COMPREHENSIVE SOLDIER & FAMILY FITNESS
BUILDING RESILIENCE ★ ENHANCING PERFORMANCE

Brand Toolkit - March 2013
Campaign Marks & Logos

Primary Mark Usage

The Comprehensive Soldier and Family Fitness logo is the primary brand mark for the CSF2 campaign. When used on print material, videos, multimedia or web sites that specifically pertain to the campaign, the logo should appear on a color specified in the color palette (next page). CSF2 recommends dark grey.

The logo may also be used on non-campaign related material such as letterhead, Powerpoint presentations or e-mail footers. In this case, CSF2 recommends a white or green background.

Secondary Mark Usage

The secondary brand mark for Comprehensive Soldier and Family Fitness features the campaign slogan, “Building Resilience, Enhancing Performance.” Similar to the logo, when used on print material, videos, multimedia or web sites, the CSF2 slogan should appear on a color specified in the color palette (next page). CSF2 again recommends dark grey.

Using Brand Marks Together

The primary and secondary brand marks can be used together on campaign products. When used in a vertical alignment, the logo should appear above the slogan mark. When used in a horizontal alignment, the logo should appear to the left of the slogan mark.
Color Palette

Approved Colors

The colors approved for the CSF2 campaign brand are pictured above. Each color has been broken down into their appropriate numeric and alpha numeric values, for print (cmyk), video (rgb) and web (hex) applications. Please pick the appropriate color value needed for your specific application.

Graphic Elements

Header & Footer Bar color - dark grey
Background color - green or beige
Photograph Border color - beige

Text Elements

GREEN BACKGROUND

Header text color - Army yellow
Sub-Head text color - white
Body Copy text color - white

BEIGE BACKGROUND

Header text color - white
Sub-Head text color - white
Body Copy text color - rich black
**Type Treatment**

**Verdana Bold** - header & sub-head font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Verdana Regular** - body copy font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Special Note:
The formal name of the program is “Comprehensive Soldier and Family Fitness” and should always be written as such (not with an &). The exceptions being the logo and header text.

**Approved Fonts**
The fonts approved for the CSF2 campaign are Verdana Regular and Bold. These fonts were chosen for their clarity and the ease of distribution. Verdana comes pre-installed on most computer systems sold today. Arial (regular and bold) may be substituted when Verdana is not available.

Verdana Bold should be used primarily as a header typeface, and Verdana Regular should be used primarily for body copy. When used on a dark background, the type should always be reversed out for legibility.

**Font Size**
Rule of Thumb: Header font size should be 2 times that of the body copy. Sub-head font size should be 1½ times that of the body copy.

**EXAMPLE**
- **Body Copy** - 12 pt
- **Header** - \((12 \times 2) = 24\) pt
- **Sub-Head** - \((12 \times 1.5) = 18\) pt

**Quick Reference for Text Elements**

**GREEN BACKGROUND**
- **Header** - Verdana Bold
- **Sub-Head** - Verdana Bold
- **Body Copy** - Verdana Regular

**BEIGE BACKGROUND**
- **Header** - Verdana Bold
- **Sub-Head** - Verdana Bold
- **Body Copy** - Verdana Regular