



Visual Style Guide

March 2013

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Introduction to the Military OneSource 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 1200px wide at 300ppi. The minimum acceptable dimension is 100px wide at 72ppi.

Maximum = 1200px wide at 300ppi

Minimum = 100px wide at 72ppi



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 horizontal 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 MOS 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

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.”



Call. Click. Connect.



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 2 pt stroke using MOS gray (see [Color Palette](#)).



Call. 800-342-9647

Click. MilitaryOneSource.mil

Connect. 24/7



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

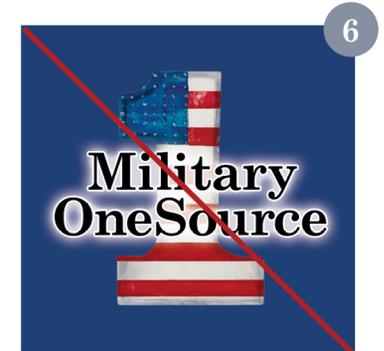


Call. Click. Connect.

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 (video, broadcasts), Red-Green-Blue - RGB - values. For Web applications, refer to the Hex values.

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**

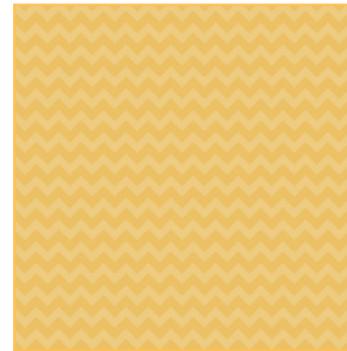
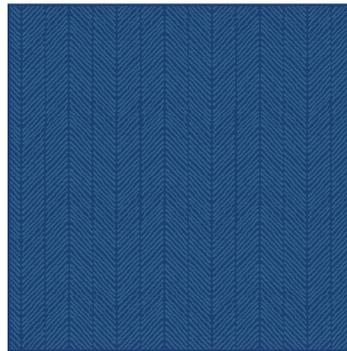
Textures and additional design elements

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&.,:;\$%!?(*)

Typography (cont')

Trade Gothic LT Std Condensed

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

Trade Gothic LT Std Condensed Oblique

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

Trade Gothic LT Std Bold Condensed

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

Trade Gothic LT Std Bold Condensed Oblique

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

Typography (cont')

Trade Gothic LT Std Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;\$%!?(*

Trade Gothic LT Std Light Oblique

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*1234567890&.,:;\$%!?(**

Trade Gothic LT Std Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;\$%!?(*

Trade Gothic LT Std Oblique

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*1234567890&.,:;\$%!?(**

Typography (cont')

Trade Gothic LT Std Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Trade Gothic LT Std Bold Oblique

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

Social Media Hub Overview

The Social Media Hub is the central place where users can access social media platforms to engage with others in the military community. The newly designed Social Media Hub offers a variety of social sites for users to explore, find useful information, and interact with others. Visitors will find us on Facebook, Twitter, Pinterest, Flickr, YouTube, LinkedIn, and iTunes. They will also find helpful tools like podcasts and widgets. They can learn more information on select topics provided in our webinar series. There are lots of ways to connect and learn on our Social Media Hub.

1 Let's Connect!

Users can find current and detailed information that supports every phase of military life from our Military OneSource Facebook, Twitter, Pinterest, and iTunes sites; find out quality of life information on programs and policies from our MC&FP Facebook, Twitter, Flickr, and YouTube sites; and keep informed of military spouse career opportunities on our Military Spouse Employment Partnership Facebook, Twitter, and LinkedIn. Not only can users find information on all of our social media sites, but can also join in the conversation about posted topics of interest with other service members and their families.



Coming November 2012

Call, 1-800-342-9647 Click, MilitaryOneSource.mil



How to set up a subscription to an RSS Feed

1 Open Internet Explorer or Firefox and go to www.militaryonesource.mil/rss.



2 Select the news feed you would like to subscribe to. For example, "News for Service and Family Members."

3 At the top of screen you will see a yellow box that says "Subscribe to this feed using" with a drop down menu of choices.



4 Choose the reader that you would like to use from the drop down menu.

5 Click "Subscribe Now."



Call. Click. Connect.

Military OneSource Offers FREE Tax Consultation & eFiling

- ✓ Maximize your refund
- ✓ Take advantage of our simple, easy process
- ✓ Use your tax refund wisely - save money and pay off debt

Visit MilitaryOneSource.mil to file your federal and state taxes.



Call, 1-800-342-9647 Click, MilitaryOneSource.mil Connect, 24/7

Provided by the Department of Defense at no cost to service members (active duty, Guard, and Reserve) and their family members.

Take charge of your PCS move!

Plan My Move is a unique Department of Defense moving tool that connects you and your family to moving resources ensuring a smooth move.

- Moving overseas?
- ✓ easily plan your OCONUS move
 - ✓ create a customizable calendar that outlines overseas information like how/when to apply for passports/visas and links to important websites and contact information
 - ✓ access community resources with helpful phone numbers, arrival procedures, and detailed information on health care, child care, housing, moving with a family member with special needs, education, etc.

Whether you're moving overseas or across the country, you'll want to get to know your new community outside the gate using Community Resources, available through Military OneSource:

- ✓ compare the cost of living and other statistics between communities
- ✓ locate available jobs and quality schools
- ✓ explore neighborhoods
- ✓ use salary comparison tools and moving calculators

Get moving with these helpful resources:

Plan My Move
www.militaryonesource.mil/moving

Military Installations
<http://www.militaryinstallations.dod.mil>

Military Youth on the Move
www.militaryonesource.mil/MYOM

Military OneSource
www.militaryonesource.mil



Call, 1-800-342-9647
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Providing policy, tools, and resources for service members and their families.

Ready. Set. Move!

Let us guide you to your next destination.



Screen examples

