



U.S. Department of War

SpouseWorks

Visual Style Guide

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Introduction to the Logo

The visual identity is the outward expression of the SpouseWorks program. 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 visual style and include Color, Typography, and Imagery.

The icon, combined with our font called Outfit as the typeface, is the official SpouseWorks program logo. Proper use of the logo and how it is combined with other graphic elements is described on the following pages.

Icon

LogoType



Color: Dark Blue
and Red

Color: Dark Blue
Font: Outfit Bold

Color: Bright Blue
Font: Outfit Bold

Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures the height of the icon.

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 1.5 inches for print and 180 pixels wide at 72 pixels per inch for digital usage. These dimension limitations apply to both the horizontal and vertical logo variations.

Safe Area



Minimum Size

 SpouseWorks



1.5 inches
180 pixels

Small Space Usage

The following stacked layout is acceptable for usage in small spaces, such as the profile image for social media channels.



Logo Usage

The preferred logo is a horizontal layout that uses black primary type on a white background. Multiple variations of the logo have been created to better compliment a wide range of uses.

[Download Logo](#)

Primary Layout

Full-color Logo Version



Reversed to white



DOW Logo Lockup Layout

Full-color Logo Version



Reversed to white



Incorrect Usage

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

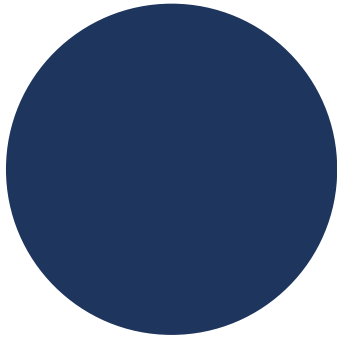
1. Do not tilt the logo from its horizontal axis.
2. Do not stretch or squeeze the logo to distort proportions.
3. Do not crop the logo.
4. Do not add a drop shadow to the logo.
5. Do not change the logo colors.
6. Do not place the logo on a complex patterned background.
7. Do not place the logo on a neon or brightly colored background.
8. Do not place the logo on a busy photograph or background.
9. Do not recreate elements of the logo.

1 	2 	3 
4 	5 	6 
7 	8 	9 

Color Palette

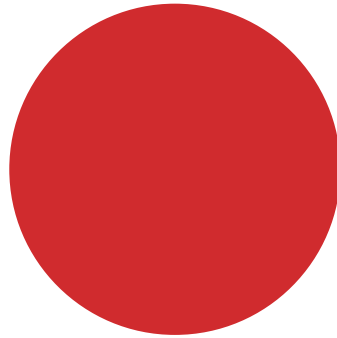
The primary SpouseWorks color palette consists of dark blue, red, bright blue, and white. The specifications for these brand colors are listed here. For four-color process printing, use the cyan-magenta-yellow-black — CMYK — values.

For on-screen applications such as videos or broadcasts, use the red-green-blue values. For web applications, refer to the hexadecimal — HEX — values associated with each color.



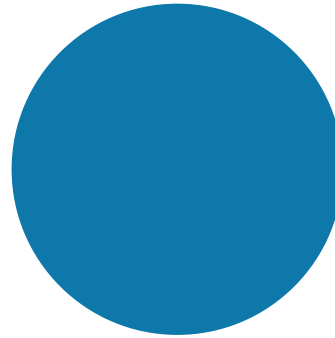
Dark Blue

CMYK 98/85/36/27
Hex 1e3565
RGB 30/53/101



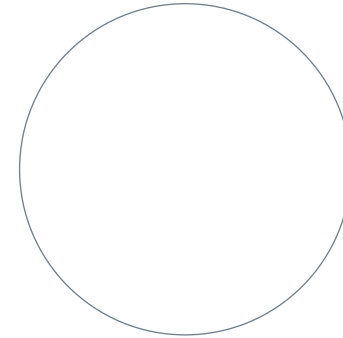
Red

CMYK 12/97/92/3
Hex d02c2f
RGB 208/44/47



Bright Blue

CMYK 87/46/15/1
Hex 0b78aa
RGB 11/120/170



White

Hex FFFFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Typography

The SpouseWorks brand uses two primary typefaces for publishing collateral materials. They are Outfit and Roboto.

Outfit — a professional typeface offered by Google Fonts® — was used to create the SpouseWorks logo and this style guide.

When developing branded SpouseWorks materials, this font is preferred for all the content. Outfit is a free, open-source font that can be downloaded for print or digital usage from the Google Fonts website by clicking the button below.

Roboto is a secondary brand font that may be used in conjunction with the Outfit typeface or in cases where the Outfit font may not be available. Roboto is also a free, open-source Google Font and is also readily available on most computers.

[Download Outfit Font](#)

Outfit

Outfit Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;,\$%!?(*)

Outfit Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;,\$%!?(*)

Outfit Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;,\$%!?(*)

Outfit ExtraBold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;,\$%!?(*)

Roboto

Roboto Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;,\$%!?(*)

Roboto Regular Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;,\$%!?(*)

Roboto Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;,\$%!?(*)

Roboto Black Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;,\$%!?()*

Tone and Style of Photography

Spouse Education and Career Opportunities imagery should consist of a wide range of young women and men in various employment settings.



Design and Branding Elements

Backgrounds and design elements may be used to further enhance the SpouseWorks brand, such as the gradients and textures shown here as well as the text backgrounds and dotted line.

As the brand evolves, additional textures, text treatments and design elements may be incorporated.

Icons



Pattern

