## PLAN MY DEPLOYMENT

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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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## PLAN MY DEPLOYMENT

Two-Color Logo
on white background

## PLAN MY DEPLOYMENT

One-Color Logo
on dark background

PLAN MY DEPLOYMENT

## PLAN MY DEPLOYMENT

## 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.

Work Sans Bold:
Work Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890|!@\#\$\%\&*()?

## Work Sans:

Work Sans

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890|!@\#\$\%\&*()?

## Arvo Bold:

Arvo
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890|!@\#\$\%\&*) ?

## Arvo Regular:

Arvo
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnoparstuvwxyz abcdefghijklmnopqrstuvv
$1234567890 \mid!@ \# \$ \% \&^{*}()$ ?

### 02.1 Typography | Styles

## Desktop

Work Sans
Title
Heading 1
Heading 2

Arvo

Body Copy

Font size: 1rem
Line height: 1.5

## Mobile

Work Sans

## Title

Heading 1

Heading 2

Arvo

Body Copy

Font size: 2.8rem Line height: 1.2

Font size: 2 rem Line height: 1.2

Font size: 1.7rem Line height: 1.2

## 03. Colors



Primary 400
Hex B82132
RGB 184/33/50


Primary 600
Hex 194867 RGB 25/72/103


Tertiary 600
Hex 4A4A4A
RGB 74/74/74

Secondary 100
Hex EFF4F7
RGB 240/241/246


White
Hex FFFFFF

## 04. Graphic Styles

## Normal State

## Heading 1

## Accordions

Closed Accordion 1 Headline<br>Closed Accordion 2 Headline<br>Open Accordion 2 Headline<br>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod empor 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.

## Heading 1

## Hover State



Buttons (Red and Blue)

## Red Arrows

## Heading 1

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## - RESOURCES



## 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.


