



Visual Style Guide

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Introduction to the Logo

The visual identity is the outward expression of the Relocation Assistance Program. 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 Relocation Assistance Program visual style.

Proper use of the logo and how it is combined with other graphic elements is described on the following pages.

The name and tagline are an integral part of the logo and should always be included.





Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures the same as the width of the logo text.

x = width of logo text
1/4 x = minimum 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.

Avoid using the logo at a size smaller than 1.375 inches wide to maintain legibility of the tagline.

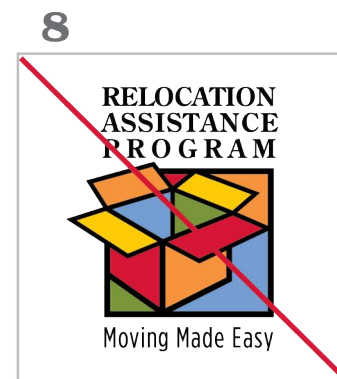
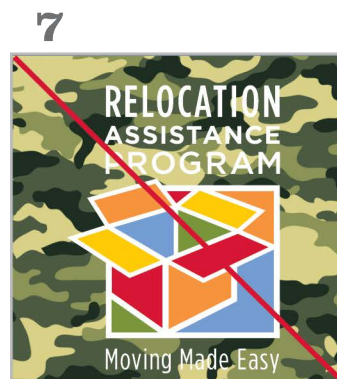
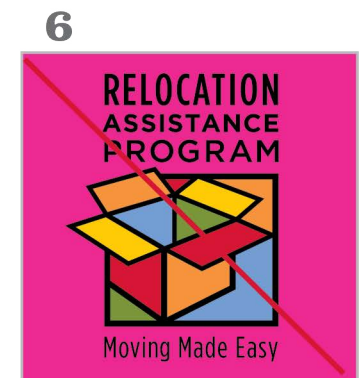
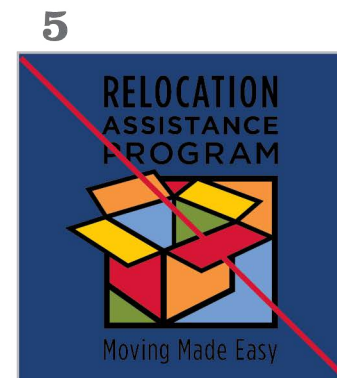
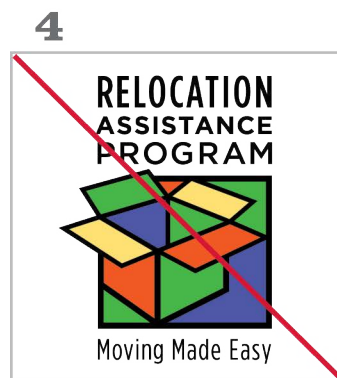
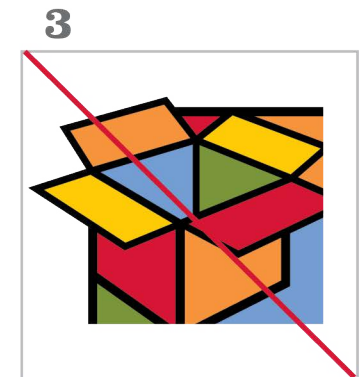
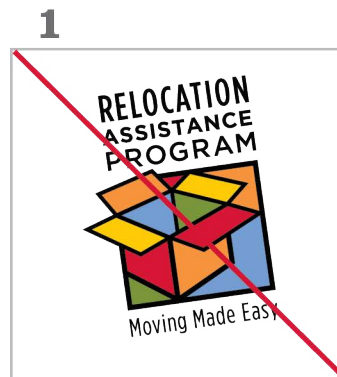




Incorrect Usage

Incorrect use of the Relocation Assistance Program 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 use the black version of the logo on a dark background.
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 Relocation Assistance Program color palette consists of yellow, red, blue, green and orange with black as an accent.

The Relocation Assistance Program 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.

<div>Pantone 186 C C0 M100 Y80 K10 R204 G0 B51 HEX CC0033</div>	<div>Pantone 659 C C55 M30 Y0 K0 R115 G147 B210 HEX 6699CC</div>	<div>Pantone 7406 C C0 M20 Y100 K0 R255 G204 B0 HEX FFCC00</div>
<div>Pantone 7490 C C34 M0 Y85 K35 R124 G150 B59 HEX 7C963B</div>	<div>Pantone 152 C C0 M50 Y85 K0 R255 G153 B51 HEX FF9933</div>	<div>Pantone Black C0 M0 Y0 K100 R0 G0 B0 HEX 000000</div>



Typography

The Relocation Assistance Program brand uses one primary headline typeface. It is Clarendon.

Clarendon Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;\$%!?(*)

Clarendon Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;\$%!?(*)



Typography

The Relocation Assistance Program brand uses two typefaces for paragraph copy. They are Avenir LT Std and Adobe Garamond. Font variations, such as italic and semibold, may be used as needed.

When Clarendon is not available Cambria should be used. When Avenir and Adobe Garamond are not available Calibri should be used.

Avenir LT Std 35 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Avenir LT Std 35 Light 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&.,;:\$%!?()*

Adobe Garamond Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Adobe Garamond Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?()*

Adobe Garamond Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Adobe Garamond Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?()*

Adobe Garamond Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Adobe Garamond Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?()*



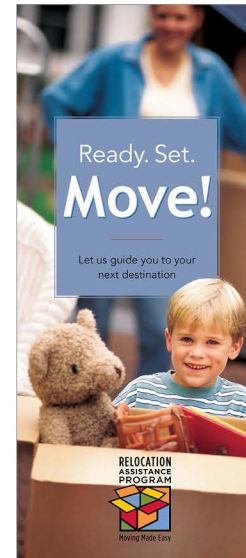
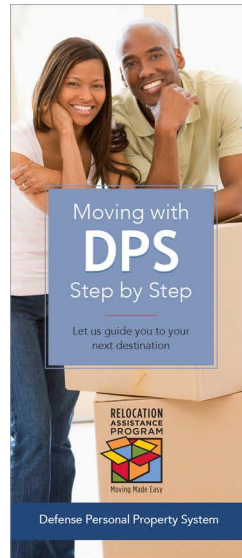
Tone and Style of Photography

Relocation Assistance Program imagery should consist of a wide range of families, couples and individuals with a variety of different ages and ethnic backgrounds. When possible, images showing actual service members should be used.





Print Examples



Relocation Budget Planner

One of the best ways to minimize the out-of-pocket expenses during your move is to set up a budget. Budgeting is essential to limiting your expenses and tracking your benefits and entitlements. The Relocation Budget Planner is one of the tools you can use to keep on track throughout your move. If you need assistance, contact your Military and Family Support Center or Military OneSource (<http://www.militaryonesource.mil>).

Enter your estimated benefits and entitlements in the first column (Benefits due you). Enter your estimated total cost for each item in the middle column (Your total estimated cost). Calculate the difference between the first column and the middle column, and put the number in the third column (Difference). If that number is negative, you may incur out-of-pocket expenses. Knowing this in advance can help you reduce your estimated costs and plan for extra expenses.

Keep your Relocation Budget Planner current as estimates change or become actual costs. This will help you stay on top of your relocation finances. You also may want to keep track of these costs for tax purposes or reimbursement for a personally procured move.

Relocation assistance point of contact

Name _____

Telephone # _____

Transportation office

Name _____

Telephone # _____

Housing office point of contact

Name _____

Telephone # _____

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