# Military OneSource

# Visual Style Guide

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April 2016

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## Introduction to the Logo

Military OneSource empowers the military community to navigate the military lifestyle by providing 24/7 support and access to resources and tools. Military OneSource is an established and trusted source of information for all members of our military community.

The "1" flag symbol combined with the Military OneSource lettering using Century Schoolbook Regular is the official Military OneSource logo.

Proper use of the logo and how it is combined with other graphic elements is described on the following pages.

# Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures 1/4 width of logo.

> x = width of logo
>
> 1/4x = safe area

Use the safe area between the logo and other graphic elements such as type, images and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

The logo is a bitmap and can become pixelated if enlarged beyond its original dimensions. The maximum acceptable dimension is 1,200 pixels wide at 300 pixels per inch. The minimum acceptable dimension is 100 pixels wide at 72 pixels per inch.

> Maximum = 1,200 pixels wide at 300 pixels per inch
>
> Minimum = 100 pixels wide at 72 pixels per inch

## Logo and Tagline Usage

Ideally, the logo should be used on light backgrounds. Multiple options have been created for use in a variety of visual applications. Vertical options have been created for placement in narrow spaces while horizonatal layouts have been created for placement in wide spaces.

Use contact information in the tagline if space allows. When using contact information on a light background, the main tagline "Call. Click. Connect." should be in the primary Military OneSource blue (see Color Palette) and the contact information in black.

Using the official logo should always be a priority. Logo with workmark detached and wordmark alone should only be used as a last resort.

*Call. Click. Connect.*

*Call.* 800-342-9647

*Click.* MilitaryOneSource.mil

*Connect.* 24/7

*Call.* 800-342-9647    *Click.* MilitaryOneSource.mil    *Connect.* 24/7

## Military OneSource

*Call.* 800-342-9647    *Click.* MilitaryOneSource.mil    *Connect.* 24/7

## Military OneSource

## Military OneSource

*Call. Click. Connect.*

## Logo and Tagline Usage (cont.')

The Military OneSource logo may be used with the intersecting red line and dot background.

The Military OneSource wordmark and tagline may also be used on dark backgrounds with appropriate contrast between the background and text.

When using contact information on darker backgrounds, the main tagline "Call. Click. Connect." should be in yellow (see Color Palette) and the contact information in white. The tagline should remain white in all other cases.

The telephone number must be written out as 800-342-9647. In cases where the URL is incorporated into the tagline it should be written as "MilitaryOneSource.mil" instead of "www.militaryonesource.mil" or "militaryonesource.mil."

**Military OneSource**

*Call. Click. Connect.*

**Military OneSource**

*Call.* 800-342-9647    *Click.* MilitaryOneSource.mil    *Connect.* 24/7

**Military OneSource**

*Call.* 800-342-9647    *Click.* MilitaryOneSource.mil    *Connect.* 24/7

**Military OneSource**

*Call. Click. Connect.*

## Logo and Tagline Usage (cont.')

If the logo is used on a dark or heavily patterned background it should be contained within a white square frame. The frame should have a two-point stroke using Military OneSource gray (see Color Palette).

*Call.* 800-342-9647
*Click.* MilitaryOneSource.mil
*Connect.* 24/7

*Call.* 800-342-9647    *Click.* MilitaryOneSource.mil    *Connect.* 24/7

*Call. Click. Connect.*

# Incorrect Usage

Incorrect use of the Military OneSource logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the logo.

1. Do not reconfigure or change the size and placement of the logo.

2. Do not stretch or squeeze the logo to distort proportions.

3. Do not crop the logo.

4. Do not add a drop shadow to the logo.

5. Do not change the logo colors.

6. Do not place the logo on a dark background.

7. Do not place the logo on a neon or brightly colored background.

8. Do not place the logo on a busy photograph or background.

9. Do not recreate elements of the logo.

10. Do not use older versions of the Military OneSource logo.
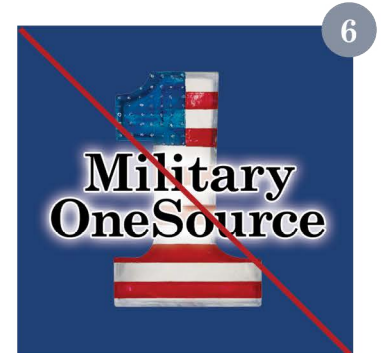
# Color Palette

The primary Military OneSource color palette consists of light blue, dark blue and red with secondary accents of yellow, purple, tan and gray.

The Military OneSource colors are equivalent to the Pantone® numbers listed here. For four-color process printing, use the Cyan-Magenta-Yellow-Black — CMYK — values. For on-screen applications such as video or broadcasts, use the Red-Green-Blue — RGB — values. For web applications, refer to the hexidecimal — HEX — values associated with each color.

**Pantone 7699 C**
C87 M62 Y27 K5
R14 G65 B100
HEX 0E4164

**Pantone 654 C**
C98 M83 Y25 K15
R8 G56 B88
HEX 083858

**Pantone 7621 C**
C20 M100 Y98 K11
R181 G30 B37
HEX B51E25

**Pantone 135 C**
C0 M25 Y75 K0
R254 G195 B90
HEX F6BE53

**Pantone 229 C**
C58 M100 Y34 K32
R99 G23 B81
HEX 631751

**Pantone 7604 C**
C10 M15 Y15 K0
R226 G211 B205
HEX E2D3CD

**Pantone 5285 C**
C52 M39 Y28 K0
R134 G144 B161
HEX 8690A1

# Textures and Additional Design Elements

The primary texture that may be used as a design element with this identity is the diagonal dot pattern. This pattern may be used with a gradient edge as seen on the Military OneSource website or with a hard edge as in many print materials.

Additional textures that may be used are two sets of chevron patterns. The network pattern may be used for web or social media topics.

Design elements that may be used are the yellow dotted stroke and yellow carrot arrow.

As the brand evolves additional textures and design elements may be incorporated.
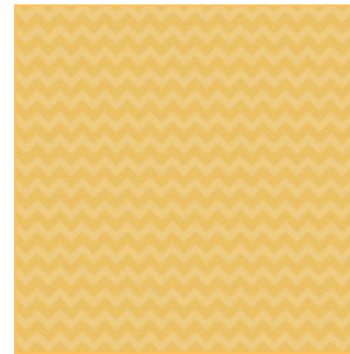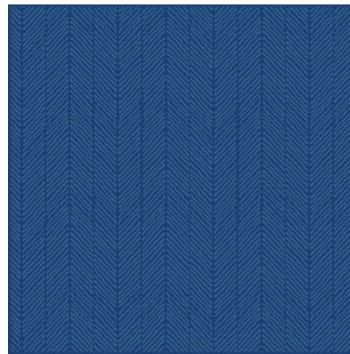
# Typography

The Military OneSource brand uses two primary typefaces. They are Century Schoolbook and Trade Gothic LT Std. The following three pages display the fonts that may be used.

The Military OneSource wordmark uses Century Schoolbook Bold. The tagline "Call. Click. Connect." uses Century Schoolbook Bold Italics. The contact information in the tagline is Trade Gothic LT Std Bold Condensed.

When Century Schoolbook is not available Georgia should be used. When Trade Gothic is not available Arial should be used.

Century Schoolbook Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Century Schoolbook Italics

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&.,:;$%!?(*)*

Century Schoolbook Bold

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890&.,:;$%!?(*)**

Century Schoolbook Bold Italics

***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890&.,:;$%!?(*)***

Trade Gothic LT Std Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Trade Gothic LT Std Condensed Oblique

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&.,:;$%!?(*)*

Trade Gothic LT Std Bold Condensed

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890&.,:;$%!?(*)**

Trade Gothic LT Std Bold Condensed Oblique

***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890&.,:;$%!?(*)***

Trade Gothic LT Std Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Trade Gothic LT Std Light Oblique

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&.,:;$%!?(*)*

Trade Gothic LT Std Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Trade Gothic LT Std Oblique

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&.,:;$%!?(*)*

Typography (cont')

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890&.,:;$%!?(*)**

***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890&.,:;$%!?(*)***

# Tone and Style of Photography

A significant feature of Military OneSource is the use of authentic military photography when possible.

The images should be fun in order to engage users, but serious too, in respect to the subject matter. Photography should be seen as casual so it doesn't intimidate, but formal enough to communicate the official nature of Military OneSource. Specific word associations: patriotic, welcoming, friendly, clean, simple, official, trusted, progressive, warm, innovative, energetic and classic.
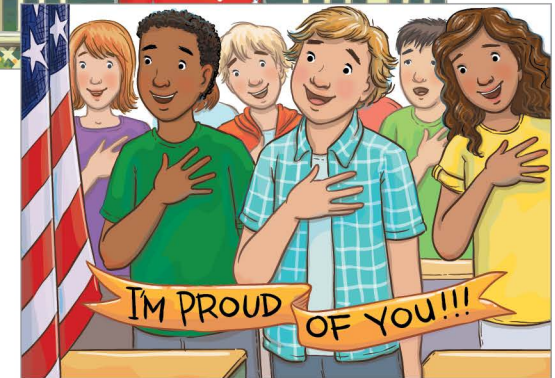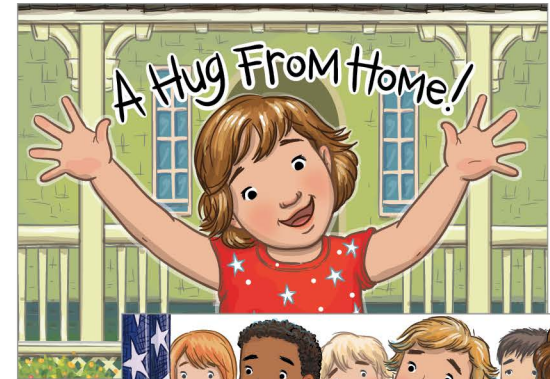
# Print Examples



Call, click and connect to your confidential resource for anything military life throws your way.

**Military OneSource**

Moving tips, deployment support, confidential non-medical counseling, social media connections and much more are ready and waiting for you.

*Call. Click. Connect.*



*Link to* **Military OneSource**

Military OneSource is a Department of Defense website, and linking to it is encouraged as part of your efforts to support service members and their families.

**When linking to the Military OneSource website, please use the following guidelines:**

Use http://www.militaryonesource.mil as the URL.

Use "Military OneSource" as the text for the hyperlink.

Use this website description: "Military OneSource is provided by the Department of Defense for free to active-duty, National Guard and reserve service members (regardless of activation status), their families and survivors. It is a virtual extension of installation services. Visit Military OneSource today or call 800-342-9647."

Find complete guidance on logo usage on the "About Military OneSource" Web page at http://www.militaryonesource.mil/aboutus

Direct additional questions to the Military OneSource webmaster through the Military OneSource Feedback Web page at http://www.militaryonesource.mil/feedback
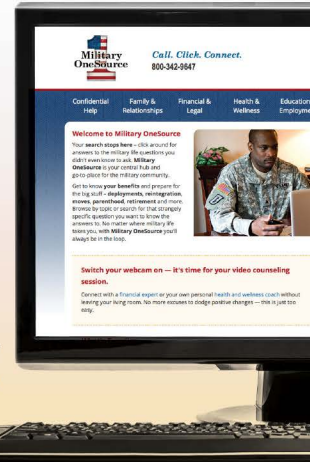
*Call.* 800-342-9647  *Click.* MilitaryOneSource.mil  *Connect.* 24/7

# Screen Examples