DOD LOGO GUIDELINE

The DOD logo and the DOD seal are not interchangeable. Follow these usage guidelines:
- The DOD logo may be used, in keeping with brand standards, in all DOD communications across all media platforms.
- The DOD seal has very restricted usage. See Page 4 for more information.

MAIN LOGO | Stacked Logo | DOD Icon | Colors

The DOD logo consists of the Pentagon icon and type set in Crimson Text Regular. The horizontal version **should be used in most cases where the design allows.**

Example usage: High-quality printed materials and certain web applications

The stacked logo should be used in narrow spaces where the primary logo will not fit, mostly in print and broadcast applications. **Avoid using at small sizes, as it can become illegible.**

The Pentagon **icon can be used by itself in certain applications;** however, the stacked version is preferred. Examples of icon usage are various broadcast products, as a background texture/watermark, or any other application in which the text of the logo would become illegible.

DOD Blue
HEX 355e93
RGB 53/94/147
CMYK 64/36/0/42
PMS 653 C

Steel Blue
HEX aebfd4
RGB 174/191/212
CMYK 18/10/0/17
PMS 651 C

Small-Use Logo

The small-use logo and simplified icon are designed specifically for rendering at small sizes and should ONLY be used on specific web and broadcast applications.

This small-use logo should be used on web when the logo is rendered at a size **between 510px wide and 320px wide.**

Example usage: Banners of websites

TWO ADDITIONAL COLORS: The DOD logo should be presented in the DOD Blue colorway when the design allows; however, there are two additional colorways that are acceptable:

1	Main Logo – Dark	Stacked Logo – Dark	Icon – Dark	Colors

DOD Black
HEX 141414
RGB 20/20/20
CMYK 0/0/0/92
PMS Black 6C

Smoke Gray
HEX adadad
RGB 173/173/173
CMYK 0/0/0/32
PMS Cool Gray 6C

2	Main Logo – Light	Stacked Logo – Light	Icon – Light	Colors

White
HEX ffffff
RGB 255/255/255
CMYK 0/0/0/0
PMS NA

Smoke Gray
HEX adadad
RGB 173/173/173
CMYK 0/0/0/32
PMS Cool Gray 6C

Small-Use Icon

The simplified icon should be used when the icon is rendered at a size **between 135px wide and 40px wide.**

Example usage: Favicon, video bugs, app icons

NOTE: Only the horizontal logo and icon are appropriate with the simplified Pentagon icon. Do not use the simplified Pentagon icon in the stacked logo.

FOR ADDED CONTRAST: One-color variations are available for use in certain applications where additional contrast is needed in the detail of the Pentagon icon.
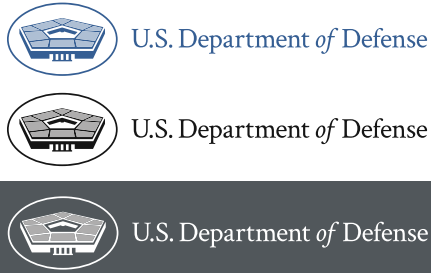
One-Color – DOD Blue	One-Color – DOD Black	One-Color – White

DOD LOGO APPLICATION

How to apply the DOD logo in conjunction with other MC&FP brands and campaign/program marks. Included are examples of existing marks.

General Design Guide

When applying the DOD logo to existing or new Military OneSource signatures — brand, properties and program marks — use the DOD **Stacked Logo** for high-resolution reproduction. In cases where "U.S. Department of Defense" may be illegible, use the DOD **Icon.** For even smaller usage — webpages, social graphics or app development — use the **Small-Use Icon.**

High-Resolution Version (Stacked Logo)

Rule thickness can vary, but generally it should not be thicker than the oval around the Pentagon.

Use dash for spacing reference (from top edge of Pentagon and top of oval).

Tops of signatures should be slightly shorter than DOD logo.

U.S. Department of Defense

2x dash   Align baselines.

Small Version (DOD Icon)

Use dash for spacing reference (from top edge of Pentagon and base of interior).

Rule thickness can vary, but generally it should not be thicker than the oval around the Pentagon.

Signature should be slightly shorter than the DOD Icon. Center both vertically to each other.
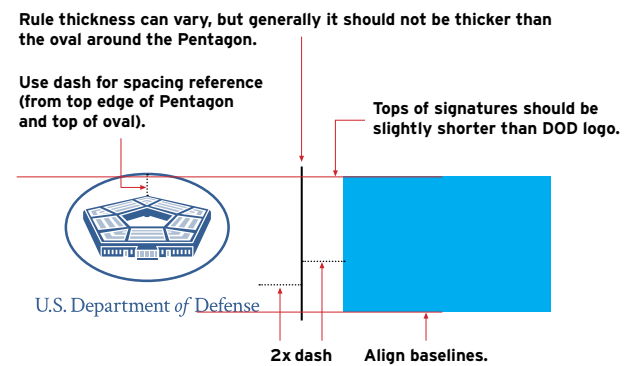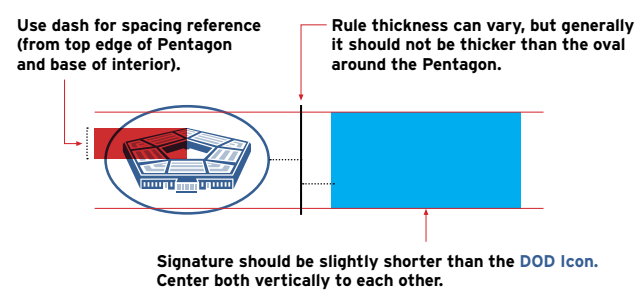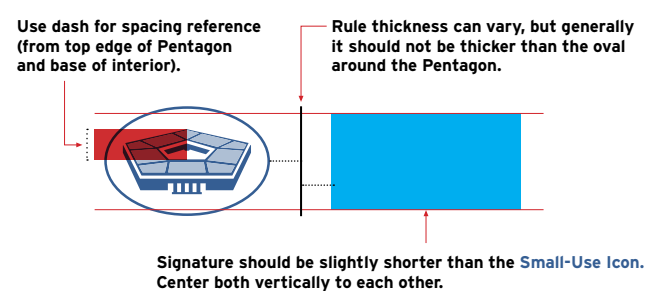
Web Version (Small-Use Icon)

Use dash for spacing reference (from top edge of Pentagon and base of interior).

Rule thickness can vary, but generally it should not be thicker than the oval around the Pentagon.

Signature should be slightly shorter than the Small-Use Icon. Center both vertically to each other.

Examples of **High-Resolution** Logo Lockups

For all logo lockups, always position the DOD logo to the left.
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. If the DOD logo and signatures need to appear as a reverse (white against a dark field), refer to the first page of this PDF that outlines other versions of the DOD logo that accommodate this requirement. And the same goes for each signature.

U.S. Department of Defense | MILITARY ONESOURCE

U.S. Department of Defense | MILITARY IN LASTING TRIBUTE

U.S. Department of Defense | EDIS Educational & Developmental Intervention Services

U.S. Department of Defense | EFMP Exceptional Family Member Program

U.S. Department of Defense | MILITARY ONE SOURCE | RE THE WE

Examples of **Small Version** Logo Lockups

For all logo lockups, always position the DOD logo to the left.
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 such as 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 DOD icon are still discernible.

MILITARY ONESOURCE

MILITARY IN LASTING TRIBUTE

EDIS Educational & Developmental Intervention Services

Examples of **Web Version** Logo Lockups

Use the **Small-Use Icon** for logo lockups when designing webpages, social graphics or apps where the logo lockup falls below 600 pixels or less.

MILITARY ONESOURCE

MILITARY IN LASTING TRIBUTE

EDIS Educational & Developmental Intervention Services

DOD LOGO APPLICATION

Examples of how the new DOD logo and Military OneSource signature lockups can work in various materials and media.

Flyer

For the Relationship Wellness Summit flyer that's part of the larger RE THE WE relationship initiative, use the logo lockup that uses the DOD **Stacked Logo** along with the campaign mark.

For general Military OneSource flyers, use the horizontal DOD logo at the bottom.

Registration Webpage

For the cover of a web-based registration page that includes a vertical white column 133 pixels wide, the DOD **Small-Use Icon** is applied since it falls below the 135 pixel threshold.

Here, the Small-Use Icon sits below the RE THE WE campaign mark and the Military OneSource logo. The DOD logo should always be nested at or near the bottom as the legitimizing signature.

PowerPoint Graphic

With a dark blue background, the DOD **One-Color – White** logo is used along with the white version of the RE THE WE campaign mark and a white rule between them. It is possible to use the DOD **Stacked Logo – Light,** but because it will be a presentation, the logo details rendered in the lighter smoke gray color may not be as visible from a distance.

Military In Lasting Tribute Website

For most web properties such as this one, the area for logos is relatively limited. Responsive design, navigation components, layout aesthetics and many other factors affect how branding is incorporated. This particular site uses the DOD **Small-Use Icon** with the Military In Lasting Tribute logo as a lockup.

DOD SEAL GUIDELINE

The following guidelines help to ensure a consistent use of the DOD seal in all applications.

The DOD seal's use is restricted to official DOD top leader correspondence, legal documents, reports, memoranda, ceremonial booklets, certificates and awards.

The DOD Seal and Its Use

This is the official seal for the DOD.

Description: An American bald eagle with wings displayed horizontally grasping three crossed arrows and bearing on its breast a shield of 13 pieces Argent and Gules, a chief Azure. Above the eagle an arc of 13 stars with alternating rays. Below the eagle a wreath of laurel to dexter and olive to sinister. On an encircling band the inscription "DEPARTMENT OF DEFENSE" at the top and "UNITED STATES OF AMERICA" at the bottom. When illustrating the seal in color, the background will be medium blue; the eagle and wreath proper; the arrows, stars and rays yellow/gold. The encircling band will be dark blue with yellow/gold edges and letters in white.

Minimum Sizing

The DOD seal has a minimum size standard that must be adhered to in all usage cases; the seal may be used at a larger scale as needed.

The DOD seal should not be rendered smaller than:

Web: 50px wide	
Print: 0.5" wide approx.	
Broadcast: 50px wide	

Avoid

The official DOD seal should in no way be edited or presented in any way except how it is displayed above. The size of the seal is the only variable that can be changed, while adhering to the minimum sizing requirements outlined above.

Clear Space

Clear space is the open space around the seal and gives the seal ample breathing room from other text, images or graphics. The more clear space given to the seal, the stronger impact it will have.

■ **Clear space** around the official seal is equal to the thickness of the outer blue ring.

■ When using the seal in applications where the width is less than **150px**, the allocated white space must double.

Protected by Law

The DOD seal is **protected by law** from unauthorized use and may NOT be used for nonofficial purposes. There is no substitute for the DOD seal that may be used by non-DOD personnel that would represent the DOD.

The following DOD and military seals **may be used only by the military departments for official purposes.** These seals may be displayed in federal buildings but **not** on agency flyers or other promotional materials. These seals are not authorized on county, state or federal modes of transportation.

The DOD's brand guide can be found here:
https://www.defense.gov/Brand-Guide