

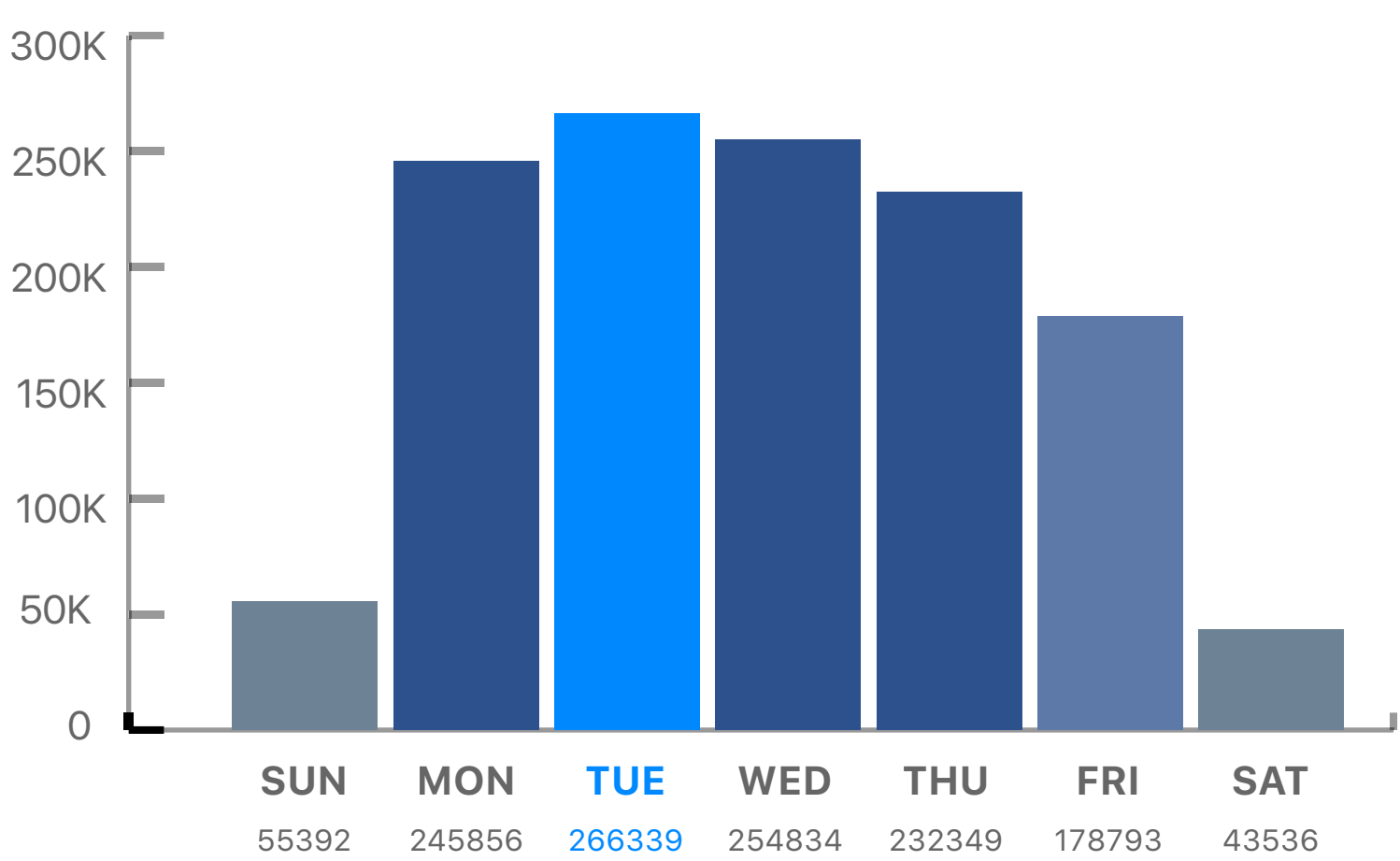
**VISUAL DESIGN**  
OCTOBER 2022

*DAU*

# TRAFFIC DAILY DISTRIBUTION

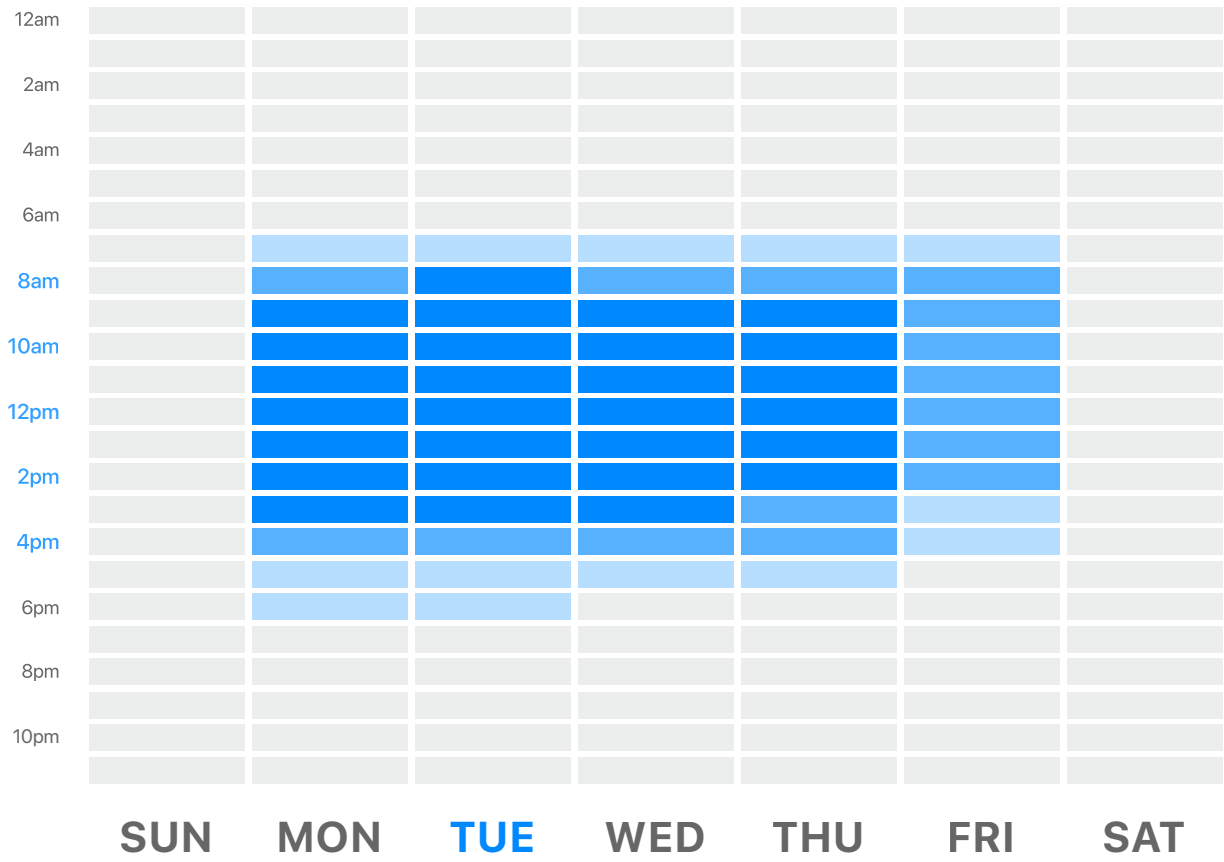
## Top Day of Week by Users

Aug 1, 2021 - Jan 31, 2022



## Users by Time of Day

Aug 1, 2021 - Jan 31, 2022

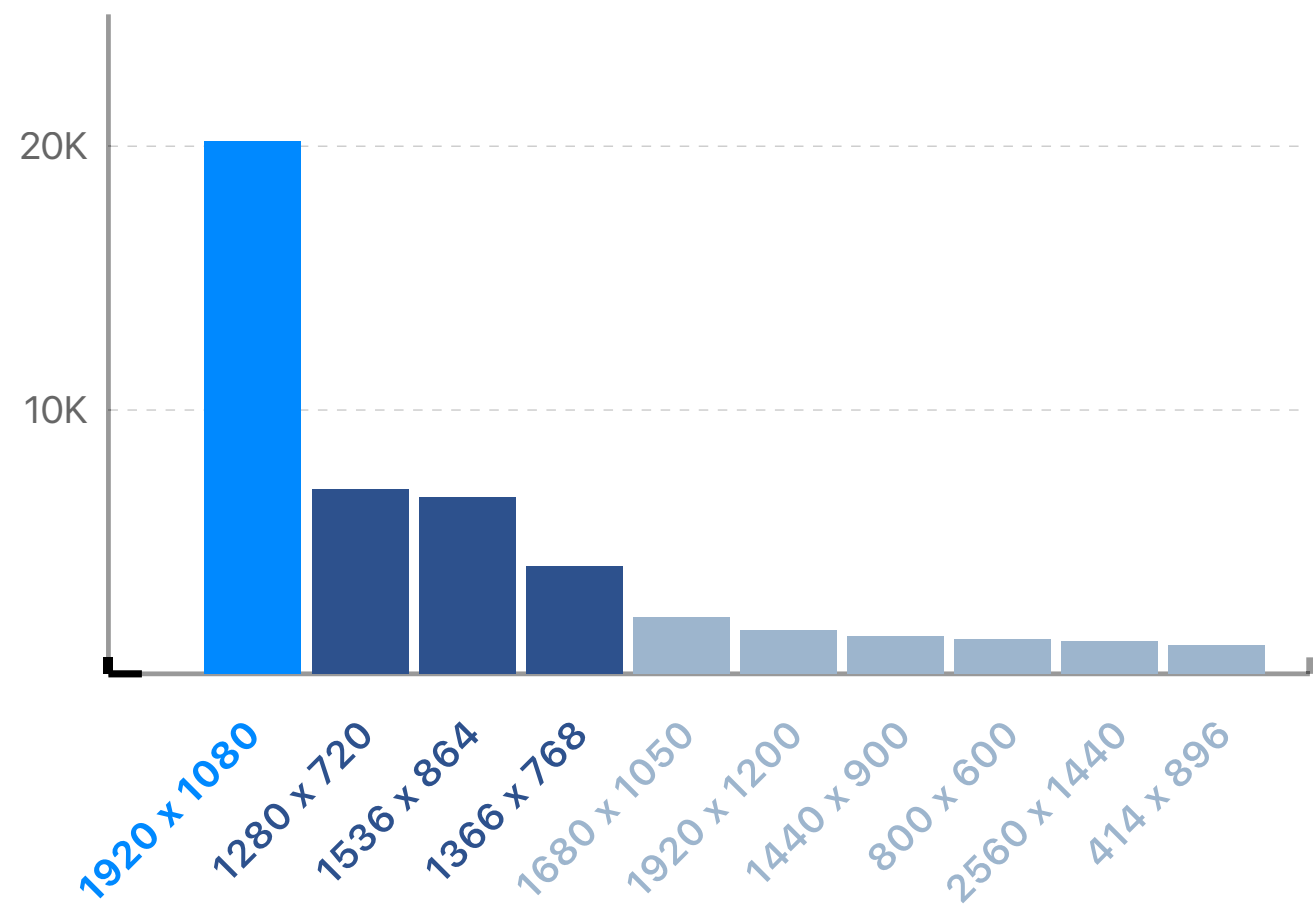


GOOGLE ANALYTICS SITE TRAFFIC

# DEVICE TECHNOLOGY

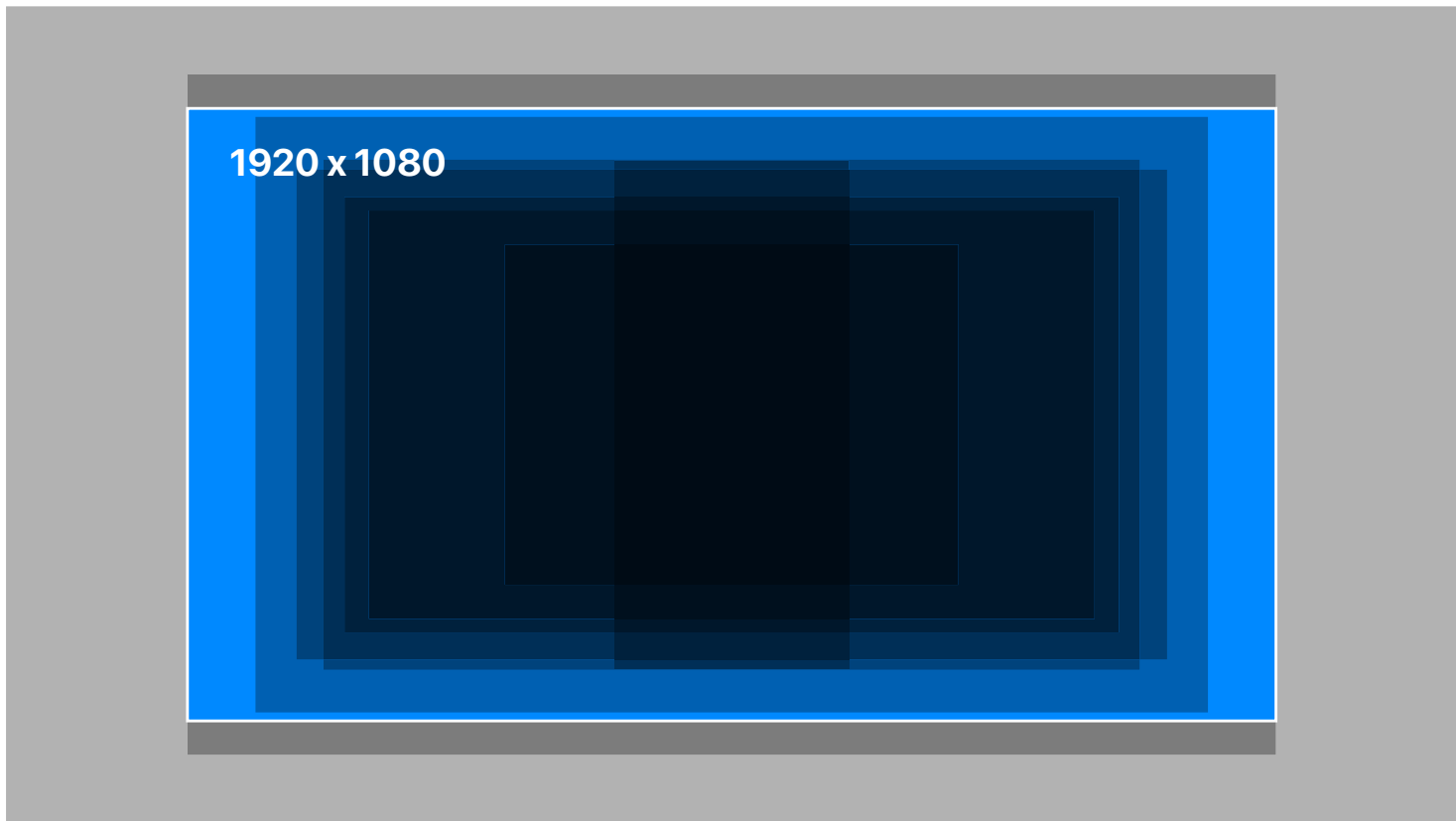
## Top Screen Resolutions by Users

Feb 22, 2022 - Feb 28, 2022



## Top Screen Resolutions by Users

Feb 22, 2022 - Feb 28, 2022



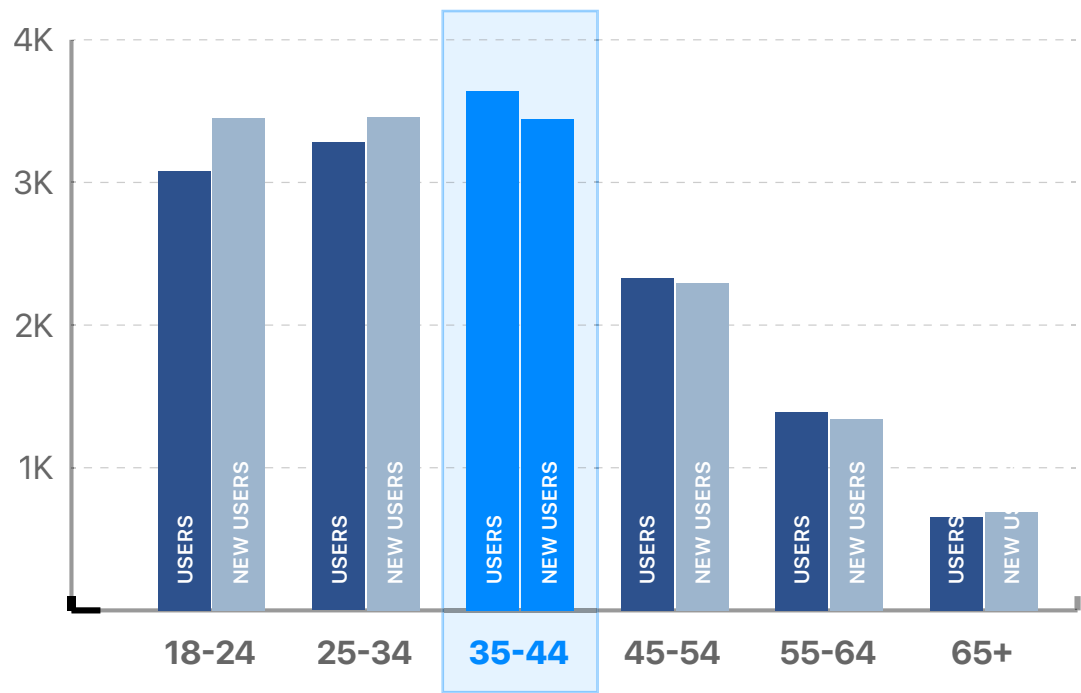
GOOGLE ANALYTICS SITE TRAFFIC

# GENDER OVERVIEW

GOOGLE ANALYTICS SITE TRAFFIC

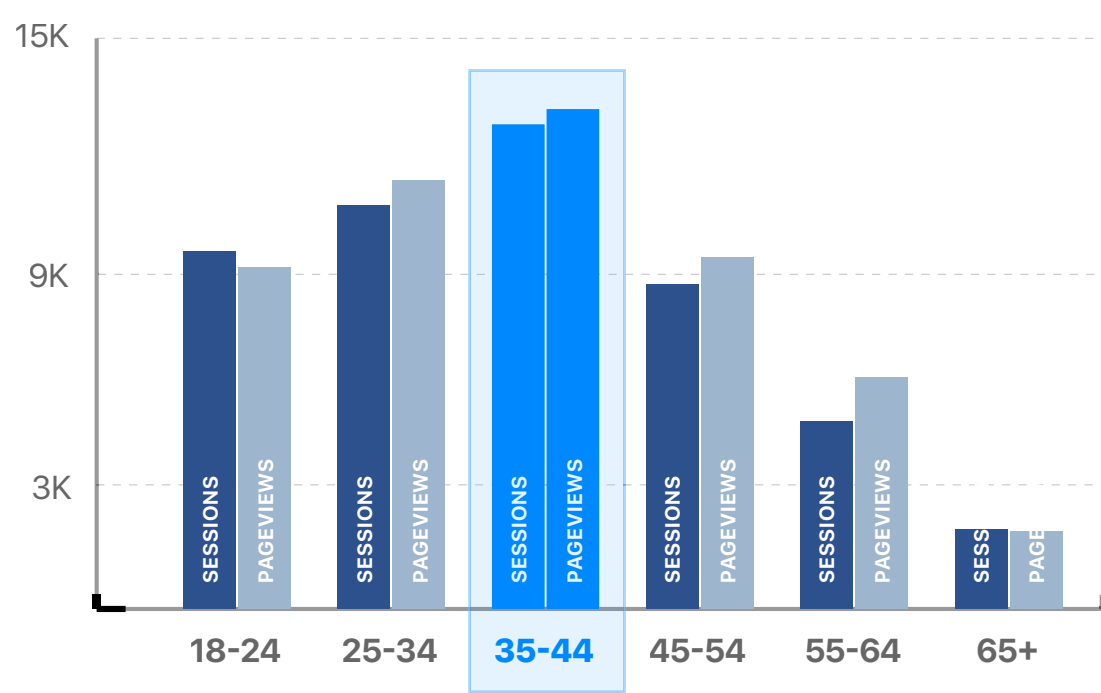
## Female Audience: Users vs. New Users

Jan 29, 2022 - Feb 27, 2022



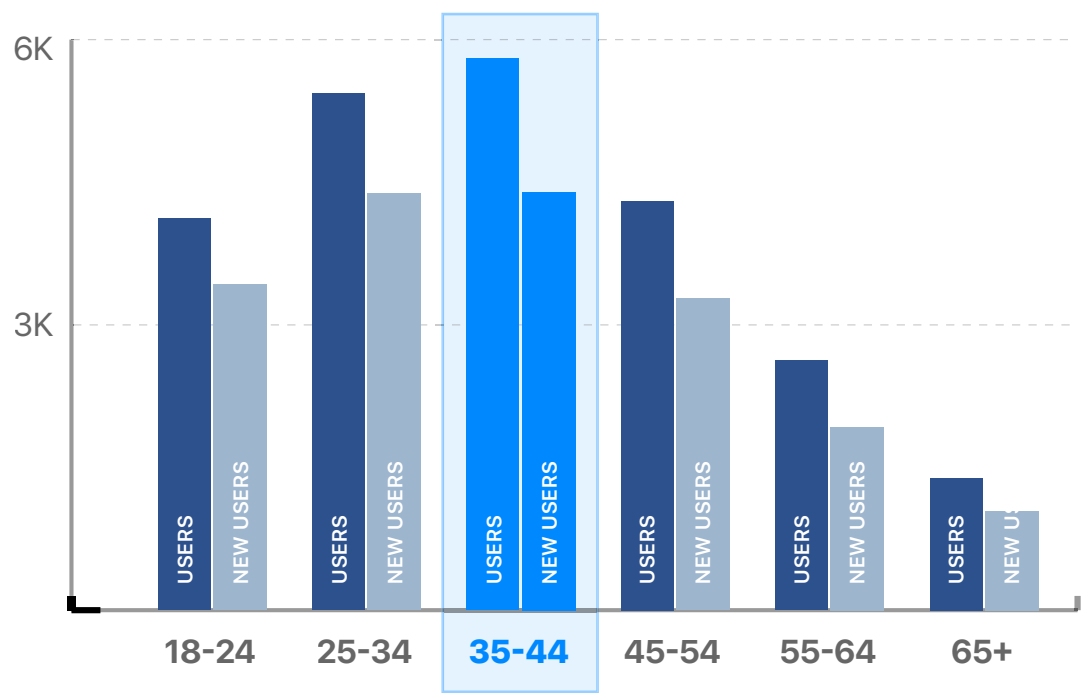
## Female Audience: Sessions vs. Pageviews

Jan 29, 2022 - Feb 27, 2022



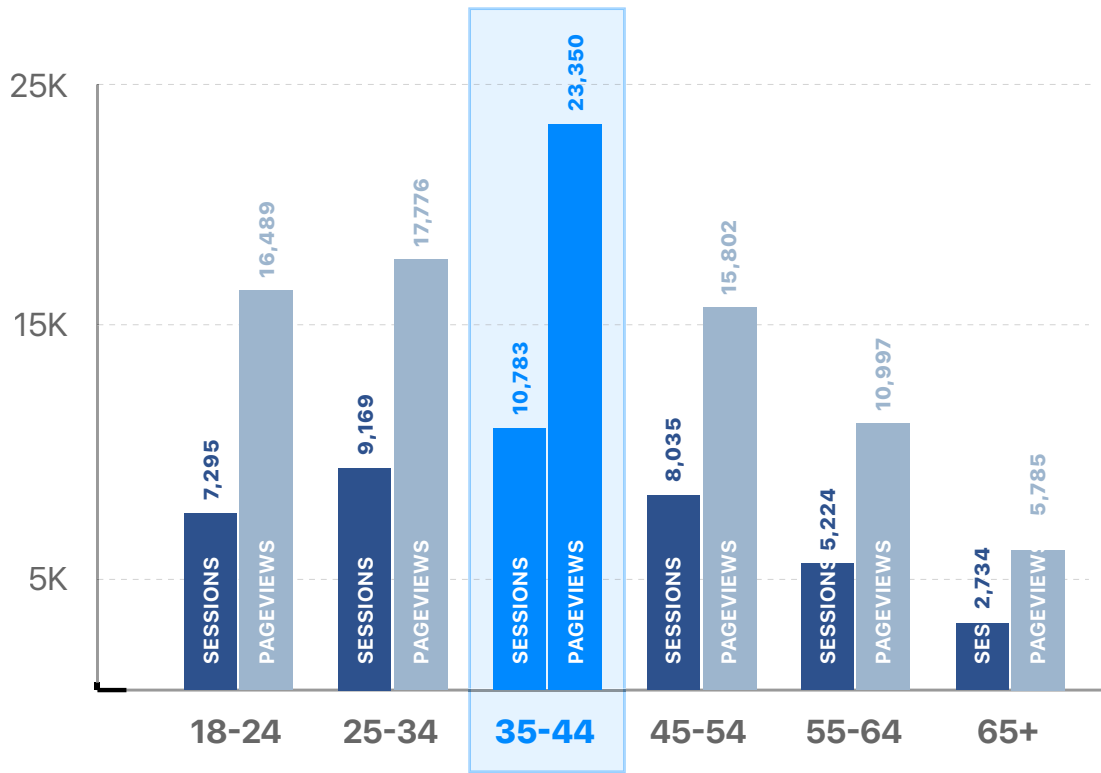
## Male Audience: Users vs. New Users

Jan 29, 2022 - Feb 27, 2022



## Male Audience: Sessions vs. Pageviews

Jan 29, 2022 - Feb 27, 2022



# AFFINITY CATEGORIES

AFFINITY CATEGORY (REACH) DEFINITION: INDICATES THAT USERS ARE MORE LIKELY TO BE INTERESTED IN LEARNING ABOUT THE SPECIFIED CATEGORY.

ALL

Affinity Category



F / 35 - 44

Affinity Category



M / 35 - 44

Affinity Category



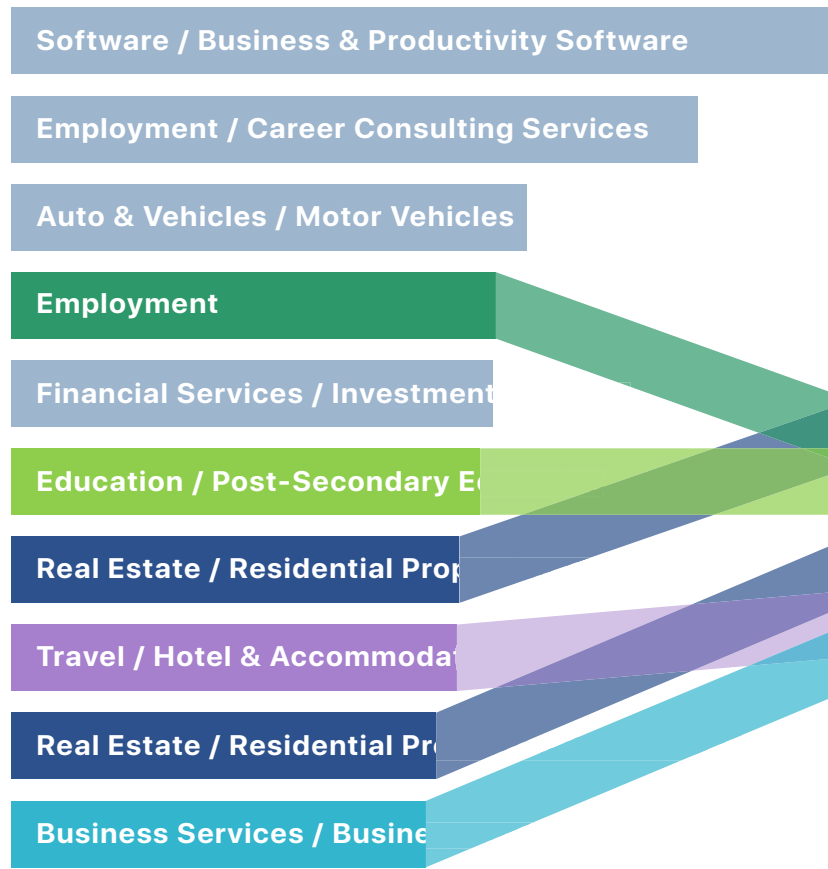
GOOGLE ANALYTICS SITE TRAFFIC

# IN-MARKET SEGMENTS

IN-MARKET SEGMENT DEFINITION: INDICATES THAT USERS ARE MORE LIKELY TO BE READY TO PURCHASE PRODUCTS OR SERVICES IN THE SPECIFIED CATEGORY.

## ALL

In-Market



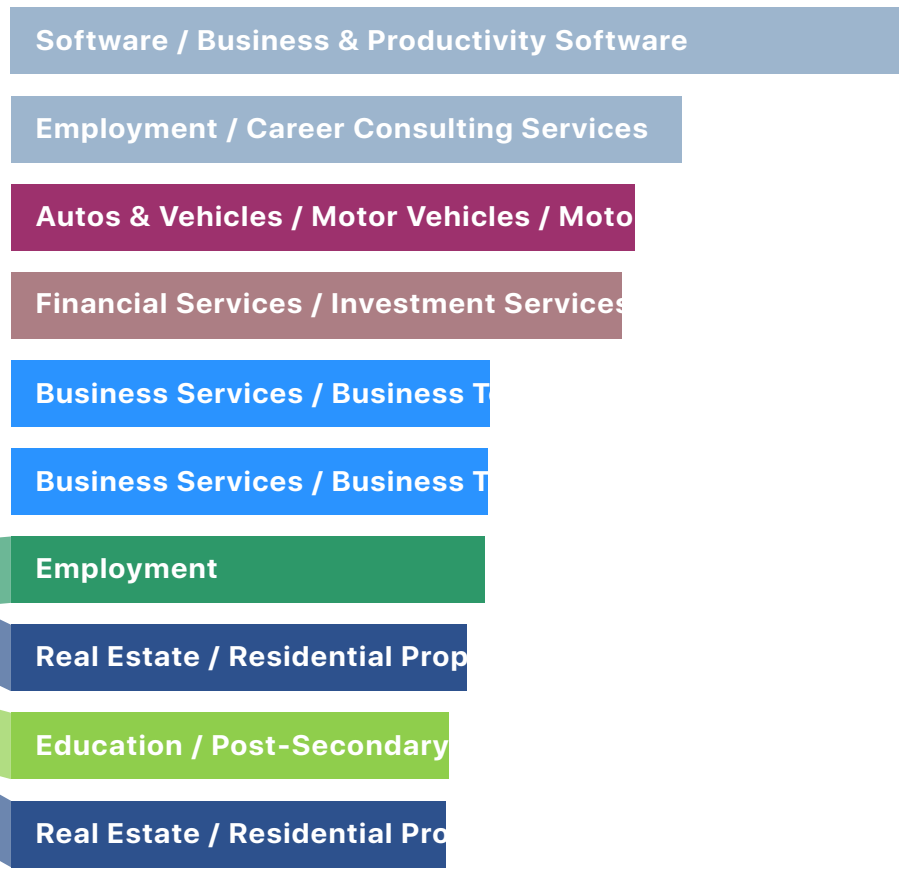
## F / 35 - 44

In-Market



## M / 35 - 44

In-Market



GOOGLE ANALYTICS SITE TRAFFIC

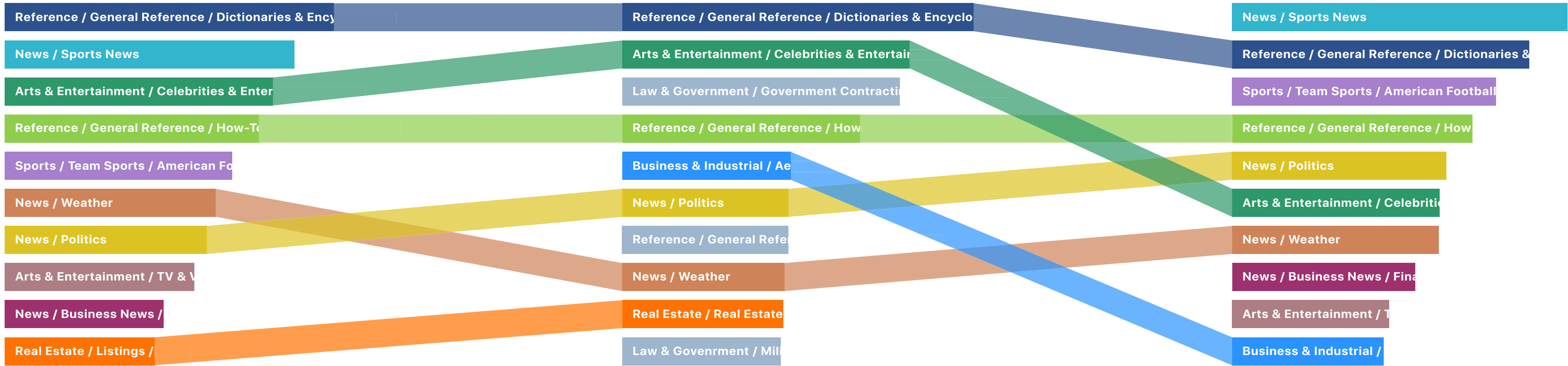
# OTHER CATEGORY

OTHER CATEGORY DEFINITION: INDICATES THAT USERS ARE MORE LIKELY TO BE INTERESTED IN LEARNING ABOUT THE SPECIFIED CATEGORY, AND MORE LIKELY TO BE READY TO PURCHASE.

M / 35 - 44  
Other Category

F / 35 - 44  
Other Category

M / 35 - 44  
Other Category



GOOGLE ANALYTICS SITE TRAFFIC

ACTIVE INTERESTS

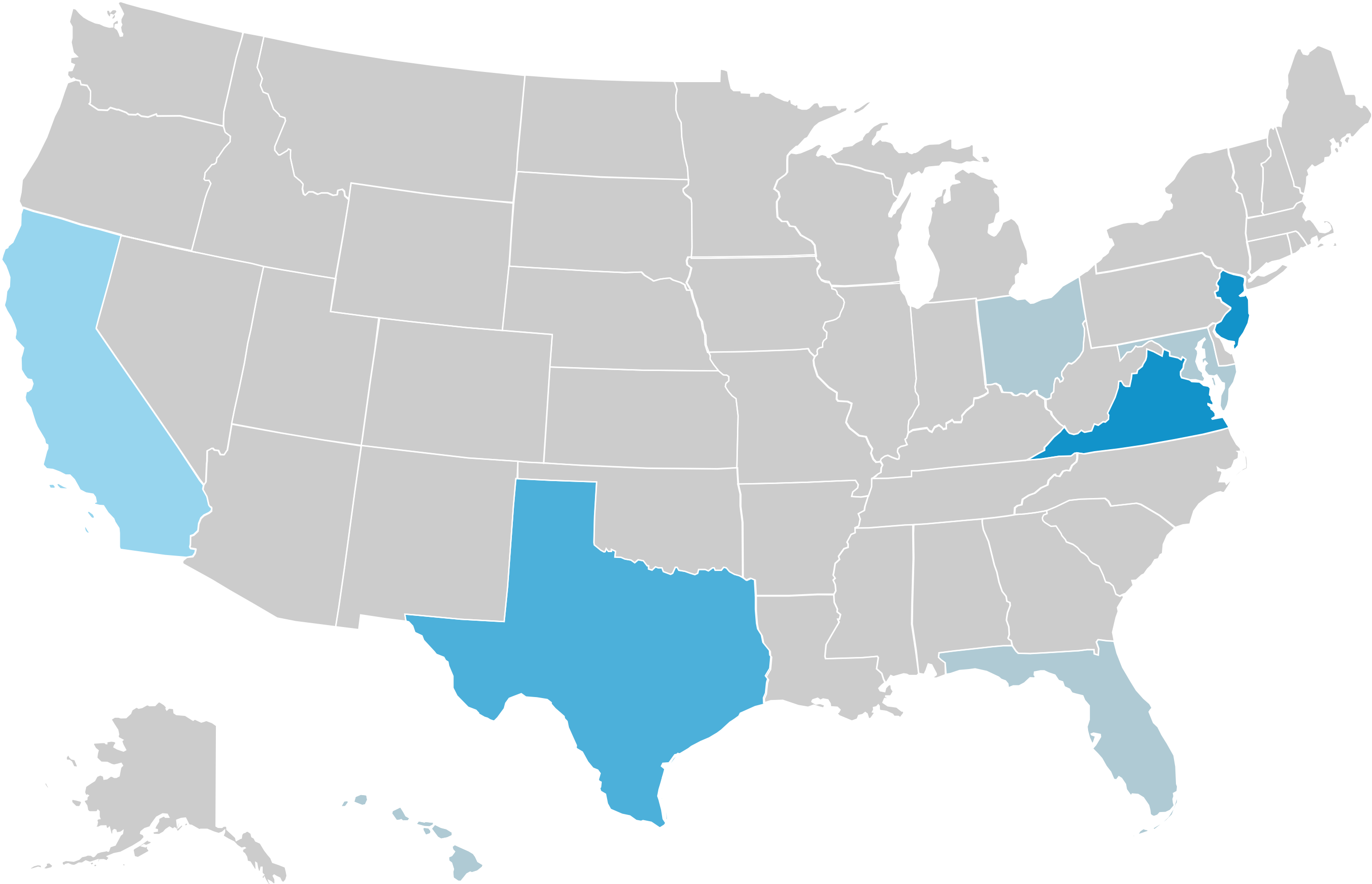
F / 35 - 44	M / 35 - 44	
Life Style & Hobbies	Life Style & Hobbies	I'm interested in learning about
Banking & Finance	Banking & Finance	
News & Politics	News & Politics	
Beauty & Wellness	Value Shopping	
Value Shopping	DIY	
Business Software	Business Software	I'm ready to purchase
Career Services	Career Services	
Real Estate	Autos / Motor Vehicles	
Business Services	Financial Services	
Post Education	Business Services	
General Reference	Sports News	I'm interested in learning about and ready to purchase
Arts & Entertainment	General Reference	
Law & Gorvenment	Team Sports	
How To	How To	
Business Industrial	News Politics	



# DOMESTIC GEOGRAPHIC DISTRIBUTION

- 1 / VIRGINIA 14.9%
- 2 / TEXAS 6.85%
- 3 / NEW JERSEY 6.43%
- 4 / CALIFORNIA 6.24%
- 5 / MARYLAND 5.62%
- 6 / HAWAII 4.20%
- 7 / DISTRICT OF COLUMBIA 3.98%
- 8 / OHIO 3.96%
- 9 / FLORIDA 3.04%

GOOGLE ANALYTICS SITE TRAFFIC



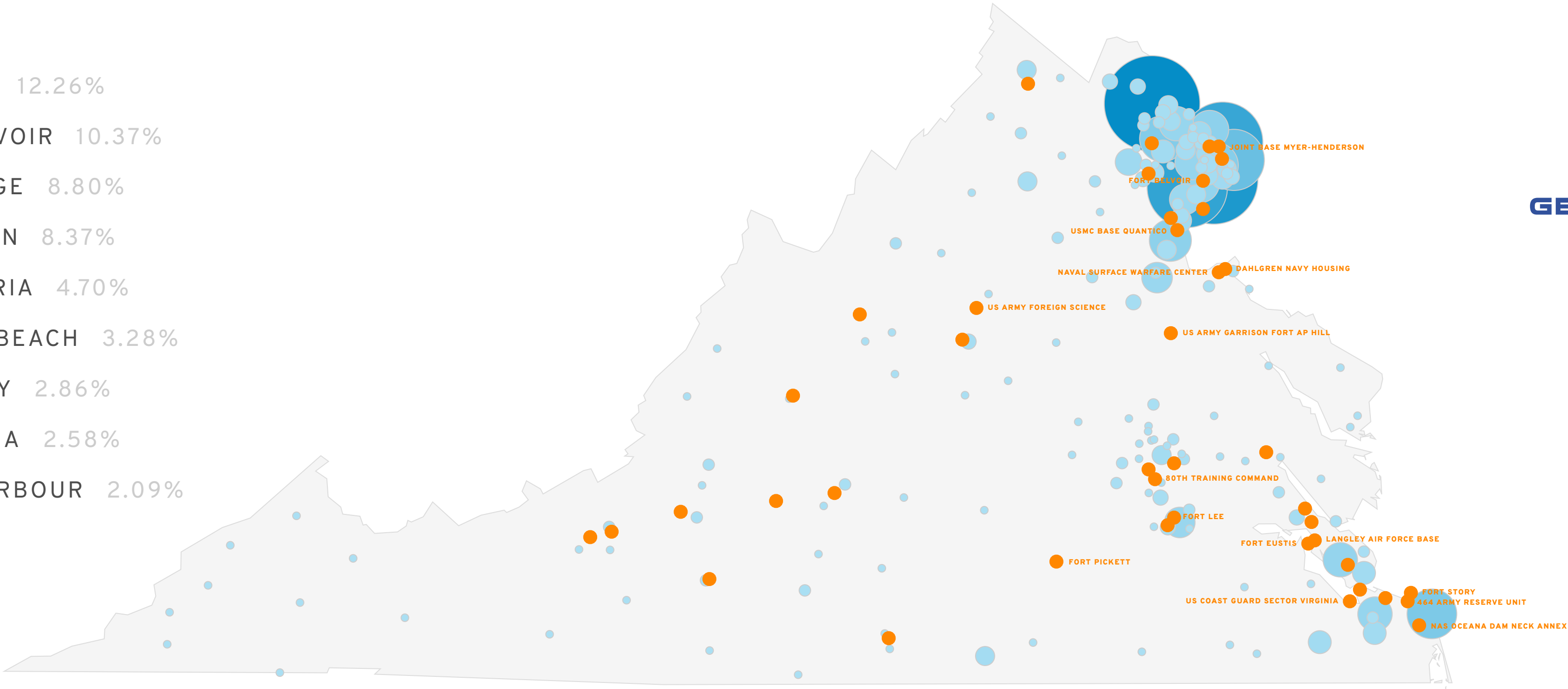
# VIRGINIA GEOGRAPHIC TRAFFIC DISTRIBUTION

TOP 100 AMERICAN COMPANIES - HQ IN VIRGINIA  
BASED ON LATEST REVENUE DATA

## VIRGINIA

- 1 / ASHBURN 12.26%
- 2 / FORT BELVOIR 10.37%
- 3 / LAKE RIDGE 8.80%
- 4 / ARLINGTON 8.37%
- 5 / ALEXANDRIA 4.70%
- 6 / VIRGINIA BEACH 3.28%
- 7 / CHANTILLY 2.86%
- 8 / FRANCONIA 2.58%
- 9 / AQUIA HARBOUR 2.09%

GOOGLE ANALYTICS SITE TRAFFIC



GENERAL DYNAMICS

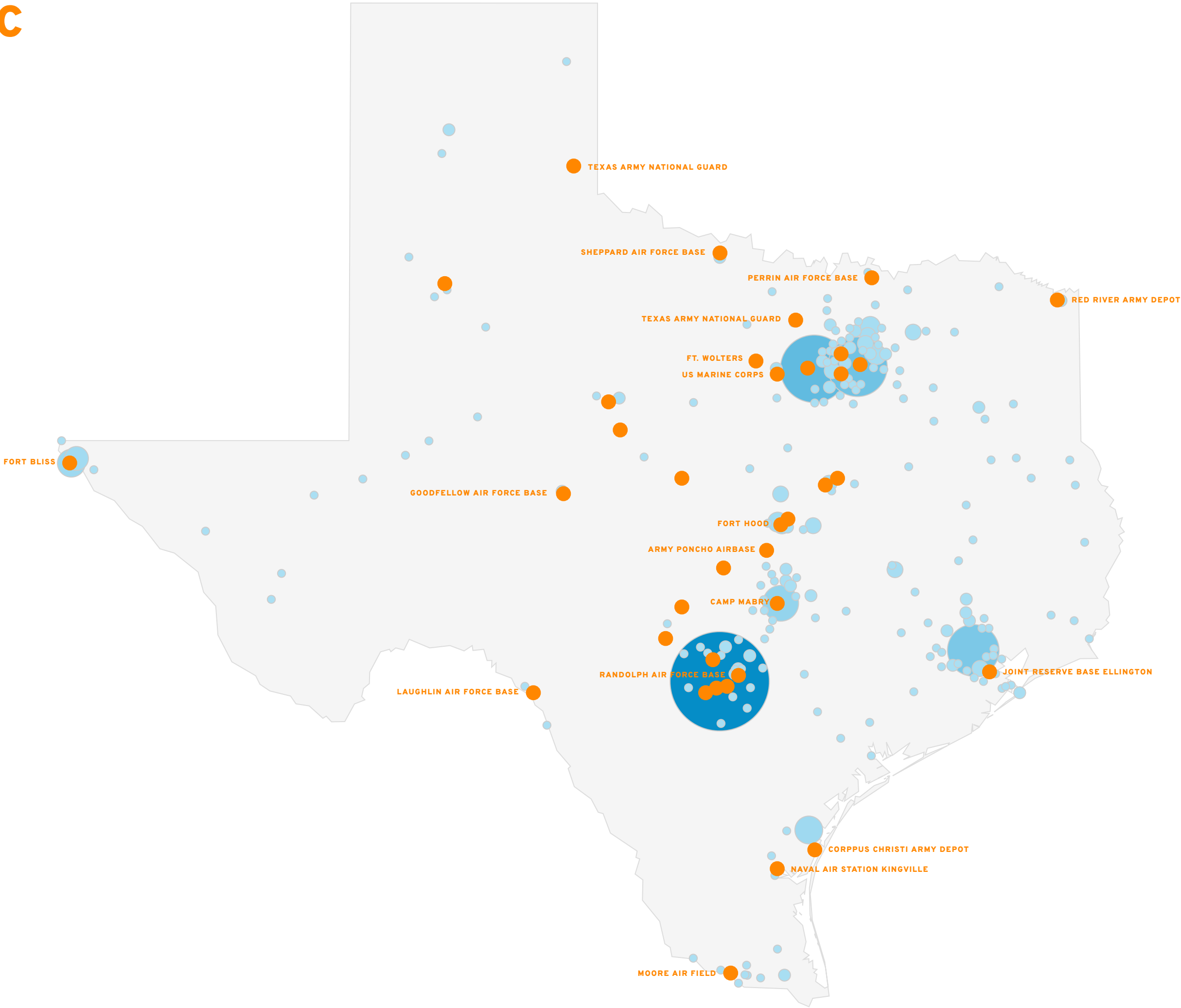


# TEXAS GEOGRAPHIC TRAFFIC DISTRIBUTIONS

## TEXAS

- 1 / SAN ANTONIO 25.98%
- 2 / FORT WORTH 9.91%
- 3 / DALLAS 7.78%
- 4 / HOUSTON 6.21%
- 5 / AUSTIN 3.08%
- 6 / EL PASO 1.68%
- 7 / CORPUS CHRISTI 1.58%
- 8 / FORT BLISS 1.08%
- 9 / KILLEEN 0.95%

GOOGLE ANALYTICS SITE TRAFFIC



TOP 100 AMERICAN COMPANIES - HQ IN TEXAS  
BASED ON LATEST REVENUE DATA

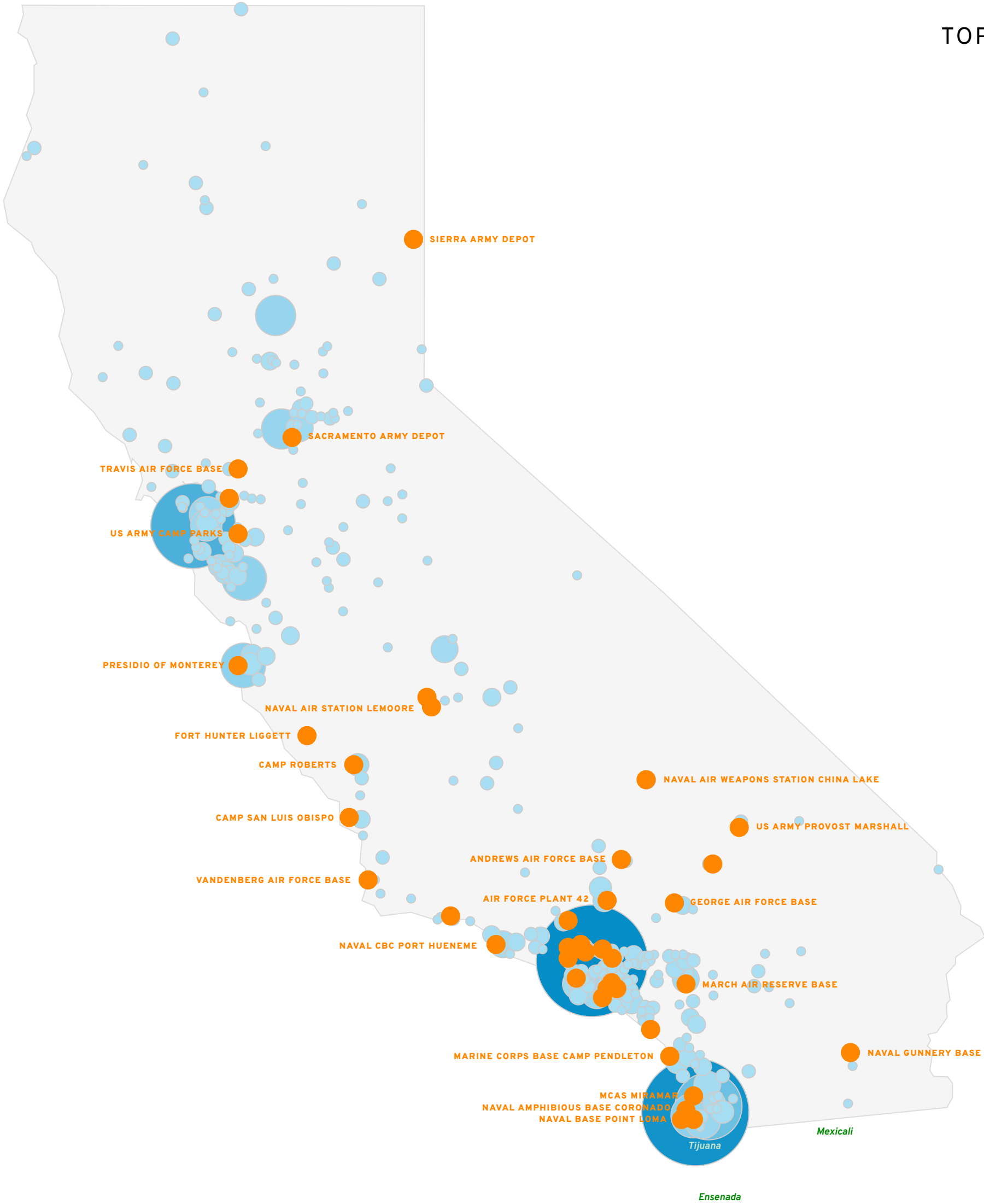


# CALIFORNIA GEOGRAPHIC TRAFFIC DISTRIBUTION

## CALIFORNIA

- 1 / LOS ANGELES 13.75%
- 2 / SAN DIEGO 11.46%
- 3 / SAN FRANCISCO 7.12%
- 4 / LA MESA 4.72%
- 5 / CORONADO 2.11%
- 6 / MONTEREY 2.11%
- 7 / SAN JOSE 1.97%
- 8 / OROVILLE 1.48%
- 9 / SACRAMENTO 1.37%

GOOGLE ANALYTICS SITE TRAFFIC



TOP 100 AMERICAN COMPANIES - HQ IN CALIFORNIA  
BASED ON LATEST REVENUE DATA

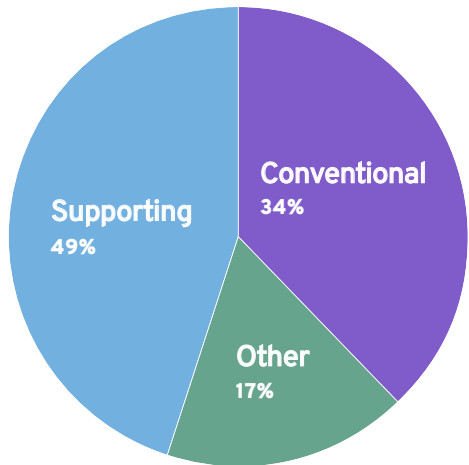


# VIRGINIA - DEMOGRAPHIC PROFILING

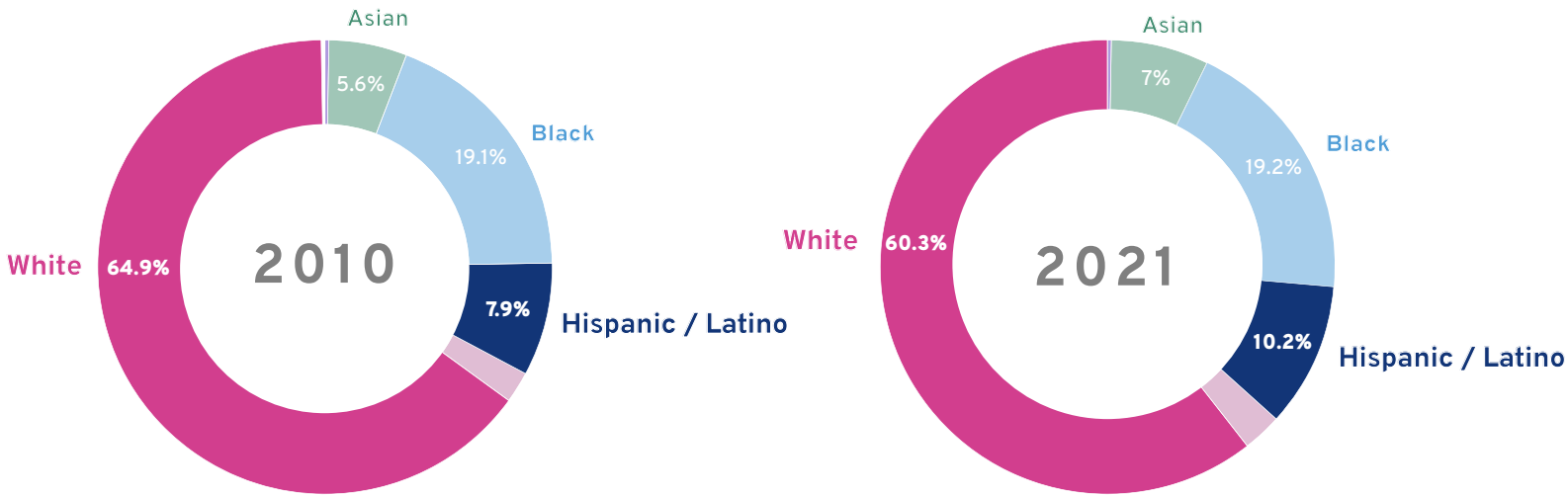
## OUTDOOR RECREATION

Activity	2018	2019	2020		State Rank
Boating/Fishing	462,605	496,742	661,692	▲	18
Hunting/Shooting/Trapping	364,080	374,994	300,182	▼	9
RVing	230,775	241,268	259,532	▲	23
Equestrian	159,392	152,768	132,316	▼	15
Motorcycling/ATVing	111,564	112,711	127,741	▲	24
Climbing/Hiking/Tent Camping	78,735	86,260	89,018	▲	18
Bicycling	29,982	31,740	35,834	▲	21
Snow Activities	25,364	26,788	22,074	▼	33
Recreational Flying	11,815t	14,316t	16,699	▲	24

BUREAU OF ECONOMIC ANALYSIS / [HTTPS://WWW.BEA.GOV/DATA/SPECIAL-TOPICS/OUTDOOR-RECREATION](https://www.bea.gov/data/special-topics/outdoor-recreation)



- CONVENTIONAL**  
Traditional Outdoor, Camping, Hiking, Boating, and Hunting
- OTHER**  
Take place outside, Gardening, Outdoor Concerts
- SUPPORTING**  
Construction, Travel, Tourism, Local Trips, and Gov Expenditures



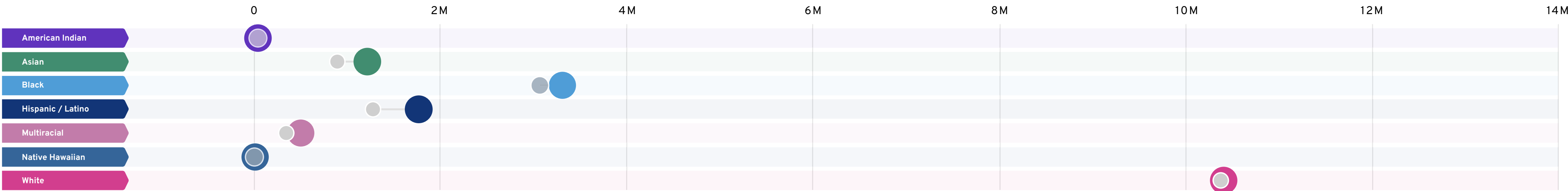
## RACIAL MAKEUP OF VIRGINIA

In 2021, Virginia was more diverse than it was in 2010. In 2021, the white (non-Hispanic) group made up 60.3% of the population compared with 64.9% in 2010 Between 2010 and 2021 the Hispanic / Latino population grew the most.

CENSUS BUREAU / [HTTPS://WWW2.CENSUS.GOV/PROGRAMS-SURVEYS/POPEST/](https://www2.census.gov/programs-surveys/popest/)

## POPULATION BY RACE AND ETHNICITY IN VIRGINIA

In 2021, the largest racial or ethnic group in Virginia was the White group, which had a population of 5.2 million. Between 2010 and 2021, the Hispanic / Latino population had the most growth increasing by 244,857 from 637,545 in 2010 to 882,402 in 2021.



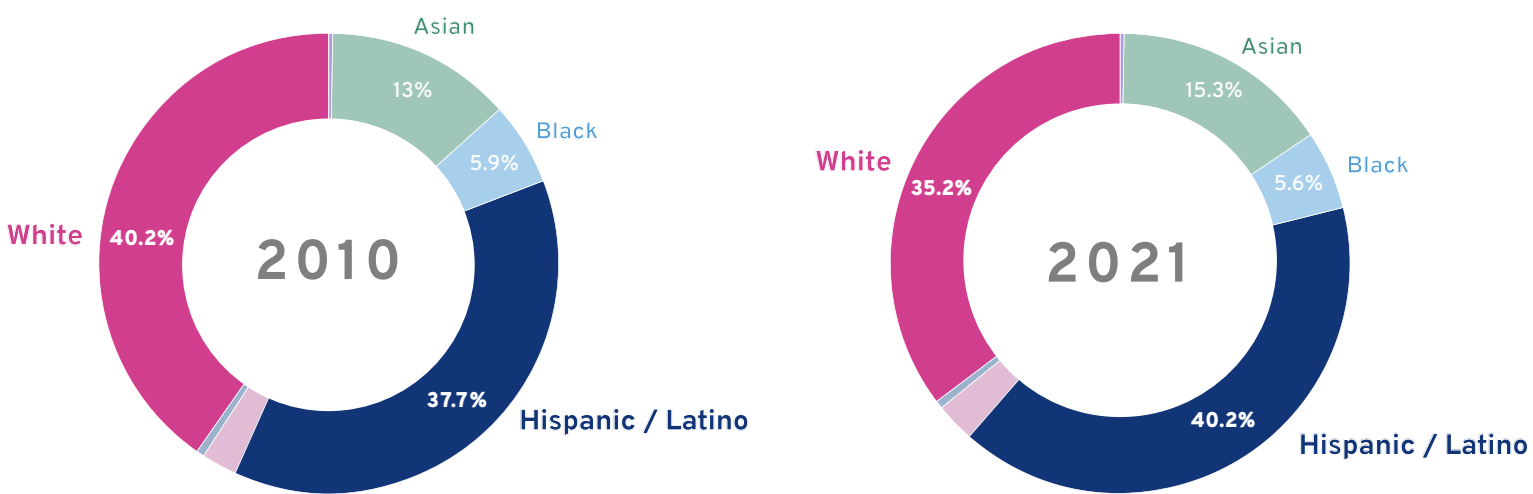
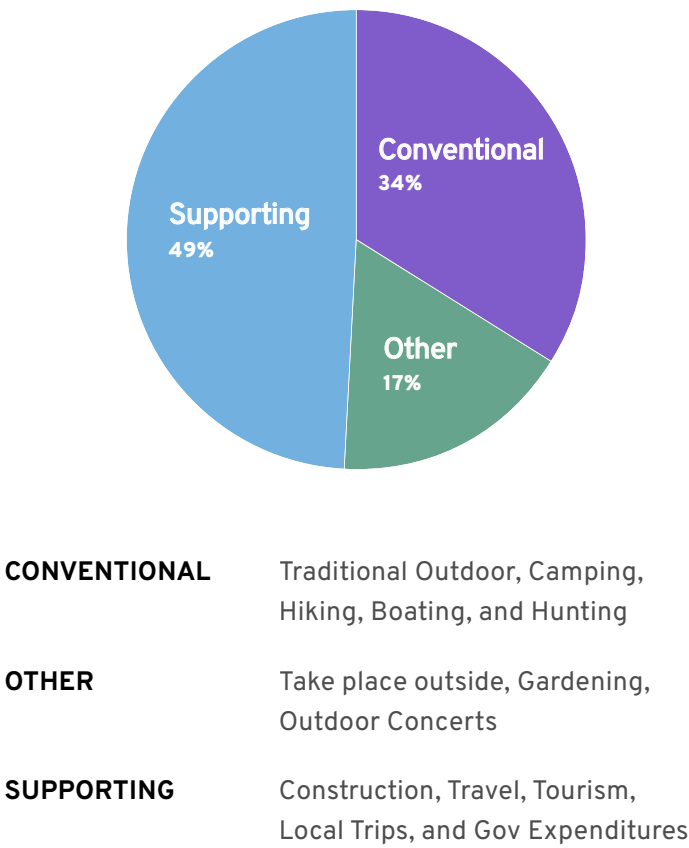
CENSUS BUREAU / [HTTPS://WWW2.CENSUS.GOV/PROGRAMS-SURVEYS/POPEST/](https://www2.census.gov/programs-surveys/popest/)

# CALIFORNIA - DEMOGRAPHIC PROFILING

## OUTDOOR RECREATION

Activity	2018	2019	2020		State Rank
Boating/Fishing	2,018,087	2,141,205	2,781,456	▲	2
RVing	1,481,127	1,496,375	1,594,217	▲	3
Motorcycling/ATVing	817,822	791,058	827,384	▲	2
Hunting/Shooting/Trapping	652,157	655,736	617,697	▼	2
Climbing/Hiking/Tent Camping	426,781	471,717	478,845	▲	1
Snow Activities	575,797	605,341	450,969	▼	3
Equestrian	522,549	476,276	430,662	▼	2
Bicycling	357,726	389,064	420,552	▲	1
Recreational Flying	114,952	124,637	149,515	▲	3

BUREAU OF ECONOMIC ANALYSIS / [HTTPS://WWW.BEA.GOV/DATA/SPECIAL-TOPICS/OUTDOOR-RECREATION](https://www.bea.gov/data/special-topics/outdoor-recreation)



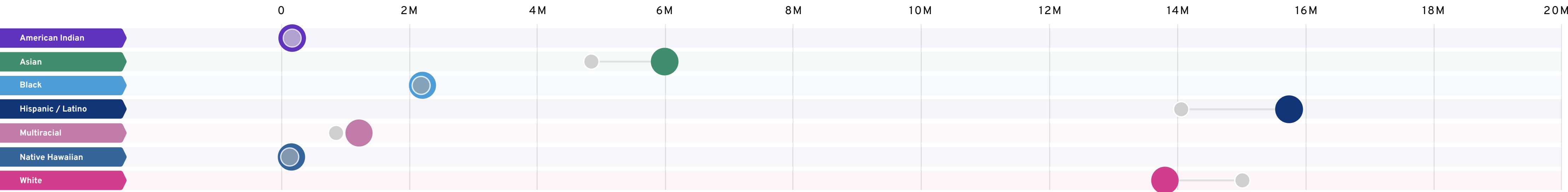
## RACIAL MAKEUP OF CALIFORNIA

In 2021, California was more diverse than it was in 2010. Between 2010 and 2021 the Hispanic / Latino population grew the most, and the White population had the largest decrease over the same time period.

CENSUS BUREAU / [HTTPS://WWW2.CENSUS.GOV/PROGRAMS-SURVEYS/POPEST/](https://www2.census.gov/programs-surveys/popest/)

## POPULATION BY RACE AND ETHNICITY IN CALIFORNIA

In 2021, the largest racial or ethnic group in California was the Hispanic / Latino group, which had a population of 15.8 million. Between 2010 and 2021, the Hispanic / Latino population had the most growth increasing by 1.7 million from 14.1 million in 2010 to 15.8 million in 2021



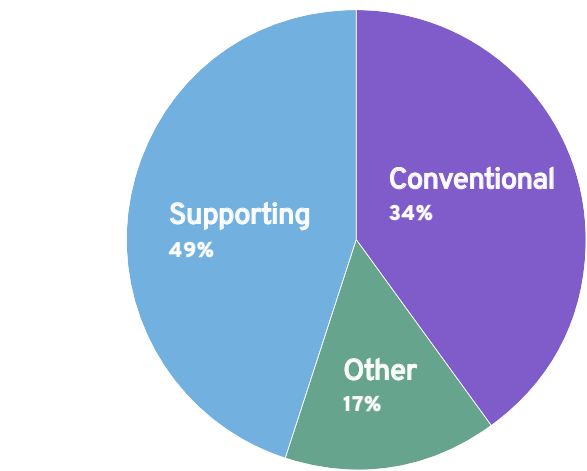
CENSUS BUREAU / [HTTPS://WWW2.CENSUS.GOV/PROGRAMS-SURVEYS/POPEST/](https://www2.census.gov/programs-surveys/popest/)

# TEXAS - DEMOGRAPHIC PROFILING

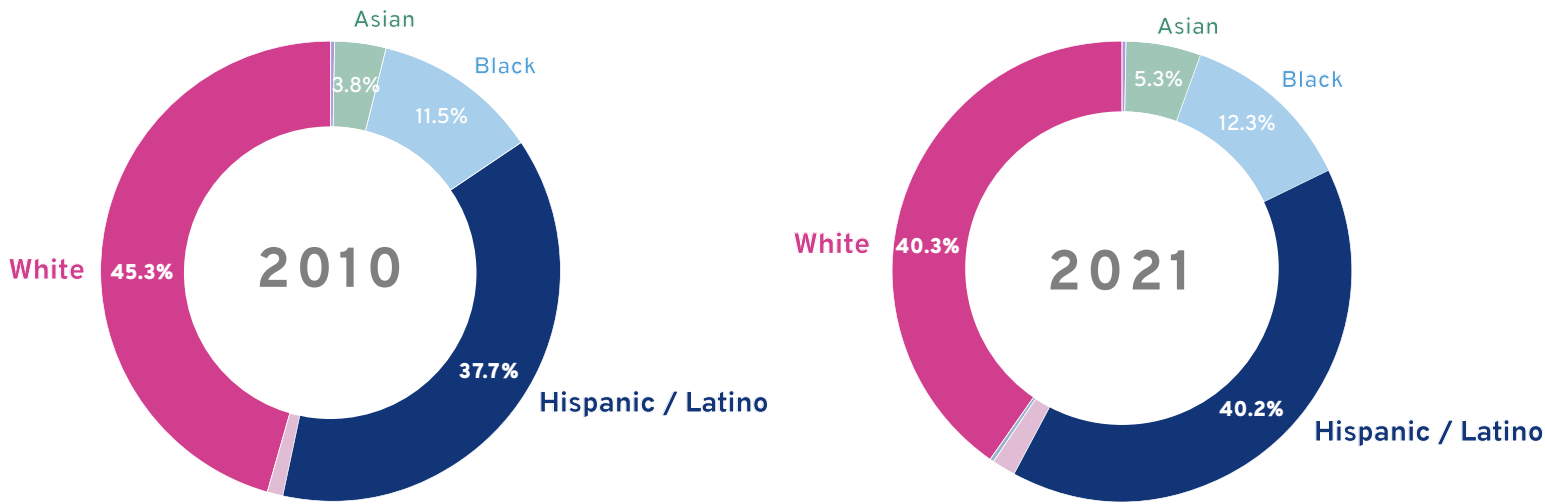
## OUTDOOR RECREATION

Activity	2018	2019	2020		State Rank
Boating/Fishing	1,694,228	1,761,613	2,758,022	▲	3
RVing	1,563,677	1,589,514	1,717,880	▲	2
Hunting/Shooting/Trapping	1,194,611	1,332,142	1,168,403	▼	1
Motorcycling/ATVing	777,187	770,732	738,296	▼	3
Equestrian	604,602	567,587	479,539	▼	1
Recreational Flying	231,068	256,561	291,226	▲	1
Climbing/Hiking/Tent Camping	244,873	267,720	279,881	▲	2
Snow Activities	315,992	305,339	199,365	▼	5
Bicycling	76,358	81,254	92,089	▲	7

BUREAU OF ECONOMIC ANALYSIS / [HTTPS://WWW.BEA.GOV/DATA/SPECIAL-TOPICS/OUTDOOR-RECREATION](https://www.bea.gov/data/special-topics/outdoor-recreation)



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Take place outside, Gardening, Outdoor Concerts
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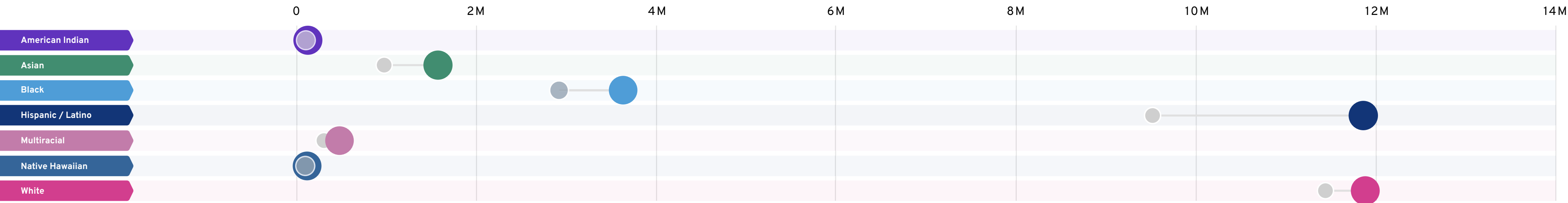
## RACIAL MAKEUP OF TEXAS

In 2021, Texas was more diverse than it was in 2010. Between 2010 and 2021 the Hispanic / Latino population grew the most, and the White population had the largest decrease over the same time period.

CENSUS BUREAU / [HTTPS://WWW2.CENSUS.GOV/PROGRAMS-SURVEYS/POPEST/](https://www2.census.gov/programs-surveys/popest/)

## POPULATION BY RACE AND ETHNICITY IN TEXAS

In 2021, the largest racial or ethnic group in Texas was the White group, which had a population of 11.9 million. Between 2010 and 2021, the Hispanic / Latino population had the most growth increasing by 2.3 million from 9.5 million in 2010 to 11.9 million in 2021.



CENSUS BUREAU / [HTTPS://WWW2.CENSUS.GOV/PROGRAMS-SURVEYS/POPEST/](https://www2.census.gov/programs-surveys/popest/)



# TARGETED OPPORTUNITIES

Women have represented over half of the college-educated adults in the U.S. for **over four decades**.

National Center for Education

Women earn the majority of bachelor's, master's and doctorate degrees **each year**.

National Center for Education

Women influence **85 percent of purchases**, and buy **92 percent of vacations**, **91 percent of new homes** and **65 percent of new cars**.

National Center for Education

About 70 percent of **mothers with children under 18 work**.

U.S. Department of Labor

**More fathers are sharing responsibilities for home and family care**, but child care is still more likely to be the mother's primary responsibility.

U.S. Department of Labor

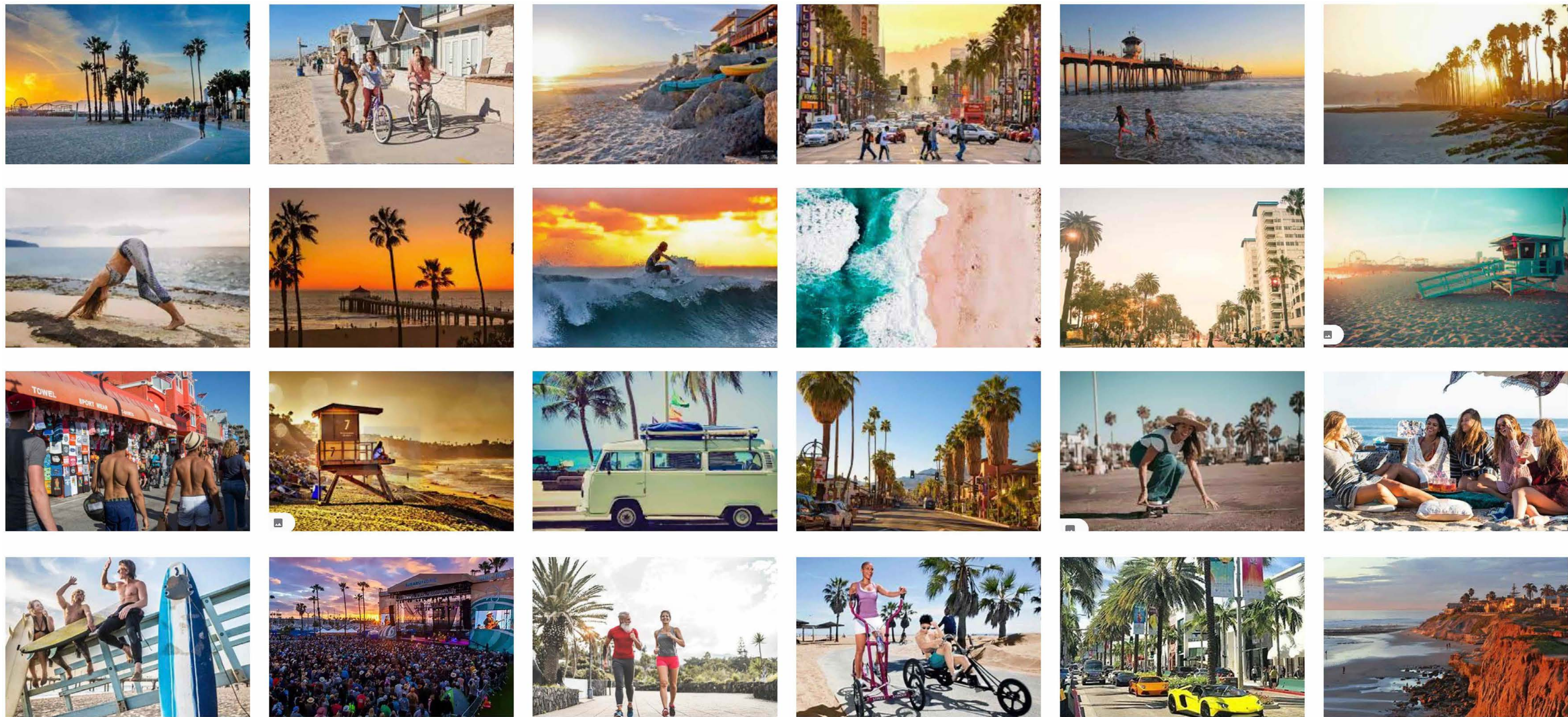
One in five parents stays at home to care for children, however, 17 percent of these caretakers are now **stay-at-home fathers**, up from 10 percent in 1989

Pew Research Center



# CALIFORNIA - LIFESTYLE

IMAGES GOOGLE / BING





# TEXAS - LIFESTYLE

IMAGES GOOGLE / BING





# VIRGINIA - LIFESTYLE

IMAGES GOOGLE / BING





# SITE VISUAL STYLE

WE AIM TO DEVELOP A VISUAL STYLE WHICH BLENDS INFLUENCES FROM BOTH PERSONAL INTERESTS AND THE EXISTING DOD LIBRARY OF VISUAL ASSETS.

FAMILIAR

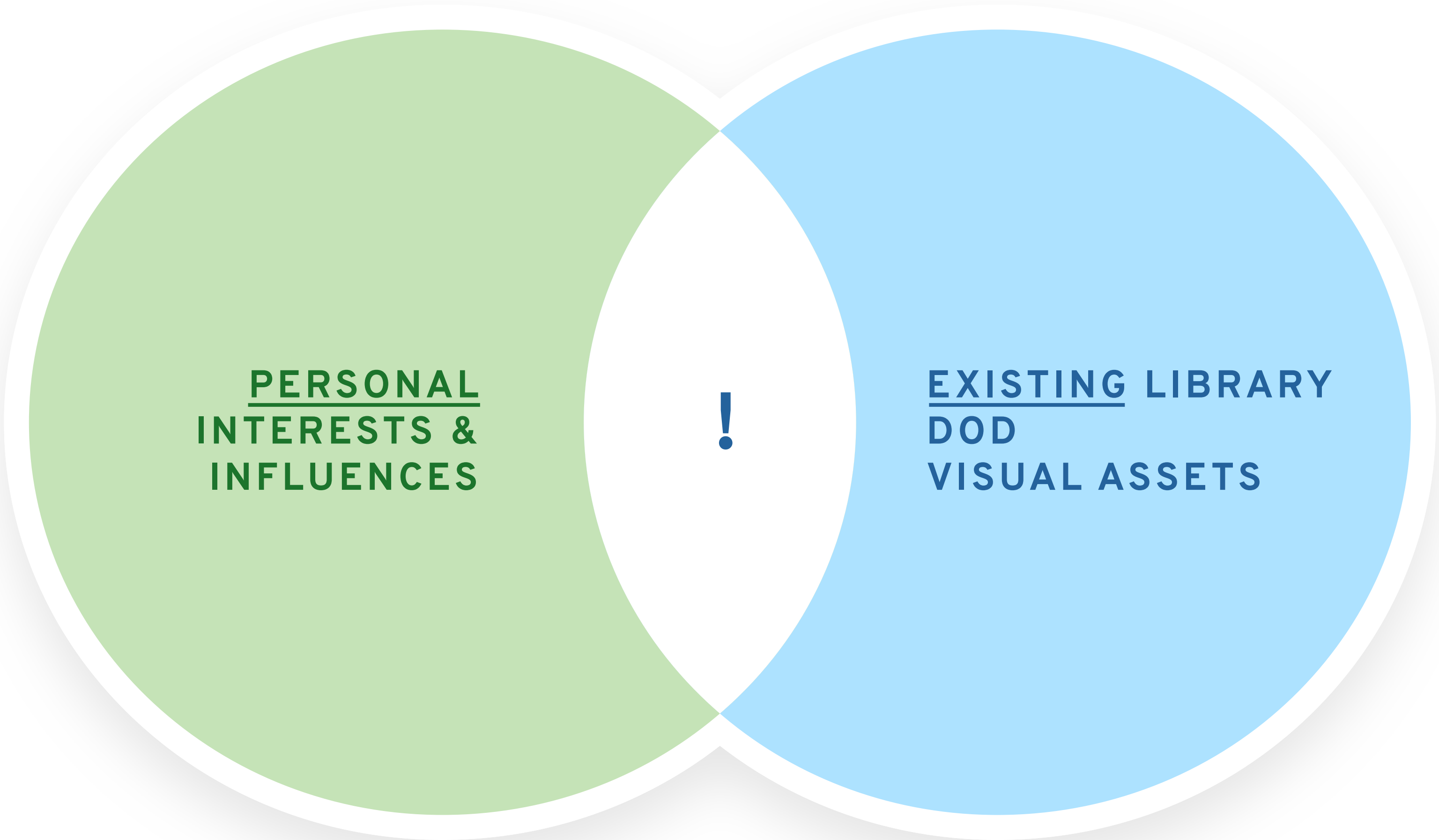
COLORS & FONTS

INVITING

NOT CLUTTERED

MODERN

NEXT 3-5 YEARS



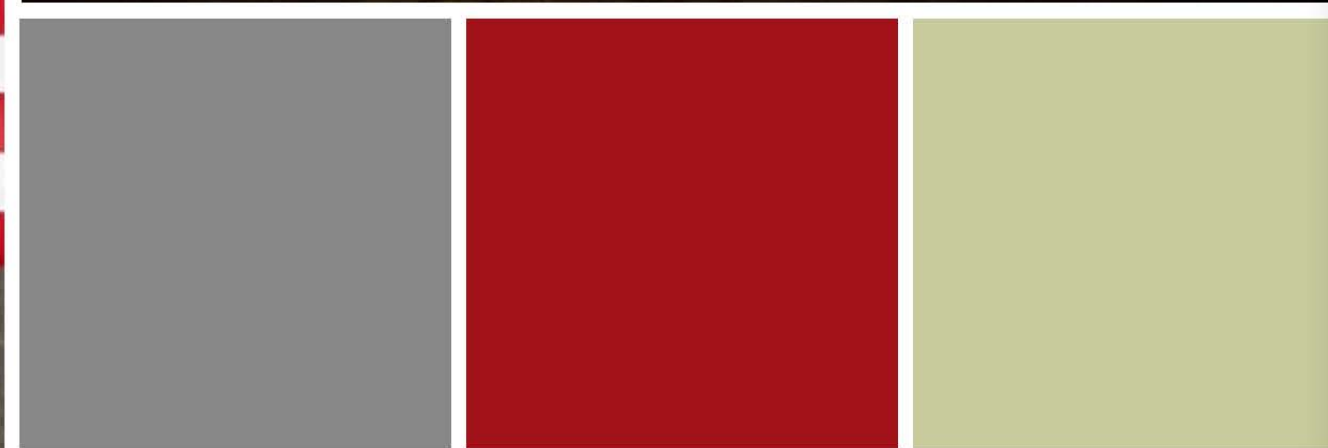


# VISUAL STYLE

VISUAL STYLE IS A SPECIFICATION THAT DEFINES THE APPEARANCE OF THE SCREEN AND COMMON CONTROLS. THIS WILL ENCOMPASS ASPECTS SUCH AS, BUT NOT LIMITED TO: COLORS, FONTS, WEIGHT, PADDING, PHOTO USAGE, AND MORE. OUR VISUAL DESIGN WILL BE ESTABLISHED AND REFERENCED TO AS **THEMES**.

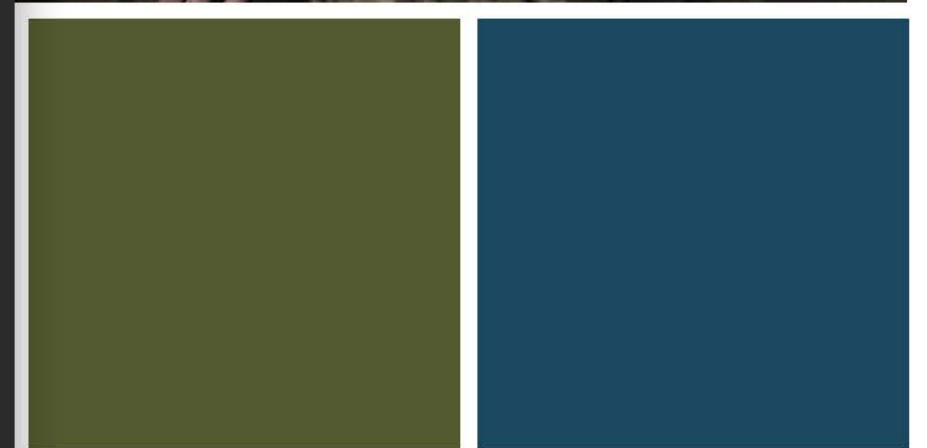
THE BASELINE THEME WE STRIVE TO ESTABLISH WILL BE VERY FAMILIAR BUILDING FROM THE EXISTING LIBRARY OF DOD VISUAL ASSETS. THIS INFLUENCE WILL BE UTILIZED TO SHAPE THE **DEFAULT BASE THEME**.

IN THE FUTURE, THE ABILITY FOR USERS TO CHANGE THE VISUAL STYLE BY SELECTING A DIFFERENT THEME, IS WELL WITHIN THE POSSIBILITIES WHEN CONSIDERING PERSONALIZATION TECHNIQUES.



Education is the most powerful weapon which you can use to change the world.

-NELSON MANDELA

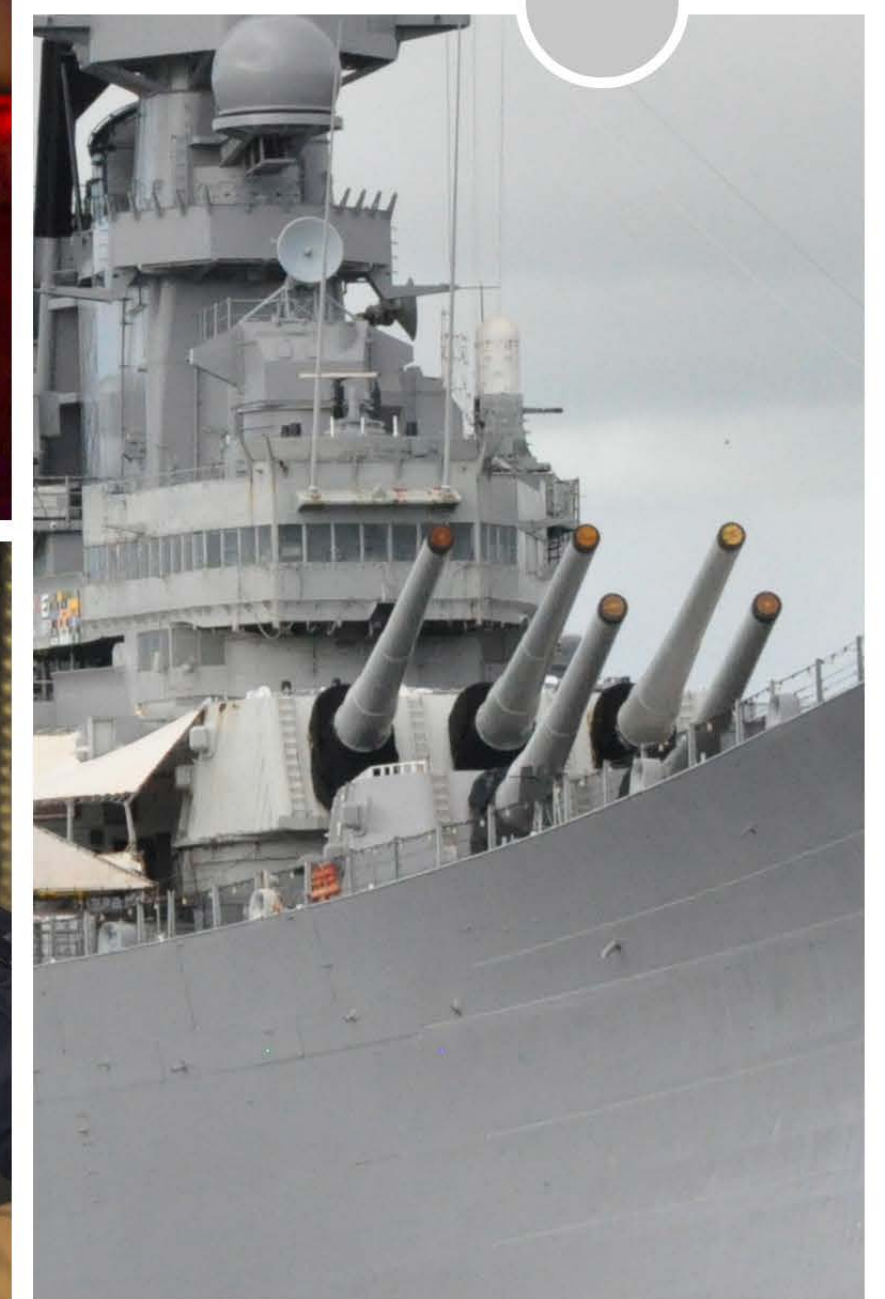
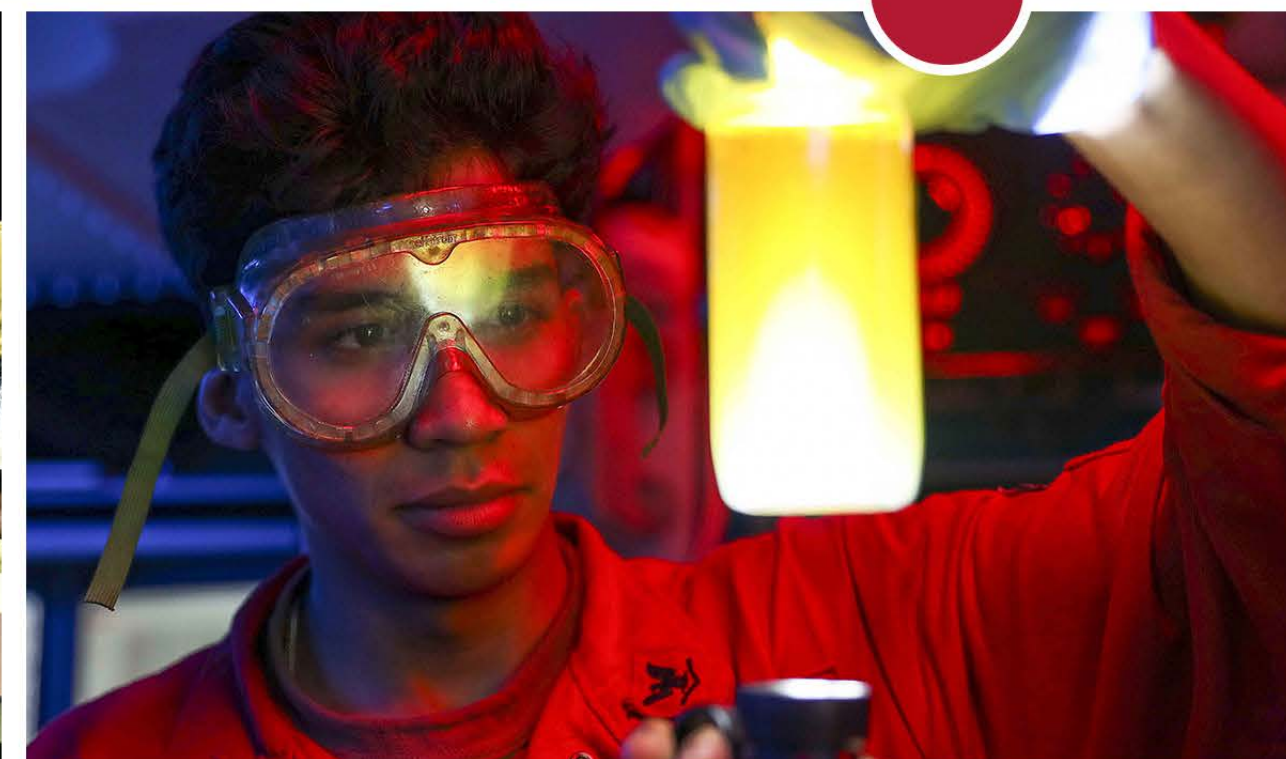
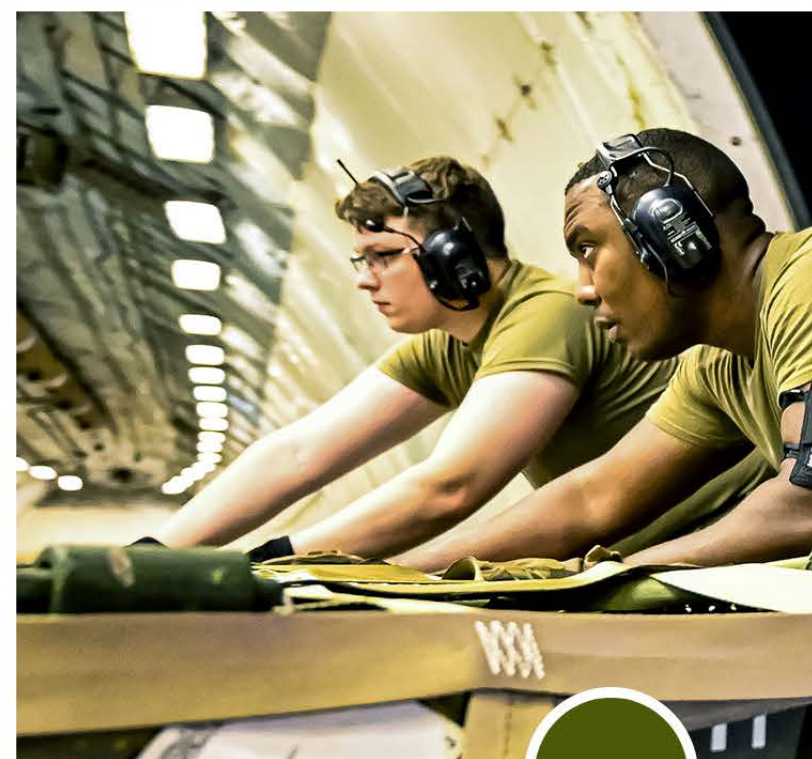
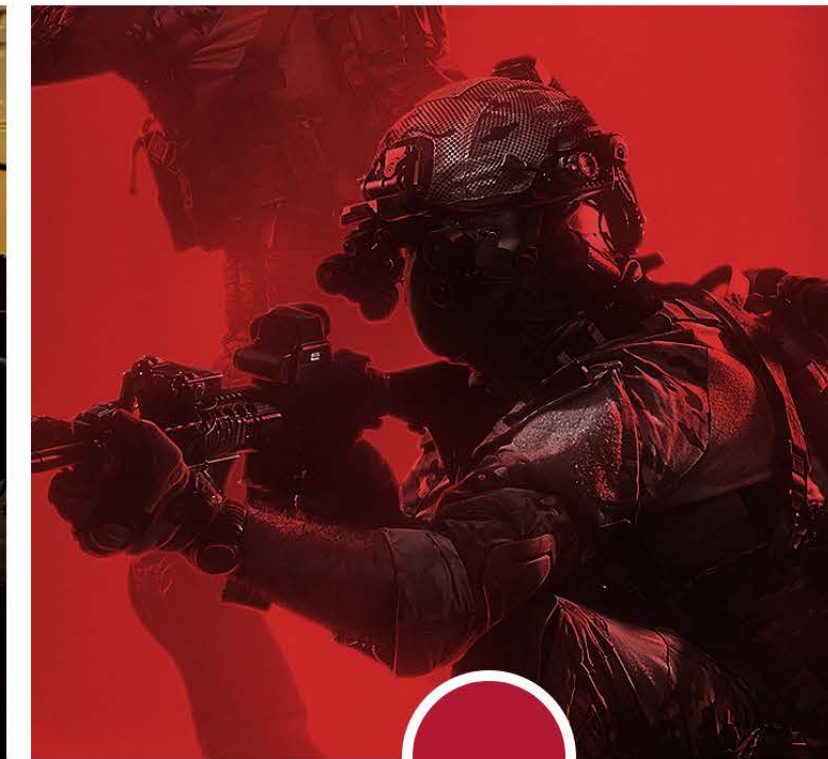




# COLOR

COLOR IS USED PRIMARILY AS A COMMUNICATION TOOL, NOT JUST AS DECORATION. BASE, ACCENT, AND UTILITY COLORS WILL BE IMPLEMENTED TO COMMUNICATE CALL TO ACTIONS, NAVIGATIONAL ELEMENTS, AND MORE.

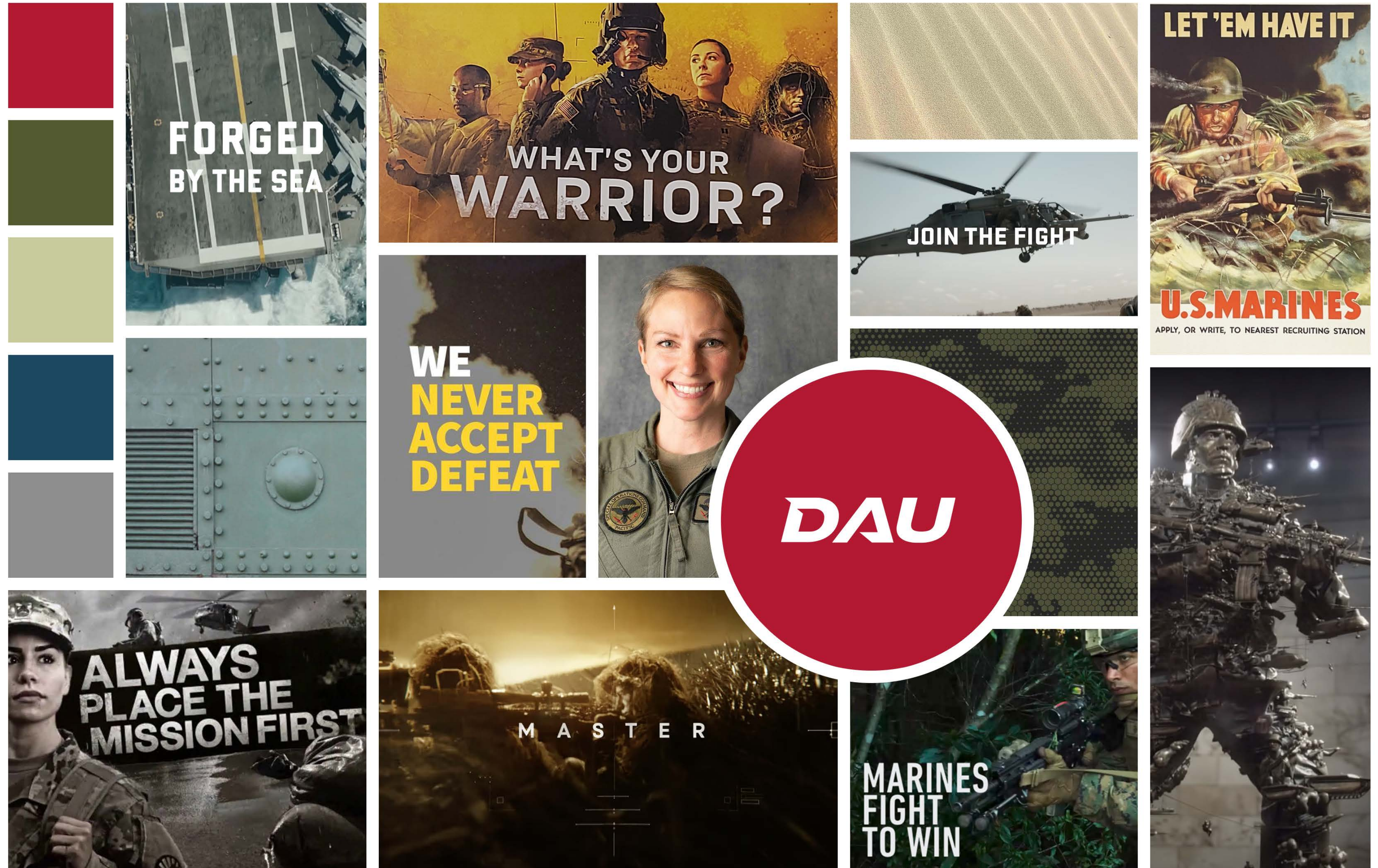
THE DEFAULT TEMPLATE WILL DRAW FROM A LIBRARY OF EXISTING DOD ASSETS WHICH WILL BE UTILIZED TO INFLUENCE COLOR SELECTION. THE DEFAULT TEMPLATE WILL IMPLEMENT A FAMILIAR SET OF COLORS TO SERVE AS THE BASE COLOR PALETTE.





# TYPOGRAPHY

HOW IS TYPOGRAPHY BEING UTILIZED WITHIN THE EXISTING LIBRARY OF DOD PROPERTIES? THE USE OF BOLD, BLACK, ALL CAPS, COLOR EMPHASIS AND MORE, ALL INFLUENCE THE TYPOGRAPHIC STYLE FOR DAU. HOW CAN WE PROVIDE A TYPOGRAPHIC EXPERIENCE THAT AIDS IN THE OVERALL EXPERIENCE DAU IS ROOTED IN.. LEARNING. WE CAN LEVERAGE TYPOGRAPHIC TECHNIQUES TO INCREASE READING RETENTION, READABILITY, LEGIBILITY AND MORE.



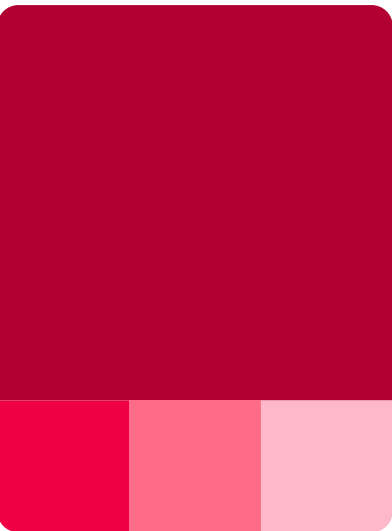


# BASE COLOR PALETTE

THE DAU PRIMARY COLOR PALETTE FEATURES A HARMONY OF REDS, BLUES, AND GRAYS. THESE COLORS REPRESENT A VIBRANT CONTRAST THAT MAKES FOR ENGAGING AND APPROPRIATE COLOR. THE SUPPORTING PALETTE FEATURES COOL, UNDERSTATED GRAYS THAT WERE ESTABLISHED WITH WEB USAGE IN MIND.

THESE COLORS CONVEY THE TONE AND PERSONALITY OF THE DAU BRAND AS WELL AS THE UNITED STATES MILITARY. A CONSISTENT USE OF THESE COLORS WILL ENHANCE THE STRENGTH OF THE IDENTITY AND PROVIDE A COHESIVE, RECOGNIZABLE BRAND.

## Primary Colors



DAU Red



Ocean Blue

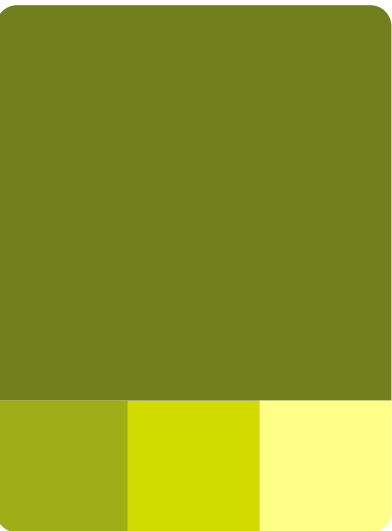


Seal Gray

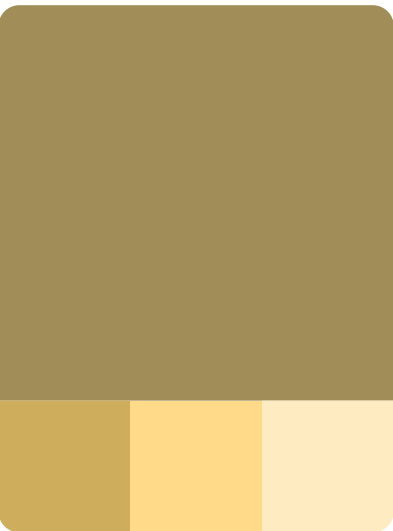


Gun Metal Gray

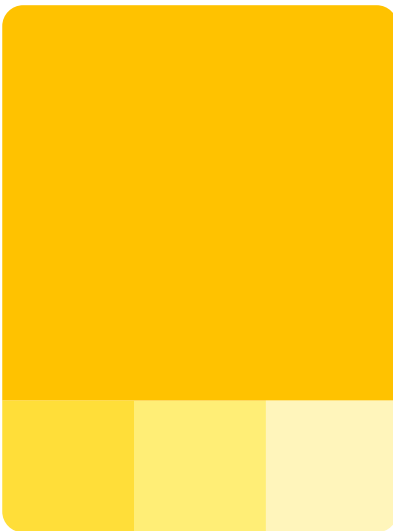
## Secondary Colors



Uniform Green



Dessert Brown



Medal Gold



# TYPOGRAPHY

TYPOGRAPHY OFTEN LENDS TO LEGIBILITY AND READABILITY. BOTH OF WHICH LEAD TO RECALLING WHAT YOU JUST READ.

READABILITY IS ABOUT HOW EASILY YOU CAN READ WORDS OR A DOCUMENT AS A WHOLE (HEADINGS, SENTENCES, PARAGRAPHS, QUOTES, ETC.). THIS IS INFLUENCED BY TEXT FORMATTING DECISIONS SUCH AS STRUCTURE, HIERARCHY, FONT SIZES, LINE LENGTH, LINE HEIGHT, MARGINS, WHITESPACE, CONTRAST, AND MORE.

LEGIBILITY IS ABOUT HOW EASILY YOU CAN RECOGNIZE, DISTINGUISH, AND READ INDIVIDUAL CHARACTERS IN A TEXT.

ESTABLISHING TYPOGRAPHIC PRINCIPALS WILL AID AND ASSIST WITH OUR PRESENTATION AND CONSUMPTION OF TEXT, AND MORE SPECIALLY THE RECALL AND UNDERSTANDING WITHIN THE READING EXPERIENCE.

## HEADING

Elza

Aa

**Elza** Narrow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

**Elza** Narrow Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

**Elza** Narrow Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## BODY

Poppins

Aa

**Poppins** Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

**Poppins** Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 012 456789

Aa

**Poppins** Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

# INTERFACE COMPONENTS

## REUSABLE INTERACTIVE COMPONENTS

- TOGGLE BUTTON
- FORM FIELDS
- PRIMARY BUTTONS
- SECONDARY BUTTONS
- LIST ARRAYS
- FILTER SELECTIONS
- CAROUSEL CONTROLS
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Continuous Learning Points

To participate in this event you must meet these qualifications.

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# COLOR BRANDING

ILLUSTRATION DEPICTING THE APPLICATION OF  
COLOR TO CREATE GROUPINGS OF LIKE  
CONTENT. COLOR CODING CONTENT TYPES TO  
ASSIST WITH LINE SCANNING, EYE TRACKING,  
INFORMATION IDENTIFICATION, AND MORE.



ANALYSIS TOOL

**Product Support  
Management  
Fundamentals Credential**

**EXPIRES**  
5 Years from date earned

CREDENTIAL



ACQ 1010

**Fundamentals of Systems  
Acquisition Management**

13 HRS / 13 CLPS

COURSE



MENTORING MOMENTS

**Mentoring Moments: Up  
your logistics game for  
the future**

JUNE 28, 2022  
8:00 AM - 9:30 AM EST

EVENT



QUICK REFERENCE

**US Army Logistics Data  
Analysis Center (LDAC)  
Tool Suite**

**LAST UPDATED**  
JUNE 28, 2022

TOOL

# REUSABLE PATTERNS

ILLUSTRATION DEPICTING FONT, COLOR, AND TYPOGRAPHIC SETTINGS APPLIED TO A PAGE COMPONENT, CUMULATING IN A REUSABLE INTERACTION PATTERN.

- CAROUSEL PATTERN
- CONTENT CARD PATTERN
- COLOR BRANDING

Elza Narrow  
Elza Narrow Bold

Poppins Regular  
Poppins Bold

 **TOOL**

 **EVENT**

## POPULAR TOOLS

Hundreds of acquisition-related tools to assist you on the job

[Explore Tools Catalog](#)

ANALYSIS TOOL

**US Army Logistics Data Analysis Center (LDAC) Tool Suite**

LAST UPDATED  
JUNE 28, 2022

TOOL

WEBSITE

**DAU Systems Engineering Brainbook**

LAST UPDATED  
JUNE 14, 2022

TOOL

GUIDEBOOK

**The 3 Ps W**

LAST UPDATED  
JUNE 17, 2022

TOOL



## UPCOMING EVENTS

Our virtual events are opportunities for you to engage directly with senior leaders, acquisition experts, Industry leaders and DAU faculty while earning CLPs.

[Explore Events Catalog](#)

ACQUISITION TOPICS

**Perspective of the Senior DoD Product Support/ Sustainment Leader**

MAY 8, 2022  
11:00 AM ET

EVENT

5 CLIPS

CONNECT LIVE

**CONect Live!**

MAY 8, 2022  
11:00 AM ET

EVENT

5 CLIPS

CONNECT LIVE

**Summer S Pricing Ser Process Ov**

MAY 8, 2022  
11:00 AM ET

EVENT



# DEFAULT THEME v1.0

THE DEFAULT THEME WILL INCLUDE BACKGROUND IMAGES, COLOR SCHEMES, FONTS, LOGOS, AND PAGE ELEMENTS (LIKE BUTTONS AND ICONS). THIS IS HOW THE SITE LOOKS ON THE FRONT-END, WHAT A VISITOR SEES WHEN THEY BROWSE THE SITE.

THE THEME IS TAILORED TO MEET OUR BUSINESS NEEDS AND GOALS OF OUR USERS. AS WE LEARN MORE ABOUT HOW OUR USERS CONSUME OUR SERVICES, NEW THEME'S WILL BE DEVELOPED TO ADDRESS OUR INSIGHTS.

- PERSONA BASED THEMES
- SEASONAL THEMES
- SPECIAL OCCASION THEMES
- THE MATRIX THEME

