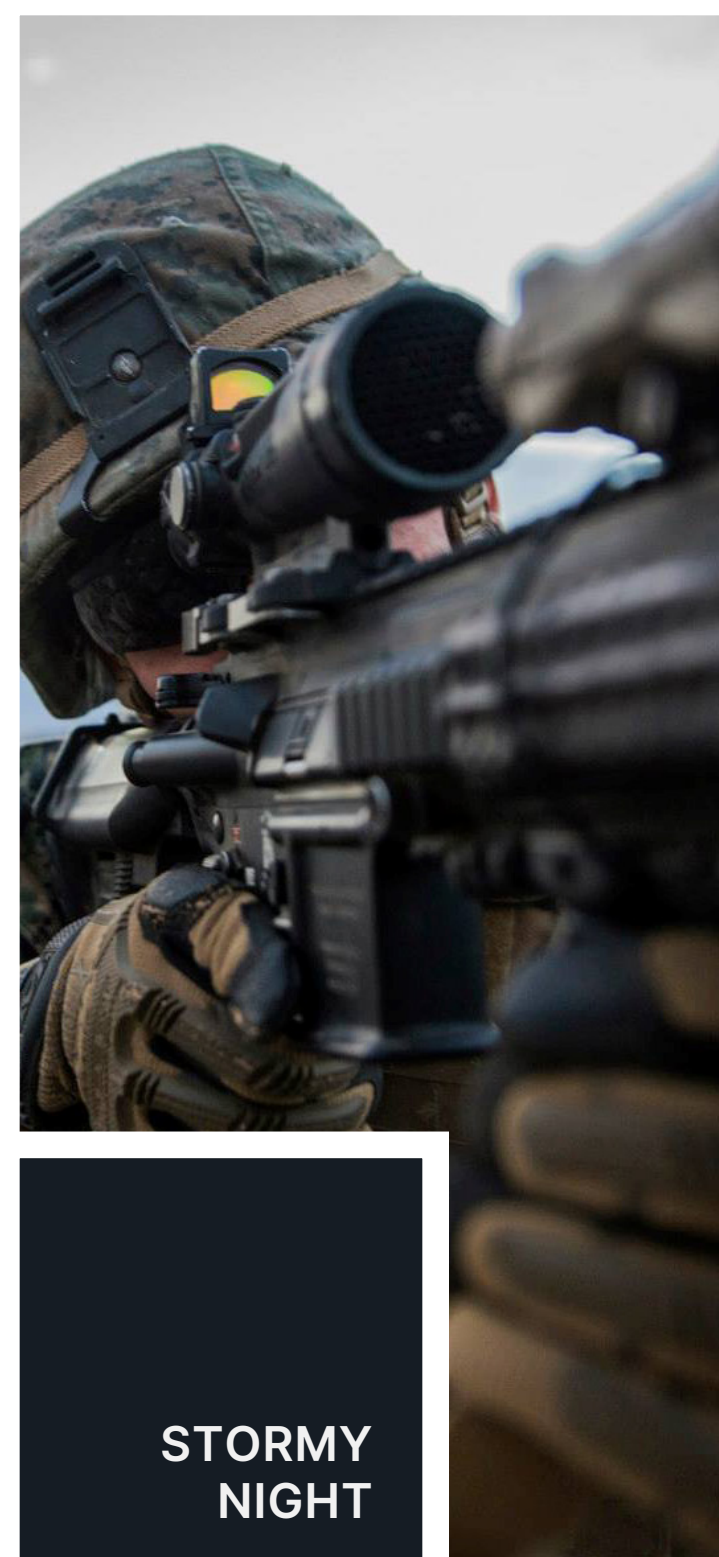




O P E R A T I O N
STORMBREAKER



Brand Guide



Welcome.

003

Our brand is defined by our reputation: the trust Warfighters and stakeholders place in our ability to deliver innovative software capabilities rapidly, securely, and decisively.

We are deeply committed to mission outcomes, operational excellence, and building trusted partnerships. Our success isn't measured solely by metrics or milestones; any team can deliver software solutions. Our distinction lies in our unwavering dedication to enabling tactical agility and providing a decisive advantage across all operational domains. Our ultimate aim is to become an indispensable element of mission success, seamlessly integrated into daily operations.

The following pages provide guidelines, principles, and practical insights to clearly articulate our values, embody our vision, and strengthen the identity of Operation StormBreaker. While we cannot anticipate every scenario, this guide is your foundation for delivering consistent, compelling communications that reinforce our shared objectives.

Whether you're part of our core team, an external partner, or supporting from another capacity, your contributions are vital. Thank you for helping us achieve operational excellence and advance the StormBreaker mission.

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Intent of This Guide

This guide serves as the foundational reference for internal teams, external vendors, and authorized partners collaborating on Operation StormBreaker communications and branded materials. The principles, standards, and guidelines detailed within are informed by comprehensive analysis, strategic planning, and consistent application across multiple channels and platforms.

Our intent is not to limit innovation or creativity. On the contrary, adaptability, agility, and innovation are fundamental to Operation StormBreaker's mission. This guide ensures clarity, consistency, and strength in our brand's voice and visual presence, reinforcing the strategic importance and impact of Operation StormBreaker in every piece of content produced.

While certain assets such as briefing templates, official documentation formats, and standard graphics have predefined

formats, they are documented separately and regularly updated for practicality and ease of use. This guide instead focuses on equipping you—the communicator and creator—with the critical resources, elements, and direction necessary to effectively convey the distinctive identity and strategic objectives of Operation StormBreaker.

Consistent adherence to these guidelines ensures every creation distinctly represents Operation StormBreaker, clearly signaling our credibility, reliability, and commitment to delivering rapid, secure, and mission-relevant software solutions to the Warfighter.

Please view this guide as a living document that will naturally evolve alongside Operation StormBreaker. Refer back frequently and contribute actively to its evolution, ensuring it remains reflective of our operational excellence and adaptive to the changing needs of our mission.

Using our Brand Materials

Operation StormBreaker maintains stringent standards regarding our brand identity to ensure clarity, trust, and integrity in all our communications. While we encourage collaboration and creativity, strict control is exercised over the use and representation of our brand materials to protect our reputation and uphold operational excellence.

Explicit permission and formal authorization are required for any use of Operation StormBreaker brand assets, including all visual elements, logos, graphics, and associated resources provided within this guide and related files. Possessing these materials alone does not grant any implied consent or usage rights.

Approval processes for brand-related materials may vary depending on context and scope. If you have questions or require guidance, please reach out to your designated Operation StormBreaker representative or primary point of contact.

Operation StormBreaker reserves the right to review, approve, or deny any usage or application of our branding elements at our discretion to ensure alignment with our strategic mission and brand integrity.



About The Brand

This section provides an overview of Operation StormBreaker, outlining who we are, our mission to rapidly deliver secure and impactful software solutions, and the core values that guide our approach and actions. These foundational elements define our identity, shape our culture, and direct our collective efforts toward achieving operational excellence.

PAGE 8

About Operation StormBreaker

PAGE 9

Mission

PAGE 10

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PAGE 11

Our Brand Personality

About Operation StormBreaker

008

Operation StormBreaker is an innovative initiative that delivers rapid, secure, and adaptable software-defined capabilities to support decisive military advantage across all domains. Founded on the principle of achieving mission superiority through digital dominance, StormBreaker accelerates the way warfighters respond to emerging threats, operational challenges, and strategic opportunities.

We are committed to transforming legacy processes into agile workflows, continuously integrating advanced technologies and real-time data to connect sensors, effectors,

and decision-makers seamlessly. By placing operational agility and cybersecurity at the core of our mission, we ensure forces maintain the initiative—anywhere, anytime, and across all domains.

Our strength comes from a collaborative team of experts who embody our core values, drive continuous innovation, and sustain a culture of excellence. Whether developing software, refining capabilities, or collaborating with mission partners, StormBreaker is relentlessly focused on enhancing operational effectiveness and maintaining strategic dominance.





Mission

In today's unpredictable operational landscape, our warfighters face a relentless storm of sophisticated adversaries, rapid technological advances, and global competition. Maintaining superiority in the modern battlespace requires unrivaled digital dominance and the agility to outpace evolving threats.

Our future operational success depends on

the ability to rapidly and securely deliver resilient software capabilities. As competition and conflict extend deeper into the digital domain, outdated tools and processes erode our competitive edge, weaken force readiness, and place warfighters at risk. Operation StormBreaker meets this challenge head-on, equipping warfighters with a modern platform to field mission capabilities at the speed of relevance.

Our Values

Operation StormBreaker’s values define who we are, shape our mission, and guide every action we take. They serve as the foundational principles that drive our operational decisions, culture, and partnerships. More than ideals, these values represent a shared commitment to excellence, innovation, and mission success.

Use these values to ensure consistency, clarity, and authenticity in all communication and operational activities. Whether you’re collaborating internally, partnering externally, or engaging stakeholders, our values help ensure alignment and reinforce trust in Operation StormBreaker’s ability to deliver decisive capabilities.

01. Mission First

We prioritize the needs of the Warfighter above all else. Every decision, capability, and action is aligned with ensuring operational superiority.

02. Agility

We rapidly adapt, innovate, and respond to evolving threats. Speed, flexibility, and continuous improvement guide our software development and operational methodologies.

03. Integration

We foster seamless connectivity and interoperability, bridging sensors, effectors, and decision-makers across domains into a cohesive operational capability.

04. Decisive Action

We empower rapid, informed decisions through real-time data and actionable intelligence, enabling forces to operate faster than our adversaries.

05. Trust and Security

We maintain uncompromising standards of cybersecurity, resilience, and reliability. Trust underpins every interaction, partnership, and system we deploy.

06. Collaboration

We actively build strategic partnerships across teams, domains, and the private sector, recognizing that collective expertise is essential to achieving and maintaining advantage.

07. Continuous Innovation

We relentlessly pursue improvement through creativity, experimentation, and learning, ensuring our capabilities evolve ahead of emerging threats.

08. Accountability

We take ownership of outcomes, responsibilities, and commitments, holding ourselves to the highest ethical, professional, and operational standards.





Our Brand Personality

Operation StormBreaker’s brand personality is defined by resilience, agility, precision, and trust. We communicate with clarity, confidence, and purpose, reflecting our steadfast commitment to innovation and operational excellence. Our interactions and materials are consistently professional, authoritative, and mission-focused, embodying the strategic urgency and integrity required in contested operational environments.

Voice & Style

Clear
Authoritative
Focused

This section outlines Operation StormBreaker's communication guidelines, emphasizing consistency in our tone and voice, and providing clear direction on the effective use of taglines. By maintaining a unified and impactful communication style, we ensure our messaging resonates clearly and powerfully with our audiences.

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Tone & Voice

PAGE 14

Brand Definition

PAGE 15

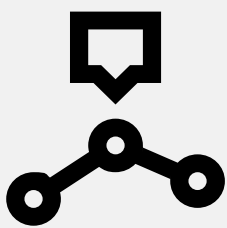
Taglines



Tone & Voice

Operation StormBreaker's voice is clear, authoritative, and focused, reflecting our commitment to precision and operational impact. Our tone is confident and direct, reinforcing our role as trusted partners in mission-critical scenarios. Communications should consistently convey professionalism, urgency, and reliability, positioning Operation StormBreaker as a dependable leader in agile and secure software delivery solutions.

Operation StormBreaker embodies our warrior ethos as we navigate a new era of strategic competition - transforming the relentless storm that confronts us into the forge that shapes our identity as Marines and defines our strength as a nation. We are innovators. We are architects of the digital battlespace.



GET TO THE POINT

Give Marines intel for action. Use clear explanations and distilled designs to make our messages understood. Marines are busy. Don't waste their time with fluff.



SPEAK MARINE

Leatherneck lingo is good. Marines get it. It colors their conversations. Using it shows we get them. But don't overdo it. Be authentic.



APPEAL TO RANK

Understand all our audiences. Design and write to who they are. Recognize that Marines consider themselves elite, special, and unique. And then convey it.



HAVE AN EDGE

Some wit. A bit of boasting. A bold design. It's OK for our content and designs to respectfully push the envelope. Marines are always testing their limits. We can, too.

Taglines

Primary Tagline:

“Software at the Speed of Relevance”

Supporting Taglines:

“Victory belongs to the Agile.”

“Secure. Agile. Mission-Ready.”

“Connecting Sensors, Effectors, and Decision-Makers.”

“Strike Fast. Evolve Faster.”

“Rapid Innovation. Decisive Advantage.”

“Dominance Across Every Domain.”

“Built for Speed, Engineered for Security.”

“Adaptive Capabilities. Unmatched Agility.”

“Software at the Speed of Mission.”

“Real-Time Insight, Real-Time Action.”

“Accelerating Operational Excellence.”

“Adversity is Our Forge. Victory, Our Legacy.”

Our taglines encapsulate Operation StormBreaker’s strategic intent, core values, and unique operational strengths. They are designed to quickly resonate with stakeholders, clearly articulating our commitment to innovation, agility, and operational excellence:

These taglines should be consistently applied across communications to reinforce our brand identity and strategic messaging.

Brand Logo

Our logo reflects our mission and represents the Marine Corps’ commitment to defending the nation, upholding its ideals, and embodying its rich history and traditions.

It symbolizes our promise of quality, consistency, and reliability. Therefore, correct and consistent presentation of our logo is essential in all communications and materials. This section provides detailed guidelines on logo usage.

Any use of our brand logo outside of or conflicting with the guidelines outlined here will be considered unauthorized.

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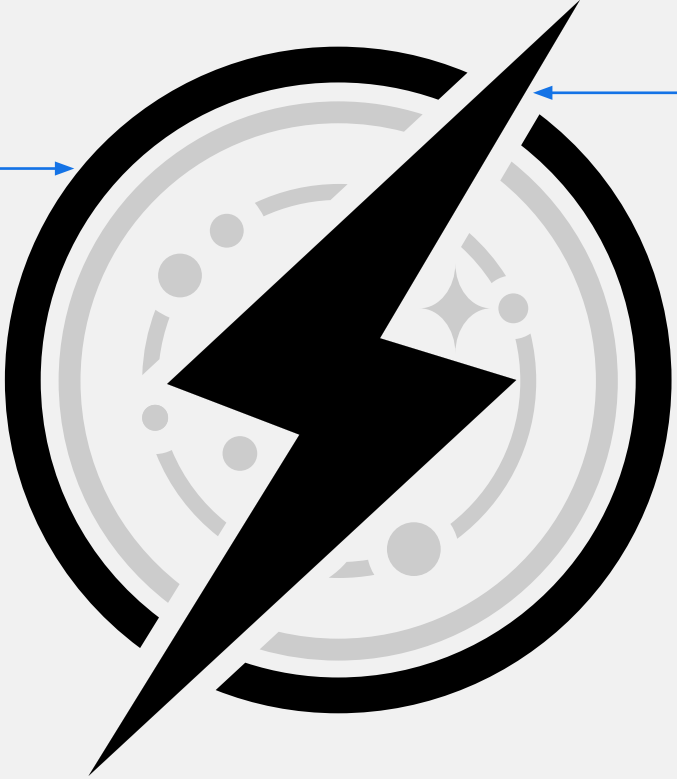
Background
Control

Logo Elements

017

COMMAND INTENT & STRATEGIC CLARITY

The “O” in Operation symbolizes unified command intent, clear strategic guidance, and the centralized orchestration required for integrated domain operations. It emphasizes decisive leadership, operational clarity, and seamless coordination from senior command.



REPRESENTS ENERGY, SIGNAL, AND COMMUNICATIONS CAPABILITIES

Cutting through the core of the logo is a bold, stylized lightning bolt—an “S” for StormBreaker, and a vivid representation of what the operation delivers:

- Speed in decision—making and delivery of software.
- Situational Awareness: providing real-time visibility and insights, empowering accurate, timely decisions.
- Superiority through software dominance, ensuring our forces never fall behind the operational tempo of conflict.

THE “PERIMETER LAYER”

The unified perimeter of operations is a symbolic boundary that encloses and integrates the strategic theater of operations across all domains: air, land, sea, space, and cyber.

This boundary is not rigid; it is dynamic, adaptive, and designed to flex with the flow of conflict in a complex global battlespace. It signifies the totality of the mission—interconnected yet expansive.



Logo Elements (cont'd)

018

THE DIGITAL BACKBONE

Within the boundary, an inner circle wraps around a network of nodes linked by a circular band that illustrates the Digital Backbone—the connective tissue that enables seamless coordination across systems, domains, and decision-making layers. It conveys:

- The integration of sensors, effectors, and decision makers.
- The secure, software-defined architecture that binds platforms, people, and data into a unified operational framework.
- Interoperability, linking disparate systems, units, and coalitions into a synchronized force.
- Feedback loop—where real time information directly influences priorities through integrated command-and-control data streams.



INTERCONNECTED ASSETS & SENSORS

Scattered across the interior are stars and planetary-like dots, symbolizing satellites and sensors. These nodes connect our warfighters in real-time, fueling decision cycles that rapidly change the tactical landscape.

They represent:

- Persistent ISR (Intelligence, Surveillance, Reconnaissance)
- Space-domain integration
- Non-terrestrial data sources contributing to the common operating picture

Precision, Power, and Purpose

019

From edge to core, the logo is precise, symmetrical, and purpose-driven—mirroring the mission it embodies. It conveys dynamic motion, decisive impact, and continuous evolution. More than just a symbol, the logo is a clear declaration of intent: to build, deploy, and continuously enhance software-defined capabilities that empower our Warfighters to achieve superiority—anywhere, anytime, and across every domain.

The Operation StormBreaker logo represents more than identity. It serves as a visual mission statement:

“Rapidly deliver software at the speed of relevance.”

Each visual element underscores our operational imperative: enabling rapid integration, digital superiority, comprehensive domain awareness, and decisive actions to achieve dominance across all operational domains.



020



PRIMARY LOCKUP



VERTICAL LOCKUP



ICON-ONLY



WORDMARK LOCKUP

A Scalable Identity System

Trying to fit the same mark simultaneously on a billboard and on the bottom of a water bottle is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon.

021

Primary Lockup



The brand logo identifies the Operation StormBreaker brand as a whole. Use this logo to represent individual locations, products and merchandise.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

022

Lockup Assembly



WOODMARK TO ICON RATIO

The height of the woodmark is 33% that of the icon, to scale.

SEPARATION

The space between the icon and wordmark is equal to the 1x of the “O” in the wordmark.

VERTICAL ALIGNMENT

The vertical center of the icon should align exactly with the vertical center of the wordmark.

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.



MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Visualized Clear Space

023

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the 1/2 the height of the Icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

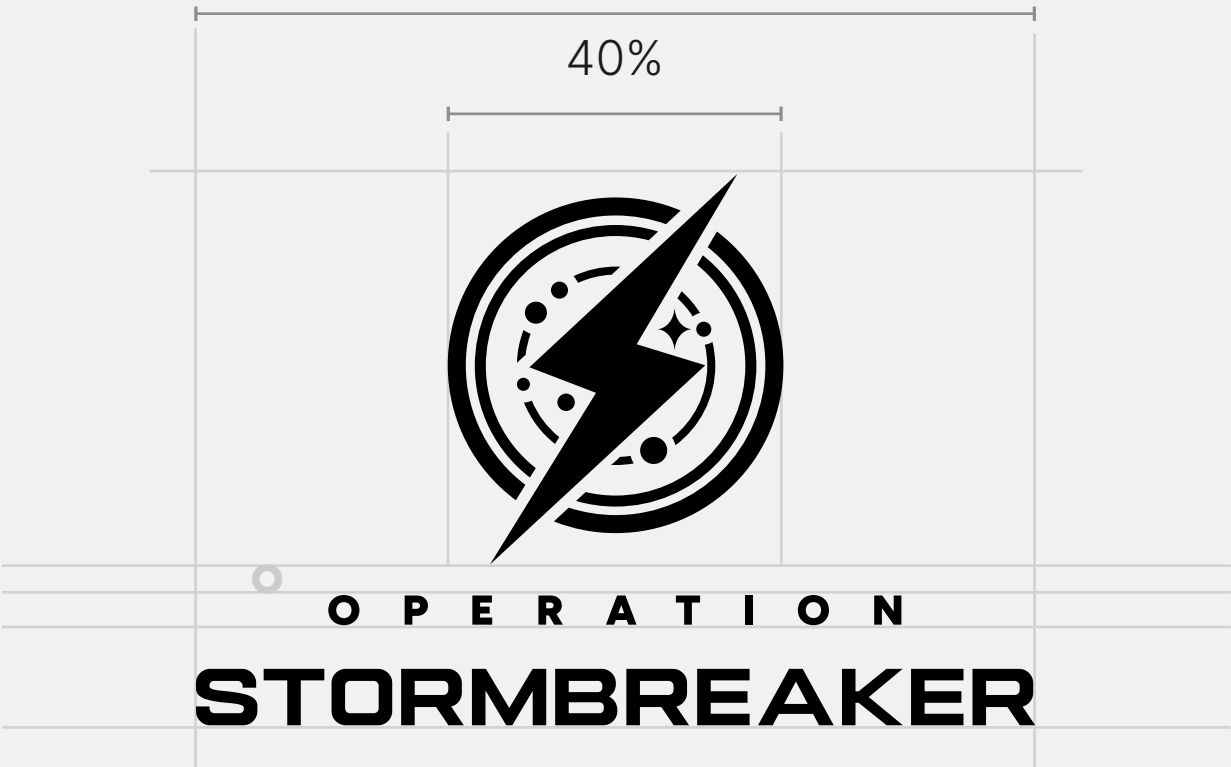


024

Vertical Lockup

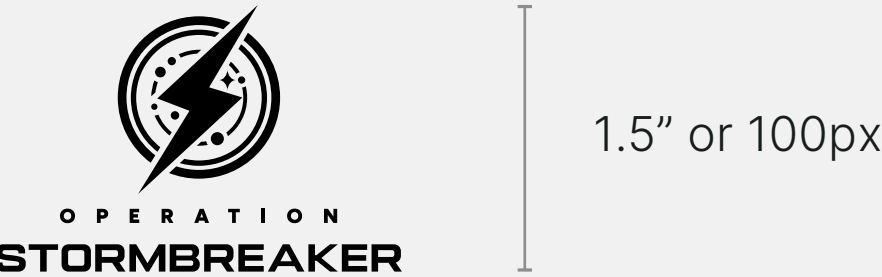
Designed specifically to be vertically efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.



LOCKUP ASSEMBLY

The icon and wordmark is horizontally centered and separated by 1.5x the height of “O”. The icon width is 40% of the total width of the wordmark.



MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

025

Icon-Only Lockup

When subtlety is desired, the icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce brand recognition.



SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors.



MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .44" for print and 32px for digital applications.

Note that icon changes to simplified "favicon" version of logo.

Wordmark Lockup

O P E R A T I O N
STORMBREAKER

When vertical space is at an ultimate premium, the wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues, like small engravings or silkscreen imprints.

This is also the only authorized method of presenting the the brand without the icon.

O P E R A T I O N
STORMBREAKER | .30” or 28px

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height is .30” for print and 28px for digital applications.

Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two-Color, Dark



Icon: Sand
Wordmark: Black

Two-Color, Light



Icon: Sand
Wordmark: White

Single Color, Dark



Icon: Black
Wordmark: Black

Single Color, Light



Icon: White
Wordmark: White

Logo Size

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce our logos smaller than the minimum sizes listed on this page.

Minimum Sizing



.75"
50px

PRIMARY LOCKUP

Minimum height is .75" for print and 50px for digital applications.



.44"
32px

ICON

Minimum height is .44" for print and 32px for digital applications.

Note that icon changes to simplified "favicon" version of logo.



.30"
28px

WORDMARK

Minimum height is .30" for print and 28px for digital applications.



1.5"
100px

VERTICAL LOCKUP

Minimum height is 1.5" for print and 100px for digital applications.

Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The two-color version of the logo may be used on any solid-color background. Use the dark or light version to achieve maximum contrast.



The one-color, light version of the logo may be used on any dark photographic background. Do not use the two-color version on photographs.



The one-color, dark version of the logo may be used on any light photographic background. Do not use the two-color version on photographs.



The one-color version of the logo may be used on low-contrast patterns. Use the dark or light version to achieve maximum contrast.

Placement

Placement of the logo on canvas is vital to a consistent visual style.

Where our logo is placed communicates a great deal about our brand's visual style. In this section, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.

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On the Page

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On Merchandise

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On Imagery

[PAGE 31](#)

Endorsing Logo

On the Page

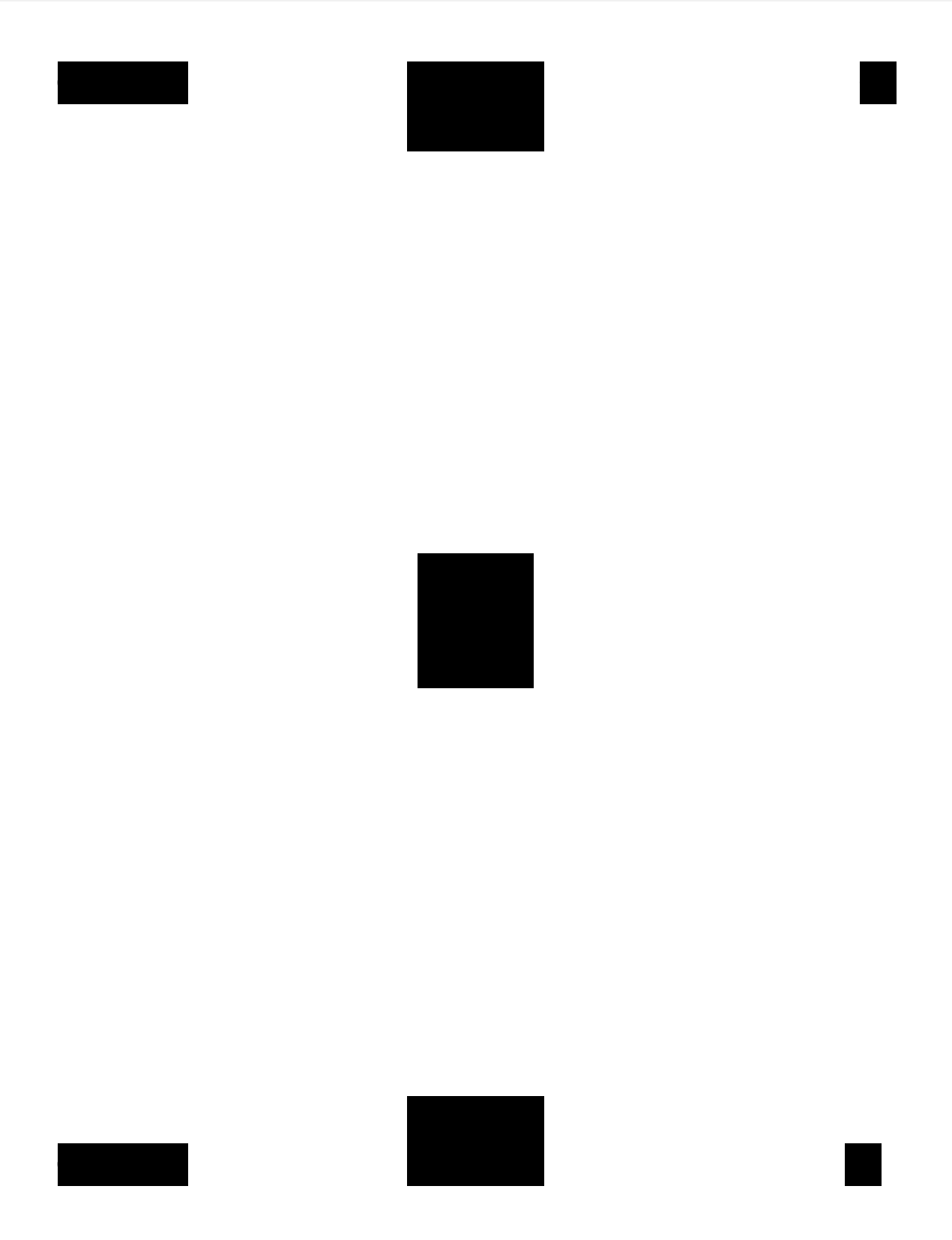
031

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.



PREFERRED

Align the logo to the primary grid line (referred to as the spine). The primary lockup looks best when left-aligned.



ALTERNATE OPTIONS

Align the primary lockup to the left corners. If the layout dictates a centered or right-aligned mark, use the icon or vertical lockup.

On Merchandise

032

Branded merchandise—such as apparel, hats, patches, mugs, notebooks, and other promotional items—should prominently and clearly feature the Operation StormBreaker logo.

Consider placing the logo creatively. Look for distinctive and uncommon imprint areas to help make a strong visual impact. Less conventional placements, like sleeves, side panels, or back yokes on apparel, can enhance visual interest and reinforce brand memorability.

Always ensure the logo placement maintains clarity, readability, and visual balance. The logo should never appear cluttered, distorted, or compromised in quality or visibility.



APPAREL

Left align the logo when possible. Use the icon for centering, or if brand subtlety is desired.



On Imagery

033

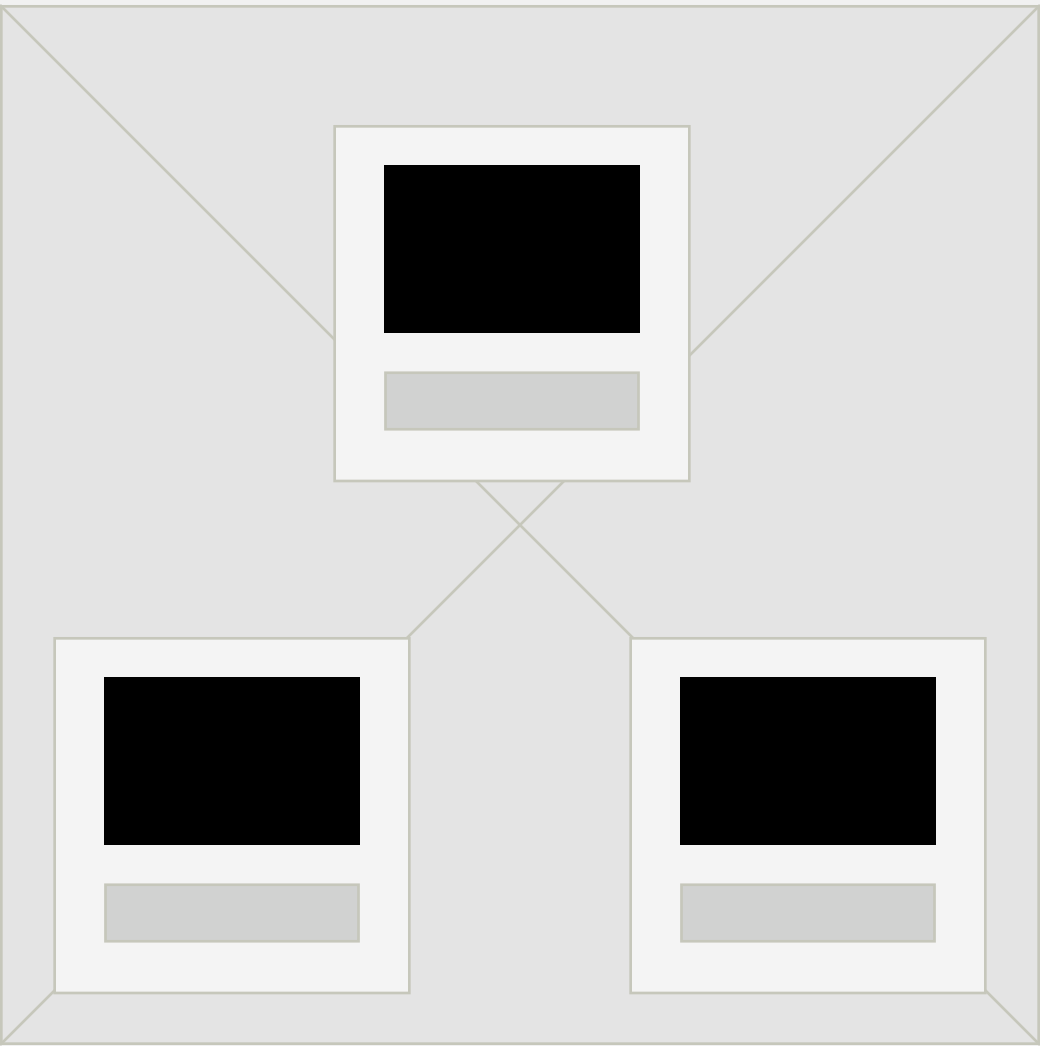


IMAGERY

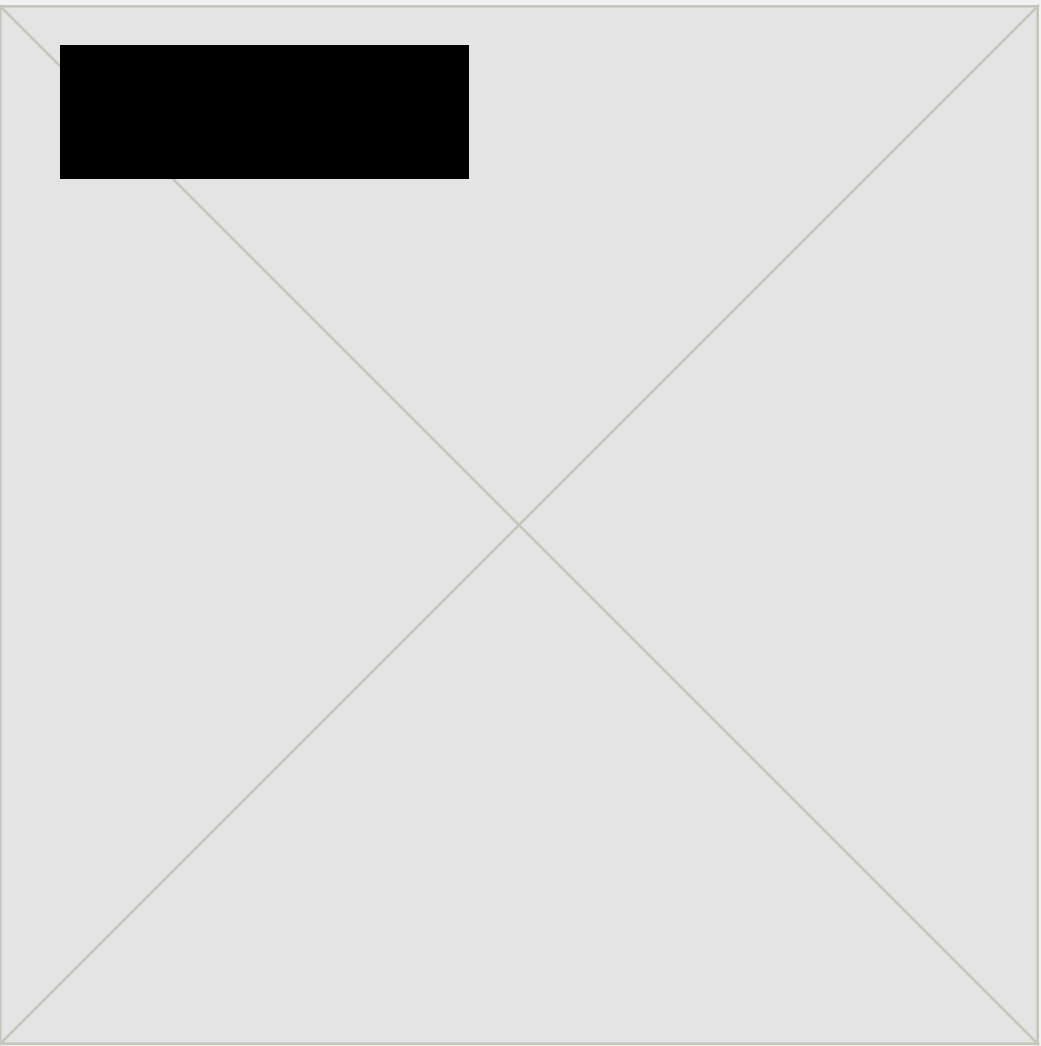


COPY

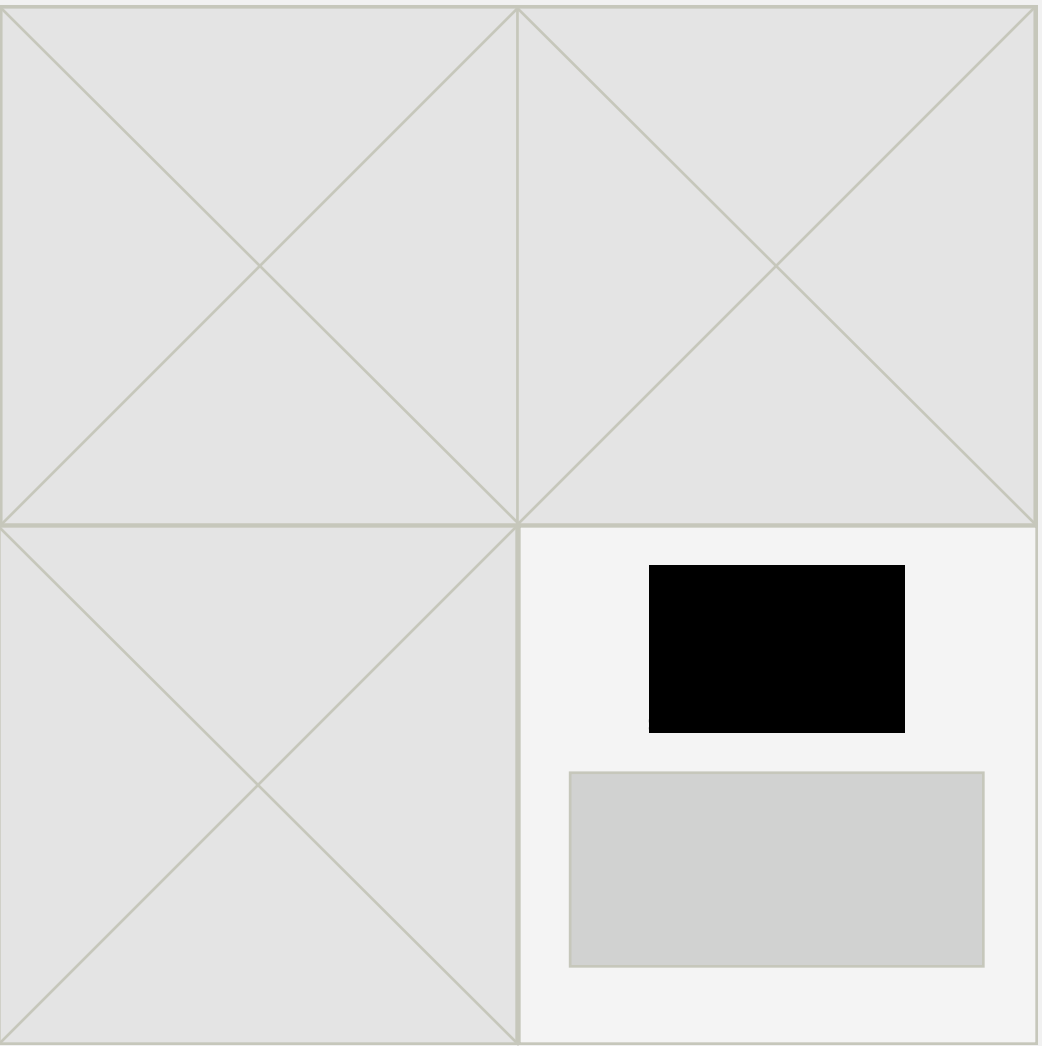
ENCLOSED ON FLOOD WITH TEXT



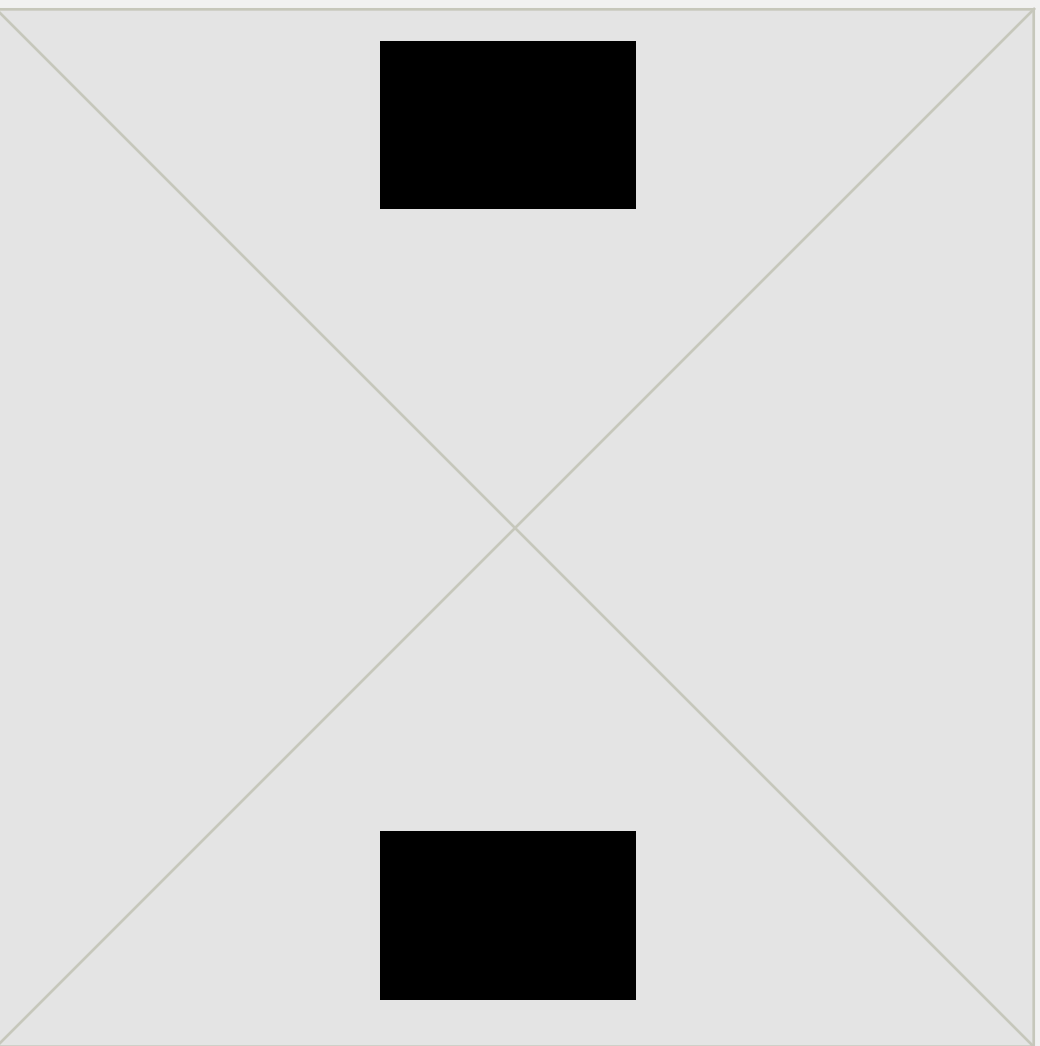
ANY CORNER OF IMAGE



OCCUPYING A PORTION OF A COLLAGE



TOP/BOTTOM CENTER



Endorsing Logo

034

LOGO

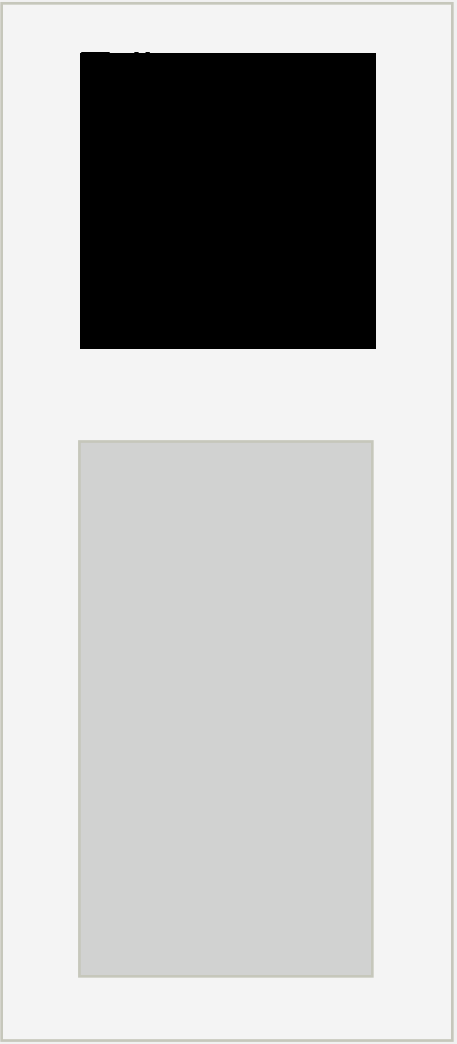
IMAGERY

COPY

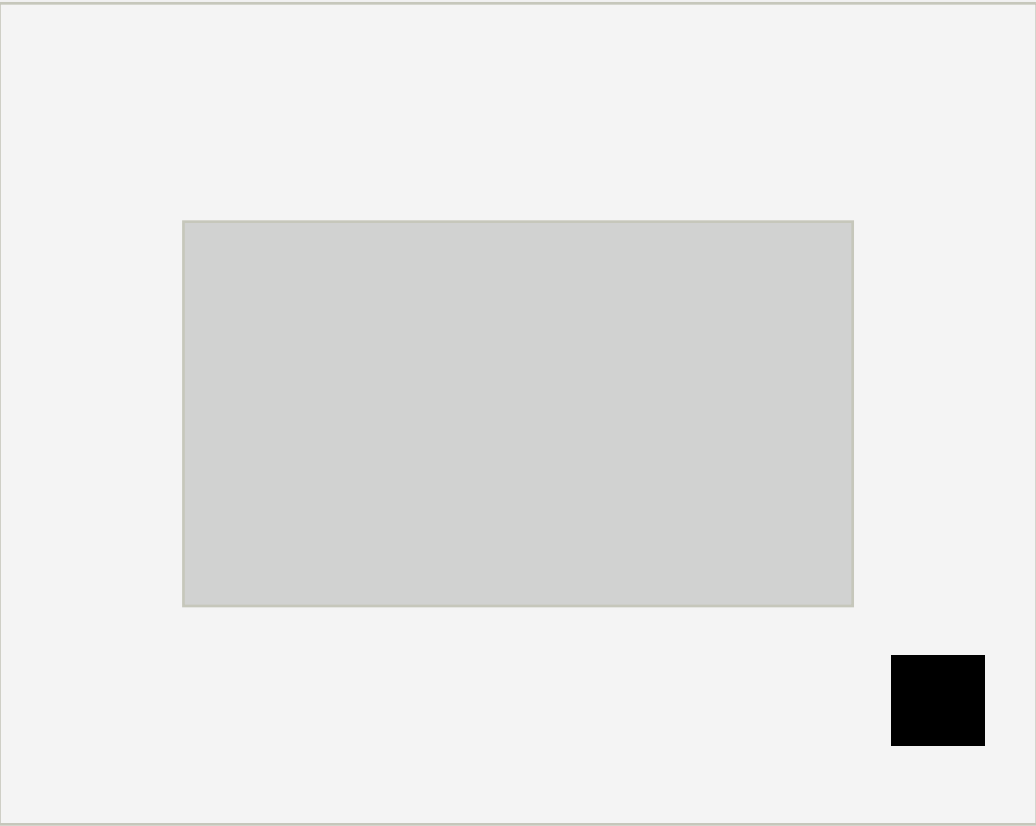
LEFT ALIGNED, COPY ON RIGHT



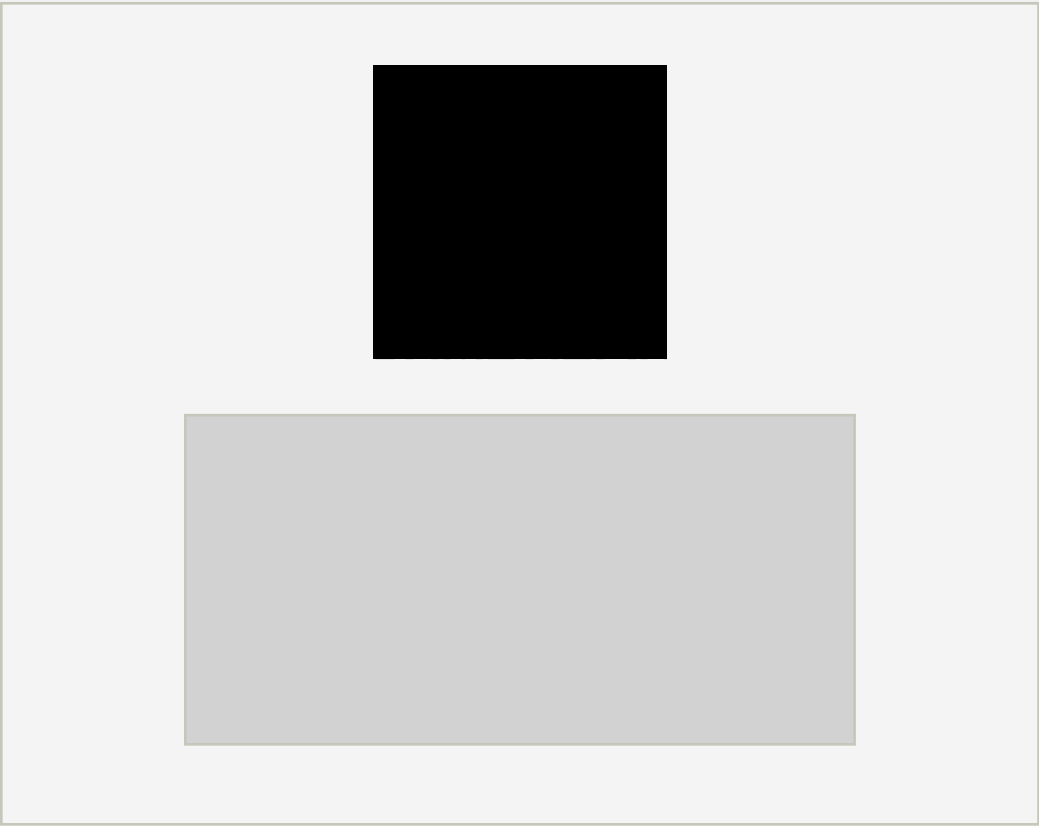
VERTICAL ALIGNED



BOTTOM RIGHT CORNER OF PAGE



TOP CENTERED



Brand Colors

Color sets us
apart & helps to
invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

[PAGE 36](#)

**Primary Color
Palette**

[PAGE 37](#)

**Using Black &
White**

[PAGE 38](#)

Colors

<div>Stormy Night</div> <div>CMYK: 84, 72, 59, 76 RGB: 21, 28, 36 HEX: #151c24</div>	<div>Midnight Breach</div> <div>CMYK: 73, 62, 52, 38 RGB: 68, 73, 80 HEX: #444950</div>	<div>Sand</div> <div>CMYK: 22, 16, 25, 0 RGB: 198, 199, 187 HEX: #c6c7bb</div>	<div>Accent Blue</div> <div>CMYK: 71, 37, 0, 0 RGB: 71, 145, 255 HEX: #4791ff</div>	<div>OS White</div> <div>CMYK: 4, 3, 3, 0 RGB: 241, 241, 241 HEX: #f1f1f1</div>
--	---	--	---	---

Primary Color Palette

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors. Avoid using the logo in bright, overly intense colors.

The Accent Blue is meant to be used sparingly in order to provide splashes of contrast and not used as a color for the logo itself.

Using White & Black

037

Black and white are vital components to the brand palette. Whenever possible, avoid true black and true white in favor of these subdued tones.

Both white and black are used to define space on the page, on the package, and on the website.

Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black.

OS White

CMYK: 4, 3, 3, 0
RGB: 241, 241, 241
HEX: #f1f1f1

Midnight Black

CMYK: 75, 64, 68, 77
RGB: 23, 29, 26
HEX: #171d1a

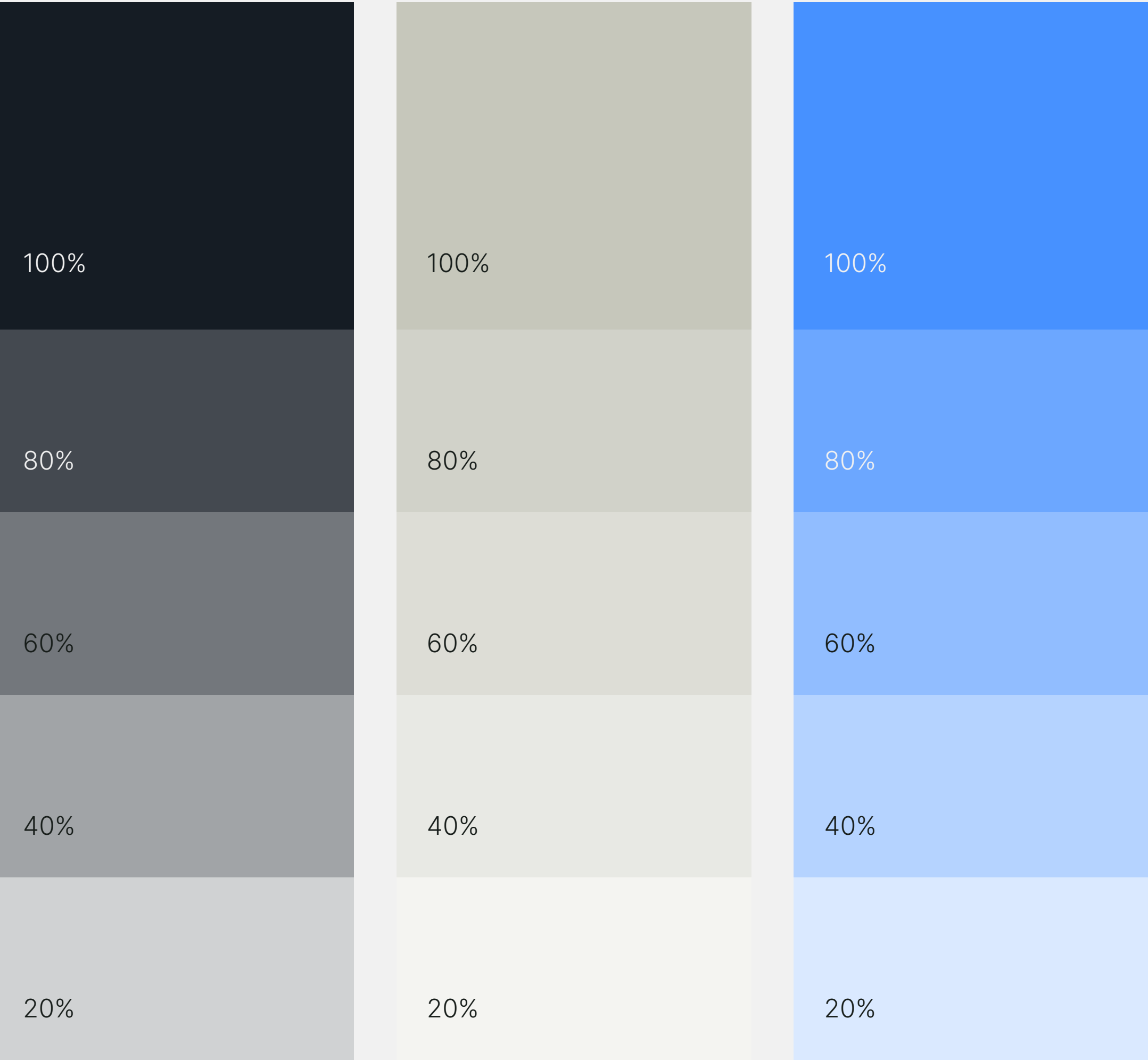
Colors

038

Using Tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.



Typography

We are obsessed
with the beauty
of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

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Inter.

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Weights

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Using Type

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Digital Type

PAGE 45

Common Errors

040

A Workhorse Sans-Serif

The typeface we chose for all brand executions.

Inter.

Inter, designed by Rasmus Andersson, is a sans-serif typeface designed specifically for screens. Inter features a tall x-height that increases legibility using all sizes, and includes a wide array of glyphs, weights, and special features. We love it.

Inter is free and open source: As such, neither paid licenses nor accreditation are required for use. Download it free from Google Fonts.

ACCEPTABLE ALTERNATIVES

Inter should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

Note: this should not occur frequently.

Weights

041

Hierarchy & Weight

Inter is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Inter Light	aåbcçdðeéffghiîjklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ 0123456789°(.,'""-;:;!)?&©´°π®†≈◇™£¢∞§•ªº
Inter Regular	aåbcçdðeéffghiîjklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ 0123456789°(.,'""-;:;!)?&©´°π®†≈◇™£¢∞§•ªº
Inter Medium	aåbcçdðeéffghiîjklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ 0123456789°(.,'""-;:;!)?&©´°π®†≈◇™£¢∞§•ªº
Inter Bold	aåbcçdðeéffghiîjklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ 0123456789°(.,'""-;:;!)?&©´°π®†≈◇™£¢∞§•ªº

Using Type

042

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we're a little off-center as a brand anyway.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Digital Type

043

Website Headings

The heading structure on this page is in direct reference to our current website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

Heading One

USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

SPECIFICS

Font: Inter Medium
Size: 80px (4.44rem)
Bottom Margin: 50px

Heading Two

USAGE

- Section Headings
- Blog Body Headings
- Product Headings

SPECIFICS

Font: Inter Semi-Bold
Size: 52px (2.89rem)
Bottom Margin: 30px

Heading Three

USAGE

- Sub Headings
- Call To Action Headings
- Blog Sub Headings

SPECIFICS

Font: Inter Semi-Bold
Size: 34px (1.89rem)
Bottom Margin: 30px

HEADING FOUR

USAGE

- Minor Headings
- Table Labels
- Sub-Sub Headings

SPECIFICS

Font: Inter Bold, Uppercase
Size: 18px (1rem)
Bottom Margin: 20px

Digital Type

044

Body Text

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

PARAGRAPH

Weight: Inter Light
Size: 18px
Line Height: 26px
Color: Grey
Bottom Margin: 16px

STRONG OR BOLD

Weight: Inter Medium

BLOCK QUOTE

Size: 30px
Line Height: 36px
Margins: 20px, 0
Padding: 0, 0, 0, 40px
Border (Left): 3px

TEXT LINKS

Weight: Inter Medium
Color: Green
Underlined

Max Width: 700px

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus explantecab imet doluptati delit, sequiandit, aperfernam, officiisti dolorerate rerchil eaquassequid ut dolendit aciet officiatur am debis sum simporem nit, ut ut fuga. At fugit dent, suntur, consenim ad undae. Necta cus quodior iandund andionsed ut remque sinctotatur amus.

Aximo quis veni dolupta spiet, sit harunto eum illor arumquas et aut pliquae necum liquam quam fugit quam **enecus, sundiam, odit laboreptas** qui aci cus, omnia qui doluptam in coreribus ellaccus.

Dolut venis pre aboreri berions edicius doluptat rehendi omnihicitas quasperum ex esed magnatur magniet acerio con re doluptate sum iume vendi que repudae ctibus dero occae venim si ilique eum numet accae delestrume officia inti

Met prepudi piderovid estio magnat adit
offictet as aut dolori acerspedis

Dolorro videnis poresequi doluptat liasita tincium debit, seque landae ligenda musdae verum haria doluptassi sendera velliquas dolla quatur, ut et postisquasin necuscipsam volesci mendae et inctem eos sundi reptaquia porepudio inctem quatio molectasped molorpos esci nimet odi doluptatur, nulpa porum.

Quatia dolum aliquae es asped es aliquam, qui ducimus andunte volorendam ressitempos corrum ratur? Harita sequam inctotate volupisit veni doloriam dolut a por ad ut lam non pliquam eum ad quodit explique

Common Errors

045

Oh, *Goodness*, No...

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae rerum
ea que omnima consedit maio

Do not use unauthorized fonts or typefaces.
The only exception is stylized merchandise or
illustrations on a case-by-case basis.

No t good, nope.

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae
rerum ea que omnima consedit maio
conet, veni maximi, corepel iduunt
volorpos quam, si quos intiusciate
sitas millabo reicita tilissimus

Keep tracking, kerning, and leading
reasonable and legible. Do not stray
far from the examples in this guide.

Not For Us

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae
rerum ea que omnima consedit

Do not use centered or completely
justified alignment for multi-line text.
There are no exceptions.

Help me

Note: This is not a comprehensive
list of errors. It is simply the most
common or egregious.

Do not stretch, squish, or otherwise
mangle typography. Use the
appropriate weight instead.

Too Much Stroke

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae

Do not use a stroke or outline on
typography. Also avoid using a drop
shadow on typography at all costs.

I'm Falling!

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae

Do not use typography on any angle
other than 0° or 90°. Our typography
should always read up if 90°.

Visual Style

Ingredients for on-brand layouts and composition

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system.

This section contains guidelines on grid usage and references to approved visual elements like icons, illustrations, patterns, frames and more.

[PAGE 47](#)
Grids - Letter

[PAGE 48](#)
**Grids -
Presentation**

[PAGE 49](#)
Grids - Website

[PAGE 50](#)
Iconography

[PAGE 51](#)
Elements

[PAGE 52](#)
Use of Topography

[PAGE 53](#)
**Misuse of
Topography**

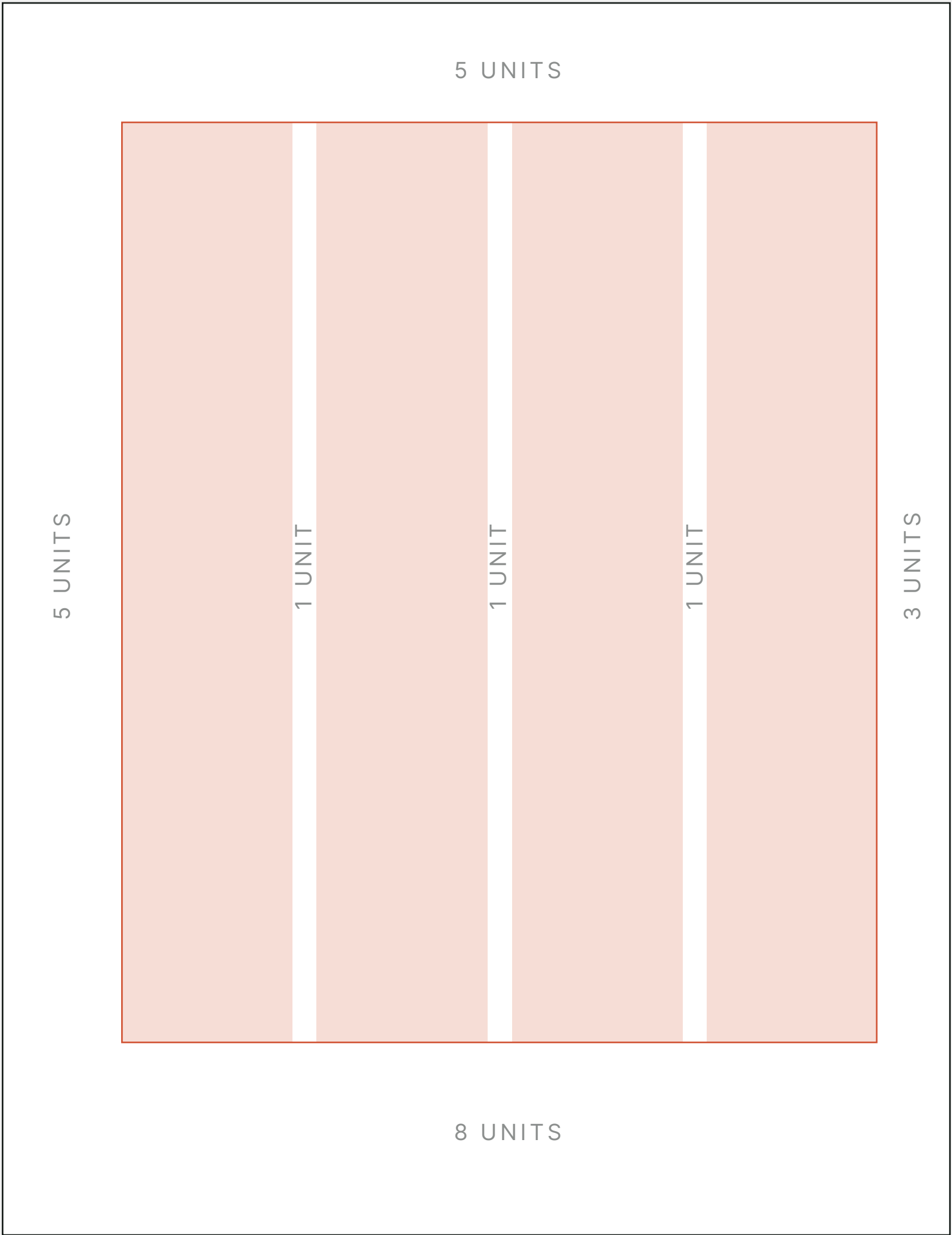
Grids - Letter

047

Portrait orientation grids are typically four-columns, with generous margins that reflect the golden section.

The type area is always off-center, with the largest margin on the left side of the page.

Gutters are typically one unit of measurement in comparison to the margins.



UNITS OF MEASUREMENT

Units of measurement can change depending on the desired layout. The ratio between them is the most important element.

MARGINS

Generous margins set our stationery materials apart. We don't waste space with unnecessary filler.

MOUSE TYPE

If desired, mouse type or other small related elements can be set outside of the primary grid area.

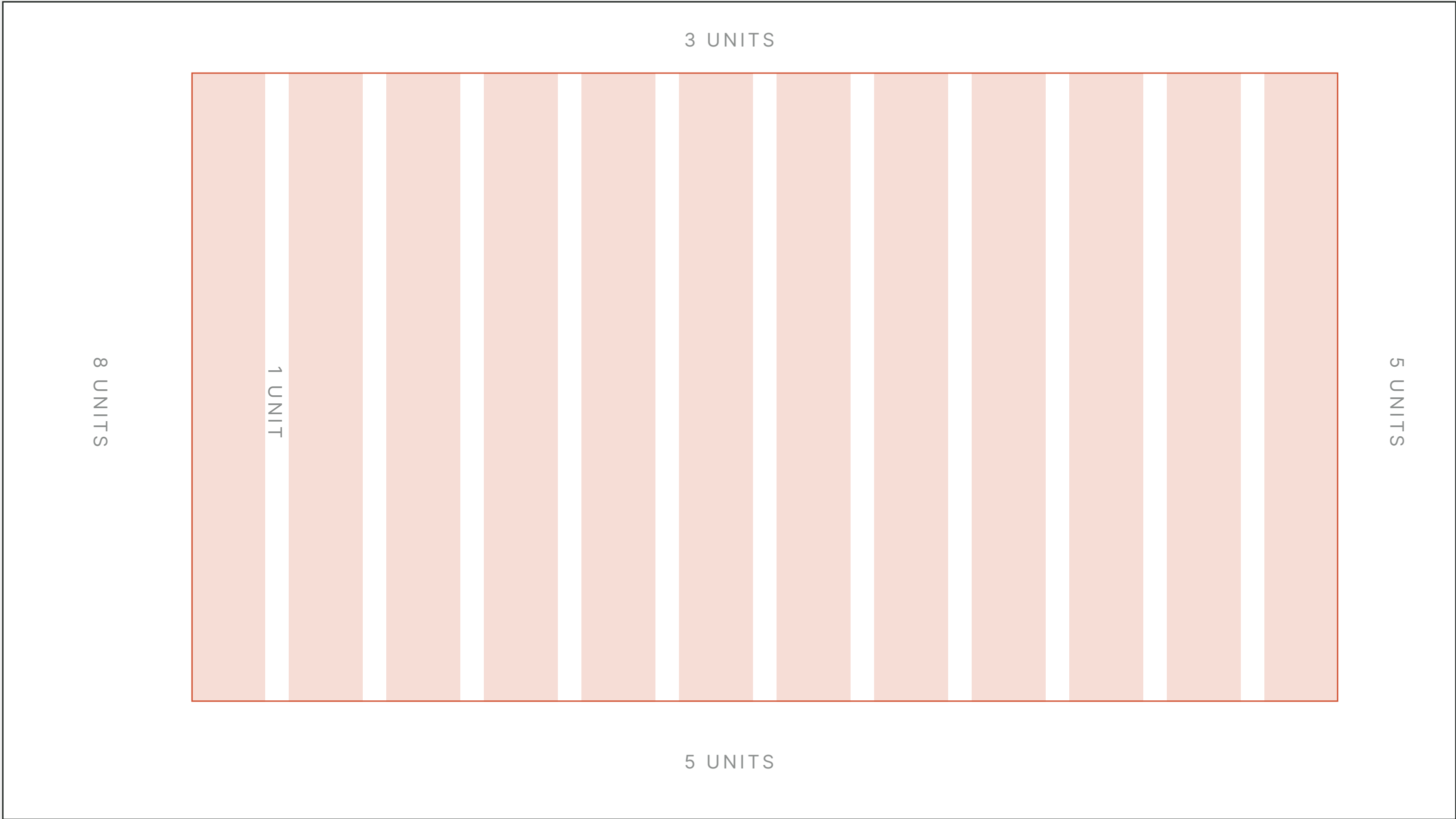
Grids - Presentation

048

Landscape orientation grids are typically 12-columns, with equally generous margins that reflect the golden section.

The type and content area is off-center, with the largest margin on the left side of the screen/page.

Gutters are typically one unit of measurement when compared to margins.



EXAMPLE

This guide is an excellent example of how we use the presentation grid. Take note of how elements are aligned within columns.

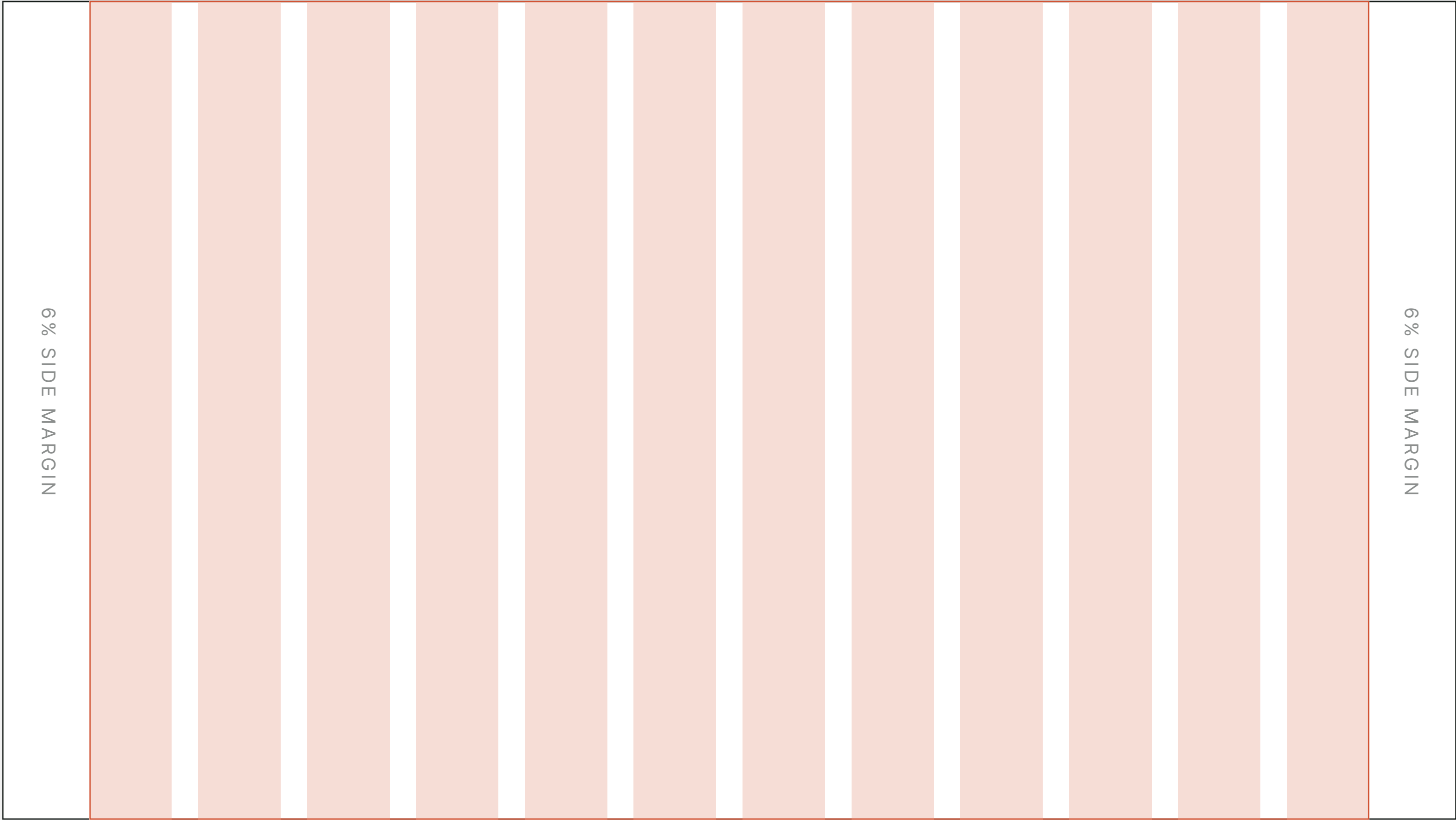
Grids - Website

049

In order to maximize compatibility across all devices and to ensure flexibility of layout, the website grid is symmetrical and centered in the browser.

On the desktop version of the grid, there are 12 full columns. The number of columns decrease as the browser window gets smaller, until finally arriving at a single column layout on mobile devices.

Gutter widths and side margins are calculated as a percentage of the user's window size, and vary depending on column quantity. There are no top and bottom margins.



CDE



CD



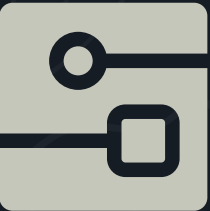
CI



IAC



IDP



SCS



SEI



STO



050

Iconography

Iconography is integral part of our merchandising, packaging, website, and wayfinding. We have developed a library of approved icons that may be used in any brand execution.

When it comes to iconography style, we like geometric shapes. If you need to construct new icons, keep the overall shape simple. Reduce the subject matter down to its essence.

When placing icons in a layout, they should never be partially cut off. The icons shape, line weights, and construction should not be altered. Do not use the icons in place of or as an element within our logo. Ensure enough clear space is used so that the subject matter is legible.

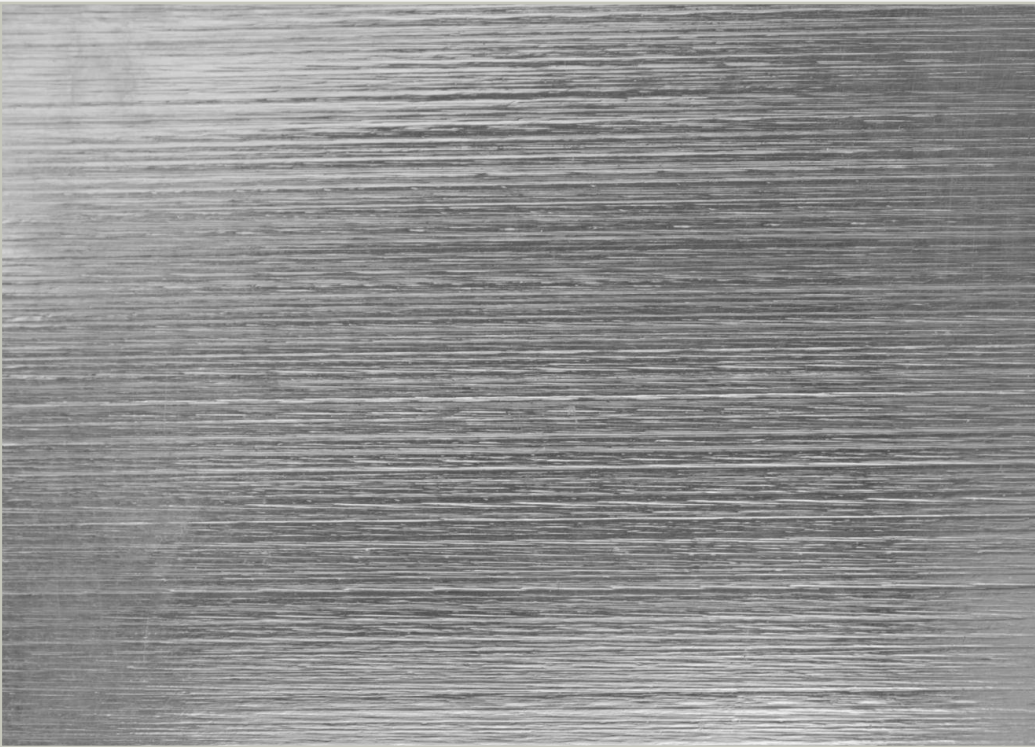
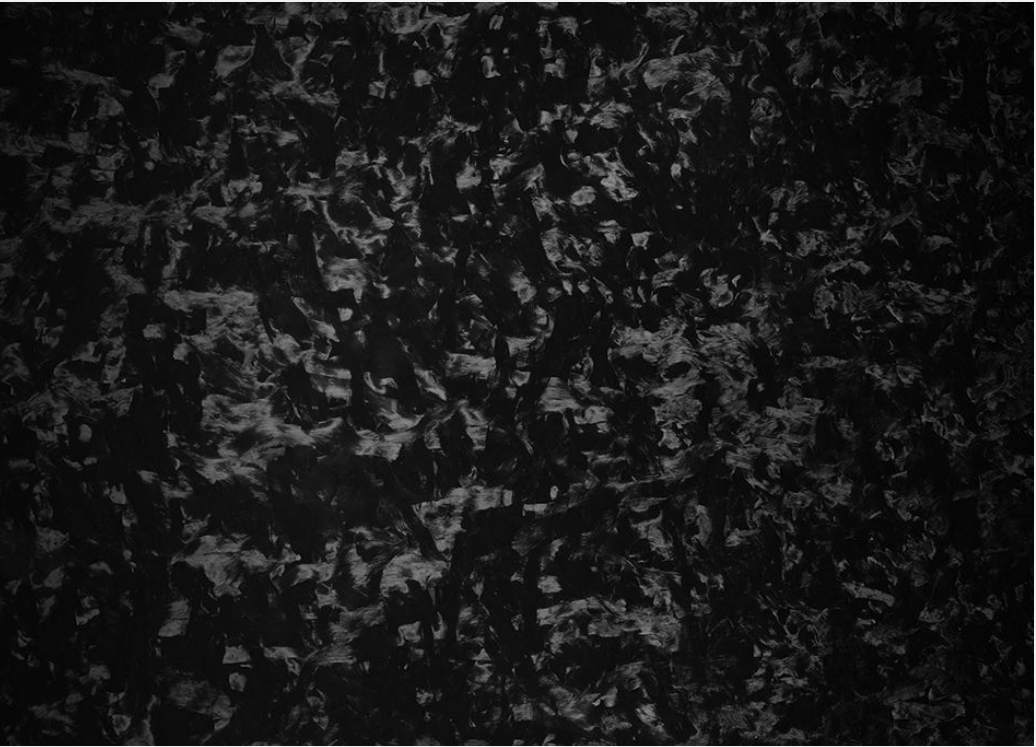
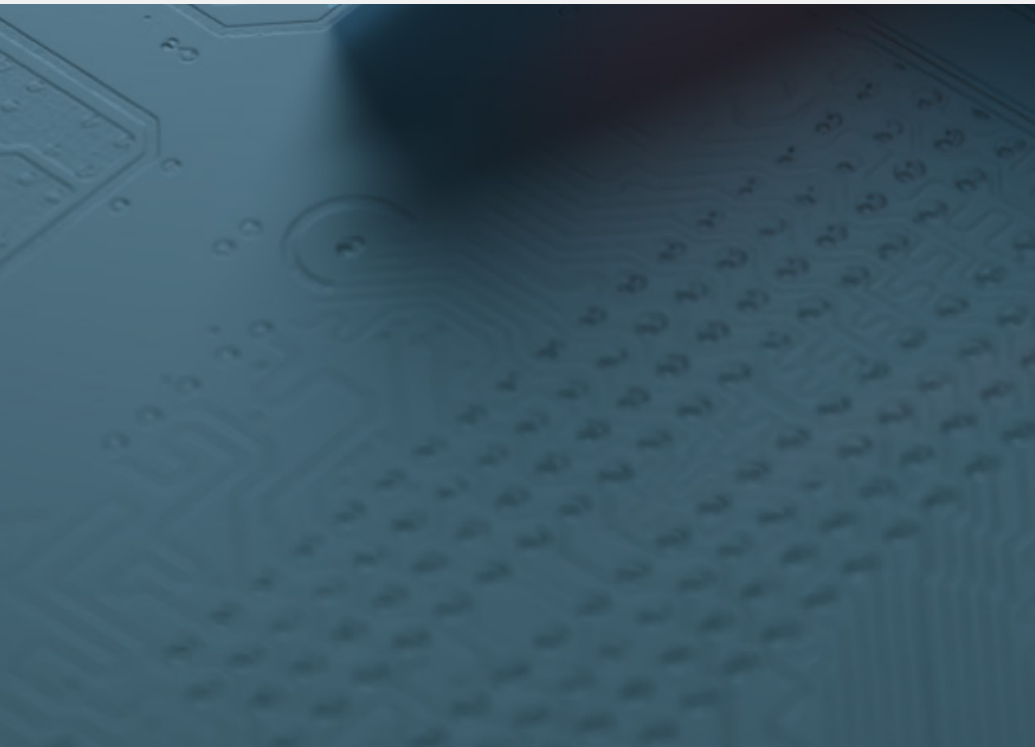
Elements

051

Patterns Examples

These are examples of pattern styles that can be used for general backgrounds, in print materials, and in packaging.

Words that come to mind are tactical, industrial, metallic, technology, grunge.



052

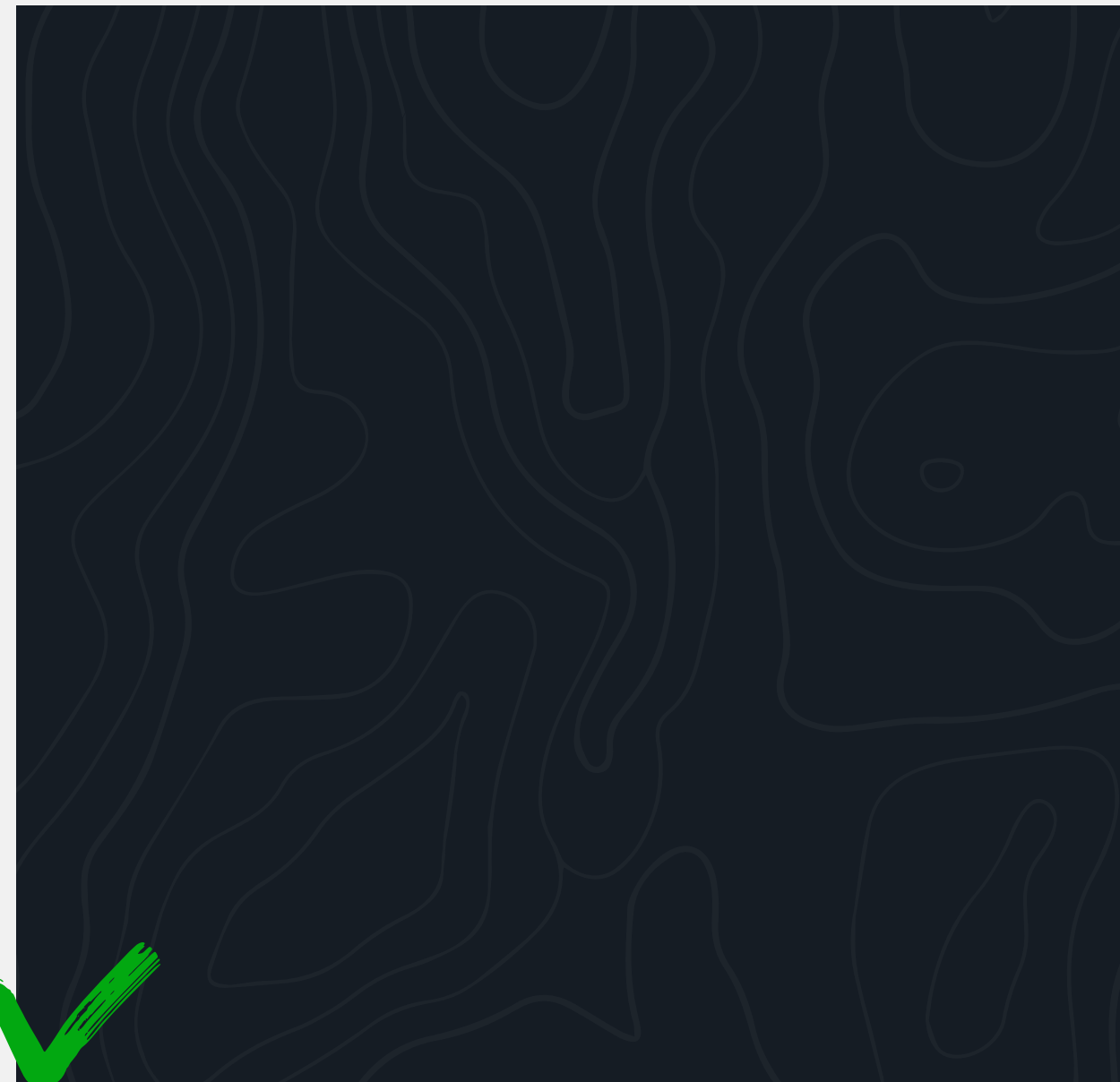
Use of Topography

The topographic map is used as a textural design element across a variety of applications. It thematically represents the grit and determination of the USMC mission.

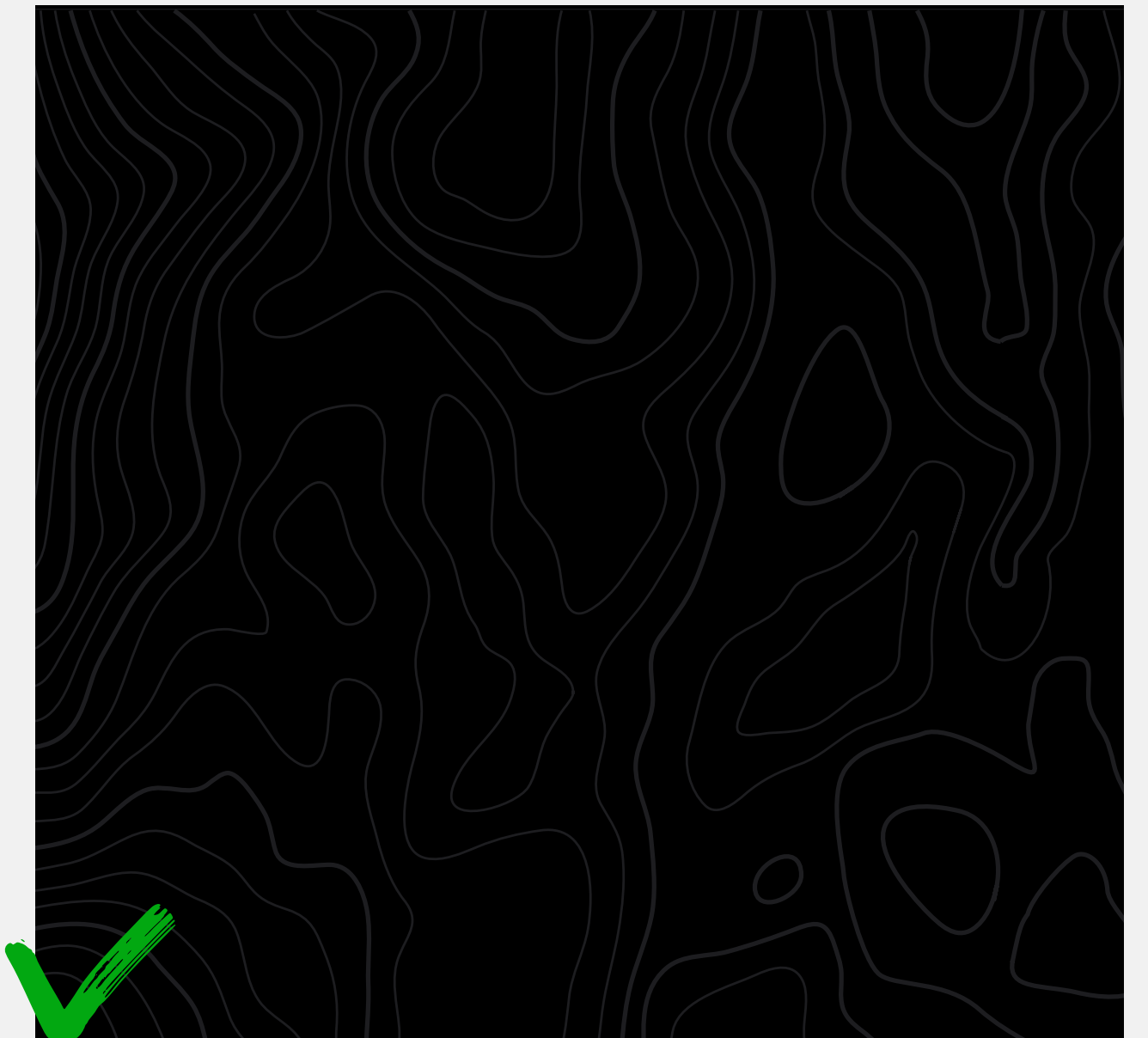
USAGE

Take care not to overuse the topographic motif: it is not necessary to use the map on every design application, particularly when designing a space where multiple designs may cohabitate in proximity.

TOPO: # ECECEC, SCREEN @4% ON STORMY NIGHT



TOPO: #56575B, 30% ON RICH BLACK



Misuse of Topography

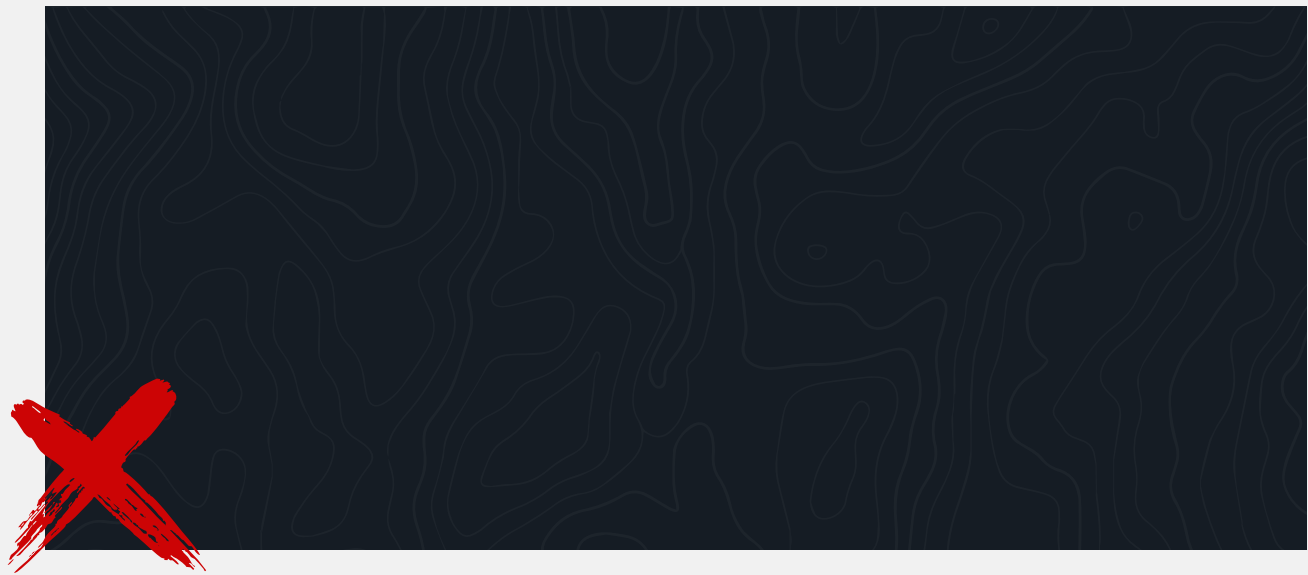
CONSISTENCY

Keep a consistent optical stroke weight.

COLOR & CONTRAST

The map should not compete with typography or imagery but provide additional depth to the design. To that end, the map should maintain a relatively low contrast with its background to ensure it recedes behind other elements.

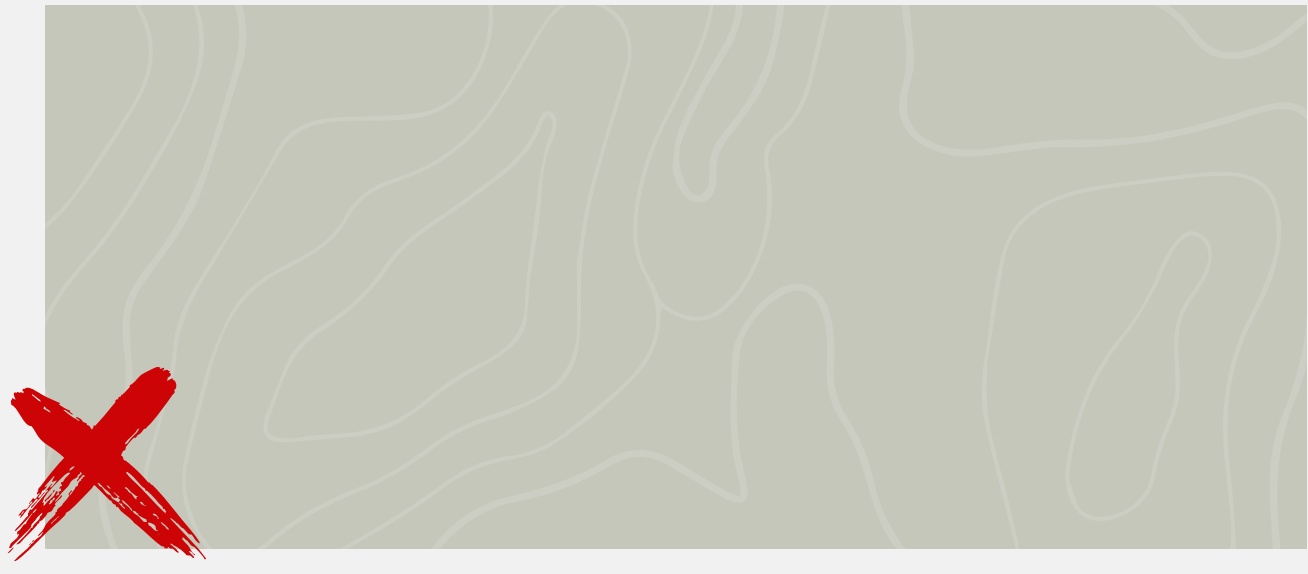
TOPO SCALED DOWN TOO THIN



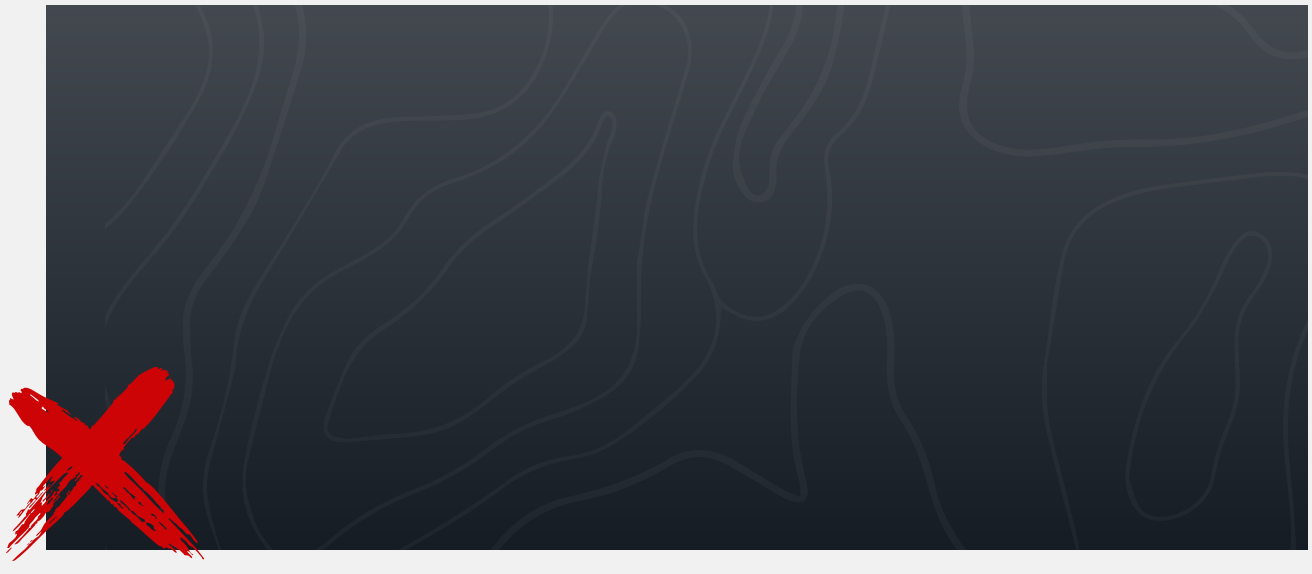
TOO HIGH CONTRAST



USE ON LIGHT COLORED BACKGROUNDS



ON GRADIENT BACKGROUND



Photography

Photographs:
worth more than
1,000 words.

Photography is an integral component of the Operation StormBreaker brand language, playing a vital role in connecting deeply with Marines. Marines must recognize themselves as authentically reflected in the imagery, capturing not just their appearance but also their spirit, determination, and dedication.

Equally important is the accurate and genuine portrayal of the critical duties and missions Marines perform, showcasing real-world scenarios and the intensity of their operational environments. This authenticity fosters relatability, pride, and a profound sense of identity within the Marine Corps community.

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Visual Impact

PAGE 56

**Endurance and
Strength**

PAGE 57

Real Environments

PAGE 58

Raw Textures

Visual Impact

055

To establish a distinctive and powerful brand identity, Operation StormBreaker utilizes high-contrast duotone imagery paired strategically with vibrant color photographs. This combination delivers bold, compelling visuals that immediately engage and immerse the audience in the brand.

Our signature duotone style, featuring warm grey and rich black, emphasizes the strength, intensity, and authenticity of Marines. This stylistic approach captures their rugged essence, highlighting the raw grit and embracing genuine imperfections.

Color photography should be employed selectively for maximum visual impact, creating striking moments that draw attention and elevate the overall brand narrative. Incorporating a single vibrant image within a series of duotone visuals produces a dynamic contrast that significantly amplifies the message.

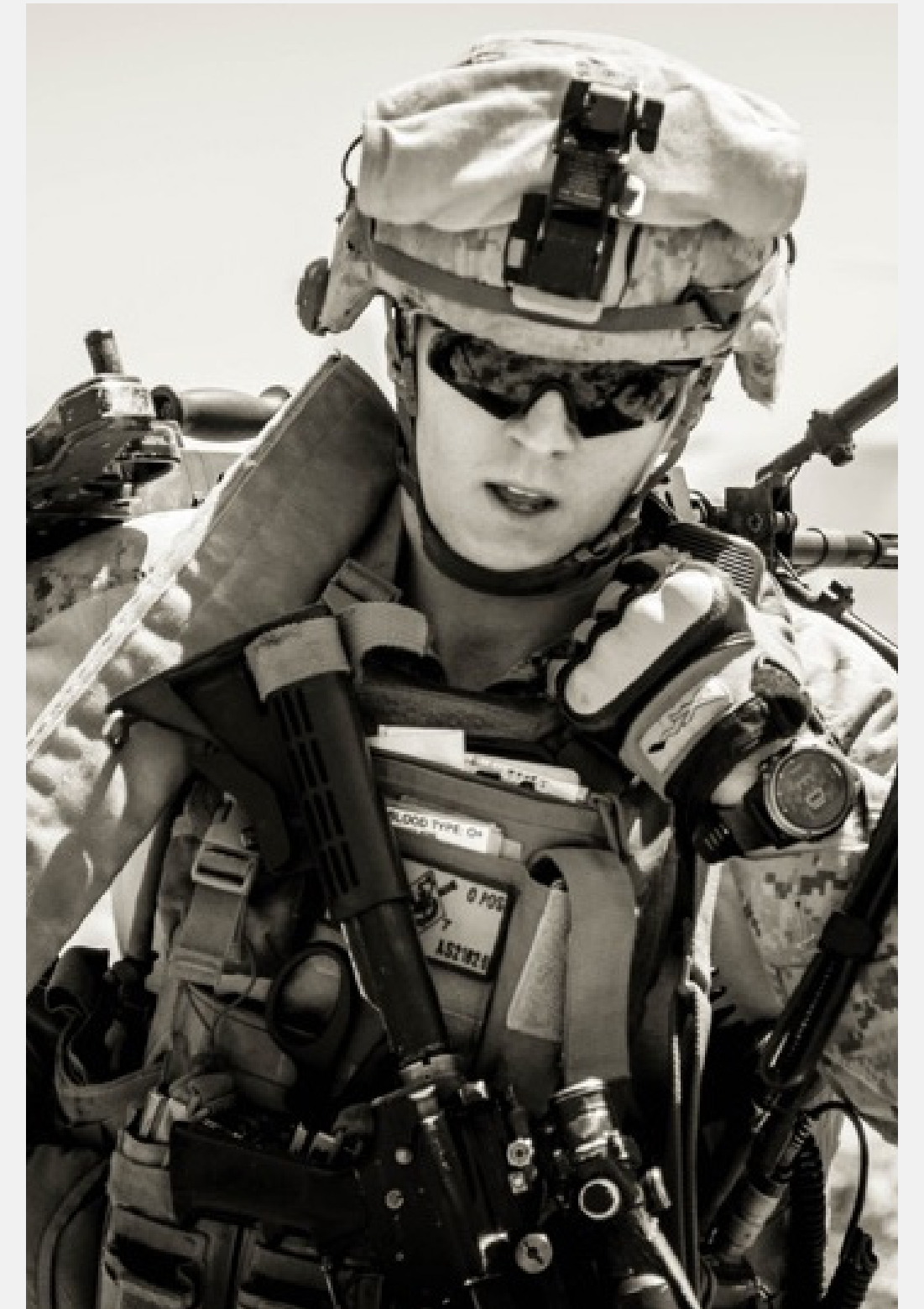
Richly saturated color imagery serves to inject energy and intensity, vividly highlighting key activities, duties, or moments that reflect the Marine Corps ethos.



056

Endurance and Strength

Part of a Marine's duty is to be ready to fight. Showing the strength and discipline it takes should be captured as a source of intense pride and inspiration.



Real Environments

057

The places Marines are deployed to or train in often include rough, dangerous terrain. Capturing this in photography is key to visualizing just how tough a duty Marines serve.

Marines will feel a connection to real places and environments and invites them in as a viewer. There is a powerful stillness in landscape that juxtaposes well as a moment of calm with the vibrancy of the Operation StormBreaker branding.



Raw Textures

058

The smallest detail can have enormous meaning in the Corps. The flag on a uniform. The canteen that holds life-saving water. The weapon that protects a Warfighter and the nation. Photography needs to include these textures in a raw yet intimate way. It's important to depict the everyday Marine life and close connection they have with items and uniforms.



Brand Collateral

Pre-designed
layouts, crafted
with care

From business cards to packaging, we've created several template files for print and production.

In this section, you will find guidelines on using the accompanying template files for standardized brand collateral.

Most of the specific guidelines, instructions, and details are contained within the template files themselves.

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Business Cards

PAGE 61

Examples

PAGE 62

**Structure
Example**

PAGE 63

Film Strip Style

Business Cards

060

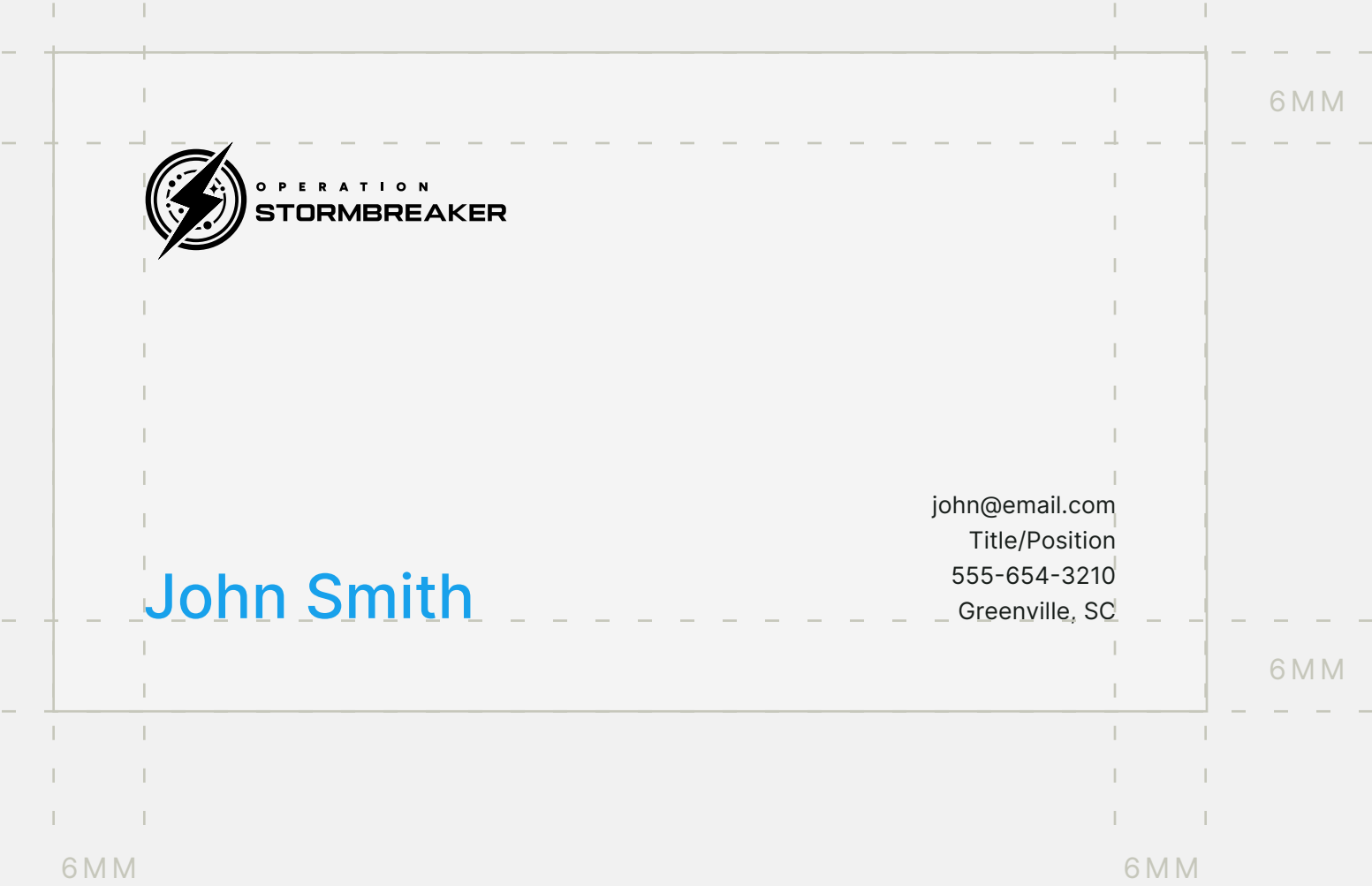
Business cards are reserved for management and sales roles, and printed on an as-needed bases. If these are not needed for day to day use, do not produce them. e prefer to reduce our usage of paper products

Content on all business cards should follow the included template: nothing should be added or removed.

Size: Standard 3.5” x 2” (88.9mm x 50.8mm)

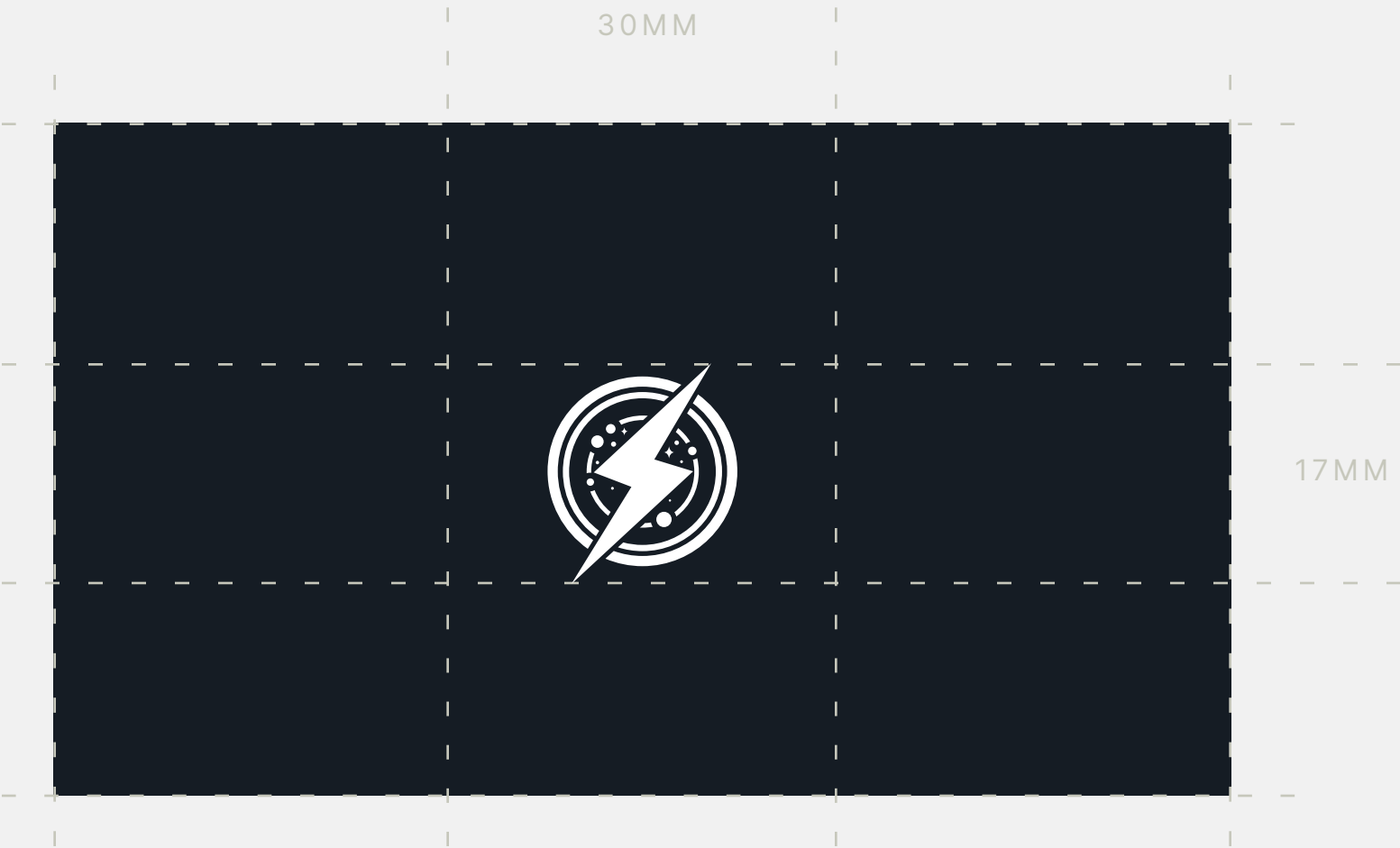
FRONT

Four-color process print on matte stock.
Name typeset in Inter Medium.
Details typeset in Inter Regular.



BACK

Four-color process print on matte stock.
Centered icon printed in spot UV.



Examples

ENCLOSED ON FLOOD WITH TEXT



ANY CORNER OF IMAGE



OCCUPYING A PORTION OF A COLLAGE



TOP/BOTTOM CENTER



Structure Example

HIGH IMPACT COLOR PHOTO SURROUNDED WITH DUOTONE IMAGES

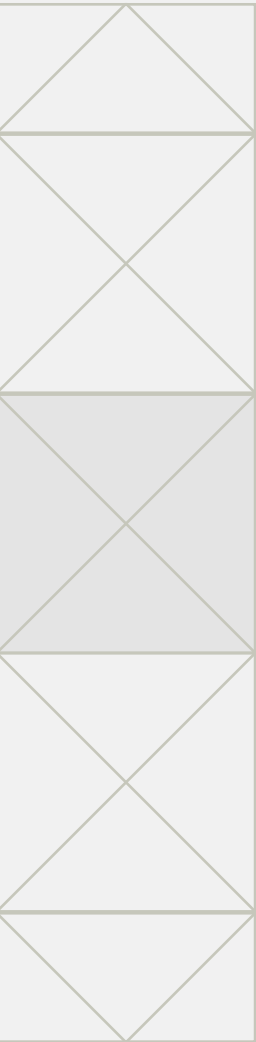
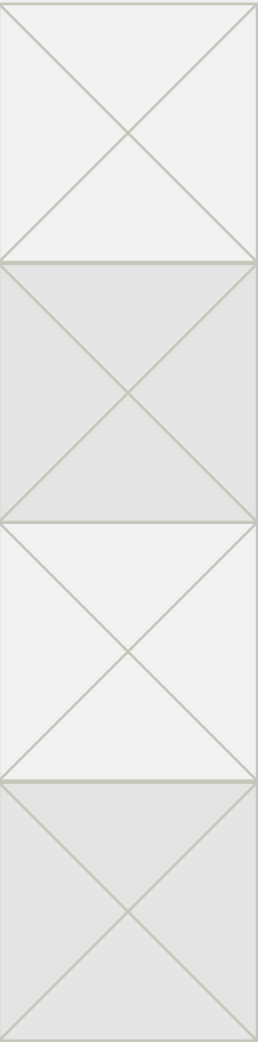
062



Film Strip Style

063

- 1. Either repeat one large photo or 2 small photos or a text box with photos repeated on either end.
- 2. Always start with one large photo or 2 small photos or a text box centered in the composition.



Visual Asset Guide

The Operation StormBreaker visual asset kit is systematically organized to ensure clarity and ease of use across both print and digital media applications. Assets are categorized by their intended usage, with specific file formats and color variations provided for consistent brand representation.

PAGE 65

Core Logo Set

PAGE 65

File Types

OSB LOGO SET

EACH FOLDER CONTAINS THE FOLLOWING:
AI, PDF AND EPS

EACH FOLDER CONTAINS THE FOLLOWING:
PNG, SVG



DIGITAL - RGB



OPERATION
STORMBREAKER



OPERATION
STORMBREAKER

PRIMARY

VERTICAL

ICON-ONLY

WORDMARK

PRIMARY

VERTICAL

ICON-ONLY

WORDMARK

BLACK

BLACK

BLACK

BLACK

BLACK

BLACK

BLACK

BLACK

WHITE

WHITE

WHITE

WHITE

WHITE

WHITE

WHITE

WHITE

SAND

SAND

SAND

SAND

SAND

SAND

SAND

SAND

FAV-ICON

FAV-ICON

BLACK

BLACK

WHITE

WHITE

SAND

SAND



PHOTOGRAPHY

DUOTONE

COLOR

File Types

066

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You’ve probably seen this before: images begin to appear pixel-lated if they’re pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you’re ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

In Closing

Everything we forgot to mention before this.

Though we've come to the end of this guide, this is only the beginning of our journey.

In this section, you will find details on our approval process, several points of contact within the brand department, and a warm thank you note.

Why? Because we care.

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Approvals

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Thank You

[PAGE 70](#)

Contacts



Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize that the creative journey is full of twists and turns. New approaches, trends, and changes in technology will inevitably affect our brand and the way we execute it visually.

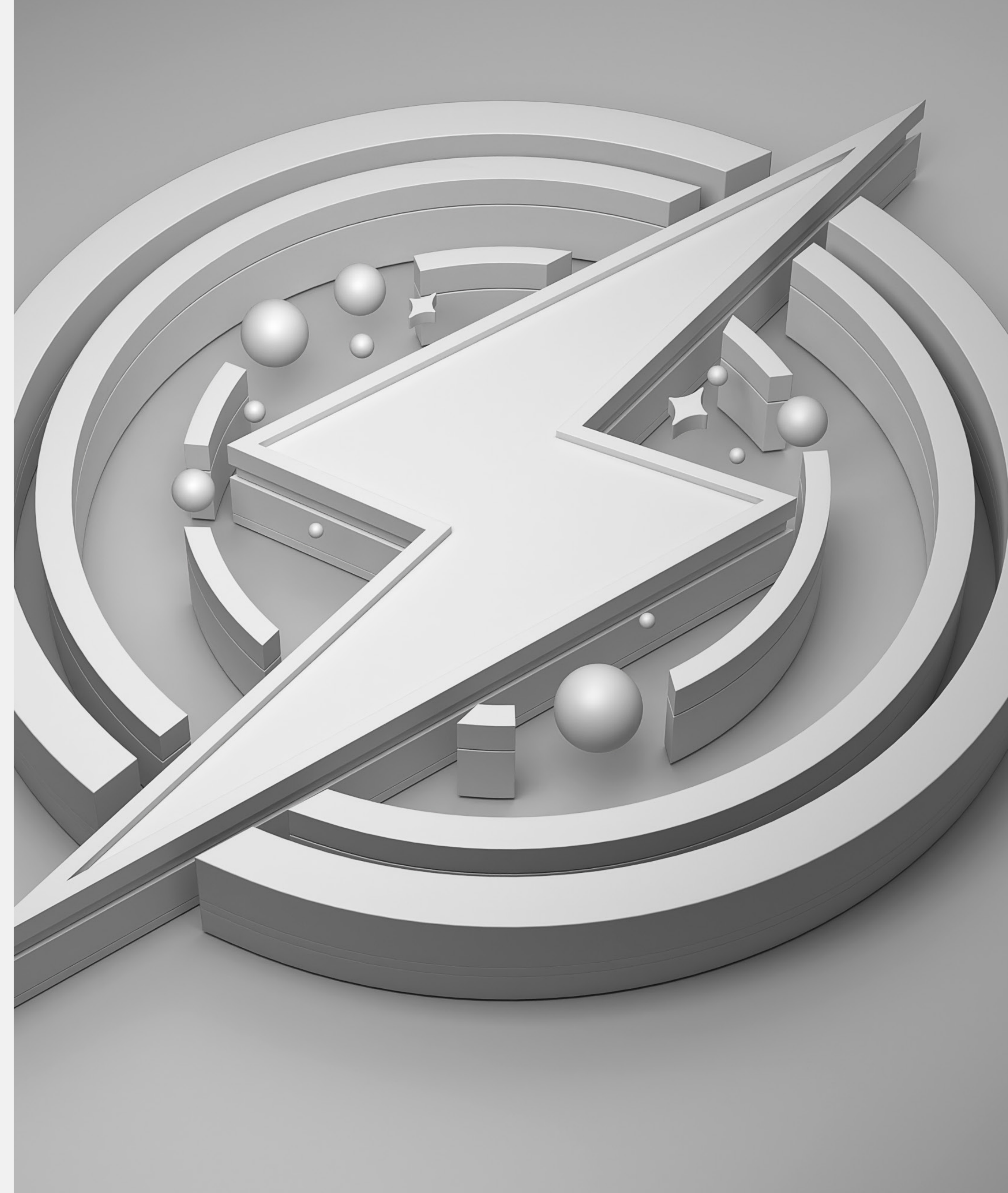
That being said, we insist that any brand execution follow the guidelines. An authorized representative must approve anything outside of these guidelines.

Thank you.

069

Thank you for your attention to detail, unwavering support, and commitment to making our brand vision a reality.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need help with execution, please do not hesitate to contact our team.



Contacts

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