



# THE MOAA BRAND BOOK

# INTRODUCTION

The Military Officers Association of America (MOAA) is an organization whose sole mission is to champion the well-being of the military community through advocacy and benefits tailored to military officers and their families. The MOAA Brand Book contains a set of standards and guidelines designed to advise all communications and promotional materials distributed by MOAA.

In the following pages you'll find information regarding the MOAA look and feel. You'll learn how, where, and when to use the logo. You'll find out who MOAA's members are, including a set of traits and values for each segment. With these brand guidelines, you'll grasp the essence of MOAA and discover the voice that guides its tone and personality.

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# MOAA LOGO STANDARDS

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Here, you will find the guidelines detailing the correct usage of the MOAA logo, including color, sizing, and spacing. Furthermore, there are specific sets of logos that highlight MOAA benefits, products and services, and chapters.

The MOAA logo is an immediate representation of our brand. It is of the utmost importance that it be used as outlined in the following pages.

## MOAA LOGO STANDARDS

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Below is the primary logo for MOAA, which includes both the organization's abbreviated and full name, along with the MOAA shield and trademark symbol.

The logo should only be implemented using the provided file format, Illustrator EPS. This format is vector-based and allows for infinite scaling without degradation to its visual quality.

### PRIMARY LOGO



PRIMARY LOGO COLORS



SINGLE COLOR LOGOS

Black, gray, and reversed logos are provided to be used for instances where the logo must print in a single color.

PRIMARY BLACK LOGO



PRIMARY GRAY LOGO



PRIMARY REVERSED LOGO



CLEAR SPACE

A minimum amount of clear space is required to ensure the legibility of the MOAA logo. This clear space is the area surrounding the logo that must be kept free of all text and graphic elements. The minimum clear area equals the height of the letters in the word MOAA.



MINIMUM SIZES

Consistent logo usage across all applications helps to reinforce the MOAA brand. The following rules for logo size apply to logo use in all communications: the minimum width for print is 1.25" and the minimum width for web is 175 pixels.

PRINT



WEB



VERTICAL LOGO

This version of the logo should be used when the logo is used at a size less than 1.25" for print and 175 pixels for digital. The vertical logo may also be used in other applications which require maximum impact. The following rules for logo size apply to logo use in all communications: the minimum width for print is .3125" and the minimum width for web is 40 pixels.



PRINT



WEB



## MOAA LOGO STANDARDS

### BACKGROUND COLOR

The following background colors further reinforce the MOAA brand and impact of the logo. The following also illustrates which logo should be used with each of the background colors.



## MOAA LOGO STANDARDS

### PRIMARY LOGO COLOR PALETTE



MOAA Red  
PMS: 1807 C  
CMYK: 0-100-96-28  
RGB: 181-18-27  
HEX: b5121b

MOAA Blue  
PMS: 5463 C  
CMYK: 100-00-18-83  
RGB: 0-55-69  
HEX: 003745

MOAA Tan  
PMS: 404 C  
CMYK: 00-08-22-56  
RGB: 136-126-110  
HEX: 887e6f

White  
CMYK: 00-00-00-00  
RGB: 255-255-255  
HEX: ffffff

### PRIMARY LOGO WITH TAGLINE

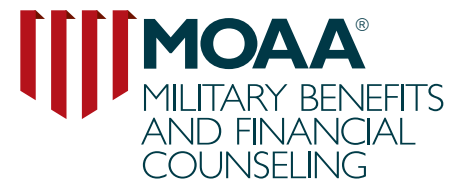
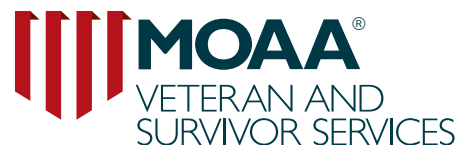
This version of the logo incorporates the MOAA tagline. Together, the logo and tagline help strengthen MOAA brand awareness. The logo/tag combination may be used on collateral material, periodicals, print ads, web banners, and other marketing material.



LOGO TREATMENTS

The following illustrates the primary logo typeset for MOAA benefits along with MOAA products and services.

BENEFITS

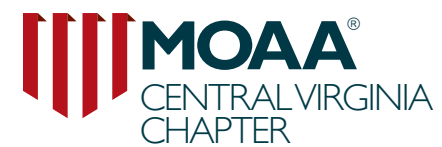
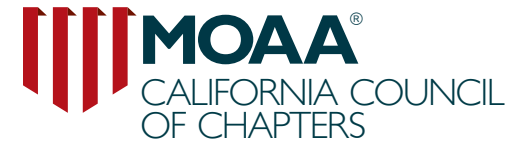


PRODUCTS AND SERVICES



CHAPTERS

The following is a sample of the primary logo typeset for each MOAA chapter. Chapter location copy should break into two lines to avoid appearing cluttered in relation to the primary logo. Treatment for all MOAA chapters is provided.



OTHER



CORRECT LOGO USAGE

The logo should be placed on uncluttered backgrounds and photos, so as to not impede the legibility and clarity of its appearance.



INCORRECT LOGO USAGE

Strict limitations on use of the MOAA logo are necessary to preserve the integrity of the brand. The MOAA logo is a customized artwork so any alteration, apart from proportional scaling, is considered incorrect usage.





# MOAA BRAND STANDARDS

The following brand standards are a set of guidelines to help MOAA and its affiliates communicate the look, feel, and representation of the organization. These standards have been put into place to ensure that MOAA's message remains consistent across various media, distribution, and target audiences.

## MOAA BRAND STANDARDS

### COLOR PALETTE

Only the specific colors shown here are approved for use. Mixing colors with any other color palettes is prohibited. The primary color palette is most representative of the MOAA brand. The secondary color palette should only be used as an accent color to the primary color palette where appropriate. Application of secondary colors with collateral is open for usage regardless of subject matter.

### PRIMARY COLOR PALETTE



MOAA Red PMS: 1807 C CMYK: 0-100-96-28 RGB: 181-18-27 HEX: b5121b	MOAA Blue PMS: 5463 C CMYK: 100-00-18-83 RGB: 0-55-69 HEX: 003745	MOAA Tan PMS: 404 C CMYK: 00-08-22-56 RGB: 136-126-110 HEX: 887e6f	White CMYK: 00-00-00-00 RGB: 255-255-255 HEX: ffffff
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### SECONDARY COLOR PALETTE



MOAA Magenta PMS: 7420 C CMYK: 0-80-42-20 RGB: 199-74-93 HEX: c74a5d	MOAA Cyan PMS: 3135 C CMYK: 100-0-16-9 RGB: 0-159-194 HEX: 009fc2	MOAA Orange PMS: 144 C CMYK: 0-48-100-0 RGB: 248-151-29 HEX: f8981d	MOAA Green PMS: 340 C CMYK: 100-0-66-9 RGB: 0-155-122 HEX: 009b7b	MOAA Steel Blue PMS: 5415 C CMYK: 42-8-0-40 RGB: 93-135-161 HEX: 009fc2
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PUBLICATION COLOR PALETTE

MOAA releases a variety of publications, each with its own category and corresponding color. Below is a reference to the specific color designated to each publication.

PUBLICATION COLOR PALETTE REFERENCE

PERSONAL FINANCE	COUNCIL AND CHAPTERS	SPOUSE AND FAMILY
<p>MOAA Publication Green PMS: 377 C CMYK: 45-0-100-24 RGB: 121-153-0 HEX: 799900</p>	<p>MOAA Publication Yellow PMS: 7409 C CMYK: 0-29-91-0 RGB: 255-184-25 HEX: ffb718</p>	<p>MOAA Publication Red PMS: 180 C CMYK: 0-91-100-23 RGB: 179-40-45 HEX: b3272d</p>
MILITARY BENEFITS	SURVIVOR ISSUES	TRANSITIONS
<p>MOAA Publication Brown PMS: 4635 C CMYK: 00-48-96-44 RGB: 64-64-64 HEX: 995f35</p>	<p>MOAA Publication Purple PMS: 255 C CMYK: 51-100-0-25 RGB: 119-34-108 HEX: 77216c</p>	<p>MOAA Publication Blue PMS: 5463 C CMYK: 85-24-0-00 RGB: 0-155-222 HEX: 009add</p>

PHOTOGRAPHY STANDARDS

Appropriate photo selection is an essential component of the MOAA brand. Photos should be representative of the entire spectrum of MOAA members. The subjects should appear pleasant and confident. Choose photography that has a clear subject matter with an uncluttered background. Photos should be of high quality and a minimum of 300dpi for printed materials.

STUDIO PHOTOGRAPHY



LIFESTYLE PHOTOGRAPHY



Please refer to section 701 of title 18 of the U.S. code for rules about MOAA using/portraying uniforms, service insignia, or endorsements from active duty servicemembers in our marketing materials.

TYPOGRAPHY

The following fonts should be used in all MOAA communications. Descriptions of font usage are listed to ensure the integrity of the MOAA brand.

PRINT FONTS

<p><u>LATO</u> For use as headlines, subheadlines, body copy, and quotes.</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.?!@#%&amp;*+= 1234567890</p> <ul style="list-style-type: none"> <li>• Lato Regular</li> <li>• <i>Lato Italic</i></li> <li>• <b>Lato Bold</b></li> <li>• <b><i>Lato Bold Italic</i></b></li> <li>• Lato Light</li> <li>• <i>Lato Light Italic</i></li> </ul>
<p><u>MINION</u> For use as headlines, subheadlines, body copy, and quotes.</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.?!@#%&amp;*+= 1234567890</p> <ul style="list-style-type: none"> <li>• Minion Regular</li> <li>• <i>Minion Italic</i></li> <li>• <b>Minion Bold</b></li> <li>• <b><i>Minion Bold Italic</i></b></li> </ul>
<p><u>LINOTYPE DIDOT</u> For use as headlines, subheadlines, and quotes.</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.?!@#%&amp;*+= 1234567890</p> <ul style="list-style-type: none"> <li>• Linotype Didot Roman</li> <li>• <i>Linotype Didot Italic</i></li> <li>• <b>Linotype Didot Bold</b></li> </ul>
<p><u>CONDUIT</u> For use as headlines and subheadlines.</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.?!@#%&amp;*+= 1234567890</p> <ul style="list-style-type: none"> <li>• Conduit Medium</li> <li>• <b>Conduit Bold</b></li> </ul>
<p><u>GOTHAM</u> For use as headlines and subheadlines.</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.?!@#%&amp;*+= 1234567890</p> <ul style="list-style-type: none"> <li>• Gotham</li> <li>• <b>Gotham Bold</b></li> </ul>

TYPOGRAPHY

Usage of the following fonts should be used in all MOAA communications. Descriptions of fonts usage are listed to ensure the integrity of the MOAA brand

WEB FONTS

<p><u>LINOTYPE DIDOT ETEXT PRO</u> For use as headlines, subheadlines, and quotes.</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.?!@#%&amp;*+= 1234567890</p>
<p><u>BERTHOLD AKZIDENZ GROTESK</u> For use as headlines, subheadlines, and body copy.</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.?!@#%&amp;*+= 1234567890</p> <ul style="list-style-type: none"> <li>• Berthold Akzidenz Grotesk Condensed</li> <li>• Berthold Akzidenz Grotesk</li> <li>• <b>Bold Condensed</b></li> <li>• <b>Berthold Akzidenz Grotesk Regular</b></li> <li>• <b>Berthold Akzidenz Grotesk BoldGill Sans Light Italic</b></li> </ul>

MOAA TAGLINE

MOAA's tagline, Never Stop Serving®, captures the spirit and personality of the association. The tagline may be used as a stand-alone element or in a body of text. Its placement within a body of text may fall anywhere within the structure of a sentence. The tagline should be used naturally and not forced. It may be written in either upper or lower case. Altering the language of MOAA's tagline is strictly prohibited.

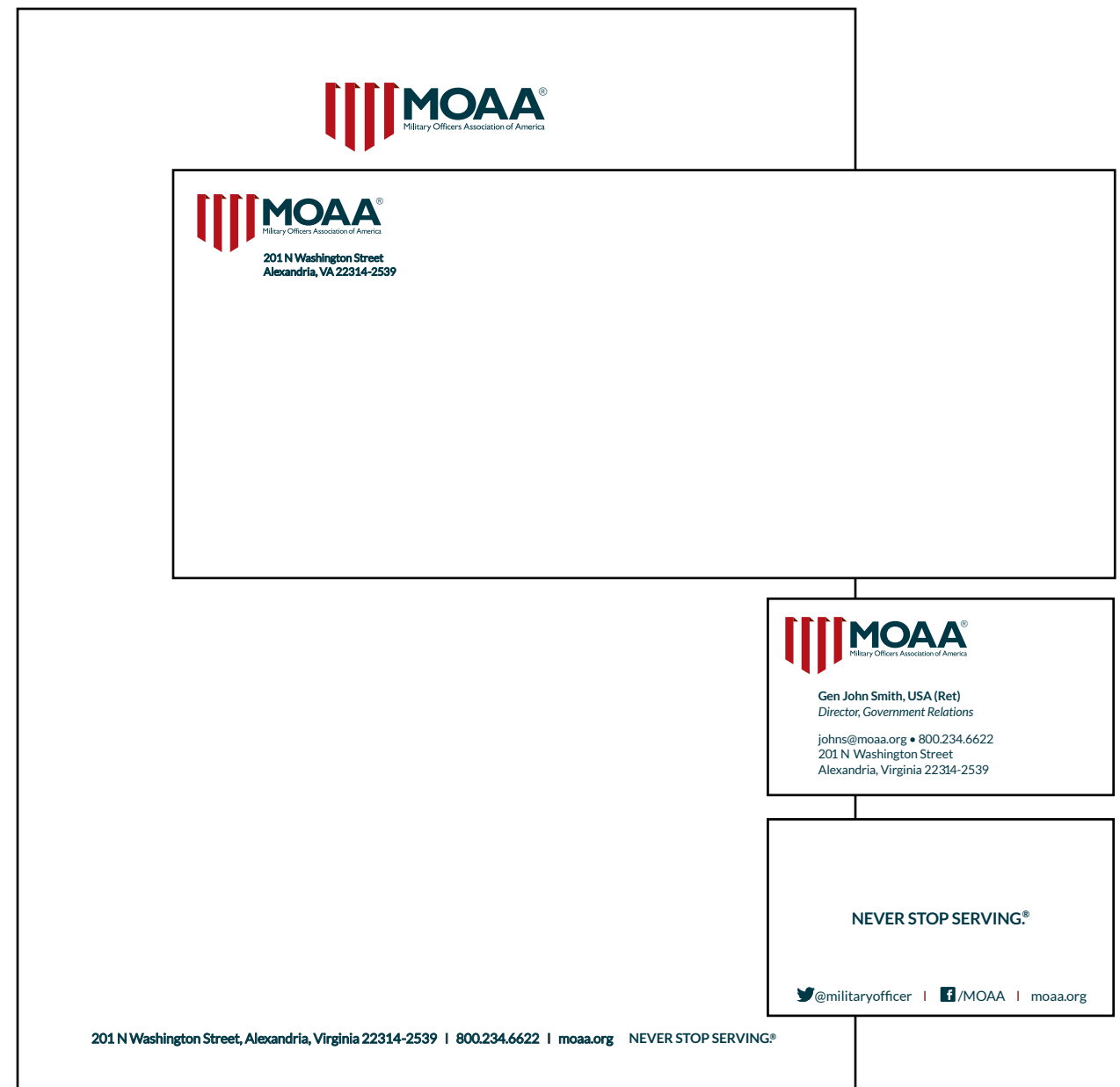
**NEVER STOP SERVING.®**

# MOAA CORPORATE STATIONERY

The basic stationery set consists of a letterhead, a #10 closed-face envelope, and a two-sided business card. Each piece features the MOAA logo and corporate signature with the tagline set apart as a separate element. This stationery should be employed as a set; mixing and matching elements with other stationery is not recommended.

## MOAA CORPORATE STATIONERY

### BASIC STATIONERY SET



BUSINESS CARD

MOAA PRIMARY LOGO (WIDTH: 1.875")

**Gen John Smith, USA (Ret)** (LATO BOLD (9 POINTS))  
*Director, Government Relations* (LATO ITALIC (9 POINTS))

johns@moaa.org • 800.234.6622 (LATO REGULAR (9 POINTS))  
 201 N Washington Street  
 Alexandria, Virginia 22314-2539

**NEVER STOP SERVING®** (LATO BOLD (12 POINTS, ALL CAPS))

@militaryofficer | /MOAA | moaa.org (LATO REGULAR (12 POINTS))

LETTERHEAD

MOAA PRIMARY LOGO (WIDTH: 1.875")  
 POSITIONED .75" FROM TOP

MARGINS:  
 TOP = 2.5"  
 RIGHT & LEFT = 1"  
 BOTTOM = 1"

Sample Text

Military Officers Association of America (MOAA)  
 201 N Washington Street  
 Alexandria, Virginia 22314-2539

Lorem Ipsum

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Sincerely,

John Smith

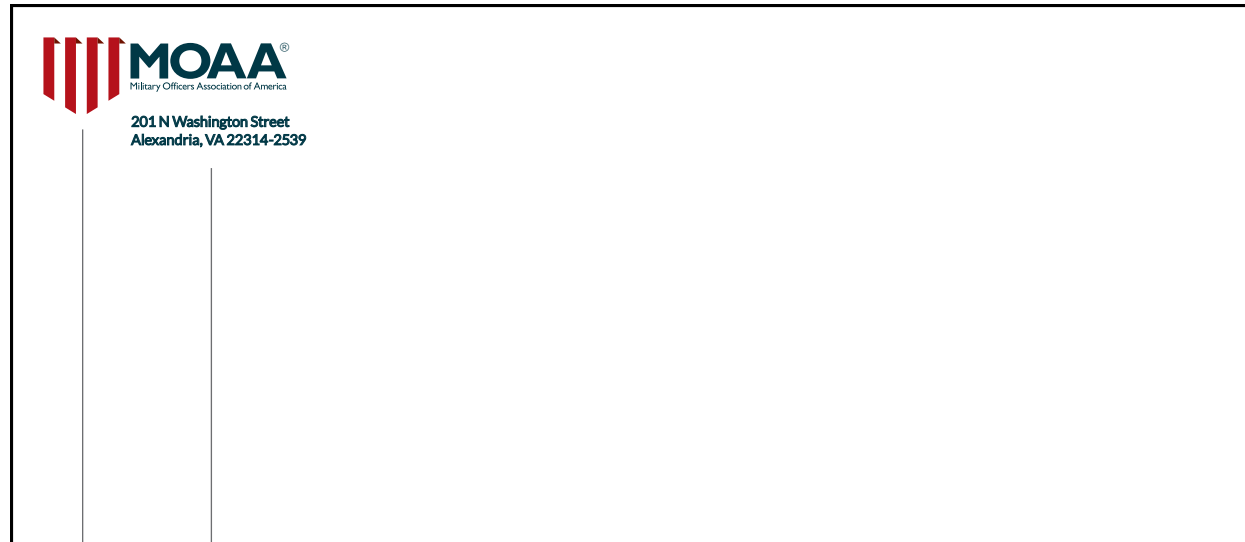
LATO REGULAR (12 POINTS, LEADING 16 POINTS)

201 N Washington Street, Alexandria, Virginia 22314-2539 | 800.234.6622 | moaa.org NEVER STOP SERVING®

LATO REGULAR (10 POINTS)

LATO BOLD (10 POINTS, ALL CAPS)

BUSINESS ENVELOPE



LATO REGULAR (8 POINTS, LEADING 10 POINTS)  
THE ADDRESS SHOULD ALWAYS LINE UP WITH THE POINT OF THE MOAA SHIELD. THE ADDRESS SHOULD ALSO LINE UP LEFT-JUSTIFIED WITH MOAA LOGO TEXT.

MOAA PRIMARY LOGO (WIDTH: 1.875)

E-MAIL SIGNATURE

John Smith  
General, U.S. Army  
Director, Government Relations  
Military Officers Association of America (MOAA)  
201 N Washington Street  
Alexandria, Virginia 22314-2539  
800.234.6622; 703.838.8100; Fax 703.838.8179  
[moaa.org](http://moaa.org)

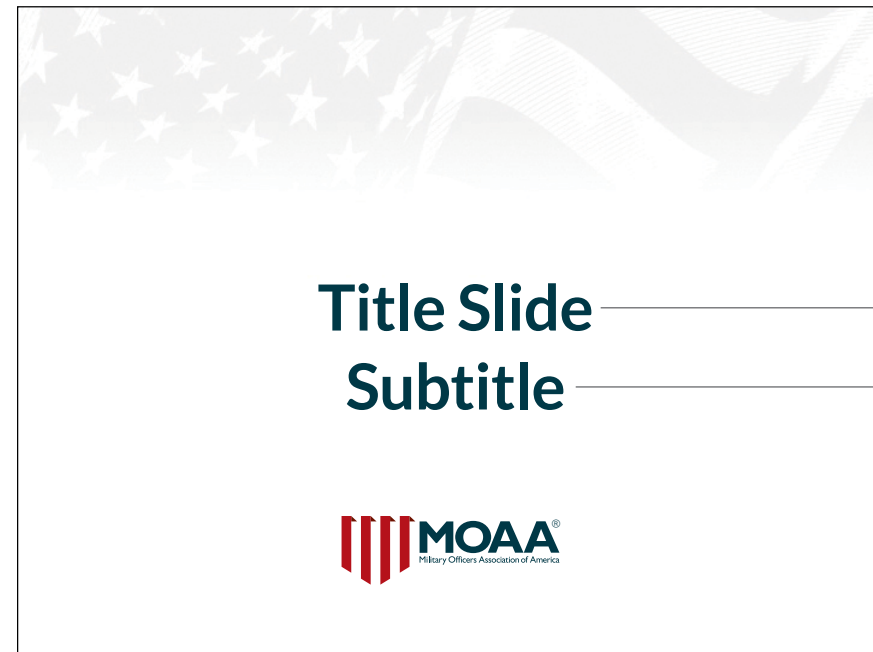
ARIAL REGULAR  
(10 POINTS)

NEVER STOP SERVING.<sup>®</sup>

ARIAL REGULAR  
(12 POINTS, ALL CAPS)  
SUPERSCRIP<sup>T</sup> (6 POINTS)

POWERPOINT TEMPLATE

When creating a MOAA PowerPoint presentation, Lato is the font that should be used for all text. If Lato is unavailable on a user's device, Gill Sans should be used instead. When sending a PowerPoint presentation to someone outside of MOAA, it is always important to send the file as a PDF in case the recipient's device does not contain the required fonts.

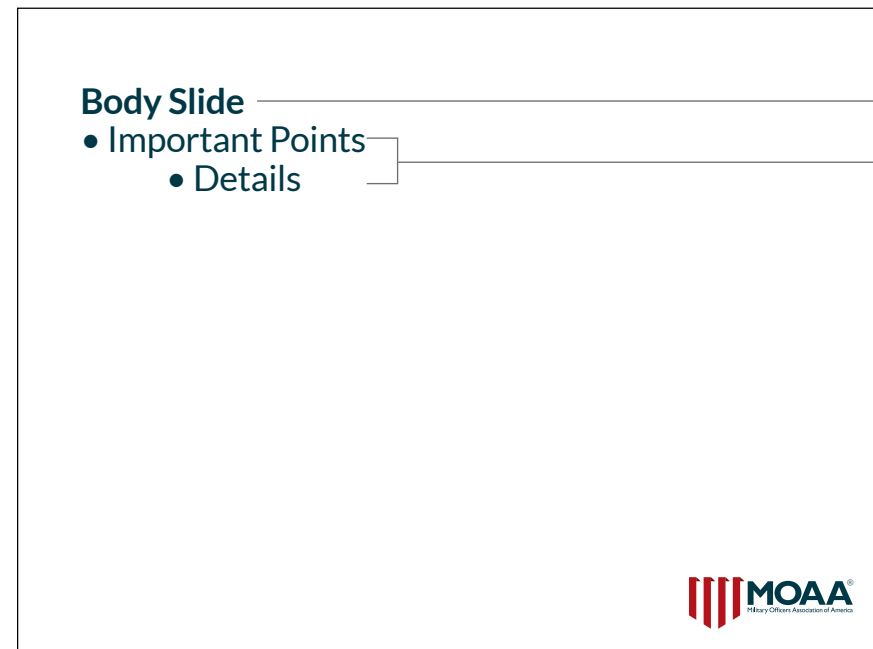


Title Slide  
Subtitle



LATO BOLD  
[50 POINTS]

LATO REGULAR  
[45 POINTS]



Body Slide

- Important Points
- Details



LATO BOLD  
[32 POINTS]

LATO REGULAR  
[32 POINTS]



# MOAA BRAND STRATEGY

MOAA's brand strategy serves as an outline for all messaging and verbal communication distributed by MOAA. Here, you'll learn about MOAA's identity, its message, and its members.

## MOAA BRAND STRATEGY

<b>INSIGHT</b>	Like MOAA, officers have a service mentality: their oath to support and defend never ends. They "have each others' backs" and look out for everyone in their ranks.
<b>PROMISE:</b> Identifies what our audiences should expect from all interactions with our people, products, services, and organization.	We never stop serving military personnel and their families.
<b>MISSION:</b> Clearly and succinctly defines what we do best every single day; our purpose and value.	To advocate for our military community and connect it to the nation we serve.
<b>VISION:</b> A vision statement requires courage. It describes the future—it is inspirational, aspirational, and energizing.	Promote and protect a strong national defense and lead our Nation to honor its commitments to all who serve.
<b>TAGLINE:</b> Why we matter.	NEVER STOP SERVING.®
<b>PERSONALITY:</b> What we're like.	Driven and selfless.
<b>VOICE:</b> How we sound.	An officer (not a lobbyist).



MOAA's members make up a diverse spectrum of audiences. Here, you'll find a guide to all eight of MOAA's membership profiles, including the unique characteristics of each demographic and the services that are relevant to that group.



**MOAA NEVER STOPS SERVING TO GET THEIR LIVES OFF TO A GREAT START.**

**MARKERS:**

Exciting “firsts” (marriage, baby, house), deployment, strains of war, high divorce rate, one-tour of duty/forced out due to draw downs, questioning military life as a career, allegiance to other Iraq and Afghanistan veterans, wired, media savvy, proactive, activists

**MOAA PROVIDES:**

- Military professionalism
- Transition services: résumé reviews and virtual job fairs
- Financial guidance and products
- Spousal professional development



**MOAA NEVER STOPS SERVING TO HELP MEET THE NEEDS OF THEIR FAMILY.**

**MARKERS:**

Pragmatic, skeptical, more earning potential, “trading up” homes, saving (or not saving) for college and retirement, “sandwich generation,” possibly more deployment, injury, career instability or dissatisfaction, divorce, geo-bachelors, wired, possibly transitioning out of active duty to service in the National Guard or reserves

**MOAA PROVIDES:**

- Military professionalism
- Transition services including spouse programs
- Life insurance
- Guidance in using civilian insurance
- Interest-free loans and grants for children



**MOAA NEVER STOPS SERVING TO HELP THEM REFOCUS AND THRIVE.**

**MARKERS:**

Second and non-military careers, reinventing themselves, mind/body wellness-focused, retirement concerns, benefits eroding, spouse in workforce

**MOAA PROVIDES:**

- Transition services including financial/benefits guidance
- Advocacy against retirement threats
- VA claims assistance
- Health insurance
- Interest-free loans and grants for children



**MOAA NEVER STOPS SERVING TO HELP THEM RETIRE THE WAY THEY ENVISIONED.**

**MARKERS:**

Original activists, idealistic, retiring later, stretching savings, downsizing, increasingly wired, illness prevention, caring for elderly parents

**MOAA PROVIDES:**

- Travel services
- Healthcare guidance: TRICARE to Medicare
- Healthcare advocacy
- Wealth planning



**MOAA NEVER STOPS SERVING TO HONOR THEIR SERVICE AND KEEP THEM CONNECTED TO THEIR MILITARY FAMILY.**

**MARKERS:**

Patriotic, fond memories, spouses/friends dying, depression, isolation, chronic health concerns, financial difficulties (esp. among widows)

**MOAA PROVIDES:**

- Access to grassroots advocacy efforts
- Camaraderie through local chapters
- Publications
- Support for spouses and families who have lost an officer



### MOAA NEVER STOPS SERVING TO HONOR THEIR STEADFAST COMMITMENT.

#### MARKERS:

Uncertainty and fear about “what’s next” in term of spouse’s assignments and potential deployment; difficulty putting down roots in a community; different schools and routines for children; careers often put on hold; sacrifices made to support spouse; financial matters falls on their shoulders. In essence, spouses are serving the military alongside their servicemembers and want to be viewed and respected for their tremendous and selfless efforts.

#### MOAA PROVIDES:

- Advocacy to support military families
- Publications: *State Report Card* and *Military Family Legislative Action Guide*
- Spouse career resources and relocation information
- Military Spouse Symposia
- MOAA insurance plans



#### MARKERS:

For older spouse, dwindling support system and burdened or confused by tasks he or she has never had to deal with, like financial matters. In essence, spouses are serving the military alongside their servicemembers and want to be viewed and respected for their tremendous and selfless efforts.

#### MOAA PROVIDES:

- Advocacy to support surviving spouses
- Publications: *Help Your Survivors Now: A Guide to Planning Ahead*; *Auxiliary Checklist*; and *Military Officer* magazine
- Travel discounts
- MOAA insurance plans
- Community and camaraderie through local chapters



### MOAA NEVER STOPS SERVING WELL BEYOND THEIR MILITARY CAREER.

#### MARKERS:

Have left the military for various reasons: spouse may desire a more stable living environment; officer may have developed negative views of the military; may want to reconnect with family and friends; may have served out a planned amount of time. Interested in the products and services MOAA provides, but less interested in legislation and lobbying efforts as they don’t directly apply to them anymore.

#### MOAA PROVIDES:

- Advocacy
  - GI Bill training improvements — you have 10 years to use the GI Bill
  - Tax credits for employers to hire veterans
- Career transition services
- Financial guidance
- Travel discounts
- Community and camaraderie through local chapters

