

MILITARY
ONE**SOURCE**

BRAND GUIDELINES

SEPTEMBER 2023

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Military OneSource Logo

Comprises four parts:

- 1) MILITARY, set all caps, font Intro.
- 2) ON, set all caps, font Intro.
- 3) "E" flag graphic.
- 4) SOURCE, set in Poppins Bold.

The logo can appear in either the horizontal or stacked format.

HORIZONTAL



STACK



Logo Colors

Uses Pantone 711c and 534c.
It can also appear in one color
using Pantone 534c only.



PANTONE 711c



PANTONE 534c



Logo in White

The logo can appear white as long
as the background color or image
is dark enough for optimal contrast.



Minimum Sizes

Use the measurements here as the
absolute minimum sizes the logo
can be shown and still maintain
legibility. Use the pixel resolutions
for screen-based presentations.



1.25"



0.5"



175 pixels



65 pixels

The color palette is made up of three primary colors—red and blue from the logo plus black—and eight secondary colors to help support the design and production of many Military OneSource materials in both digital and print media.

Use HEX numbers for web work and RGB for screen-based graphics, social posts and presentations like PowerPoint and online PDFs.

Use CMYK (cyan, magenta, yellow, black) for high-end, 4-color commercial printing. These typically will be how brochures, posters and fliers are produced.

NOTE: HEX, RGB and CMYK values are sourced from Adobe Illustrator CC.

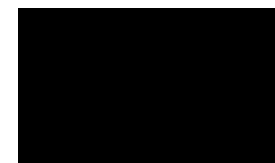
Primary



PANTONE **534c**
HEX **1e3565**
RGB **30/53/101**
CMYK **98/85/36/27**



PANTONE **711c**
HEX **d02c2f**
RGB **208/44/47**
CMYK **12/97/92/3**



BLACK
HEX **000000**
RGB **0/0/0**
CMYK **0/0/0/100**

Secondary



PANTONE **392cp**
HEX **767812**
RGB **119/121/19**
CMYK **24/11/100/48**



PANTONE **7744cp**
HEX **c6cd23**
RGB **198/205/35**
CMYK **27/7/100/0**



PANTONE **7691cp**
HEX **005b94**
RGB **0/91/148**
CMYK **100/43/0/30**



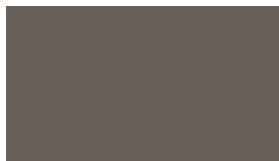
PANTONE **7705cp**
HEX **006991**
RGB **0/105/145**
CMYK **100/13/5/41**



PANTONE **Cool Gray 6cp**
HEX **a4a7a9**
RGB **164/167/169**
CMYK **38/29/29/0**



PANTONE **Cool Gray 10cp**
HEX **474c55**
RGB **71/76/85**
CMYK **40/30/20/66**



PANTONE **404cp**
HEX **696059**
RGB **105/96/89**
CMYK **55/53/58/25**



PANTONE **145cp**
HEX **db821f**
RGB **219/130/31**
CMYK **12/56/100/1**



PANTONE **7408cp**
HEX **fdbb12**
RGB **253/186/18**
CMYK **0/29/100/0**

To give more emphasis and anchor the Military OneSource logo to a layout, place it to the right of a brand color bar. You can also center it in between color bars using the brand red and blue colors only. Using color bars serves several purposes: They add color to the page or post, they graphically link the material back to Military OneSource and they unify the page.

Although the standard color of the bars should primarily be the brand red or blue, other colors can be used, especially if a campaign or program uses those colors.



Interstate light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

Interstate Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

Interstate Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

Interstate Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

Interstate Light Compressed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Interstate Regular Compressed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Interstate Bold Compressed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Interstate Black Compressed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Interstate
Light Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Interstate
Regular Cond.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Interstate
Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

Interstate
Black Cond.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

INTRO (caps only) **ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0A123456789**

Work Sans
Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

Work Sans
SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

Work Sans
Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 0123456789

When typing **Military OneSource**, follow these simple rules:

- 1) Never use all capital letters. Always use upper and lower case as shown here.
- 2) No spacing between “One” and “Source.”
- 3) **NEVER** use the acronym MOS to replace or abbreviate Military OneSource.

Military OneSource

The URL web address can be set in any of the following ways:

- 1) Use upper and lower case letters.
- 2) Use all lowercase letters.
- 3) Use the first two without www.
- 4) **NEVER** use all capital letters.
- 5) Use the full URL **www.MilitaryOneSource.mil** when publishing to any Military OneSource platform.

www.MilitaryOneSource.mil

www.militaryonesource.mil

MilitaryOneSource.mil

militaryonesource.mil

ONE SOURCE CONNECTING YOU TO YOUR BEST MILLIFE.

The brand tagline should be used with the Military OneSource logo whenever possible to introduce and reinforce the brand to users. It should be set in all caps, centered, using Interstate Regular Condensed. It can also appear in a heavier weight using Interstate Bold Condensed when legibility might be compromised.

When setting the line, **the height of the type should be set at exactly 82%**, with the exception of **M** and **L**. This will give a slight emphasis to MilLife. The tagline can appear in one line or stacked. It can appear in any of the darker brand colors or be white inside a brand-colored box.

ONE SOURCE CONNECTING YOU
TO YOUR BEST MILLIFE.

ONE SOURCE CONNECTING YOU TO YOUR BEST MILLIFE.

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ONE SOURCE CONNECTING YOU
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When producing materials for Military OneSource, everything should reflect the brand essence of strength and power as much as possible. This can best be summed up in four guiding design tenets:

Positive, personal connection:

Use compelling imagery the viewer can identify with.

Strength and mastery:

Apply across all relevant aspects of military life.

Authenticity:

Select images that are credible, emotionally correct and in the moment (more about this in the “Photography” section, page 10).

A greater community:

Strive for a look that shows connection — that we’re all in this together.



When selecting, evaluating and producing photography for Military OneSource, consider our different audiences and their unique needs. Use the following list of qualifiers as a guide to keep photos on brand.

Authenticity

Subjects and settings should look real and not staged. Think of the camera as a participant — catching spontaneous, non-posed moments so the viewer feels immersed in the scene. Subjects should not be looking at the camera, but if they do, it should be candid.

Natural Lighting

Natural, non-flash lighting is preferred — daylight is ideal. Lighting should look painterly, not harsh or artificial. Vignettes can be applied to make moments more intimate.

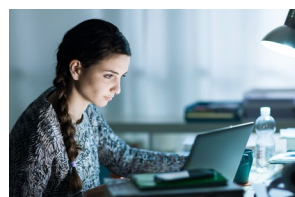
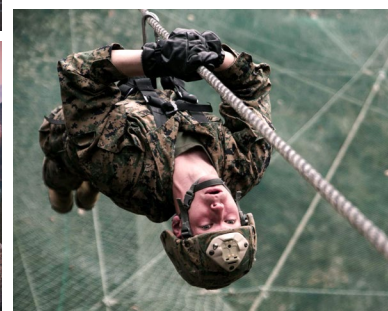
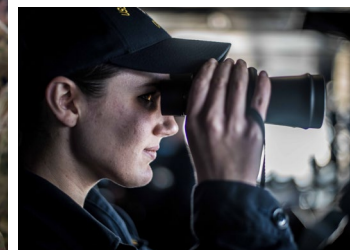
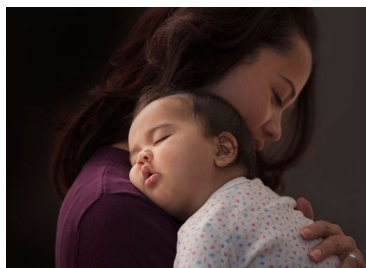
Composition & Color

Select photos that have interesting perspectives, bold points of view and unexpected angles. Keep colors strong but not overly saturated or drained. Also, consider tightly cropped photos for tension, intimacy and urgency.

Emotional Appeal

Whenever possible, use photos that can elicit an emotional response. Vignettes help to concentrate an area of an image and remove background distractions. Avoid photos that appear over-the-top patriotic, staged or artificially heroic. Exaggerated expressions are never the goal.

NOTE: All photos shown are for illustrative purposes only. Rights of usage, licensing and associated fees must always be taken into consideration.



Photography and type should work together to support the strength of the brand.

1) **Programmatic logo in white over photo.**

Sample of social graphic from MilParents Rock campaign. To call out programs that have specially designed logos, this approach uses the white version of the mark over a carefully chosen photo to evoke the tone of what the program is communicating. It's ideal for small space placement, as a title graphic, or when additional copy is not required.

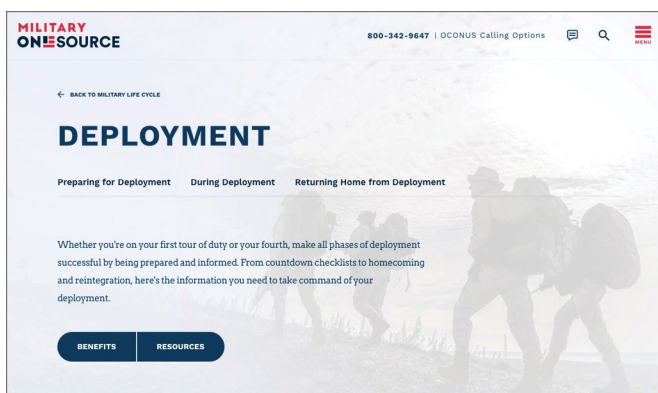


1

2) **Faded photo background and dark type.**

Sample from Military OneSource website.

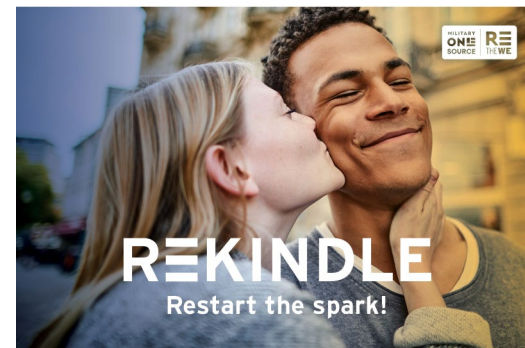
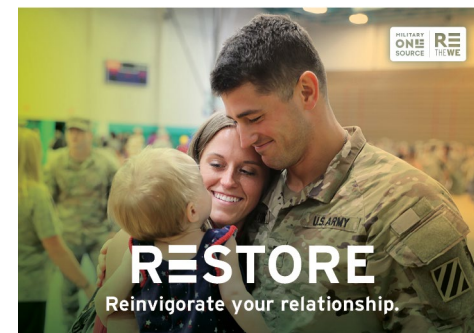
To maintain the continuity of the brand experience, imagery can be placed underneath copy. When doing so, the opacity of the photo should be adjusted accordingly.



2

3) **Bold type over photo.** *Samples of social graphics from the RE the WE relationship initiative campaign.* This technique of using bold type — Interstate Bold — over carefully selected and enhanced photos can build powerful, memorable images. Note too how the letter E has been modified to mimic the Military OneSource logo.

4) **Semi-opaque type over photo.** Use this layering effect when setting a very brief headline or creating chapter breaks for a PowerPoint presentation. This technique is best applied for larger pieces like posters and signs. Set the copy in all caps using Interstate Black Compressed.



3



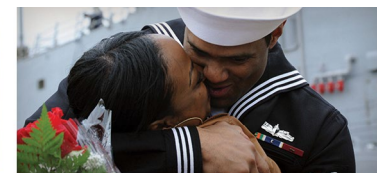
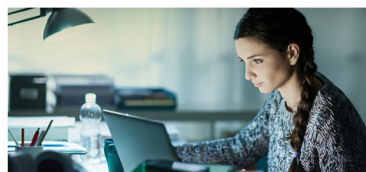
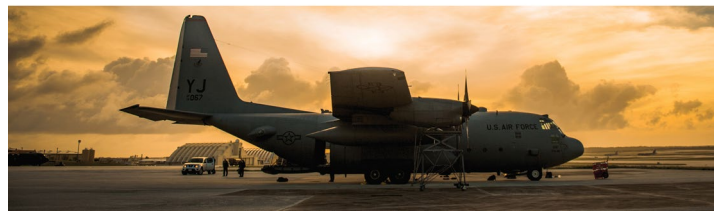
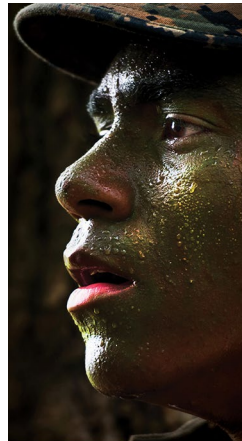
4



The **E-Frame** graphic was developed using Military OneSource's logo mnemonic. Photos can be placed inside each individual rectangle. In doing so, careful consideration must be given to the subject matter of the photo, how the photo will be cropped and how it will look together with the rest of the photos within the same E-Frame.

The images can relate to each other in subject matter, mood, lighting, service branch, and even as supporting components to a larger story (as articulated on the next page). The bottom rectangle can also be used as a text block containing the tagline.

DO NOT USE the E-Frame to contain parts of a composite image (as shown far right). This trivializes the "E" graphic and ignores its storytelling potential.



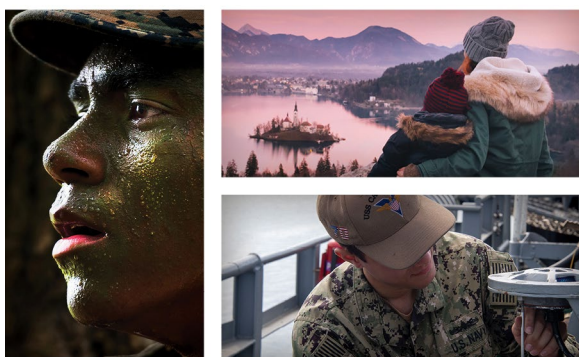
ONE SOURCE CONNECTING YOU
TO YOUR BEST MILLIFE.

The **E-Frame** graphic helps convey a deep understanding of our audience and the ways we support them in mastering their military lives.

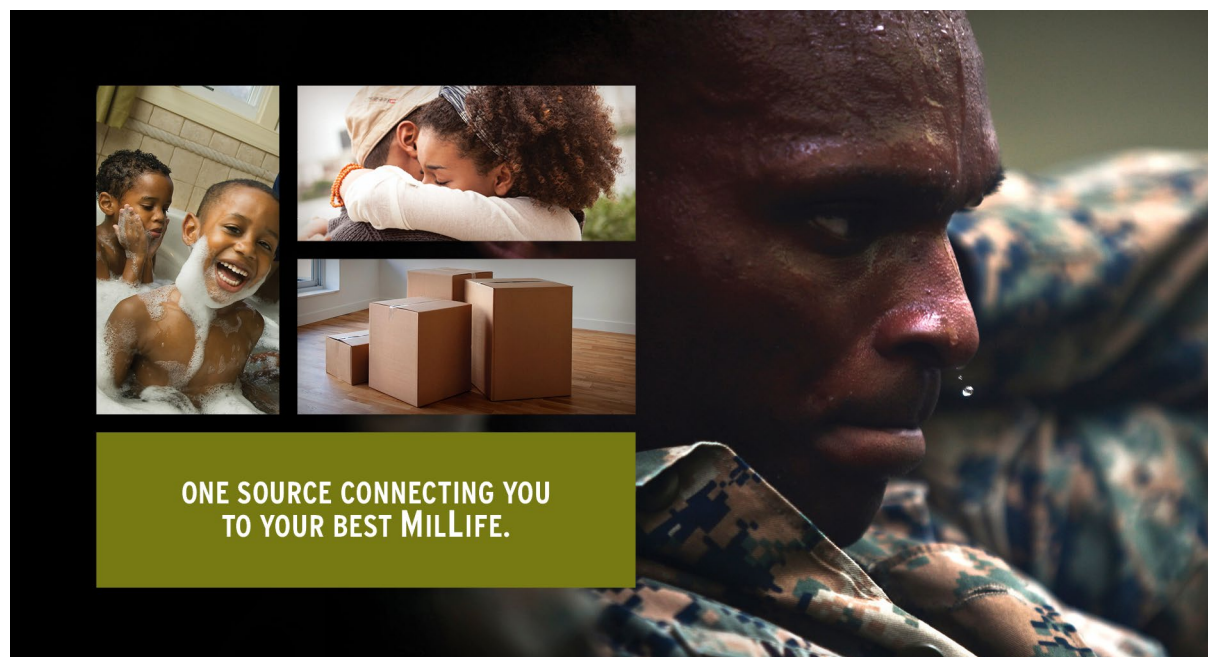
It can be used as one integrated visual as on the right, to tell a more complete story about Military OneSource services. The smaller images become supporting narrative and offer insight into the life of an individual service member, spouse or military family.

The E-Frame can also be the main visual without an image behind it (as shown below). As you can see from all three samples, the logo and tagline can be presented in several configurations.

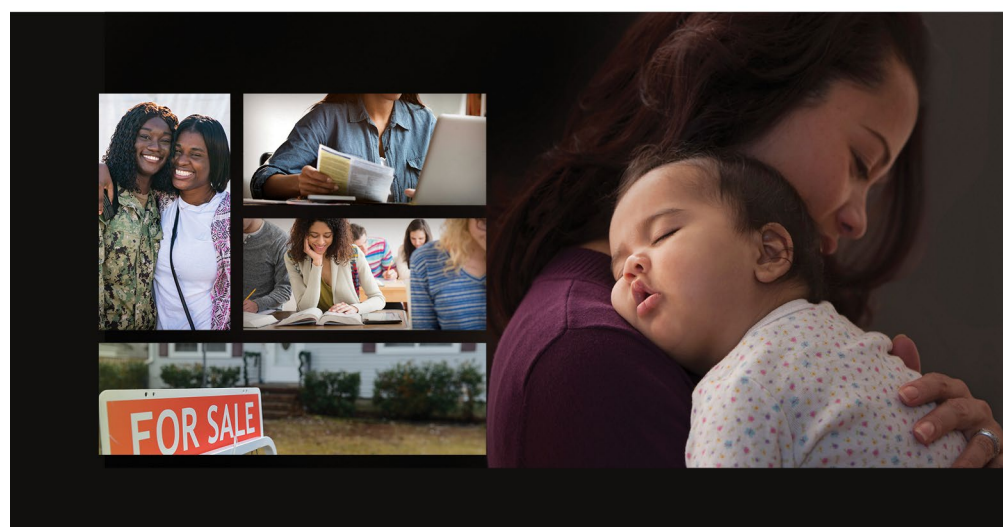
ONE SOURCE CONNECTING YOU TO YOUR BEST MILLife.



MILITARY
ONESOURCE




MILITARY
ONESOURCE





The **Word Cloud** reinforces Military OneSource as the connector brand — one source of knowledge, resources and support for service members, families and survivors. This graphic device conveys the breadth and depth of services and serves as a visually engaging, graphic backdrop for branded materials. The words are set in all caps using Interstate Bold Condensed and rendered in various percentages of the brand blue, from 65% to 100%.

**MILITARY
ONESOURCE**
For Your Best MilLife




TAXES DEPLOYMENT
CONFIDENTIAL NON-MEDICAL COUNSELING
FINANCES PCS
RELATIONSHIPS
HEALTH & FITNESS
24/7 POSITIVE PARENTING
CASUALTY ASSISTANCE

MilitaryOneSource.mil
800-342-9647





**MILITARY
ONESOURCE**
For Your Best MilLife



EDUCATION
CONFIDENTIAL NON-MEDICAL COUNSELING
24/7 POSITIVE PARENTING
RELATIONSHIPS
SPECIAL NEEDS
CAREGIVING PCS
DEPLOYMENT

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DEPLOYMENT
TAXES **CAREER OPPORTUNITIES**
SPECIAL NEEDS
FINANCES PCS
RELATIONSHIPS
DOCUMENT TRANSLATION
HEALTH & WELLNESS
EDUCATION CAREGIVING
MWR NON-MEDICAL COUNSELING
CASUALTY ASSISTANCE
POSITIVE PARENTING

EXAMPLES

