

# Visual Style Guide

February 2014



## Contents

Introduction to the MYOM Logo	3
Safe Area and Size	4
Logo and Tagline Usage	5
Incorrect Usage	6
Color Palette	7
Photography Styling and Additional Design and Brand Elements	8
Typography	10
Tone and Style of Photography	11
Print Examples	12
Screen Examples	13

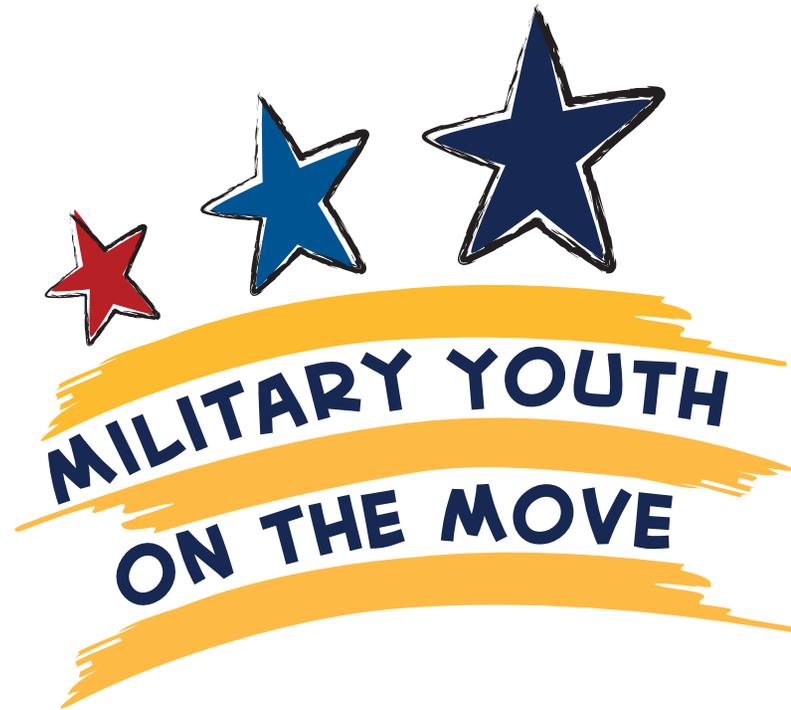


## Introduction to the MYOM Logo

The visual identity is the outward expression of Military Youth on the Move. It uniquely and distinctively sets it apart from other organizations. The logo is the primary element of that identity. However, other components play an important role in establishing the MYOM visual style.

The artwork and the primary typeface, Creative Block font, make up the MYOM 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

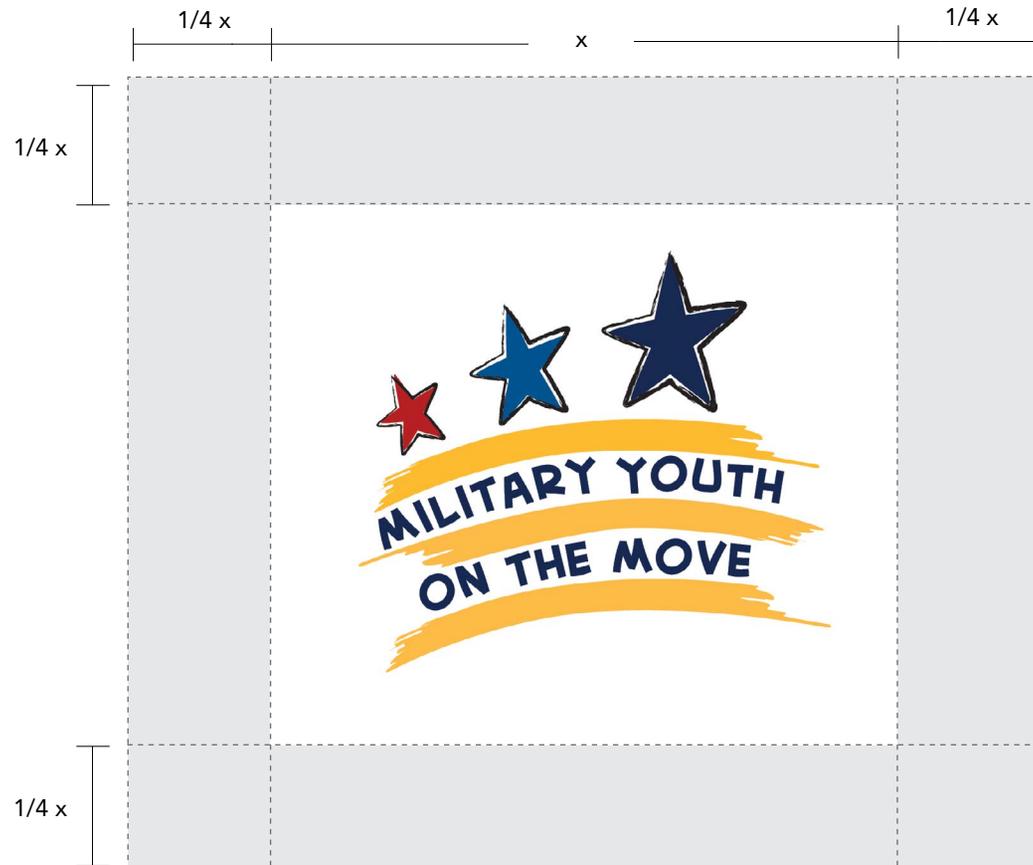
A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures  $1/4$  width of logo.

$x$  = width of logo  
 $1/4 x$  = 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 minimum acceptable dimension is 100px wide at 72ppi.

Minimum = 100px wide at 72ppi





## Logo and Tagline Usage

The official tagline for MYOM is

*"Moving Up, Moving Out, Moving On!"*

The font Kronika Regular should be used for the official tagline. The tagline should alternate between Pantone 534C (blue) and Pantone 130C (red).

An additional tagline for MYOM is

*"Let's move it!"*

The font Hand of Sean should be used for this tagline. While this is primarily used in Pantone #693 C (light blue). Its color can be changed.

Official tagline

**Moving Out, Moving Up, Moving On!**

Additional tagline

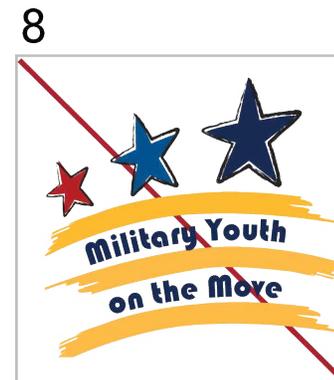
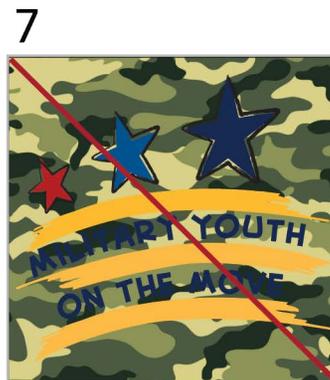
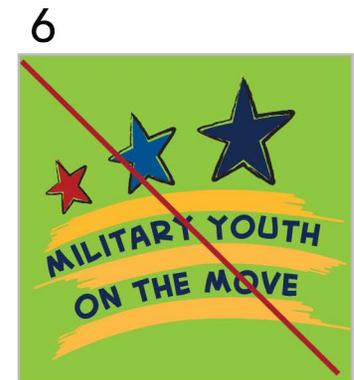
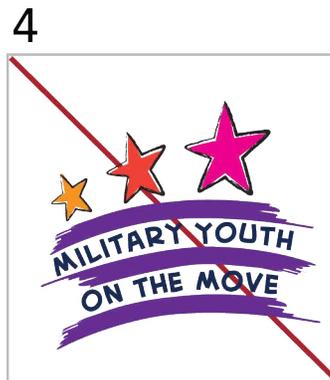
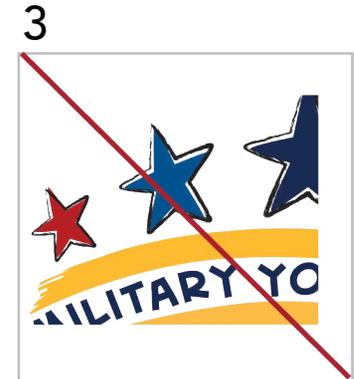
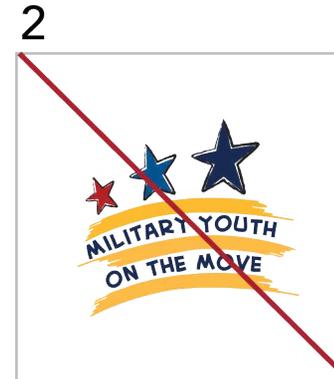
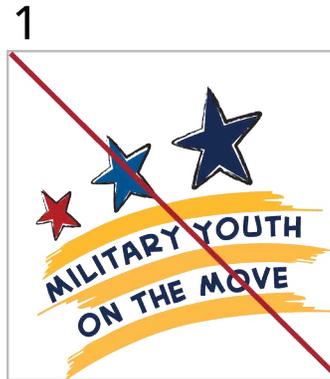
**Let's move it!**



## Incorrect Usage

Incorrect use of the MYOM 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 or remove the logo text.
4. Do not change the logo colors.
5. Do not place the logo on a black background or one that would clash with the colors of the logo.
6. Do not place the logo on a neon background or one that would clash with the colors of the logo.
7. Do not place the logo on a busy photograph or background.
8. Do not recreate elements of the logo.





## Color Palette

The primary MYOM color palette consists of yellow, red and dark blue with secondary accents of lighter blue and teal blue.

The MYOM 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 hexadecimal — HEX — values associated with each color.



Pantone 1235 C  
C0 M31 Y98 K0  
R255 G184 B28  
HEX FFB81C



Pantone 186 C  
C2 M100 Y85 K6  
R200 G16 B46  
HEX C8102E



Pantone 7687 C  
C100 M78 Y0 K18  
R29 G66 B138  
HEX 1D428A

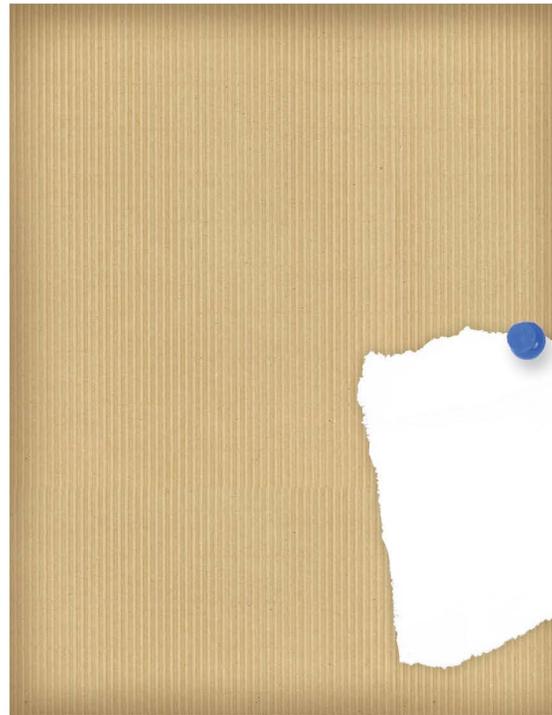


Pantone 7689 C  
C77 M25 Y6 K0  
R41 G143 B194  
HEX 298FC2



## Photography Styling and Additional Design and Brand Elements

- The cardboard background is an essential branding element.
- Images should be framed in a photography treatment and have shadows added to them for depth.
- Military Youth on the Move brand attributes include tape, push pins, paper clips, arrows, sticky notes, swirly bullets and torn paper.
- Photographs can be layered on top of each other to create a scrapbook feel.

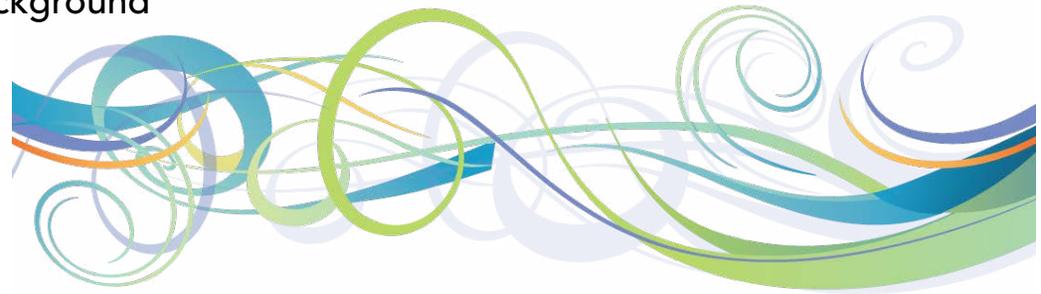


- Bullet text
- Bullet text
- Bullet text



- ④ Each group has its own unique background swoosh.
- ④ The correct background element should be used when developing products for each group.

### Kids Background



### Preteens Background



### Teenagers Background



### Parents Background





## Typography

The MYOM brand primary typefaces include Avenir and Hand of Sean.

Hand of Sean and Creative Block should be used as the MYOM primary headline typeface and for callouts.

Avenir LT Std should be used for content and body copy. Font variations, such as italic and semibold, may be used as needed.

When developing Web-related products, Verdana is the primary font for both header and content areas.

When Avenir is not available Calibri should be used.

Avenir LT Std 55 Roman  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Avenir LT Std 55 Oblique  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Avenir LT Std 65 Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Avenir LTD Std 65 Medium Oblique  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Avenir LT Std 85 Heavy  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Avenir LTD Std 65 Heavy Oblique  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Hand of Sean Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTU-  
VWXYZ  
1234567890&.,;:\$%!?(\* )

CREATIVE BLOCK REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

CREATIVE BLOCK BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )



## Tone and Style of Photography

A significant feature of MYOM is the use of authentic military photography when possible. Royalty-free photos are also acceptable.

To engage users, the images should be fun, but serious as well, 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 MYOM. Specific word associations include: patriotic, welcoming, friendly, clean, simple, official, trusted, progressive, warm, innovative, energetic and classic.





# Print Examples

**Moving Out, Moving Up, Moving On!**

**MILITARY YOUTH ON THE MOVE**

At Military Youth on the Move, you'll find advice on topics like relocation, deployment and everyday issues faced by military teens like you. Visit the site, check out the podcasts and read through some great articles written just for you!

*Let's move it!*

<http://apps.militaryonesource.mil/myom>

**Moving Out, Moving Up, Moving On!**

**MILITARY YOUTH ON THE MOVE**

Great advice, helpful tips and resources are just a click away! Get the scoop on topics like staying fit and healthy, changing schools, and dealing with a parent's deployment.

See what's happening at Military Youth on the Move:

- Check out the advice on moving, dating, friendship and more
- Read helpful tips on issues that matter to you
- Check out the latest podcasts
- Share your own experiences
- Find answers to your questions
- Link to other sites designed for teens

*Hear from real kids, pre-teens and teens about their experiences!*

<http://apps.militaryonesource.mil/myom>

**Moving Out, Moving Up, Moving On!**

**MILITARY YOUTH ON THE MOVE**

**"Being a teenager is hard. Period."**

Having to move every three years only makes it that much harder. It's like being confused all the time. One day, I just decided to give up the tough guy act and told my mom how scared I was really feeling about another move. I guess since then, talking with my parents has helped me with the problems I had with our move here."

*-Tyler, 17*

*Let's Move it!*

Let us help you get your kids moving!

<http://apps.militaryonesource.mil/myom>

Let MYOM help your entire family successfully navigate the challenges of relocation.

**Moving Out, Moving Up, Moving On!**

*Let's move it!*

**Military Youth on the Move - The Department of Defense website just for military youth!**

Get advice and tips about the stuff that matters!

**Popular Topics:**

- Keeping in Touch
- Dealing with Deployment
- Changing Schools
- Staying Fit and Healthy

**Explore Military Youth on the Move!**

- Check out the latest podcasts
- Explore articles written just for you

**MILITARY YOUTH ON THE MOVE**

Get connected, get the info you need and get moving through Military Youth on the Move!

<http://apps.militaryonesource.mil/myom>



# Screen Examples

**Moving Out, Moving Up, Moving On!**

[Moving Out](#) | 
 [Healthy Living](#) | 
 [Get Help](#) | 
 [Stay Safe](#) | 
 [Podcasts & More](#)

**Let's move it!**

This is your one-stop-shop for advice and info on moving, social life, school and more.

Check out the general resource links above or stuff for kids your age on the left!

*Your Place* ↘

- Kids**
- Preteens**
- Teenagers**

parents too

*In Your Words...*

**Jose, 16**

"I've been to eight different schools in the last ten years. But I'll tell you what, soccer is what has kept me sane. Most places play it year-round, so no matter when I move, I can find a team. With every team, I've been able to meet at least 15 new people. And those 15 people all lead to other new friends."

**Get help when you need it**

Being a military kid can be great most of the time, but it does have its own unique problems. When you're dealing with those problems, it can sometimes feel like you're all alone. You're not! If you need help, don't be afraid to ask. Check out these resources for getting help when you need it...

**How do you cope when a parent deploys?**

Another great resource:  
Military Kids Connect!

**OUR WEBSITES**

- Military OneSource
- MilitaryINSTALLATIONS
- Military Youth on the Move
- Plan My Move
- eSAT
- USA4 Military Families

**RESOURCES**

- Link to Us
- Plug-Ins
- Reports
- RSS Feeds
- Subscriptions

**LEGAL AND SECURITY**

- Privacy Policy & Security
- Disclaimer
- Accessibility

**CONNECT WITH US ON:**

HOMEFRONTconnections  
Social Media Hub