



# **MILITARY** **IN LASTING TRIBUTE**



**Website Visual Style Guide**

October 2024 | Version 2.0

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

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# 01. Logo | Full Color

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



# MILITARY IN LASTING TRIBUTE

	<b>HEX</b> #355E93 <b>RGB</b> 53/94/147
	<b>HEX</b> #AEBFD4 <b>RGB</b> 174/191/212
	<b>HEX</b> #B82132 <b>RGB</b> 184/33/50
	<b>HEX</b> #194867 <b>RGB</b> 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



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	<b>HEX</b>	#194867
	<b>RGB</b>	25/72/103

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**Reverse One-Color Logo**  
on dark background



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	<b>HEX</b>	#FFFFFF
	<b>RGB</b>	255/255/255

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## 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

## Improper Use

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 and Arvo are 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

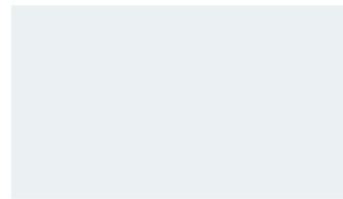
Colors used on the site are drawn from Military OneSource and Military In Lasting Tribute branding.



**Military OneSource Blue**  
HEX #194867  
RGB 25/72/103



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



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



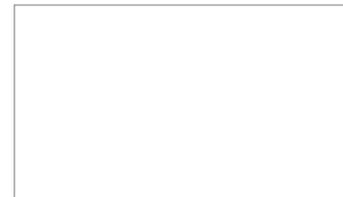
**Military OneSource Gray**  
HEX #4A4A4A  
RGB 74/74/74



**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



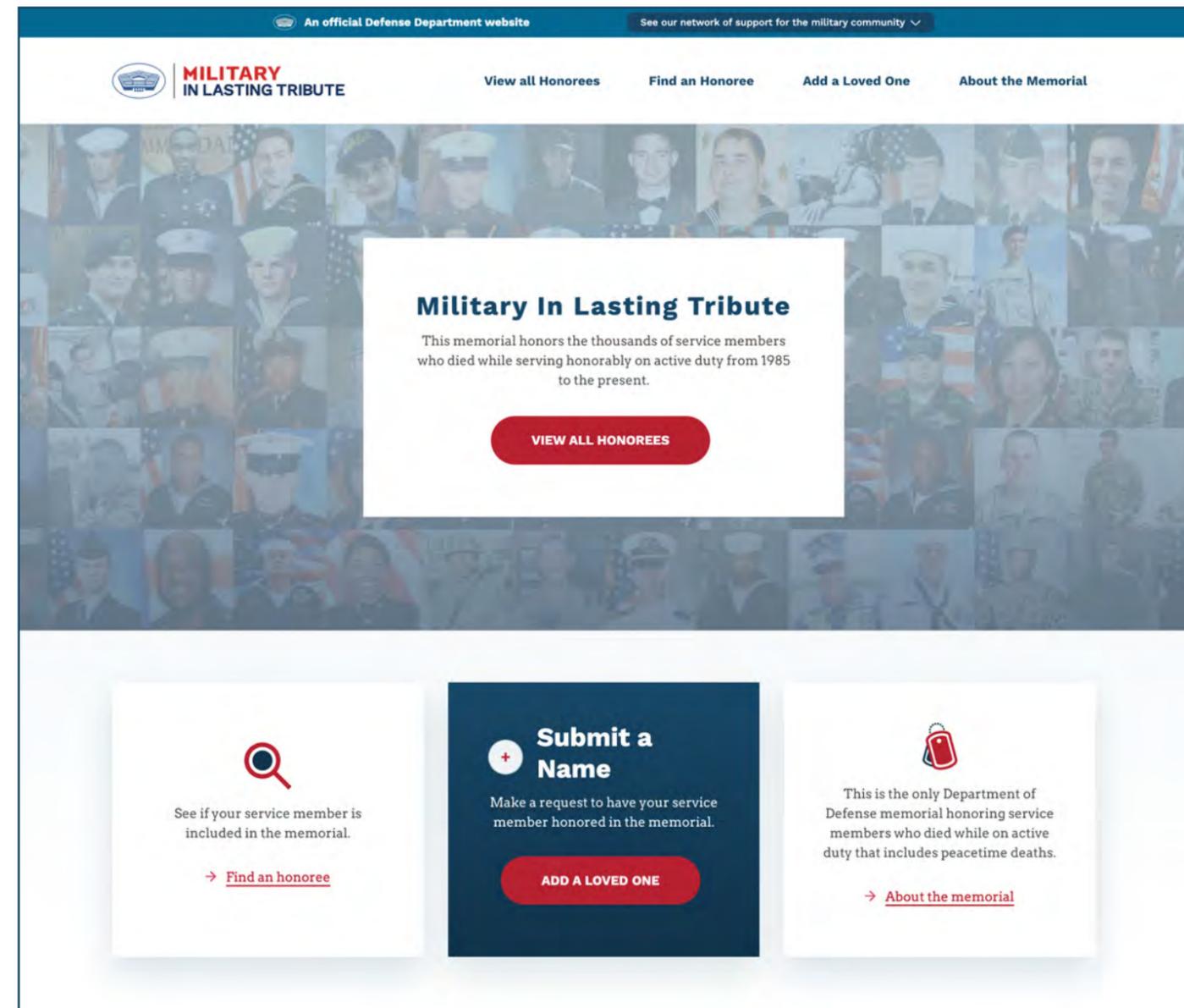
### Text Links

→ [Check Status of an Honoree](#)

## Hover State



→ [Check Status of an Honoree](#)



# 04.1 Graphic Styles || Navigation Icons

## Plus Icons



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	<b>HEX</b>	#B82132
	<b>RGB</b>	184/33/50

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	<b>HEX</b>	#EFF4F7
	<b>RGB</b>	239/244/247

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	<b>HEX</b>	#254864
	<b>RGB</b>	37/72/100

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## Error Icon



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	<b>HEX</b>	#B82132
	<b>RGB</b>	184/33/50

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## Checkbox Icon



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	<b>HEX</b>	#254864
	<b>RGB</b>	37/72/100

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## Radio Button



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	<b>HEX</b>	#254864
	<b>RGB</b>	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, unposed and emotionally appealing. Be mindful not to use actual service members 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 considered.



Source: DVIDS