



# MILITARY INSTALLATIONS

Website Visual Style Guide

July 2022 | Version 1.0

# Table of Contents

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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.

## 01. Logo

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## 02. Typography

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## 03. Colors

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## 04. Graphic Styles

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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

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### Work Sans

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**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

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Body Copy

Font size: 1.125rem  
Line height: 2.25rem

## Mobile

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### Work Sans

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**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

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Body Copy

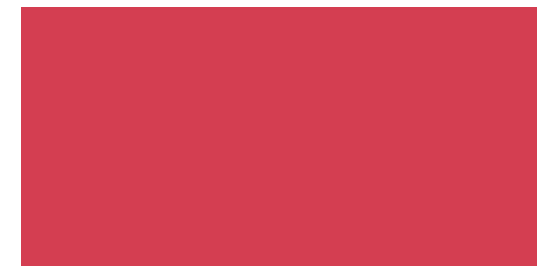
Font size: 1rem  
Line height: 1.75rem

# 03. Colors

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



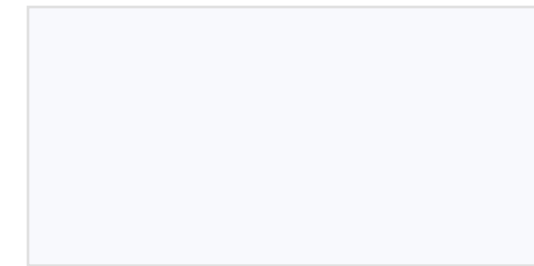
**MOS Red**  
**Hex** B82132  
**RGB** 184/33/50



**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



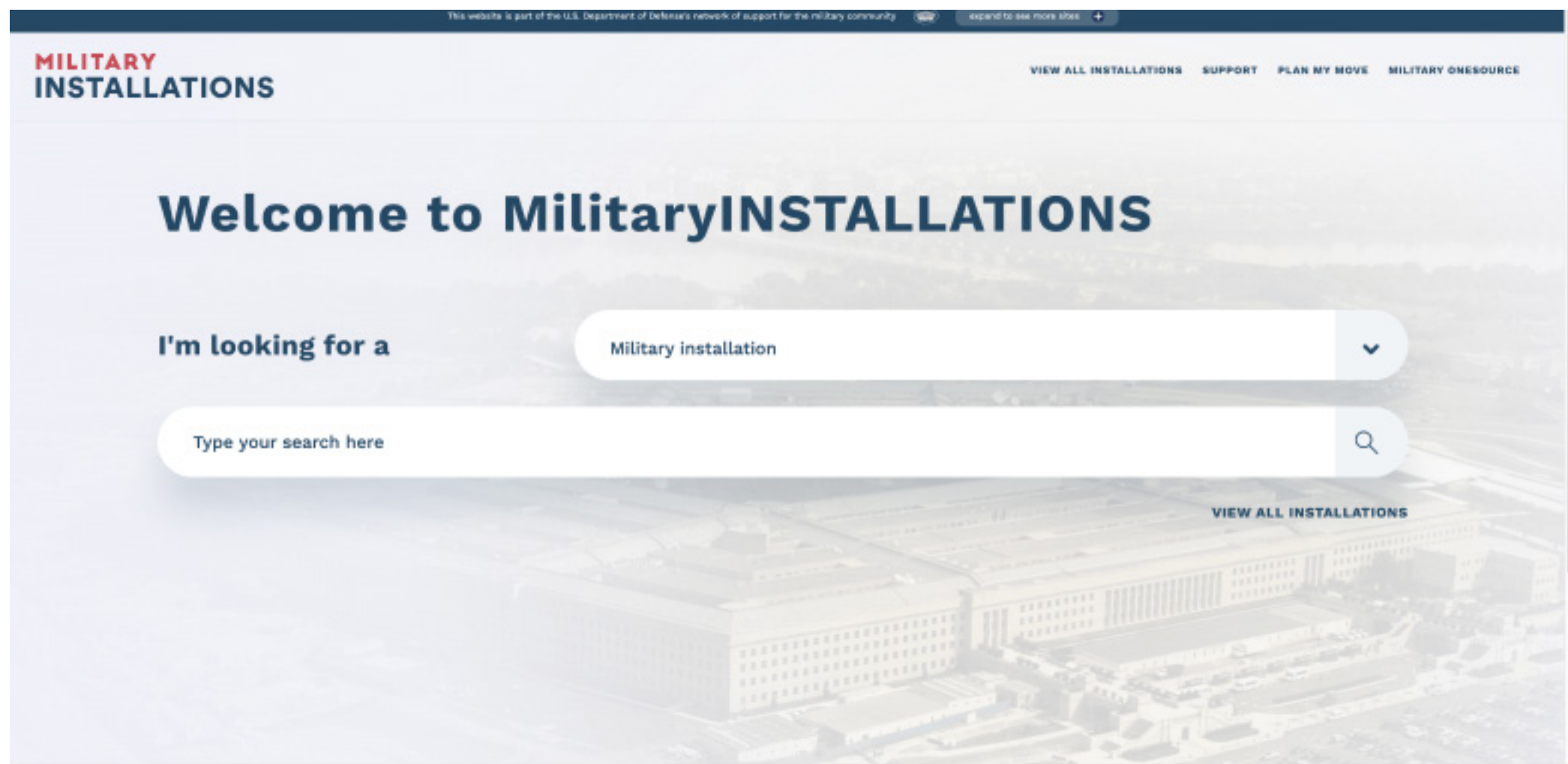
**White**  
**Hex** FFFFFFFF  
**RGB** 255/255/255



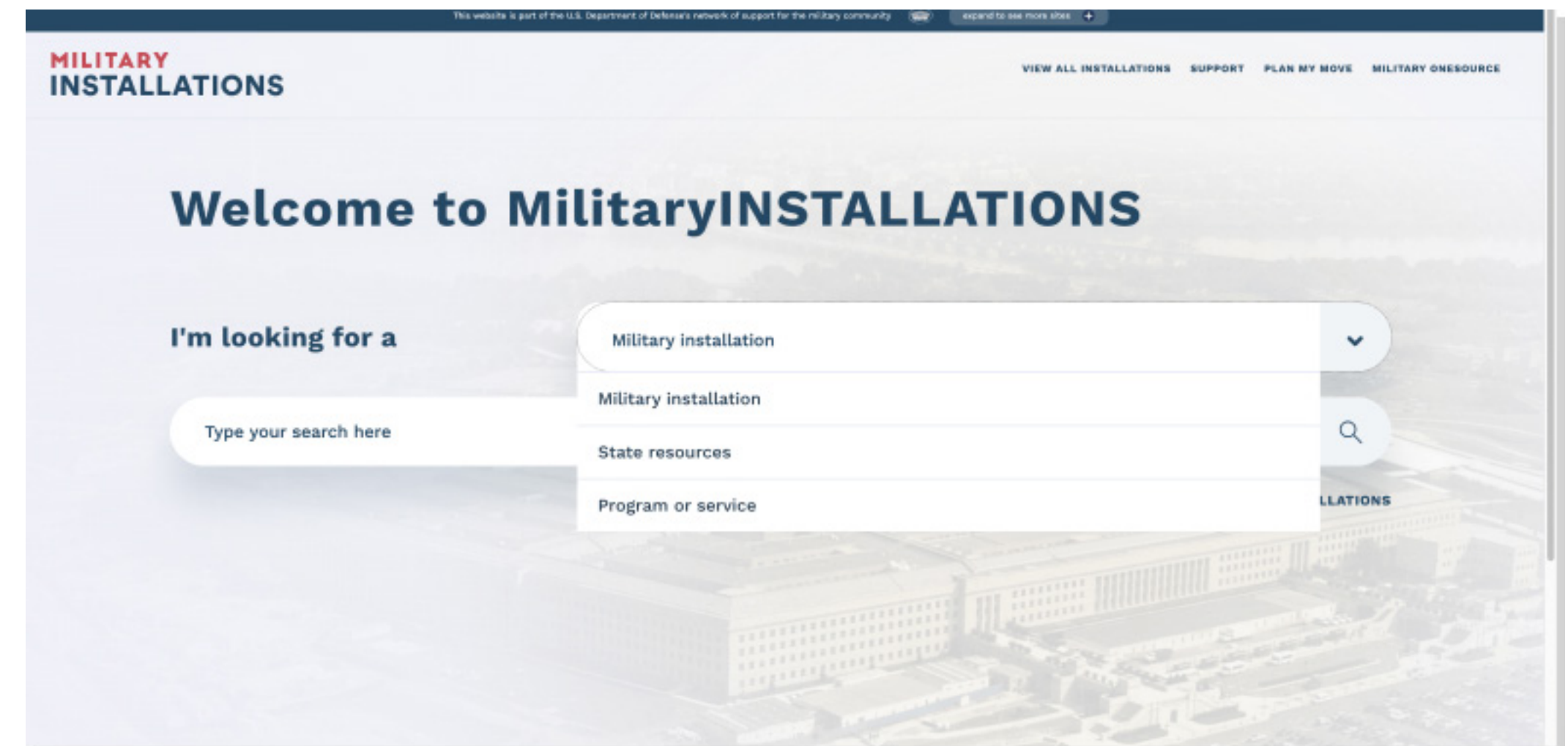
# 04. Graphic Styles

MilitaryINSTALLATIONS features a drop-down menu and a search bar. The drop-down menu directs users toward a specific category before the user would search for the installation.

Homepage



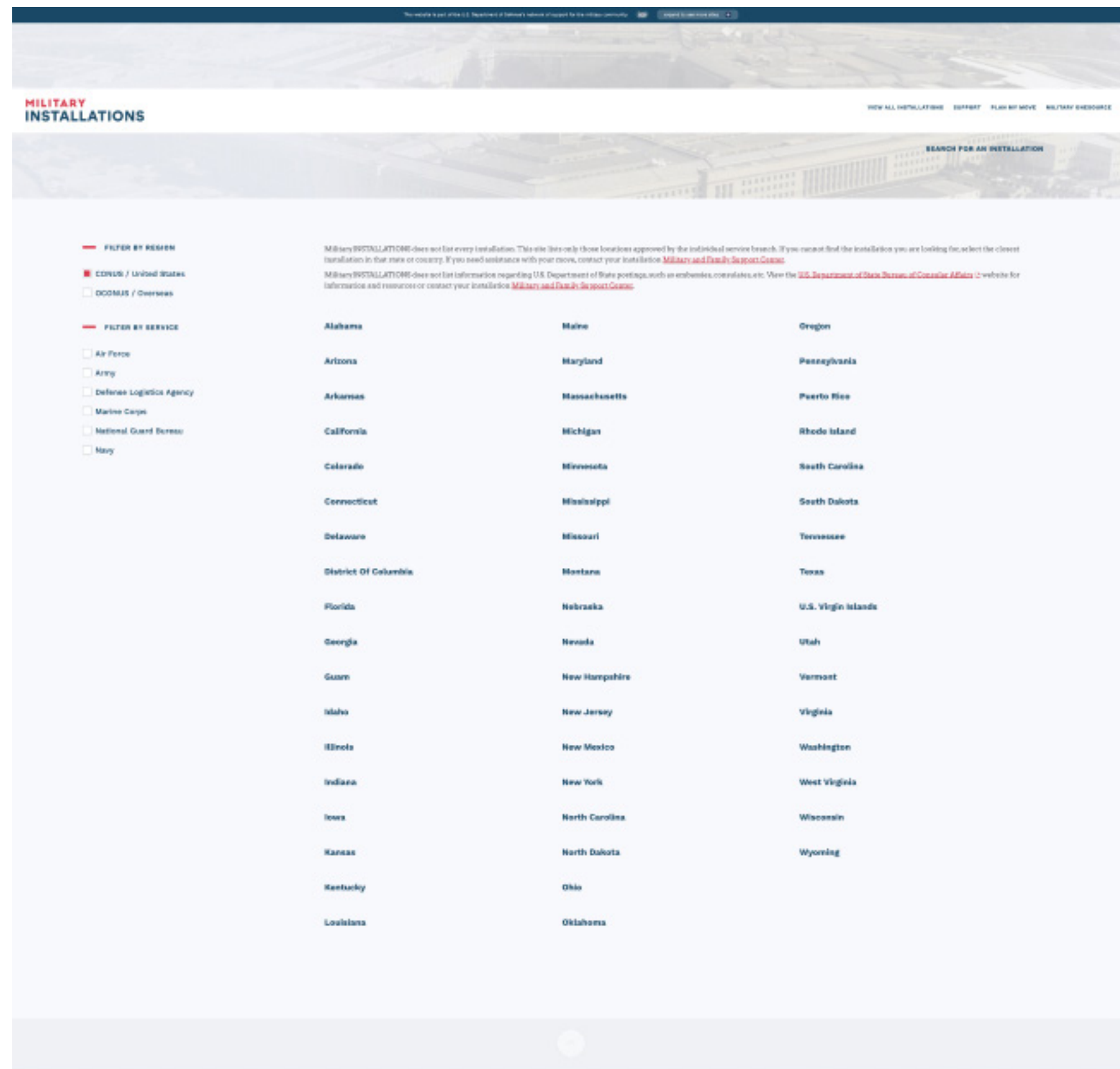
Homepage: With Drop-Down Menu



# 04.1 Graphic Styles | Other

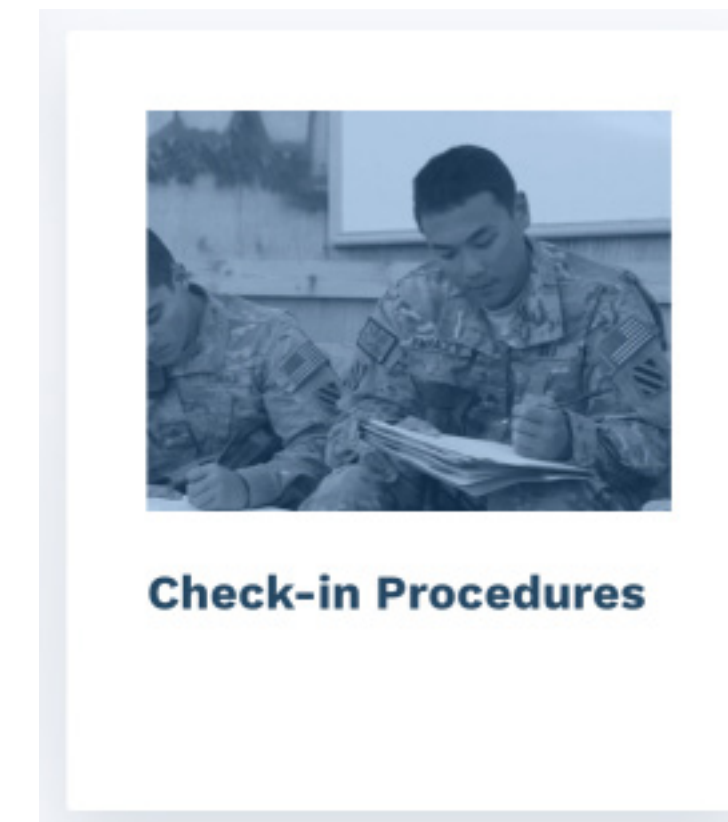
MilitaryINSTALLATIONS also features a comprehensive list of all installations that can be sorted and filtered as needed. A base's feature page offers quick overview, contact information, military and family support services, and many additional features.

## List of All Installations

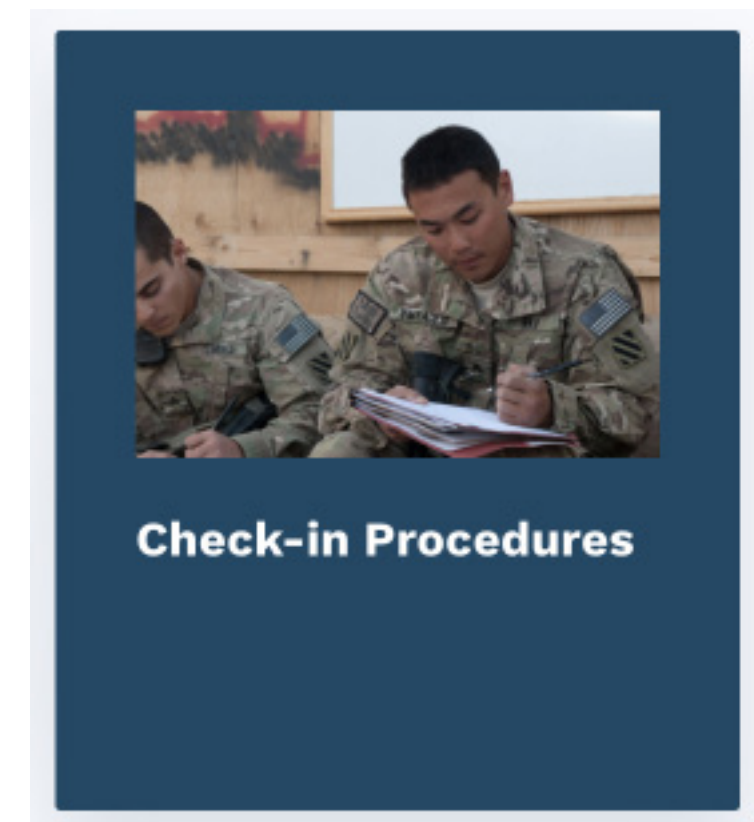


## Base Feature Page Elements

Card



Card: Hover



Service Icons

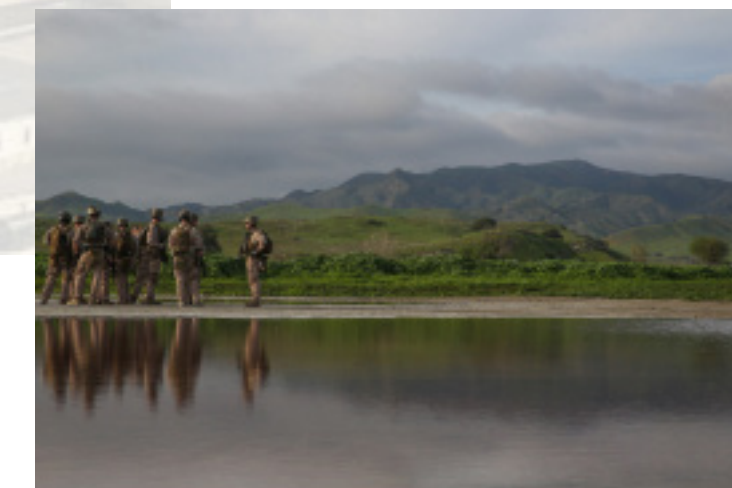




# 05. Photography

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