



# RHUMB LINES

*Straight Lines to Navigate By*



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## “America’s Navy – A Global Force for Good”

*“What our Sailors accomplished in Haiti was simply extraordinary. Every Sailor I have spoken with has shared amazing stories that clearly demonstrate that “global force for good” is not just a clever marketing tool. It is the reality of our Navy, embedded in our culture and part of our history.”*

– Adm. John C. Harvey, Jr., Commander, U.S. Fleet Forces Command

One year ago, the Navy launched its new brand – “America’s Navy: A global force for good.” It received positive reviews from Sailors, potential future Sailors, and members of the general public who influence those interested in serving in the Navy. In 2010, “The Calling” television commercial was released, along with a series of videos, posters and social media updates. These products explain the Navy culture exceptionally well and are available at [www.cnrc.navy.mil](http://www.cnrc.navy.mil).

### America’s Navy – A Global Force for Good: Year Two

- As the Navy looks forward to a second year with this new brand, it is producing two 30-second television commercials which will emphasize the “force” and the “good” from within the brand.
- The Navy will continue to develop brand content, such as photos, posters and videos, to support the efforts of [Navy.mil](http://Navy.mil), [Navy.com](http://Navy.com) and social media in communicating with the American public.
- Navy leaders should brand all their communication products. Additionally, leaders should reference America’s Navy – A global force for good in their speeches and presentations to both internal and external audiences. Style guides along with downloadable brand images are available at [www.cnrc.navy.mil/pao](http://www.cnrc.navy.mil/pao).

### America’s Navy – A Global Force for Good: Tied to our Maritime Strategy

- A [Cooperative Strategy for 21<sup>st</sup> Century Seapower](#) refers to the Navy as a “force for good, protecting the nation’s vital interests as it joins others to promote security and stability across the globe.”
- The Navy brand applies to all six tenets of the Maritime Strategy: forward presence, deterrence, sea control, power projection, maritime security and humanitarian assistance/disaster response.
- The Navy brand describes how maritime power protects vital U.S. interests in an increasingly interconnected and uncertain world.

The “good” the Navy performs everyday takes many forms, from bombs on target, to humanitarian assistance in Haiti, and advanced training and education for the Navy workforce.

### Key Messages

- Sailors developed “America’s Navy – A global force for good,” a brand that speaks directly to a generation of young people who are called to put service before self.
- America’s Navy is very much a global force for good, on station around the world and around the clock, deterring aggression, keeping the sea lanes open for free trade, and projecting power.
- Use [“How the Navy Protects America”](#) to communicate with and educate the American people about America’s Navy – A global force for good.

### Facts & Figures

- “America’s Navy – A global force for good” is the 5<sup>th</sup> slogan developed since 1973. The Navy’s longest running slogan was “Navy. It’s not just a job, it’s an adventure” (1976-1996).
- The new Navy brand has been referenced more than 48,000 times on social media sites in 2010.
- The Navy exceeded both its officer and enlisted, active and reserve recruiting goals for 2010.
- More than 65% of new recruits who are aware of the Navy brand like it based on a survey of more than 3,500 recruits.