THE OFFICIAL BRANDING TOOLKIT PRO

WWW.ARMY.MIL
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY
Version 1.0
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Brand Diagram (Homepage)

WWW.ARMY.MIL is the Official Homepage of the United States Army. Below illustrates how all of the components of this Branding Toolkit come together to create a cohesive look and feel for the U.S Army’s Homepage. Major sections are highlighted in red and are numbered 1 - 8.

1. MY.ARMY.MIL LOGIN
   Login to your customized My.Army.Mil account

2. ARMY HOT TOPICS
   Army-wide hot topics

3. FEATURED NEWS AND HEADLINES
   Key stories of the day

4. ARMY MEDIA PLAYER
   U.S. Army video player

5. ARMY SPOTLIGHT
   Featured sections of Army.mil

6. SOCIAL MEDIA
   Featured Social Media of the U.S. Army

7. STAND-TO!
   Daily focus topic of the U.S. Army

8. ALL SERVICES
   Widget that displays top news from all wings of the Department of Defense
The News Article page features many elements, such as story highlights, related links, related articles, photos, videos, and even audio clips. Readers have the option of sharing stories on various websites by clicking the share button. Major sections of the News Article page are highlighted in red and are numbered 1 - 4.

1. STORY HIGHLIGHTS
   Bullet points of story highlights

2. STORY IMAGES
   Prominent images with ability to scroll inside story

3. RELATED ARTICLES
   Articles that may relate to the current article

4. SOCIAL MEDIA
   Ability to share stories easily with social networking sites
The U.S. Army star logo should appear on the front and back of all collateral materials and in a prominent place on every page of an Army website. ARMY.MIL has defined the top left corner as the standard location when using the new banner.

** do not alter the logo in any way

RIGHT WAY:

WRONG WAY:
THE ARMY.MIL URL logo should appear in a prominent place. The mark should always use the same tracking, and vertical/horizontal scale. Two colors are acceptable when using this logo mark with collateral. See below for further explanation.

**WEB USAGE:**

```
WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY
```

Font: Myriad
Style: ALL CAPS
Weight: bold
Colors: #000000 | #FFFFFF

**PRINT USAGE:**

```
WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY
```

Font: Myriad
Style: ALL CAPS
Weight: bold
Colors: #000000 | #FFFFFF

**RIGHT WAY:**

```
WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY
```

**WRONG WAY:**

```
WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY
```

**DESIGN TIP**

Always adjust kerning so there is equal space on left and right of the dot in WWW.ARMY.MIL.
The ARMY.MIL banner should appear at the top of all website pages, before the content. The banner is not editable, unless it is a part of the template for an Organization Page (see page 12). All U.S. Army Logos must link back to WWW.ARMY.MIL.

**GENERAL USAGE:**

![ARMY.MIL Banner](image)

**WRONG WAY:**

![ARMY.MIL Banner](image)

**WRONG WAY:**

![ARMY.MIL Banner](image)

**See page 16 for Organization Pages banner**
## Colors

General colors are used heavily throughout the entire website, including logos, headers, and body text. The background colors used throughout the site are all within the gray color palette. Look below for more details about the colors used on ARMY.MIL.

### GENERAL COLORS:

<table>
<thead>
<tr>
<th>Color</th>
<th>Process CMYK</th>
<th>RGB</th>
<th>Hexachrome</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>c 0 m 0 y 0 k 100</td>
<td>r 0 g 0 b 0</td>
<td>#000000</td>
<td></td>
</tr>
<tr>
<td>Yellow</td>
<td>c 0 m 20 y 100 k 0</td>
<td>r 255 g 203 b 5</td>
<td>##FFCB05</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>c 0 m 0 y 0 k 0</td>
<td>r 255 g 255 b 255</td>
<td>#FFFFFF</td>
<td></td>
</tr>
<tr>
<td>Cool Gray 10 C</td>
<td>c 68 m 61 y 60 k 49</td>
<td>r 62 g 62 b 62</td>
<td>#3D3D3D</td>
<td></td>
</tr>
</tbody>
</table>

### WEB BACKGROUND COLORS:

<table>
<thead>
<tr>
<th>Area</th>
<th>Hexachrome</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENT AREA</td>
<td>#F7F7F7</td>
<td></td>
</tr>
<tr>
<td>LEFT NAV AREA</td>
<td>#C2C2C2</td>
<td></td>
</tr>
<tr>
<td>HOVER STATE</td>
<td>#B4B4B4</td>
<td></td>
</tr>
<tr>
<td>LEFT NAV ACTIVE</td>
<td>#4E4E4E</td>
<td></td>
</tr>
</tbody>
</table>

**see page 17 for Organization Pages colors**
Continuity in typography is used to keep a visual consistency within the brand. Below are the standard fonts and sizes for the Homepage.

**GENERAL WEB FONTS:**

1. **LEAD HEADLINE:**
   Verdana, 25px, bold

2. **HEADLINE:**
   Verdana, 22px, bold

3. **LEAD HEADLINE:**
   Verdana, 12px, bold

4. **COPY:**
   Verdana, 12px, regular

5. **LEAD COPY:**
   Verdana, 11px, regular

6. **MAIN HEADLINE:**
   Verdana, 10px, bold

7. **MAIN COPY:**
   Verdana, 10px, regular

---

**DESIGN TIP**

All content text on ARMY.MIL is in the Verdana typeface and in HEX #3D3D3D, unless otherwise noted.

**Lorem ipsum dolor sit amet**

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet
Images on ARMY.MIL are generated into five standard sizes, which are used throughout the site in various locations. Below are the image sizes and the location in which they belong (see page 15 for Organization Page usage).

**SIZES & PLACEMENT:**

1. **News Article Page** (640px in width)

2. **Top Story on Homepage** (446 x 300px)

3. **Front Page Feature Story** (342 x 228px)

4. **Army Images** (150 x 100px)

5. **Thumbnail** (100px in width)

**DESIGN TIP**

Each image should be outlined with a 1px solid border in the HEX #3D3D3D gray color.
**DESIGN TIP**

Be selective when choosing content for your page. If you can, try to balance the spread with video, images, and stories.

---

### 1. BANNER

Altered banner to accommodate organization name on left and logo on right

*see page 16 for details*

### 2. NAVIGATION

Left-hand navigation can be customized to allow for any number of subpages

### 3. TOP STORIES

This section will load top news related to the organization

### 4. ADDITIONAL STORIES

Overflow area for more stories without images

---

**Brand Diagram (Organization Pages)**

This condensed Organization Page is available to organizations who wish to have a presence on ARMY.MIL. The page is in a 3-column layout and can be customized to include a short bio, top stories, videos of interest, and related links. In addition, the left-hand navigation can be used to add subpages.
DESIGN TIP

Be selective when choosing content for your page. If you can, try to balance the spread with video, images, and stories.

1. BANNER
Altered banner to accommodate organization name on left and logo on right
*see page 16 for details

2. NAVIGATION
Left-hand navigation can be customized to allow for any number of subpages

3. TOP STORIES
This section will load top news related to the organization

4. VIDEO PLAYER
An optional video player is available, which pulls top videos from ARMY.MIL

5. ADDITIONAL STORIES
Overflow area for more stories without images
DESIGN TIP
When uploading a logo for the banner, ensure that your logo has no unsightly background. Trace around the logo and save as a .gif or .png.

ORGANIZATION BANNER USAGE:

** ORGANIZATION NAME UNDER WWW.ARMY.MIL IS 12 PX **

** ORGANIZATION ACRONYM BELOW LOGO IS 16PX **

WRONG WAY:

1. BANNER
   The “WWW.ARMY.MIL” URL in the banner is uneditable. It is also a different color gray from the regular site to signify that it is an Organizations Page on ARMY.MIL.

2. EDITABLE TEXT
   The white smaller text below WWW.ARMY.MIL is editable. This is where the Organization will spell out their acronym. i.e. TRADOC will write out “TRAINING AND DOCTRINE COMMAND”

3. LOGO PLACEMENT
   The Organization's logo goes on the right side of the banner. The acronym is to be placed in the editable text layer below the logo.

4. BACKGROUND
   Background elements like the ACU pattern, map and gradient are not editable in the banner.
MAKE YOUR OWN WEB PAGE:

**NAME OF ORGANIZATION**
Spelled-out below WWW.ARMY.MIL
Color: #FFFFFF

**SUBHEAD BACKGROUND**
Color: #565656

**NAVIGATION BACKGROUND**
Color: #C2C2C2

**NAVIGATION TEXT**
Weight: bold

**CENTER BACKGROUND**
Color: #F7F7F7

**ADDITIONAL STORIES BACKGROUND**
Color: #DCDCDC

**ORGANIZATION LOGO**
Size: 107x107px
Align: Right

**COLUMN HEADER BACKGROUND**
Color: #C0C0C0

**COLUMN HEADER TEXT**
Align: Center
Weight: bold

**OPTIONAL VIDEO PLAYER**

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**Brand Diagram (Organization Pages)**

This page serves as a guide to creating your own Organization Page. Follow the styles and usage of this guide and the page will be consistent with the ARMY.MIL branding. Anything outside of these styles do not adhere to ARMY.MIL standards.

**DESIGN TIP**
For the paragraph text on the Organization Page, use Verdana typeface, 11px, left-aligned in HEX #3D3D3D as the standard. The font is included in template .zip file.

**see page 11 for Section Front Page fonts**