



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 screenshot shows the official homepage of the United States Army (www.army.mil). The page features a dark header with the U.S. Army logo and the website address. Below the header is a navigation bar with links for News, Media, Info, Leaders, Army Life, Join, and Blog. A search bar is also present. The main content area is divided into several sections, each highlighted with a large orange circle containing a black number:

- 1. My.Army.mil**: A section for logging in and viewing personalized content.
- 2. Hot Topic**: A news feed showing a story about AKO security changes.
- 3. Featured News**: A section displaying a news article about Army anti-terrorism awareness.
- 4. Videos**: A video player showing a clip of USACE renovating schools in Albania.
- 5. Army.mil/Mobile**: Information on mobile devices.
- 6. Social Media**: Links to various social media platforms like Flickr, Twitter, Facebook, and YouTube.
- 7. STAND-TO!**: A daily compilation of news and information for Army soldiers.
- 8. All Services**: A widget displaying news from various military branches and services.

At the bottom of the page, there are links for RSS and Podcasts, along with standard footer links for Mobile, Contact Us, FAQ, Create, Accessibility, Privacy & Security, No FEAR Act, FOIA, and AKO. A note at the bottom right says "Need help? Try A-Z".

DESIGN TIP ➤

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



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 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

'Ace of Cakes' treats U.S. Army, Hawaii To Special Military Cake

By Sgt. Ricardo Branch, 8th Theater Sustainment Public Affairs

Story Highlights

- "Ace of Cakes" TV star films finale
- Duff Goldman and cast pay tribute to fighting men and women in Army
- TV cast created UH-60 Blackhawk cake

Related Articles

- On-post housing opens to single Soldiers
- Towns show support for Soldiers
- "Best Warrior" to challenge Soldiers
- Career Options Lessons from Field to Soldiers

TOP STORY

Army addresses rising suicide rate, highest in four years

The number of suicides in the Army has risen again, for the fourth year in a row, said Army leaders during a media... [READ MORE](#)

SCHOFIELD BARRACKS, HI. – Soldiers and family members of U.S. Army, Hawaii were given a rare treat when the "Ace of Cakes" television cast and crew arrived to film their season finale Jan. 26 through 29 at Schofield Barracks, Hawaii.

The show's season finale is the cast's opportunity to pay tribute to the fighting men and women of the Army with a special cake honoring their service and sacrifice to their country. The "Ace of Cakes" crew set up shop in an Army dining facility here to begin the big task of making their last cake for the season.

"We wanted to come and say thank you in our own special way," said Chef Jeffrey "Duff" Goldman, host of the popular "Ace of Cakes" television show on the Food Network channel. "They (Soldiers) make it possible for us to do what we do."

During the finale, the cast worked alongside the cooks and food service specialists stationed on O'ahu to prepare a special UH-60 Blackhawk cake for the show to present to Soldiers and family members in U.S. Army, Hawaii. The Army cooks had the unique opportunity to work with fondant, a special filling or coating used in cake decorating during their participation in the creation of the Army cake.

"It was great to work alongside them," said Private Martin Polk, 57th Military Police Co., food service specialist. "I have never really baked before, but I learned a lot of decorating techniques with fondant and that was pretty cool."

The atmosphere with the cast and cameras around was busy but not as stressful as some of the Soldiers would imagine inside the inner workings of a television show.

"They (Ace of Cakes' crew) are still down-to-earth people," said Spc. Thomas Richberg, 558th Military Police Co., food service specialist. "They spend a lot of detail on all the projects they work on and you can see that with the Blackhawk cake."

Duff and his staff spent three days working in the tropical air to prepare their culinary work of art for Thursday's presentation to the community at the Tropics Club. Their preparation for the Blackhawk helicopter cake involved extensive photos along with a ride around the island.

"The ride was awesome," Duff said. "You could see surfers, the water and it was great."

After the flight, Duff set to work preparing the cake, which became a test of his ability in the short time on Hawaii. The "Ace of Cakes" crew also created a cake for the cast and crew of the hit television show "Lost" while in Hawaii.

"Baking the cake here was a challenge. Sugar is very hydroscopic and will suck all the moisture out of the air, which makes baking in Hawaii very tough," Duff said.

When the cake was finally unveiled to the "Army Strong" theme, the applause echoed through the rafters. Each member witnessing the event was amazed at the work done in a short span and sent a heartfelt thanks to the crew of "Ace of Cakes."

"This is definitely the MOAC, or the Mother Of All Cakes," said MG Raymond V. Mason, commanding general, 8th Theater Sustainment Command. "On behalf of United States Army, Hawaii, I'd like to thank Duff and the crew of Ace of Cakes for their support of the Soldiers and Family members throughout our military."

"By the response today, we know that we made you smile and leave happy and that's rewarding for us," said Duff.

"It shows he (Duff) really loves the Army," said Joe Silvestre, a local Hawaiian employee from the Cornerstone Air Conditioning Company. "By him coming all the way out here, it shows he cares and does what he can to support the Army."

Following the unveiling, the Ace of Cakes cast and crew participated in a meet and greet for the people who attended the event. Approximately 1,500 people from the community came down to see Duff and his crew and serve as a testament to the Army's appreciation to a job well done, or in the Ace's of Cakes case, well served.

[Bookmark & Share](#) [Email Article](#) [Print Article](#)

[RSS](#) [Podcasts](#)

Need Help? Try [A-Z](#)



< 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.

STYLES & USAGE:



** do not alter the logo in any way

RIGHT WAY:



WRONG 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



◀ 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

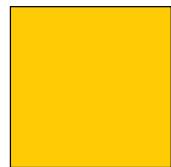
13pt

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:



WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

WRONG WAY:



THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY
WWW.ARMY.MIL



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



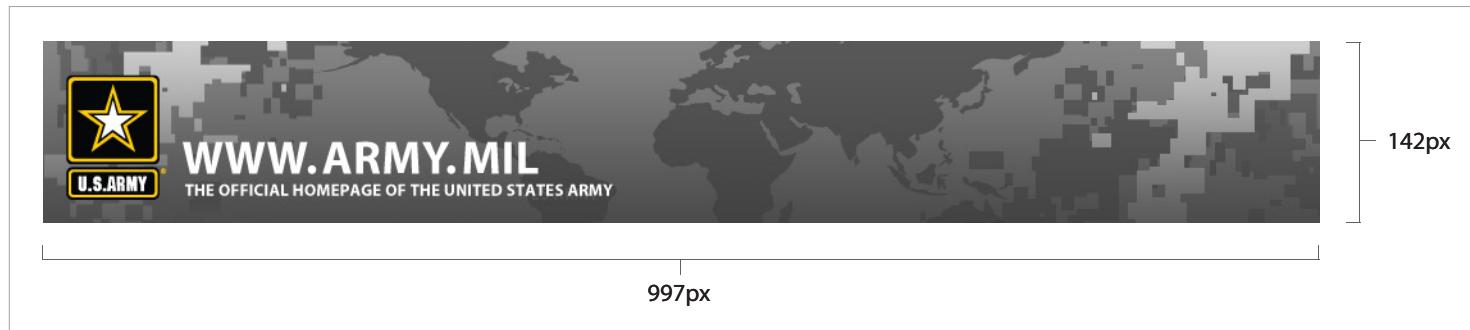
◀ ARMY.MIL Banner ▶

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.

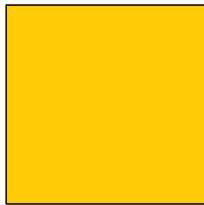
DESIGN TIP

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

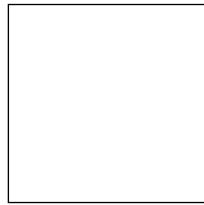
GENERAL COLORS:



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

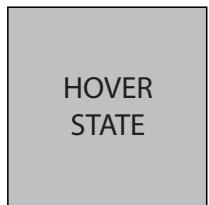
WEB BACKGROUND COLORS:



CONTENT AREA
Hexachrome
#F7F7F7



LEFT NAV AREA
Hexachrome
#C2C2C2



HOVER STATE
Hexachrome
#B4B4B4



LEFT NAV ACTIVE
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

Lead Headline
Lead Headline

2. HEADLINE:
Verdana, 22px, bold

Headline
Headline

3. LEAD HEADLINE:
Verdana, 12px, bold

Lead Headline

4. COPY:
Verdana, 12px, regular

COPY

5. LEAD COPY:
Verdana, 11px, regular

Lead Copy

6. MAIN HEADLINE:
Verdana, 10px, bold

Main Headline

7. MAIN COPY:
Verdana, 10px, regular

Main Copy



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
TOOLKIT PRO

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 accomodate 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 accomodate 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

The screenshot shows the official homepage of the U.S. Army Training and Doctrine Command (TRADOC). The header features the U.S. Army logo and the URL www.army.mil/tradoc. The main content area includes:

- Left-hand navigation:** Includes links to the Official TRADOC Homepage, About TRADOC, Commanding General, Public Affairs, TRADOC In-Depth Archives, TRADOC News Service Archives, and 2008 Drill Sergeant of the Year Competition. It also features RSS and Podcasts feeds.
- Top Stories:** Headlines include "Sustaining the All-Volunteer Force: Recruiting update from USA," "Youth Obesity," and "Human dimension defined at AUSA."
- Video Player:** A large video player window displays a video titled "Training for Iraq" dated November 13, 2008, at 3:25. Other video thumbnails are visible below it.
- More Stories:** A grid of stories such as "Army launching ad campaign on Veterans Day," "Army pilots fly anywhere, any time, to help," "Night-time checkpoints prove to be valuable," "Army firefighters train for the real deal," and "Panama Canal security focus of exercise."
- Footer:** Includes links to RSS, Podcasts, and various site navigation options like A-Z, RSS, Contact Us, Accessibility, Privacy & Security, and FOIA. It also features a search bar and a "WHAT IS TRADOC?" sidebar with a bio of Gen. William S. Wallace.



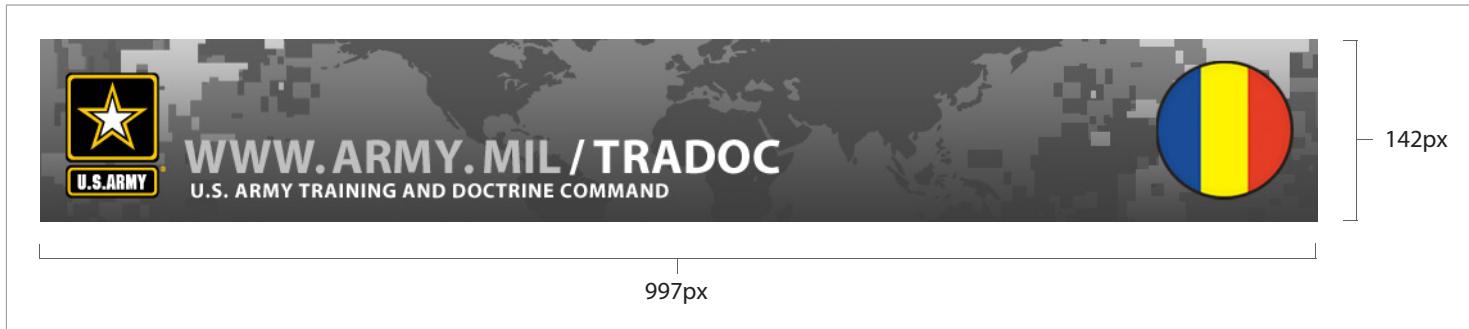
Brand Diagram (Organization Pages) >>

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.

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

The screenshot shows the TRADOC homepage with several design elements highlighted:

- Organization Logo:** Located at the top left, the U.S. Army logo is highlighted with a yellow circle containing the number 3.
- Column Header Background:** The background color of the main content columns is highlighted with a yellow circle containing the number 4.
- Column Header Text:** The bold, centered text in the header sections is highlighted with a yellow circle containing the number 5.
- Optional Video Player:** A video player section on the right side is highlighted with a yellow circle containing the number 5.

At the bottom of the page, there are links for RSS and Podcasts.

** see page 11 for Section Front Page fonts

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.

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