



# INTREPID MAVEN 25

OFFICIAL EXERCISE BRANDING GUIDE APPROVED BY MARCENT



# TABLE OF CONTENTS

1. Title Page
2. Table of Contents
3. Read Me
4. Typography
5. Logos
6. Video Title Graphics
7. Video Title Examples
8. Lower Third Text Example
9. Lower Third Example
10. Mobile Graphics
11. Mobile Graphic Examples
12. Points of Contact

# READ ME

Pg.3

Welcome to the U.S. Marine Corps Forces Central Command 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 logo 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 Intrepid Maven 25 Public Affairs Guidance, our guidelines underscore precision, discipline, and respect. When interacting with the media, adhere to approved messaging and refrain 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 that define our organization. These principles ensure our brand remains synonymous with excellence, in exporting the Marine Corps brand.



# TYPOGRAPHY

## **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

Pg.5



**The United States Marine Corps Eagle, Globe, and Anchor logo is the ONLY logo approved to be used for INTREPID MAVEN 25 COMMSTRAT Products.**

# VIDEO TITLES



**INTREPID  
MAVEN 25**



**INTREPID  
MAVEN 25**



**INTREPID  
MAVEN 25**



**INTREPID  
MAVEN 25**

# VIDEO TITLE EXAMPLES

Pg.7



# LOWER THIRD TEXT EXAMPLE

Pg.8

1. U.S. Marine Corps Forces, Central Command  
**Maj. Gen. Chris McPhillips**  
Commander
2. **Lance Cpl. Alexander Knipp**  
Assault Amphibious Vehicle Crewman

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



# LOWER THIRD EXAMPLES

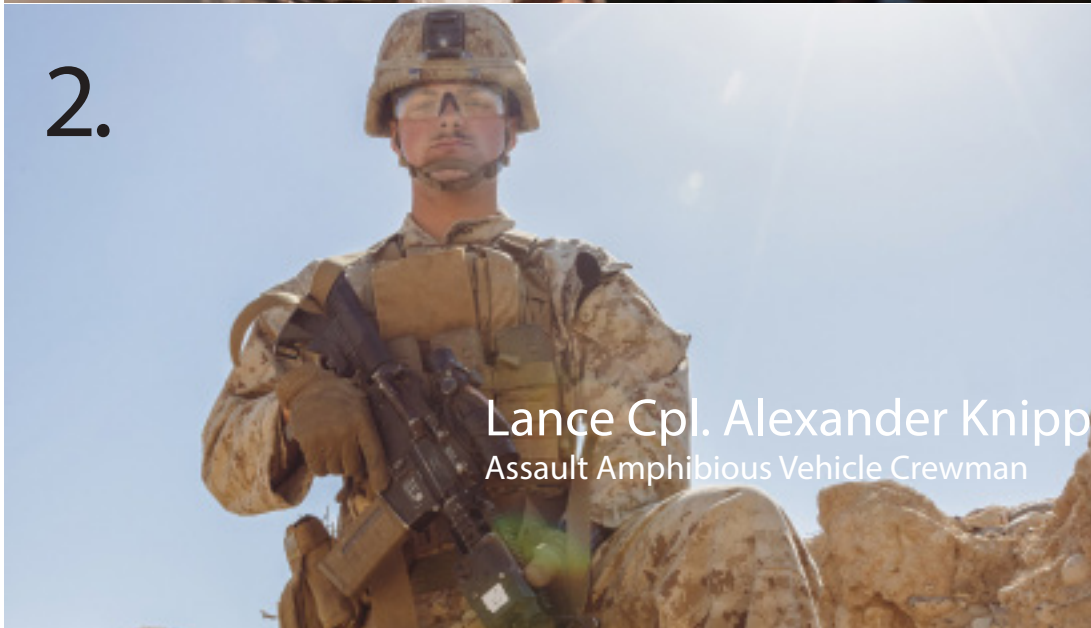
Pg.9

1.



U.S. Marine Corps Forces, Central Command  
**Maj. Gen. Chris McPhillips**  
Commander

2.



**Lance Cpl. Alexander Knipp**  
Assault Amphibious Vehicle Crewman

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

# MOBILE GRAPHICS

Pg.10



# MOBILE GRAPHICS EXAMPLES

Pg.11



# POINTS OF CONTACT

Pg.12

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Content downloadable here:

<https://www.marcent.marines.mil/Exercises/Intrepid-Maven-Series/>