

# OUR COLOR PALETTE



# PRIMARY COLOR PALETTE

A color palette is another way to build and maintain brand consistency across all platforms. Proper and consistent usage of color will reinforce and complement the First Command brand in all communication materials. It is important to use the colors as outlined here and not alter, change or add colors to the palette.

## Primary colors

The First Command primary color palette consists of the three colors of our logo, used to establish the bold presence of our brand and a 100% Black.



### FIRST COMMAND RED

PMS: 186  
For Print: C=12 M=100 Y=92 K=3  
For Web: R=207 G=32 B=47  
Hex Value: #cf202f



### FIRST COMMAND WHITE

For Print: C=0 M=0 Y=0 K=0  
For Web: R=255 G=255 B=255  
Hex Value: fffffff



### FIRST COMMAND BLUE

PMS: 293  
For Print: C=100 M=80 Y=12 K=3  
For Web: R=15 G=75 B=143  
Hex Value: #0f4b8f



### FIRST COMMAND BLACK

For Print: C=0 M=0 Y=0 K=100  
For Web: R=0 G=0 B=0  
Hex Value: 000000

# SECONDARY COLOR PALETTE

## Secondary colors

The five complementary colors in the First Command secondary color palette may be used to enhance and add visual interest to elements such as charts, graphs, bullet points and other supporting graphics.



### GRAY

**For Print:** C=0 M=0 Y=0 K=65

**For Web:** R=119 G=120 B=123

**Hex Value:** #76787A



### LIGHT BLUE

**For Print:** C=62 M=11 Y=0 K=0

**For Web:** R=36 G=185 B=254

**Hex Value:** #24b9fe



### ORANGE

**For Print:** C=11 M=71 Y=100 K=1

**For Web:** R=217 G=104 B=19

**Hex Value:** #d96813



### GREEN

**For Print:** C=51 M=13 Y=100 K=0

**For Web:** R=140 G=176 B=42

**Hex Value:** #8Cb02a



### TEAL

**For Print:** C=83 M=26 Y=40 K=2

**For Web:** R=7 G=142 B=150

**Hex Value:** #078e96

# TYPOGRAPHY COLOR USAGE

To maintain brand identity across all First Command communication platforms and materials, please adhere to the following usage rules regarding color.

## Headlines and subheads

In most instances when communications are created and produced in color, headlines and subheads must be rendered in First Command blue — the blue from the First Command primary color palette.

When headlines, subheads or body copy appear over a dark image or busy graphic, they must always be clear and legible and can be rendered in reverse-type (white) if needed.

**For black and white materials,** headlines and subheads must always be rendered in 100% black.

## Body copy

Body copy must always be rendered in black. On occasions when it appears over a dark color image or busy graphic, it can be rendered in reverse-type (white). For all reverse-type usages the point size must be large enough to ensure readability.

## Highlighted body copy

Highlighted words and phrases within body copy must always be rendered in First Command blue and made bold for points of specific emphasis.

## Bullet points

Bullet points can appear in either First Command blue or any of the colors from the secondary color palette. However, when a color is selected for a bullet point, all bullet points in that piece must be rendered in that selected color.