Brand Guidelines
November 2019

MILITARY WOMEN'S MEMORIAL

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November 2019

MILITARY
WOMEN'S
MEMORIAL

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MEMORIAL

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1.1
Brand Strategy

About Us

Women have served in the military since the founding of the Republic. From the story of "Molly Pitcher", a woman who served with the Continental Army during the Revolution to the full integration of women into our armed services in the 1990s, America's military women have long demonstrated courage, patriotism and leadership.

Dedicated to the more than 3 million women who have served our country since the American Revolution, the Military Women's Memorial Arlington National Cemetery is the nation's only institution that honors our women veterans, from the Revolution to the present day. Opened to the public in 1998, we are housed in the original 1932 Arlington Hemicycle, an important heritage structure expanded in the 1990s according to a design by Weiss/Manfredi Architects, an award-winning architectural firm. Our Memorial is located on the western terminus of the 1932 Arlington Memorial Bridge and is situated on a direct line between the Lincoln Memorial and Arlington House, the one-time residence of Confederate General Robert E. Lee, thus serving as a symbolic link between these major historic sites.

Our Mission

Our mission is to educate and engage the public in the past, present and future of women's military service in America and to inspire visitors with stories of military women's service and leadership. We are an independent, not-for-profit charitable organization that collects, exhibits and interprets women's military stories via our on-site experiences and distance learning programs, and we preserve that heritage for generations to come. Through all of these activities, we encourage the next generation of leaders – military or civilian, male or female – to follow their example and serve America as our military women do, whatever their chosen path in life.

Our Vision

The Military Women's Memorial is the leading memorial to women's military service in the United States. We honor women's contributions to the defense of our nation and inspire the next generation of leaders through the example of our great women patriots.

1.2

Brand Identity

Primary logo

This is the original and preferred mark for any applications.

1.2

Brand Identity

Secondary logo

This version may be used in instances where a horizontal orientation is required.

1.2

Brand Identity

Tertiary logo

Reproducing the logo

Use the tertiary logo when reproduction is required in different forms and technical limitations prohibit the use of the primary logo. For example, when printing on textiles or fabrics where the details of the text cannot be reproduced. This is a common concern when using textiles where the logo is not ironed on.

Small spaces

Use the tertiary logo in instances where space is limited and the primary logo cannot fit, or is illegible.

The tertiary logo is also ideal for digital applications such as profile icons for social media.

1.2
Brand Identity

Primary logo lock up

The lock-up is the fixed combination of all logo elements together in a set position.

When using the tagline, the lock-up should be used.

1.2
Brand Identity

Secondary logo lock up

1.2
Brand Identity

Black & Reverse

Where necessary, the logo can be reproduced in black or reversed out to white on colored backgrounds.

1.2

Brand Identity

Clear Space

Primary logo

It is important that the logo be legible and uncrowded by any other visual elements at all times. By creating a defined clear space around the logo, it ensures visibility. Create an area around the logotype that is equal in size to the height of the memorial icon according to the guidelines represented in this example.

1.2
Brand Identity

Clear Space

Secondary logo

It is important that the logo be legible and uncrowded by any other visual elements at all times. By creating a defined clear space around the logo, it ensures visibility. Create an area around the logotype that is equal in size to the height of the memorial icon according to the guidelines represented in this example.

X

X

X

X

MILITARY WOMEN'S MEMORIAL

1.2

Brand Identity

Minimum Size

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum size is measured by the width of the logo, as illustrated in this example.

Just as the logo should not be used smaller than the minimum sizes, it should also not be made proportionally too large for its intended usage.

As a general rule, the logo should not be wider than half the page width.

- Primary logo: 1 inch
- Secondary logo: 2 inches
- Tertiary logo: 0.7 inches

1 inch

2 inches

0.7 inches

1.2
Brand Identity

Do and Don't s

Logo misuse

To maintain the integrity of the brand, it is important to retain a consistent use of the logo. The logo should not be altered in any way.

- Do not outline the logo.

- Do not create a drop shadow or any other effect.

- Do not change the typography on the logo.

- Do not use the logo in unapproved brand colors.

- Do not change the scale relationship of the logo elements.

- Do not use only logotype without the logo.

- Don't stretch or distort.

1.3
Color Palette

Primary Colors

The primary color palette is based on colors of the American flag. They are the official flag colors maintained by the Color Association of the United States. The names of the colors are:

70180 Old Glory Red

70001 White

70075 Old Glory Blue

Old Glory Blue

Old Glory Red

White

Pantone 281 C
CMYK 100/90/31/35
RGB 0/32/92
HEX 00205B

Pantone 193 C
CMYK 16/100/76/5
RGB 196/13/60
HEX BF0D3E

White
CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFF

Secondary Colors

The secondary colors are used in combination with or separately from the primary colors. They add extra depth and interest to the design that is contemporary in feel.

Pantone 7683 C
CMYK 79/53/0/0
RGB 66/109/169
HEX 426DA9

Pantone 7687 C
CMYK 100/80/0/4
RGB 29/66/137
HEX 1D4289

Pantone 7562 C
CMYK 14/29/62/12
RGB 189/155/96
HEX BD9B60

Pantone 406 C
CMYK 20/19/17/0
RGB 196/188/183
HEX C4BCB7

Pantone 412 C
CMYK 61/68/64/74
RGB 56/47/45
HEX 382F2D

1.3
Color Palette

Color Proportion

Use these colors with neutrals, color photography, and accent colors to create simple and distinctive designs that are powerful and effective.

These blocks of color give you a sense of their order of importance in our visual identity. The color proportion can be flexible and it is useful to give a general idea of what the final chromatic result should be.
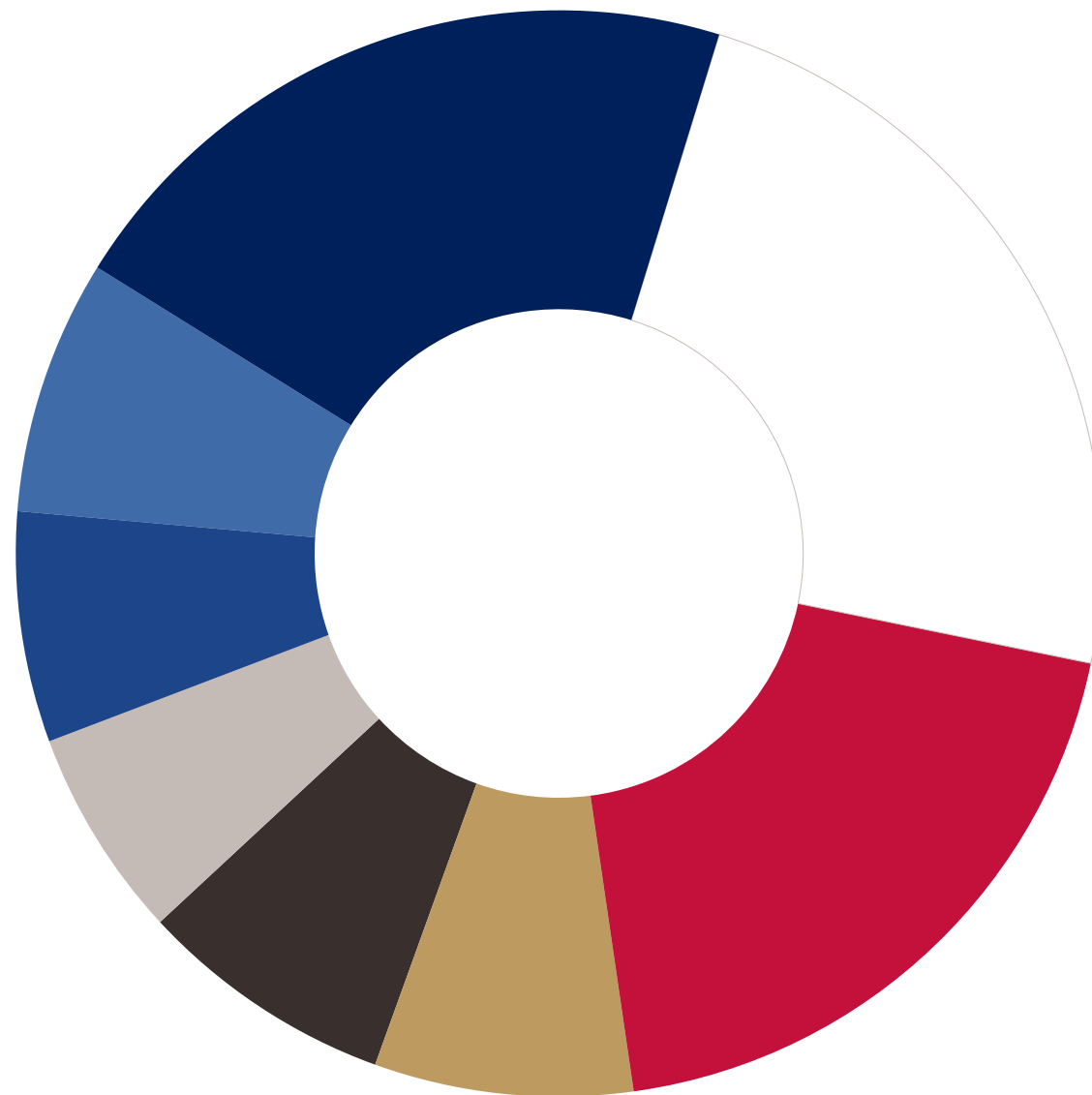
1.3
Color Palette

Color Combination

This color combinations guide enables versatility and cohesiveness.

A secondary color can be featured with a primary color as an accent color. The primary color is still the dominant color but the secondary color is used in combination to draw attention.

Create color combinations with a strong contrast to build a cohesive brand language.

1.4
Typography

Primary Typeface

Optima, Acumin and Adobe Garamond Pro are the main typefaces to be used at for all marketing communications.

Optima is a sans-serif typeface that has a modern look and a classic appearance.

Optima

Optima Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_**

Optima Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Optima Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_*

1.4
Typography

Primary Typeface

Acumin is part of the Adobe Originals series of typefaces, developed with the highest standards for aesthetic value, technical quality, and typographic functionality.

Acumin Pro

Acumin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Acumin Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Acumin Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Acumin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_*

1.4
Typography

Alternative Typeface

When Acumin Pro is not available, the backup system font is Arial. This is only to be used in exceptional circumstances.

Additionally, when Optima is not available, our backup system font is Constantia. This is only to be used in exceptional circumstances.

Constantia

Arial

Constantia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Constantia Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Constantia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_*

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_*

1.4
Typography

Typographic Hierarchy

Optima Normal, Acumin Pro Bold and Acumin Pro Semibold are recommended for headline copy. The headline should be at least 5 points larger than the body copy. Adobe Garamond Pro Italic can be used as a pull quote treatment or to emphasize the content.

The recommended typeface for body copy is Acumin Pro Regular. The body copy should be no smaller than 10 points.

Aa

Heading 1: Optima Normal
ABCDEFGHIJKLMNOPQ

Aa

Heading 2: Acumin Pro Bold
ABCDEFGHIJKLMNOPQ

Aa

Heading 3: Acumin Semibold
ABCDEFGHIJKLMNOPQ

Aa

Body Copy: Acumin Pro Regular
ABCDEFGHIJKLMNOPQ

Aa

Pull Quote: Adobe Garamond Pro Italic
ABCDEFGHIJKLMNOPQ

1.4
Typography

Typographic Hierarchy

This page shows the principles for setting text within a document hierarchy. Type should be left aligned and ragged right.

The examples on this page show how type should be used for headlines, key messages and body copy.

Heading One

Heading Two

Heading Three

"Tatum vel el intotatisqui doluptas id quo, samus doluptur ratatur si sit am sequiaerata quam esti voloreprae vellupta audi con nullendae voles derum veritat quiat."

Posa quae ant, odi qui iur, sim ide dolenist, volupti atiae. Ceped que simus doloresequia int. Otate voluptatem aces molestrunt ipsandam dit liam verita sa nonsed eius iuriamus. Lores audaeru mquatibeaque excepedipsa doluptatem. Otate voluptatem aces molestrunt ipsandam dit liam verita sa nonsed eius iuriamus.Lores audaeru mquatibeaque excepedipsa doluptatem

America's Military Women
Inspiring Leadership

"It's the nation's only institution that honors women veterans with stories of service and leadership."

Women have served in the military since the founding of the Republic. From the story of "Molly Pitcher", a woman who served with the Continental Army during the Revolution to the full integration of women into our armed services in the 1990s, America's military women have long demonstrated courage, patriotism and leadership.

MILITARY WOMEN'S MEMORIAL

1.0

Primary Elements

MILITARY
WOMEN'S
MEMORIAL

2.0
Secondary
Elements

2.1

Graphic Language

Photo Guidelines

Image Selection

Appropriate photo selection is an essential component of the MWM brand. Photos should be representative of the entire spectrum of MWM members. Choose photography that has a clear subject matter with an uncluttered background. Each photo should tell its own story, preferably with a single focus, using people as the primary subject as much as possible. Photos should be of high quality and a minimum of 300dpi for printed materials.

2.1
Graphic Language

Photo Guidelines

Photography overlays

Photography overlays are a great way to add contrast to images that are overlaid with copy.

Use Pantone 281C (Blue) on Grayscale images to achieve the effect.

Do's:

- Choose an image with room for copy
- If a person is partially cropped out of an image, make sure not to cut off the top of the head
- Drop the saturation to create a black and white image behind the color overlay

Don't s:

- Cut through people's faces with copy
- Stretch or distort an image in a way that crops off subjects heads or faces
- Use a color image behind overlay

2.1
Graphic Language

Graphic Element

Use a 75 degree angle to create dynamic layout compositions.

Colors may vary according to the color combination guide.

Solid horizontal lines may also be used to create smooth dividers for content, or to create emphasis.

2.2
Tone of Voice

Tone of voice is the written tone of voice or 'personality' of MWM as expressed through the written word. Tone of voice governs what is said in writing, and how it is said. In other words, it is the content and style of textual communications, in any setting and in any medium.

The MWM tone of voice is described by the following words:

Patriotic Respectful Honoring Inclusive Inspirational Factual Welcoming Pride of Servicing

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2.0

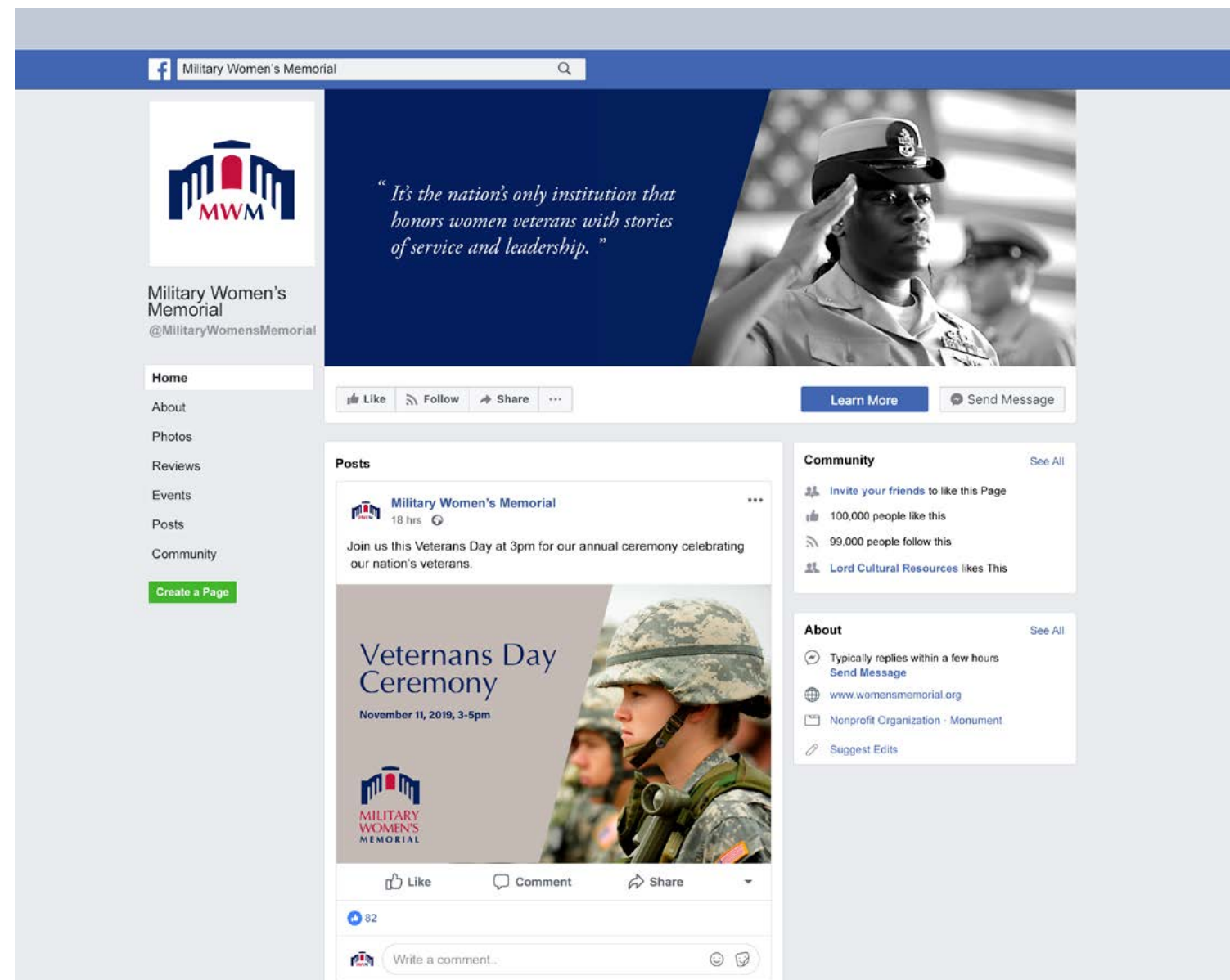## Secondary
Elements

MILITARY WOMEN'S MEMORIAL

3.0
Applications

3.1
Collateral Samples

Social Media

3.1
Collateral Samples

Website

Landing Page

3.1
Collateral Samples

Brochure Covers

Grayscale and blue overlay

3.1
Collateral Samples

Brochure Covers

Full color

3.2
Souvenirs

Brand Guidelines

MILITARY WOMEN'S MEMORIAL

3.0

Applications

Brand Guidelines

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https://www.womensmemorial.org/

#HerMemorial

@wimsamemorial   @wimsatweets