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U.S. Department of Defense

Brand Guide

Updated: Feb. 7, 2022

Overview

The Defense Department Brand Guide was developed to ensure a shared visual experience that reinforces DOD's identity and core priorities.

The foundation of the department's brand is the DOD Mission Statement:

> *The Department of Defense provides the military forces needed to deter war and ensure our nation's security.*

Objective

The purpose of this guide is to ensure that no matter how people engage with the DOD – on the website, via email or U.S. mail, through social media, livestream broadcasts or photographs – they are left with an impression that accurately reflects the department's brand identity and mission.

Strength. Courage. Discipline. Accountability. Integrity. Diversity.

The department shares the DOD story daily through official statements and a variety of informational products, engaging with many audiences around the world. Communicators should refer to this guide for correct use of the DOD brand in all communications from inception to production and delivery, in all media.

Symbols of the DOD Brand

Please click here for important information and guidelines about the use of Department of Defense seals, logos, insignia, and service medals.

The DOD Logo

The U.S. Department of Defense logo, revised in 2021, was updated to give a more classic and formal treatment to visually represent the Department of Defense.

Like the DOD Seal, the DOD logo is protected by law from unauthorized use.

Authorized users may employ the logo, in keeping with brand standards, in all DOD communications across all media platforms.

The DOD Seal

The DOD seal was first authorized for official use on Aug. 22, 1949, by Defense Secretary Louis Johnson, when the National Military Establishment was redesignated the Department of Defense. The design of the seal and its symbolism is described in Appendix VI Joint Army and Air Force Bulletin No. 23:

> *"An American eagle is displayed facing to the right. Wings are horizontal. The eagle grasps three crossed arrows and bears on its breast a shield whose lower two-thirds carries alternating white and red stripes and whose upper third is blue. Above the eagle is an arc of thirteen stars with alternating rays. Below the eagle is a wreath of laurel extending to the eagle's right and wreath of olive extending to the eagle's left. On an encircling band is the inscription 'Department of Defense' and 'United States of America.'*
>
> *The American bald eagle, long associated with symbolism representing the United States of America and its military establishment, has been selected as an emblem of strength. In facing to the right, the field of honor is indicated. The eagle is defending the United States, represented by the Shield of thirteen pieces. The thirteen pieces are joined together by the blue chief, representing the Congress. The rays and stars above the eagle signify glory, while the three arrows are collectively symbolic of the three component parts of the Department of Defense. The laurel stands for honors received in combat defending the peace represented by the olive branch.*
>
> *When the seal is displayed in color, the background is to be of medium blue with the eagle and wreath in natural colors and the arrows, stars, and rays of gold. The encircling band is to be dark blue with gold edges and letters in white."*

Elements of the DOD Brand

Design

The key components of DOD's visual brand identity — logos, typography and colors — should be used consistently across all platforms and media to reinforce and protect the brand.

Three items are critical to proper DOD visual branding:

1. The DOD/Pentagon logo, which is the official, approved combination of the Pentagon icon and logotype.
2. Typography, which consists of an approved family of typefaces for both digital and print content.
3. Color palette, which consists of the approved palette and usage of specific colors.

Voice

Voice is the character of the brand and does not change. The DOD voice is straightforward, informational and authoritative.

To best convey the DOD voice, communicators should speak and write in a clear, accurate, concise and authoritative, though not necessarily formal, manner.

Tone

The tone of the DOD voice should be driven by audience, context and platform. A report posted on the Defense.gov website would necessarily include data and charts and more formal language, while feature content on the website may be written in a more conversational style and include videos and photos.

Name

Consistent use of the proper name of an entity and its representative acronym strengthen and reinforce brand identity.

Using DOD Voice and Tone

Applying the DOD voice and tone consistently in all communications is an essential part of reinforcing the brand:

- Use Active Voice - avoid passive voice.
- Write/Speak Clearly – use complete concise sentences; refer to the Official DOD Plain Language Website at https://www.esd.whs.mil/DD/plainlanguage/ as needed.
- Use Plain English - avoid slang, jargon or acronyms.
- Write With Authority – DOD is the country's expert in defense and security.

Associated Press Style: For consistency in word usage throughout copy, products and department communications, DOD communicators should refer to the Associated Press Stylebook, the reader-friendly industry standard in journalism and public affairs writing. (See https://www.apstylebook.com/.) Be sure to cross-check word usage with separate, relevant DOD style guides for exceptions to AP Stylebook rules.

Use of Name

"U.S. Department of Defense" and "Department of Defense" refer to the proper name and legal entity of this cabinet-level government department. Reserve these for use in formal and official correspondence, documents, reports and testimony.

In all other cases, use "Defense Department" on first reference.

The correct acronym for "Defense Department" as used on the Defense.gov flagship website, which uses the AP Style as standard, is "DOD" with an uppercase "O" in the center; use on second reference after "Defense Department" or when the stand-alone acronym suffices depending upon use. Do NOT use "DoD."

The correct acronym for "Defense Department" in official written department communications, including but not limited to news releases, speeches, transcripts etc., including those published on Defense.gov, is "DoD" with a lowercase "o." Do NOT use "DOD" in these types of products.

Use of DOD Brand Symbols

The DOD logo and seal are protected by law from unauthorized use. The 1946 Lanham Act, sometimes called the Trademark Act, and other trademark and licensing acts give DOD, its components and the military services authorization to protect and license their names, insignia, seals, symbols, etc. Consequently, when the DOD logo and seal are used without authorization, the department may take appropriate action upon notification.

The DOD Logo

The logo may be used, in keeping with brand standards, in all DOD communications across all media platforms.

The DOD Seal

The DOD seal's use is restricted to official DOD top leader correspondence, legal documents, reports, memoranda, ceremonial booklets, certificates and awards.

DOD Logo

The following guidelines help to ensure a consistent use of our logo in all applications.

Please click here to download the DOD Logo assets.

Main Logo

The DOD logo consists of the Pentagon icon and a logotype set in Crimson Text Regular.

U.S. Department *of* Defense

This is the main logo for the DOD. The horizontal version should be used in most cases where the design allows.

Typical use cases include: Image overlays, print materials and certain web applications.

Stacked Logo

U.S. Department *of* Defense

The stacked logo should be used in narrower spaces where the primary logo will not fit, mostly in print and broadcast applications. Avoid using at small sizes, as it can become illegible.

Typical use cases include: Print materials, presentations, posters.

Icon

The Pentagon icon can be used by itself on certain applications, however the stacked version is preferred. Examples of icon usage are various broadcast products, as a background texture/watermark, or any other application in which the text of the logo would become illegible.

Typical use cases include: Design elements, graphic elements.

Logo Color

The DOD logo should be presented in the DOD Blue colorway when the design allows, however there are two additional colorways that are acceptable.

Main Logo

U.S. Department *of* Defense

DOD Blue
HEX: #355e93
RGB: (53,94,147)
CMYK: (64,36,0,42)
PMS: 653 C

Steel Blue
HEX: #aebfd4
RGB: (174,191,212)
CMYK: (18,10,0,17)
PMS: 651 C

Main Logo - Light

U.S. Department *of* Defense

White
HEX: #ffffff
RGB: (255,255,255)
CMYK: (0,0,0,0)
PMS: N/A

Smoke Gray
HEX: #adadad
RGB: (173,173,173)
CMYK: (0,0,0,32)
PMS: Cool Gray 6 C

Main Logo - Dark

U.S. Department *of* Defense

DOD Black
HEX: #141414
RGB: (20,20,20)
CMYK: (0,0,0,92)
PMS: Black 6 C

Smoke Gray
HEX: #adadad
RGB: (173,173,173)
CMYK: (0,0,0,32)
PMS: Cool Gray 6 C

Clear Space

Clear space is the open space around the logo and gives the logo ample breathing room from other text, images or graphics. The more clear space given to the logo the stronger impact it will have.

Main Logo

U.S. Department *of* Defense

Clear space around the main logo is equal to the cap height of the "U" in "U.S. Department of Defense."

Stacked Logo

U.S. Department *of* Defense

Clear space around the stacked logo is equal to the space between the apex of the Pentagon icon and the oval around the icon.

Icon

Clear space around the icon is equal to the space between the apex of the Pentagon icon and the oval around the icon.

The rules outlined above must be followed in all circumstances unless given explicit written permission to do otherwise.

One-Color Variations

These one-color variations are available for use in certain applications where additional contrast is needed in the detail of the Pentagon icon.

Typical use cases include: Image overlays, print materials and certain web applications.

One-Color - DOD Blue

U.S. Department *of* Defense

U.S. Department *of* Defense

DOD Blue
HEX: #355e93
RGB: (53,94,147)
CMYK: (64,36,0,42)
PMS: 653 C

One-Color - White

U.S. Department *of* Defense

U.S. Department *of* Defense

White
HEX: #ffffff
RGB: (255,255,255)
CMYK: (0,0,0,0)
PMS: N/A

One-Color - DOD Black

U.S. Department *of* Defense

DOD Black
HEX: #141414

Usage on Backgrounds

The DOD logo should only be used on the DOD-approved solid colors referenced in the Color section of the Brand Guide or masked images. There must be a 4.5:1 contrast ratio and the usage must follow WCAG 2.0 level AA requirements. Color contrast can be checked here.

Examples below:

Small Use (Web)

The small use logo & icon are designed specifically for rendering at small sizes and should ONLY be used on specific web and broadcast applications.

Small Use Logo

This small use should be used on web when the logo is rendered at a size between 115px wide and 1250px wide.

Typical use cases include: Banner of website.

Small Use Icon

The simplified icon should be used when the icon is rendered at a size between 115px wide and 40px wide.

Typical use cases include: Favicon, video bugs, app icons.

Only the horizontal logo and icon are appropriate with the simplified Pentagon icon. Do not use the simplified Pentagon icon in the stacked logo.

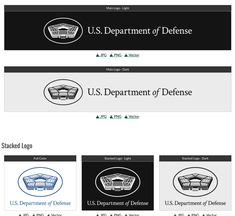
Avoid

The examples shown here, while not all inclusive, are presented to show improper uses of the DOD logo. The DOD logo should not be altered in any manner that diminishes its identity. The DOD logo should in no way be distorted, stretched or recolored when applied to communications.

The above examples to avoid are not all inclusive. If you are unsure whether your DOD logo conference to brand standards, please click here to submit a question on our contact form.

Downloads

Main Logo



JPG PNG Vector

Stacked Logo

JPG PNG Vector

Icon

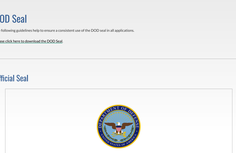
JPG PNG Vector

One-Color Variations

JPG PNG Vector

JPG PNG Vector

Small Use (Web)



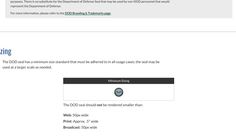
JPG PNG Vector

DOD Seal

The following guidelines help to ensure a consistent use of the DOD seal in all applications.

Please click here to download the DOD Seal.

Official Seal



This is the official seal for the DOD.

Description: An American bald eagle with wings displayed horizontally grasping three crossed arrows and bearing on its breast a shield of 13 pieces Argent and Gules, a chief Azure. Above the eagle an arc of 13 stars with alternating rays. Below the eagle a wreath of laurel to dexter and olive to sinister. On an encircling band the inscription "DEPARTMENT OF DEFENSE" at the top and "UNITED STATES OF AMERICA" at the bottom. The colors, gold, silver, and red, used in the blazon of the seal for the eagle and wreath proper, the arrows, stars, and rays gold, the chief argent, the encircling band and its stars blue with yellow/gold edges and letters in white.

Symbolism: The American bald eagle, long associated with symbolism representing the United States of America, is a powerful and majestic creature. The olive branch and arrows represent the power of defending the United States, represented by the shield of 13 pieces. The 13 pieces are joined together by the blue chief representing the Congress. The rays and stars above the eagle signify glory, while the laurel wreath represents victory. The olive branch represents the desire for peace and prosperity. The laurel stands for honors received in combat defending the peace represented by the olive branch.

Background: The seal was originally approved on 25 October 1947 by the President for the National Military Establishment. The designation was changed to Department of Defense on 15 August 1949.

The Department of Defense Seal is protected by law from unauthorized use, and may NOT be used for non-official purposes. Only the Secretary of Defense, Deputy Secretary of Defense, and their staff may use the DOD seal on items that would represent the Department of Defense.

For more information, please refer to the DOD Branding & Trademark page.

Sizing

The DOD seal has a minimum size standard that must be adhered to in all usage cases; the seal may be used at a larger scale as needed.

The DOD seal should **not** be rendered smaller than:

Web: 50px wide
Print: Approx. 1" wide
Broadcast: 70px wide

Seal Color

The following is the color guideline for the DOD seal.

Seal Element	Color	Pms	Cmyk	*RGB	*HEX
DESIGNATION BAND	OLD GLORY BLUE	4775	80/75	28/	#0D1C69
RIBBON	OLD GLORY RED	1805	0/100	179/	#B31942
HIGHLIGHTS	LEMON YELLOW	7548	0/40/95	255/	#FFC72C
SHADING	GOLD	7548	80/10	87/	#8F6B00
LETTERS	WHITE	9715	0/0/0	255/	#FFFFFF
SHADING	SILVER GRAY	5527	6/008	92/	#5B2A2
BACKGROUND	BLUE/RED	5527	6/0/0	162/	#A4A2A2
EAGLE					
HEAD, NECK, TAIL FEATHERS	WHITE	9715	0/0/0	/	#FFFFFF
BODY	SILVER GRAY	5527	6/008	92/	#5B2A2
DETAILS	STEEL	5129	80/0/0	108/	#6B8BD1
WING, BODY, UPPER LEGS	BROWN	4625	0/0/56	93/	#5C3E1
HIGHLIGHTS	BURNISHED STRAW	N/A	80/0/0	139/	#8D5D8
OUTLINE & DETAILS	BROWNSWAN	4756	80/0/0	168/	#A5C1E
LOWER LEGS, FEET, PIE, BEAK	GOLDEN YELLOW	4744	0/0/0	116/	#FFC0B0
BODY	LEMON YELLOW	7548	0/40/95	255/	#FFC72C
SHADING	GOLD	7556	80/10	87/	#8F6B00
PUPIL & TALONS	BLACK	5128	0/0/0	0/	#000000
HIGHLIGHTS	SILVER GRAY	5527	6/008	92/	#5B2A2
SHIELD					
1ST ALTERNATING STRIPES	WHITE	9715	0/0/0	/	#FFFFFF
2ND ALTERNATING STRIPES	SCARLET	4751	0/0/56	200/	#C7C0D0
BAR	OLD GLORY BLUE	4775	80/75	28/	#0D1C69
BAR	COLDEN YELLOW	7548	0/0/0	116/	#FFC0B0
ARROWS, STARS, RAYS	GOLDEN YELLOW	4744	0/0/0	116/	#FFC0B0
HIGHLIGHTS	LEMON YELLOW	7548	0/0/0	116/	#FFC0B0
SHADING	GOLD	7556	80/10	87/	#8F6B00
OLIVE BRANCH	OLIVE	5128	80/0/0	174/	#AD1D1A
HIGHLIGHTS	MEADOWS GREEN	4727	0/0/0	97/	#A0TE0
SHADING	ARMY GREEN	4625	0/0/56	93/	#5C3E1
SHADING	BROWN	4625	0/0/56	93/	#5C3E1
BERRIES (SHADES)	OLIVE	5129	80/0/0	174/	#AD1A1C
SHADING	ARMY GREEN	4625	0/0/56	93/	#5C3E1
RIBBON TIP	EGGSHELL	4742	0/0/0	96/	#D0C7A1

*Pantone matching system or equivalent. **HEX color code or equivalent. For location of color only, and not for color match. Variations may occur in color of details between unique printing and digital materials due to modeling effects.

Clear Space

Clear space is the open space around the seal and gives the seal ample breathing room from other text, images or graphics. The more clear space given to the seal the stronger impact it will have.

Official Seal

Clear space around the official seal is equal to the thickness of the outer blue ring.

When using the seal in applications where the width is less than 150px, the allocated white space must double.

The rules outlined above must be followed in all circumstances unless given explicit written permission to do otherwise.

Avoid

The official DOD seal should in no way be edited or presented in any way except how it is displayed above. The size of the seal is the only variable that can be changed, while adhering to the minimum sizing requirements outlined above.

If you are unsure whether your use of the DOD seal is in keeping with brand standards, please click here to fill out the contact form

Downloads

Official Seal

▲ .JPG ▲ .PNG ▲ Vector

Typography

Consistent typography can be a recognizable and synergistic part of any brand identity. All DOD-branded communications should use only the font families depicted in this section. The font families are separated into digital and print content.

A clear typographic system is critical to upholding the strength of the DOD brand. Type treatments should reflect the DOD as a strong and reliable voice. The DOD recommends a font system that uses three open-source font families: Oswald, Lato & Crimson Text, all of which are designed for legibility and can adapted to a variety of styles.

Primary Typefaces

Lato

Lato is an open-source sans-serif typeface created for legibility in UI design. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

Aa

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light, *Regular*, *Regular Italic*, **Bold**, **Black**

Oswald

Oswald is a reworking of the classic style historically represented by the Alternate Gothic' sans-serif typefaces. The characters of Oswald were initially re-drawn and reformed to better fit the pixel grid of standard digital screens.

Aa

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light, Regular

Crimson Text

Crimson Text is a typeface designed in the tradition of beautiful old-style typefaces. As a transitional serif design, Crimson Text shows a number of traditional features of "editorial" serif typefaces from around the early 19th century, such as alternating thick and thin strokes, ball terminals and a vertical axis.

The combination of light, regular, and bold weights gives the font family stylistic range, while conveying a desirable mix of classic, yet modern simplicity. Crimson Text communicates warmth and credibility at both large and smaller font sizes.

Aa

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular, *Regular Italic*, **Semi-Bold**, **Bold**

Alternate Typefaces

These typefaces are to be used ONLY IF their primary counterparts are unavailable.

Arial

A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century.

If Lato is unavailable, Arial (which is one of the most common system fonts available) may be used in its place.

Aa

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular, *Regular Italic*, **Bold**, **Black**

Franklin Gothic Medium Condensed

Franklin Gothic Medium Condensed shares many of the aesthetic traits of Oswald, but can be found in most modern text editors.

If Oswald is unavailable, Franklin Gothic Medium Condensed (which is available in most modern environments) may be used in its place.

Aa

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

Times New Roman

Times New Roman has a robust weight/density on the page and influences of European early modern and Baroque printing. The design is slightly condensed, with short ascenders and descenders and a high x-height (all lower case letters), all effects that save space and increase clarity.

If Crimson Text is unavailable, Times New Roman (which is one of the most common system fonts available) may be used in its place.

Aa

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular, *Regular Italic*, **Bold**

Type Hierarchy

Consistent typography allows audiences to recognize content from the DOD.

Please see acceptable use cases below:

Primary

- **Web**: Landing pages
- **Print**: Posters, other promotional materials
- **Broadcast**: Video slates, all other broadcast graphics.

This is an Example of a Standard Headline

This is an Example of a Subheadline

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi laculis sed ipsum quis sagittis. Nullam eget placerat purus. Vivamus facilisis felis ac eros congue rutrum. Integer non leo placerat, placerat ex at, condimentum purus. Sed ut massa non nunc rhoncus pretium ut non arcu. Ut in vulputate nulla, ut luctus magna.

Alternate

- **Web**: Website article content (news/feature stories, blogs, press products, etc.)
- **Print**: Official DOD documents
- **Broadcast**: Not for use in broadcast

This is an Example of a Standard Headline

This is an Example of a Subheadline

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi laculis sed ipsum quis sagittis. Nullam eget placerat purus. Vivamus facilisis felis ac eros congue rutrum. Integer non leo placerat, placerat ex at, condimentum purus. Sed ut massa non nunc rhoncus pretium ut non arcu. Ut in vulputate nulla, ut luctus magna.

Type Color

- Our primary font color across titles and body text is #333333 DOD Gray. This should be used against white and gray backgrounds.
- Our secondary font color is #3354FF/DOD Blue. This should be used sparingly and should only be used for stylized headings.
- Our tertiary font color is #FFFF White and should only be used when placing text on dark backgrounds.

DOD Gray	DOD Blue	White
HEX #333333	HEX #3354FF	HEX #FFFF
RGB 255,255,255	RGB 255,0,0,255	RGB 255,255,255
CMYK 0,0,0,80	CMYK 0,0,0,255	CMYK 0,0,0,0

Avoid

The examples shown here, while not all-inclusive, are presented to show improper uses of type.

Avoid setting all-body copy in Bold

Avoid using headings without sufficient contrast with body copy

Avoid setting both headline and body copy in Crimson Text

Avoid applying extra letter spacing/tracking

Avoid applying more than the recommended amount of leading

Avoid setting body copy in all-caps

The above avoidances are not all-inclusive. If you are unsure whether your use of the DOD logo is in conjunction with the DOD brand, please click here to fill out the contact form.

Type Table

The following is a resource to help identify which typeface should be used in a specific context.

Page Title/Headline	
Primary	Alternate
Oswald	Franklin Gothic Medium Condensed
Section Title/Headline	
Primary	Alternate
Lato	Arial
Content Title/Headline	
Primary	Alternate
Crimson Text	Times New Roman
Body Copy	
Primary	Alternate
Lato	Arial

*Only use the alternate option outlined above when primary is unavailable.

Color

Primary Color Palette

The primary color palette should be used for all main design elements.

DOD Blue	DOD Gray	White
HEX #0354FF	HEX #333333	HEX #FFFFFF
RGB 255,0,0,255	RGB 255,255,255	RGB 0,0,0,0
CMYK 100,50,0,0	CMYK 0,0,0,80	CMYK 0,0,0,0
PMS 2685C	PMS 447C	PMS N/A

Secondary Color Palette

The secondary color palette should be used in conjunction with the primary colors to accent designs.

Hazy Blue	Steel Blue	Cadet Blue
HEX #7DCFFF	HEX #3A6EA5	HEX #5F9EA0
RGB 125,128,245	RGB 179,49,123	RGB 123,142,188
CMYK 49,0,04	CMYK 28,60,0,75	CMYK 127,0,0,29
PMS 2945	PMS 4011	PMS 2197 C

Ocean Blue	Space Blue
HEX #0D4A70	HEX #1C6EA4
RGB 137,66,100	RGB 131,38,79
CMYK 100,0,0,149	CMYK 100,0,0,75
PMS 7545	PMS 2995 C

Harbor Gray	Smoke Gray	Anchor Gray
HEX #0A0A0	HEX #A4A4A4	HEX #757575
RGB 0,0,0,0	RGB 0,0,0,0	RGB 0,0,0,0
CMYK 0,0,0,0	CMYK 0,0,0,0	CMYK 0,0,0,0
PMS 9200 C	PMS Cool Gray 6 C	PMS 424C

Dark Gray	DOD Black
HEX #0A0A0	HEX #0A0A0
RGB 0,0,0,0	RGB 0,0,0,0
CMYK 0,0,0,80	CMYK 0,0,0,100
PMS 3 Y 3 N 3 C	PMS Black 6 C

Contact

If you have any questions regarding the DOD brand, please fill out the form below.

NAME

EMAIL

SUBJECT

QUESTION

You are limited to only 1000 characters.

Submit