



# **MILITARY** STATE POLICY **SOURCE**

## Website Visual Style Guide

October 2024 | Version 3.0

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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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## 05. Photography

## 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 Variants

### One- and Two-Color

The two-color logo is the preferred treatment for most applications. Use the one-color logo only in situations where the two-color version isn't feasible.

**Two-Color Logo:** Preferred for all applications.

on white background

**MILITARY**  
**STATE POLICY**  
**SOURCE**

**One-Color Logo:** Use sparingly, only when color limitations require.

on dark background

**MILITARY**  
**STATE POLICY**  
**SOURCE**

## 01.2 Logo | Margin

Logo placement needs to 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

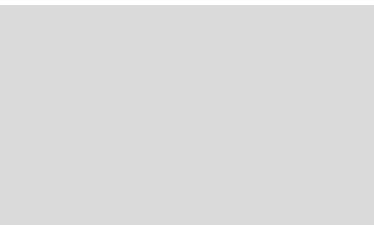
## Map Palette Standard



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



**Priority 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

## Map Palette Compact



**100% Compacts Passed Green**  
**HEX** 6BA22E  
**RGB** 107/162/46



**75-99% Compacts Passed Blue**  
**HEX** 246B7D  
**RGB** 36/107/127



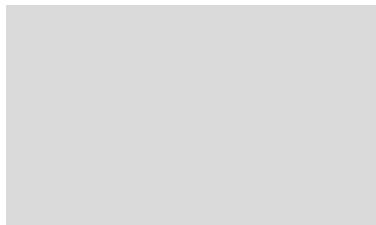
**50-74% Compacts Passed Purple**  
**HEX** 653565  
**RGB** 101/53/101



**25-49% Compacts Passed Orange**  
**HEX** EB902B  
**RGB** 235/144/43



**Less Than 25% Passed**  
**HEX** 7FBACB  
**RGB** 127/186/203



**No Compacts Passed**  
**HEX** DADADA  
**RGB** 218/218/218



# 04. Graphic Styles

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

Priority Card - Default State



### Open Enrollment Flexibility

States can improve military families' access to existing district, interdistrict...


Hover State



### Open Enrollment Flexibility

States can improve military families' access to existing district, interdistrict...

Expanded (Clicked) State



### Open Enrollment Flexibility

States can improve military families' access to existing district, interdistrict and intradistrict transfer programs by...

LEARN MORE

Most states have one or more policies providing for varying degrees of open enrollment, but they can differ greatly across...

Latest Status

Bill Introduced in OH  
See map for details

MILITARY STATE POLICY SOURCE

WELCOME TO  
MILITARY STATE POLICY SOURCE

Our team gives state policymakers an expert, trusted resource for insight on priorities that affect military families. Count on us for reliable information and research, knowledge of policies and processes, and assistance with legislation — all to support service members and their families.


STATE POLICY PRIORITIES

VIEW YOUR STATE

Interested in a specific state's progress on the state policy priorities?  
Select a state from the list to go to the state page for details.


Select a State

STATE POLICY PRIORITIES




### Military Family Access to Quality Family Child Care

In many cases, military family child care providers that are certified through...




### Military Spouse Employment and Economic Opportunities

Military spouses continue to report occupational licensure as a barrier to...




### Concurrent Juvenile Jurisdiction

Military installations subject to exclusive federal jurisdiction often handle...




### State Support for Military Families With Special Education Needs

Highly mobile children, including military children, are more likely to experience...




### Open Enrollment Flexibility

States can improve military families' access to existing district, interdistrict...




### Defining Armed Forces in State Policy

States can minimize disruptions in state benefits and services, for eligible...



### Military Family Antidiscrimination Status

To supplement federal protections for service members, states can add military...



### State Response to Military Interpersonal Violence

Interpersonal violence is a behavior that asserts power or control over another...

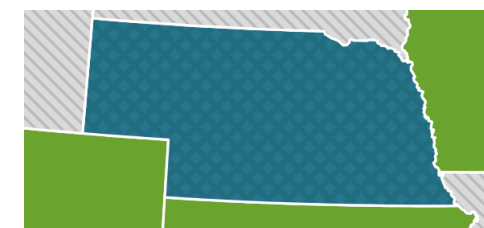
Page 8

## 04.1 Graphic Styles | Other

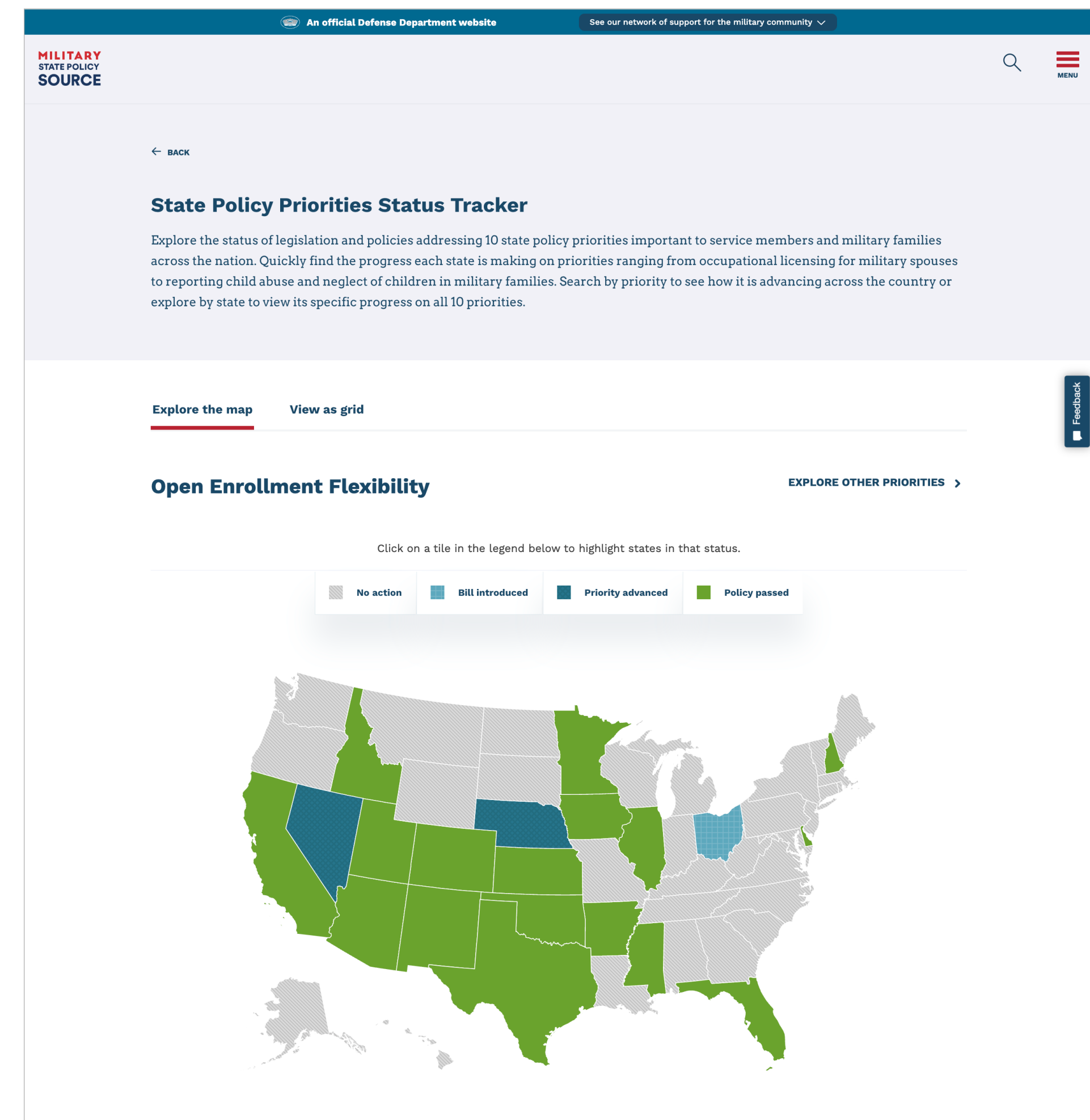
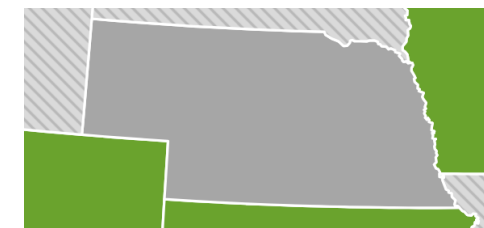
Military State Policy Source also prominently features an adaptive map of the United States to help visually track policies by state or by priority.

## 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

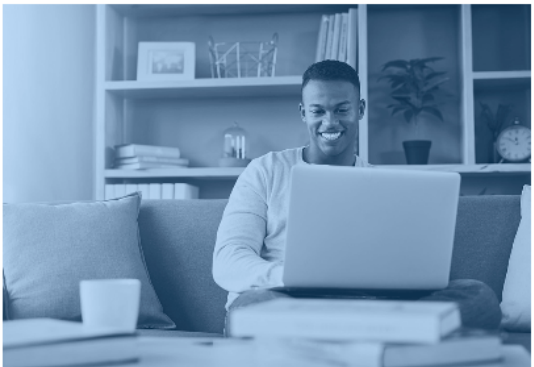
When selecting photography, use bold inspirational imagery that echoes patriotism, honor and strength. These images should be authentic, unposed and emotionally appealing.

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



**Defining Armed Forces in State Policy**

States can minimize disruptions in state benefits and services, for eligible...



**Remote Driver's License and Vehicle Registration Renewal**

States can support service members and their families by allowing them to remotely...