MILITARY ONE SOURCE

Website Visual Style Guide

August 2023 | Version 2.0

Table of Contents

Outlined in this guide are the elements that make up the core Military OneSource visual identity. This guide keeps the brand unified, strong and unfragmented.

The Military OneSource logo is a valuable asset that brings a progressive and adaptive identity to the Military OneSource brand.

MILITARY ONE☰SOURCE

HEX
D43E51

HEX
12344A

This is the preferred two-color treatment of the logo. The one-color logo should be used sparingly.

Two-Color Logo

on white background

One-Color Logo

on dark background

Logo placement needs to also include white space around the outside edges.

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 "E." Do not place text or other design elements within this margin around the logo.

We have a defined range of fonts that can be used across messaging platforms. We chose each to complement the brand values and function across multiple mediums. The fonts are open-source and publicly available.

Work Sans Bold:

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890|!@#$%&*()?

Arvo Bold:

Arvo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890|!@#$%&*()?

Work Sans:

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890|!@#$%&*()?

Arvo Regular:

Arvo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890|!@#$%&*()?

02.1 Typography | Styles

Headings on site pages help bring hierarchy to the content within each page.

Desktop

Work Sans

Heading 1

Font size: 2.5rem (40px)
Line height: 1.25em

Heading 2

Font size: 2rem
Line height: 1.2em

Heading 3

Font size: 1.25rem
Line height: 1.625em

Arvo

Body Copy

Font size: 1rem
Line height: 1.5em

Mobile

Work Sans

Heading 1

Font size: 2rem
Line height: 1.25em

Heading 2

Font size: 2rem
Line height: 1.2em

Heading 3

Font size: 1.25rem
Line height: 1.625em

Arvo

Body Copy

Font size: 1rem
Line height: 1.5em

03. Colors

The following family of colors sets the visual tone throughout the MilitaryOneSource.mil site. The dark blue is the most primary color, set off with red accents. Paragraph text is black, and the neutral gray serves as a backdrop to visually divide content. Always consider color contrast for accessibility.

MOS Blue 600

HEX 194867

RGB 25/72/103

MOS Red 400

HEX B82132

RGB 184/33/50
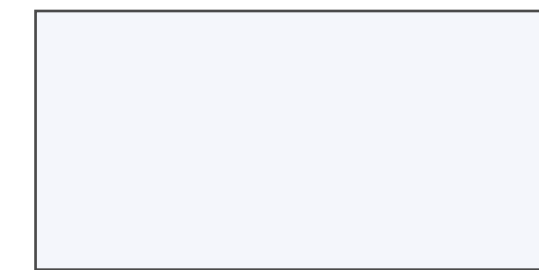
MOS Blue 50

HEX EFF4F7

RGB 239/244/247

MOS Blue 200

HEX AEC7D6

RGB 174/199/214

MOS Blue 700

HEX 12334A

RGB 18/51/74

MOS Red 500

HEX 9F1C2A

RGB 159/28/42

MOS Gray 600

HEX 4A4A4A

RGB 74/74/74

04. Graphic Styles

Use shadowing to delineate active or actionable content elements like promotional cards, buttons, input fields or drop-down menus. They are most effective on a treated background.

PRIMARY BLUE
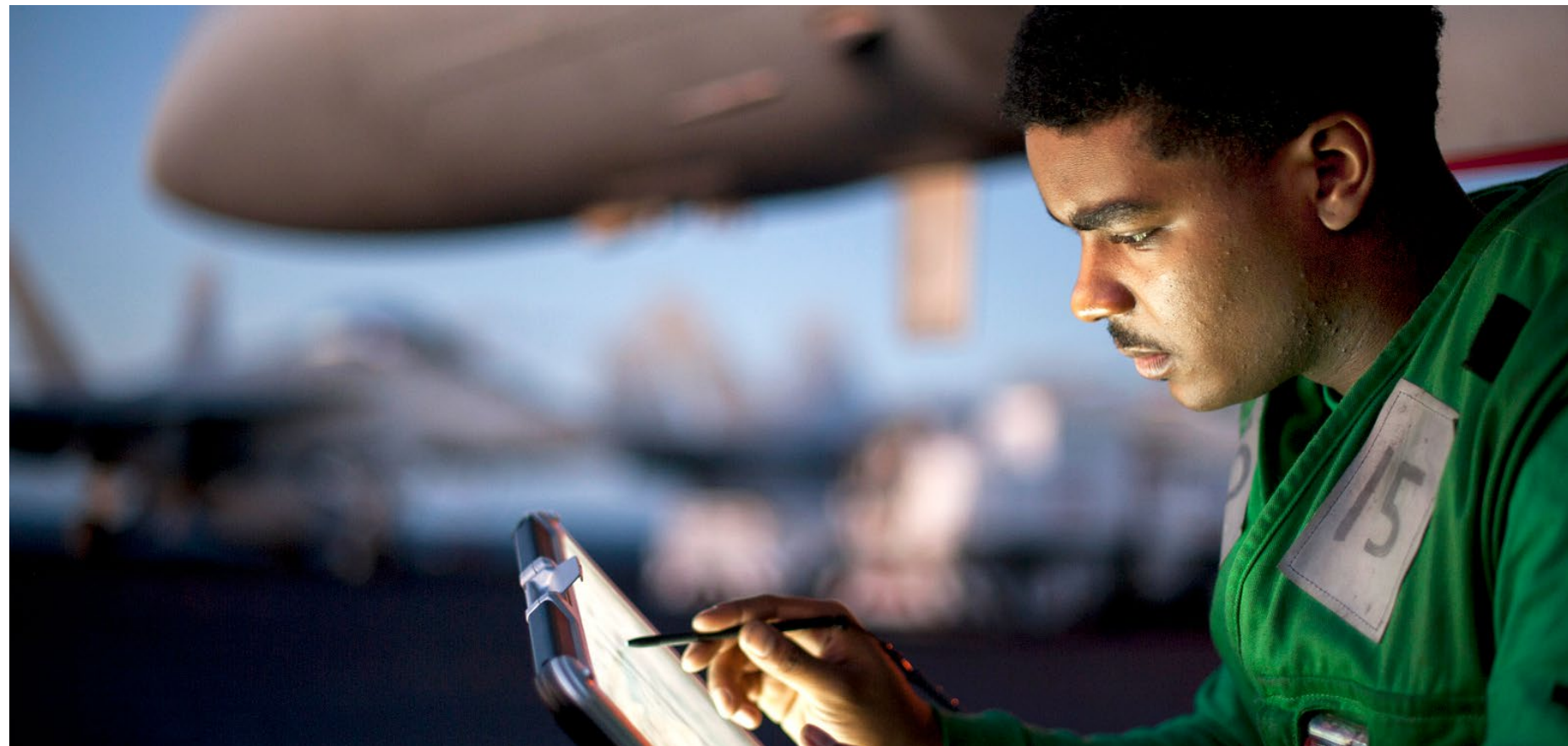(0.15 opacity)
X 10
Y 10
BLUR 43
SPREAD 0

New to the Military

It's never too early to start planning your future. Here are some things to think about.

05. Photography

Used in conjunction with this design system, imagery adds a personal and tangible tone to the Military OneSource brand. This section will provide guidelines on photography selection and treatments.

05.1 Photography | Promos

Hover state

05.2 Photography | Overlay

Get the facts on the blended retirement system

LEARN MORE

What are the best ways of living heart-healthy

LEARN MORE

These top ten tricks help you get money for college

LEARN MORE

05.3 Photography | Usage

Photo selection shouldn't feel staged, posed or cliche like commercial stock photography. It should depict service members and their families in a realistic, authentic way.

Style should be professional, high resolution and well exposed, reflecting the high standards and quality of service that Military OneSource promises.

Compositions should be visually dynamic, balancing subject, context and style to tell cohesive and engaging visual stories that are factually accurate.

Pay special attention to uniform and grooming standards (e.g., correct uniform for service, correct usage of hats, helmets, caps, insignia).

Typically, any personally identifying features, such as name tags or unit patches, should be digitally removed to protect the service member's identity.

All photos require alt tags and proper metadata when being uploaded to WordPress.