

MILITARY **IN LASTING TRIBUTE**



Website Visual Style Guide

October 2024 | Version 2.0

Contents

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

01. Logo

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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. Defense Department. 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



Width = 131px



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

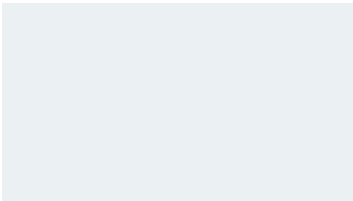
Colors used on the site are drawn from Military OneSource and Military In Lasting Tribute branding.



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



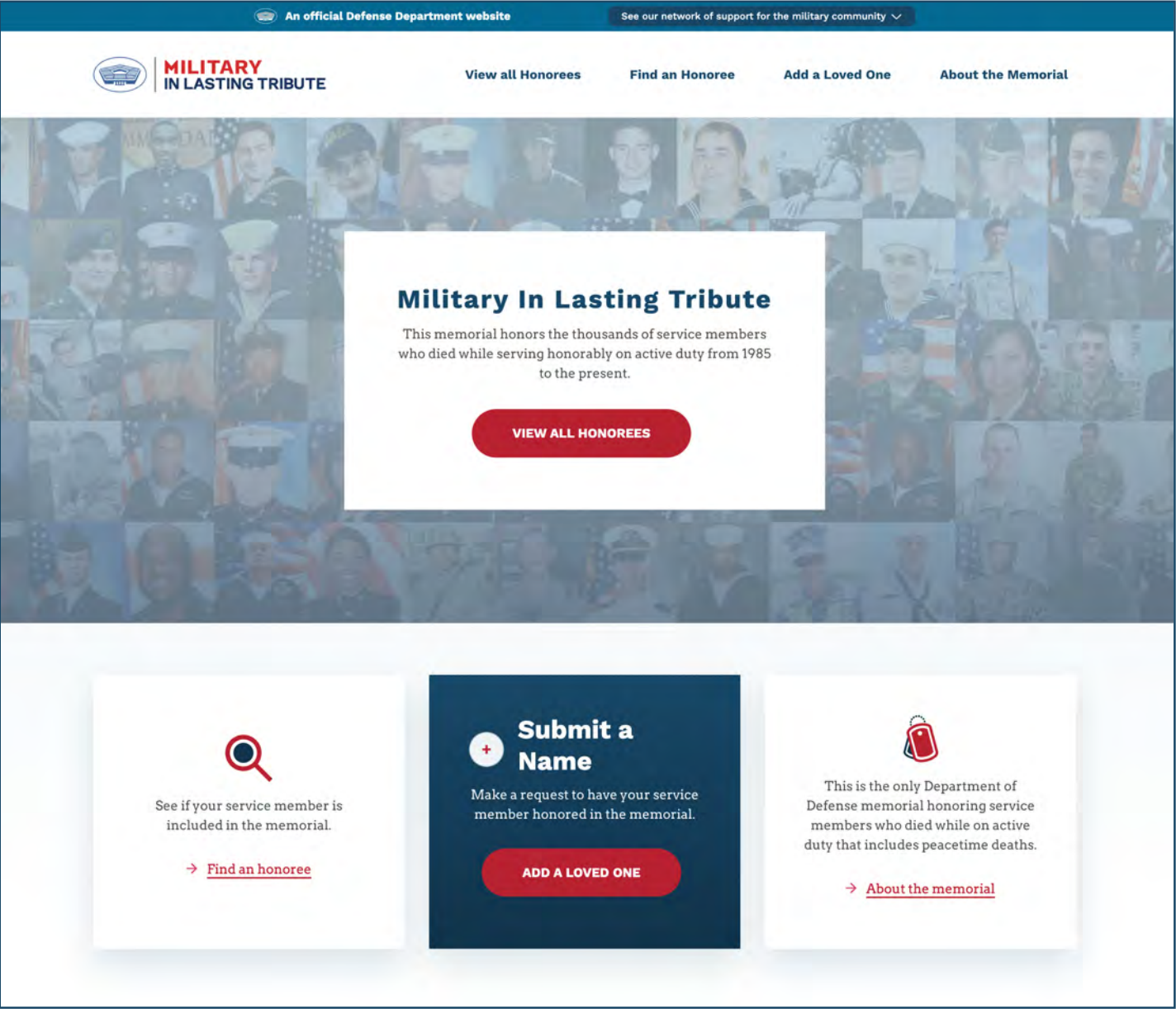
Text Links

→ Check Status of an Honoree

Hover State



→ Check Status of an Honoree



04.1 Graphic Styles || Navigation Icons

Plus Icons



	HEX	#B82132
	RGB	184/33/50

	HEX	#EFF4F7
	RGB	239/244/247

	HEX	#254864
	RGB	37/72/100

Error Icon



	HEX	#B82132
	RGB	184/33/50

Checkbox Icon



Unselected State



Selected State

	HEX	#254864
	RGB	37/72/100

Radio Button



Unselected State

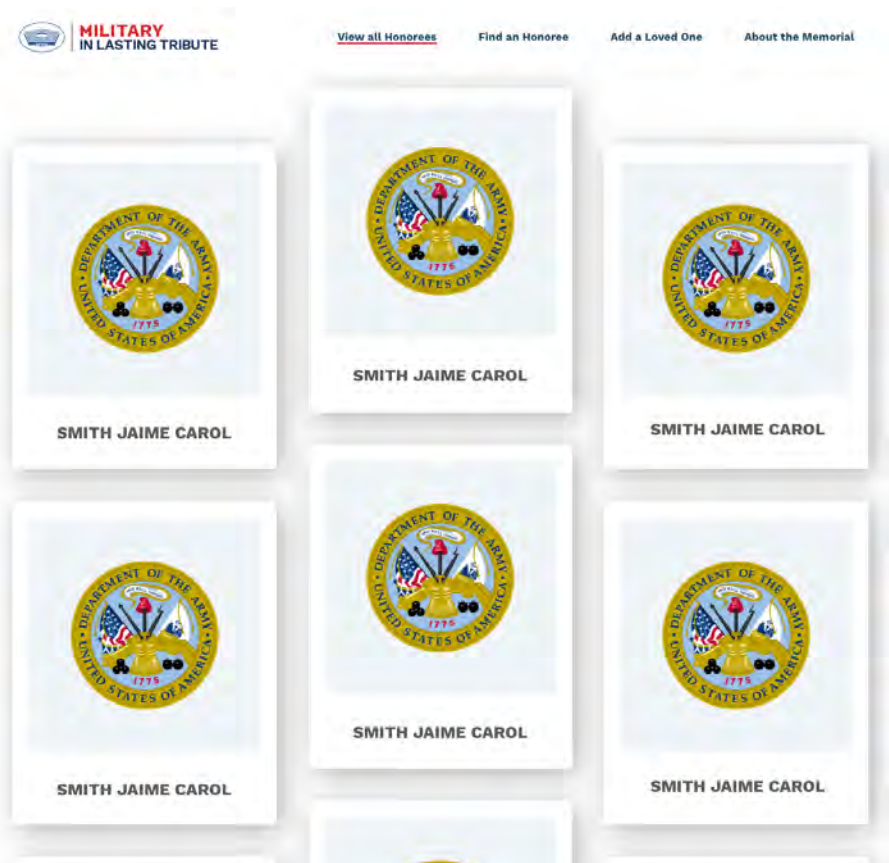


Selected State

	HEX	#254864
	RGB	37/72/100

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