



Visual Style Guide

03.09.2023 - V3

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Outlined in this guide are the elements that make up the core EFMP & Me visual identity. This guide aligns with the Military OneSource brand to create a cohesive look across the sites.

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01. Logo - Full Color

The new logo was created to brand the EFMP & Me website.
This is the preferred full-color treatment of the logo.



HEX #005b94
RGB 0 91 148



HEX #5aa3d2
RGB 90 163 210



HEX #1f355e
RGB 31 53 94

01.1 Logo - One Color

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

One-Color Logo
on white background



Reverse One-Color Logo
on dark background



01.2 Logo - Minimum Size



Width = 131px

Use the measurement here as the absolute minimum size the logo can be shown and still maintain legibility. Use the pixel resolutions for screen-based presentations.

01.3 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 half the height of “EFMP & ME.” Do not place text or other design elements within this minimum clear space.

01.4 Logo – Improper Use

Use the artwork and colors as provided.
Do not alter the logo artwork in any way.



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



Do not change the color(s) of the logo.



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



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

02. Typography

Work Sans is used for all the typography on the EFMP & Me site.
The following font weights are used on the site: Bold and Regular.

Work Sans Bold:

Work Sans

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

Work Sans Regular:

Work Sans

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

02.1 Typography – Styles

Desktop:

Title

Font-size: 48px
Line-height: 48px

Heading 1

Font-size: 36px
Line-height: 40px

Heading 2

Font-size: 28px
Line-height: 32px

Checklist Title

Font-size: 20px
Line-height: 24px

Paragraph

Font-size: 16px
Line-height: 24px or 1.5em

Mobile:

Title

Font-size: 38px
Line-height: 42px

Heading 1

Font-size: 30px
Line-height: 34px

Heading 2

Font-size: 22px
Line-height: 26px

Checklist Title

Font-size: 18px
Line-height: 22px

Paragraph

Font-size: 14px
Line-height: 21px or 1.5em

03. Colors

Colors used on the site are drawn from Military OneSource and EFMP & Me branding.

Main Colors:

HEX #194867
RGB 25 72 103

- Headings
- Icons
- Buttons
- Drop-downs

HEX #005ea2
RGB 0 94 162

- Linked text
- Checked boxes
- Selected radio buttons

HEX #5aa3d2
RGB 90 163 210

- “& Me” on logo
- Accent lines

HEX #657581
RGB 101 117 129

- Radio buttons
- Checkboxes

HEX #4a4a4a
RGB 74 74 74

- Paragraph text
- Radio button copy
- Checkbox copy

03.1 Colors - Errors & Validations

Error Message:

!

Error Message

X

HEX #c93140

RGB 201 49 64

HEX #faebec

RGB 250 235 236

Validation Message:

✓

Validation Message

X

HEX #1e7b34

RGB 30 123 52

HEX #e2f7e9

RGB 226 247 233

04. Iconography

Arrow Icons:



Close Icon:



Validation Icon:



Error Icon:



Checkbox Icon:



Radio Button:



05. Photography

The use of photography on the site is limited in order to bring focus to the task at hand or the checklist content.

Home - Hero Background Image (Source: DVIDS)



White Overlay:

HEX #ffffff

RGBA 255 255 255 0.94

Photo selection shouldn't feel staged, posed or cliché like commercial stock photography. It should depict military families in a realistic, authentic way.

Typically any personally identifying features, such as name tags or unit patches, should be digitally removed to protect the identity of the individual.

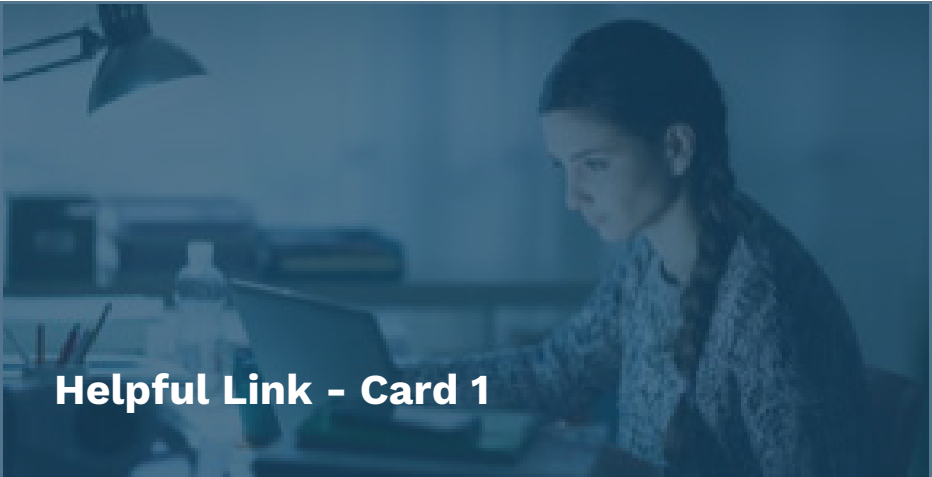
All photos require alt tags and proper metadata when being uploaded to Liferay.

05.1 Photography - 404 Page

The hero image is present on all the 404 page templates.



Hero Background Image



Helpful Link - Card 1



Helpful Link - Card 2

HEX #194867
RGBA 25 72 103 0.75