EFMP Family Support

BRAND VISUALIZATION

APRIL 2020

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 Department of Defense 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 Exception Family Member Program logo on its own. In cases where only one color is available, use EFMP brand blue, Pantone 7691, without a seal.

EFMP Exceptional Family Member Program

7691

Logo with Department of Defense seal

EFMP Exceptional Family Member Program

Logo with service branch seals

Logo with the Army seal

EFMP Exceptional Family Member Program

Logo with Marine Corps seal

EFMP Exceptional Family Member Program

Logo with the Navy seal

EFMP Exceptional Family Member Program

Logo with the Air Force seal

EFMP Exceptional Family Member Program

Reverse logo formats

EFMP Exceptional Family Member Program

EFMP Exceptional Family Member Program

Logo with the Army seal

EFMP Exceptional Family Member Program

Logo with Marine Corps seal

EFMP Exceptional Family Member Program

Logo with the Navy seal

EFMP Exceptional Family Member Program

Logo with the Air Force seal

EFMP Exceptional Family Member Program

Logo • Identification & Enrollment

EFMP Identification & Enrollment is a component group of EFMP. Use of the Department of Defense 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.

EFMP Identification & Enrollment

7691 7598

Logo with Department of Defense seal

EFMP Identification & Enrollment

Logo with service branch seals

Logo with the Army seal

EFMP Identification & Enrollment

Logo with Marine Corps seal

EFMP Identification & Enrollment

Logo with the Navy seal

EFMP Identification & Enrollment

Logo with the Air Force seal

EFMP Identification & Enrollment

Reverse logo formats

EFMP Identification & Enrollment

EFMP Identification & Enrollment

Logo with the Army seal

EFMP Identification & Enrollment

Logo with Marine Corps seal

EFMP Identification & Enrollment

Logo with the Navy seal

EFMP Identification & Enrollment

Logo with the Air Force seal

EFMP Identification & Enrollment

Logo • Assignment Coordination

EFMP Assignment Coordination is a component group of EFMP. Use of the Department of Defense 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.

EFMP Assignment Coordination

7691 364

Logo with Department of Defense seal

EFMP Assignment Coordination

Logo with service branch seals

Logo with the Army seal

EFMP Assignment Coordination

Logo with Marine Corps seal

EFMP Assignment Coordination

Logo with the Navy seal

EFMP Assignment Coordination

Logo with the Air Force seal

EFMP Assignment Coordination

Reverse logo formats

EFMP Assignment Coordination

EFMP Assignment Coordination

Logo with the Army seal

EFMP Assignment Coordination

Logo with Marine Corps seal

EFMP Assignment Coordination

Logo with the Navy seal

EFMP Assignment Coordination

Logo with the Air Force seal

EFMP Assignment Coordination

Logo • Family Support

EFMP Family Support is a component group of EFMP. Use of the Department of Defense 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.

EFMP Family Support

7691 7683

Logo with Department of Defense seal

EFMP Family Support

Logo with service branch seals

Logo with the Army seal

EFMP Family Support

Logo with Marine Corps seal

EFMP Family Support

Logo with the Navy seal

EFMP Family Support

Logo with the Air Force seal

EFMP Family Support

Reverse logo formats

EFMP Family Support

EFMP Family Support

Logo with the Army seal

EFMP Family Support

Logo with Marine Corps seal

EFMP Family Support

Logo with the Navy seal

EFMP Family Support

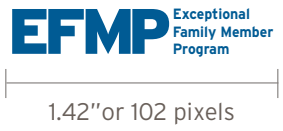
Logo with the Air Force seal

EFMP Family Support

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.



1.42"or 102 pixels

2.85"or 205 pixels

Minimum Margin of Clearance

To preview 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 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 Department of Defense seal OR the Department of Defense tagline (not "Supported by Military OneSource").

SUPPORTED BY MILITARY ONE SOURCE

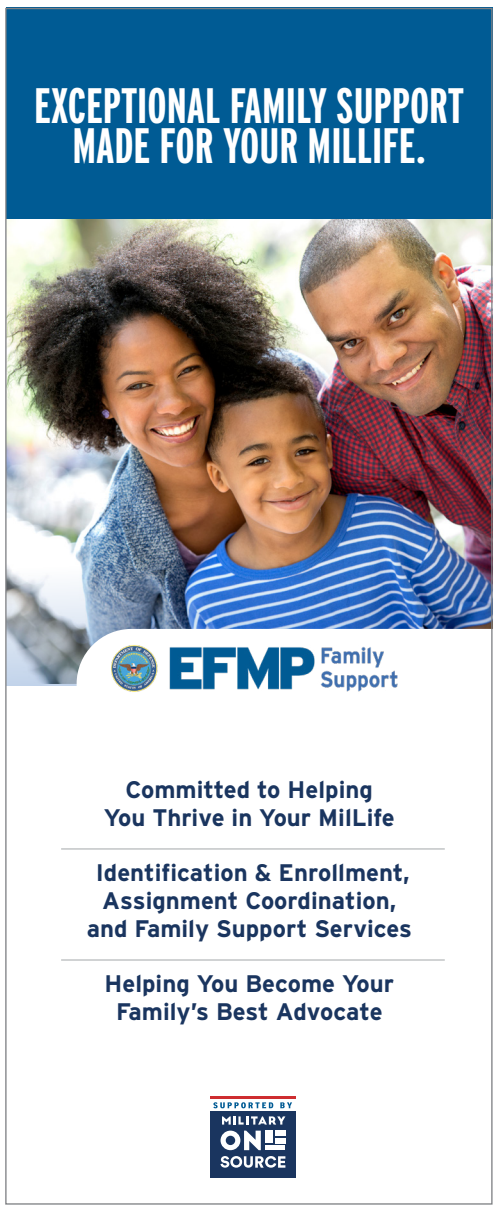
7691 542

SUPPORTED BY MILITARY ONE SOURCE

7691

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.

EFMP Exceptional Family Member Program — 104 pixels

EFMP Family Support — 120 pixels

SUPPORTED BY MILITARY ONE SOURCE — 45 pixels

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.

SUPPORTED BY MILITARY ONE SOURCE

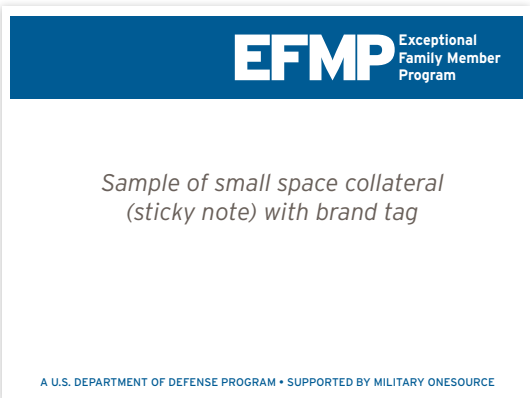
Department of Defense and Military OneSource Brand Tag

Where space is limited or printing specifications don't allow, it may not be possible to use the Department of Defense 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

Interstate Regular, All Caps
Size can be determined by specific use

Installation-level materials are only required to include the Department of Defense seal OR the Department of Defense 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
HEADLINE

Interstate Black
Size 12pt
Subhead

Interstate Light
Size 9pt with 13pt leading
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 enimi, 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
HEADLINE

Segoe Bold
Size 12pt
Subhead

Segoe Regular
Size 9pt with 13pt leading
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 enimi, 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

EFMP Exceptional Family Member Program

7691

Sample poster

EXCEPTIONAL FAMILY SUPPORT MADE FOR YOUR MILLIFE

EFMP Exceptional Family Member Program

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

SUPPORTED BY MILITARY ONE SOURCE

Color Usage

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

EFMP Identification & Enrollment

7691 | 7598

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

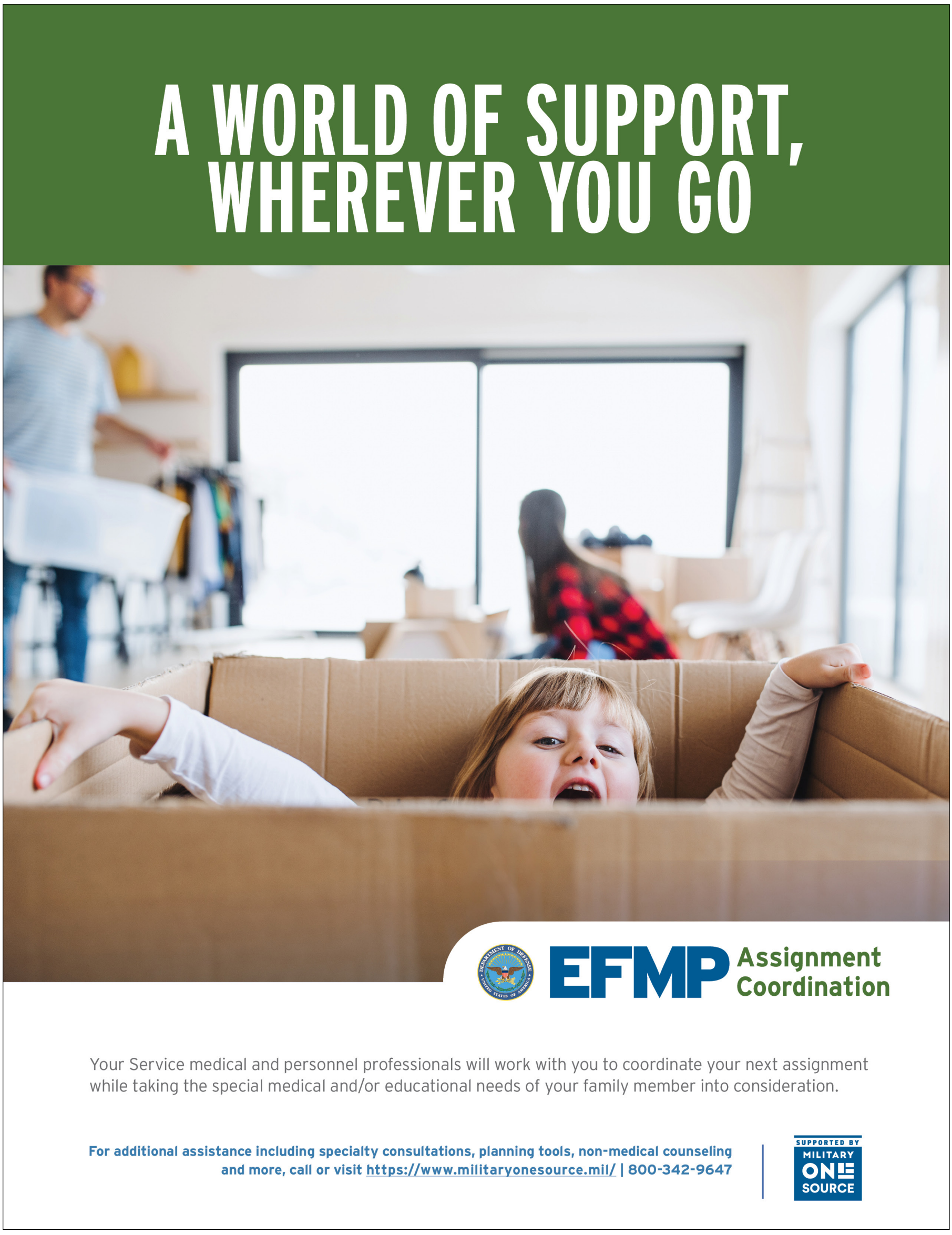
Color Usage

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

EFMP Assignment Coordination

7691 364

Sample poster



Color Usage

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

EFMP Family Support

7691 | 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
- Or 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

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.

ASSIGNMENT COORDINATION

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.

FAMILY SUPPORT

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

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.

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.**

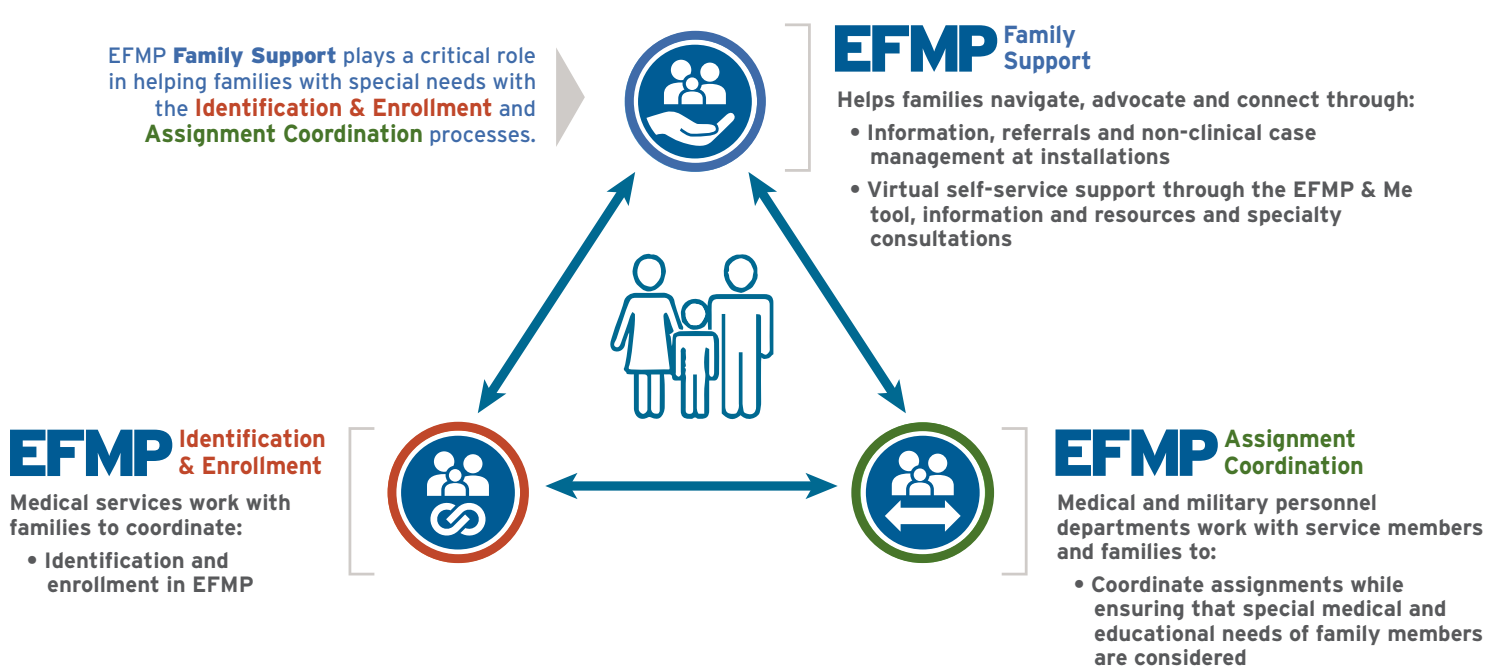
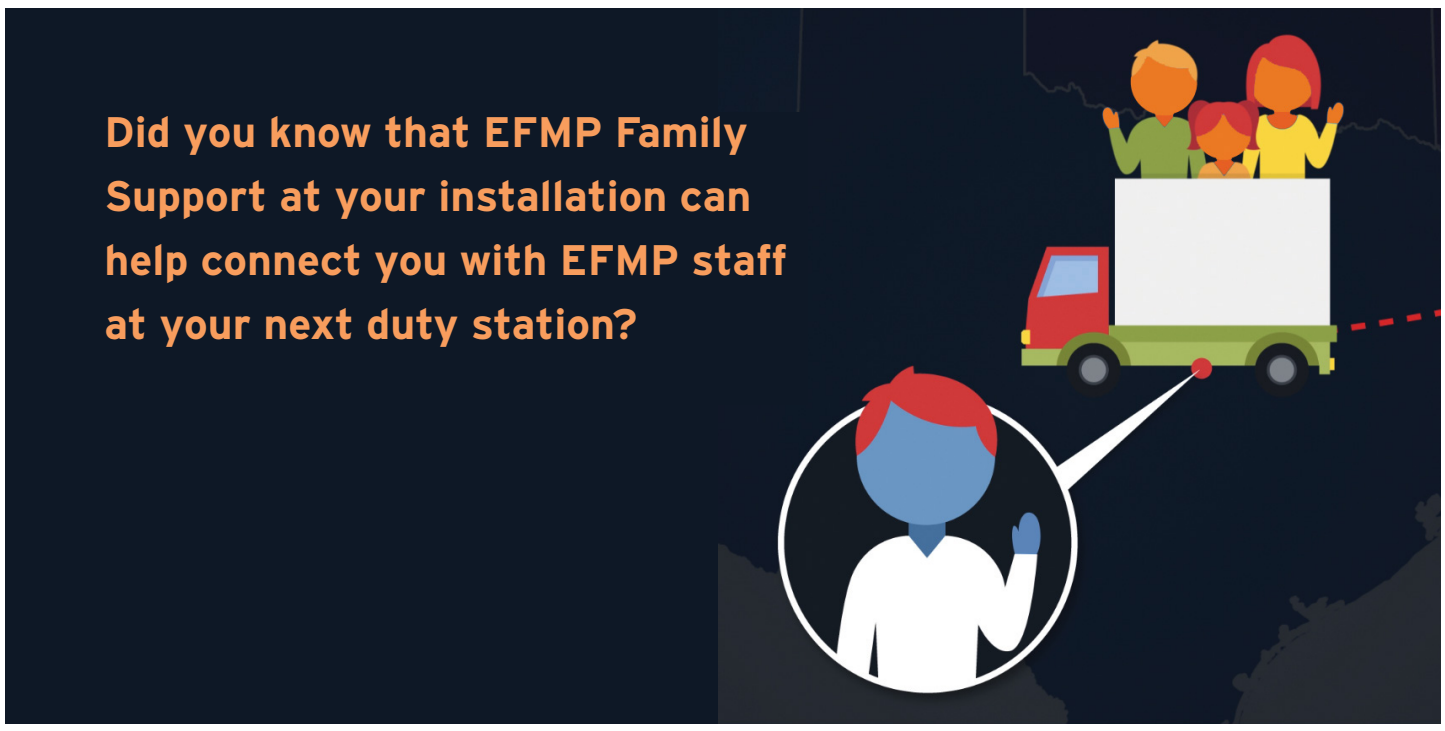
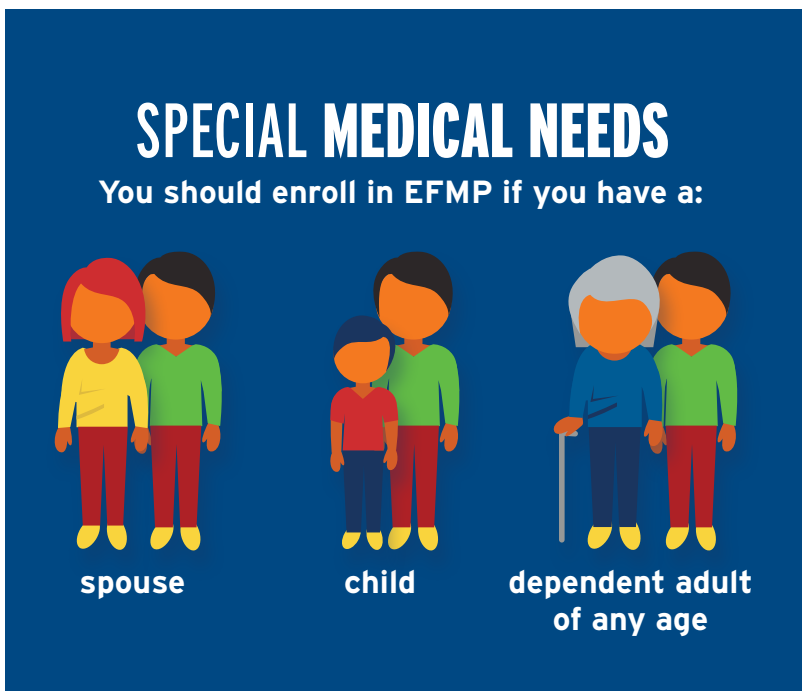
How do I contact my nearest EFMP?

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