

MILITARY **IN LASTING TRIBUTE**



Contents

Outlined in this guide are the elements and styles used for the Military In Lasting Tribute website.

01. Logo

02. Typography

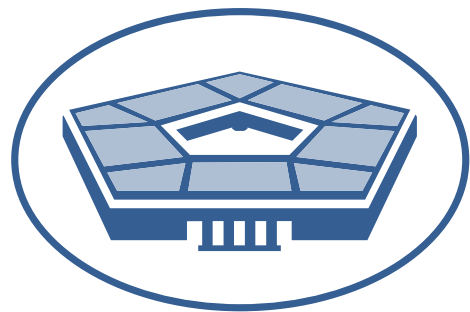
03. Colors

04. Graphic Styles





05. Photography

01. Logo | Full Color

The new logo was created to brand the Military In Lasting Tribute website as part of the U.S. Department of Defense. This is the preferred full color treatment of the logo.



MILITARY IN LASTING TRIBUTE


	HEX RGB	355e93 53/94/147
	HEX RGB	aebfd4 174/191/212
	HEX RGB	B82132 184/33/50
	HEX RGB	194867 25/72/103

01.1 Logo | One Color

This is the preferred one color treatment of the logo. The one color logo should be used sparingly.


One Color Logo
on white background



	HEX	194867
	RGB	25/72/103

Reverse One Color Logo
on dark background



	HEX	ffffff
	RGB	255/255/255

01.2 Logo | Minimum Size and Clearance



Minimum Size

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



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 "M." Do not place text or other design elements within this margin around the logo.

01.3 Logo | Improper Use

Use the artwork and colors as provided. Do not alter the logo artwork in any way.

Incorrect Usage

Use the artwork and colors as provided.

Do not skew, stretch or distort the logo. It may be resized proportionally, providing that the final size is legible (see minimum sizing above).

Do not alter the logo in any way.

Do not reposition, remove, crop or obscure any part of the logo.

Do not apply the logo to visually competitive backgrounds or patterns.



02. Typography

Work Sans is used for all the typography on the Military In Lasting Tribute website. The following font weights are used on the site: Bold and Regular.

Work Sans Bold:

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890|!@#%&*()?

Arvo Bold:

Arvo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890|!@#%&*()?

Work Sans Regular:

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890|!@#%&*()?

Arvo Regular:

Arvo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890|!@#%&*()?

02.1 Typography | Styles

DESKTOP

Work Sans:

TITLE

Font-size: 60px
Line-height: 72px

Heading 1

Font-size: 32px
Line-height: 38px

Heading 2

Font-size: 24px
Line-height: 28px

Arvo:

Body Copy

Font-size: 16px
Line-height: 24px

MOBILE

Work Sans:

TITLE

Font-size: 38px
Line-height: 42px

Heading 1

Font-size: 30px
Line-height: 34px

Heading 2

Font-size: 22px
Line-height: 26px

Arvo:

Body Copy

Font-size: 14px
Line-height: 21px

03. Colors

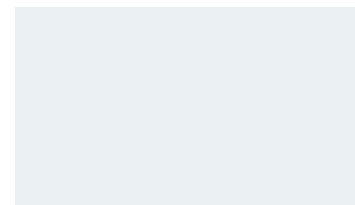
Colors used on the site are drawn from Military OneSource and Military In Lasting Tribute branding.



Military OneSource Blue
HEX #194867
RGB 27/72/103



Military OneSource Dark Blue
HEX #12334A
RGB 18/51/74



Military OneSource Light Blue
HEX #EFF4F7
RGB 239/244/247



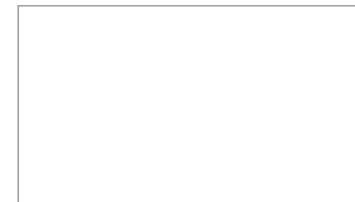
Military OneSource Gray
HEX #4A4A4A
RGB 74/74/74



Military OneSource Red
HEX #B82132
RGB 184/33/50



Military OneSource Dark Red
HEX #9F1C2A
RGB 159/28/42



Military OneSource White
HEX #FFFFFF
RGB 255/255/255

04. Graphic Styles

Normal State

Button Links



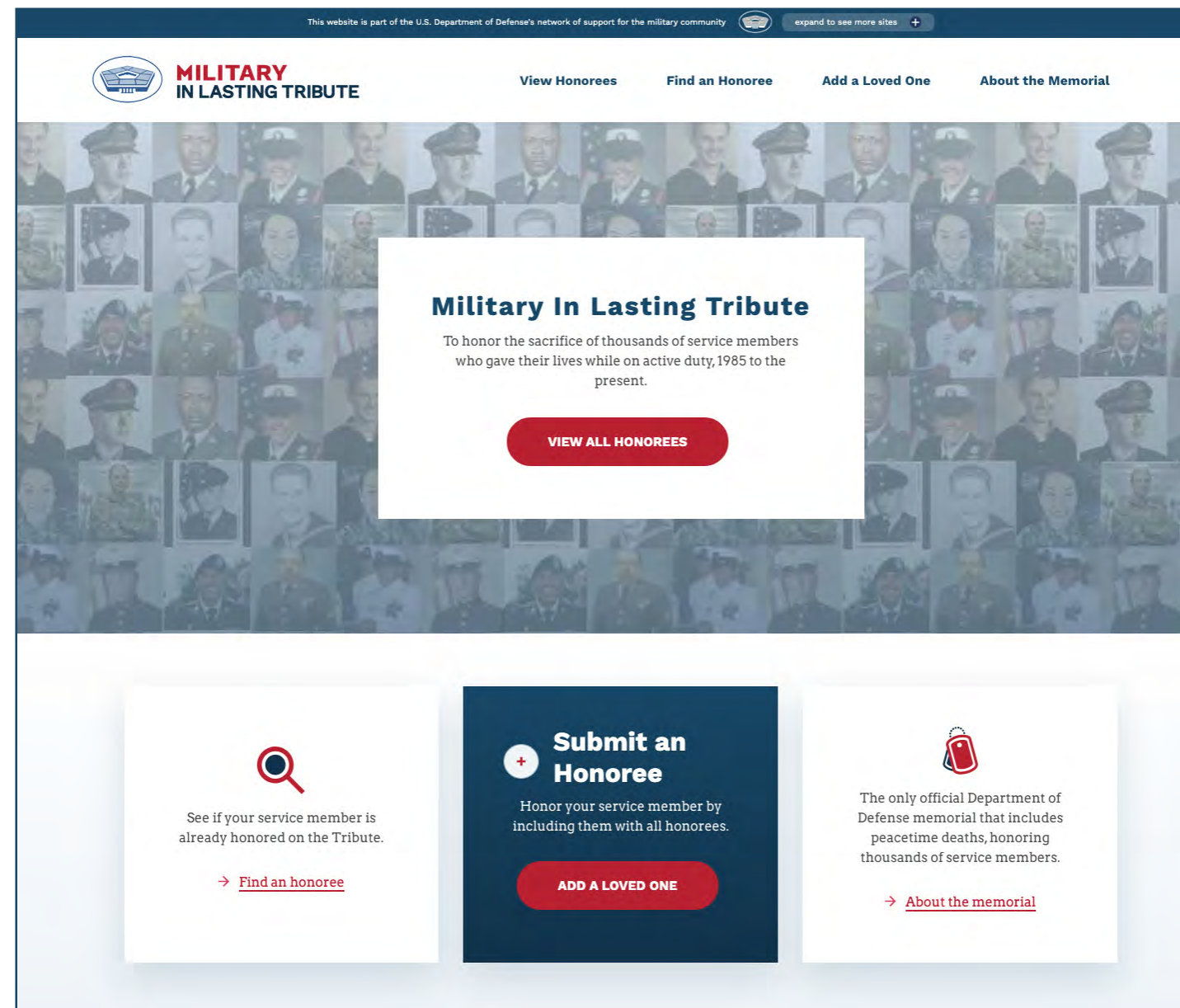
Hover State



Text Links

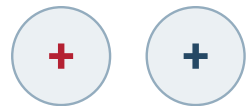
→ [Check Status of an Honoree](#)





→ [Check Status of an Honoree](#)



04.1 Graphic Styles | Navigation Icons


Plus Icons:



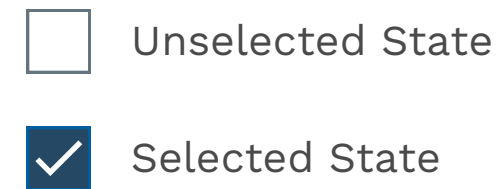
	HEX RGB	B82132 184/33/50
	HEX RGB	eff4f7 239/244/247
	HEX RGB	254864 37/72/100
	HEX RGB	254864 37/72/100

Error Icon:



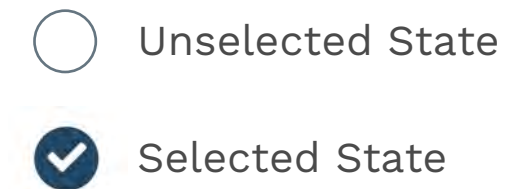
	HEX RGB	B82132 184/33/50
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Checkbox Icon:



	HEX RGB	254864 37/72/100
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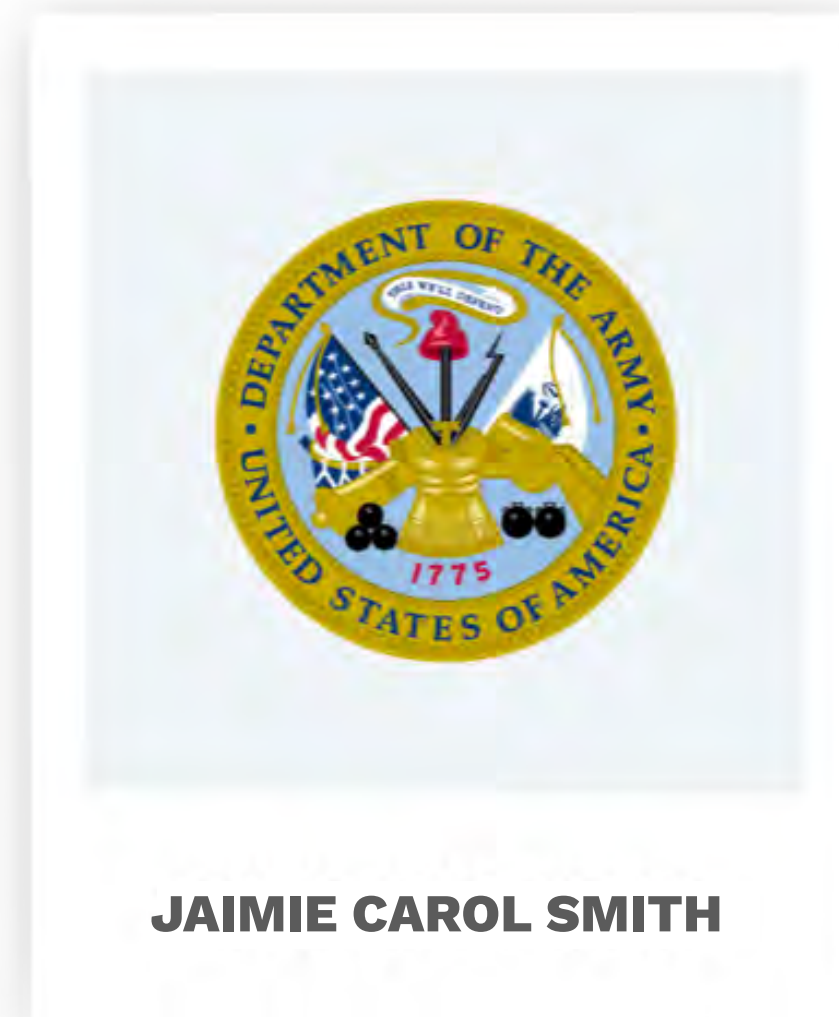
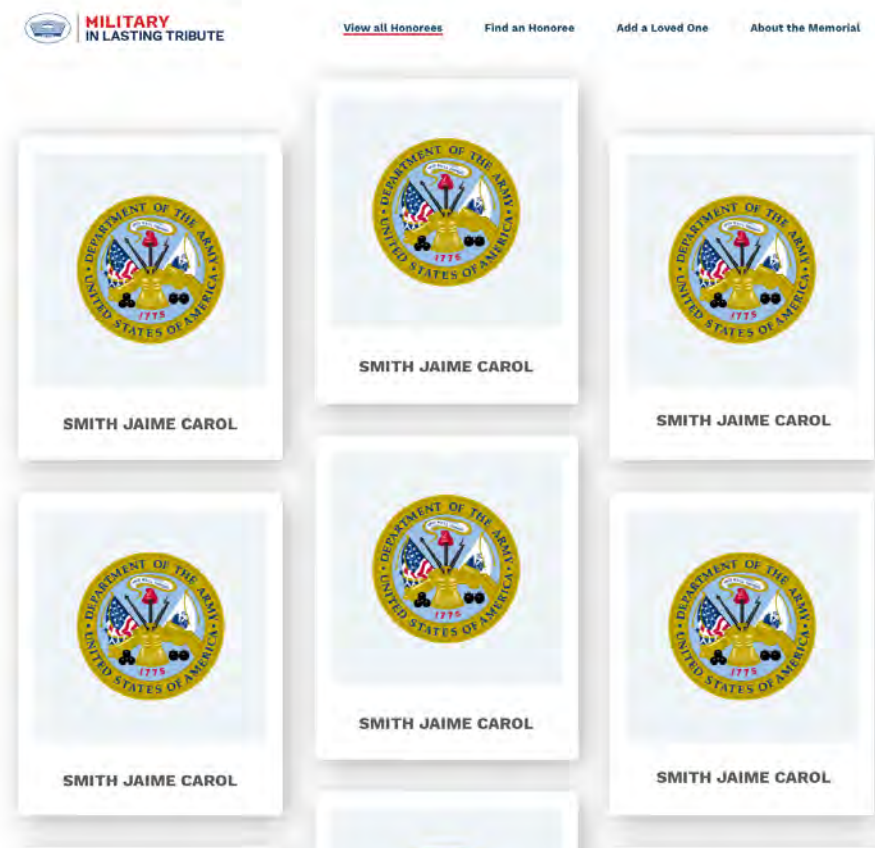
Radio Button



	HEX RGB	254864 37/72/100
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04.2 Graphic Styles | Information Boxes

HONOREE LISTING PAGE



SHADOW TREATMENT (CSS):

Blur: 0 | 21px | 43px | 0

Color (RGBa): 25 | 72 | 103 | 0.15

Dimensions: w 379px x h 463px

05. Photography

The use of photography on the site is limited in order to bring focus to the task at hand or the checklist content.

Home - Hero background image

When selecting photography, use bold, aspirational imagery that echoes patriotism, honor and commemoration. Strive for imagery that can be reflective of the subject matter without being overtly literal. These images should be authentic, non-posed and emotionally appealing. Be mindful not to use actual servicemen and service-women who have died unless permission is given.

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



Source: DVIDS