

Sortie Brand Guide

Government-ready visual identity guidelines for consistent use across web, print, and program materials.

Primary mark (light background)







Primary mark (dark background)



Logo suite

Use the wordmark for headers, splash screens, and official communications. Use the icon for favicons, app icons, and constrained layouts.

Icon (full color)	
Icon (keyline for dark backgrounds)	
Icon (one-color navy)	
Icon (one-color white)	

Recommended defaults

Light mode: full-color icon + navy wordmark.

Dark mode: keylined icon + white wordmark.

Logo usage

These rules keep the mark legible, consistent, and compliant with conservative government design norms.

Clear space

Maintain clear space equal to 25% of the icon height around all sides. Do not allow text, borders, or other logos inside the clear space.

Minimum size

For digital use, keep the icon at least 24 px tall (favicons are a special case). For print, keep the icon at least 0.25 in tall.

Do and don't

Do




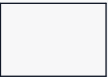
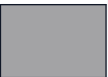
- Use approved color variants (full color, navy, white).
- Place the logo on solid backgrounds with sufficient contrast.
- Use the keyline icon when placing on dark or busy imagery.

Don't

- Do not skew, stretch, rotate, or add drop shadows.
- Do not change colors outside the approved palette.
- Do not place the logo over low-contrast patterns or gradients.

Color palette

A restrained, mission-friendly palette designed for high contrast, accessibility, and compatibility with government slide decks and documentation.

	Sortie Navy	#1F2A3C	Primary text and UI chrome; default icon 1-color.
	Olive	#636A51	Secondary accent for icons, status accents, and callouts.
	Slate	#2B3445	Secondary text, outlines, and subtle UI surfaces.
	Off White	#F7F7F8	Backgrounds, panels, and print-friendly surfaces.
	Cool Gray	#A3A3A5	Dividers, disabled states, and subtle separators.

Accessibility note

For UI text, prefer Sortie Navy on Off White. For dark mode, use white text on #0B1220 (or similar) and the keylined icon to maintain edge contrast.

Typography

Government and military audiences prefer clarity over novelty. Use clean sans-serif typography with consistent hierarchy.

Primary typeface

DejaVu Sans (or your UI system font stack such as Segoe UI / Roboto / Helvetica Neue).

Role	Size / Line height	Usage
H1	28 / 34	Page titles, product name on hero sections
H2	20 / 26	Section headers, major panels
H3	16 / 22	Subsections, card titles
Body	14 / 20	General UI text, documentation paragraphs
Small	12 / 16	Captions, secondary labels, metadata
Mono	12 / 16	Code, identifiers, technical readouts

Tone and formatting

Prefer sentence case, avoid excessive stylization, and keep acronyms minimal. Use consistent punctuation and avoid decorative glyphs that may render inconsistently in restricted environments.

Iconography and applications

The Sortie icon is designed to read as forward motion and deployment, suitable for mission workflows without implying a specific service branch.

Favicon and app icon

Use the icon-only mark. Recommended exports: 16, 32, 48, 64, 128, 256, and 512 px. Keep padding around the icon to prevent edge clipping in rounded app masks.



Backgrounds

When placing on photography or maps, use a solid container (e.g., Off White or Navy) and the keylined icon if needed. Avoid placing directly on complex patterns.

Asset package summary

Included in this deliverable: icon PNG/SVG variants (full, keyline, navy, white) and wordmark PNG/SVG variants (light and dark).