







# BRAND VISUALIZATION NOV. 2024

## **Key Objectives of the Visual Style Guide**

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

#### This style guide addresses:

- Logo signature
- Correct logo usage
- Using "Supported by Military OneSource"
- Typography
- Color palette
- Color usage
- Photography style
- Use of iconography and illustration

#### Logo • Program Brand

The logo below is the main program logo for the Exceptional Family Member Program. Use of the DOD logo lockup is preferred, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EFMP logo lockups to consider. Choose the correct version to use based on logo size and application. Logos without the DOD lockup should only be used in evironments already branded as DOD.



#### **Other Logo Versions**

One color – 653 c

The EFMP 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. If the EFMP logo is locked up with the DOD logo, it must be printed in PMS 653. 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.



Filename: Logo\_EFMP-DOD\_Stack\_653



Filename: Logo\_EFMP-DOD\_Small\_653







Filename: Logo\_EFMP\_Whit



Filename: Logo\_EFMP\_DOD\_Stack\_Whi



**EFMP**<sup>Exceptional</sup> Family Member Program



Filename: Logo\_EFMP\_DOD\_Small\_Whit

Filename: Logo\_EFMP\_DOD\_Web\_Whit





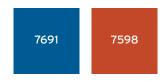
#### **Other Logo Versions** One color – 653 c



#### Logo • Identification & Enrollment

EFMP Identification & Enrollment is a component group of EFMP. Use of the DOD logo lockup is preferred, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EFMP logo lockups to consider. Choose the correct version to use based on logo size and application. Logos without the DOD lockup should only be used in evironments already branded as DOD.





Filename: Logo\_EFMP\_Color\_IDandEnrollment

#### EFMP 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 the versions below.



Filename: Logo\_EFMP\_DOD\_Stack\_Color\_IDandEnrolIment

#### EFMP 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.



Filename: Logo\_EFMP\_DOD\_Small\_Color\_IDandEnrolIment

Filename: Logo\_EFMP\_DOD\_Web\_Color\_IDandEnrollment

#### EFMP 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

The EFMP 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.



Filename: Logo\_EFMP\_653\_IDandEnrollment



Filename: Logo\_EFMP-DOD\_Stack\_653\_IDandEnrolIment



Filename: Logo EFMP-DOD Small 653 IDandEnrollment



against a darker background.

White



Use the white logo whenever the application requires additional contrast



Filename: Logo\_EFMP\_DOD\_Stack\_White\_IDandEnrollm



Filename: Logo\_EFMP\_DOD\_Small\_White\_IDandEnrollm

Filename: Logo\_EFMP\_DOD\_Web\_White\_IDandEnrollm



#### Logo • Assignment Coordination

EFMP Assignment Coordination is a component group of EFMP. Use of the DOD logo lockup is preferred, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EFMP logo lockups to consider. Choose the correct version to use based on logo size and application. Logos without the DOD lockup should only be used in evironments already branded as DOD.

#### EFMP DOD High-Resolution Stacked Logo Lockup

of Defense" becomes illegible, use one the versions below.

#### EFMP 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.

#### EFMP DOD Web Version Logo Lockups

#### **Other Logo Versions** One color – 653 c

may be for printing on various collateral such as pens, notepads and other giveaways.







Filename: Logo\_EFMP-DOD\_Small\_653\_AssignmentCoordination





Filename: Logo\_EFMP\_Color\_AssignmentCoordination

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



Filename: Logo\_EFMP\_DOD\_Stack\_Color\_AssignmentCoordination



Filename: Logo\_EFMP\_DOD\_Small\_Color\_AssignmentCoordination

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.



Filename: Logo\_EFMP\_DOD\_Web\_Color\_AssignmentCoordination

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

The EFMP 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

Filename: Logo\_EFMP-DOD\_Stack\_653\_AssignmentCoordination

Filename: Logo\_EFMP\_DOD\_Web\_653\_AssignmentCoordination

#### White

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





Filename: Logo\_EFMP\_DOD\_Small\_White\_AssignmentCoordination



#### Logo • Family Support

EFMP Family Support is a component group of EFMP. Use of the DOD logo lockup is preferred, and guidelines specific to the DOD logo must be followed. There are three versions of the DOD EFMP logo lockups to consider. Choose the correct version to use based on logo size and application. Logos without the DOD lockup should only be used in evironments already branded as DOD.



#### EFMP 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 the versions below.

#### EFMP 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.

#### EFMP 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

#### **Other Logo Versions**

#### One color – 653 c

The EFMP 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.





Filename: Logo\_EFMP-DOD\_Stack\_653\_FamilySupport



Filename: Logo\_EFMP-DOD\_Small\_653\_FamilySupport



Filename: Logo\_EFMP\_DOD\_Web\_653\_FamilySupport



White

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





Filename: Logo\_EFMP\_DOD\_Stack\_White\_FamilySup



Filename: Logo\_EFMP\_DOD\_Small\_White\_FamilySupp



Filename: Logo\_EFMP\_DOD\_Web\_White\_FamilySupp

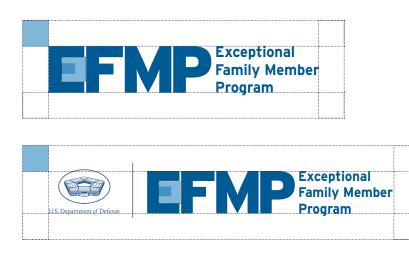
#### **Minimum Size for Non-DOD version**

Use the measurements here as the absolute minimum sizes the logo can be shown and still maintain legibility. Use the pixel resolutions for screen-based presentations. Logo usage rules apply to ALL logo versions without the DOD 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 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** alter the logo artwork in any way.



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



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



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



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



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



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



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



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









#### "Supported by Military OneSource" Logo

Military OneSource is a supporting brand for EFMP. As such the "Supported by Military OneSource" logo should be included on EFMP collateral where size allows. Installation-level materials are only required to include the DOD logo OR the DOD tagline (not "Supported by Military OneSource").



SUPPORTED BY MILITARY 7691 SOURCE

Sample of logo pairing on a 8.5"x11" poster

# **EXCEPTIONAL FAMILY SUPPORT** MADE FOR YOUR MILLIFE.



tance including specialty consultations, planning tools, non-medical counseling and more, call or visit MilitaryOneSource.mil | 800-342-9647

#### **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.



## EFMP Sample of small space collateral (sticky note) with brand tag

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

#### 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.



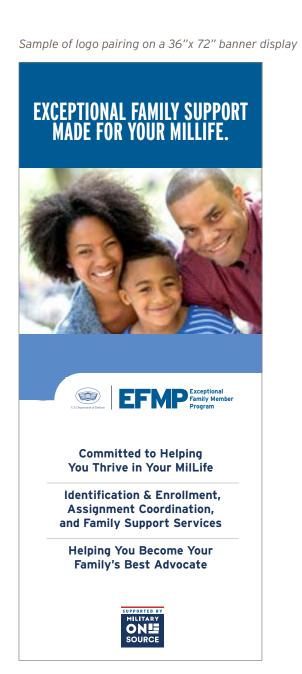
**Department of Defense and Military OneSource Brand Tag** 

Where space is limited or printing specifications don't allow, it may not be possible to use the Department of Defense logo and/or the "Supported by Military OneSource" logo. In such cases, use the following text line instead:

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



Installation-level materials are only required to include the DOD logo 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

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

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### Interstate Bold Italic abcdefghijklmnopqrstuvwxyz

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

#### Interstate Black

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

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

#### Interstate Black Italic

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

#### Interstate Regular Compressed

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

#### Interstate Bold Compressed

#### 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

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 enimi, 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

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

abcdefghijklmnopqrstuvwxyz

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

Segoe Bold Italic

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

#### Segoe Condensed Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Segoe Condensed Regular

#### Segoe Condensed Bold

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

#### Segoe Condensed Bold

*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

Subhead

Segoe Regular Size 9pt with 13pt leading

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 enimi, coribus et lique volo et es.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### **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 EFMP materials in both digital and print media. Pantone 7691 is the blue that is used in all EFMP brand logos.

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**



рантоне 7683ср нех 426da9 **RGB** 66/109/169

смук 81/59/7/0



PANTONE 7598CD **нех** bd472a **RGB** 189/71/42 смук 17/86/98/7



**RGB** 74/119/41 смук 74/33/100/19

#### Secondary



pantone 534c нех 1f355e **RGB** 31/53/94 смук 98/85/36/27



BLACK HEX 000000 **rgb** 0/0/0 смук 0/0/0/100 PANTONE 711C нех d12a2f **RGB** 209/42/47 смук 11/98/92/2

> PANTONE Cool Gray 10cp нех 474с55 **RGB** 71/76/85

смук 40/30/20/66

PANTONE **7744CP нех** с6сd23 **RGB** 198/205/35 смук 27/7/100/0



PANTONE 404CD нех 696059 **RGB** 105/96/89 смук 55/53/58/25 рантоне 7408ср нех fdba12 **RGB** 253/186/18 смук 0/29/100/0

PANTONE COOL Gray 6CP **нех** а4а7а9 **RGB** 164/167/169 смук 38/29/29/0

#### **DOD Colors**



нех 355е93 **RGB** 53/94/147 смук 64/36/0/42



**EFMP** Brand Visualization **11** 

#### Color Usage

The primary color for all EFMP brand materials is PMS 7691.



Sample poster

## **EXCEPTIONAL FAMILY SUPPORT** MADE FOR YOUR MILLIFE.





Your family is unlike any other, so our assistance is custom-tailored as well. The experts at the Exceptional Family Member Program can connect you to the right resources, wherever you go -so you can better meet your family's needs and advance your career. Call on our support.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit MilitaryOneSource.mil | 800-342-9647





Sample poster



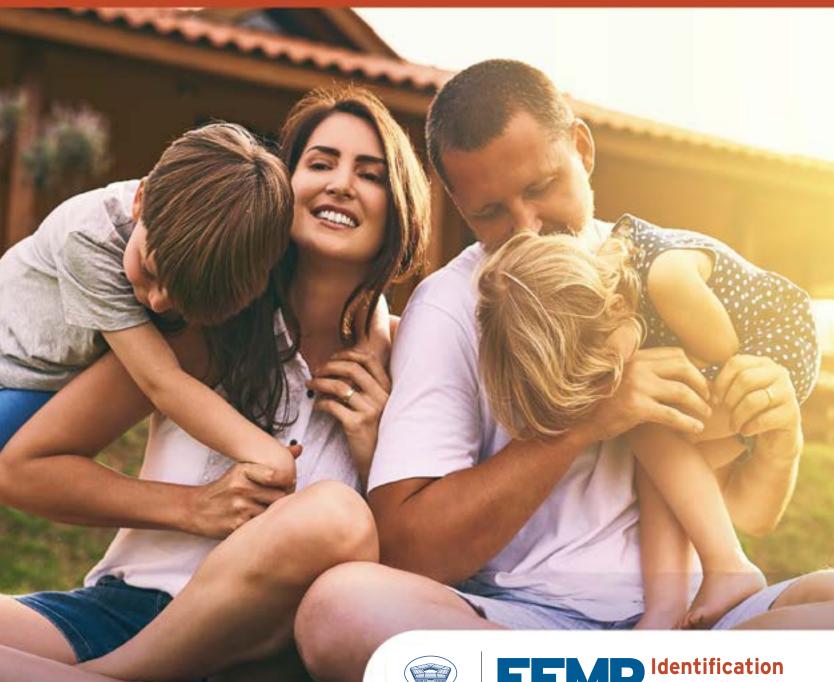
#### Color Usage

The primary colors for all EFMP Identification and Enrollment materials is PMS 7691 and PMS 7598.



7691	7598	
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# YOUR FAMILY DESERVES **EXCEPTIONAL SUPPORT**





Your approved medical provider can work with your family to coordinate identification and enrollment into the Exceptional Family Member Program. Contact your installation Military Treatment Facility for support.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit https://www.militaryonesource.mil/ | 800-342-9647



**EFMP** Brand Visualization **13** 

#### Color Usage



Sample post





For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit https://www.militaryonesource.mil/ | 800-342-9647

The primary colors for all EFMP Assignment Coordination materials is PMS 7691 and PMS 364.



# A WORLD OF SUPPORT, WHEREVER YOU GO

Your Service medical and personnel professionals will work with you to coordinate your next assignment while taking the special medical and/or educational needs of your family member into consideration.



**EFMP** Brand Visualization 14

Color Usage



Sample poster

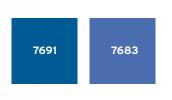
# **EXCEPTIONAL FAMILY SUPPORT** MADE FOR YOUR MILLIFE



When you have a family member with special medical and/or educational needs – and a demanding military life - EFMP Family Support is here to help with support and information and referrals to services on the installation and in the local community.

For additional assistance including specialty consultations, planning tools, non-medical counseling and more, call or visit https://www.militaryonesource.mil/ | 800-342-9647

The primary colors for all EFMP Family Support materials is PMS 7691 and PMS 7683.





## Photography | Tone & Character

Photography used for EFMP 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 (or occasionally a single person with special needs)

Photography overall should strive to show:

- Diversity in special needs. Not all special needs are visible. Those addressed by the program can include cancer or medical issues, autism, mental health or learning issues, as well as recognizable physical needs.
- Diversity in age and ethnicity. Families and family members with special needs can be any age or ethnicity. The family member can be a spouse, parent or child.
- Authentic interaction between the subjects, with captured moments. Not "posing for the camera."
- Military referents are not required.
- Use of stock photography is allowed if appropriate imagery is not available.

Note: Depending on sensitive subject matter, it may not be appropriate to show faces.







#### Photography continued

















## **Iconography and Illustration**

For some collateral, use of iconography or illustration may be more appropriate than photography:

- Where photography is not appropriate due to sensitive subject matter
- Where a process or subject must be clearly laid out and explained

These icons are available to represent the components of the EFMP.



Sample of iconography used in the interior of a brochure





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#### **EFMP**Assignment Coordination

Medical and military personnel departments work with service members and families to:

• Coordinate assignments while ensuring that special medical and educational needs of family members are considered



Sample of social graphics using illustration

Did you know that EFMP Family Support at your installation can help connect you with EFMP staff at your next duty station?



Not near an installation? Contact EFMP 24/7 for information at 800-342-9647.

### SPECIAL MEDICAL NEEDS

You should enroll in EFMP if you have a:







of any age

#### SPECIAL EDUCATION NEEDS You should enroll if you have a:



