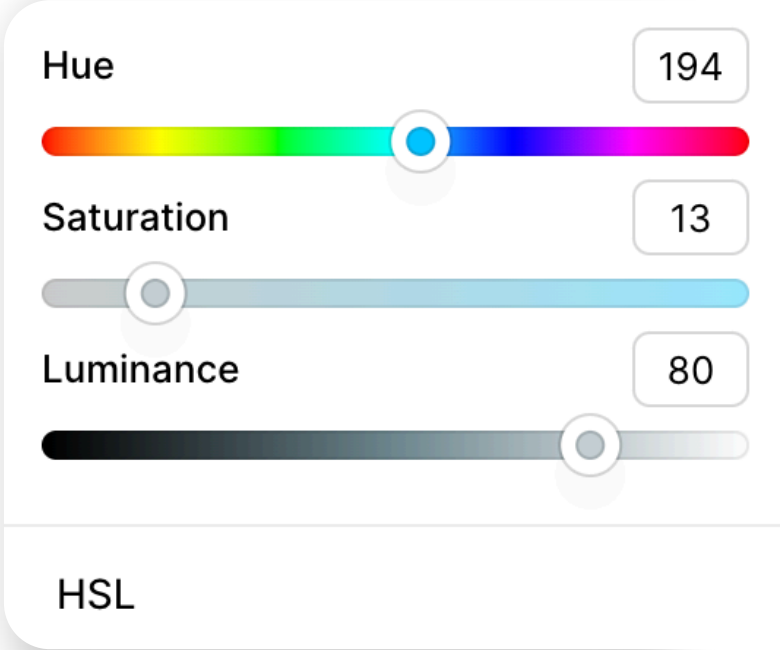
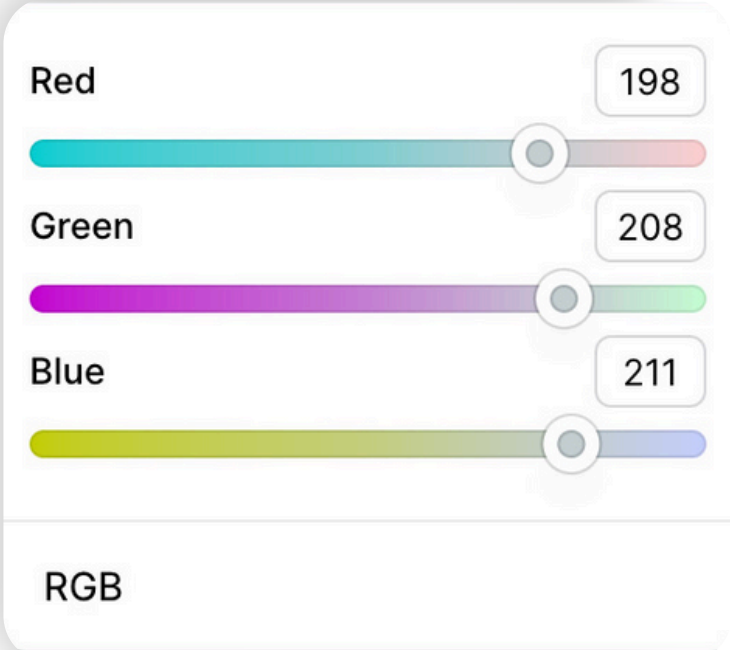
Hue 40

Saturation 72

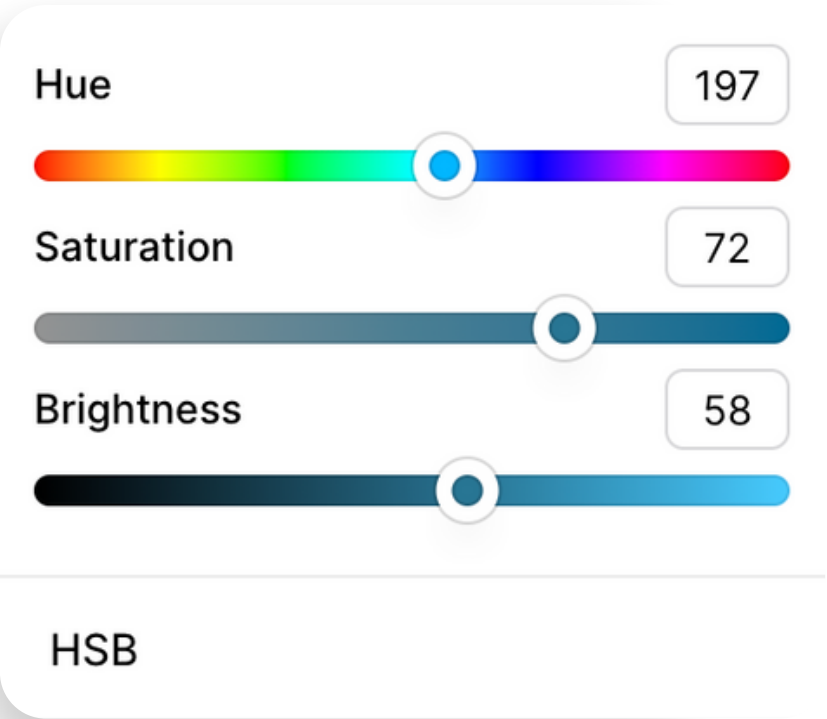
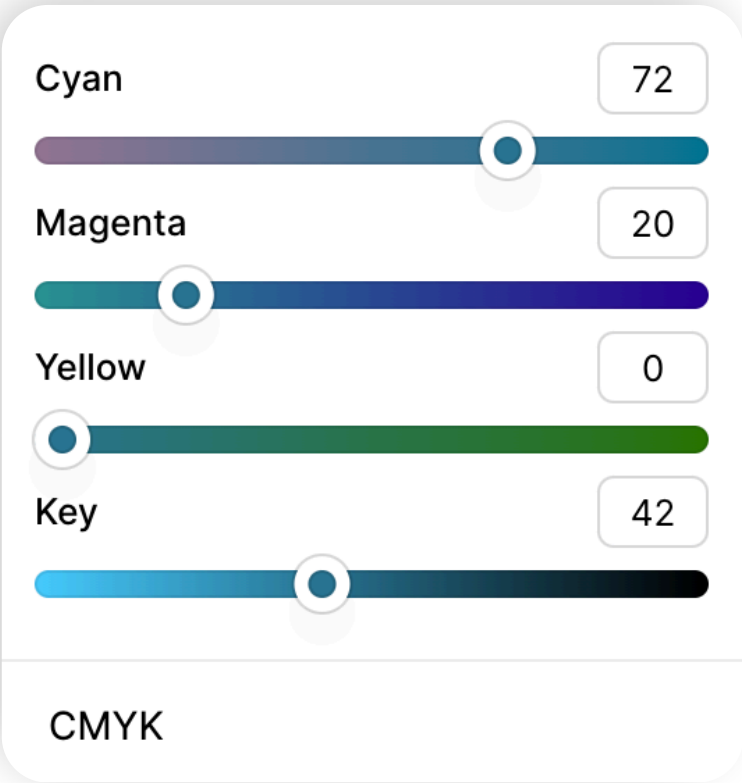
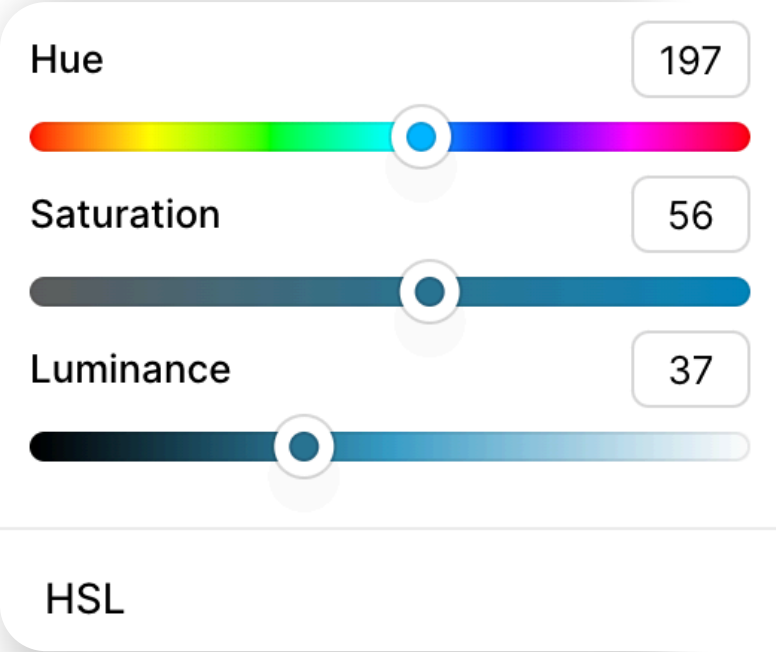
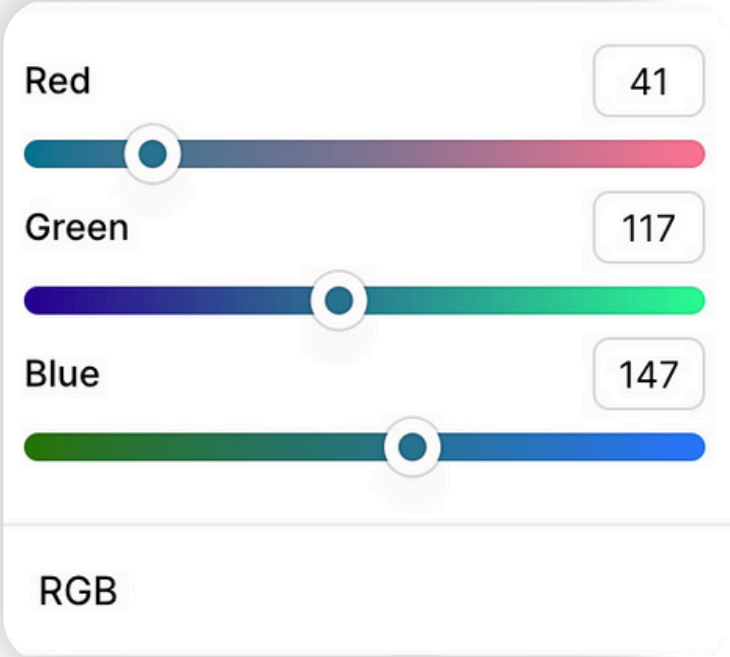
Luminance 56

HSL

COLOR



COLOR



COLOR

#204E6F

Red 32

Green 78

Blue 111

RGB

Hue 205

Saturation 55

Luminance 28

HSL

Cyan 71

Magenta 30

Yellow 0

Key 56

CMYK

Hue 205

Saturation 71

Brightness 44

HSB



## **HEALTH CARE | SAFETY**

This icon is made taking into account the brand's audience and that part of the communication, strategy and content will be oriented to this topic.



## **INNOVATION**

According to the values of the brands and services, it is important to highlight the characteristic added value which is innovation.



## **LEADING WITH LOVE**

The brand's mission should be reflected in a visual element that can be constantly referenced in the development of content and artwork.

# ICONS



## **CONSULTING**

This icon is made taking into account the brand's audience and that part of the communication, strategy and content will be oriented to this topic.



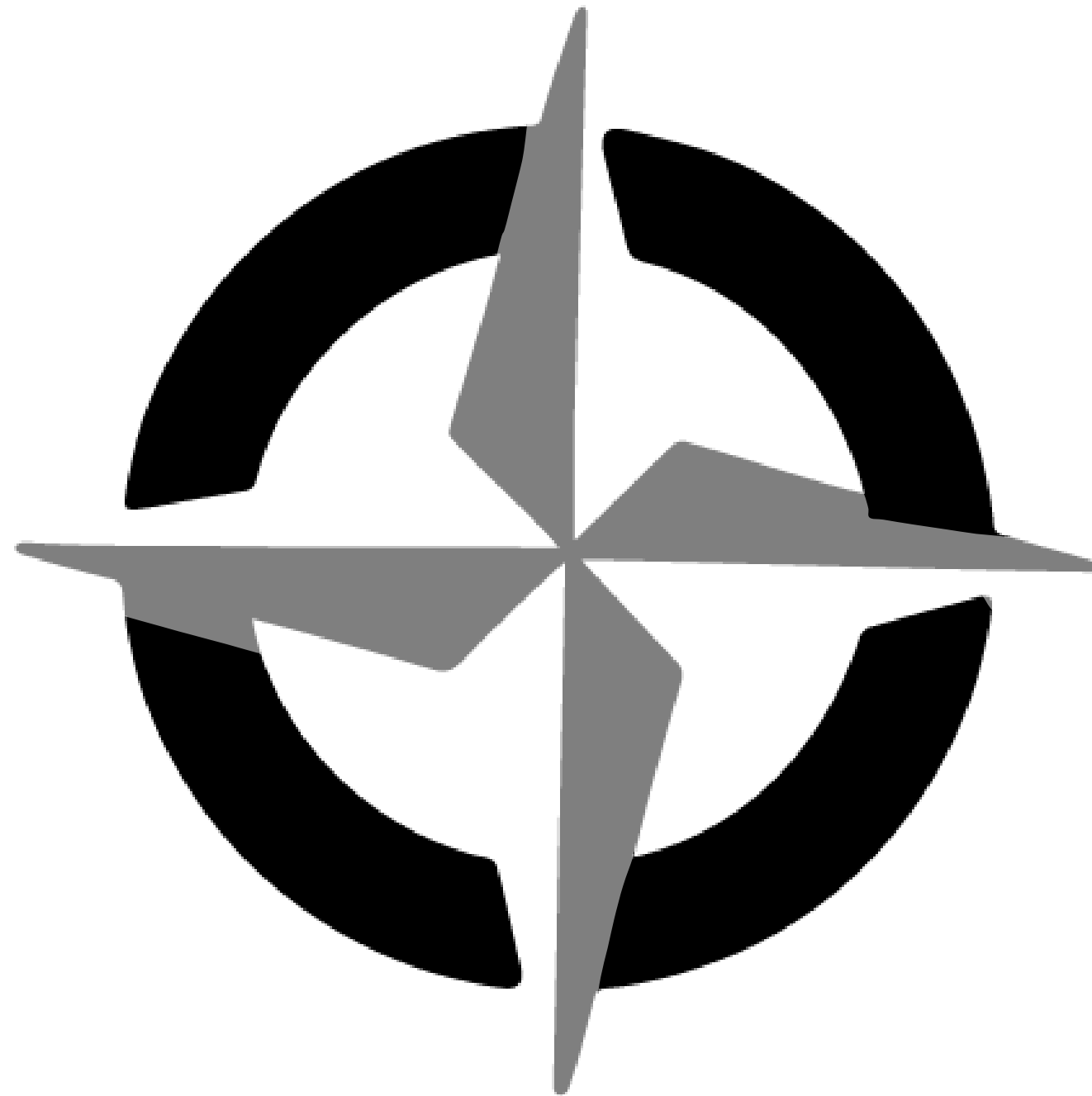
## **CONFIDENCE**

As part of the brand's core values, it is important to have a symbol that refers to and identifies the brand with this value.





VISUAL ELEMENTS



# VISUAL ELEMENTS

As the main element of the brand, the main curves of the logo will be taken into account. Emphasizing that this type of shapes will be the ones that communicate humanity, trust and closeness.

EXAMPLE



NAVY BOB

Leading with Love

Robert "Navy Bob" Roncska, DBA

[www.navybob.com](http://www.navybob.com)

SPEAKING

TRAINING

COACHING

CONSULTING



[www.navybob.com](http://www.navybob.com)

# MAIN ELEMENTS



Elements can be used in these two versions and in the different brand colors. It is recommended to use the elements in the corners and edges of the graphic piece, this will keep the elegance and sharpness of the brand.



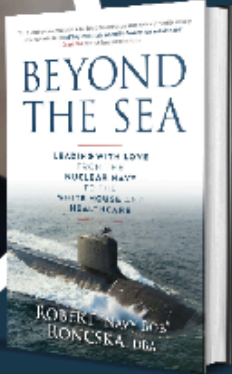

PATTERNS



# FRAME

Try to keep round frames following the logic of brand curves.

---




# BEYOND THE SEA

**LEADING WITH LOVE**  
FROM THE  
NUCLEAR NAVY  
TO THE  
WITHE HOUSE AND  
HEALTHCARE

Robert "Navy Bob" Roncska, DBA

[www.navybob.com](http://www.navybob.com)



**NAVY BOB**  
Leading with Love

# FRAME



If any format requires it, adjust the square frame to the edges of the graphic piece, in order to not highlight the framing shape.

---



**NAVY BOB**

Leading with Love