



THE OFFICIAL BRANDING
TOOLKITPRO

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.

« DESIGN TIP »»

When hovering over an active link, the text should turn to a specific shade of green: HEX #7B8738.

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





« Brand Diagram (News Article) »»

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.

« DESIGN TIP »»

When uploading story images, be sure to upload the highest resolution possible for the best

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 screenshot shows the news article page for "Ace of Cakes' treats U.S. Army, Hawaii To Special Military Cake". Red callouts are placed over the page as follows:

- 1**: Points to the Story Highlights section in the top right corner.
- 2**: Points to the main image of a soldier in a Blackhawk helicopter.
- 3**: Points to the Related Articles section on the left sidebar.
- 4**: Points to the social media sharing buttons at the bottom of the article.

The article content includes a byline by Sgt. Ricardo Branch, a date of Jan 30, and a detailed text body describing the event at Schofield Barracks, Hawaii, where the cast of 'Ace of Cakes' prepared a special cake for soldiers and their families.



« U.S. Army Logo »

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.

« DESIGN TIP »

The U.S. Army star logo with the black registered trademark is to be used on light backgrounds and the yellow registered trademark is to be used on dark backgrounds.

STYLES & USAGE:

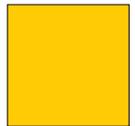


** do not alter the logo in any way

COLORS:



Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black



Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 204 b 0
Hexachrome
#FFCB05
Pantone
123 C



Process CMYK
c 0 m 0 y 0 k 0
RGB
r 241 g 241 b 241
Hexachrome
#FFFFFF
Pantone
White



Process CMYK
c 68 m 61 y 60 k 49
RGB
r 62 g 62 b 62
Hexachrome
#3D3D3D
Pantone
Cool Gray 10 C

RIGHT WAY:



WRONG WAY:





« ARMY.MIL Logo »

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.

« DESIGN TIP »

Always adjust kerning so there is equal space on left and right of the dot in WWW.ARMY.MIL.

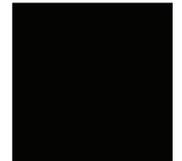
WEB USAGE:

WWW.ARMY.MIL } 36pt
 Tracking = 10px

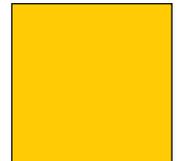
Font: Myriad
 Style: ALL CAPS
 Weight: **bold**
 Colors: #000000
 #FFFFFF

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY } 13pt
 Tracking = 15px

COLORS:



Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black



Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 203 b 5
Hexachrome
#FFCB05
Pantone
123 C



PRINT USAGE:

WWW.ARMY.MIL } 17pt
 Tracking = 10px

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

RIGHT WAY:



WRONG WAY:



Process CMYK
c 0 m 0 y 0 k 0
RGB
r 255 g 255 b 255
Hexachrome
#FFFFFF
Pantone
White



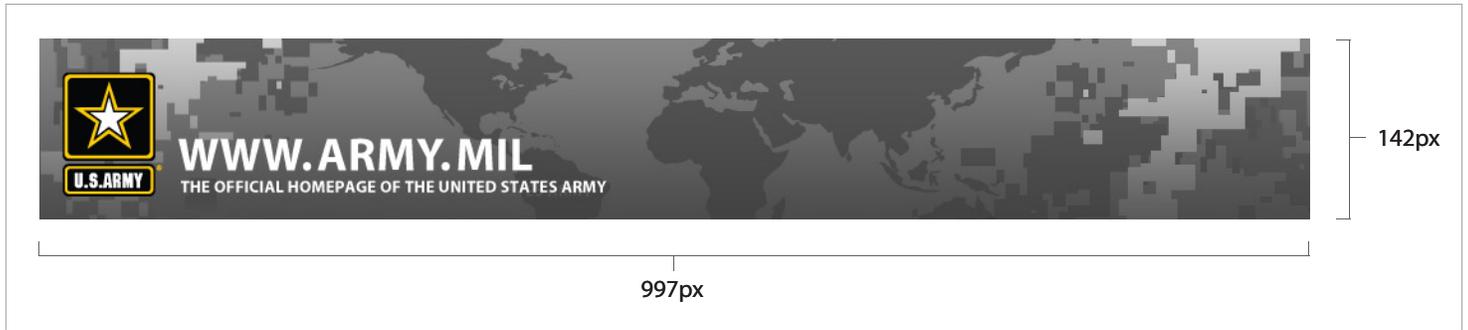
« ARMY.MIL Banner »

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.

« DESIGN TIP »

The white border surrounding the ARMY.MIL banner and content area is 14px wide.

GENERAL USAGE:



WRONG WAY:



WRONG WAY:



** 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.

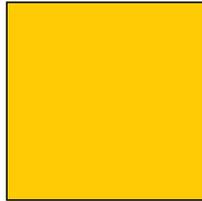
DESIGN TIP

All article headers and copy text on ARMY.MIL are a specific shade of gray: HEX #3D3D3D.

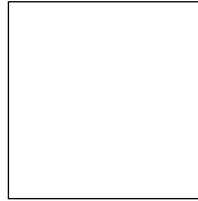
GENERAL COLORS:



Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black



Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 203 b 5
Hexachrome
#FFCB05
Pantone
123 C



Process CMYK
c 0 m 0 y 0 k 0
RGB
r 255 g 255 b 255
Hexachrome
#FFFFFF
Pantone
White



Process CMYK
c 68 m 61 y 60 k 49
RGB
r 62 g 62 b 62
Hexachrome
#3D3D3D
Pantone
Cool Gray 10 C

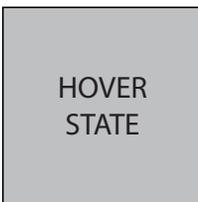
WEB BACKGROUND COLORS:



Hexachrome
#F7F7F7



Hexachrome
#C2C2C2



Hexachrome
#B4B4B4



Hexachrome
#4E4E4E

** see page 17 for Organization Pages colors



« **Typography** »

Continuity in typography is used to keep a visual consistency within the brand. Below are the standard fonts and sizes for the Homepage.

« **DESIGN TIP** »

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

GENERAL WEB FONTS:

1. LEAD HEADLINE:
Verdana, 25px, bold

Lorem ipsum dolor sit amet

2. HEADLINE:
Verdana, 22px, bold

Lorem ipsum dolor sit amet

3. LEAD HEADLINE:
Verdana, 12px, bold

Lorem ipsum dolor sit amet

4. COPY:
Verdana, 12px, regular

Lorem ipsum dolor sit amet

5. LEAD COPY:
Verdana, 11px, regular

Lorem ipsum dolor sit amet

6. MAIN HEADLINE:
Verdana, 10px, bold

Lorem ipsum dolor sit amet

7. MAIN COPY:
Verdana, 10px, regular

Lorem ipsum dolor sit amet



« Images »

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).

« DESIGN TIP »

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

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)

** not actual size of images



THE OFFICIAL BRANDING
TOOLKITPRO

ORGANIZATION PAGES

WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

Version 1.0



« 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. ADDITIONAL STORIES

Overflow area for more stories without images





« Brand Diagram (Organization Pages) »»

This detailed Organization Page is the in-depth version of the 3-column layout depicted on page 15. It can also 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

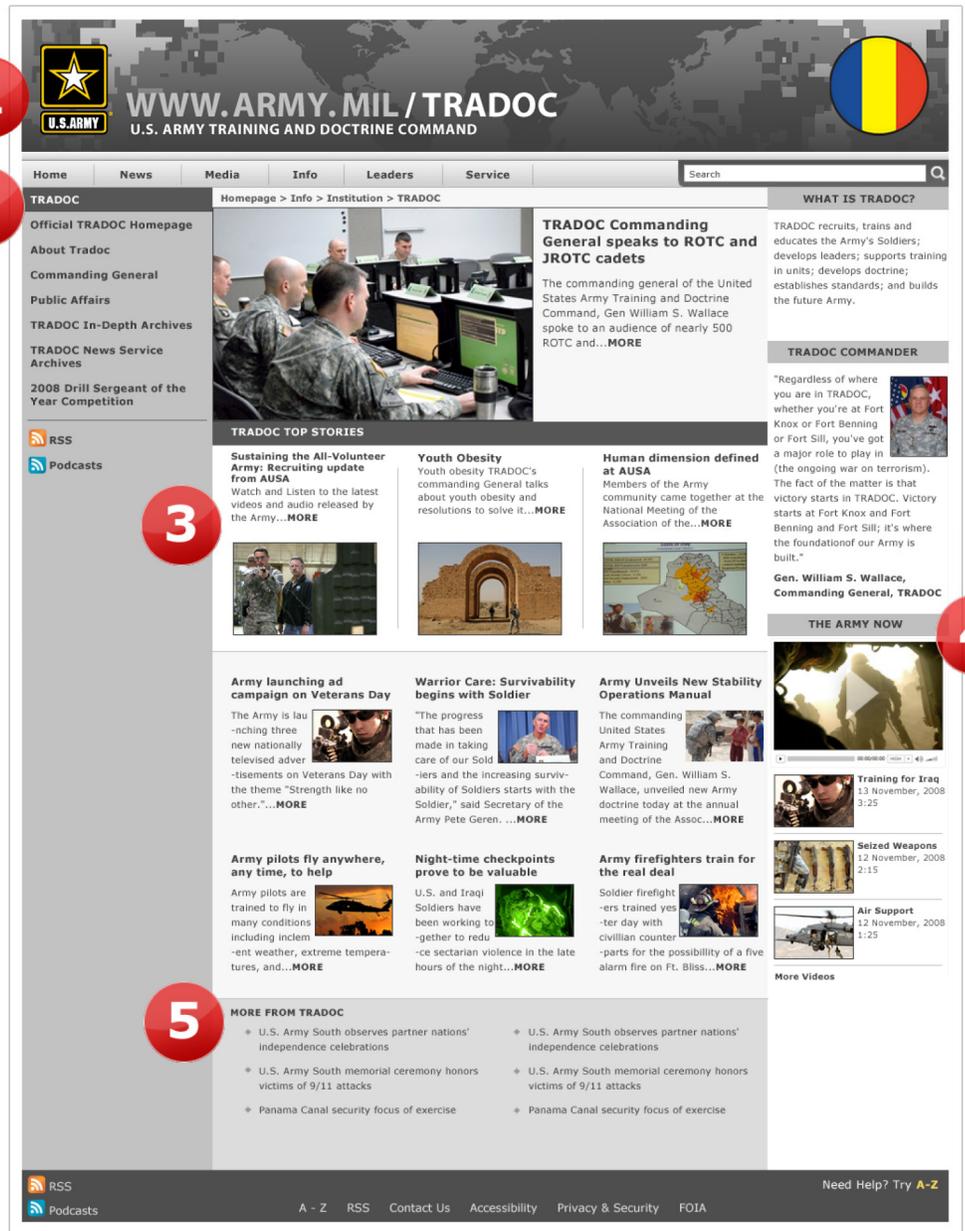
This section will load top news related to the organization

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





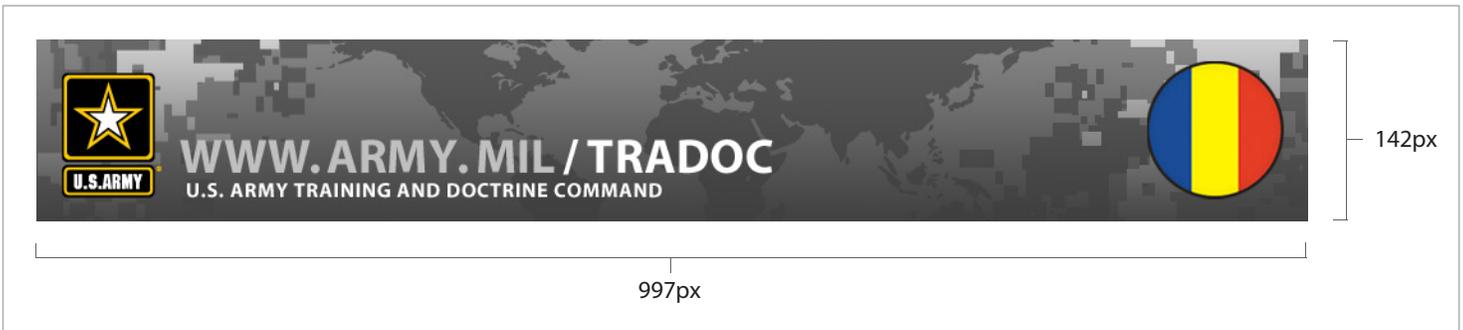
« Brand Diagram (Organization Pages) »»

The Organization Page banner can be customized to fit the name of the organization spelled-out underneath WWW.ARMY.MIL. The editable text in the banner should be HEX #FFFFFF, **bold**, and in ALL-CAPS. The banner may include a logo on the right and can be no larger than 107x107px.

« 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.



« 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.

MAKE YOUR OWN WEB PAGE:

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

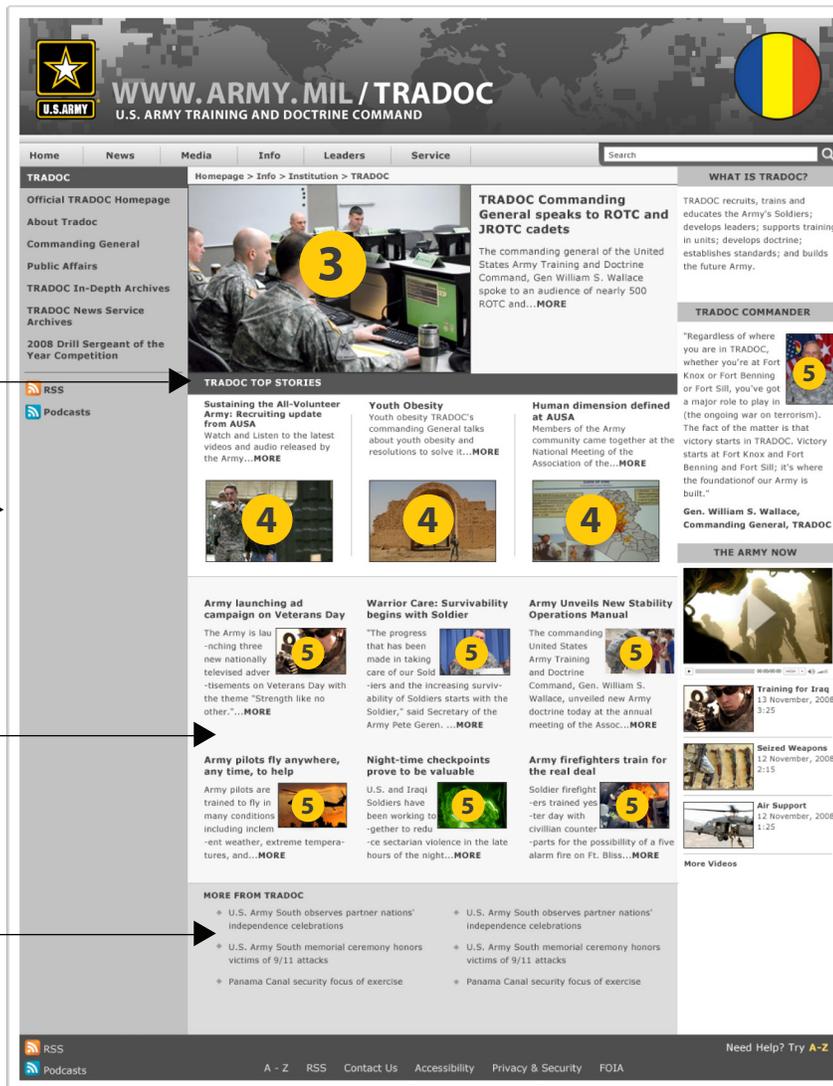
SUBHEAD BACKGROUND
Color: #565656

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

3 342x228px

4 150x100px

5 100px in width

** see page 12 for Images

** see page 11 for Section Front Page fonts