OUR 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: ffffff

**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 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

TEAL
For Print: C=83  M=26  Y=40  K=2
For Web: R=7  G=142  B=150
Hex Value: #078e96

GREEN
For Print: C=51  M=13  Y=100  K=0
For Web: R=140  G=176  B=42
Hex Value: #8Cb02a
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.

**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**
Bullets 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.

**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.

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