



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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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

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One-Color Logo

on dark background

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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.



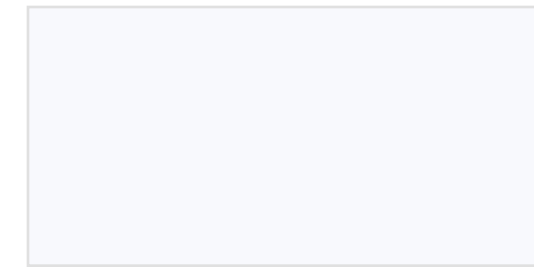
MOS Red
Hex B82132
RGB 184/33/50



Red
Hex D43E51
RGB 212/62/81



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



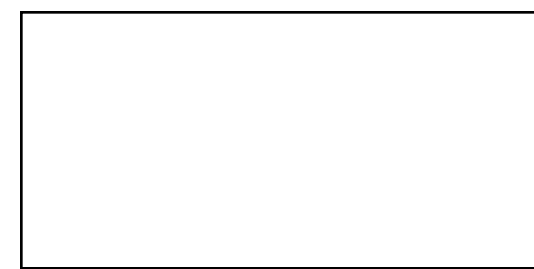
MOS Secondary 50
Hex F8F9FD
RGB 248/249/253



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

Homepage: Search by Program or Service

MILITARY INSTALLATIONS ALL INSTALLATIONS ALL PROGRAMS & SERVICES ALL STATE RESOURCES TECHNICAL HELP

I'm looking for a...

Military Installation **Program or Service**

Installation name: Aberdeen Proving Ground **GO** [VIEW ALL INSTALLATIONS](#) [Feedback](#)

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](#)

MILITARY INSTALLATIONS ALL INSTALLATIONS ALL PROGRAMS & SERVICES ALL STATE RESOURCES TECHNICAL HELP

I'm looking for a...

Military Installation **Program or Service**

Program or service: Child Development Centers **GO** [Feedback](#)

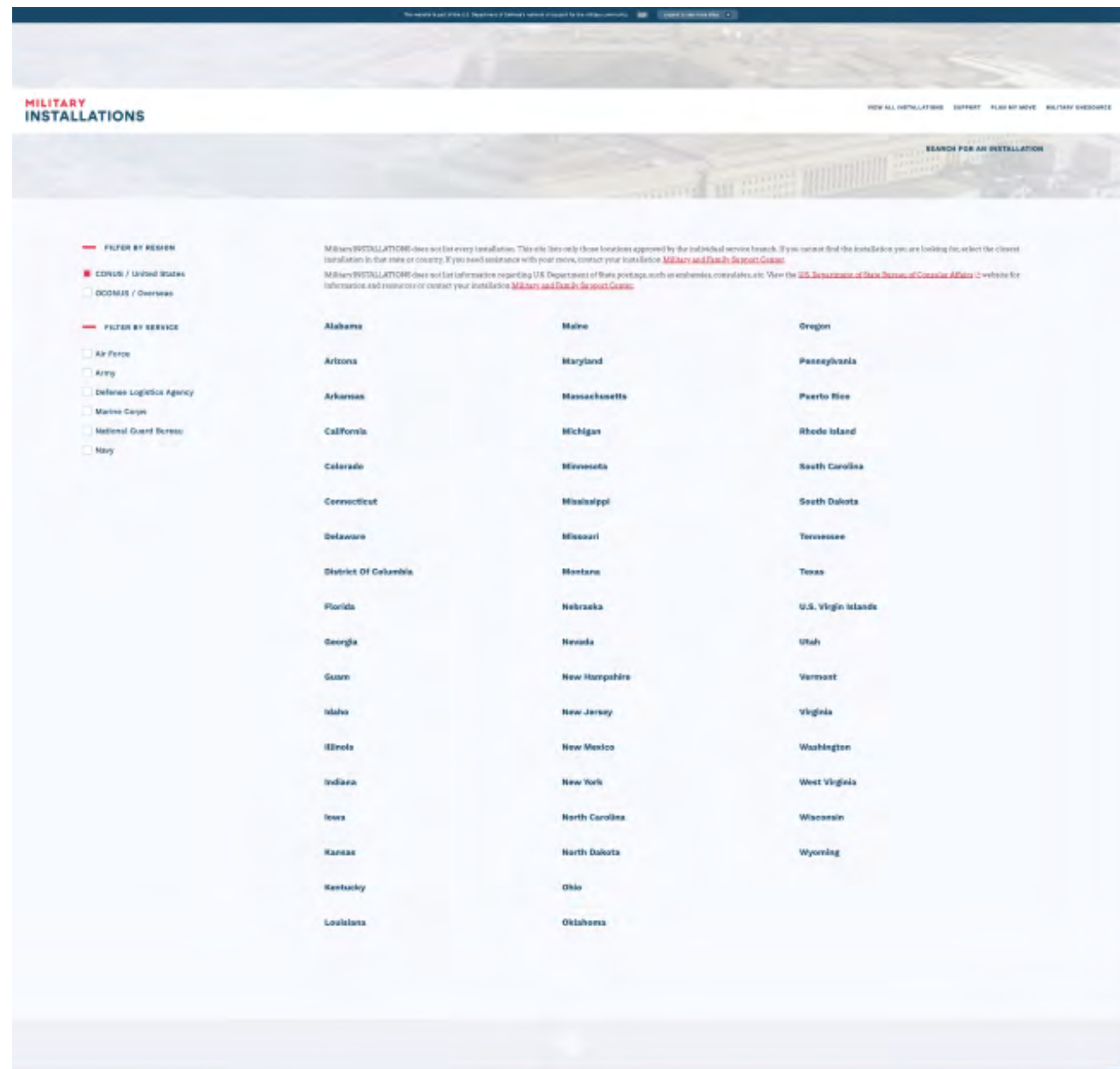
Location based on: Installation

Installation name: Camp Lejeune **GO**

04.1 Graphic Styles | Other

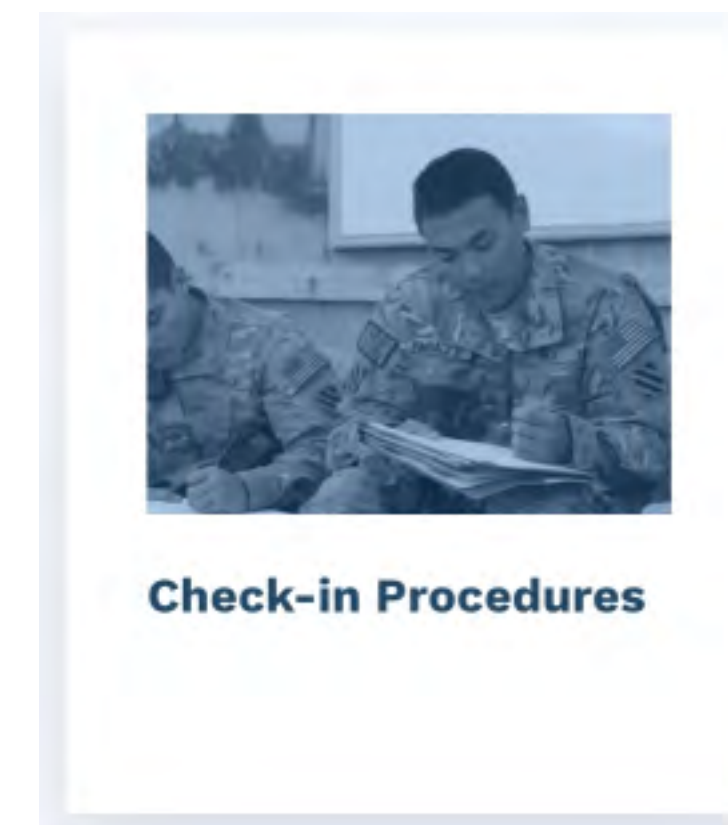
MilitaryINSTALLATIONS also features a comprehensive list of all installations that can be sorted and filtered as needed. A base's feature page offers quick overview, contact information, military and family support services, and many additional features.

List of All Installations

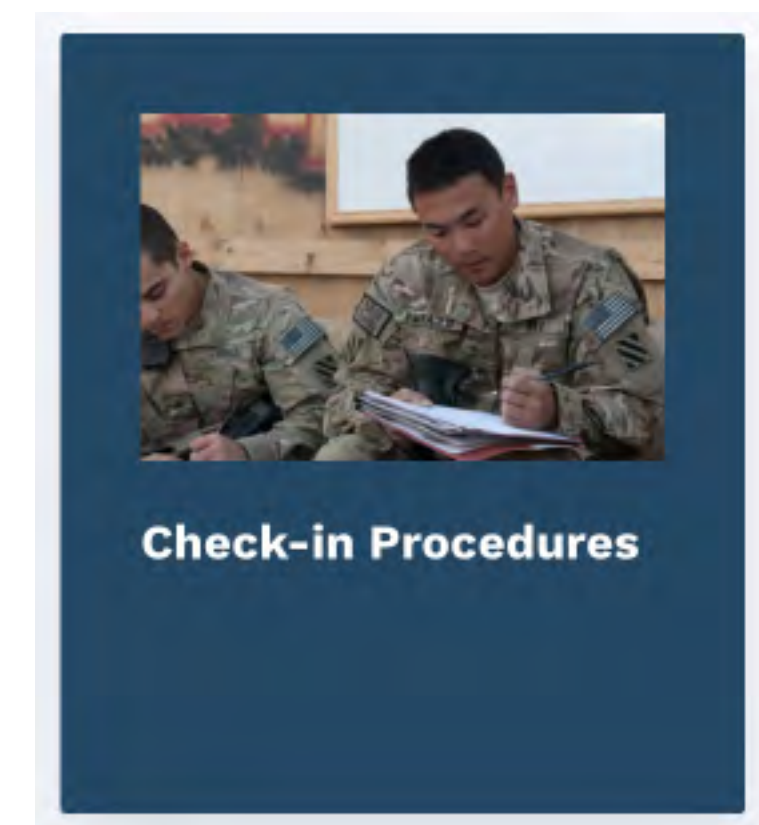


Base Feature Page Elements

Card



Card: Hover



Service Icons



05. Photography

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

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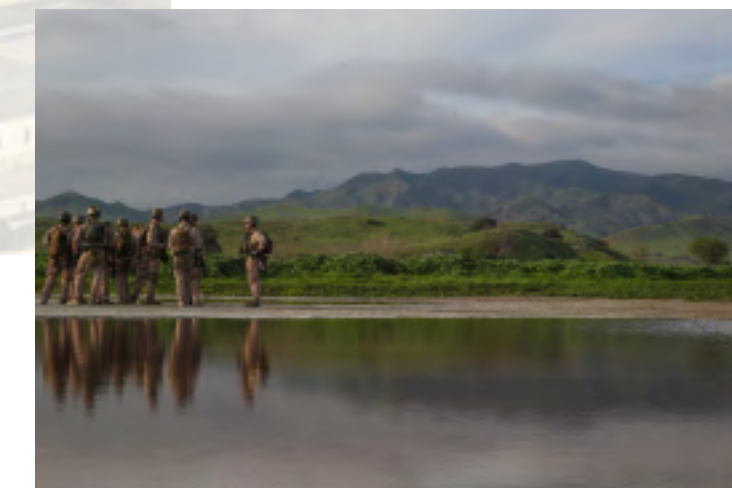


Image Guidance

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