

A group of military personnel in flight suits are saluting. The image is faded and serves as a background for the title. The personnel are wearing flight suits with various patches, including a winged pilot patch and an American flag patch. They are standing in a line, and the person in the foreground is saluting with his right hand.

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.

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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.



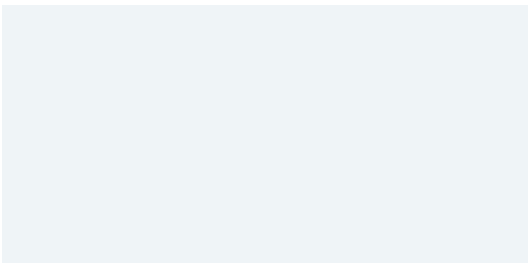
Primary 400
Hex B82132
RGB 184/33/50



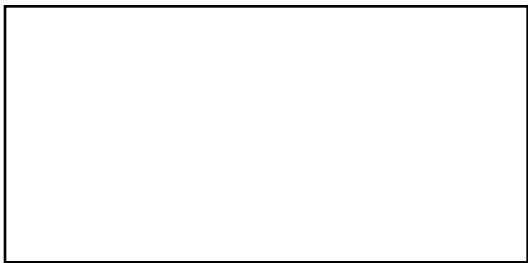
Tertiary 600
Hex 4A4A4A
RGB 74/74/74



Primary 600
Hex 194867
RGB 25/72/103



Secondary 100
Hex EFF4F7
RGB 240/241/246



White
Hex FFFFFFFF

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

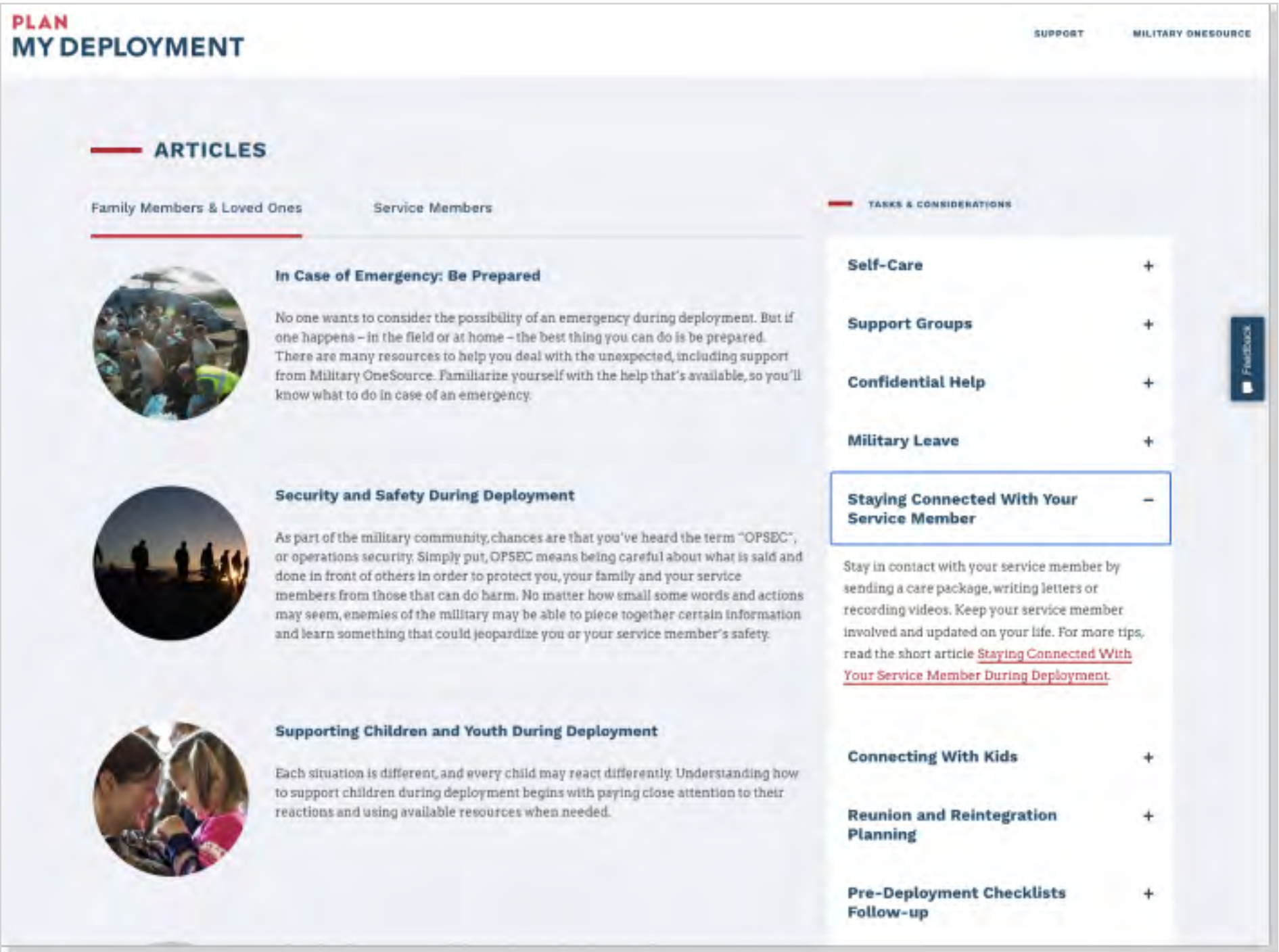
Accordions

Closed Accordion 1 Headline +

Closed Accordion 2 Headline +

Open Accordion 2 Headline -

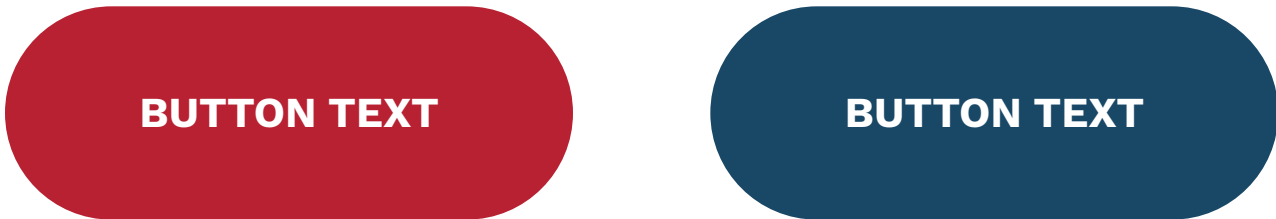
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum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

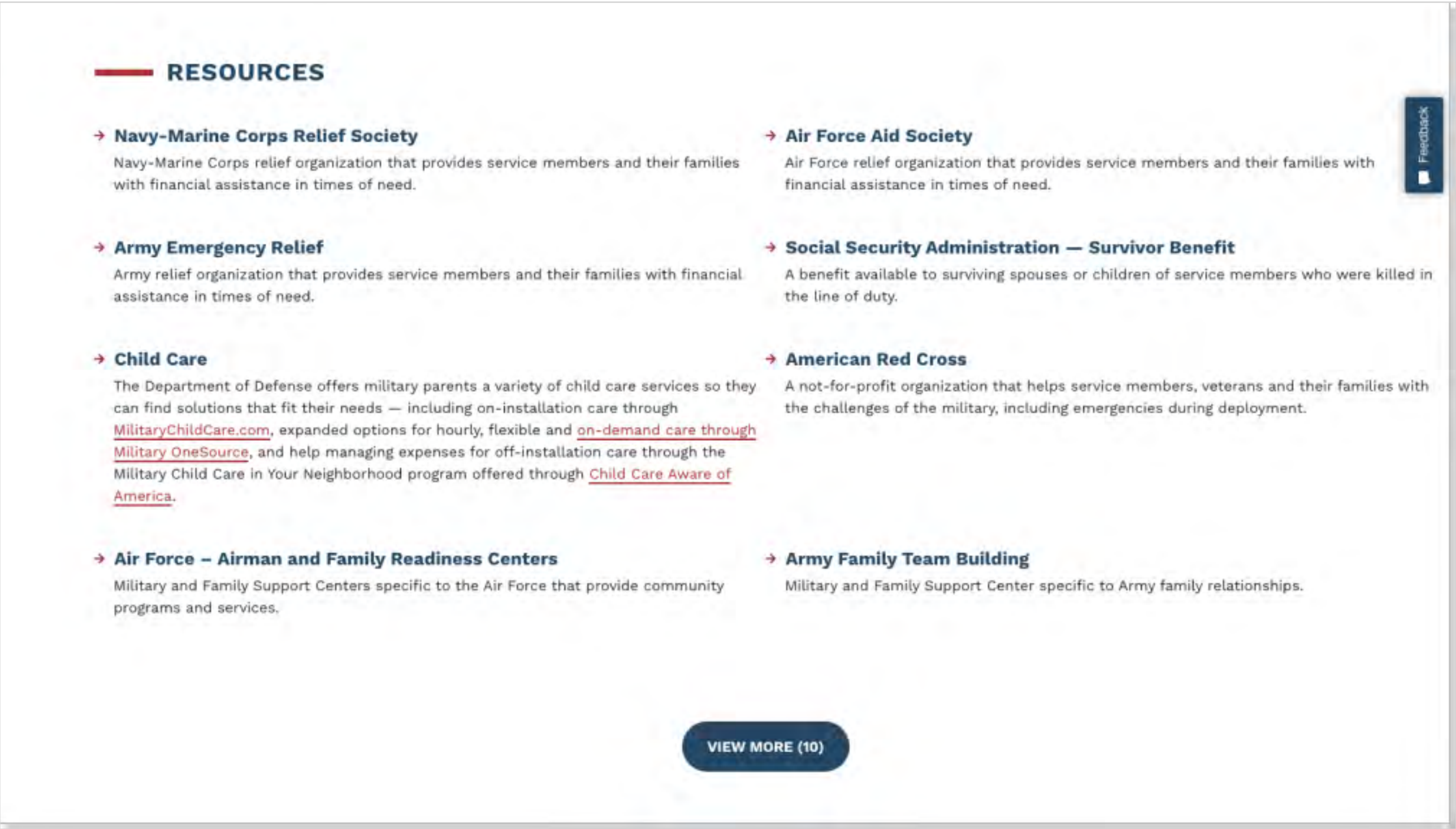
Buttons (Red and Blue)



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.

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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

ARTICLES

Family Members & Loved Ones

Service Members

Supporting Children and Youth During Deployment
Each situation is different, and every child may react differently. Understanding how to support children during deployment begins with paying close attention to their reactions and using available resources when needed.

Helping Children Prepare for Deployment
Getting ready for a deployment can be challenging — especially for children. It's important to maintain open channels of communication with children so that they can ask questions and express emotions. This begins with, but isn't limited to, pre-deployment preparation.

Preparing as a Family
Whether this is your first time preparing for a deployment or you've been through one before, getting ready for a deployment with your family is very important.

Deployment Resources for Single Service Members
It's important to stay connected with your military community, including your loved one's unit and installation, during deployment. The military community can provide the support, resources and information you and your family may need — remember that you're an important part of the community.