



# JKO Style Guide

MARCH 2021



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Joint Knowledge Online is a part of the Joint Staff J-7.

## Our Mission

Develop, deliver, track, report, and support online distributed learning to enhance individual and staff proficiency in joint operations and improve operational readiness of the joint enterprise.

## DJ-7

Joint Staff J-7, in support of the Chairman, trains, educates, develops, designs and adapts the globally integrated, partnered, joint force to achieve overmatch in the continuum of conflict under conditions of accelerating change in the character of war.

## Our Vision

A world-class capability supporting DoD joint training and education requirements with 24/7, globally accessible, cost-effective, state-of-the-art distributed learning methods and technologies.



# Our Priorities

- The People We Serve
  - Bringing the Best Team Effort
  - The Strategic Effect of Our Products and Services
  - Assuring Good Stewardship of Resources
  - Advancing Learning Proficiency
  - Advancing the Value of Distributed Learning Tools and Content to Enterprise
  - Continuous Improvement
  - Respect, Integrity, Diversity
- Providing training content and tools to prepare service members to operate across the full spectrum of competition, conflict, and across multiple regions and all domains.
  - Leveraging JKO toolkit in support of Global Integrated Operations, Joint Warfighting Concept, and Large Scale Global Exercises.
  - Working in collaboration with and in support of Allies and Partners.
  - Aligning with leadership training guidance and priorities to best link education, training, and exercises across the learning continuum to improve Joint Force readiness.
  - Managing resources to deliver products and services in the most fiscally responsible way.
  - Providing Joint Leader Development, professional development, and individual self-development online learning opportunities.
  - Sustaining a distributed, virtual, lower-cost training option for the enterprise (e.g., global access to content and virtual training delivery to reduce costs).
  - Pursuing innovations and efficiencies to ensure an effective, lower-cost training alternative for the enterprise.
  - Working with DoD, Services, Academia and Industry to share training and education capability and innovations in order to advance cost efficiencies and promote learning proficiency.



## Our Goals

- Provide Global, Distributed Access to Joint Training and Education Content.
- Enable Joint Individual and Staff Training and Education for the DoD to include the CCMDs, Services, and Coalition Partners.
- Provide Leadership in Advanced Technologies for Distributed Learning.

# Preferred Logo Usage

This page shows recommended usage for the JKO logo. The JKO logo exists in black and white for ease of use.



JKO Brand Refresh Logos and Templates are available at:

<https://jdl.jten.mil/livelink/livelink?func=ll&objId=10297564&objAction=browse>

The JKO logo can include text beneath the globe, if aligned on the "K."

"JOINT KNOWLEDGE ONLINE" is the preferred usage, but internal products may include some approved alternatives. External products should not deviate.

# Unacceptable Logo Usage

Shown are several types of treatments deemed unacceptable, including any which distort, blur, skew, alter or otherwise diminish brand stature.



Do not distort or skew proportions



Do not use alternate colors.



Do not rotate image.



Do not use borders around logo.



Do not blur.



Do not edit.

JKO Brand Refresh Logos and Templates are available at:

<https://jdl.jten.mil/livlink/livlink/properties/10297564>

- The JKO logo should not be changed to represent different organizations or acronyms.
- The JKO logo and “JOINT KNOWLEDGE ONLINE” banner should not be edited to use a different font.
- The JKO logo should not be edited to remove the globe, or any part of the “JKO” lettering.

# JKO Color Palette

The JKO color palette features a nod to “joint purple” and fresh, energetic colors. Proper use of these colors is essential in any brand identity, setting the tone, dividing information, and aiding recognition. These colors may be used at 100% strength or as tints.

Dark Purple

Lighter Purple

Sage

Peach

Lime



HEX #27233a  
RGB 39 35 58  
HSV 250 40 23  
CMYK 33 40 0 77

HEX #505168  
RGB 80 81 104  
HSV 238 23 41  
CMYK 23 22 0 59

HEX #b3c0a4  
RGB 179 192 164  
HSV 88 15 75  
CMYK 7 0 15 25

HEX #dcc48e  
RGB 220 196 142  
HSV 42 35 86  
CMYK 0 11 35 14

HEX #eaeef3  
RGB 234 239 211  
HSV 71 12 94  
CMYK 2 0 12 6

Primary Use

Complementary Use

Dark Purple and Lighter Purple are used as primary colors for JKO collateral. Sage, Peach, and Lime are used throughout collateral as accents.

JKO Brand Refresh Logos and Templates are available at:

<https://jdl.jten.mil/livelink/livelink?func=ll&objId=10297564&objAction=browse>



# Fonts

The primary font families for JKO are Myriad Web Pro and Calibri Light.

Myriad Web Pro should be used when possible. For Microsoft applications, please use Calibri.

For web, Arial may be substituted for Calibri. The text in the JKO logo is modified/custom and the Joint Knowledge Online in banner is Myriad Pro—Bold font.

## Calibri Light Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()<>?/+\_~

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()<>?/+\_~

## Myriad Web Pro Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()<>?/+\_~

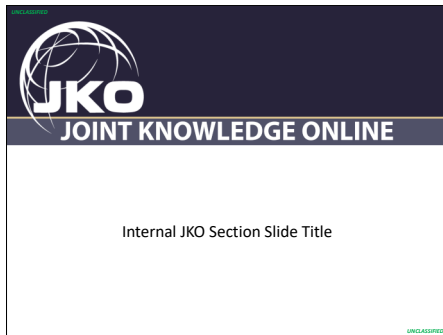
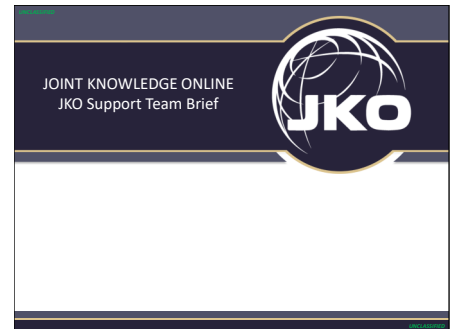
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()<>?/+\_~

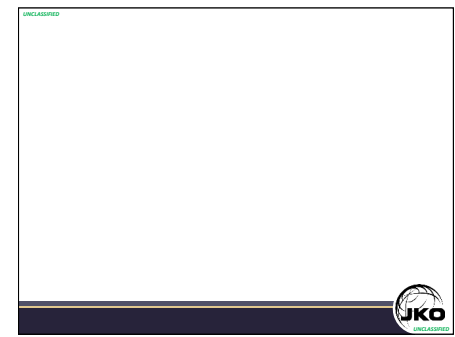
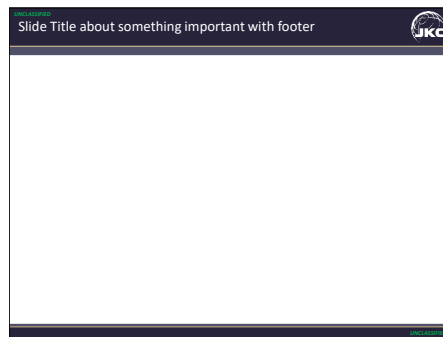
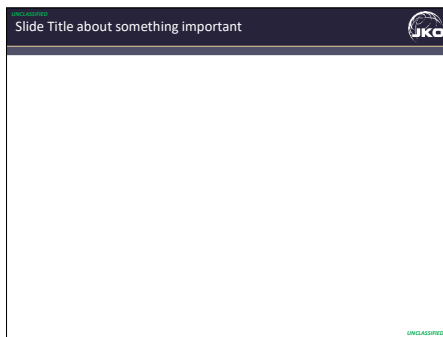
# Collateral Samples

PowerPoint Slides: These examples display how the brand should be applied to PowerPoint slide decks.



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# Collateral Samples

Document Cover Pages, Flyers, and Newsletters.



The examples display how the brand should be applied to printed collateral. Please note the following elements should always be present:

- The JKO logo
- The words JOINT KNOWLEDGE ONLINE
- Primary and complementary colors

The elements of flyers and newsletter products as well as other printed collateral require creative placement to achieve balance and aesthetically-pleasing combination.