



MILITARY STATE POLICY **SOURCE**

Website Visual Style Guide

August 2023 | Version 2.0

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Outlined in this guide are the elements that make up the core Military State Policy Source 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 Military State Policy Source logo was created for this website.

MILITARY
STATE POLICY
SOURCE



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
STATE POLICY
SOURCE

One-Color Logo

on dark background

MILITARY
STATE POLICY
SOURCE

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 width 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 Military State Policy Source.

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: 1.5rem
Line height: 1.5rem

SUBHEADING

Font size: 1.5rem
Line height: 3rem

SUBHEADING 2

Font size: 1rem
Line height: 1rem

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: 1.7rem
Line height: 1.5rem

SUBHEADING

Font size: 1.5rem
Line height: 3rem

SUBHEADING 2

Font size: 1rem
Line height: 1rem

Arvo

Body Copy

Font size: 1rem
Line height: 1.75rem

03. Colors

Some standard colors from the Military OneSource enclave are also used on Military State Policy Source.

Standard Palette



Primary 400
HEX B82132
RGB 184/33/50



Primary
HEX D43E51
RGB 212/62/81



Dark Gray
HEX 404040
RGB 64/64/64



Secondary 600
HEX 194867
RGB 25/72/103



Secondary Background Gradient
linear-gradient
(180deg, #DBE1E7
0%, #F8F9FD
100%)



White
HEX FFFFFFFF
RGB 255/255/255

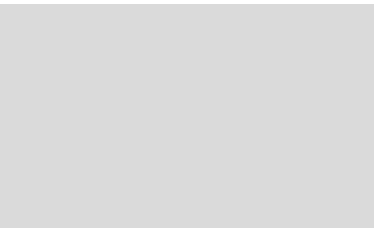
Map Palette



Policy Passed Green
HEX 6BA22E
RGB 107/162/46



Issue Advanced Blue
HEX 246B7D
RGB 36/107/127



No Action Gray
HEX DADADA
RGB 218/218/218

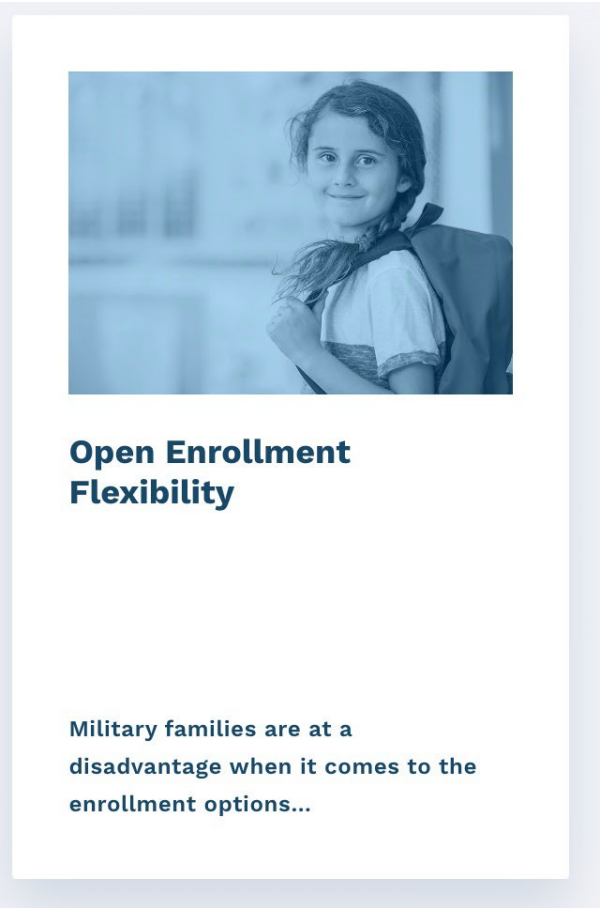


Bill Introduced Blue
HEX 7FBACB
RGB 127/186/203

04. Graphic Styles

Military State Policy Source features a hover state that expands (when appropriate) to reveal more information.

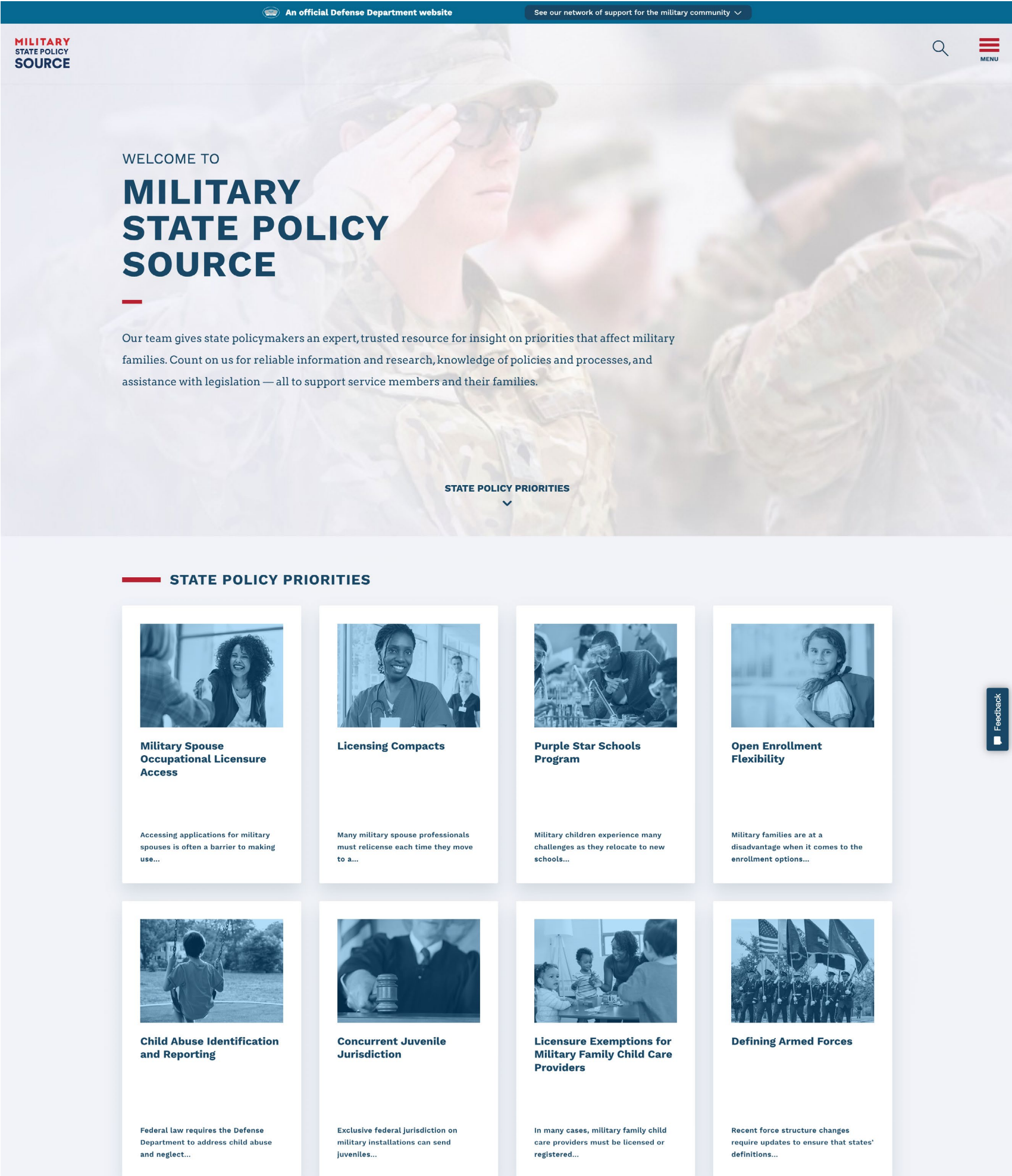
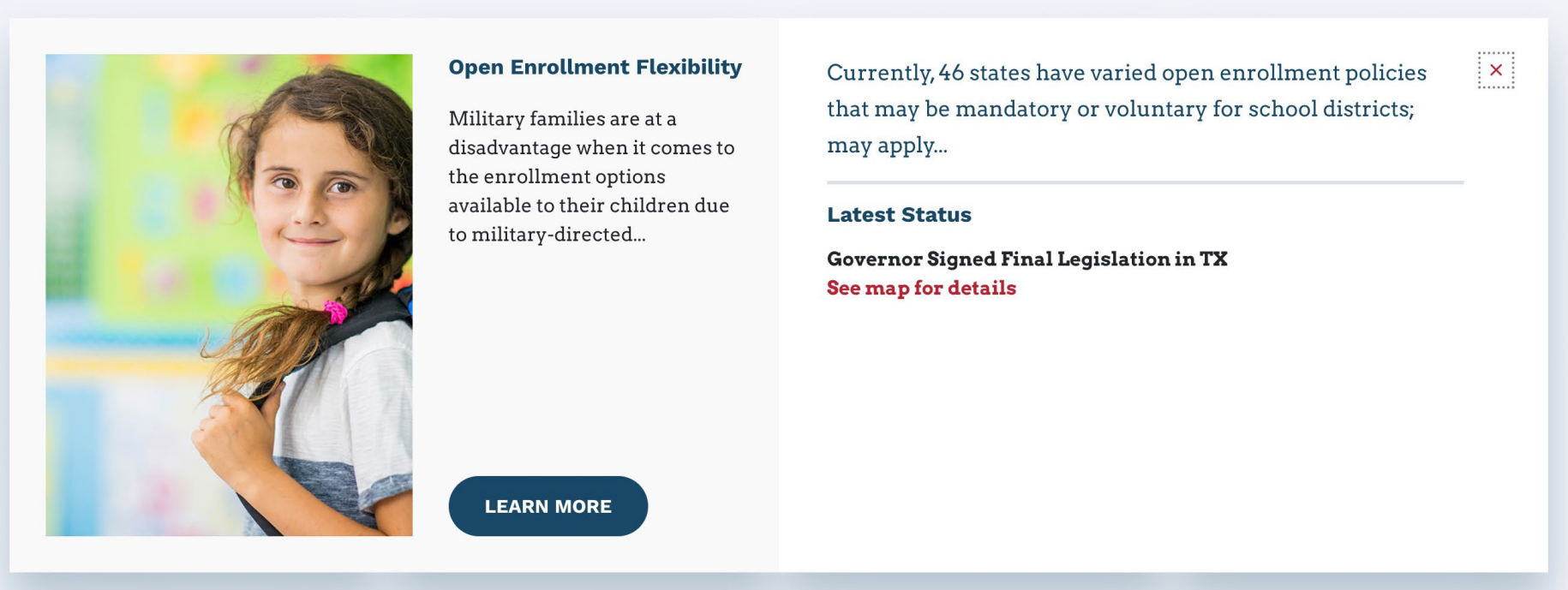
Priority Card - Default State



Hover State



Expanded (Clicked) State



04.1 Graphic Styles | Other

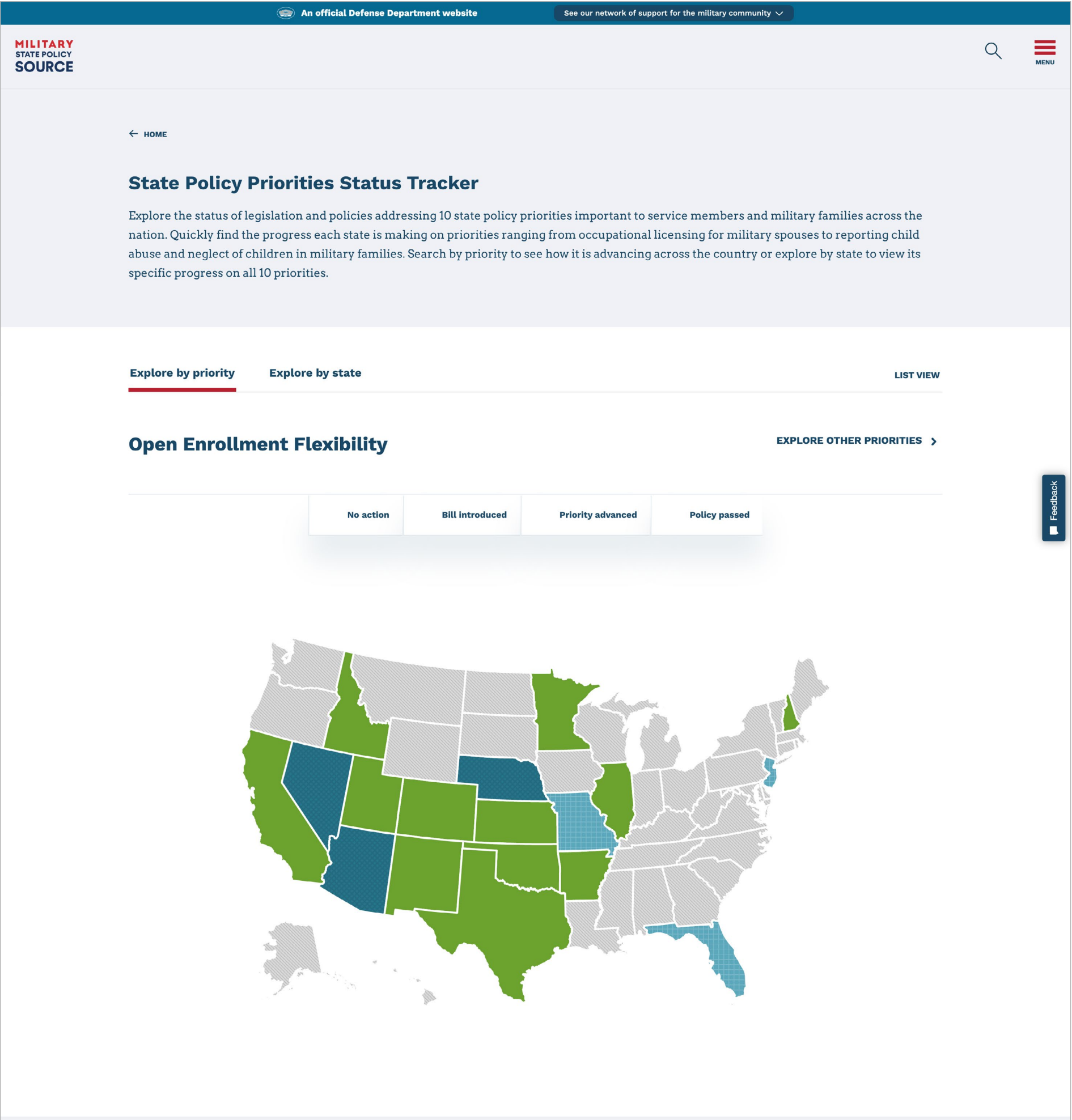
Military State Policy Source also prominently features an adaptive map of the United States to help visually track policy by state or by issue.

State Outlines

Default States:



Hover States:



05. Photography

Photography for the homepage underscores the purpose and military nature of Military State Policy Source. Photography for the cards, policy pages and state pages focus on the relevant state policy or state-specific imagery.

MILITARY
STATE POLICY
SOURCE

Image Guidance

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

***Note:** All photos shown are for illustrative purposes only. Right-of-use licensing agreements and associated fees must always be considered. Source: DVIDS*



Licensure Exemptions for Military Family Child Care Providers

In many cases, military family child care providers must be licensed or registered...



Defining Armed Forces

Recent force structure changes require updates to ensure that states' definitions...