



U.S. Department of Defense

EFMP Exceptional
Family Member
Program

BRAND VISUALIZATION

SEPT. 2023

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 logo lockup is preferred, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EFMP logo lockups to consider. Choose the correct version to use based on logo size and application. Logos without the DOD lockup should only be used in environments already branded as DOD.



Filename: Logo_EFMP_Color

EFMP DOD High-Resolution Stacked Logo Lockup

For high-resolution reproduction such as printed materials, letter-sized PDFs, or full-screen presentations, use the DOD stacked logo. **Whenever possible, this lockup should be used.** In cases when the "U.S Department of Defense" becomes illegible, use one of the versions below.



Filename: Logo_EFMP_DOD_Stack_Color

EFMP DOD Small Version Logo Lockup

Use the DOD icon in place of the stacked logo if the "U.S Department of Defense" may become illegible. This can be typically found in small-space reproductions like business cards or on-screen presentations. The way to truly check whether to use this small version versus the web version is if the details of the Pentagon icon are still discernible.



Filename: Logo_EFMP_DOD_Small_Color

EFMP DOD Web Version Logo Lockups

Use the small-use icon for logo lockups when designing web pages, social graphics or apps where the logo lockup falls below 600 pixels or less.



Filename: Logo_EFMP_DOD_Web_Color

For additional guidance on DOD logo usage requirements: <https://www.defense.gov/Brand-Guide/#DOD-logo>

Other Logo Versions

One color – 653 c

The EFMP logo should be presented in the full-color version whenever design allows; however, use of the one-color version is acceptable for applications that are printed with one color only. If the EFMP logo is locked up with the DOD logo, it must be printed in PMS 653. Examples of usage may be for printing on various collateral such as pens, notepads and other giveaways.



Filename: Logo_EFMP-DOD_Stack_653



Filename: Logo_EFMP-DOD_Small_653



Filename: Logo_EFMP_DOD_Web_653

White

Use the white logo whenever the application requires additional contrast against a darker background.



Filename: Logo_EFMP_DOD_Stack_White



Filename: Logo_EFMP_DOD_Small_White



Filename: Logo_EFMP_DOD_Web_White

Logo • Identification & Enrollment

EFMP Identification & Enrollment is a component group of EFMP. Use of the DOD logo lockup is preferred, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EFMP logo lockups to consider. Choose the correct version to use based on logo size and application. Logos without the DOD lockup should only be used in environments already branded as DOD.



Filename: Logo_EFMP_Color_IDandEnrollment

EFMP DOD High-Resolution Stacked Logo Lockup

For high-resolution reproduction such as printed materials, letter-sized PDFs, or full-screen presentations, use the DOD stacked logo. **Whenever possible, this lockup should be used.** In cases when the "U.S Department of Defense" becomes illegible, use one the versions below.



Filename: Logo_EFMP_DOD_Stack_Color_IDandEnrollment

EFMP DOD Small Version Logo Lockup

Use the DOD icon in place of the stacked logo if the "U.S Department of Defense" may become illegible. This can be typically found in small-space reproductions like business cards or on-screen presentations. The way to truly check whether to use this small version versus the web version is if the details of the Pentagon icon are still discernible.



Filename: Logo_EFMP_DOD_Small_Color_IDandEnrollment

EFMP DOD Web Version Logo Lockups

Use the small-use icon for logo lockups when designing web pages, social graphics or apps where the logo lockup falls below 600 pixels or less.



Filename: Logo_EFMP_DOD_Web_Color_IDandEnrollment

For additional guidance on DOD logo usage requirements: <https://www.defense.gov/Brand-Guide/#DOD-logo>

Other Logo Versions

One color – 653 c

The EFMP logo should be presented in the full-color version whenever design allows; however, use of the one-color version is acceptable for applications that are printed with one color only. Examples of usage may be for printing on various collateral such as pens, notepads and other giveaways.



Filename: Logo_EFMP-DOD_Stack_653_IDandEnrollment



Filename: Logo_EFMP-DOD_Small_653_IDandEnrollment



Filename: Logo_EFMP_DOD_Web_653_IDandEnrollment

White

Use the white logo whenever the application requires additional contrast against a darker background.



Filename: Logo_EFMP_DOD_Stack_White_IDandEnrollment



Filename: Logo_EFMP_DOD_Small_White_IDandEnrollment



Filename: Logo_EFMP_DOD_Web_White_IDandEnrollment

Logo • Assignment Coordination

EFMP Assignment Coordination is a component group of EFMP. Use of the DOD logo lockup is preferred, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EFMP logo lockups to consider. Choose the correct version to use based on logo size and application. Logos without the DOD lockup should only be used in environments already branded as DOD.



Filename: Logo_EFMP_Color_AssignmentCoordination

EFMP DOD High-Resolution Stacked Logo Lockup

For high-resolution reproduction such as printed materials, letter-sized PDFs, or full-screen presentations, use the DOD stacked logo. **Whenever possible, this lockup should be used.** In cases when the "U.S Department of Defense" becomes illegible, use one the versions below.



Filename: Logo_EFMP_DOD_Stack_Color_AssignmentCoordination

EFMP DOD Small Version Logo Lockup

Use the DOD icon in place of the stacked logo if the "U.S Department of Defense" may become illegible. This can be typically found in small-space reproductions like business cards or on-screen presentations. The way to truly check whether to use this small version versus the web version is if the details of the Pentagon icon are still discernible.



Filename: Logo_EFMP_DOD_Small_Color_AssignmentCoordination

EFMP DOD Web Version Logo Lockups

Use the small-use icon for logo lockups when designing web pages, social graphics or apps where the logo lockup falls below 600 pixels or less.



Filename: Logo_EFMP_DOD_Web_Color_AssignmentCoordination

For additional guidance on DOD logo usage requirements: <https://www.defense.gov/Brand-Guide/#DOD-logo>

Other Logo Versions

One color – 653 c

The EFMP logo should be presented in the full-color version whenever design allows; however, use of the one-color version is acceptable for applications that are printed with one color only. Examples of usage may be for printing on various collateral such as pens, notepads and other giveaways.



Filename: Logo_EFMP_653_AssignmentCoordination



Filename: Logo_EFMP-DOD_Small_653_AssignmentCoordination



Filename: Logo_EFMP_DOD_Web_653_AssignmentCoordination

White

Use the white logo whenever the application requires additional contrast against a darker background.



Filename: Logo_EFMP_DOD_Stack_White_AssignmentCoordination



Filename: Logo_EFMP_DOD_Small_White_AssignmentCoordination



Filename: Logo_EFMP_DOD_Web_White_AssignmentCoordination

Logo • Family Support

EFMP Family Support is a component group of EFMP. Use of the DOD logo lockup is preferred, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EFMP logo lockups to consider. Choose the correct version to use based on logo size and application. Logos without the DOD lockup should only be used in environments already branded as DOD.



Filename: Logo_EFMP_Color_FamilySupport

EFMP DOD High-Resolution Stacked Logo Lockup

For high-resolution reproduction such as printed materials, letter-sized PDFs, or full-screen presentations, use the DOD stacked logo. **Whenever possible, this lockup should be used.** In cases when the "U.S Department of Defense" becomes illegible, use one the versions below.



Filename: Logo_EFMP_DOD_Stack_Color_FamilySupport

EFMP DOD Small Version Logo Lockup

Use the DOD icon in place of the stacked logo if the "U.S Department of Defense" may become illegible. This can be typically found in small-space reproductions like business cards or on-screen presentations. The way to truly check whether to use this small version versus the web version is if the details of the Pentagon icon are still discernible.



Filename: Logo_EFMP_DOD_Small_Color_FamilySupport

EFMP DOD Web Version Logo Lockups

Use the small-use icon for logo lockups when designing web pages, social graphics or apps where the logo lockup falls below 600 pixels or less.



Filename: Logo_EFMP_DOD_Web_Color_FamilySupport

For additional guidance on DOD logo usage requirements: <https://www.defense.gov/Brand-Guide/#DOD-logo>

Other Logo Versions

One color – 653 c

The EFMP logo should be presented in the full-color version whenever design allows; however, use of the one-color version is acceptable for applications that are printed with one color only. Examples of usage may be for printing on various collateral such as pens, notepads and other giveaways.



Filename: Logo_EFMP_653_FamilySupport



Filename: Logo_EFMP-DOD_Small_653_FamilySupport



Filename: Logo_EFMP_DOD_Web_653_FamilySupport

White

Use the white logo whenever the application requires additional contrast against a darker background.



Filename: Logo_EFMP_White_FamilySupport



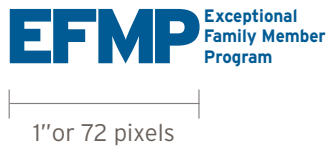
Filename: Logo_EFMP_DOD_Small_White_FamilySupport



Filename: Logo_EFMP_DOD_Web_White_FamilySupport

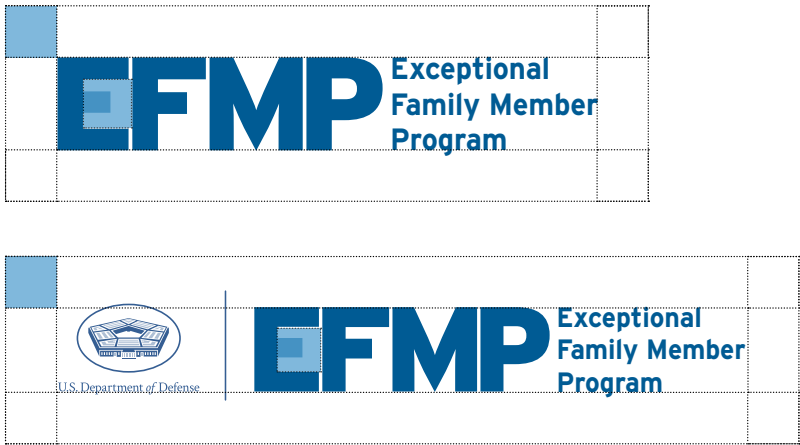
Minimum Size for Non-DOD version

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. Logo usage rules apply to ALL logo versions without the DOD logo.



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.



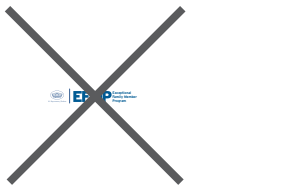
Incorrect Usage



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.



Do not use the web version of the logo when space allows for the stack version



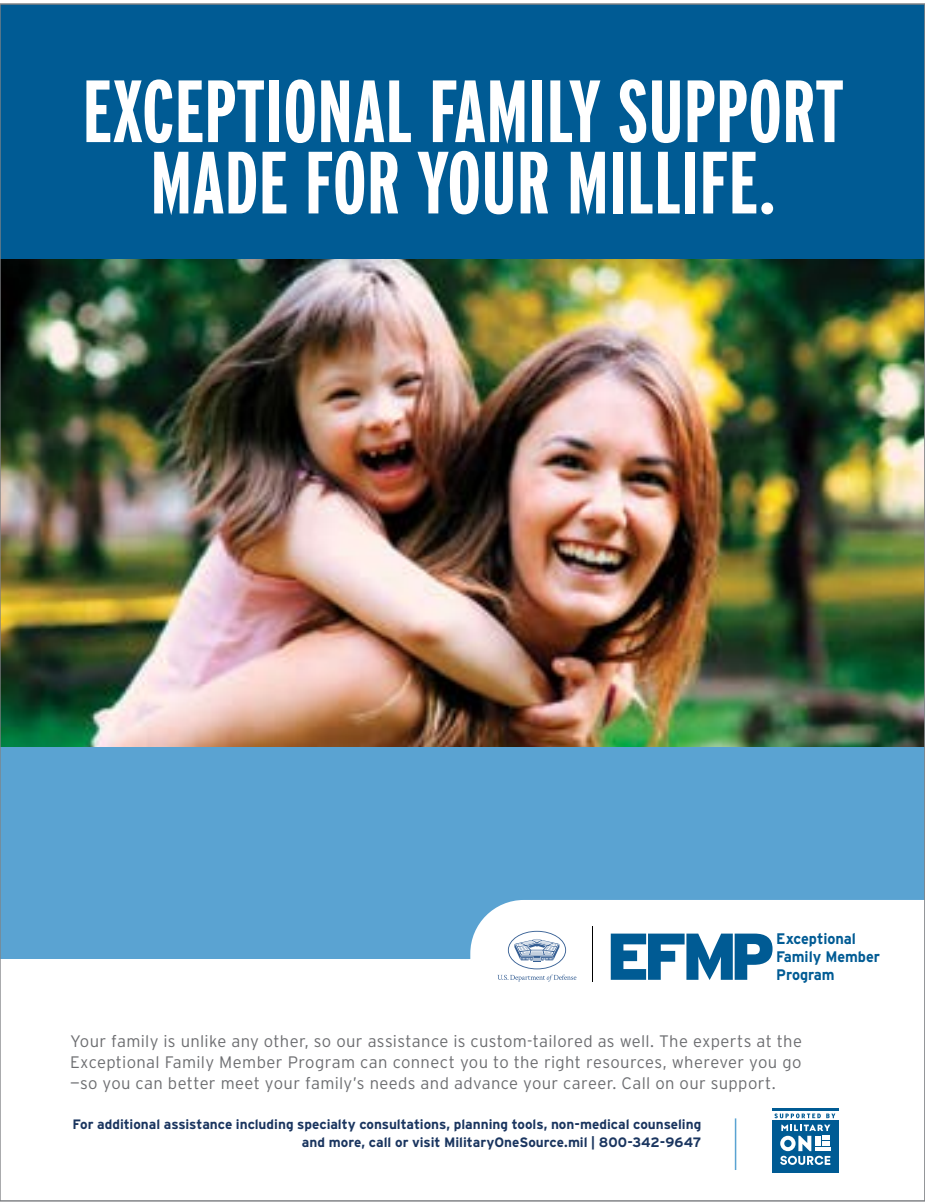
Do not replace the DOD logo with the DOD seal, or any branch seal.

“Supported by Military OneSource” Logo

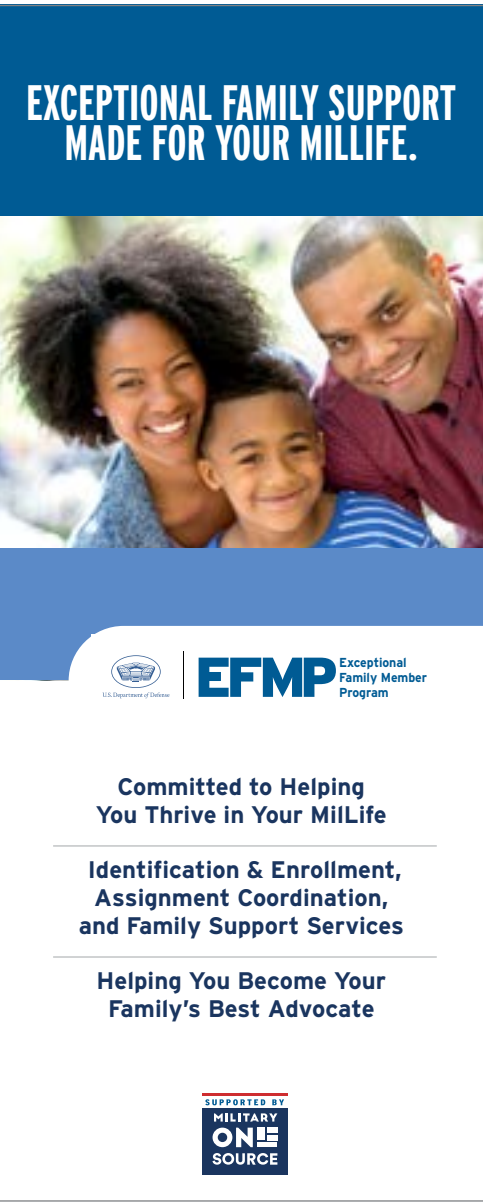
Military OneSource is a supporting brand for EFMP. As such the “Supported by Military OneSource” logo should be included on EFMP collateral where size allows. Installation-level materials are only required to include the DOD logo OR the DOD tagline (not “Supported by Military OneSource”).



Sample of logo pairing on a 8.5"x11" poster



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



Minimum Size

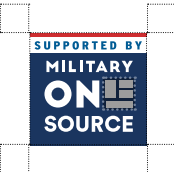
The sizes below are the absolute minimum sizes at which the logos can be used and preserve legibility. Please use the standard pixel resolutions for screen-based presentations.



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.



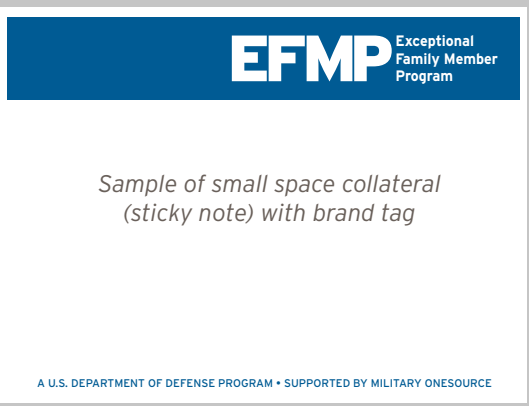
Department of Defense and Military OneSource Brand Tag

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

DOD Colors



PANTONE 653c
HEX 355e93
RGB 53/94/147
CMYK 64/36/0/42



PANTONE 651c
HEX aebfd4
RGB 174/191/212
CMYK 18/10/0/17

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 experts at the Exceptional Family Member Program can connect you to the right resources, wherever you go –so you can better meet your family’s needs and advance your career. Call on our support.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit [MilitaryOneSource.mil](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

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



Color Usage

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

EFMP Assignment Coordination

7691

364

Sample poster

A WORLD OF SUPPORT, WHEREVER YOU GO



EFMP Assignment Coordination

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



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



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.



Photography continued



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

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.

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

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.

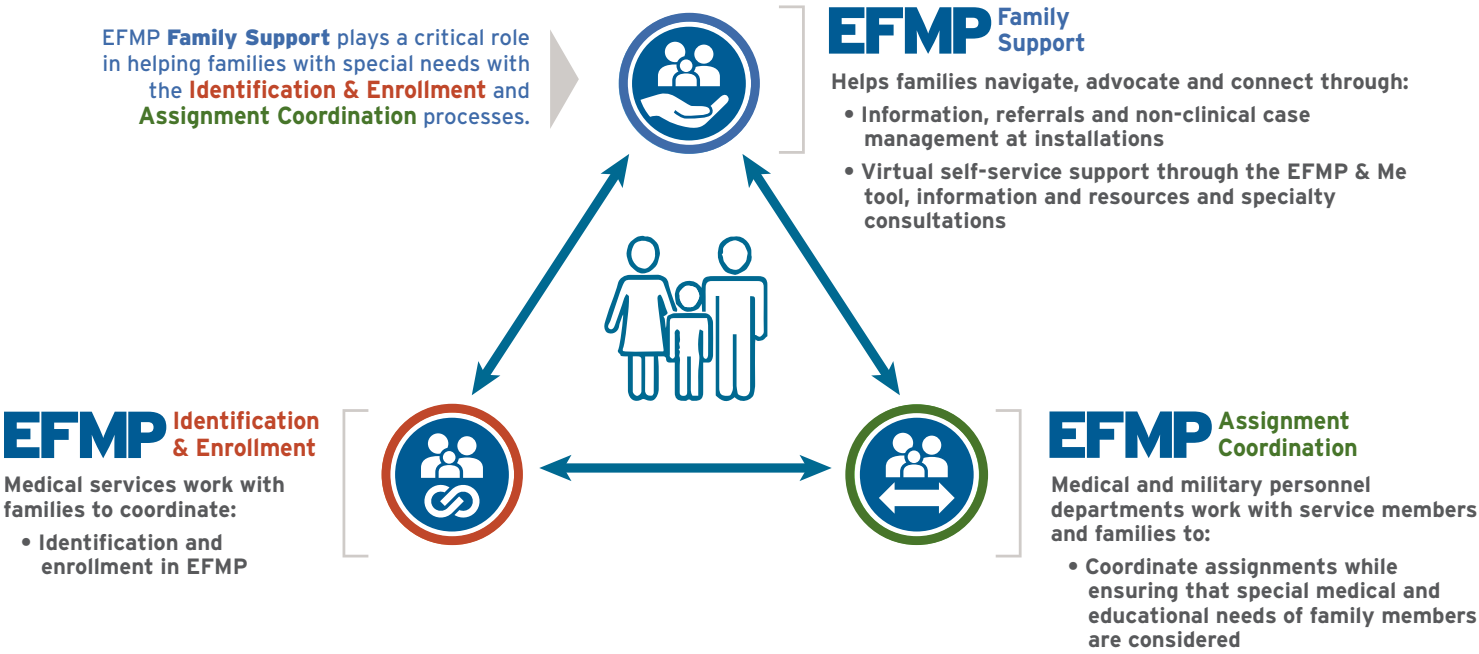
How do I contact my nearest EFMP?

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 EFMP 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 birth to age 21

