



MilParents Rock Campaign Identity

Usage Guide

About the Campaign

The MilParents Rock campaign from the Family Advocacy Program celebrates military parents, while offering them – and their families – support to thrive.

Military community support programs should use the campaign emblem on communications that offer affirmation and assistance to military parents. It's especially intended for outreach and materials that help parents increase their knowledge of positive parenting, child development, available resources and coping strategies.

MilParents Rock is about letting parents know they are not alone. It's uplifting, and should be welcoming to parents. To maintain this positive spirit, please don't use the emblem with language or images that mention or show child abuse or neglect.

Thanks for sticking to the brand standard. **YOU rock!**

Campaign Identity



Colors



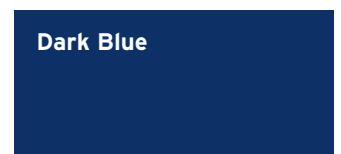
Light Blue

CMYK 62% / 22% / 3% / 0%
RGB 91 / 165 / 212
HEX #5BA5D4



Red



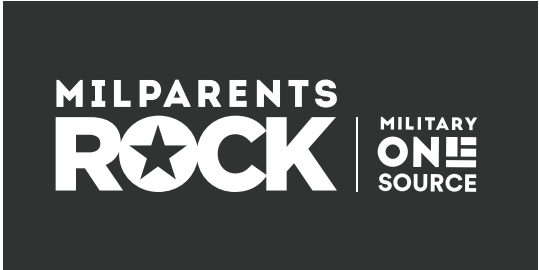
CMYK 0% / 97% / 75% / 0%
RGB 238 / 40 / 66
HEX #EE2842



Dark Blue

CMYK 95% / 74% / 7% / 44%
RGB 9 / 50 / 102
HEX #093266

Formats

	Full-Color Versions	White Reversed Versions
<p>Primary Version</p> <p>The preferred version of the emblem for most purposes includes the campaign's tagline and the Military OneSource logo.</p>		
<p>Secondary Version</p> <p>For usage of the emblem in smaller areas where legibility may be a concern, this alternate version without the tagline can also be used.</p>		

Application and Minimum Sizing

For print, letter-sized PDFs or high-quality presentations, use the **high resolution logo**. Use the measurements here as the absolute minimum sizes the logos can be shown at and still maintain legibility.

Use the **small version logo** for small-space reproductions such as business cards or on-screen presentations.

Use the **web version logo** for web-based applications, social graphics, digital banners or any other media.

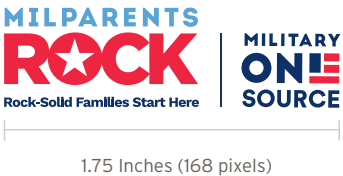
High Resolution Logo



Small Version Logo



Web Version 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 letter "M." Do not place text or other design elements within this margin around the logo.



Incorrect Logo Usage

Use the artwork and colors as provided.



Do not alter the logo artwork in any way, including changing colors.



Do not remove, reposition, crop or obscure any part of the logo.



Do not skew, stretch or distort the emblem. Logo artwork may be resized proportionally, provided that the final size is legible (see minimum size restrictions).



Do not apply the logo to visually competitive backgrounds or patterns.

Logo Lockups

The MilParents Rock emblem may be used by a service branch wanting to pair it with its logo or seal.

Defense Department



Military OneSource



Army



Marine Corps



Navy



Marine Corps



A Message About Child Abuse Content

MilParents Rock should be used with positive parenting messaging and resources only.

The campaign is meant to be welcoming to parents, and therefore should not include messaging directly about child abuse and neglect.

Photography Style

When choosing photography, follow these guidelines to maximize consistency of style and tone. All imagery should reflect the spirit of the campaign:

- Positive and Inspiring
- Bright and Hopeful
- Understanding and Caring
- Diverse and Inclusive
- Realistic and Relatable
- Authentic and Empathetic
- Community-Oriented
- Military Family Focused

Do not use the emblem with photography that shows abuse, neglect or distress. Here are some examples of images that reflect the intended tone:



Photography Contrast

When placing the logo or other text over photography, make sure there is enough contrast. Photography used for the campaign should be generally bright in color, but there may be times when it's necessary to darken the background image for better readability. Stick to these guidelines for consistency and success:

- Use the full-color logo over photos that are very light and bright in color.
- Use the white reversed logo with darker images.
- Rather than darkening or brightening an entire background image, preserve a sense of realism by treating the area around the logo or text only.

White Reversed Logo Version



Full-Color Logo Version

