



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS WEST-MARINE CORPS BASE
BOX 555010
CAMP PENDLETON, CALIFORNIA 92055-5010

MCCSSOP 5700.1
MCCSMKT
JUL 09 2025

MCCS STANDARD OPERATING PROCEDURE 5700.1

From: Assistant Chief of Staff, Marine Corps Community Services
To: Distribution List

Subj: MARINE CORPS COMMUNITY SERVICES MARKETING SUPPORT AND PROCEDURES

Ref: (a) U.S. Marine Corps 2021 Social Media Handbook
(b) SECNAVINST 5720.44C Public Affairs Policy and Regulations
(c) DoDI 5400.17 Official Use of Social Media for Public Affairs
(d) MCIWEST-MCB CAMPEN Order 5800.1, General Order 1-17: Responsible Social Media Use
(e) DoDI 1015.10, Military Morale, Welfare, and Recreation Programs
(f) MCO PL700.27, Marine Corps Community Services Policy Manual
(g) Commandant of the Marine Corps Finance and Accounting Standardization Guidelines 001-16 Accounting for Commercial Sponsorship
(h) Joint Ethics Regulation
(i) MCIWEST-MCB CAMPEN Order 5760.1A, Marine Corps Installations West-Marine Corps Base, Camp Pendleton Regional Policy, Procedures and Support for Non-Federal Entities

Encl: (1) Marketing Request Flow Chart
(2) MCCS Branding Guide
(3) Social Media Appointment Letter
(4) Special Events Worksheet

1. Situation. All Marine Corps Community Services (MCCS) employees require guidance for the management and execution of Marketing Division (MKT) requests and support aboard Marine Corps Base Camp Pendleton (MCB CampPen), Marine Corps Air Station Camp Pendleton (MCAS CampPen), Marine Corps Logistics Base (MCLB) Barstow, and Marine Corps Air Station (MCAS) Yuma.

2. Cancellation. MCCS Policy Letter (PL) 1-12, MCCS PL 1-13, MCCS PL 1-14, MCCS PL 1-15, and MCCS PL 1-18.

3. Mission. To establish a Standard Operating Procedure (SOP) for the management of marketing, sponsorship, and design requests for MCCS aboard MCB CampPen, MCAS CampPen, MCLB Barstow, and MCAS Yuma.

4. Execution. Division Directors within MCCS will ensure compliance with the contents of this SOP.

5. Administration and Logistics. SOPs issued by this Headquarters are published and distributed electronically via email. An electronic version can be found at: https://usmc.sharepoint-mil.us/sites/mciwest_mccs/IR/CP/HQ%20Documents?viewpath=%2Fsites%2Fmciwest%5Fmccs%2FIR%2FCP%2FHQ%20Documents.

6. Command and Signal

a. Command. This SOP is applicable to all MCCS activities and facilities located aboard MCB CamPen, MCAS CamPen, MCLB Barstow, and MCAS Yuma.

b. Signal. This SOP is effective the date signed.


A. I. CISNEROS

DISTRIBUTION:
MCCS MCB CamPen
MCCS MCLB Barstow
MCCS MCAS Yuma

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Chapter 1

Marketing1. Marketing Requests

a. Marketing requests for programs or events will be submitted no later than 100 days prior to the event. All marketing requests must be submitted using the online Marketing Request Form located at <https://pendleton.usmc-mccs.org/marketing> for MCB CamPen and MCAS CamPen; <https://barstow.usmc-mccs.org/marketing> for MCLB Barstow; and <https://yuma.usmc-mccs.org/marketing> for MCAS Yuma; and will be processed in accordance with enclosure (1).

b. Marketing requests received fewer than 99 calendar days from the event date must be submitted by the Division Director or Deputy Director. Due to the nature of deliverable creation timelines and MKT resource scheduling, last-minute events will receive limited promotion determined by the MKT Director.

c. MKT will use careful discretion in consideration of the amount of support required for each request. Factors taken into consideration include project timelines, competing events, anticipated customers served, perceived public goodwill, anticipated revenue, and/or sponsorship involvement. The design and proofing process may take up to 45 days for completion.

2. Deliverables

a. All marketing requests will receive, at minimum, one promotional deliverable.

b. Program Managers will receive no more than three proofs for deliverables and must proofread to ensure content accuracy in each revision. Any revisions beyond three proofs must be submitted by the Program Manager's Supervisor to the Marketing Account Manager (MAM) for consideration.

c. Client-approved digital campaign materials that contain errors and require revisions will be removed from active promotion, updated, and relaunched within three business days.

d. Client-approved promotional materials that contain errors and require reprinting will be the financial responsibility of the requesting program or division.

3. Tasksa. Program/Event Manager

(1) Submit a marketing request at least 100 days prior to the event or the opening of registration.

(2) Complete an accurate and thorough review of all content deliverables within five business days of receipt.

(3) Complete an accurate and thorough review of all web content within one business day of posting for accuracy.

b. MKT

(1) MAM

(a) Review the request and contact the client to ensure all information is accurate and final. The client will receive up to three contact attempts to confirm information. This must be done prior to any further action taken on the request.

(b) Within 90 days prior to event date, the MAM conducts a consultation with the Program Manager to complete the campaign planning and development.

(c) Generate an initial request and submit to the Design Branch within 15 business days of the consultation with the Program Manager. Additional sponsorship will not be accepted once material has been submitted to the Design Branch.

(d) Collaborate with clients during the proofing process.

(e) Send print materials to production vendors and/or schedule digital campaigns and uploads once the final proof is approved.

(f) Launch the campaign on all applicable digital platforms and/or provide printed materials to client no later than pre-determined date prior to the event.

(2) Digital Production Coordinator. Programs the digital displays and marquees as per enclosure (2).

(3) Graphics Design Team. Executes design and web-updates.

Chapter 2

Marquees and MCCS TVs

1. General. MKT maintains custody and control of certain digital platforms aboard MCB CamPen, MCAS CamPen, MCLB Barstow, and MCAS Yuma. These digital platforms serve to standardize advertising while effectively displaying brand consistency and awareness. All messages will be scheduled on a space-available basis at the discretion of MKT.

2. Design

a. MKT will utilize enclosure (2), which is subject to change.

b. Effective designs consist of an eight-second short format video with an easily readable message and an offer or reason to utilize the activity, business, or special event.

c. The following websites will be used in lieu of phone numbers on messages: mccscp.com for MCB CamPen and MCAS CamPen; Barstow.usmc-mccs.org for MCLB Barstow; and mccsyuma.com for MCAS Yuma.

3. Advertising Cost

a. Direct-run MCCS businesses/activities will not incur charges for electronic messages.

b. Indirect-run MCCS contracted businesses will receive a 20 percent discount off current listed pricing per message for a 4-week period. New charges will be incurred for each new message.

4. Official MCB CamPen, MCAS CamPen, MCLB Barstow, and MCAS Yuma Requests

a. MCCS will support MCB CamPen, MCAS CamPen, MCLB Barstow, and MCAS Yuma marquee requests as applicable, at no charge. Supportable event requests include:

(1) Changes of Command, Posts and Relief, and Retirement Ceremonies for groups/regiments with O6-level Commanders and their respective Sergeants Major.

(2) Hazardous weather.

(3) Emergency notifications.

(4) General installation announcements.

5. Restrictions. MCCS is not authorized to provide marquee support to non-federal entities or 501(c)(3) charitable organizations without a current commercial sponsorship agreement.

Chapter 3

Social Media

1. General. Social media is a critical tool for providing information and promoting MCCS programs and services. Guidance is needed to ensure professional content is posted by responsible parties and MCCS standards are met on all social media accounts.

2. Mission. Promote the efficacy of the complete MCCS portfolio of products, programs, and services to improve the quality of life for Marines and their families by boosting the visibility of crisis response and prevention resources. MCCS strives to provide program information in a creative and professional format across all social media platforms; to establish professional standards for the creation, updating, and maintenance of content on all social media platforms; and to train designated MCCS personnel on social media instructions and references.

3. Social Media Accounts

a. Social media accounts are just one component of MKT's strategic communications plan, which maximizes the visibility and promotion of all MCCS programs and services. Content on these sites may be perceived by patrons and the public as the official view of the United States Marine Corps (USMC), Department of Defense (DoD), and/or the United States (U.S.) government. Therefore, content must always demonstrate the utmost professional quality.

b. MKT will maintain cognizance of all social media platform management, development, content, and compliance, with references (a) through (d), on all accounts. Any incidence of noncompliance within these regulations will be reported by the MKT Director to the Assistant Chief of Staff (AC/S), MCCS within 24 hours of discovery.

c. Any social media accounts that have been abandoned in excess of 60 calendar days will be deleted and not reinstated, as per enclosure (3).

d. MKT will be the sole creator and administrator of all official MCCS social media accounts. Any unauthorized accounts must be deleted within 24 hours of notification.

4. Tasks

a. Digital Media Specialist

(1) Complete Operational Security (OPSEC) Training annually via ETHOS and accurately implement USMC social media operating procedures and guidance, to include guidance outlined in reference (d).

(2) Implement guidance in accordance with references (a) through (c). The Digital Media Specialist will be responsible for all content on social media accounts as it pertains to suitability of publicly accessible material.

(3) Ensure that an annual privacy assessment is conducted on all social media accounts to ensure compliance with Federal, Department of Navy (DON), and DoD policies.

(4) Immediately report any violation of social media usage to the MKT Director.

(5) Be responsible for the overall appearance of social media accounts. Review all content posted on social media accounts to ensure consistency and accuracy of information; correctness of grammar, spelling, and punctuation; and adherence to the mission.

(6) Remove any posting with extensive errors from the social media account and return to the editor to revise and repost. Any post determined to be not in compliance with this policy will be forwarded to the Division/Branch Head for review.

(7) Prepare appointment letters for all Division Social Media Editors using enclosure (3). Maintain a list of all Division Social Media Editors and ensure a copy of their appointment letter is on file.

b. Division/Branch Heads

(1) Nominate a representative for the Division or Branch oversee the Division or Branch Social Media Editors and notify the MKT Digital Media Specialist of such nomination via email.

(2) Notify the Digital Media Specialist immediately of any changes in Division/Branch Social Media Editor status.

c. Social Media Editors

(1) Attend initial training, quarterly meetings, and refresher trainings hosted by MKT.

(2) Respond to email requests from the Digital Media Specialist within one business day.

(3) Confirm content does not contain classified, sensitive, Privacy Act information, or information that violates MCCS or USMC policy in accordance with reference (a).

(4) Vet content for accuracy and precision, post in accordance with training provided by the MKT Digital Media Specialist.

5. Official Responsibility

a. Only the MKT Digital Media Specialist and assigned Division Social Media Editors are allowed to post and respond to content regarding MCCS activities, events, business practices, and facility details and/or conditions. All official posts and responses shall be on authorized MCCS social media accounts only.

b. Except for the aforementioned personnel above, MCCS employees may not comment in an official capacity on behalf of MCCS, the USMC, or the DON.

c. MCCS employees are free to comment as a patron participating in an activity or event as long as such participation is in a personal capacity only. MCCS employees must ensure their activity on social media complies with standards of conduct and any other applicable laws, such as agency supplemental regulations and agency-specific policies.

Chapter 4

Sponsorship1. General

a. Sponsorship is a business arrangement between MCCS and Non-Federal Entities (NFEs), which enhances a program or event. Commercial Sponsorship Agreements (CSAs) for advertising and sponsorship are required to ensure MCCS standards are met by both MCCS and the NFE. MCCS must provide something of equal value in exchange for support, not to be confused with a donation program. Sponsorship is the act of an individual, agency, association, company, corporation, or other entity ("sponsor") providing assistance, funding, goods, equipment (including fixed assets), or services to MCCS programs and/or events for a pre-determined period of time in return for public recognition or advertising promotions.

b. Commercial sponsorship is authorized in accordance with reference (e). It does not include volunteer work or activities, or outright donations where no volunteer or donor recognition or acknowledgement is expected or required. This program does not include nor refer to those products and services that are considered gifts or donations, nor those items considered to be premiums, coupons, or limited samples. Any funds, products, services, or items from commercial sponsorship programs shall be used only for MCCS programs. Commercial sponsorship may either be unsolicited or solicited.

2. Policy

a. The MKT Commercial Sponsorship Department (Dept) is the only authorized entity aboard MCB CamPen, MCAS CamPen, MCLB Barstow, and MCAS Yuma that may solicit corporate sponsorship and/or advertising support via cash or goods/services. Sponsorship is not guaranteed and may only be solicited and used to enhance events or activities directly associated with MCCS programs.

b. The Commercial Sponsorship Dept is authorized to solicit sponsorship, including in-kind sponsorship.

c. Sponsorship is not intended to fund an MCCS event. The event should stand alone if sponsorship is not obtained. CSAs cannot be obtained for non-MCCS events.

d. Sponsorship is not a donation; it is the recognition at an MCCS event in exchange for goods or services. Sponsorship and advertising offers will be declined if the sponsor or goods offered would reflect unfavorably on the USMC or the DoD (e.g. tobacco products, gambling).

e. MKT will maintain oversight on solicitation, development of clients, drafting of CSAs, and ensure compliance with all Federal, DoD, and DON regulations. Any incidence of noncompliance with these regulations will be reported to the AC/S MCCS within 24 hours of discovery.

f. As required by reference (e), the AC/S MCCS or Deputy AC/S MCCS will be utilized to engage in CSAs on behalf of Category C programs.

g. The success of MCCS Sponsorship is contingent upon the team effort of all MCCS personnel on MCB CamPen, MCAS CamPen, MCLB Barstow, and MCAS Yuma representing the Divisions and Branches. Programs that have sponsors on-site

for their events are asked to coordinate the event and installation access logistics for their event with the sponsors.

3. Types of Commercial Sponsorship

a. Solicited Sponsorship. Solicited sponsorship is specifically solicited on behalf of the MCCS program and/or event from a potential sponsor willing to provide support for the mutual benefit of the sponsor and the MCCS Morale, Welfare, and Recreation (MWR) program and/or event. The Commercial Sponsorship Dept focuses solicitation efforts of MCCS programs, events, and advertising opportunities, allowing for revenue generation going towards programs and events directly benefiting Service Members and their families aboard MCIWEST-MCB CAMPEN installations.

(1) The DoD Components and Military Services develop written procedures and guidelines for commercial sponsorship programs. These entities maintain records on the value of commercial sponsorship funding, both solicited and unsolicited, with a separate breakout of the value of unsolicited alcohol.

(2) Commercial Sponsorship shall be based on principles similar to those that guide Nonappropriated Funds (NAF) contracting (e.g. competition and evaluation of offers). MCCS and indirect operations should be the first source for all purchases.

(3) Individuals authorized to sign and execute CSAs on behalf of MCCS will be designated by their Position Description or with an appointment letter signed by the AC/S MCCS.

(4) Sponsors shall be solicited competitively from an adequate number of known U.S. sources. If feasible, announcements of solicitations shall be placed in appropriate publications to reach the maximum number of potential sponsors. The NAF contracting official should act in an advisory capacity.

(5) Officials who exercise contracting authority shall not solicit for commercial sponsorship. This does not preclude normal NAF contracting in support of commercially sponsored MWR programs and/or events.

b. Unsolicited Sponsorship

(1) Unsolicited sponsorship shall be treated the same as solicited sponsorship, except that it shall have been wholly and entirely initiated by the prospective sponsor without prior knowledge of the needs of the MCCS program or installation.

(2) All unsolicited requests should be directed to the Commercial Sponsorship Manager for consideration.

(3) After an appropriate inquiry from a prospective sponsor, the Commercial Sponsorship Dept may inform the sponsor of the installation's needs.

4. Commercial Sponsorship Funds

a. Commercial Sponsorship revenues and goods are considered to be NAF. Any funds, products, services, or items resulting from the commercial sponsorship program are used only within MCCS activities. MCCS programs shall decline commercial sponsorship offers that could reflect unfavorably on the USMC or the DoD. The income derived from the sponsor, possible event fees, and event expenses must be recorded. All monetary transactions must be made by company check, credit card, or electronic fund transfer. The acceptance of cash is prohibited. Accountability for Commercial Sponsorship Funds will be accomplished in accordance with reference (e).

b. Commercial Sponsorship Funds may not be used for the following:

- (1) To cover costs that must be paid with Appropriated Funds.
- (2) To purchase high-value giveaways.
- (3) To provide funding for travel, lodging, or attendance fees.
- (4) For MCCS employee consumption, unless the employee is a sponsored event attendee, in a non-pay status.
- (5) To cover regular staffing costs (e.g. additional staffing requirements being covered by sponsors for alcohol servers from Food, Hospitality, and Recreation Division for events).

5. Annual Event Planning and Budget Development. The Commercial Sponsorship Manager will solicit budgeted events to be considered for commercial sponsorship support from each program manager on an annual basis.

a. Utilizing enclosure (4), requests for consideration of sponsorship/advertising generated funding must be submitted annually by 30 September for the following year. All requests must be reviewed and signed by the Program Manager's Division Director.

b. All requests received after the deadline will be reviewed on a case-by-case basis.

c. Each request will be evaluated and reviewed for its adherence to the following criteria:

(1) The use of sponsorship revenue is responsible and in line with reference (f).

(2) Planned giveaways are neither gratuitous nor irrelevant.

(3) Money requested per person, based on historical attendance, is within an acceptable range.

(4) There is a demonstrated return on investment and/or objective for the prospective client.

(5) The event is in keeping with the mission of MCCS MCB CamPen, MCCS MCLB Barstow, and MCCS MCAS Yuma.

6. Tasks

a. Commercial Sponsorship Dept, MKT

(1) Complete annual Office of Government Ethics training and conduct solicitation of sponsorship in accordance with updated directives and regulations.

(2) Solicit NFEs for program sponsorship and/or advertising on behalf of MCCS. Establish partnerships that are beneficial to programs.

(3) Ensure that all NFE CSAs are compliant with Federal, DON, and DoD policies. All violations will be reported to the MKT Director via the Commercial Sponsorship Manager.

(4) Coordinate with Division Directors/Branch Heads prior to completing CSAs to ensure deliverables and terms are feasible and within the limits of the program.

(5) Be responsible for the overall appearance of advertising in/on facilities. Review all graphics to ensure branding consistency and adherence to the mission.

b. Division Director/Branch Heads

(1) Notify the Commercial Sponsorship Dept of any NFE interest in advertising or sponsorship.

(2) Ensure that NFEs are not allowed at programs or facilities as an advertiser or sponsor without a CSA, Memorandum of Understanding (MOU), or Memorandum of Agreement (MOA) in accordance with references (g) and (h).

(3) Review programs determined to be noncompliant with this SOP and take appropriate action to ensure compliance of future postings.

c. Program Manager/Event Coordinator

(1) Be responsible for notifying the Commercial Sponsorship Dept immediately should there be any changes (e.g., cancellation, date change, change in approved purchases, etc.).

(2) Ensure that all event/program sponsors operate in accordance with their applicable CSA.

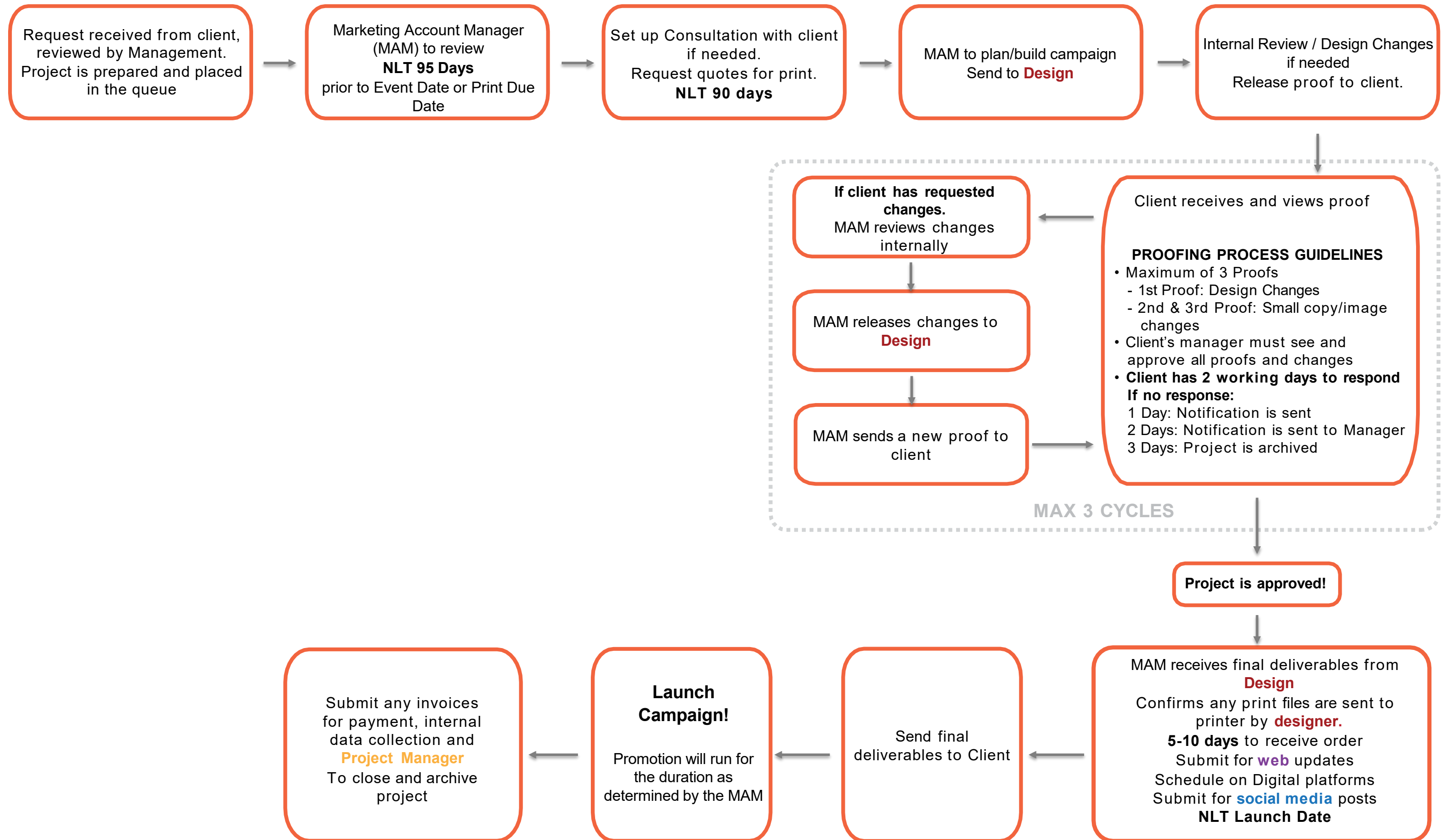
(3) Return all sponsorship related items to be redistributed to the Commercial Sponsorship Dept in a timely manner. The program's cost center will assume the replacement cost of any items not returned.

(4) Be accountable for all in-kind products received. Any surplus will be returned to the Commercial Sponsorship Dept for further distribution or utilized as directed in the CSA.

(5) Acquire storage space and receive/distribute in-kind product in accordance with the terms outlined in the CSA.

(6) Submit an After Action Report (AAR) to the Commercial Sponsorship Dept no later than 10 business days after the event. The AAR must include key event details, pictures, and receipts.

Marketing Request Flow Chart





BRANDING GUIDELINES

12/2023



VISUAL IDENTITY

What is visual identity?

Visual identity is the overall visual representation of an organization projected internally and externally through collateral such as brochures, fliers, newsletters, advertising, signage, buildings and reception areas. A logotype often forms an important part of a visual identity, but it is only a part. Effective visual identity is achieved by the consistent use of particular visual elements to create distinction, such as usage of specific typefaces, colors, and supporting graphic elements.

A professionally managed visual identity offers numerous benefits to the branded entity: it supports and projects institutional cohesion and efficiency; differentiates from other organizations; facilitates the building of a desired reputation; facilitates consistency in key areas of design and should be a source of unity and pride for those associated with the entity.

Our company's visual identity

Our visual identity system has been specifically designed to represent our organization. It is a reflection of operations and our support of the U.S. Marine Corps.

This document provides guidance for successful implementation and use of the visual identity to ensure consistent application across all aspects of our business.

The following pages guide you through the core visual identity elements.

LOGO

The MCCS logo has two versions;

A generic logo *without* the installation name
and a logo *with* the installation name.

**The generic logo WITHOUT the installation
name is the preferred logo of use.**



LOGO USAGE

Black & White Logo

The MCCS logo may be placed over photography as long as it remains legible. When working with a busy/colorful background, utilize the white or black logo.



Minimum Size

The full-color logo may be applied no smaller than 0.65 inches wide.



When required in smaller sizes, or when it is not possible to print the full-color logo, use the black (positive) or white (reversed) versions of the logo.

LOGO USAGE **DON'TS**

The logo is not to be modified.

Other color combinations, editing the subtext, and uses of gradients or outlines are inappropriate.

1. **Don't** add gradients to the logo
2. **Don't** convert the logo to outlines
3. **Don't** edit the subtext of the logo
4. **Don't** add effects to the logo
5. **Don't** skew or stretch the logo
6. **Don't** use outdated versions of the logo
7. **Don't** place the logo where it is not visible
8. **Don't** change the orientation



1



2



3



4



5



6



7



8

COLOR PALETTE

The MCCS Logo utilizes the official United States Marine Corps branding color palette.

NOTE: Because the accuracy of computer monitors and color printers cannot be guaranteed, the colors on this page may not be represented precisely. Always refer to a PANTONE® color swatch guide or your printing vendor to ensure color accuracy.

BLUE

PMS 289C

CMYK 100/64/0/60

RGB 0/43/92

HEX #000066

RED

PMS 187C

CMYK 0/100/79/20

RGB 196/18/248

HEX #CC0000

GOLD

PMS 4505C

CMYK 0/12/75/45

RGB 140/123/33

HEX #CC9900

mccsCP.com WEBSITE URL

When displaying the URL, the branded font is Gotham. The main URL is displayed with Gotham Book and the slash is displayed in Gotham Black 1-2pt larger to draw attention.

Do not use a weight thinner than Gotham Book due to visibility reasons.

When displaying the mccsCP.com URL with no slash, use Gotham Bold.

Always be sure to capitalize 'CP' in the URL. Do not display URLs with http://www. or www.

Capitalize
1-2pt larger
mccsCP.com/golf
Gotham Book **Gotham Black**

Capitalize
mccsCP.com
Gotham Bold



PRINT

BRANDED TEMPLATES

All fliers and website downloads should adapt the footer branding provided by design department. Footer will include the MCCS logo on the left, the center will have the URL and the program/facility logo will be on the lower right.



11x8.5 (inches) Editable Word Document

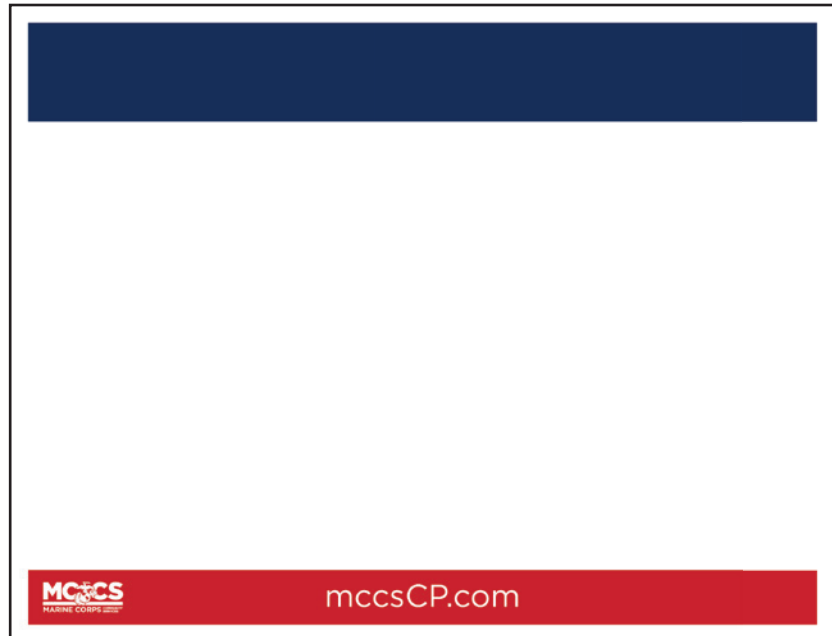


1920x1080 (pixels) Editable Power Point

BRANDED SIGNS

The branded sign template should be used to display temporary hours of operation or patron notices and are posted by the facility personnel to doors and/or around facilities.

Posted hours message should include time closure duration and when facility or program will reopen.



11x8.5 (inches) Editable Word Document

BRANDED SIGNS

Door signage

Door signage is separated in to two options

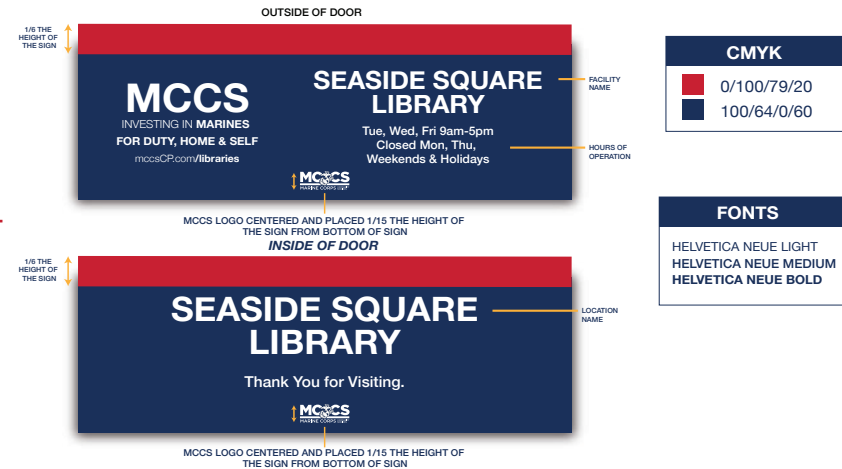
They are decals placed on the inside and outside of glass doors. There is a version for a single door or double door. This option is to be used by program facilities.

Version two is used for CAT C establishments.
They include the facility branding.

Building signage

Layout should follow established branding.
Building signage size will vary to
accommodate structure.

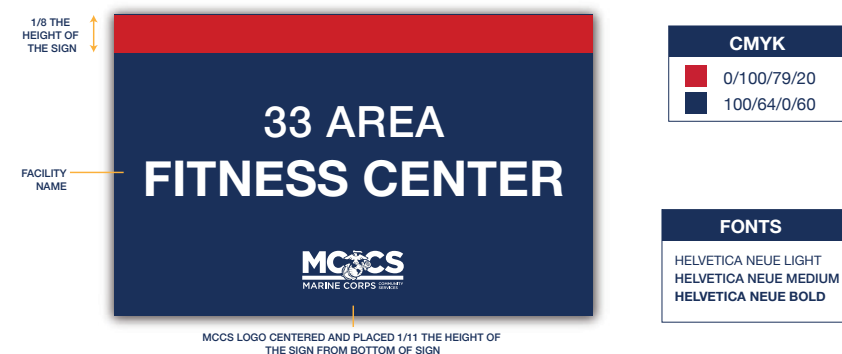
SINGLE DOOR



DOUBLE DOORS



BUILDING SIGN



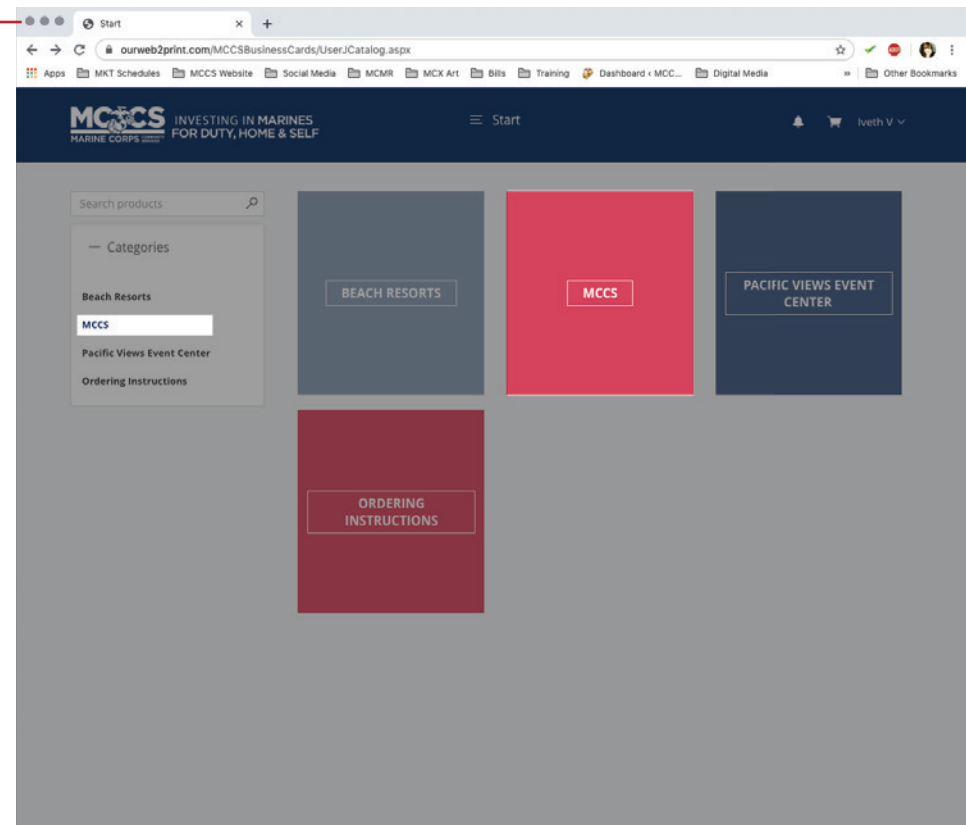
BUSINESS CARDS

Design

Business Cards have been set up and are ordered through the web portal:

ourweb2print.com/MCCSBusinessCards

- Select MCCS template from left menu or center option.
- Populate Business card fields.
- Generate a proof and approve proof.
- Add to cart and purchase with a credit card.
- Cards will be delivered by UPS or FedEx.



SIGNAGE

Building Signage

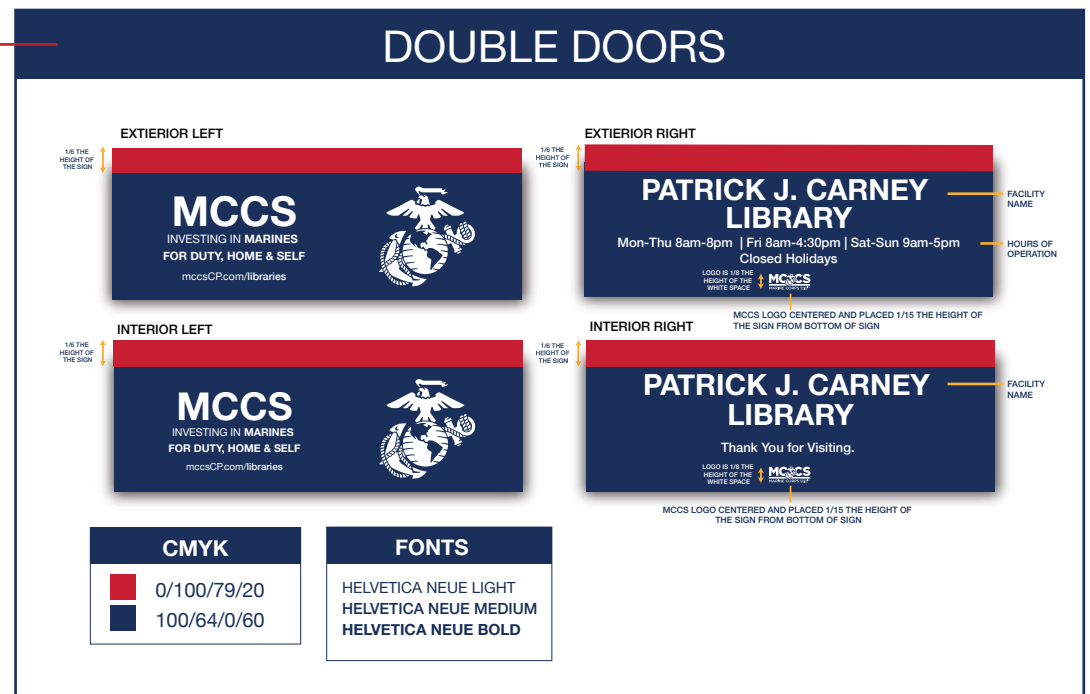
Layout should follow established branding.
Building signage size will vary to accommodate structure.



Monument Road Signage

There are two options for monument signage.
This option is to be used by program facilities.
Layout will include facility name and building number.

Option two is used for CAT C facilities.
They include facility branding.





WEBSITE - TILES

Home Page Web Ads

Choose one message or idea.
Choose graphic elements with a strong focal point.

Consider

An eye-catching image.
Short message; title, date, time, location.
MCCS logo or sponsor logos.
If using Semper Fit MCCS logo, it overrides the generic MCCS logo.

Avoid

Overcrowded copy.
Omit phone numbers and URLs.

Dimensions

Promo 960px (W) x 720px (H)
Event 480px (W) x 720px (H)

Acceptable Formats

.JPG, .PNG



Effective event examples



Effective promo examples

WEBSITE - CALEVENTS

Calevents

Choose one message or idea.
Choose graphic elements with a strong focal point.

Consider

An eyecatching image
Title and any necessary logos.

Avoid

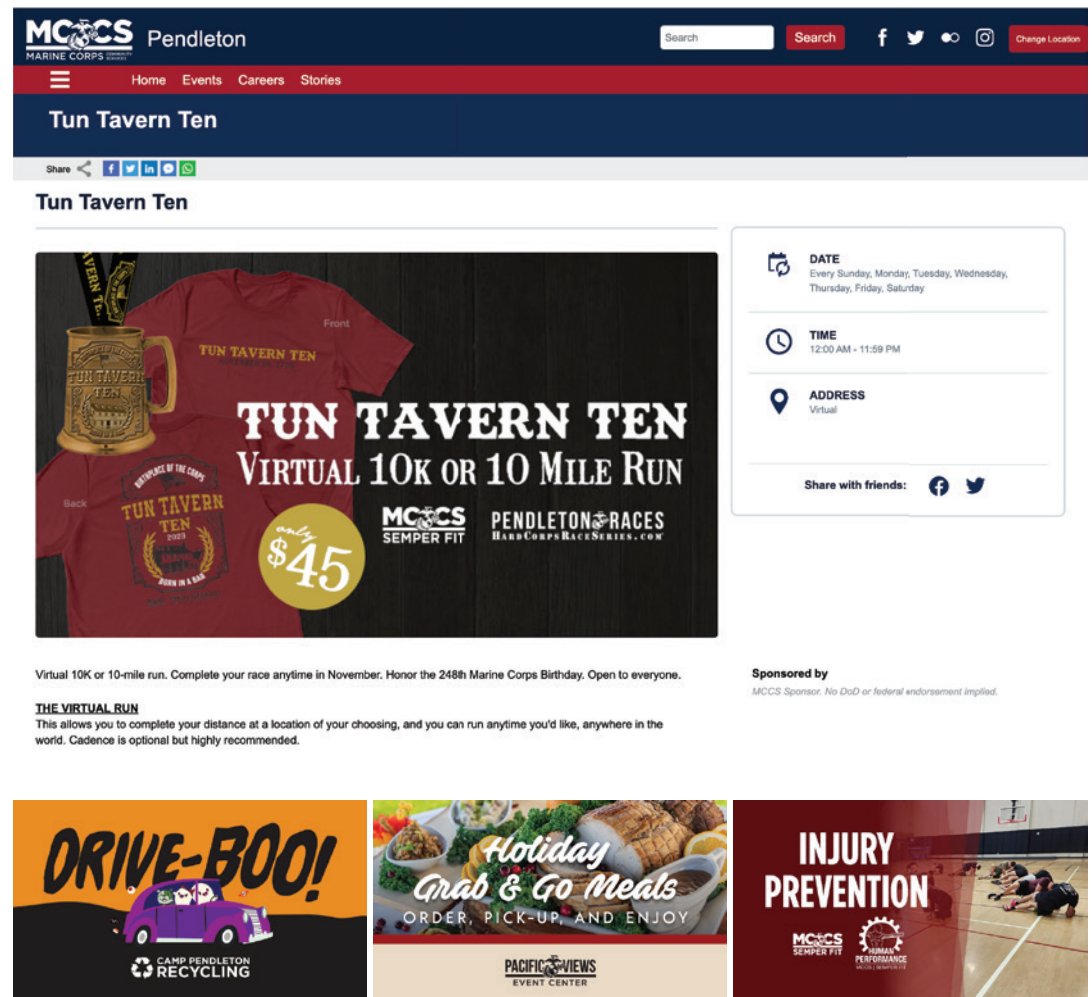
Unneeded copy.
Omit phone numbers and URLs.
Omit dates and times as they will be in the Calendar
Event information.

Dimensions

770px (W) x 435px (H)

Acceptable Formats

.JPG, .PNG



Effective examples

WEBSITE - HEADERS

Headers & Cards

Must be a single image.

Photos of the actual facility or program is preferred.
If none available, stock images work as well.

Consider

An eyecatching image

Avoid

Omit copy and logos

Omit phone numbers and URLs

Omit dates and times as they will be accompanied with the image.

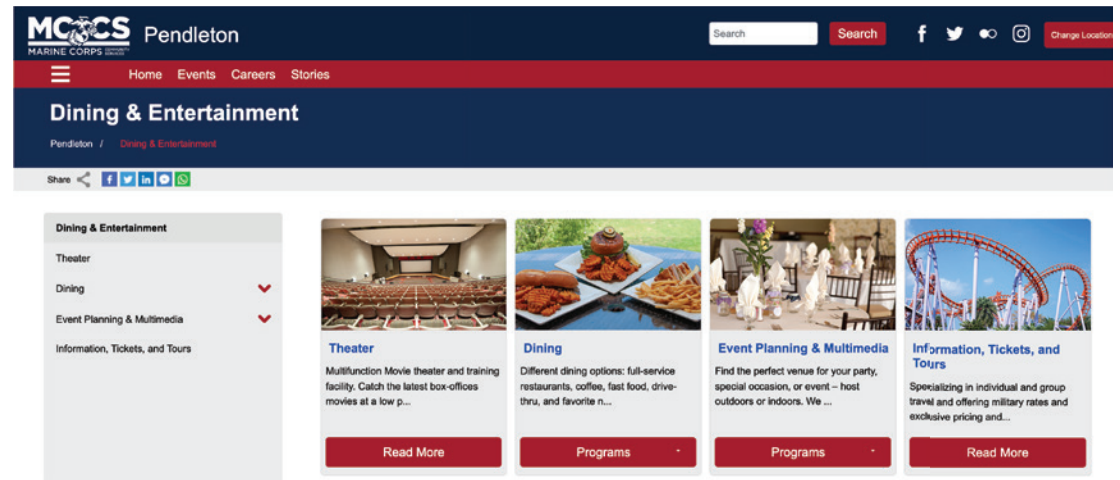
Dimensions

Card 400px (W) x 240px (H)

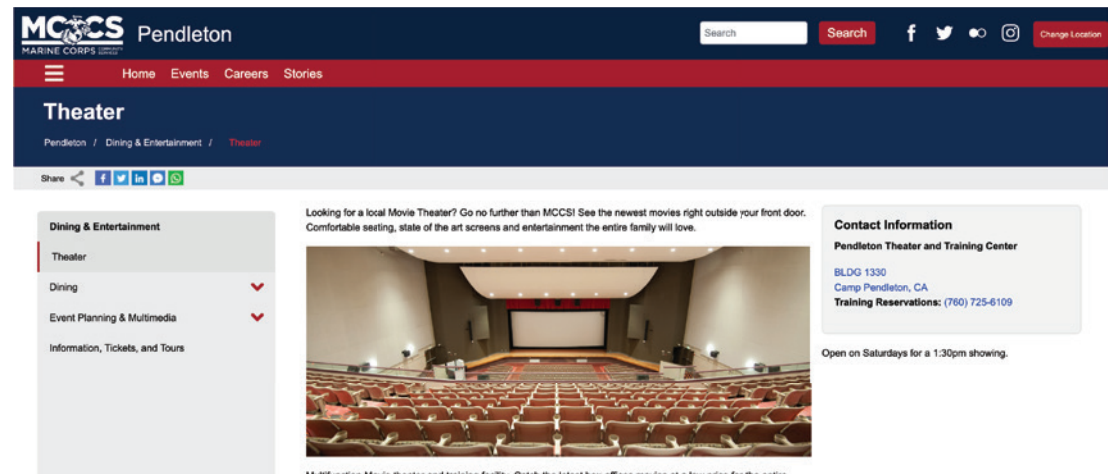
Header 1600px (W) x 475px (H)

Acceptable Formats

.JPG, .PNG



Card examples



Header example

WEBSITE - MASTHEAD

Specialty Page Masthead

Must be a single image.

Consider

Choose one message or idea.

Choose graphic elements with a strong focal point.

Avoid

Omit phone numbers and URLs

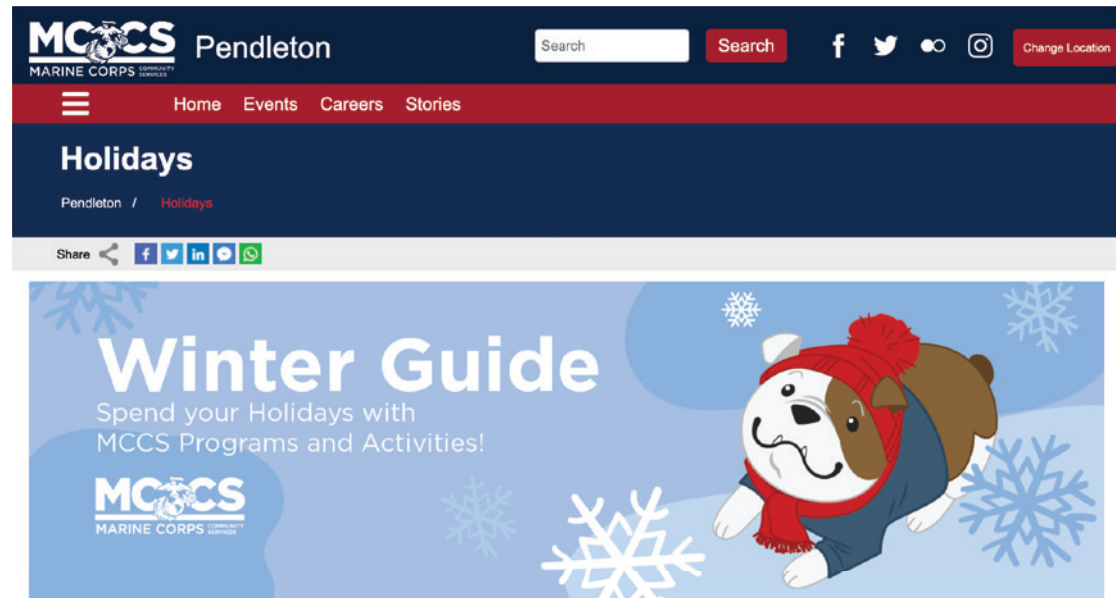
Omit dates and times as they will be accompanied with the image.

Dimensions

1600px (W) x 500px (H)

Acceptable Formats

.JPG, .PNG



Masthead example



DISPLAYS & MARQUEES

MARQUEES

Design

Choose one message or idea.
Choose graphic elements with a strong focal point.
Use readable fonts and contrasting colors.

Consider

Block, bold and simple fonts work best on digital.
Rich, bold background colors work better during the day.
A short URL for patrons to remember.

Avoid

Light Color backgrounds
Overcrowded Copy
Extremely thick, thin or ornate fonts.
More than 7 words.
Omit phone numbers

Dimensions

192px (W) x 176px (H)

Acceptable Formats

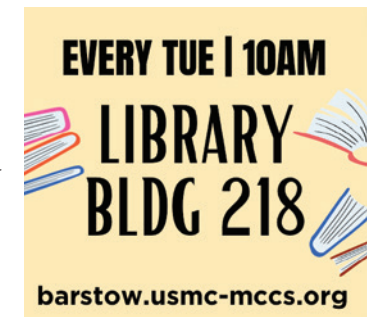
Save all RGB artwork as a .JPG, .PNG
No sound video as .MP4
(Video must be 8 seconds or less)



Video Slide 1



Video Slide 2



Effective examples

DIGITAL DISPLAYS

Main Media

Design

Video is preferred.

Give specific dates, times, and locations.

Call to action URL.

MCCS logo/Program logo.

Keep it short- Follow the 3x5 Rule. Limit the amount of text on your display to three lines of text, each with 5 words or less, or 5 lines of text with 3 words or less.

Visuals are an extremely powerful component of your design. They should always add to your message, never detracting through complicated, unrelated images.

Consider

Large Font Sizes. Make sure your text is legible from a distance.

Two fonts or fewer.

Video duration max 20 seconds.

Avoid

Clutter

Too much copy

Extremely thick, thin, or ornate fonts.

Dimensions

1920px (W) x 1080px (H)

Acceptable Formats

Video is preferred

No sound video as .MP4

(Video duration max 20 seconds)

Save all RGB artwork as a .JPG, .PNG



Video Slide 1



Effective example

Video Slide 2



DIGITAL DISPLAYS

Side Banner

Design

Choose one message or idea.
Choose graphic elements.
Give specific dates, times, and locations.
Call to action URL.
Minimal copy.

Consider

A short URL for patrons to remember.
If not a short URL campaigns will be directed to the home page.

Avoid

Too Much Copy .
Overcrowded Copy.
Extremely thick, thin or ornate fonts.
More than 7 words.
Omit phone numbers.

Dimensions

487px (W) x 702px (H)

Acceptable Formats

Save all RGB artwork as a .JPG, .PNG



Effective examples



DIGITAL DISPLAYS

1 Bottom Banner Design

Short message pointing to the website events page

Dimensions

2888px (W) x 200px (H)

Acceptable Formats

Save all RGB artwork as a .JPG, .PNG

2 Scrolling Ticker Design

The section is text only. Keep it short use it as a teaser.

Consider

Additional areas for promotion. Upcoming events 10 or less events at a time

Avoid

Long messages Long URLs

3 Local Weather

This area is reserved for the weather.

Background Design

Use the approved file consisting of a blue background with the MCCS logo in white and blood stripe at the bottom. **File name: mccstvBG.jpg**

Dimensions

3840px (W) x 2160px (H)

Acceptable Formats

.JPG, .PNG

INSIDER EMAIL

Design

Existing Insider email template

Email should consist of no less than five and no more than eight promotional items.

List items in chronological order, with the earliest event date being at least two days after the email is sent out.

Date of Event - Title of Event - location - time and no more than two sentences as a descriptor and then link.

00 Date - Event - | Location | Time-Time

Two sentences of information.
URL or call to action.

Event Image Dimensions

450px (W) x 500px (H)

Since images are accompanied by the text description, Insider Images should be simple.

Include an eye catching image and any necessary logos.



Camp Pendleton Insider



Now through Tue, Apr 4 – MCX 4 the Win

It's time to stock up on your favorite MCX products with our 4 the Win sale! Shop now to take advantage of these amazing deals before they're gone!

[More Info >](#)

Fri, Mar 31 – Career Fair Fridays –
TRS Training Facility | 11:30am-12:30pm

Join us for a one hour mini career fair with multiple **Veteran friendly companies**. These fairs provide you with the opportunity to network and learn about employment and training opportunities. Open to all base patrons.

[Learn More >](#)



SOCIAL

Posts

Since posts are accompanied by the text description, social images should be simple.

Include an eye catching image or video and any necessary logos.

Patrons tend to enjoy seeing real-world photos/videos of events and facilities on their base as opposed to stock photography and clip art.

Social Dimensions

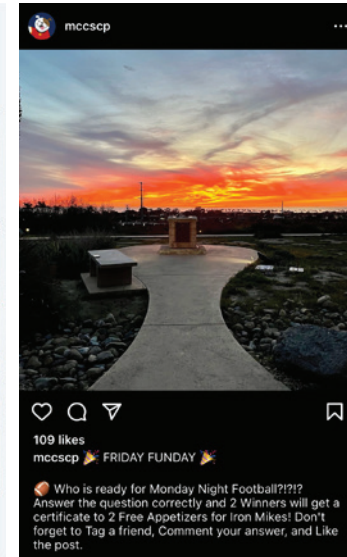
1080px (W) x 1080px (H)

Reels and Stories

Use videos or animated stickers to capture attention

Social Dimensions

1080px (W) x 1920px (H)



EVENT COVERS

Since event pages are accompanied by a text description and location/time information, event cover images should be simple.

Include an eye catching image, event title, and any necessary logos.

Facebook Event Cover Dimensions

1920px (W) x 1005px (H)

Eventbrite Dimensions

2160px (W) x 1080px (H)





DESIGN SPECIFICATIONS

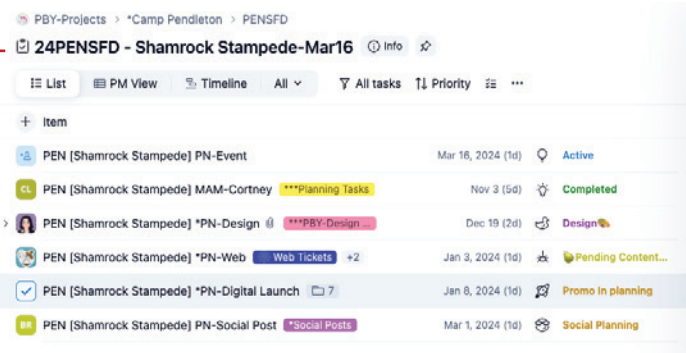
DESIGN DELIVERABLES

All sizing is (width) x (height) and in pixels

Web	Size	File Type	
Web Ad, Promo	960 x 720	.jpg or .png	See page 14 for design guidelines
Web Ad, Event	480 x 720	.jpg or .png	See page 14 for design guidelines
Calendar Event	770 x 435	.jpg or .png	See page 15 for design guidelines
Web Header	1200 x 500	.jpg or .png	See page 16 for design guidelines
Web Card	400 x 240	.jpg or .png	See page 16 for design guidelines
Web Masthead	1600x475	.jpg or .png	See page 17 for design guidelines
Displays	Size	File Type	
PEN & BAR Digital Display	1920 x 1080	.mp4	See page 20 for design guidelines
YUM Monitor/Theater	1920x1080	.jpg or .png	See page 20 for design guidelines
Side Banner	480 x 720	.jpg or .png	See page 21 for design guidelines
PEN & BAR Marquee, Main	192 x 176	.mp4	See page 19 for design guidelines
PEN Marquee, Mainside	175 x 120	.mp4	See page 19 for design guidelines
YUM Marquee, Main	630 x 360	.jpg or .png	See page 19 for design guidelines
YUM Marquee, Library	630 x 315	.jpg or .png	See page 19 for design guidelines
Social	Size	File Type	
Insider Email	450 x 500	.jpg, .png, .gif	See page 23 for design guidelines
Social Post	1080 x 1080	.jpg, .png, .mp4	See page 24 for design guidelines
Social Reel/Story	1080 x 1920	.jpg, .png, .mp4	See page 24 for design guidelines
Facebook Event Cover Image	1920 x 1005	.jpg or .png	See page 25 for design guidelines
Eventbrite	1260 x 1080	.jpg or .png	See page 25 for design guidelines

ORGANIZING PROJECTS

Title
Copy the job title from the wrike projects task



Project Folders

Keep projects organized for ease of access and pick up by any other employees.

Files

Package all .ai and/or .indd. If photoshop file please manually include fonts in the Links folder.

Final

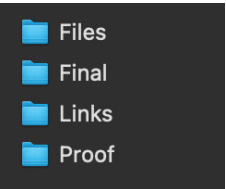
Store all exported and ready for launch files here.

Links

Include any highres images, vectors, fonts, and logos used in the campaign.

Proof

Store proof pdfs and files in this folder.



NAMING FILES

Information is Key

Include as much information as you can when naming your files.

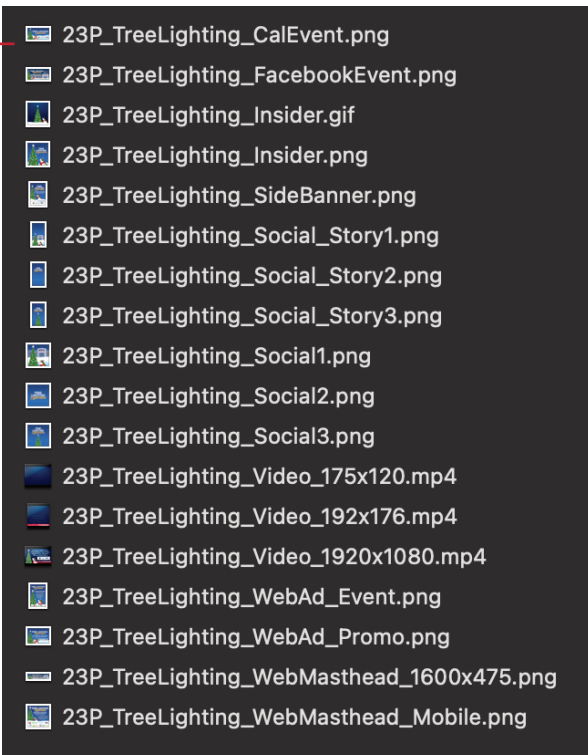
Please follow this outline when naming your files for ease of location and organization.

YearBase_Project_DeliverableName



Organization

Deliverable lists for projects can get lengthy. A properly named folder of files will make it easier to navigate for anyone accessing the folder.



TEXT USAGE & STYLE

Voice

Use third person whenever possible. Do not use: we, you, our or I. SMP offers trips and volunteer opportunities.

Incorrect: We offer you trips and volunteer opportunities.

Slang

Avoid military slang regardless of population you are addressing. Devil Dog use that hatch over there.

ALL CAPS

Use all capital letters with caution. Acronyms aside, all caps are often unnecessary and can cause text to appear cluttered, bold and LOUD. Readability studies have shown lowercase or mixed case text to be more legible. Sometimes all caps are used for emphasis as a design choice in headings and advertisements. The use of all caps in email may create the unintended impression of SHOUTING.

Word Usage:

Frequently used words

Active duty personnel, (no caps) family members and retirees and – do not use ampersand (&) in body copy except for titles; write out “and” instead childcare – one word, not child care

Example:

Childcare is available.

Exception: Family Child Care (FCC)

healthcare – one word, not health care

Example:

Healthcare is available.

Health insurance is available.

ooh-rah, this is the correct spelling for Marine Corps usage

patron vs. customer – always use patron instead of customer

unit, command, battalions/regiments – all lowercase

website, not Web-site or web site

Hours, not hours

military, not capitalized

servicemember(s) – one word, not service member(s)

email: Use as one word; do not hyphenate; lowercase it except at the start of a sentence

homepage; Use as one word; lowercase

online: Use as one word; do not hyphenate

URL: capitalize. Do not spell out “uniform resource locator”

Locations

Mainside (one word, M capitalized)

off-base/on-base/base

basewide – one word, not base wide

bldg (unless it’s at the beginning of a sentence then use Bldg with no periods)

Use Bldg numbers, not geographical areas

Bldg 1100 not 11 Area

For all references to San Onofre use San Onofre Center not Seaside (Exception: Seaside Library)

Pacific Views Event Center

Events

Capitalize the names of events, except for prepositions and articles (a, the, etc.), unless they are the first word in the name.

July 4th Beach Bash

World Famous Mud Run

The Main Event

Abbreviations/Acronyms:

Names

Formal Marine Corps/Navy names should be listed as:

USMC (all capitals, no periods)

US Marine Corps

Marine Corps

USN

US Navy

Navy

DoD

DoD personnel

Marines (always capitalized)

Sailors (always capitalized)

Specific battalion – capitalize the battalion name

Example: 1st Regiment Battalion

Military Rank

Abbreviate military rank in most instances. For more detailed information, see the Enlisted and Officer Rank

Colonel-Col
 Battalion-Bn
 Master Sergeant-MSgt
 Gunney Sergeant-GySgt
 Staff Sergeant-SSgt
 Lieutenant-Lt
 Brigadier General-BGen

Program Acronyms

Spell out the full name of your program on the first reference, followed by the acronym in parentheses, no periods. On each following reference, use the acronym with no periods, all caps.

The Marine Corps Exchange (MCX) carries a wide variety of clothing.
 The MCX also offers housewares, sporting goods and electronics.
 Child Development Centers (CDCs)
 Paige Fieldhouse (PFH)
 Special Notes For Print
 Do not use internal acronyms.
 PFH should be Paige Fieldhouse.

Punctuation:

Periods

Sentences begin one space after a period, not two.

Periods always go on the outside of parentheses.

The Marine made the crowd laugh (his dance on the football field helped).

Periods and Quotes

Periods always go inside of quotation marks.

He said, "At the beginning of World War II, almost all Americans assumed the war would end quickly."

Hyphens

Whenever possible avoid hyphenation.

Use email instead of e-mail and online instead of on-line.

Ex. 27 miles not 27-miles

Numbers:

Phone Numbers

Always use area code first in parentheses.

(760) 725-xxxx or (760) 763-xxxx

Numerals

Spell out any number less than 10 and use numerals for numbers 10

and above. Avoid using numbers in a series.

Numbers (Continued)

Never use a numeral to start a sentence.

Twenty years ago this program was started.

This program was started 20 years ago.

Incorrect: 20 years ago this program was started.

It took five years to get funding for the program.

Dollars/Money

Use numerals in all instances with a \$ sign preceding the number. Prices should be written in whole dollars, not cents. No cents for whole dollars.

Soda \$1.25

Burger \$5

Large numbers

Large numbers may be abbreviated. Millions and billions may be abbreviated to M and B. Thousands may use a K.

Athletics has collected over \$2M in grant money.

The new building cost \$250K.

Over 20 million people voted.

Distance

Distances are an exception to the write out all numbers under 10 rule. Put no space between the number and the distance amount. Use rules for cycling races and meters for running.

5M dash

10K run

20 mi bike ride

Ages/Grades

Ages and grades are an exception to the write out all numbers under 10 rule. Numerals may be used in all instances, except for Kindergarten, which is usually written out.

Kindergarten may be abbreviated to K in some instances.

The girls were ages 8-20.

ages 10+

7-year-olds

1st or 2nd grade

Grades K-12

Charts

Use numerals for all numbers in a chart. Do not write out.

Percentages

Use percentage signs and do not spell out "percentage" or "percent".

Dates/Time:**Dates**

Dates are usually expressed as just month and day. When the year is included in the date, there is a comma between the day and month. Months and days may be written out in long text formats for reports, etc.

Fri, Jul 22
 Fri, Jul 22, 2012
 Friday, July 22, 2012

Months

For web and print, reduce longer months to three characters in all instances; do not use periods.

Jan, Oct

Days

For web and print, reduce days of the week to three characters in all instances. Do not use periods, but use a comma between the day and the month.

Kids First Fair Fri, Jul 27
 11am–2pm

Time/Hours

Use civilian not military time for web and print in the following format. Always use am/pm even when both times are either am or pm. Do not use periods or capitals. Always place am/pm directly following number with no spaces.

7am–5:30pm
 6:30pm–2am
 3pm–9pm

Use noon or midnight, not 12am or 12pm.

noon–2pm
 8pm–midnight

When writing the time for an event or schedule, there is no need to write out “Hours:” with a colon. Simply write the hours.

Open 9am–11am

Incorrect: Hours: 9am–11am

Exception: Marketing materials specifically designed for active duty may use military time.

Time/Hours (Continued)

Years

The preferred method is to write out the four-digit year. When shortening is necessary use the 1/4 format.

1980s
 1998
 The year 2010
 The class of 2012
 From 2009–2010
 Exception: FY98

Formatting:

Italics and Underlining

Avoid the use of italics and underlining.

Headers

Do not use colons after headers. Be consistent in sizing, fonts and use of bold in headers. On the web and in print, headings are usually bold.

Indentation

Tabbing and spacing must be consistent.

Bulleted Lists

Capitalize the first letter. Do not use a period at the end.

Drink plenty of water

Apply sunscreen

Wear a hat

Spacing and Periods

Use only one space after a period.

Sergeant Puller likes the Marine Corps. He joined in 2010.

Spacing and Colons and Semi-colons

Use only one space after colons and semi-colons.

There are three great things about the Marine Corps: Honor,
 Courage and Commitment.

Spacing & Dashes

Do not put any spaces between dashes.

8am–2pm
 between the hours of 5pm–6pm



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS WEST-MARINE CORPS BASE
BOX 555020
CAMP PENDLETON, CALIFORNIA 92055-5010

MCCSDIV
DD MMM YY

From: Director, Division, Marine Corps Community Services
To: Employee Name, Title, Program/Activity

Subj: APPOINTMENT AS SOCIAL MEDIA EDITOR FOR THE GROUP/PAGE NAME

Ref: (a) DON ALNAV 56/10
(b) MARADMIN 590/12
(c) MCCS Social Media Handbook
(d) MCCSSOP 5700.1, Marine Corps Community Services Marketing Support and Procedures

1. In accordance with the references, you are hereby appointed as a Facebook Editor for the GROUP/PAGE NAME representing the PROGRAM/ACTIVITY at Marine Corps Community Services Marine Corps Base, Camp Pendleton/Marine Corps Logistics Base Barstow/Marine Corps Air Station Yuma.

2. You are directed to thoroughly familiarize yourself with the contents and procedures in the listed references.

3. As a Facebook Editor, your major tasks are as follows:

a. Support the Social Media Manager by sharing events and activities for the PROGRAM/ACTIVITY, as well as seek guidance from the Social Media Manager if there are any questions about what and how to post.

b. Monitor Facebook daily to include posting information and pictures relevant to the PROGRAM/ACTIVITY, addressing customer comments and questions, and reporting inappropriate Facebook responses to the Social Media Manager or Marketing Division Head.

4. This appointment shall remain in effect until canceled or superseded by competent authority.

DIRECTOR SIGNATURE

FIRST ENDORSEMENT

From: Employee Name, Title, Program/Activity
To: Director, Division, Marine Corps Community Services

1. I have familiarized myself with the requirements of this appointment as specified and hereby assume the duties and responsibilities as a Facebook Editor for the GROUP/PAGE NAME.

EMPLOYEE SIGNATURE

Copy to:
MKT MCCS

Enclosure (3)

**CAMP PENDLETON / YUMA / BARSTOW
MCCS ANNUAL EVENT SUMMARY
FY 2025**

[illegible]