PLAN

# MY DEPLOYMENT

## Website Visual Style Guide

July 2023 | Version 1.0

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Outlined in this guide are the elements that make up the core Plan My Deployment site identity. This guide aligns with the Military OneSource brand to create a cohesive look across the sites.


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# **01.** Logo | Full Color

The Plan My Deployment logo was created for this website.

PLAN
MY DEPLOYMENT

**HEX**
D43E51

**HEX**
194867

# 01.1 Logo | One Color

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

## Two-Color Logo

on white background

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## One-Color Logo

on dark background

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# 01.2 Logo | Margin

Logo placement needs to also 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 height of the letter “M.” 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 Plan My Deployment.

### 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 create a consistent hierarchy for each page's content.

## Desktop

### Work Sans

**Title** — Font size: 3.7rem, Line height: 1.2

**Heading 1** — Font size: 2rem, Line height: 1.2

**Heading 2** — Font size: 1.7rem, Line height: 1.2

### Arvo

Body Copy — Font size: 1rem, Line height: 1.5

## Mobile

### Work Sans

**Title** — Font size: 2.8rem, Line height: 1.2

**Heading 1** — Font size: 2rem, Line height: 1.2

**Heading 2** — Font size: 1.7rem, Line height: 1.2

### Arvo

Body Copy — Font size: 1rem, Line height: 1.5

# **03.** Colors

Some standard colors from the Military OneSource enclave are also used on Plan My Deployment.

**Primary 400**
**Hex** B82132
**RGB** 184/33/50

**Tertiary 600**
**Hex** 4A4A4A
**RGB** 74/74/74

**Primary 600**
**Hex** 194867
**RGB** 25/72/103



**Secondary 100**
**Hex** EFF4F7
**RGB** 240/241/246

**White**
**Hex** FFFFFF

# 04. Graphic Styles

Much of Plan My Deployment does not have hover or clicked states. However, red underline text decoration is used to denote hyperlinks. Red underlines also denote tabs within major site sections.

## Normal State

## Hover State

**Heading 1**

**Heading 1**

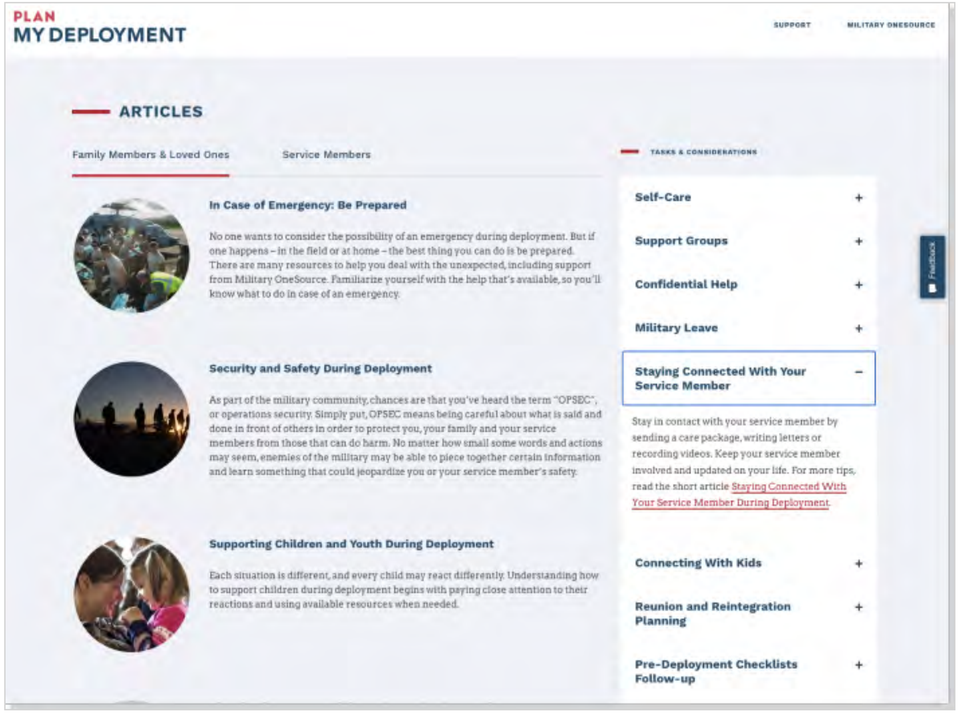
## Accordions

**Closed Accordion 1 Headline** +

**Closed Accordion 2 Headline** +

**Open Accordion 2 Headline** -

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



# 04.1 Graphic Styles | Other

Plan My Deployment uses red buttons for major emphasis and blue buttons for actions with less emphasis.

## Buttons (Red and Blue)

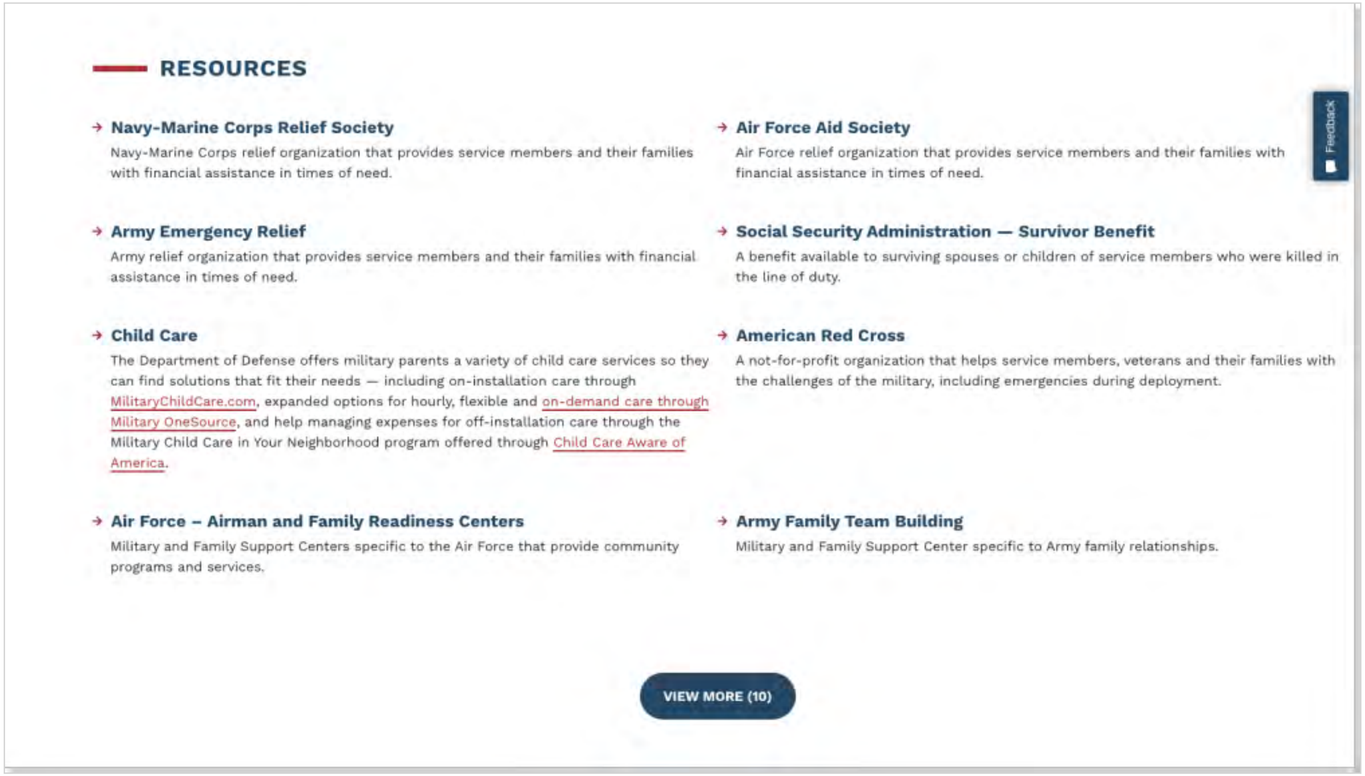
BUTTON TEXT

BUTTON TEXT

## Red Arrows

→ **Heading 1**

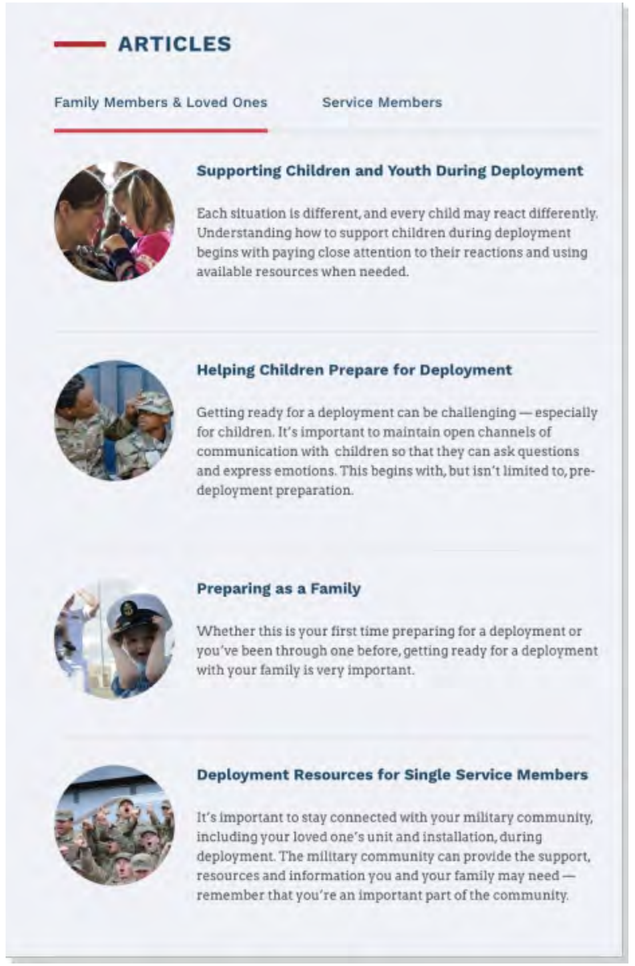
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.



# 05. Photography

Photography underscores the purpose and military nature of Plan My Deployment. Article images are displayed as circles to mimic consistent use of article images on MilitaryOneSource.mil.

## Image Guidance

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

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