



PLAN
MY MOVE

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 Move 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 Move 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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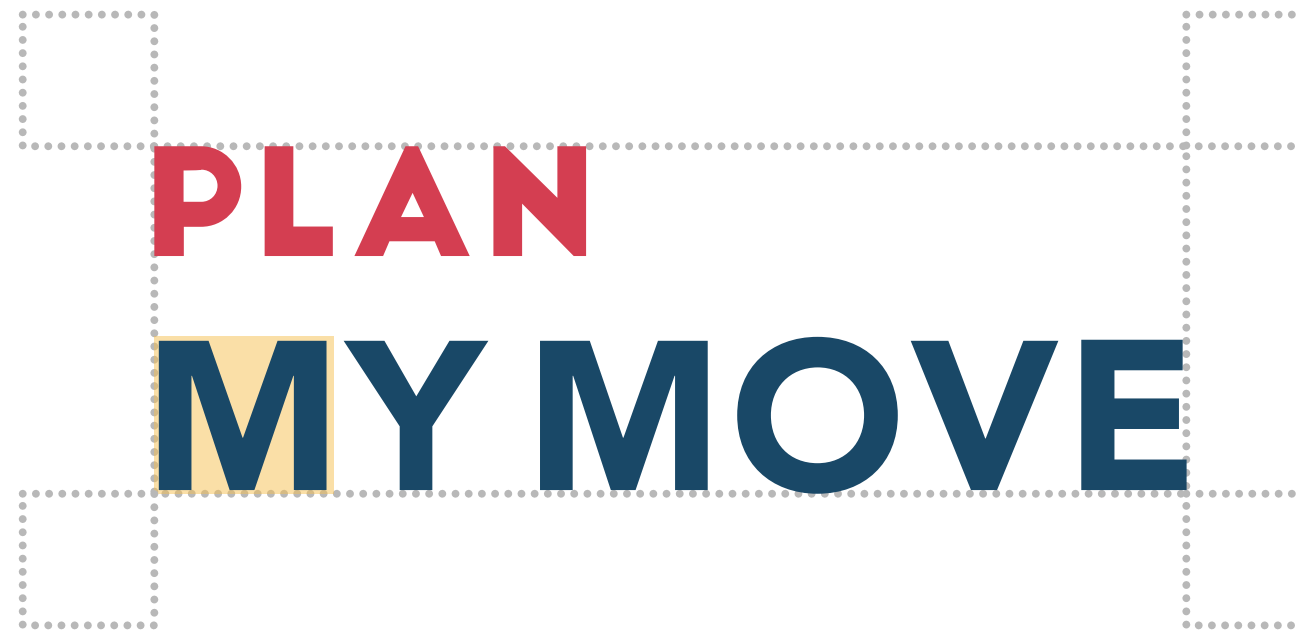
One-Color Logo

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 Move.

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: 3.75rem
Line height: 3.75rem

Heading

Font size: 2rem
Line height: 2rem

Sub Heading 1

Font size: 1.5rem
Line height: 1.5rem

Sub Heading 2

Font size: 1.125rem
Line height: 1.5rem

Arvo

Body Copy

Font size: 1.125rem
Line height: 2.25rem

Mobile

Work Sans

TITLE

Font size: 2.375rem
Line height: 2.625rem

Heading

Font size: 1.125rem
Line height: 1.125rem

Sub Heading 1

Font size: 1.25rem
Line height: 3.125rem

Sub Heading 2

Font size: 0.875rem
Line height: 1.25rem

Arvo

Body Copy

Font size: 1rem
Line height: 1.75rem

03. Colors

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



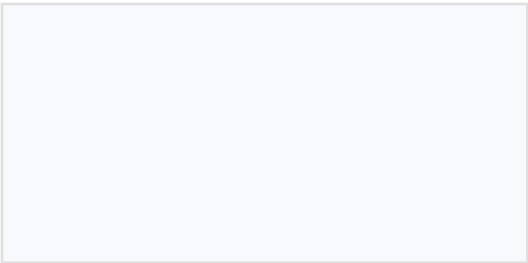
MOS Red
Hex B82132
RGB 184/33/50



Red
Hex D43E51
RGB 212/62/81



MOS Tertiary 600
Hex 4A4A4A
RGB 64/64/64



MOS Secondary 50
Hex F8F9FD
RGB 248/249/253



MOS Blue
Hex 194867
RGB 25/72/103



MOS Dark Blue
Hex 194867
RGB 25/72/103

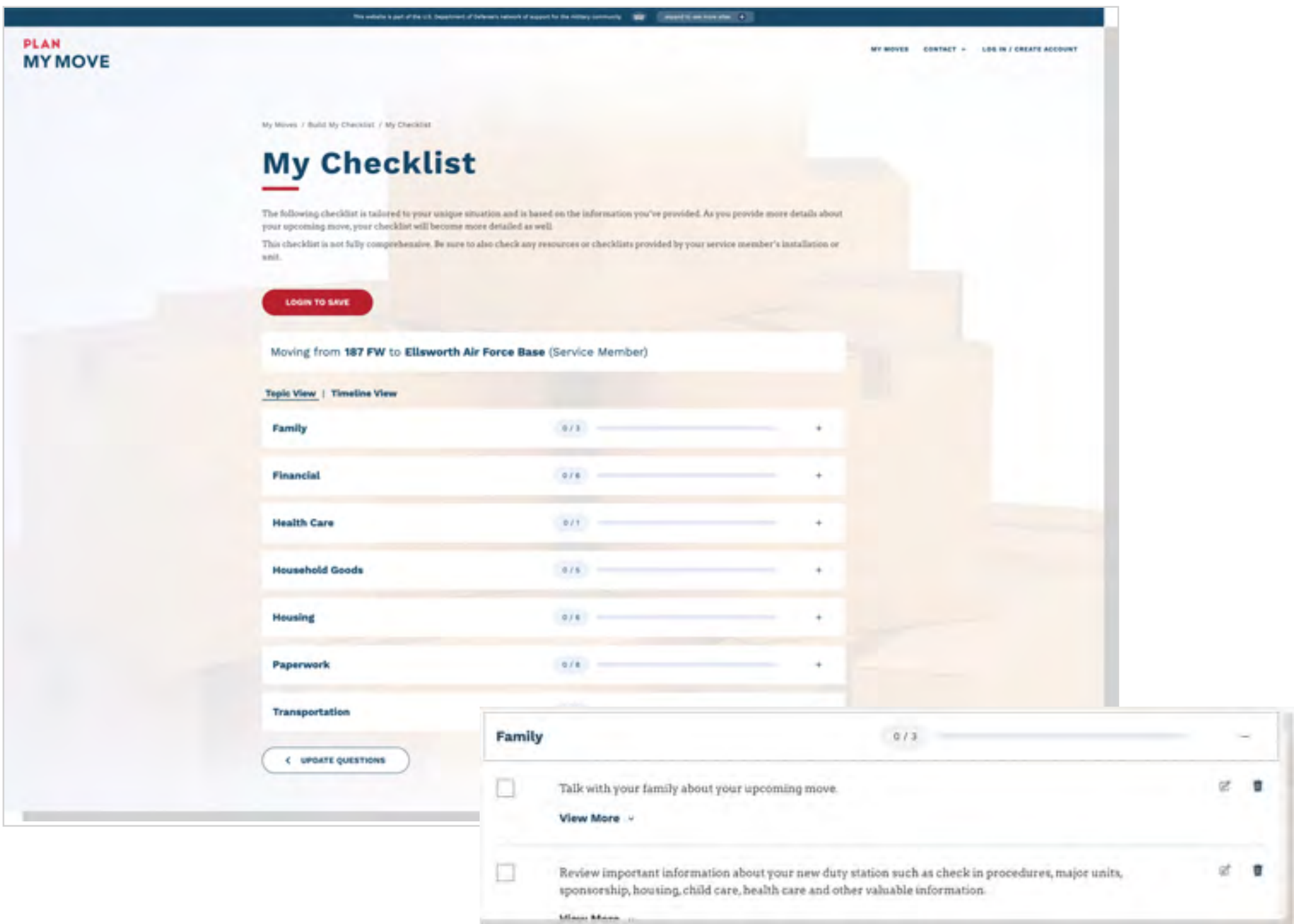


MOS White
Hex FFFFFFFF
RGB 255/255/255

04. Graphic Styles

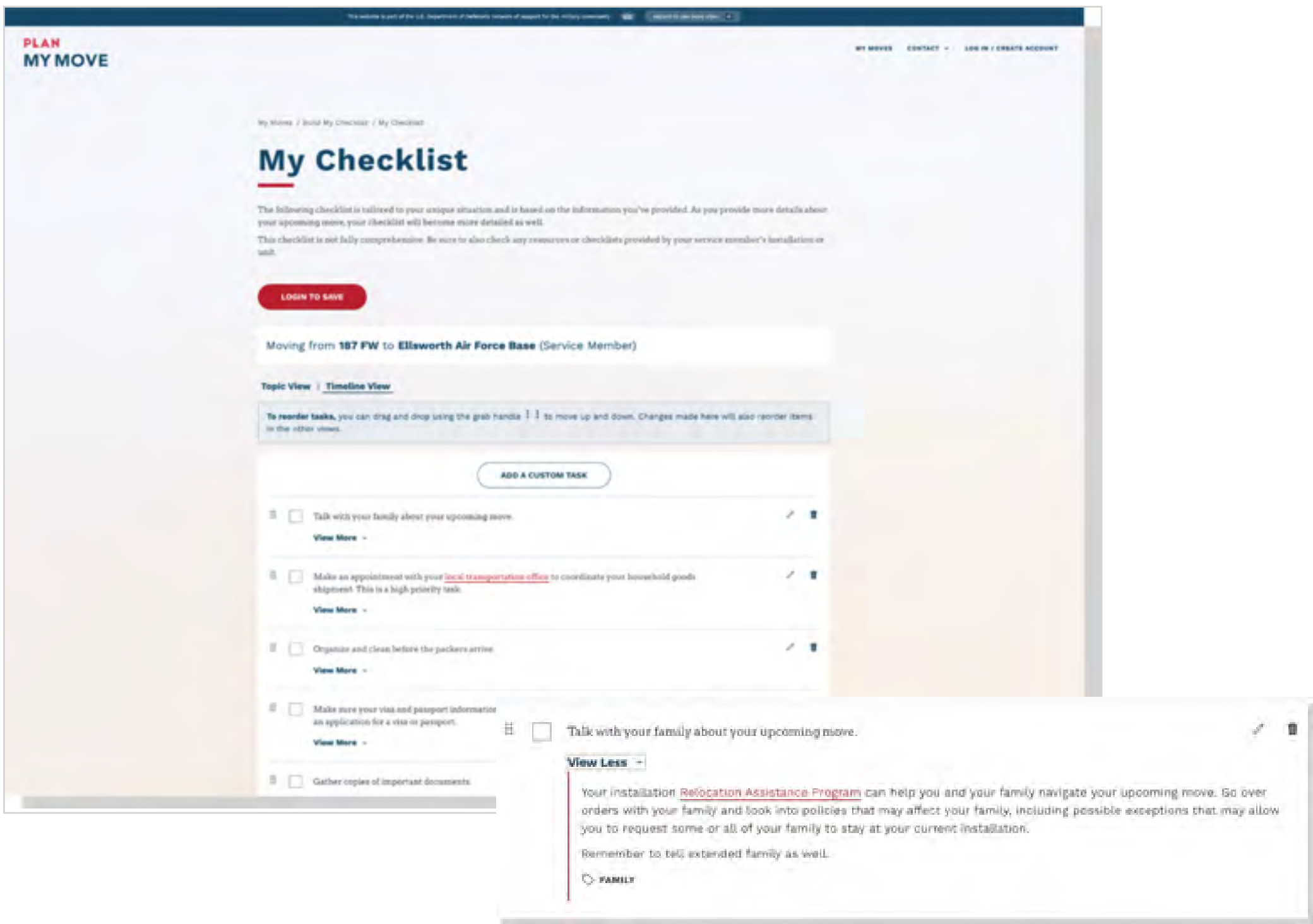
The homepage features predictive-text fields that display results in drop-downs. The checklist can be viewed in a topic mode, with expandable accordions, or as a timeline, with customizable order and expandable details.

Checklist: Topic View



Within expandable sections, red underline text denotes hyperlinks. When appropriate, hyperlinks that represent a specific filetype have an accompanying icon.

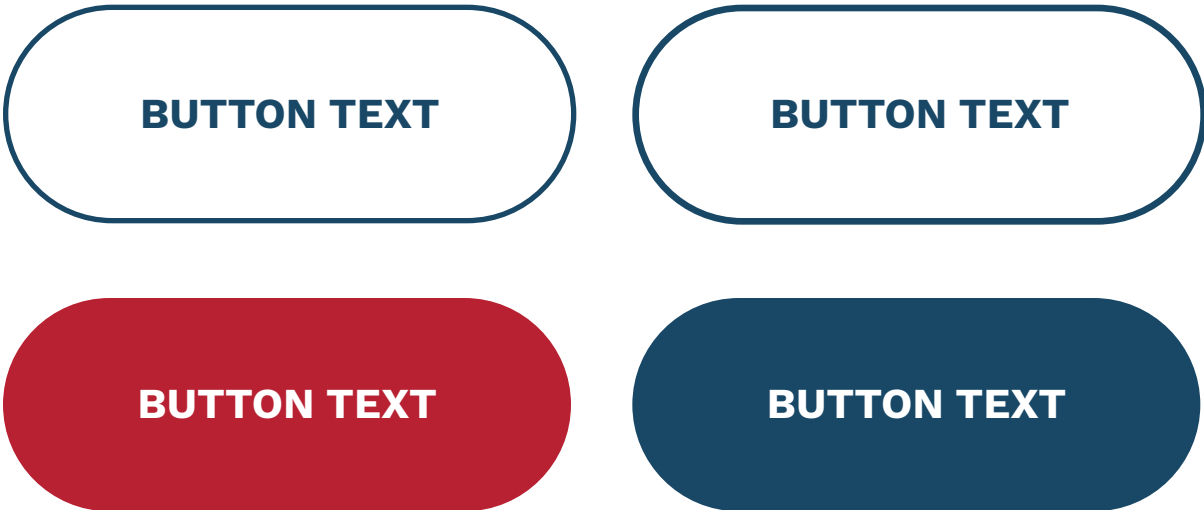
Checklist: Timeline View



04.1 Graphic Styles | Other

Plan My Move features a hover state for tertiary (white) buttons, but not for primary (red) or secondary (blue). It has radio buttons with a select or unselect state. The checklist's timeline view also features a complex custom text field and drop-down menus.

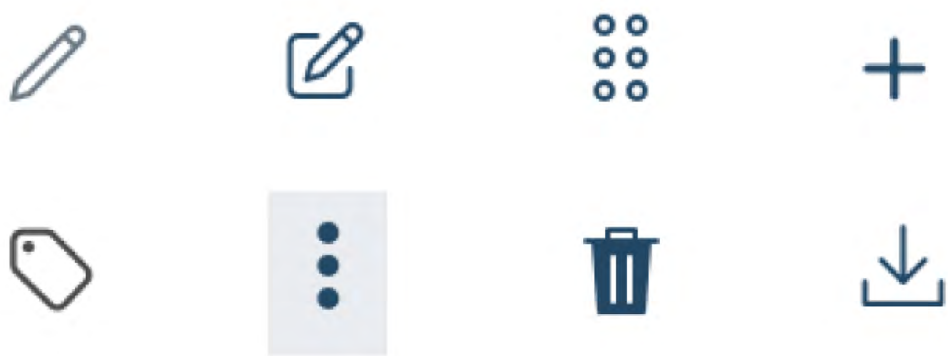
Buttons



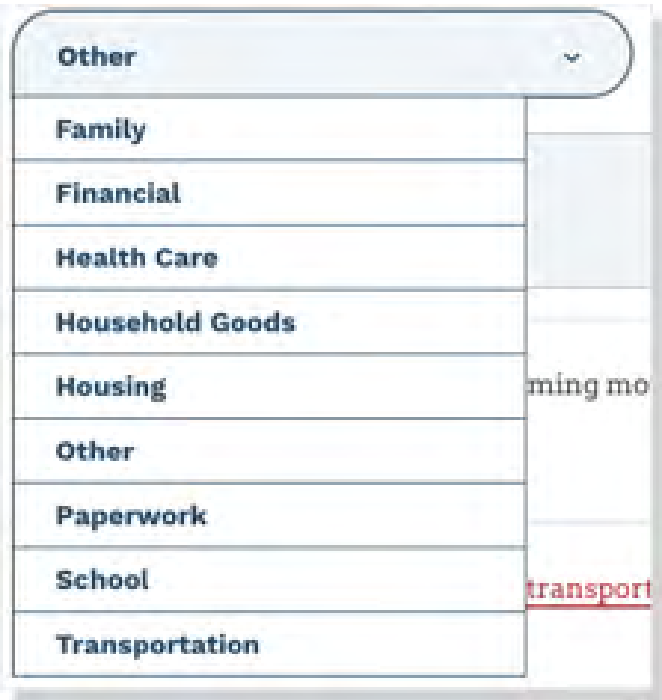
Pre-Checklist Accordions



Iconography



Pre-Checklist Accordions



05. Photography

The imagery for Plan My Move aims to ease the moving process. It is simple and unobtrusive, given the site's primary function as an asset for service members and their families and loved ones making a move.

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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