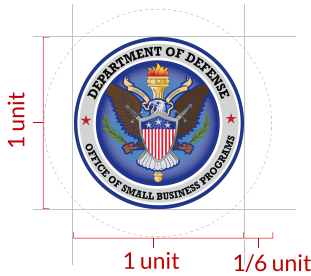


OSBP Brand Identity At-a-Glance



Logo

SPECIFICATIONS



- Perfect circle of equal height and width
- Must never appear smaller than .5" or .5 px
- Must always be given clearance of at least 1/6 width (about the distance from the inner white band to the outer blue band)
- May not be altered

TREATMENT

SINGLE-LINE HEADING:

Document Title Right-Aligned



HEADING W/SUBHEADING:

Document Title Right-Aligned

Subheading 2/3 the height of the title



Color

PRIMARY



OSBP BLUE
HEX #17375E
PMS 540 C
CMYK (76, 41, 0, 63)



DoD BLUE
HEX #355E93
PMS 653 C
CMYK (64, 36, 0, 42)

GRAYSCALE



DoD WHITE
HEX #FFFFFF
PMS P 179-1 C
CMYK (0, 0, 0, 0)



HARBOR GRAY
HEX #EBEBEB
PMS P 179-2 C
CMYK (0, 0, 0, 8)



SMOKE GRAY
HEX #ADADAD
PMS Col Gray 6 C
CMYK (0, 0, 0, 32)



ANCHOR GRAY
HEX #717171
PMS 424 C
CMYK (0, 0, 0, 56)



DoD GRAY
HEX #333333
PMS P 179-15 C
CMYK (0, 0, 0, 80)



DoD BLACK
HEX #141414
PMS Black C
CMYK (0, 0, 0, 92)

ACCENT



HAZY BLUE
HEX #E8E8FF
PMS 7541 U
CMYK (4, 2, 0, 4)



SKY BLUE
HEX #ACC8EB
PMS P 109-10 C
CMYK (24, 12, 0, 10)



CADET BLUE
HEX #728FB4
PMS P 107-10 C
CMYK (37, 21, 0, 29)



SPACE BLUE
HEX #15263B
PMS 2767 C
CMYK (64, 36, 0, 77)



FLAME RED
HEX #E3343B
PMS P 52-15 C
CMYK (0, 0, 0, 56)



OSBP RED
HEX #C00000
PMS P 49-8 C
CMYK (0, 87, 82, 24)



SUNRISE GOLD
HEX #F5CC00
PMS P 7-8 C
CMYK (0, 17, 100, 4)



SUNSET GOLD
HEX #CCA000
PMS 117 C
CMYK (0, 22, 100, 20)

Typography

TYPEFACE

Oswald

Light
Regular
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789
!?"@&...<">[.,:;](~)#\$%&/'

Lato

Light
Regular
Regular Italic
Bold
Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!?"@&...<">[.,:;](~)#\$%&/'

Crimson Text

Regular
Regular Italic
SemiBold
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789
!?"@&...<">[.,:;](~)#\$%&/'

USAGE

	FONT	WEIGHT	SPACING	SIZE	CASE	COLOR (on light)	COLOR (on dark)	
Title	Oswald	regular	normal	32 pt	Title Case	OSBP Blue	OSBP White	Title
Heading 1	Crimson Text	bold	normal	16 pt	Title Case	OSBP Blue	OSBP White	Heading 1
HEADING 2	Lato	bold	normal	13 pt	UPPERCASE	DoD Blue	Sky Blue	HEADING 2
HEADING 3	Lato	bold	+ 1 pt	11 pt	UPPERCASE	OSBP Gray	Smoke Gray	HEADING 3
Copy Text	Lato	light	normal	12 pt	Sentence case.	OSBP Gray	Harbor Gray	Copy Text