

July 2023

MILITARY
ONE
SOURCE

MilLife
LEARNING

MilLife Learning Signature

Comprises both the Military OneSource and MilLife Learning logos. A thin hairline is added between the two logos to create the entire signature. The two logos should always be presented together. The only exception is in social media, where MilLife Learning can be used by itself since the Military OneSource logo is already part of the post.

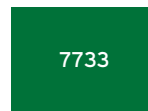


Colors

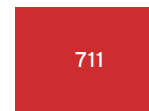
For the full color signature, use all three Pantone colors as shown. The logo can also appear in a single color using 534.



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



HEX 007239
RGB 0/114/57
CMYK 89/0/91/43



HEX d12a2f
RGB 209/42/47
CMYK 11/98/92/2



Single color: 534

Signature in White

Use the MilLife Learning signature in white as long as the background color or image is dark enough for optimal contrast. Ideally, use Pantone 534.



Signature with DOD Logo

When the Defense Department logo appears with the MilLife Learning signature, the line in the signature moves to the left and gets slightly thicker, as shown. Refer to the DOD logo guidelines for further more details about small-space versioning.



U.S. Department of Defense



Formats and Application

The MilLife Learning signature is provided in several file formats and colors. Use this guide to know which is best to use.

.eps

Signatures with this extension are vector-based and meant to be used for high-end, commercial printing such as posters, brochures or outdoor signs. Pantone colors are preserved or converted to four colors (CMYK). Use the following:

- MilLifeLearning_3COLOR.eps
- MilLifeLearning_1C(534).eps
- MilLifeLearning_WHT.eps

.jpg

Signatures with this extension are pixel-based and meant to be used for screen-based presentations such as social posts, online banners, webpages, PowerPoints, PDFs and emails. Pantone colors are not preserved and are instead converted to RGB colors. Use the following:

- MilLifeLearning_3COLOR.jpg
- MilLifeLearning_1C(534).jpg

.png

These files behave similarly to jpegs with one important difference. Unlike .jpg, .png preserves background transparency, which means a white logo can sit on a colored background. Use the following:

- MilLifeLearning_3COLOR.png
- MilLifeLearning_1C(534).png
- MilLifeLearning_WHT.png

Staging

To preserve the integrity of the signature, always present it with the minimum clear space as defined here. Minimum clear space on all sides of the logo is equal to the distance between the rule and the edges of the letters on either side as shown. Do not place text or other design elements within this minimum clear space.



Minimum Sizes

Use the measurements here as the absolute minimum sizes at which the signature can be shown and still maintain legibility. Use the pixel resolutions for screen-based presentations.



For use in social graphics that have the Military OneSource logo already locked into a specific position. See Page 9 "Colorization" for example.

The color palette is made up of two primary colors – blue and green – and eight additional colors to help support the design and production of many MilLife Learning materials in both digital and print media.

Use HEX numbers for web work and RGB for screen-based graphics, social posts and presentations such as PowerPoints and online PDFs.

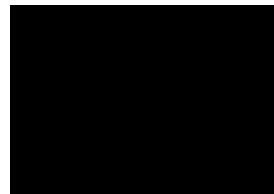
Use CMYK for high-end, four-color printing. This will be how brochures, posters and flyers are typically produced.



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



PANTONE **7733**
HEX 007239
RGB 0/114/57
CMYK 89/0/91/43



Black
HEX 000000
RGB 0/0/0
CMYK 0/0/0/100



PANTONE **202**
HEX 8f0028
RGB 143/0/40
CMYK 0/100/63/48



PANTONE **431**
HEX 495965
RGB 73/89/101
CMYK 45/25/16/59



PANTONE **7701**
HEX 00587e
RGB 0/88/126
CMYK 89/14/0/56



PANTONE **471**
HEX b9571a
RGB 185/87/26
CMYK 5/71/100/23



PANTONE **7690**
HEX 007db6
RGB 0/125/182
CMYK 95/41/10/0



PANTONE **668**
HEX 55437e
RGB 85/67/126
CMYK 70/77/7/23



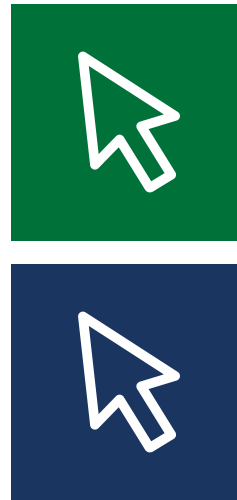
PANTONE **7408**
HEX fdba12
RGB 253/186/18
CMYK 0/29/100/0

Interstate Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ TUVWXYZ 0123456789	Interstate Light Condensed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Interstate Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ TUVWXYZ 0123456789	Interstate Regular Condensed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Interstate Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ TUVWXYZ 0123456789	Interstate Bold Condensed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Interstate Black	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ TUVWXYZ 0123456789	Interstate Black Condensed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Interstate Light Compressed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789		
Interstate Regular Compressed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789		
Interstate Bold Compressed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789		
Interstate Black Compressed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789		

MilLife Learning Arrow

The arrow graphic represents a cursor—and metaphorically can represent online access, experience, leveling up or reaching higher. It can also be a simple pointer to emphasize a word or phrase. To the right are examples of how the arrow can be shown: one color, reversed out to white or even as part of a photo.

Note that the arrow leans to the left at 30°, and this should never be altered.



MilLife Learning Icons

Use these icons to represent and reinforce the three distinct benefits of MilLife Learning. Although each has a distinct color designation, as labeled, they can also be shown together in one color (preferably 534) or reversed out to white.



Pantone 471

EXCLUSIVE ACCESS

Represents exclusive access to the extensive library of dynamic, multimedia learning tools and resources.



Pantone 668

EXPERTS IN MILIFE

Represents the experts who know and get MilLife and who have designed courses and training.



Pantone 7690

ONE DIGITAL GATEWAY

Represents the 24/7/365 secure access to free, easy-to-use virtual training resources.

In following the Military OneSource brand, the direction for photography should reflect the following:

Authenticity

Subjects and settings should look real and not staged. Think of the camera as a participant—catching spontaneous, unposed moments so the viewer feels immersed in the scene.

Confident

Individuals should look self-assured, self-reliant and positive. They should look proud, poised and in command of themselves and the situation.

Composition and Color

Select photos that have interesting perspectives, bold points of view and unexpected angles. Keep colors strong but not overly saturated or drained. Also, consider tightly cropped photos for tension, intimacy and urgency.

Diversity

Strive to showcase a good mix of ethnicities, military branches, ages, subject matter and—even though this will lean heavily in showing female spouses—gender.

NOTE: All photos shown here are from either iStock or from military flickr sites. They are all available for use.



Here are six examples of how each component described in the previous pages of the brand palette can be assembled to create a powerful presentation of the MilLife Learning brand.

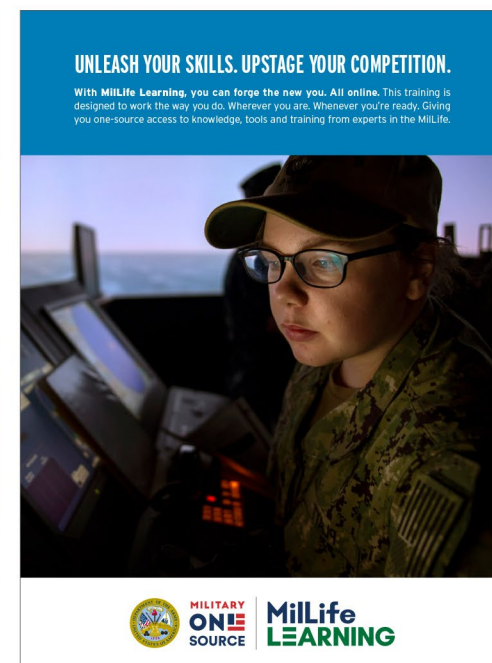
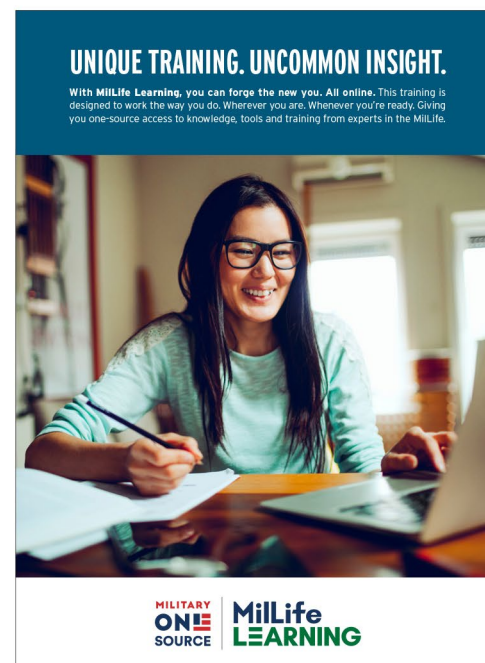
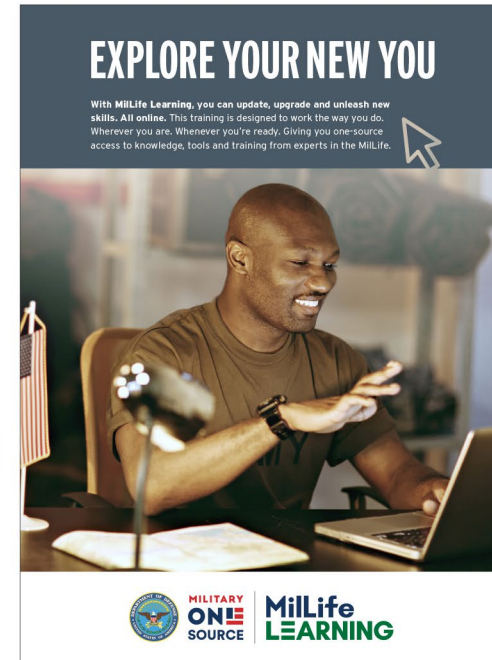
Copy

Headlines should be short, powerful statements set in all caps using Interstate Bold Compressed. Verbs ideally should start each line. The body copy is set in Interstate Light with a bolder font lead-in using Interstate Black.

Color Blocks

Use the colors as defined on Page 3 as backgrounds for the white text. Choose colors that can work well with the photo chosen to heighten its aesthetic appeal.

The MilLife Learning signature is placed at the bottom against white.



In addition to how layouts can look and how copy can be set, there is also the technique of “color multiplying,” which means adding a layer of color to a photo. This allows for the MilLife Learning logo and accompanying type to be set to white and maintain strong contrast. This approach is ideal for banner ads, social graphics and other online applications. It can also be used for chapter breaks in PowerPoint presentations.

