

USA4MilitaryFamilies

Department of Defense and States, Partnering to Support Military Families



Visual Style Guide

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Introduction to the USA4 Military Families Logo

The visual identity is the outward expression of USA4 Military Families. 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 USA4 visual style.

The logo is a text treatment using the font Goudy Old Style Bold with the words. USA4 in Pantone 703 C and MilitaryFamilies in Pantone 534 C.

The tagline accompanies the logo when needed and the official font for the tagline is Goudy Old Style Italic. It should appear in Pantone 534 C.

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

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Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures 1 height of logo.

x = height of logo

1 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



Incorrect Usage

Incorrect use of the USA4 Military Families 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 USA4 Military Families color palette consists of red and blue. Secondary accents consist of darker reds, and lighter blues.

The USA4 Military Families 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 703 C
C21 M96 Y71 K10
R181 G43 B67
HEX B52B43

Pantone 534 C
C95 M84 Y28 K21
R40 G58 B107
HEX 283A6B

Pantone 7682 C
C72 M50 Y10 K0
R86 G121 B174
HEX 5679AE

Pantone 7421 C
C21 M96 Y71 K89
R50 G0 B1
HEX 320001

Pantone 188 C
C21 M96 Y71 K50
R116 G16 B36
HEX 741024

Pantone 643 C
C20 M11 Y5 K0
R198 G213 B237
HEX C6D5E3

Typography

The primary typeface of USA4 Military Families brand is Goudy Old Style.

When Goudy Old Style is not available Cambria or Myriad Pro should be used. When Candara and Myriad Pro are not available Arial should be used.

When developing Web -related products, the primary font should be Verdana. This font should be used for headers, subheaders and content.

Goudy Old Style Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Goudy Old Style Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

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

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

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

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

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

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

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

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

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

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

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

Tone and Style of Photography

A significant feature of USA4 Military Families is the use of authentic military photography when possible.

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 USA4 Military Families. Specific word associations may include patriotic, welcoming, friendly, clean, simple, official, trusted, progressive, warm, innovative, energetic and classic.



Print Examples

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Many issues surrounding quality of life and family well-being can only be addressed by states. Because of this, the Department of Defense started the USA4 Military Families initiative through the DoD State Liaison Office to engage state policymakers, not-for-profit associations, concerned business interests and other state leaders about the needs of military members and their families.

Current Issues Addressed by the

The DoD State Liaison Office is focusing on key issues and their families. Detailed information on the issues is available on USA4 Military Families for the following:

- Facilitate separating service members receiving licensure and academic credit for military education, training and experience
- Facilitate military spouse transition through licensure portability and eligibility for unemployment compensation
- Provide authority for establishing Veteran Treatment Courts
- Increase access to quality child care for military families
- Promote consumer protections and enforcement of the DoD predatory lending regulation
- Waive required waiting time to establish residency for separating service members so they can obtain in-state tuition rates

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THE INTERSTATE COMPACT

Making the school transition easier for your school-age children!



When you receive orders to relocate, you may wonder: Will my children be able to graduate on time? Will my child have to be retested in our new state before receiving comparable services or accommodations? To ease your worries, find out if your state is a member of the Interstate Compact on Educational Opportunity for Military Children.

The compact provides states with common guidelines to follow in handling issues that impact children of military families as they transition between school systems, such as enrollment, eligibility, course and program placement, and graduation.

Highlights

- 1 Schools must initially honor your student's placement based on his/her current enrollment, including special education services and accommodations and Advanced Placement classes.
- 2 Schools must facilitate giving your child a chance to participate in extracurricular activities.
- 3 Schools can waive specific courses required for graduation if similar coursework has been completed.

44 STATES HAVE ALREADY JOINED THE COMPACT!

For more information or to learn which states have adopted the compact, visit www.MIC3.net.

