



# 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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## 05. Photography



## 01. Logo | Full Color

The MilitaryINSTALLATIONS source logo was created for this website.

**MILITARY**  
**INSTALLATIONS**



**HEX**  
D43E51



**HEX**  
194867

## 01.1 Logo | One Color

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

### Two-Color Logo

on white background

**MILITARY**  
**INSTALLATIONS**

### One-Color Logo

on dark background

**MILITARY**  
**INSTALLATIONS**

## 01.2 Logo | Margin

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



### 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.

# 02. Typography

Work Sans and Arvo are the two universal Military OneSource enclave fonts and are also used across MilitaryINSTALLATIONS.

Work Sans Bold:

Work Sans

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

Arvo Bold:

Arvo

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

Work Sans:

Work Sans

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

Arvo Regular:

Arvo

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

# 02.1 Typography | Styles

Headings on site pages help bring hierarchy to the content within each page.

## Desktop

Work Sans

TITLE

Font size: 3.75rem  
Line height: 3.75rem

Heading

Font size: 2rem  
Line height: 2rem

SUB HEADING 1

Font size: 1.5rem  
Line height: 1.5rem

SUB HEADING 2

Font size: 1rem  
Line height: 1.125rem

Sub Heading 3

Font size: 1.25rem  
Line height: 1.875rem

Arvo

Body Copy

Font size: 1.125rem  
Line height: 2.25rem

## Mobile

Work Sans

TITLE

Font size: 2.25rem  
Line height: 2.25rem

Heading

Font size: 1.125rem  
Line height: 1.125rem

SUB HEADING 1

Font size: 1.375rem  
Line height: 1.5rem

SUB HEADING 2

Font size: 1rem  
Line height: 1.125rem

Sub Heading 3

Font size: 1.25rem  
Line height: 1.688rem

Arvo

Body Copy

Font size: 1rem  
Line height: 1.75rem

# 03. Colors

Some standard colors from the Military OneSource enclave are also used on MilitaryINSTALLATIONS.



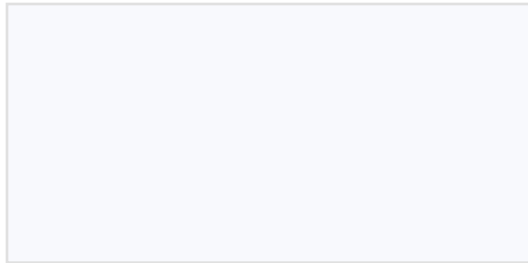
**MOS Red**  
**Hex** B82132  
**RGB** 184/33/50



**Red**  
**Hex** D43E51  
**RGB** 212/62/81



**MOS Tertiary 600**  
**Hex** 4A4A4A  
**RGB** 64/64/64



**MOS Secondary 50**  
**Hex** F8F9FD  
**RGB** 248/249/253



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



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



**White**  
**Hex** FFFFFFFF  
**RGB** 255/255/255



# 04. Graphic Styles

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

MILITARY  
INSTALLATIONS

ALL INSTALLATIONSALL PROGRAMS & SERVICESALL STATE RESOURCESTECHNICAL HELP

I'm looking for a...

Military Installation

Program or Service

Installation name

Aberdeen Proving Ground

GO

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

Feedback

Homepage: Search by Program or Service

MILITARY  
INSTALLATIONS

ALL INSTALLATIONSALL PROGRAMS & SERVICESALL STATE RESOURCESTECHNICAL HELP

I'm looking for a...

Military Installation

Program or Service

Program or service

Child Development Centers

GO

Location based on

Installation

Installation name

Camp Lejeune

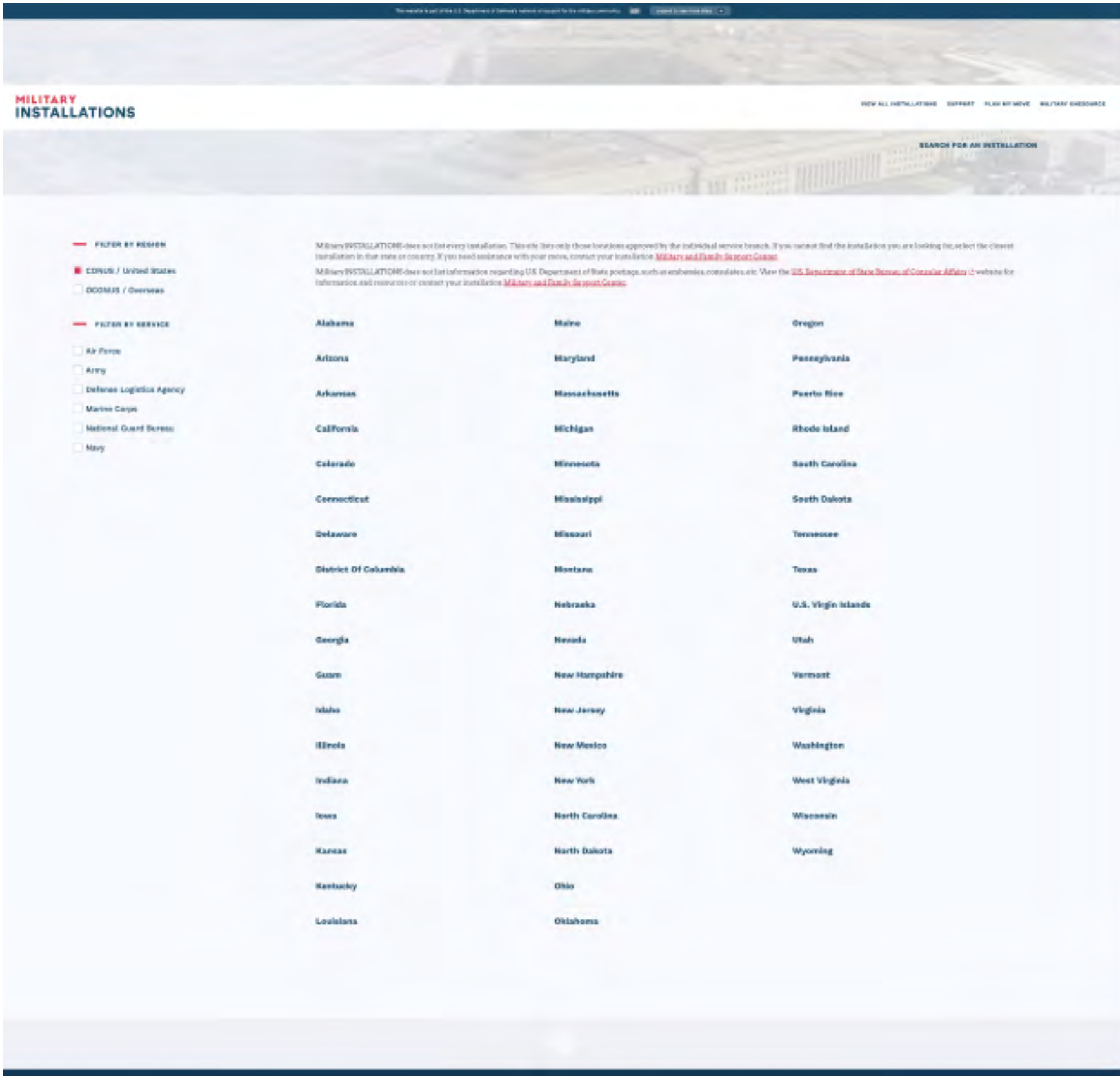
GO

Feedback

# 04.1 Graphic Styles | Other

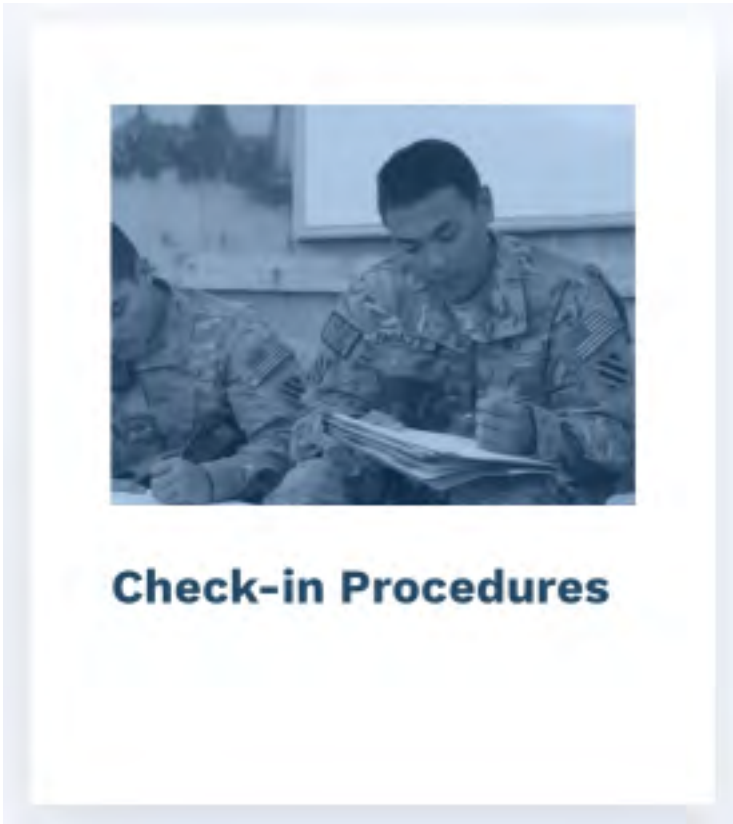
MilitaryINSTALLATIONS also features a comprehensive list of all installations that can be sorted and filtered as needed. A base’s feature page offers quick overview, contact information, military and family support services, and many additional features.

List of All Installations

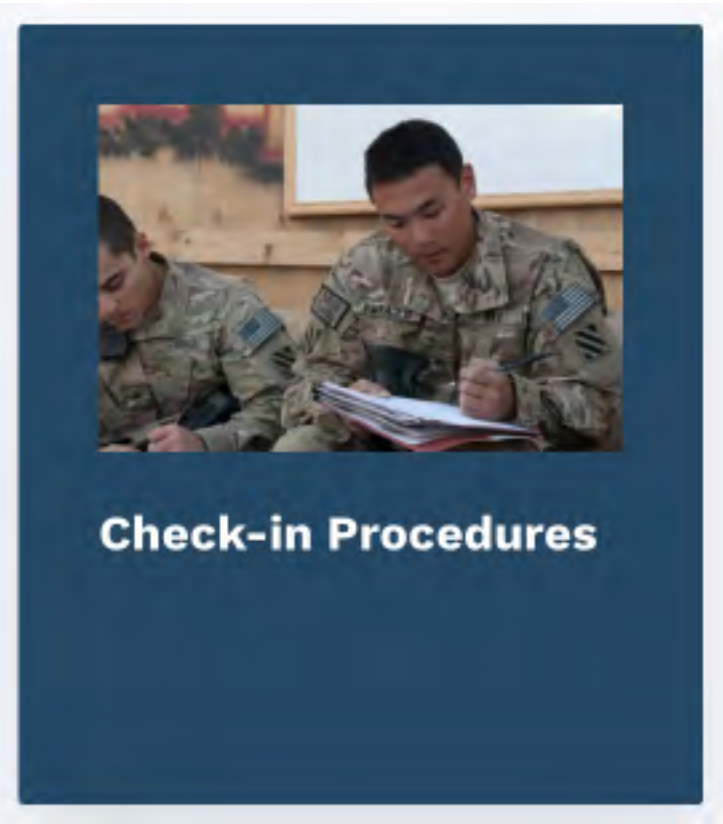


Base Feature Page Elements

Card



Card: Hover



Service Icons

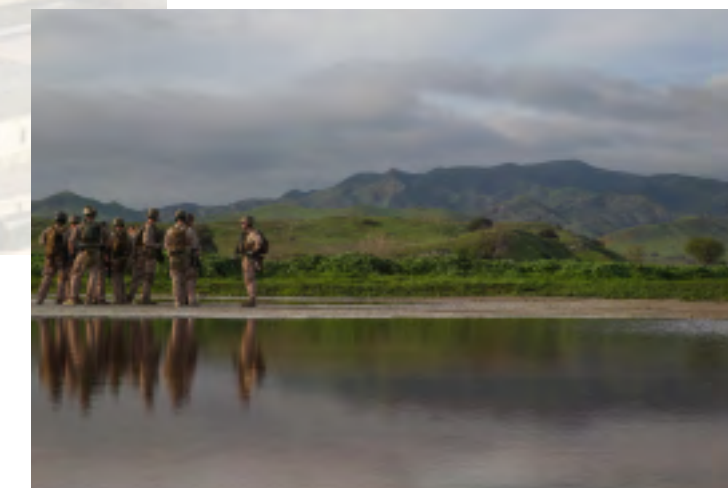




# 05. Photography

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

## 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