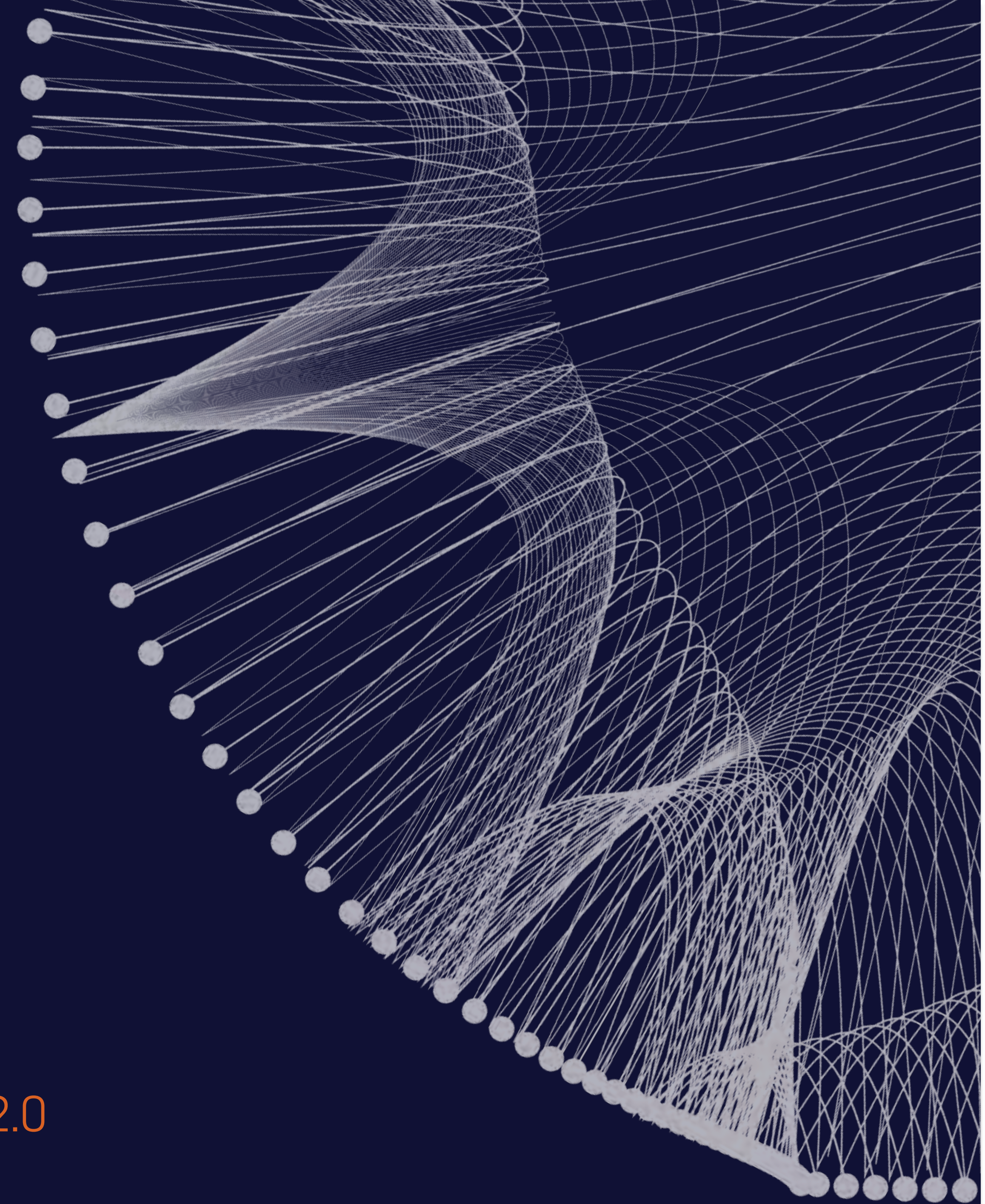


MG


Brand Style Guide 2.0

McChrystal Group

Brand Style Guide *Version 2.0*



McChrystal Group gets organizations to perform by making their **teams work**



To achieve results that matter, your teams must help achieve them. Yet they're not. Instead, they are stuck in one meeting after another, rehashing minor decisions while major targets are missed. Again. We believe you deserve teams that work. That's why McChrystal Group has been helping organizations like yours get their teams working better, smarter and faster for more than 11 years. We can do the same for you.



01 This is McChrystal Group

■ 1.1 Category

We are team performance consultants.

This positioning statement will help others understand the sector or category in which McChrystal Group competes.

■ 1.2 Brand Promise

We make teams work so organizations can perform.

This brand promise articulates the value that McChrystal Group offers clients that no one else can.

■ 1.3 Essence

They can do it.

Your essence will serve as an organizing principle for the look and feel of the brand.

■ 1.4 Pillars

Our promise is distilled into three key pillars that hold us accountable and reflect our unique strengths.

We inspire performance.

We bring out the best in our clients' people.

We unleash teams.

We remove what holds our clients' teams back from hitting critical targets.

We deliver results.

We work shoulder-to-shoulder with our clients' teams until they achieve what their organizations need most.

1.5 Values

McChrystal Group's brand and work are grounded in its core value: ship, shipmate, and self. This can go beyond words to translate into specific behaviors:



Trust

We earn trust by first seeking to understand, we build trust through listening with intention, and we sustain trust through striving to provide value in every interaction.

Adaptability

We adapt to an ever-evolving environment by leaning into what it demands of us, standing shoulder to shoulder with teammates and clients to understand the impacts of change, and harnessing our unique blend of experiences and perspectives to translate insights into action.

Growth

We orient our minds and our behavior toward continual growth – disrupting the status quo in our work by stepping boldly into scenarios that challenge us, initiating engagement that can break through existing rigidity, and leveraging all tools available to us to facilitate the growth we endeavor to realize in all that we do.

1.6 Tone & Voice

McChrystal Group's brand personality is expressed by its tone and voice attributes:

- Bold
- Disciplined
- Resilient
- Human

Examples of potential tone and voice messaging that can be used throughout McChrystal Group's brand are shown to the right.

Teams work when they meet core human needs.

A team can't perform when its members aren't fully engaged. That's why we restructure underperforming teams to meet core human needs like belonging, purpose and psychological safety. The result is a team that works because its members are motivated to engage completely.

Remove what's holding your teams back so your organization can become unstoppable.

Barriers like unclear direction, low engagement and lack of trust clutter all kinds of teams, whether they see them or not. We remove those barriers so teams work the way everyone knows they can and the organization performs the way it must.

How hard data and hard-won experience make teams work.

Let's be honest: It's hard to change behavior. Even if you correctly identify the root of the problem, good luck getting consensus that you're right. And even if you do, the status quo is more than happy to eat your solution for breakfast.

That's why we combine hard data *and* hard-won experience to tackle behavior change.

From influence networks to communication flows, we analyze the hard data your teams produce to spot why their performance is lackluster. Then our hard-won experience transforming teams (some in a war zone) helps us build consensus on the problem and the effective solution. That experience also keeps the status quo at bay so the solution can work. You *can* change behavior that's holding your teams back. We'll show you the numbers and scars to prove it.



02 Our Look & Feel

■ 2.1 Overview

McChrystal Group's logo is the key building block of its identity; the primary visual element that identifies us.

Primary Logo

McChrystal Group

Secondary Logo

McChrystal
Group

Monogram

MG

■ 2.2 Logomark

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify McChrystal Group's products, web presence, ads, and enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

The color usage for McChrystal Group's logo is fairly minimal. The logo will mostly be used in Midnight or white against a solid colored background.



Primary White Logo on Midnight



Primary Midnight Logo on White

■ 2.3 Clear Space

To ensure legibility, McChrystal Group's logo should always be surrounded by a minimum area of space. This space isolates the mark from any competing graphic elements, like other logos or body copy, that might conflict with, overcrowd, and lessen the impact of McChrystal Group's brand.

A margin of clear space equivalent to the height of the "M" is drawn around the logo to create the invisible boundary of the area of isolation. These areas of separation are a minimum and should be increased wherever possible, as well as be maintained as the logo is proportionally resized.

The minimum size for screen and print application of our logo is a width of 1.25".



Minimum logo size of 1.25" wide

Minimum clear space is one width of the "M".

2.4 Logo Usage

A few rules are necessary for maintaining the integrity of the McChrystal Group brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way — that includes adding unnecessary and unattractive text decorations like drop shadows and outlines.

Here are a few examples of some ways you should never consider using the logo:



- Don't rotate the logo
- Don't squash the logo
- Don't stretch the logo
- Don't place elements in the logo clear space
- Don't resize any part of the logo
- Don't use off-brand colors

■ 2.5 Secondary Logo

The stacked flag is McChrystal Group's secondary mark. It uses a vertical orientation and can be present on McChrystal Group products, website, marketing and development materials, advertising, sponsorships, etc.

A margin of clear space equivalent to the height of the "M" is drawn around the logo to create the invisible boundary of the area of isolation. These areas of separation are a minimum and should be increased wherever possible, as well as be maintained as the logo is proportionally resized.

The minimum size for screen and print application of our secondary logo is a height of .25".



Primary White Logo on Midnight



Primary Midnight Logo on White



Minimum clear space is one width of the "M".

■ 2.6 Monogram

The M and G letters are McChrystal Group's monogram logo. It is a horizontal orientation and can be used on McChrystal Group products, website, books, apps, and marketing and development materials, such as advertising, sponsorships, etc.

A margin of clear space equivalent to the height of the "M" is drawn around the logo to create the invisible boundary of the area of isolation. These areas of separation are a minimum and should be increased wherever possible, as well as be maintained as the logo is proportionally resized.

The minimum size for screen and print application of our logo is a width of .5".



Monogram White logo on Midnight



Monogram Midnight logo on White



Minimum clear space is one width of the "M".

■ **2.7 Typography**

Typography is a powerful brand tool when used consistently. The typography used throughout McChrystal Group’s brand helps connote its messaging and creates brand familiarity. Our typographic choices are meant to reflect the aesthetic qualities of the brand while maintaining a high degree of legibility and beauty.

Cooper Hewitt and Plantin MT Pro are our primary typefaces. Cooper Hewitt is an open source typeface available on the museum’s website; Plantin MT Pro is available via Adobe Fonts.

Cooper Hewitt

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()=+**

Plantin MT Pro

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()=+

Light	Medium Italic
<i>Light Italic</i>	Semibold
Book	Semibold Italic
<i>Book Italic</i>	Bold
Medium	Bold Italic

Light	Semibold
<i>Light Italic</i>	Bold
Regular	Bold Italic

■ 2.7 Typography

While it is encouraged to use these two typefaces across platforms to ensure brand consistency, there are approved alternative typefaces:

Our sans serif typeface, Cooper Hewitt, is freely available to download and install on Mac or PC. It is encouraged to use across platforms. In case the custom typeface is unavailable, the approved system alternatives to use is Arial (available on Microsoft systems).

Our serif typeface, Plantin MT Pro, is available through Adobe Fonts or for purchase via MyFonts. It is also encouraged to use this typeface across platforms where possible. As a system alternative, it is encouraged to use Times New Roman (available on Microsoft systems).

Encouraged Typefaces

Cooper Hewitt

Plantin MT Pro

System Alternatives

Arial Black

Times New Roman

2.8 Hierarchy

Some sizes, styles, and weight combinations work better than others. This section shows the typographic hierarchy, size, style and weight combinations as an example of how to properly set various instances of type.

Cooper Hewitt / Bold / Midnight

Headline Title

Cooper Hewitt / Bold / Uppercase / Accent

EYEBROW FOR CLARITY

Plantin MT Pro / Regular / Midnight Muted

— This is the line that would start all of the text off the right way.



2.9 Color Palette

Color is an integral part of McChrystal Group’s brand identity. Consistent use of color palette will not only reinforce the cohesiveness of the brand, but will allow users to identify the brand upon interaction.

#DA6123

Primary Color



Midnight #101135 PMS 2766 C RGB: (16,17,53)



Accent #DA6123 PMS 1595 C RGB: (218,97,35)

Secondary



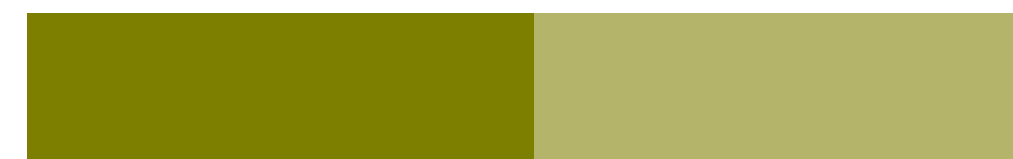
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Hex Code: #EEAB29



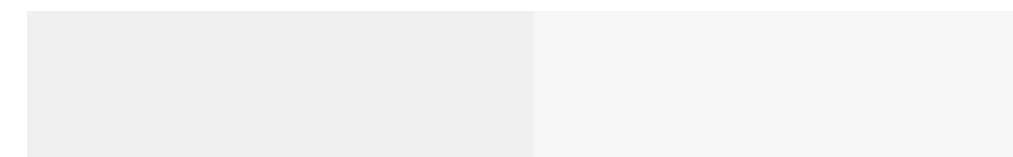
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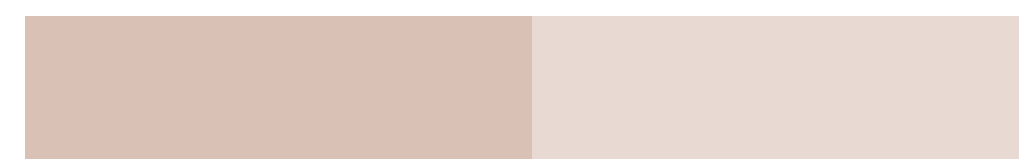
Hex Code: #7D7F00



Hex Code: #BCA79D



Hex Code: #EAEAEA



Hex Code: #D9C1B5



Hex Code: #F7FCFE

The primary palette consists of two colors: Midnight and Accent. Both Midnight and Accent are impetus for the overall McChrystal Group brand, and create humanity, trust, and boldness across all brand expressions.

McChrystal Group’s brand is supplemented by a set of supporting colors that help extend the brand ethos. It consists of four secondary colors and four neutrals: Muted Midnight, Blue, Mustard, Olive, Grey, Ash, and Beige.

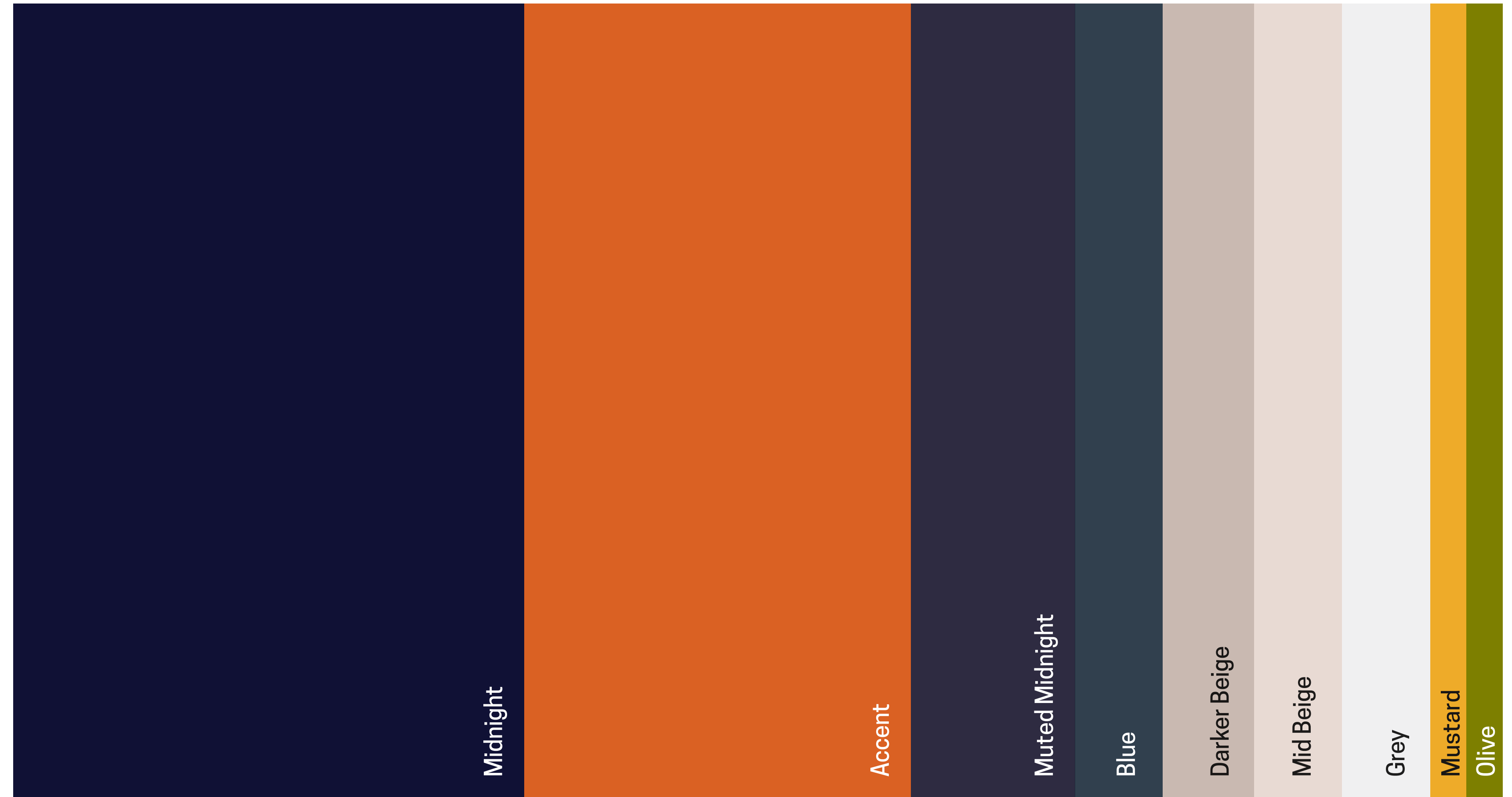
Primary Color

■ 2.10 Color Usage

The primary colors are used on all materials. The secondary colors support the primary palette and play an integral role in creating the dynamic spectrum of elements in McChrystal Group’s visual system. The primary application of color should employ Midnight, with the occasional use of the boldest color, Accent, for emphasis. The application of the secondary colors is based on the context and is used to apply additional emphasis or to differentiate content.

Proportions:

- Midnight 40%
- Accent 25%
- Muted Midnight 10%
- Blue 5%
- Darker Beige 5%
- Mid Beige 5%
- Grey 5%
- Mustard 2.5%
- Olive 2.5%



The Power and Optimism of People

2.11 Imagery

McChrystal Group incorporates multiple styles of photography in order to inject its brand with liveliness and personality. Primarily this includes photos that capture the power and optimism of people, both in the office and in the field. Additionally, McChrystal Group uses select illustrations and patterns to emphasize the importance of networks and human-to-human connection.



Power of People

2.11 Imagery

The power of people photography style consists of people engaging in their surrounding areas looking energized and full of potential. Images can include multiple people or focus in on one person.



In the Office

2.11 Imagery

The in the office photography style consists of different focal points in and around an office setting. These images are normally shown without people, however individuals can be included if shown in soft focus or as additional context to the subject matter.



Military Heritage

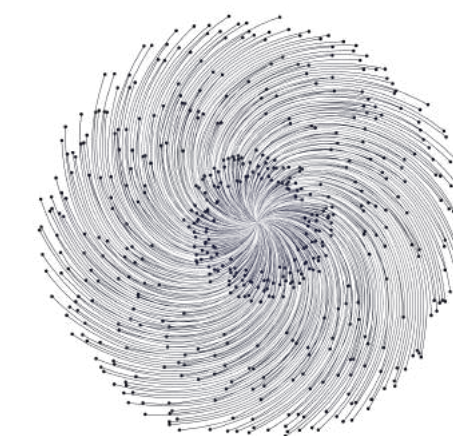
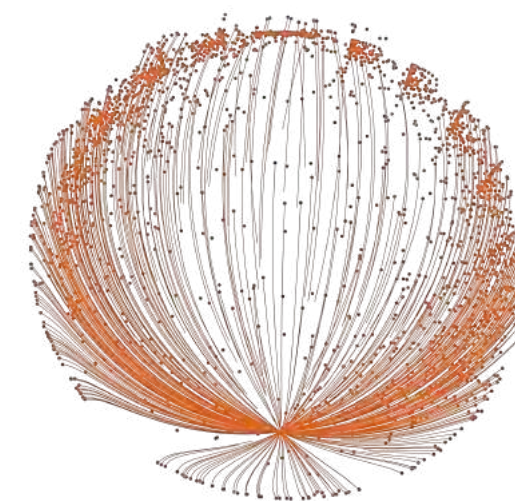
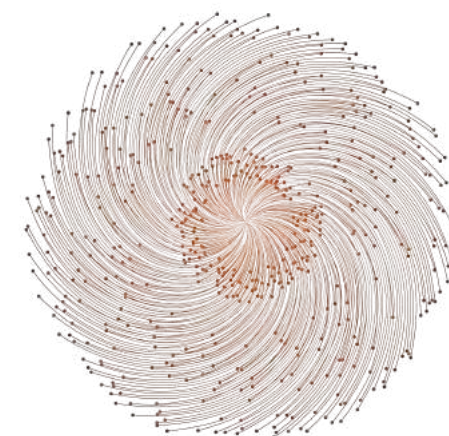
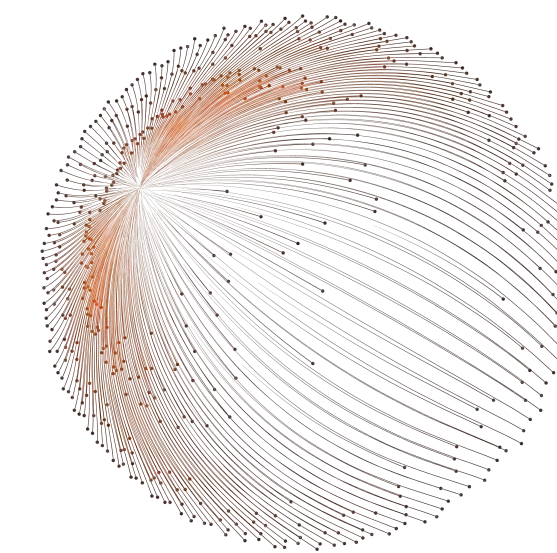
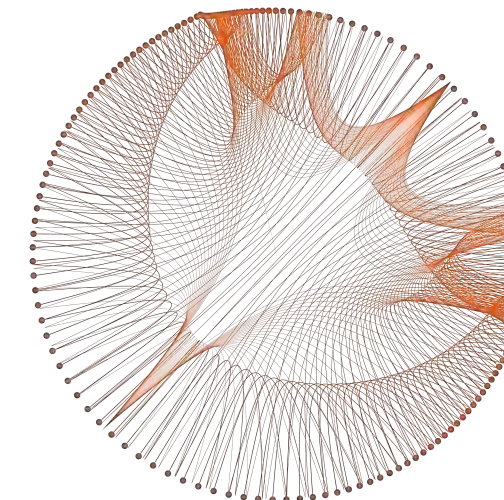
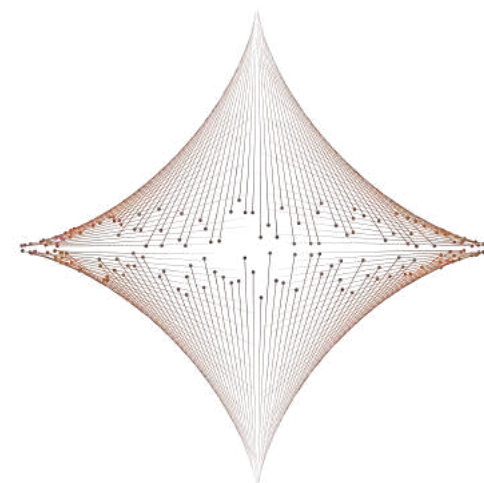
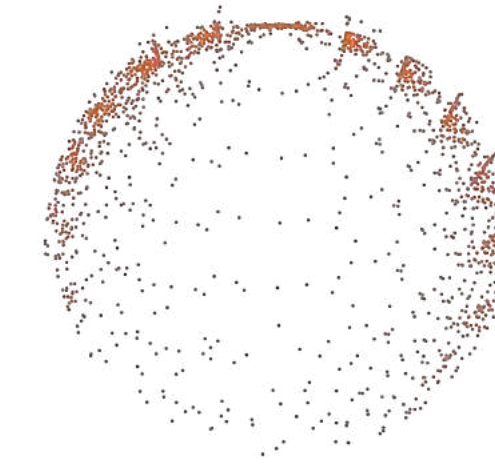
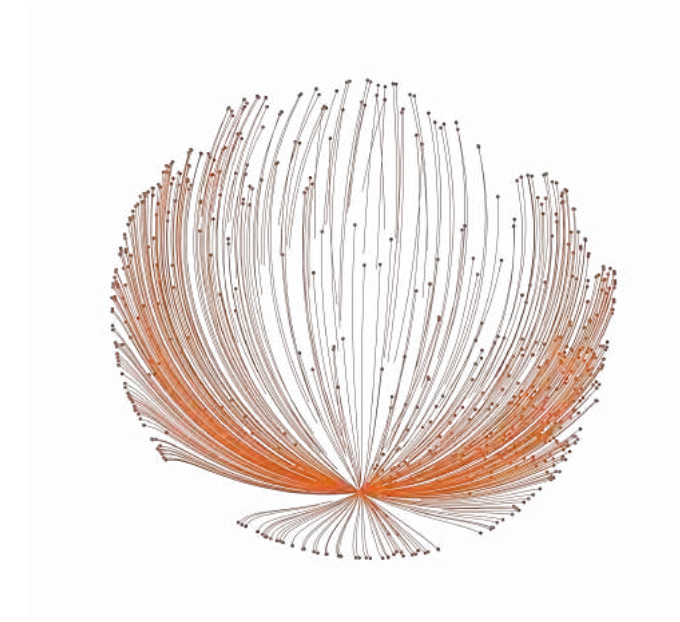
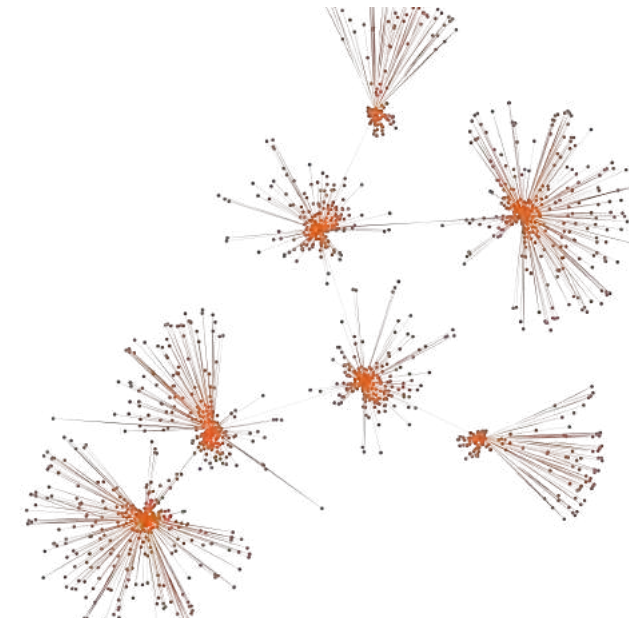
2.11 Imagery

The military heritage photography style consists of images containing McChrystal Group's founder Stan McChrystal shown in military garb, military surrounding environments, or with fellow military officials.



2.11 Network Graphics

Network graphics are included in McChrystal Group's brand material to hint at the ideas of connectivity and network data analysis. These graphics can stand alone as images or can be placed throughout brand and web materials to create texture.





McChrystal Group

Version 2.0