



**BETTER OPPORTUNITIES FOR SINGLE SOLDIERS**  
BRAND IDENTITY STANDARDS

Version 2.0 - July 2009

# INTRODUCTION

The Better Opportunities for Single Soldiers (BOSS) brand identity was created to reflect and promote the program's benefits. The following pages contain brand guidelines that must be strictly followed. These brand guidelines are designed to optimize any and all communications that include BOSS brand elements, such as logos. By following these guidelines, the BOSS brand identity will be delivered consistently and correctly.

The BOSS logo is the core of the visual identity. It consists of two graphic elements which work together in tandem as one visual unit, or logo. The visual size and proportion of the element in relation to each other should not change. The visual relationships are demonstrated below. The two graphic elements are:

**BOSS logotype:** A clean, simple typeset visual of the BOSS brand name.

**Splash graphic:** A blended visual representation of the three components of BOSS; Quality of Life, Recreation and Leisure, and Community Service.



## Staging Area

The BOSS logo must be used within a clear, uncluttered space. There must be clearance around the logo that measures .25 inches in height and width.

# LOGOS

Below are the only approved logos to be used. The preferred logo colors are shown here.



full color



black and white



grayscale



green



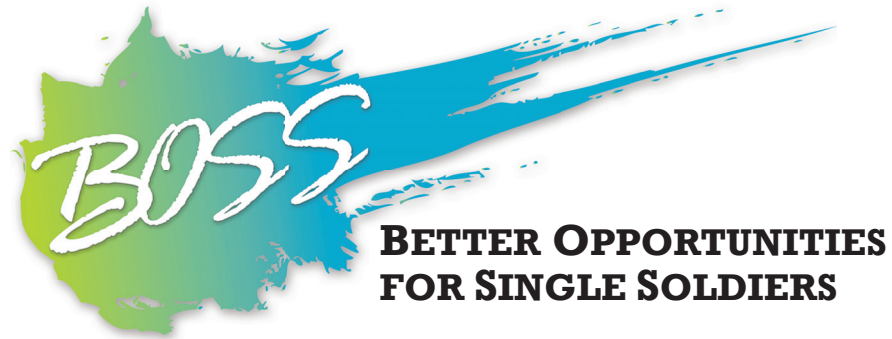
blue



turquoise

# LOGOS

Below are the only approved logos to be used. The preferred logo colors are shown here.



## CUSTOMIZED LOGOS

Below are the only approved customized logos to be used by U.S. Army Garrisons. The preferred logo colors are shown here.



# COLOR PALETTE

## Primary Colors

*For use at 100% or screen tints*



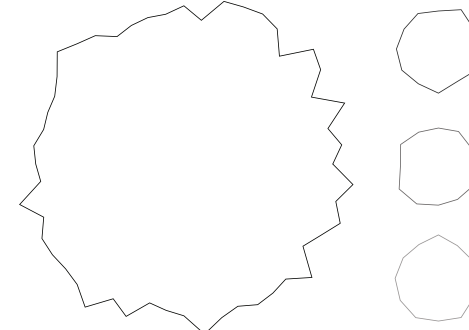
PMS: 368  
RBG: 133 / 196 / 69  
CMYK: 53 / 0 / 97 / 0



PMS: 338  
RBG: 110 / 186 / 155  
CMYK: 58 / 5 / 49 / 0



PMS: 631  
RBG: 7 / 170 / 207  
CMYK: 74 / 13 / 12 / 0



PMS: White  
RBG: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0

# TYPEFACES

## Rockwell

Rockwell regular is the preferred typeface for use in printed materials and graphics online.

Rockwell should be used for:

- Headlines
- Special design treatments

### Rockwell Regular

ABC DEFGHI JKLMNOP QRST UVWXYZ  
abcdefghijklmnopqrstuvwxyz

### *Rockwell Italic*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

### **Rockwell Bold**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### ***Rockwell Bold Italic***

***ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

## Calibri

Calibri should be used for:

- Body copy
- Subheads

### Calibri Regular

ABC DEFGHI JKLMNOP QRST UVWXYZ  
abcdefghijklmnopqrstuvwxyz

### *Calibri Italic*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

### **Calibri Bold**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### ***Calibri Bold Italic***

***ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

# CO-BRANDING

The BOSS logo is a sub-brand of Family and MWR and therefore should always be co-branded with the Family and MWR logo. The Family and MWR logo should always be .25 inches (25%) larger and staged to the left of the BOSS logo.



Co-branding relationship with Installation Management Command (IMCOM), BOSS Partners and/or Sponsors:



# CONTACT

If there are any questions regarding these guidelines or to request special materials or uses, please contact:

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