

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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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

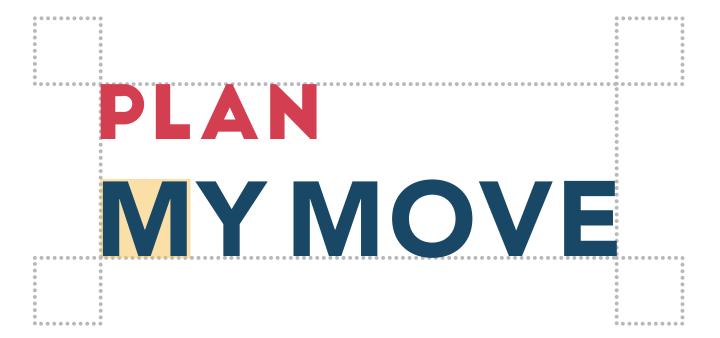


One-Color Logo

on dark background



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

Work Sans:

Work Sans

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

Arvo Bold:



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

Arvo Regular:



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

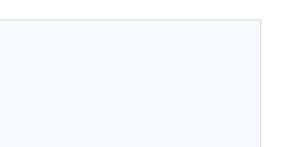
RGB 184/33/50



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

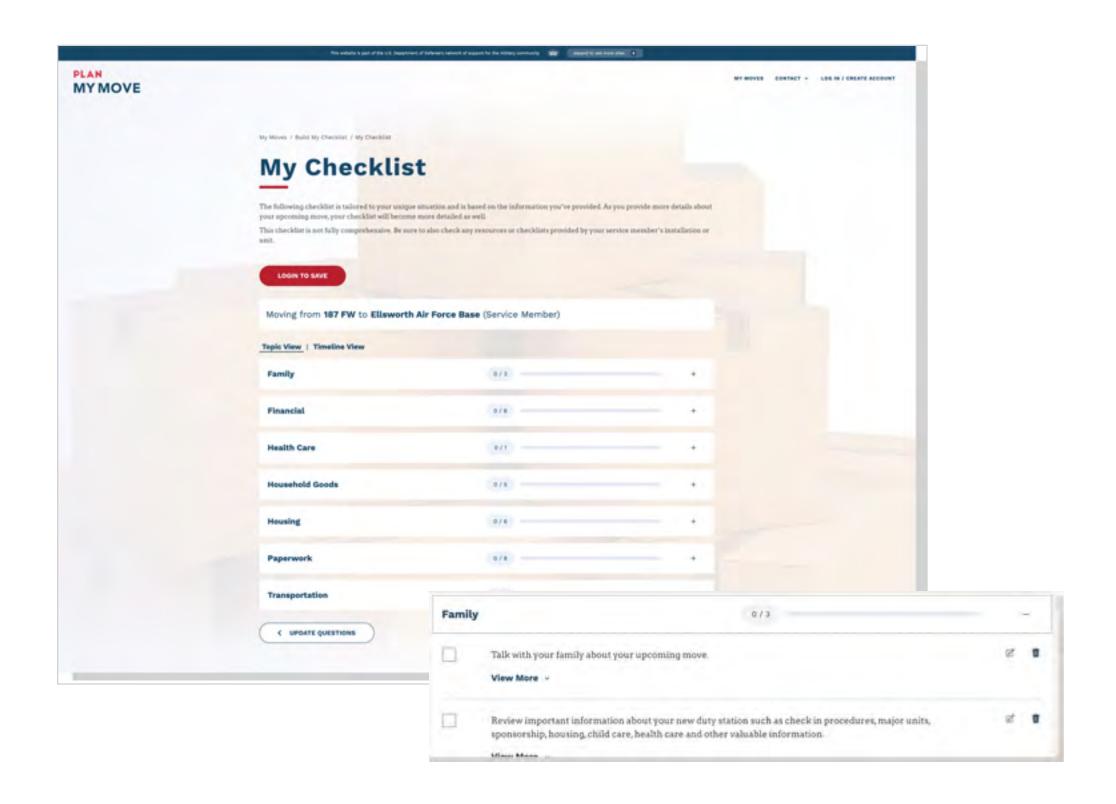


MOS White
Hex FFFFFF
RGB 255/255/255

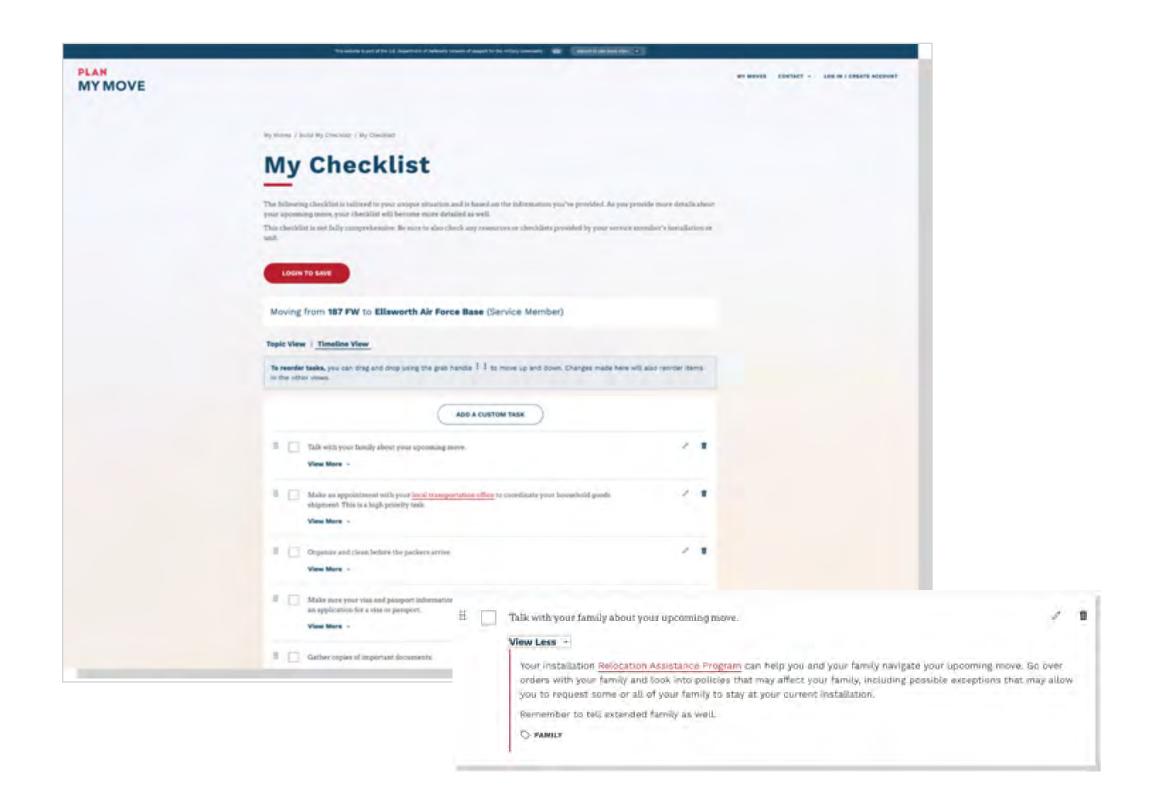
04. Graphic Styles

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



Checklist: Timeline View



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

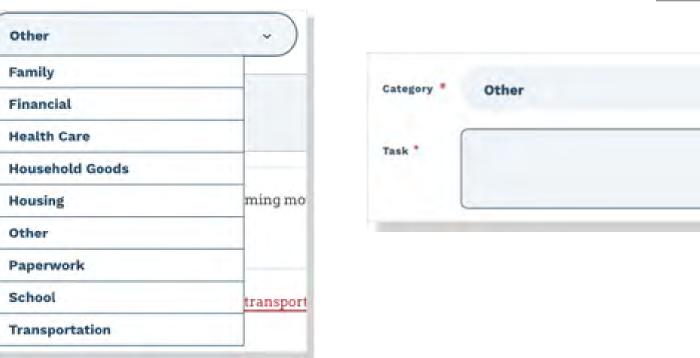
04.1 Graphic Styles | Other

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 **BUTTON TEXT BUTTON TEXT BUTTON TEXT BUTTON TEXT** Iconography 00

Pre-Checklist Accordions

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.

PLAN MYNOYE

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