

MILITARY INSTALLATIONS

Website Visual Style Guide



September 2023 | Version 1.0

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Outlined in this guide are the elements that make up the core MilitaryINSTALLATIONS site identity. This guide aligns with the Military OneSource brand to create a cohesive look across the sites.

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Page 1

01. Logo | Full Color

MILITARY INSTALLATIONS

The MilitaryINSTALLATIONS source logo was created for this website.

HEX D43E51

HEX 194867

Page 2

01.1 Logo | One Color

Two-Color Logo

on white background

MILITARY INSTALLATIONS

This is the preferred two-color treatment of the logo. The one-color logo should be used sparingly.

One-Color Logo

on dark background

MILITARY INSTALLATIONS



01.2 Logo | Margin



Minimum Margin of Clearance

To preserve the integrity of the logo, always present the logo artwork with minimum clear space intact. Minimum clear space on all sides of the logo is equal to the square height of the letter "S." Do not place text or other design elements within this margin around the logo.

Logo placement needs to also include white space around the outside edges.



02. Typography

Work Sans Bold:

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890|!@#\$%&*()?

Work Sans: Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890|!@#\$%&*()? Work Sans and Arvo are the two universal Military OneSource enclave fonts and are also used across MilitaryINSTALLATIONS.

Arvo Bold: Arvo Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890|!@#\$%&*()?

Arvo Regular:



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890|!@#\$%&*()?

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02.1 Typography | Styles

Desktop

Work Sans



SUB HEADING 1

Heading

SUB HEADING 2

Sub Heading 3

Font size: 3.75rem Line height: 3.75rem

Font size: 2rem Line height: 2rem

Font size: 1.5rem Line height: 1.5rem

Font size: 1rem Line height: 1.125rem

Font size: 1.25rem Line height: 1.875rem

Arvo

Body Copy

Font size: 1.125rem Line height: 2.25rem Headings on site pages help bring hierarchy to the content within each page.

Mobile

Work Sans

TITLE

Font size: 2.25rem Line height: 2.25rem

Heading

SUB HEADING 1

SUB HEADING 2

Sub Heading 3

Font size: 1.125rem Line height: 1.125rem

Font size: 1.375rem Line height: 1.5rem

Font size: 1rem Line height: 1.125rem

Font size: 1.25rem Line height: 1.688rem

Arvo

Body Copy

Font size: 1rem Line height: 1.75rem



03. Colors

MOS Red Hex B82132 RGB 184/33/50



Red Hex D43E51 RGB 212/62/81



Hex 4A4A4A RGB 64/64/64

MOS Blue Hex 194867 RGB 25/72/103



MOS Dark Blue Hex 194867 **RGB** 25/72/103

White Hex FFFFF RGB 255/255/255 Some standard colors from the Military OneSource enclave are also used on MilitaryINSTALLATIONS.

ary 600 A A/64 MOS Secondary 50

Hex F8F9FD RGB 248/249/253



04. Graphic Styles

Homepage

MILITARY **INSTALLATIONS**

ALL INSTALLATIONS ALL PROGRAMS & SERVICES ALL STATE RESOURCES TECHNICAL HELP

I'm looking for a...

Mi	litary Installation	Program or Service
Installation name	Aberdeen Proving Ground	CO VIEW ALL INSTALLATIONS

Looking for state resources?

Find information by state, including state and federal resources for military members, links to community and military resources, such as chambers of commerce and military family programs, and tools to build detailed reports on community information, school information, nearby establishments and home values for 30,000 communities nationwide.

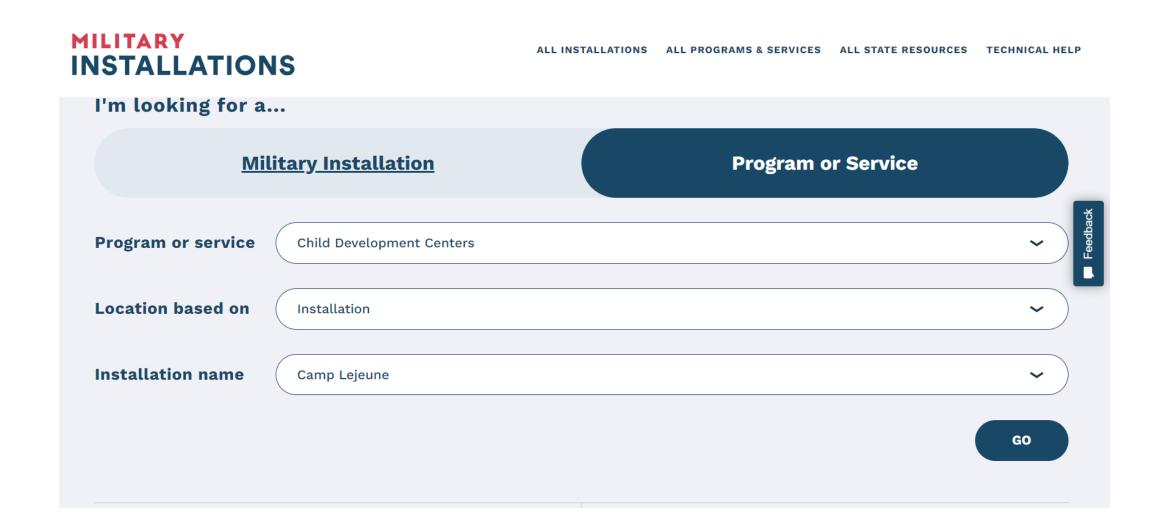
Resources in your neighborhood

Use this tool to help you learn more about a community or to compare two communities. You can get information on schools, home values, weather, population and more.

Access the Neighborhood Navigator

MilitaryINSTALLATIONS features a toggle function that allows users to search by installation or program/service. Users can further filter program/service searches by installation, zip code or state.

Homepage: Search by Program or Service







04.1 Graphic Styles | Other

List of All Installations

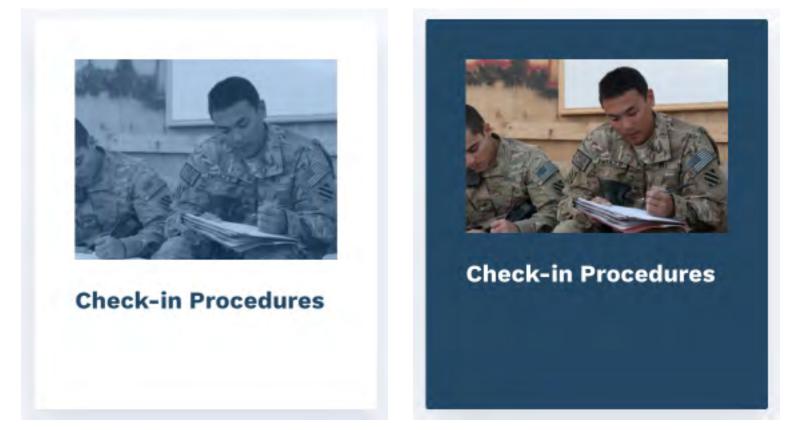
ALLATIONS						
			AREA ATT VELATTALINE ENABLY, ATTAL REVEAL ATTALL			
	Military (MCDALLATION) does not lost every testallation. This etc lists only close locations approved by the individual service branch. If you remost find the installation you are losing increated the closest testallation to that make or country. Kyou need assistance with your more, contact your losts lists on <u>Allitary and Baulty Support Cause.</u>					
CONUS / United States	Instances in the finite of county, it is not assessed with your more, control or your more control on a port cause. Milliam/WEXALLATION does not list information reporting US Department of Wate portings such as embendes, control at a port cause. Information and insurance or county way insufficient Milliam and Family disport Cause.					
DCOMUS / Overseas						
	Alabama	Maine	Gregon			
Air Porce	Arizona	Haryland	Penneylvania			
Defense Logistics Agency	Arkarsan	Massachusetts	Parto Nes			
Marine Carps National Guard Bureau	California	Hichigan	Rhode Island			
Many						
	Celarade	Minnesota	South Carolina			
	Connecticut	Hississippi	South Dakota			
	Delaware	Missouri	Termessae			
	District Of Columbia	Montana	Texas			
	Florida	Hebraeka	U.S. Virgin Islands			
	Georgia	Nevada	Utub			
	Guarm	New Hampabire	Vermant			
	ndaho	New Jarsey	Vinginia			
	Himola	New Mexico	Washington			
	Indiana	New York	West Virginia			
	lows	North Carolina	Wisconsin			
	Калкан	North Dakota	Wyoming			
	Kentucky	Obio				
	Louisiana	Oklahoma				

MilitaryINSTALLATIONS also features a comprehensive list of all installations that can be sorted and filtered as needed. A base's feature page offers quick overview, contact information, military and family support services, and many additional features.

Base Feature Page Elements

Card

Card: Hover









05. Photography

MILITARY INSTALLATIONS

Image Guidance

When selecting photography, use bold inspirational imagery that echoes patriotism, honor and strength. These images should be authentic, non-posed and emotionally appealing.

Note: All photos shown are for illustrative purposes only. Right-of-use licensing agreement and associated fees must always be taken into consideration. Source: DVIDS

Photography for the homepage focuses on command center. Each base's feature page features branch-specific imagery.

