



U.S. Department of Defense



Educational &  
Developmental  
Intervention Services

# BRAND VISUALIZATION

SEPTEMBER 2023

# Key Objectives of the Visual Style Guide

It's important to build a consistent look and feel to use throughout Educational and Developmental Intervention Services program communications. Following brand standards helps build an identity for the program – and it also helps military families with special needs quickly recognize EDIS resources and services, wherever they are.

This guide provides information on how and when to use the EDIS logo, with products for our end users (service members and military families) or for the internal audience (service providers and leaders), and how this brand is supported by Military OneSource.

**This style guide addresses:**

- Logo signature
- Logo versions
- Correct logo usage
- Using “Supported by Military OneSource” logo
- Typography
- Color palette
- Photography style
- Design samples

EDIS Brand Logo

The EDIS program logo is always locked up with the DOD logo or DOD Icon, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EDIS logo lockups to consider. Choose the correct version to use based on logo size and application.

EDIS DOD High-Resolution Stacked Logo Lockup

For high-resolution reproduction such as printed materials, letter-sized PDFs, or full-screen presentations, use the DOD stacked logo. **Whenever possible, this lockup should be used.** In cases when the “U.S Department of Defense” becomes illegible, use one of the versions below.



EDIS DOD Small Version Logo Lockup

Use the DOD icon in place of the stacked logo if the “U.S Department of Defense” may become illegible. This can be typically found in small-space reproductions like business cards or on-screen presentations. The way to truly check whether to use this small version versus the web version is if the details of the Pentagon icon are still discernible.



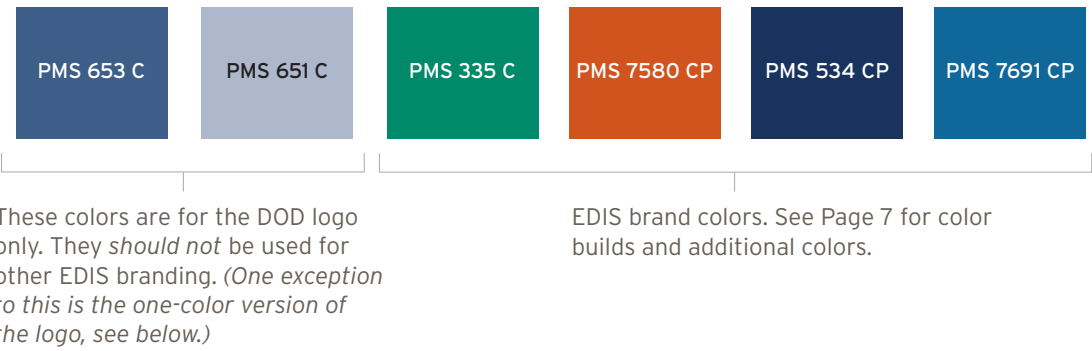
EDIS DOD Web Version Logo Lockups

Use the small-use icon for logo lockups when designing web pages, social graphics or apps where the logo lockup falls below 600 pixels or less.



For additional guidance on DOD logo usage requirements: <https://www.defense.gov/Brand-Guide/#DOD-logo>

Logo Colors



Other Logo Versions

One color – 653 c

The EDIS logo should be presented in the full-color version whenever design allows; however, use of the one-color version is acceptable for applications that are printed with one color only. Examples of usage may be for printing on various collateral such as pens, notepads and other giveaways.



White

Use the white logo whenever the application requires additional contrast against a darker background.



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 interior of the letter “E.” Do not place text or other design elements within this margin around the logo.



Incorrect Usage



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



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



**Do not** scale the logo smaller than the specified minimum size.



**Do not** alter the logo artwork in any way.



**Do not** alter or switch the color of logo artwork in any way.



**Do not** skew, stretch or distort the mark.



**Do not** place any object within the specified minimum clearance margin.



**Do not** stack the tagline under the logo.



**Do not** use the logo in black and white or grayscale.



**Do not** use the web version of the logo when space allows for the stack version



**Do not** replace the DOD logo with the DOD seal, or any branch seal.



**Do not** use the logo without the DOD lockup

“Supported by Military OneSource” Logo

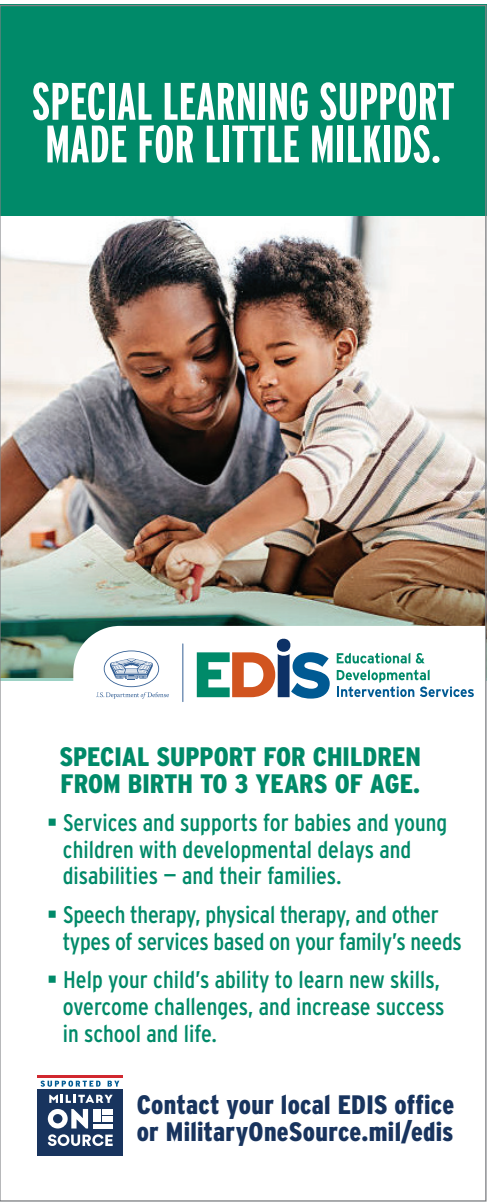
Military OneSource is a supporting brand for EDIS. As such the “Supported by Military OneSource” logo should be included on EDIS collateral where size allows. Installation-level materials are only required to include the DOD logo OR the DOD tagline (not “Supported by Military OneSource.”) Sample products shown below are to be used to communicate EDIS information to service members and military families from Military OneSource.



Sample of logo pairing on a 8.5"x11" poster



Sample of logo pairing on a 36"x 72" banner display



Minimum Size

The sizes below are the absolute minimum sizes at which the logos can be used and preserve legibility. Please use the standard pixel resolutions for screen-based presentations.



45 pixels

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 interior of the letter “E.” Do not place text or other design elements within this margin around the logo.



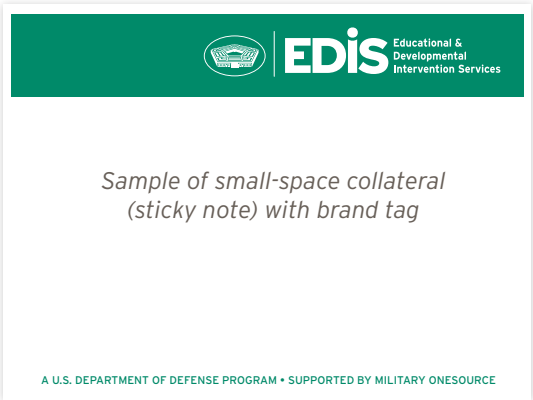
Department of Defense and Military OneSource Brand Tag

Where space is limited or printing specifications do not allow, it may not be possible to use the DOD logo or icon and/or the “Supported by Military OneSource” logo. In such cases, use the following text line instead:

A U.S. DEFENSE DEPARTMENT PROGRAM • SUPPORTED BY MILITARY ONESOURCE

Interstate Regular, All Caps  
Size can be determined by specific use

Installation-level materials are only required to include the DOD logo or icon OR the DOD tagline (not “Supported by Military OneSource.”)



Typography

Interstate Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Light Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Regular Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Black Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Regular Compressed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Bold Compressed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Regular Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Bold Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Interstate Black Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Type Setting

Use the following as a general guideline for type setting Interstate.

Interstate Bold Condensed  
Size can be determined by specific use

Interstate Black  
Size 12pt

Interstate Light  
Size 9pt with 13pt leading

HEADLINE

Subhead

Body copy example exces re occum, to volesequis al  
iquiate veliquam, coressitiam hil es eicil ipitas expla  
nam incium ipsundandant exceperuptur rem net laut  
vendae molut lab int enim, coribus et lique volo et es.

Alternate Typeface Choice

In cases when Interstate typeface is not available, Segoe is the preferred substitute. Segoe typeface is commonly bundled with Microsoft Office.

Segoe Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Condensed Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Condensed Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Condensed Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Segoe Condensed Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%^&\*?(){}[]

Type Setting

Use the following as a general guideline for type setting Segoe.

Segoe Bold Condensed  
Size can be determined by specific use

Segoe Bold  
Size 12pt

Segoe Regular  
Size 9pt with 13pt leading

HEADLINE

Subhead

Body copy example exces re occum, to volesequis al  
iquiate veliquam, coressitiam hil es eicil ipitas expla  
nam incium ipsundandant exceperuptur rem net laut  
vendae molut lab int enim, coribus et lique volo et es.

Color Palette

The color palette is made up of four primary colors and eight secondary colors to help support the design and production of many EDIS materials in both digital and print media.

Use HEX numbers for web work and RGB for screen-based graphics, social posts and presentations like PowerPoint and online PDFs. Use CMYK (cyan, magenta, yellow, black) for high-end, 4-color commercial printing. These typically will be how brochures, posters and flyers are produced.

NOTE: HEX, RGB and CMYK values are sourced from Adobe Illustrator CC.

Primary



PANTONE 335cp  
HEX 008969  
RGB 0/137/105  
CMYK 97/6/69/17



PANTONE 7580cp  
HEX d15420  
RGB 209/84/32  
CMYK 0/77/97/0



PANTONE 534cp  
HEX 1f355e  
RGB 31/53/94  
CMYK 98/85/36/27



PANTONE 7691cp  
HEX 005b94  
RGB 0/91/148  
CMYK 100/43/0/30

Secondary



PANTONE 391c  
HEX 92981b  
RGB 146/152/27  
CMYK 47/27/100/5



PANTONE 7744cp  
HEX c6cd23  
RGB 198/205/35  
CMYK 27/7/100/0



PANTONE 542cp  
HEX 5aa3d2  
RGB 90/163/210  
CMYK 63/23/4/0



PANTONE 7408cp  
HEX fdba12  
RGB 253/186/18  
CMYK 0/29/100/0



BLACK  
HEX 000000  
RGB 0/0/0  
CMYK 0/0/0/100



PANTONE Cool Gray 10cp  
HEX 474c55  
RGB 71/76/85  
CMYK 40/30/20/66



PANTONE 404cp  
HEX 696059  
RGB 105/96/89  
CMYK 55/53/58/25

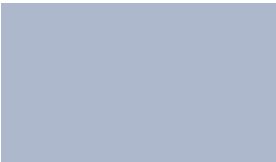


PANTONE Cool Gray 6cp  
HEX a4a7a9  
RGB 164/167/169  
CMYK 38/29/29/0

DOD Colors



PANTONE 653c  
HEX 355e93  
RGB 53/94/147  
CMYK 64/36/0/42



PANTONE 651c  
HEX aebfd4  
RGB 174/191/212  
CMYK 18/10/0/17

# Photography | Tone & Character

Photography used for EDIS should reinforce the overall tone and character of the program.

Subjects depicted should appear as:

- Positive and empowered
- Empathetic and supportive (but not sentimental or overly sympathetic)
- Thriving, active families with young children from newborns to age 3
- Service providers can also be shown working with children and children can be shown socializing together

Photography overall should strive to show:

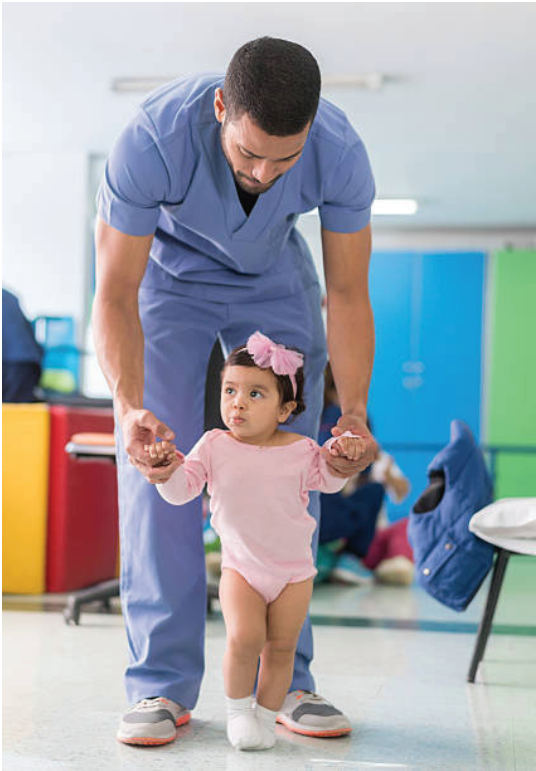
- Diversity in children's needs. Those eligible for EDIS services may have developmental or learning differences, which may or may not be visible.
- Diversity in children's ages from birth to age 3, not just toddlers. (The sooner we can encourage a family to seek screening and services, the better chance of a positive outcome.)
- Diversity in ethnicity. Families receiving services can be any ethnicity and family structure. Families and caretakers can also be of any age.
- Authentic interaction between the subjects, with captured moments. Not "posing for the camera."

Military referents are not required. If used, service member images must follow current guidelines for uniforms, grooming, etc.

Use of stock photography is allowed if appropriate imagery is not available. We encourage stock photography for sensitive topics and in some cases, it may not be appropriate to show faces.



Photography continued



Design Examples

Sample posters

# EXCEPTIONAL SUPPORT FOR OUR LITTLEST MILKIDS.





EDIS Educational & Developmental Intervention Services

Think your little MilKid could use a little help with learning? The early childhood experts at EDIS are here to help your family with a long list of services for children who might have developmental or learning delays – screenings, individualized plans, finding services and more. Help your child learn new skills, overcome challenges and have a more successful tomorrow. Connect with us soon.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit [MilitaryOneSource.mil](https://MilitaryOneSource.mil) | 800-342-9647



# A HELPING HAND MADE FOR YOUR LITTLE MILKID.





EDIS Educational & Developmental Intervention Services

Think your little MilKid could use a little help with learning? The early childhood experts at EDIS are here to help your family with a long list of services for children who might have developmental or learning delays – screenings, individualized plans, finding services and more. Help your child learn new skills, overcome challenges and have a more successful tomorrow. Connect with us soon.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit [MilitaryOneSource.mil](https://MilitaryOneSource.mil) | 800-342-9647



Sample banner-up display

Sample brochure and interior spread

## SPECIAL NEEDS SUPPORT MADE FOR LITTLE MILKIDS





EDIS Educational & Developmental Intervention Services

## 5 WAYS TO HELP MILKIDS BE THEIR BEST

EDIS is here to help military families understand their young child's needs and make the most of learning opportunities with these **free** services:

1 **Developmental Screenings**  
Help to determine whether your child is meeting developmental milestones.

2 **Developmental Evaluations**  
Help to determine if your child is eligible for early intervention services from EDIS.

3 **Individualized Family Service Plan**  
Help to identify goals and needs for your child's development.

4 **Early Intervention Services**  
Help to reach the goals you have for your child and family.

5 **Transition Assistance**  
Help to choose and settle into another program when your child turns 3 or when your family relocates.





EDIS Educational & Developmental Intervention Services

## SPECIAL LEARNING SUPPORT MADE FOR LITTLE MILKIDS.





EDIS Educational & Developmental Intervention Services

### SPECIAL SUPPORT FOR CHILDREN FROM BIRTH TO 3 YEARS OF AGE.

We Help Military Families with:

- Developmental screenings & evaluations
- Early intervention services
- Individualized family service plans
- Transition assistance to other programs

**Contact your local EDIS office**  
**[MilitaryOneSource.mil/edis](https://MilitaryOneSource.mil/edis)**

