PLAN **MYMOVE**

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.

01. Logo

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Page 1

01. Logo Full Color

PLAN MYMOVE

The Plan My Move logo was created for this website.







HEX 194867

Page 2

01.1 Logo | One Color

Two-Color Logo

on white background

PLAN MYMOVE

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

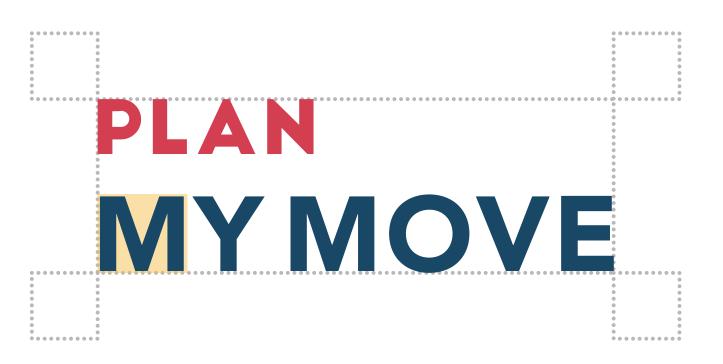
One-Color Logo

on dark background

PLAN MYMOVE



01.2 Logo Margin



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.

Logo placement needs to also include white space around the outside edges.



02. Typography

Work Sans Bold:

Work Sans

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

Work Sans: Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890|!@#\$%&*()? Work Sans and Arvo are the two universal Military OneSource enclave fonts and are also used across Plan My Move.

Arvo Bold: Arvo Bold:

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

Arvo Regular:



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

Page 5

02.1 Typography | Styles

Desktop

Work Sans



Heading

Sub Heading 1

Sub Heading 2

Font size: 3.75rem Line height: 3.75rem

Font size: 2rem Line height: 2rem

Font size: 1.5rem Line height: 1.5rem

Font size: 1.125rem Line height: 1.5rem

Arvo

Body Copy

Font size: 1.125rem Line height: 2.25rem Headings create a consistent hierarchy for each page's content.

Mobile

Work Sans

Heading

Sub Heading 1

Line height: 1.125rem

Font size: 1.125rem

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

MOS Red Hex B82132 RGB 184/33/50



Red Hex D43E51 RGB 212/62/81



Hex 4A4A4A RGB 64/64/64

MOS Blue Hex 194867 RGB 25/72/103



MOS Dark Blue Hex 194867 **RGB** 25/72/103 MOS White Hex FFFFF RGB 255/255/255 Some standard colors from the Military OneSource enclave are also used on Plan My Move.

ary 600 A -/64

MOS Secondary 50 Hex F8F9FD RGB 248/249/253



04. Graphic Styles

Checklist: Topic View

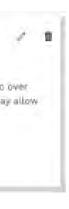
	This existing a part of the coll depen	and of Selection in second of aspect for the memory second ()		
MY MOVE			MY MOVES CONTACT - LOG IN / CREAT	R ACCOUNT
	My Moves 7 Build My Checklist / My Checklist			
	My Checklis	st		
	your upcoming move, your checklist will beco	pe situation and is based on the information you've provided. As you p me more detailed as well. ure to also check any resources or checklists provided by your service r		
	LOGIN TO SAVE			
	Moving from 187 FW to Eliswor	th Air Force Base (Service Member)		
	Topic View Timeline View			
	Family	3/3	•	
	Financial	078	- +	
	Health Care	8/1	- •	
	Household Goods	(878)	- · ·	
	Housing	0/4	- •	
	Paperwork	0/8	•	
	Transportation	Family	0/3	
		Talk with your family about your View More ~	apcoming move.	
		Review important information a sponsorship, housing, child care,	out your new duty station such as check in procedur health care and other valuable information.	es, major units,
		Mana Mana		

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

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.

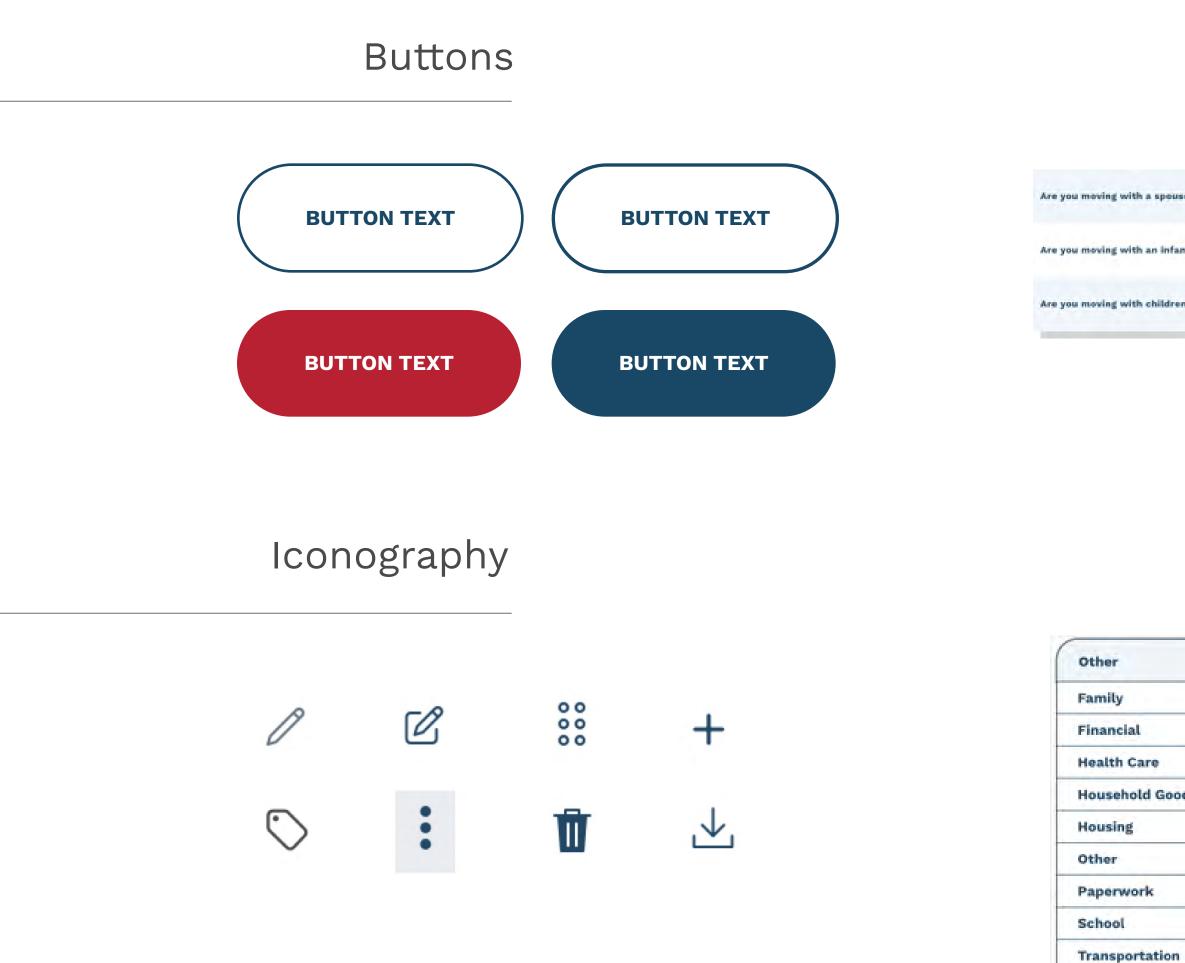
Checklist: Timeline View

MYMOVE	WY MOVES CONTACT - LOS ON / CREATE ACCOUNT				
	wy stores / includely checklast / My Checklast				
	My Checklist				
	The following checklist is tailored to your antique amarton and is based as the information you've provided. As you provide more details about your information provide the state of the provided of the provided by your service member's installation at task.				
	LOGIN TO SAVE Moving from 187 FW to Elloworth Air Force Base (Service Member)				
	Topic View Timeline View To reorder tasks, you can drag and drop using the grab handle 1 1 to move up and down. Changes made here will also reorder items				
	ADD A CUSTOM TASK				
	Talk with your family about your upcoming move. View More				
	Make an appointment with your local transportation office to coordinate your household goods shiptnent. This is a high prior by task. View More •				
	Coganize and clean before the packers arrive.				
	Make more your visa and pasagort informator an application for a visa on persport. H Talk with your family about your upcoming notive. Mare -				
	Gather copies of important documents View Less - Your installation Relocation Addistance Program can help you and your family navigate your upon orders with your family and look into policies that may affect your family, including possible exce you to request some or all of your family to stay at your current installation.				
	Remember to tell extended family as well.				





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.

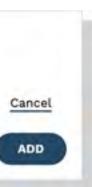
Pre-Checklist Accordions

with a spouse or significant other?	O Yes	No No	Are you moving with a spouse or significant other?	• Yes	O No
vith an infant?	O Yes	No No	Are you moving with an infant?	• Yes	O No
vith children?	O Yes	No No	Added tasks: () INFANT (1) Are you moving with children? Added tasks: () CHILDREN (7)	• Yes	O No
	Yes	Νο			

Pre-Checklist Accordions

	~)			
	_	Category *	Other	
e				<u>_</u>
Goods		Task *		
	ming mo			
¢				
	transport			









PLAN **MY MOVE**

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

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.

