BOSS

**BETTER OPPORTUNITIES
FOR SINGLE SOLDIERS**

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS
BRAND IDENTITY STANDARDS

Revised 01 JUN 2022

INTRODUCTION

The Better Opportunities for Single Soldiers 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 on 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 color 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.

Joint Bases Area

The BOSS Logo wording may be adjusted for those Army Installations that are a Joint Base and are home to our sister branches, the guidelines outlined in the slides to follow still apply

LOGOS

To safeguard and support the long-term success of the Better Opportunities for Single Soldiers brand, it is important for communications to be unified and centrally managed.

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

The Primary logo for BOSS is the BOSS Script, with the Secondary Logo being the BOSS Splash.

SCRIPT

Full color

Black and White

Grayscale

SPLASH

Other Approved Official Logos

CUSTOM LOGOS

When using custom design, be sure to place the logo over a solid white or black background. Do not use the logo at less than a 1/4 of inch size. Some promotional items may need to use all black or white logo over solid background.

Before using a custom logo it must be approved by the IMCOM G9 Staff (BOSS and Marketing).

Full color

Black and White

Grayscale

COLOR PALETTE

Primary Colors
For use at 100% or screen tints
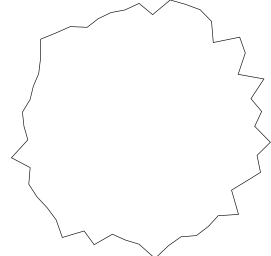
PMS: 368
RGB: 133/196/69
CMYK: 53/0/97/0

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

PMS: 319
RGB: 30/202/211
CMYK: 66/0/21/0

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

PMS: White
RGB: 255/255/255
CMYK: 0 /0 /0 /0

PMS: White
RGB: 255/255/255
CMYK: 0 /0 /0 /0

TYPEFACES

When using official BOSS Publications, only the fonts below are approved for use:

Rockwell

Rockwell regular is the preferred typeface
for use in printed maerials and graphics online.
Rockwell should be used for:

• Headlines
• Special design treatments

Rockwell Reglar
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rockwell Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rockwell Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rockwell Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri

Calibri should be used for:
• Body copy
• Subheads

Calibri Reglar
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
***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 80% larger and staged to the left of the BOSS logo.


Co-branding relationship with U.S. Army, Army Materiel Command and Installation Management Command (IMCOM). The AMC logo should be 80% height of the U.S. Army logo and the IMCOM/Family and MWR are 90% height of the AMC.

For aesthetic appearance vertically align logos rather then aligning at the bottom but using the center.

approved size

approved spacing*

80%   90%   90%   80%

80%   90%   90%   80%
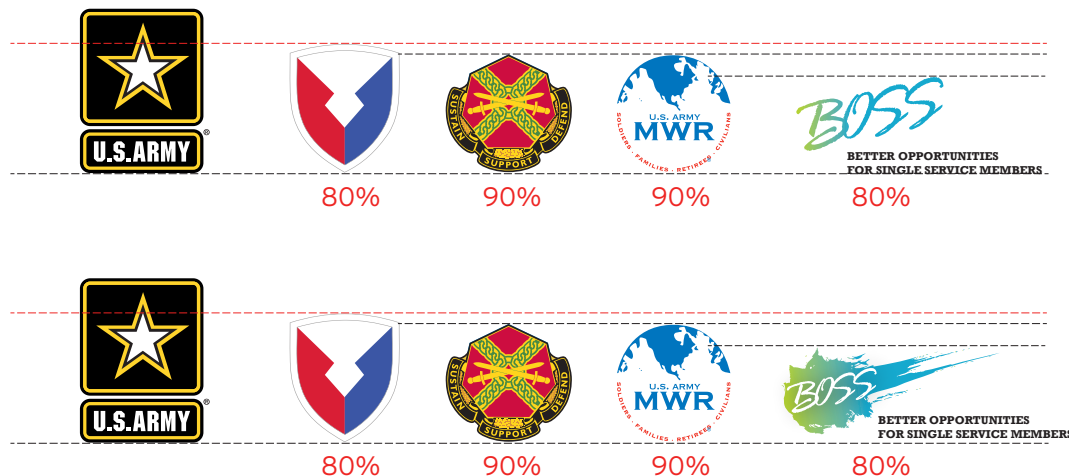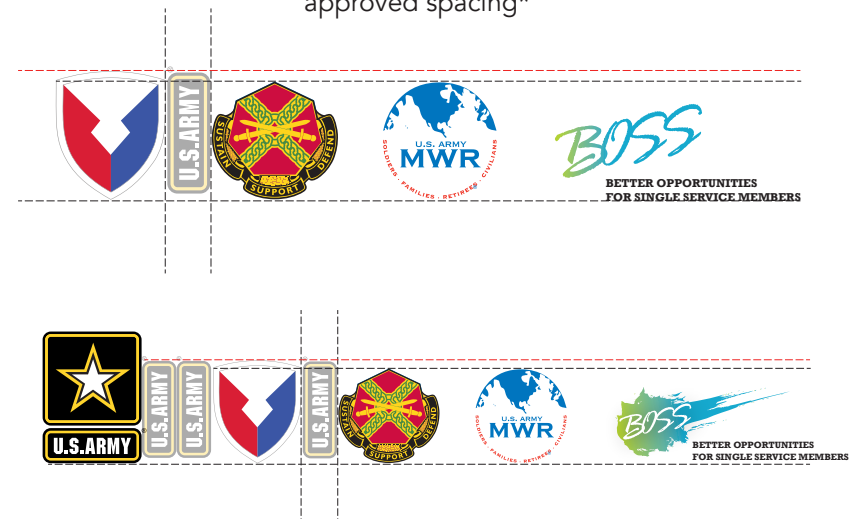
*note logos after the U.S. Army logo are space the height of the bottom section of the logo twice rather than once as shown

VOICE GUIDELINES

The BOSS Program

- BOSS is for active, guard and reserve single Soldiers, single parents and the geographically dispersed of all branches of service and includes foreign service members that are stationed on an Army Installation
- Generates awareness for dingle Soldier concerns at all levels of army leadership
- Improves Soldier quality of life
- Helps Soldiers, their families and the community through events and community service projects
- Affords Soldiers opportunities to compete and experience new adventures through recreation and leisure activities
- Represents the voice of the single Soldier

BOSS AND SOCIAL MEDIA

The Garrison BOSS Program is authorized the use of Social Media Platforms IAW IMCOM G9 Marking Policy and IMCOM G9 BOSS SOP. If the Garrison uses Social Media their Handle should match the guidelines below.

Social Media Handle will be universal across the program and should be in the format of (Garrison)MWRBOSS

Examples:
CampbellMWRBOSS
HawaiiMWRBOSS
HumphreysMWRBOSS

BOSS HASHTAGS

When creating BOSS posts, it should include the hashtags outlined below:

#BOSSome
#LifeSkill (if the event is a Life Skill)
#ThisIsMySqad
#ArmyMWRBOSS

CONTACT

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

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