

What follows is a mockup of the kind of elements we can use in the final report with samples of various fonts and type sizes.

Also, a proposed mechanism for placing alternative views at the end of each chapter.

Why the Nation Has an Army

“It is the intent of Congress to provide an Army that is capable, in conjunction with the other armed forces, of preserving the peace and security, and providing for the defense [and] overcoming any nations responsible for aggressive acts that imperil the peace and security of the United States.”

— U.S. Code Title 10, § 3062

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This Subhead is Optima

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Did You Know?

One idea we have is to put in a little fact box such as the the number of patents the Army holds or the countries where non-embassy Army personnel are serving.

This font is Arial Narrow, 12/14

We could also do this type in white.

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1. Recommendation

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Franklin Gothic Med Subhead

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SIDEBAR: Arial Nar 12/14

Throughout we will use sidebars. These will be short vignettes featuring individuals or units or more extensive examples of things that supplement the main narrative of each chapter or expands upon it with an example.

Sidebars will be of varying length. The goal is to keep them short and snappy.

Their placement will also vary. This particular box is one example. They could also take up all or a portion of a column on either side of the page. Some will fit along the bottom or top of a page, and a couple might run across a spread.

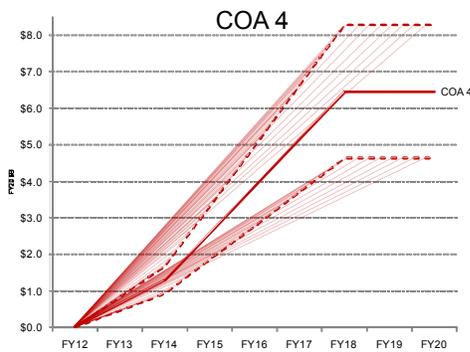
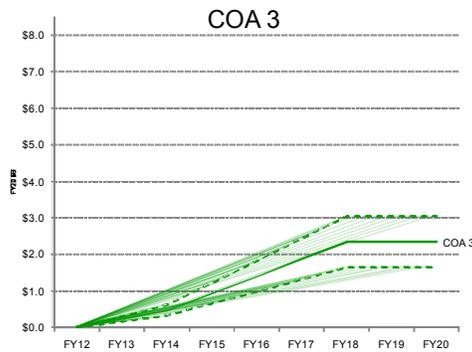
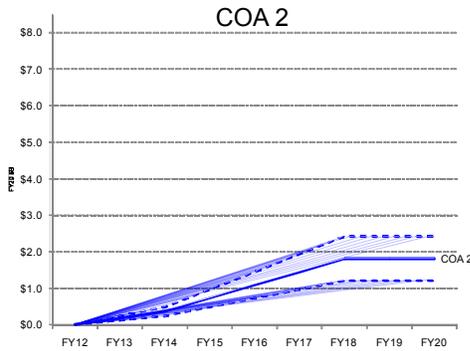
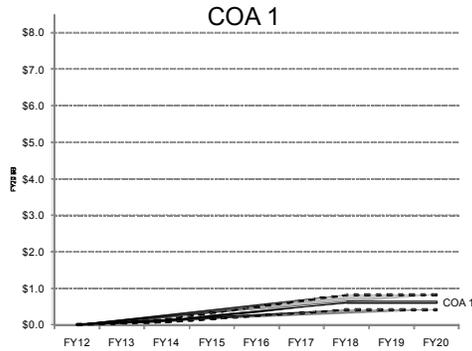
The font will be decided by the designer, but I'm pretty sure we will use a san serif type to differentiate from the main body.

This narrative will now repeat, since I'm really writing this as a text placeholder.

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Sidebars will be of varying length. The goal is to keep them short and snappy.

Example of Projections (Notional Data)



Graphs will be dynamic: much nicer than this looks. And their captions will look something like this. Let me use this moment to explain that this will be a heavy-stock magazine-style report, four color, bleeding off the page.

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Futura Cond ExtraBold

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“Here is an example of using a breakout quote instead of captions with any photos we use.”
– Futura Condensed Medium

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A FUTURA HEAD: For this case study

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That said, we are also considering leaving these in the annex. To repeat.

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Alternate View

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