



**EFMP** Family Support

# BRAND VISUALIZATION

MARCH 2021

# Key Objectives of the Visual Style Guide

It's important to build a consistent look and feel to use throughout EFMP communications. Following brand standards helps build an identity for the program – and it also helps military families with special needs to quickly recognize EFMP resources and services, wherever they are.

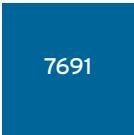
**This style guide addresses:**

- Logo signature
- Correct logo usage
- Using “Supported by Military OneSource”
- Typography
- Color palette
- Color usage
- Photography style
- Use of iconography and illustration



Logo • Program Brand

The logo below is the main program logo for the Exceptional Family Member Program. Use of the DOD seal with this logo is preferred, but in cases where four-color printing isn't available – or the printing area is small – it's possible to use the EFMP logo on its own. In cases where only one color is available, use EFMP brand blue, Pantone 7691, without a seal.



Logo With DOD Seal



Logo With Service Branch Seals

Logo with the Army seal



Logo with Marine Corps seal



Logo with the Navy seal



Logo with the Air Force seal



Reverse Logo Formats



Logo with the Army seal



Logo with Marine Corps seal



Logo with the Navy seal



Logo with the Air Force seal



Logo • Identification & Enrollment

EFMP Identification & Enrollment is a component group of EFMP. Use of the DOD seal with this logo is preferred, but in cases where four-color printing isn't available – or the printing area is small – it's possible to use the EFMP Identification & Enrollment logo on its own. In cases where only one color is available, use EFMP brand blue, Pantone 7691, without a seal.



Logo With DOD Seal



Logo With Service Branch Seals

Logo with the Army seal



Logo with Marine Corps seal



Logo with the Navy seal



Logo with the Air Force seal



Reverse Logo Formats



Logo with the Army seal



Logo with the Navy seal



Logo with Marine Corps seal



Logo with the Air Force seal





Logo • Assignment Coordination

EFMP Assignment Coordination is a component group of EFMP. Use of the DOD seal with this logo is preferred, but in cases where four-color printing isn't available – or the printing area is small – it's possible to use the EFMP Assignment Coordination logo on its own. In cases where only one color is available, use EFMP brand blue, Pantone 7691, without a seal.



Logo With DOD Seal



Logo With Service Branch Seals

Logo with the Army seal



Logo with Marine Corps seal



Logo with the Navy seal



Logo with the Air Force seal



Reverse Logo Formats



Logo with the Army seal



Logo with the Navy seal



Logo with Marine Corps seal



Logo with the Air Force seal



Logo • Family Support

EFMP Family Support is a component group of EFMP. Use of the DOD seal with this logo is preferred, but in cases where four-color printing isn’t available – or the printing area is small – it’s possible to use the EFMP Family Support logo on its own. In cases where only one color is available, use EFMP brand blue, Pantone 7691, without a seal.



Logo With DOD Seal



Logo With Service Branch Seals

Logo with the Army seal



Logo with Marine Corps seal



Logo with the Navy seal



Logo with the Air Force seal



Reverse Logo Formats



Logo with the Army seal



Logo with Marine Corps seal



Logo with the Navy seal



Logo with the Air Force seal



Logo usage rules apply to ALL logo versions.

Minimum Size

Use the measurements here as the absolute minimum sizes the logo can be shown and still maintain legibility. Use the pixel resolutions for screen-based presentations.



Minimum Margin of Clearance

To preserve the integrity of the logo, always present the logo artwork with minimum clear space intact. Minimum clear space on all sides of the logo is equal to the square height of the the of the interior of the letter “E.” Do not place text or other design elements within this margin around the logo.



Incorrect Usage



**Do not** remove, reposition, crop, or obscure any part of the logo.



**Do not** apply the logo to visually competitive backgrounds or patterns.



**Do not** scale the logo smaller than the specified minimum size.



**Do not** alter the logo artwork in any way.



**Do not** alter or switch the color of logo artwork in any way.



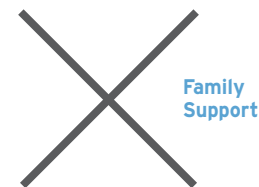
**Do not** skew, stretch or distort the mark.



**Do not** place any object within the specified minimum clearance margin.



**Do not** stack the tagline under the logo.



**Do not** use the logo in black and white or grayscale.

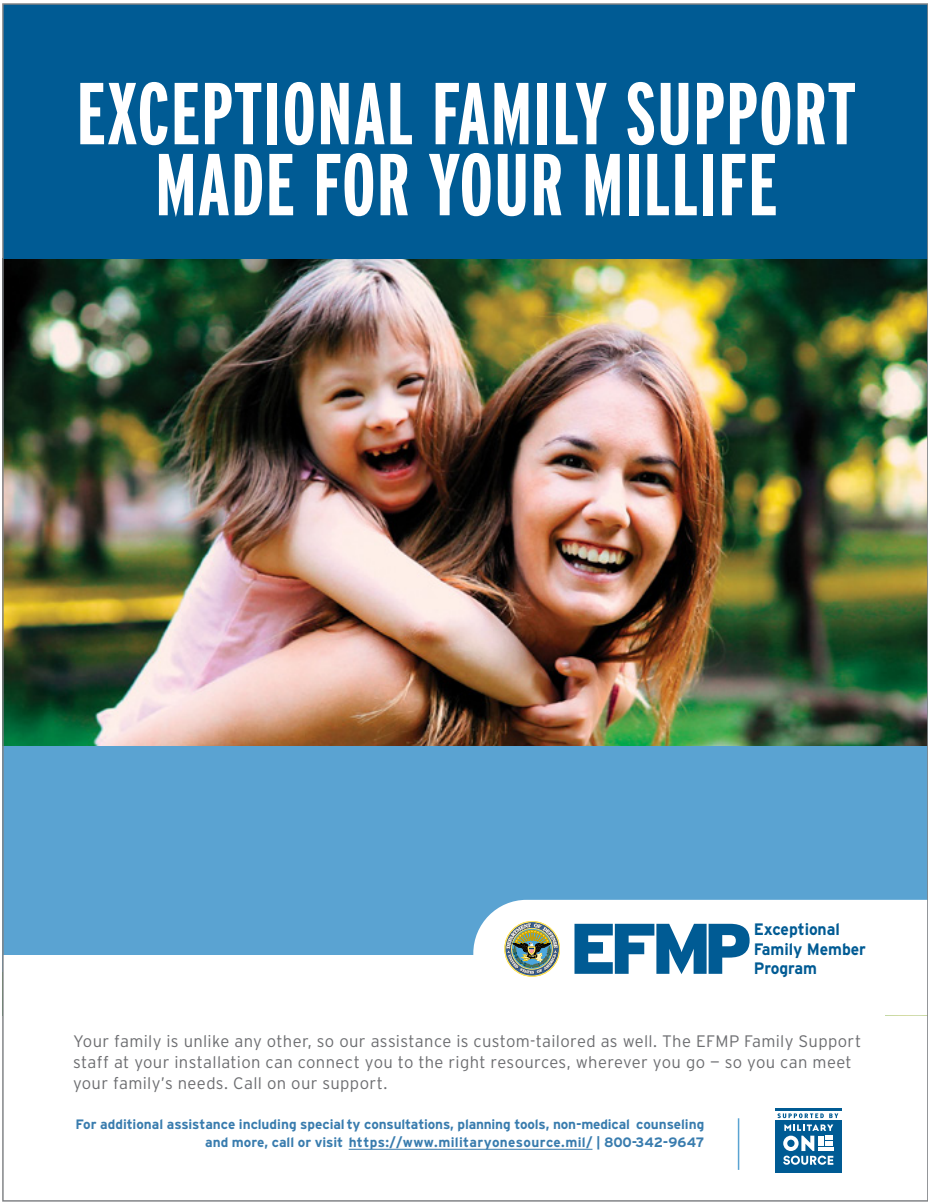


“Supported by Military OneSource” Logo

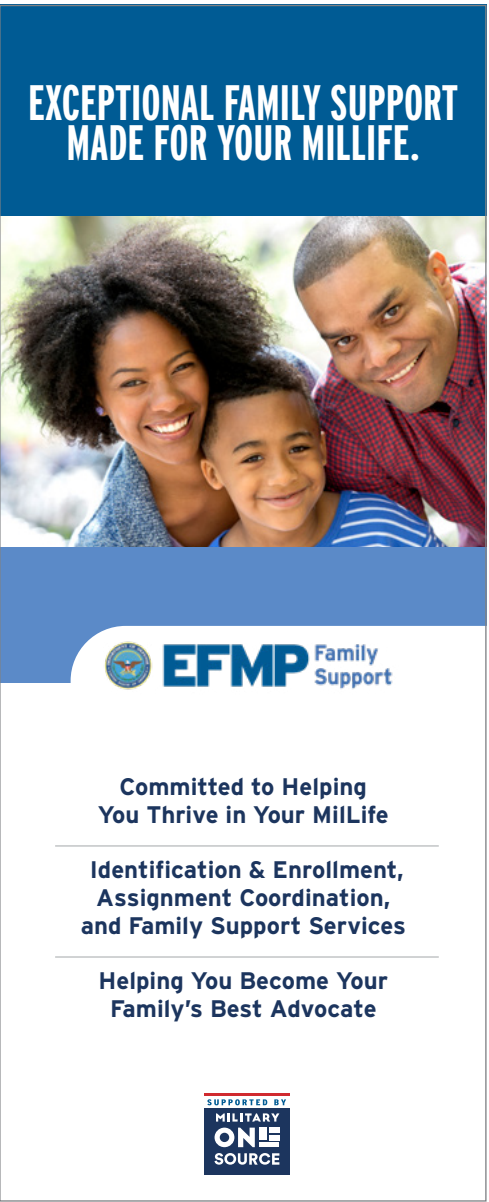
Military OneSource is a supporting brand for EFMP. As such the “Supported by Military OneSource” logo should be included on EFMP collateral where size allows. Installation-level materials are only required to include the DOD seal OR the DOD tagline (not “Supported by Military OneSource.”)



Sample of logo pairing on a 8.5”x11” poster



Sample of logo pairing on a 36”x 72” banner display



Minimum Size

The sizes below are the absolute minimum sizes at which the logos can be used and preserve legibility. Please use the standard pixel resolutions for screen-based presentations.



Minimum Margin of Clearance

To preserve the integrity of the logo, always present the logo artwork with minimum clear space intact. Minimum clear space on all sides of the logo is equal to the square height of the interior of the letter “E.” Do not place text or other design elements within this margin around the logo.



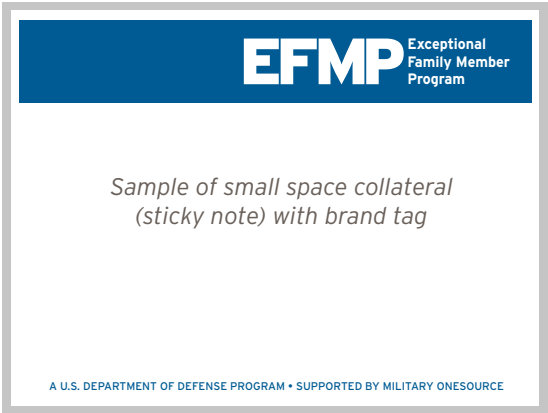
Department of Defense and Military OneSource Brand Tag

Where space is limited or printing specifications does not allow, it may not be possible to use the DOD seal and/or the “Supported by Military OneSource” logo. In such cases, use the following text line instead:

A U.S. DEPARTMENT OF DEFENSE PROGRAM • SUPPORTED BY MILITARY ONESOURCE



Installation-level materials are only required to include the DOD seal OR the DOD tagline (not “Supported by Military OneSource.”)



Typography

Interstate Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Light Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Regular Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Black Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Regular Compressed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Bold Compressed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Regular Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Bold Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Black Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Type Setting

Use the following as a general guideline for type setting Interstate.

Interstate Bold Condensed  
Size can be determined by specific use

Interstate Black  
Size 12pt

Interstate Light  
Size 9pt with 13pt leading

HEADLINE

Subhead

Body copy example exces re occum, to volesequis al  
iquiate veliquam, coressitiam hil es eicil ipitas expla  
nam incium ipsundandant exceperuptur rem net laut  
vendae molut lab int enim, coribus et lique volo et es.

Alternate Typeface Choice

In cases when Interstate typeface is not available, Segoe is the preferred substitute. Segoe typeface is commonly bundled with Microsoft Office.

Segoe Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Condensed Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Condensed Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Condensed Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Condensed Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Type Setting

Use the following as a general guideline for type setting Segoe.

Segoe Bold Condensed  
Size can be determined by specific use

Segoe Bold  
Size 12pt

Segoe Regular  
Size 9pt with 13pt leading

HEADLINE

Subhead

Body copy example exces re occum, to volesequis al  
iquiate veliquam, coressitiam hil es eicil ipitas expla  
nam incium ipsundandant exceperuptur rem net laut  
vendae molut lab int enim, coribus et lique volo et es.

Color Palette

The color palette is made up of four primary colors and eight secondary colors to help support the design and production of many EFMP materials in both digital and print media. Pantone 7691 is the blue that is used in all EFMP brand logos.

Use HEX numbers for web work and RGB for screen-based graphics, social posts and presentations like PowerPoint and online PDFs. Use CMYK (cyan, magenta, yellow, black) for high-end, 4-color commercial printing. These typically will be how brochures, posters and flyers are produced.

NOTE: HEX, RGB and CMYK values are sourced from Adobe Illustrator CC.

Primary



PANTONE **7691cp**

HEX 005b94

RGB 0/91/148

CMYK 100/43/0/30



PANTONE **7683cp**

HEX 426da9

RGB 66/109/169

CMYK 81/59/7/0



PANTONE **7598cp**

HEX bd472a

RGB 189/71/42

CMYK 17/86/98/7



PANTONE **364cp**

HEX 4a7729

RGB 74/119/41

CMYK 74/33/100/19

Secondary



PANTONE **534c**

HEX 1f355e

RGB 31/53/94

CMYK 98/85/36/27



PANTONE **711c**

HEX d12a2f

RGB 209/42/47

CMYK 11/98/92/2



PANTONE **7744cp**

HEX c6cd23

RGB 198/205/35

CMYK 27/7/100/0



PANTONE **7408cp**

HEX fdba12

RGB 253/186/18

CMYK 0/29/100/0



**BLACK**

HEX 000000

RGB 0/0/0

CMYK 0/0/0/100



PANTONE **Cool Gray 10cp**

HEX 474c55

RGB 71/76/85

CMYK 40/30/20/66



PANTONE **404cp**

HEX 696059

RGB 105/96/89

CMYK 55/53/58/25



PANTONE **Cool Gray 6cp**

HEX a4a7a9

RGB 164/167/169

CMYK 38/29/29/0



Color Usage

The primary color for all EFMP brand materials is PMS 7691.



Sample poster

# EXCEPTIONAL FAMILY SUPPORT MADE FOR YOUR MILLIFE



Your family is unlike any other, so our assistance is custom-tailored as well. The EFMP Family Support staff at your installation can connect you to the right resources, wherever you go – so you can meet your family’s needs. Call on our support.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit <https://www.militaryonesource.mil/> | 800-342-9647

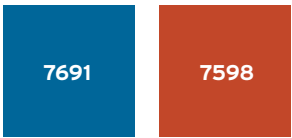




Color Usage


The primary colors for all EFMP Identification and Enrollment materials is PMS 7691 and PMS 7598.


**EFMP** Identification  
& Enrollment



Sample poster

# YOUR FAMILY DESERVES EXCEPTIONAL SUPPORT





**EFMP** Identification  
& Enrollment

Your approved medical provider can work with your family to coordinate identification and enrollment into the Exceptional Family Member Program. Contact your installation Military Treatment Facility for support.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit <https://www.militaryonesource.mil/> | 800-342-9647

SUPPORTED BY  
MILITARY  
**ONE**  
SOURCE



Color Usage

The primary colors for all EFMP Assignment Coordination materials is PMS 7691 and PMS 364.



Sample poster

# A WORLD OF SUPPORT, WHEREVER YOU GO

A photograph of a young child with light brown hair peeking out from inside a large cardboard box. The child's arms are resting on the edges of the box. In the background, a man in a blue shirt is moving items, and another person is sitting at a table. The room is bright with large windows.

The official seal of the United States Department of Defense, featuring an eagle with wings spread, perched on a shield, surrounded by the words "DEPARTMENT OF DEFENSE" and "UNITED STATES OF AMERICA".The EFMP Assignment Coordination logo, with "EFMP" in large blue letters and "Assignment Coordination" in smaller green letters to the right.

Your Service medical and personnel professionals will work with you to coordinate your next assignment while taking the special medical and/or educational needs of your family member into consideration.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit <https://www.militaryonesource.mil/> | 800-342-9647

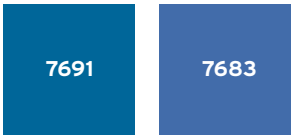
SUPPORTED BY

The Military OneSource logo, featuring the word "MILITARY" above a large "ONE" with a stylized "E", and the word "SOURCE" below it.




Color Usage


The primary colors for all EFMP Family Support materials is PMS 7691 and PMS 7683.



Sample poster

# EXCEPTIONAL FAMILY SUPPORT MADE FOR YOUR MILLIFE





**EFMP** Family Support

When you have a family member with special medical and/or educational needs – and a demanding military life – EFMP Family Support is here to help with support and information and referrals to services on the installation and in the local community.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit <https://www.militaryonesource.mil/> | 800-342-9647

SUPPORTED BY

MILITARY

ONE

SOURCE



# Photography | Tone & Character

Photography used for EFMP should reinforce the overall tone and character of the program. Subjects depicted should appear as:

- Positive and empowered
- Empathetic and supportive (but not sentimental or overly sympathetic)
- Thriving, active families (or occasionally a single person with special needs)

Photography overall should strive to show:

- Diversity in special needs. Not all special needs are visible. Those addressed by the program can include cancer or medical issues, autism, mental health or learning issues, as well as recognizable physical needs.
- Diversity in age and ethnicity. Families and family members with special needs can be any age or ethnicity. The family member can be a spouse, parent or child.
- Authentic interaction between the subjects, with captured moments. Not “posing for the camera.”
- Military referents are not required.
- Use of stock photography is allowed if appropriate imagery is not available.

*Note: Depending on sensitive subject matter, it may not be appropriate to show faces.*









# Iconography and Illustration

For some collateral, use of iconography or illustration may be more appropriate than photography:

- Where photography is not appropriate due to sensitive subject matter
- Where a process or subject must be clearly laid out and explained

These icons are available to represent the components of the EFMP.



Sample of iconography used in the interior of a brochure

**THE EXCEPTIONAL FAMILY MEMBER PROGRAM HAS MORE THAN JUST ONE CONNECTION POINT FOR FAMILIES.**  
THE PROGRAM HAS THREE SEPARATE COMPONENTS: **IDENTIFICATION & ENROLLMENT**, **ASSIGNMENT COORDINATION** AND **FAMILY SUPPORT**.



**IDENTIFICATION & ENROLLMENT**



**ASSIGNMENT COORDINATION**



**FAMILY SUPPORT**

Enrollment in the EFMP is mandatory for active duty military members. When a family member is identified with special medical and/or educational needs, the special needs are documented through enrollment in the EFMP. Medical services work with families to coordinate identification and enrollment in EFMP.

**WHY ENROLL?**

Enrollment ensures that the family member's documented medical and/or educational needs are considered during the assignment process. EFMP enrollment is required before you may enroll in TRICARE ECHO.

Medical and military personnel departments work with military members and families to coordinate assignments. While the military mission is the driving force, enrollment in EFMP ensures that a family member's special medical and/or educational needs are considered, since appropriate services may be limited in some locations.

EFMP Family Support plays a critical role in helping families navigate the Identification and Enrollment and Assignment Coordination processes. They also connect families with resources and support – helping them to become their own best advocate – with services including:

- Information and referral for military support providers and community services
- Education and outreach
- Referral to other Military and Family Support Warm handoffs to the EFMP at the next location
- Non-clinical case management

**Where are EFMP Family Support providers located?**

You can find EFMP Family Support providers primarily at installation Military and Family Support Centers. If you're not located near an installation, consult your service branch website for more information or call Military OneSource at **800-342-9647**.

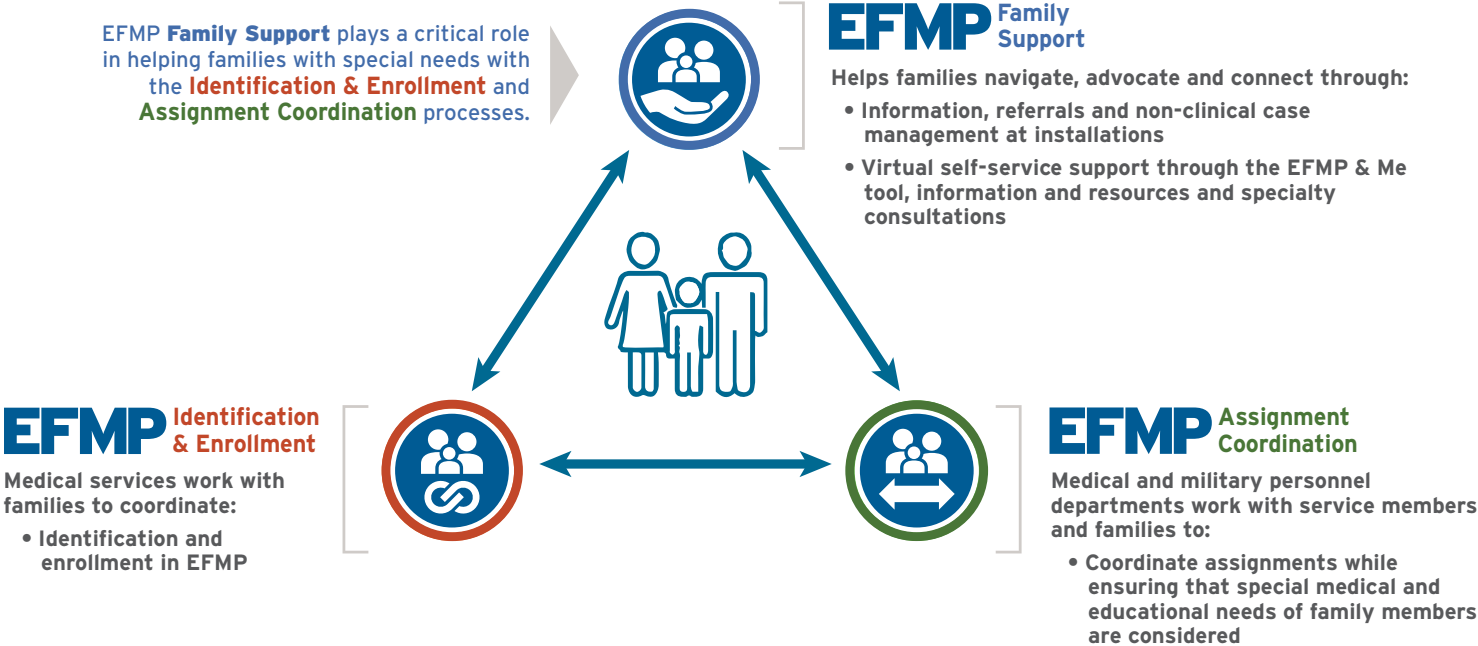
**How do I contact my nearest EFMP?**

Contact information is available via:

- Your service branch website
- Your installation Military and Family Support Centers
- Military INSTALLATIONS at <https://installations.militaryonesource.mil/>
- Military OneSource at **800-342-9647**

**EFMP** Exceptional Family Member Program

Sample of iconography used to describe the EFMP service area relationships



Sample of social graphics using illustration

Did you know that EFMP Family Support at your installation can help connect you with EFMP staff at your next duty station?

Not near an installation?

Contact Military OneSource EFMP Resources, Options and Consultations 24/7 for information at 800-342-9647.

SPECIAL MEDICAL NEEDS

You should enroll in EFMP if you have a:

spouse

child

dependent adult of any age

SPECIAL EDUCATION NEEDS

You should enroll if you have a:

child from age 3 to age 21

