

Visual Style Guide

December 2022



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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

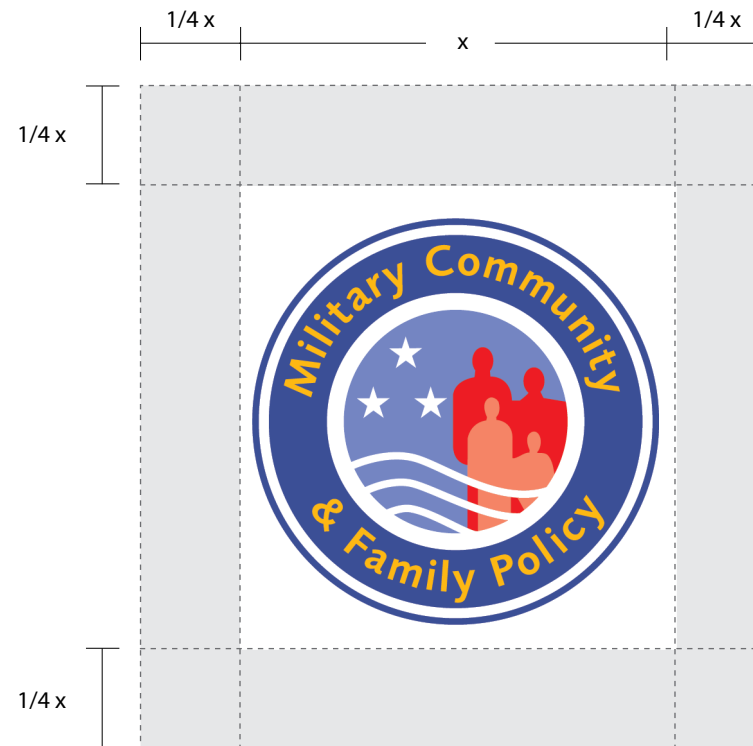
A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures $\frac{1}{4}$ width of logo.

x = width of logo
 $\frac{1}{4} x$ = 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 reconfigure or change the size and placement of the logo.
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 yellow, red and blue. Secondary accents consist of lighter red, blue, yellow and gray.

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.

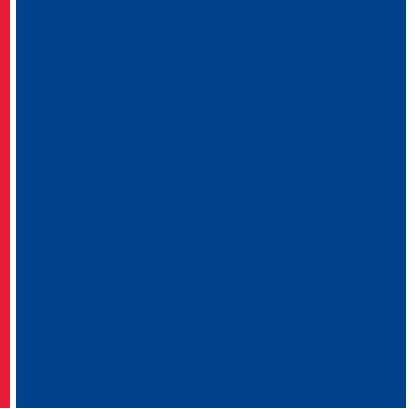
Pantone 1235 C
C0 M31 Y98 K0
R255 G184 B28
HEX FFB81C



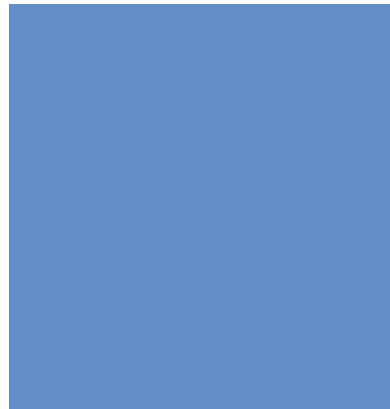
Pantone 186 C
C2 M100 Y85 K0
R200 G16 B46
HEX C8102E



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



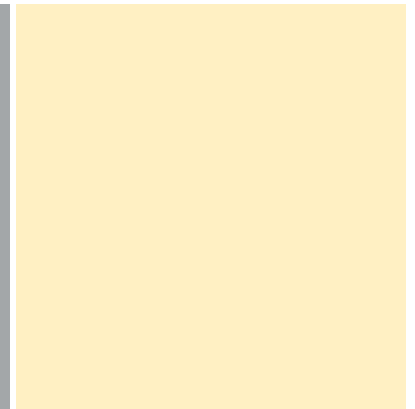
Pantone 7682 C
C63 M37 Y2 K0
R103 G135 B183
HEX 6787B7



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



Pantone 7401 C
C0 M4 Y27 K0
R245 G225 B164
HEX F5E1A4





Typography

The Military Community and Family Policy brand uses two primary typefaces. They are Adobe Caslon Pro and Myriad Pro.

When Adobe Caslon Pro is not available, Cambria should be used. When Myriad is not available, Arial should be used.

When developing web-related products, the primary fonts that should be used are Georgia and Verdana. These fonts should be used for headers, subheaders and content.

Adobe Caslon Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Adobe Caslon Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?()*

Adobe Caslon Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Adobe Caslon Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?()*

Adobe Caslon Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Adobe Caslon Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?()*

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

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

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?(*)

Myriad Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:\$%!?()*

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

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



Tone and Style of Photography

A significant feature of Military Community and Family Policy is the use of authentic military photography when possible.

To engage users, the images should be fun, but serious as well, in respect to the subject matter. Photography should be seen as casual so it doesn't intimidate, but formal enough to communicate the official nature of Military Community and Family Policy. Specific word associations may include: patriotic, welcoming, friendly, clean, simple, official, trusted, progressive, warm, innovative, energetic and classic.

