Visual Style Guide

October 2024

Contents

Introduction to the Logo

The visual identity is the outward expression of Military Community and Family Policy. It uniquely and distinctively sets it apart from other organizations. The logo is the primary element of that identity. However, other components play an important role in establishing the Military Community and Family Policy visual style.

The artwork, combined with Myriad Pro Semibold, is the official Military Community and Family Policy logo.

Proper use of the logo and how it is combined with other graphic elements are described on the following pages.

Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures 1/4 width of logo.

> x = width of logo
> 1/4 x = safe area

Use the safe area between the logo and other graphic elements such as type, images and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

The minimum acceptable dimension is 100 pixels wide at 72 pixels per inch.

> Minimum = 100 pixels wide
> at 72 pixels per inch
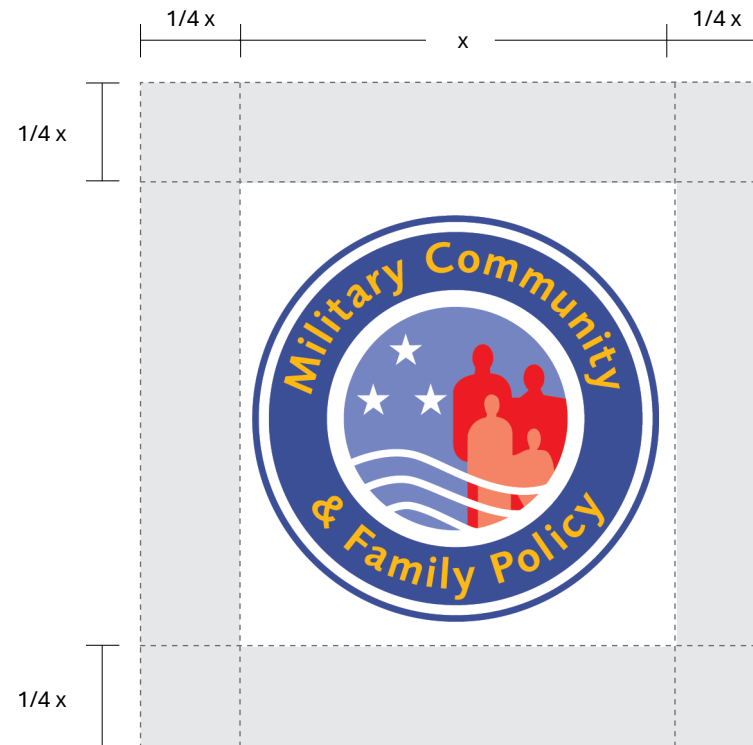
Incorrect Usage

Incorrect use of the Military Community and Family Policy logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the logo.

1. Do not rotate the logo from its baseline axis.

2. Do not stretch or squeeze the logo to distort proportions.

3. Do not crop the logo or remove the logo text.

4. Do not change the logo colors.

5. Do not place the logo on a black background or one that would clash with the colors of the logo.

6. Do not place the logo on a neon background or one that would clash with the colors of the logo.

7. Do not place the logo on a busy photograph or background.

8. Do not recreate elements of the logo.
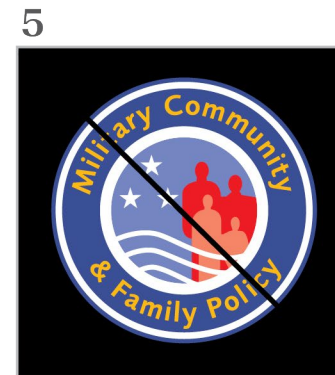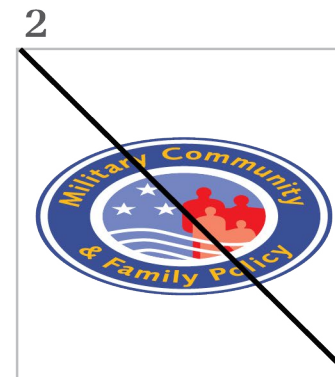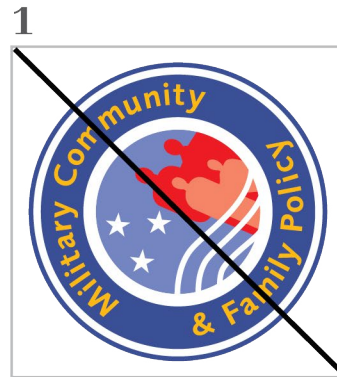
Color Palette

The primary Military Community and Family Policy color palette consists of gold, red and blue. Secondary accents consist of light blue, gray and yellow.

The Military Community and Family Policy colors are equivalent to the Pantone® numbers listed here. For four-color process printing, use the Cyan-Magenta-Yellow-Black — CMYK — values. For on-screen applications such as video or broadcasts, use the Red-Green-Blue — RGB — values. For web applications, refer to the hexadecimal — HEX — values associated with each color.
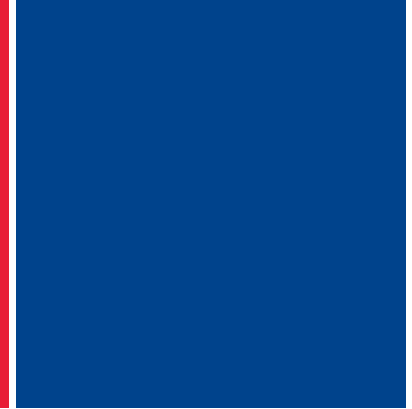
Pantone 1235 C
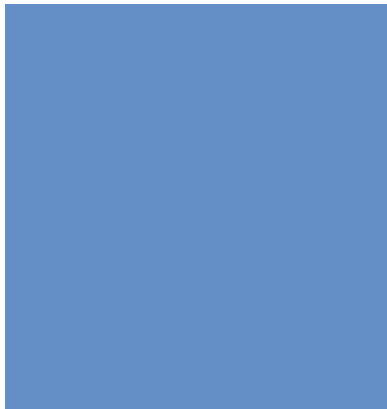C0 M31 Y98 K0
R255 G184 B28
HEX FFB81C

Pantone 186 C
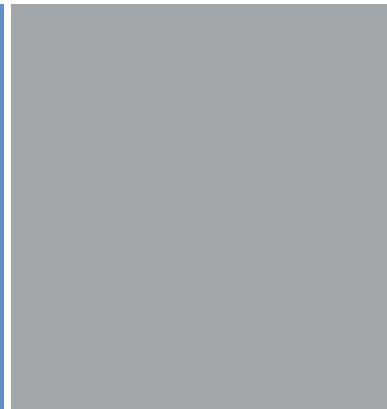C2 M100 Y85 K0
R200 G16 B46
HEX C8102E

Pantone 7687 C
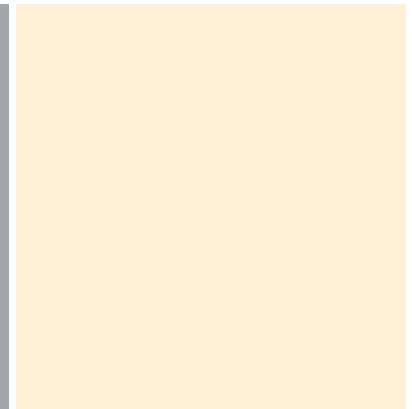C100 M78 Y0 K18
R29 G66 B138
HEX 1D428A

Pantone 7682 C
C63 M37 Y2 K0
R103 G135 B183
HEX 6787B7

Pantone Cool Gray 6 C
C16 M11 Y11 K27
R167 G168 B170
HEX A7A8AA

Pantone 7401 C
C0 M5 Y15 K0
R255 G240 B216
HEX FFF0D8

Typography

The Military Community and Family Policy brand uses two primary typefaces. They are Aptos Serif and Aptos.

Aptos Serif Bold should be used for the title (heading 1) and heading 2. Aptos Bold should be used for heading 3 and Aptos Regular for body copy.

When Aptos Serif is not available, Aptos should be used. When Aptos is not available, Arial should be used.

Title — Aptos Serif, Bold, 19pt

Heading 2 — Aptos Serif, Bold, 13pt

Heading 3 — Aptos, Bold, 11pt

Body Copy — Aptos, Regular, 11pt
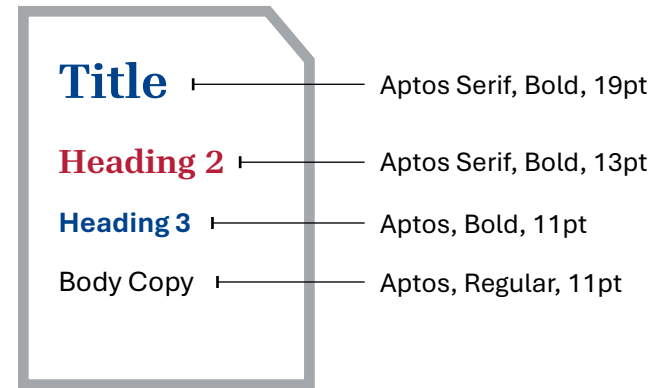
Aptos Serif
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Aptos Serif Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*))

Aptos Serif Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Aptos Serif Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Aptos Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Aptos Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Aptos Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Aptos Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Tone and Style of Photography

A key element of Military Community and Family Policy) is the use of authentic military photography whenever possible. The imagery should reflect the MC&FP brand, embodying qualities of professionalism, approachability and respect.

Photos should feel genuine, capturing real-life moments rather than staged scenes. The camera acts as an observer, capturing candid, spontaneous moments that immerse the viewer in the experience. While subjects should typically not be looking directly at the camera, if they do, it should feel natural and unposed.

The style should be patriotic, welcoming and uncluttered, with an emphasis on authenticity and emotional warmth. Natural lighting is preferred, and vignettes can be used to create a more intimate atmosphere or to overlay text when needed.