

# 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 these colors as outlined here and not alter, change or add colors. Colors are arranged into three categories: primary, secondary, and tertiary. Primary colors are used as the main design colors. If additional color options are needed, use colors from the secondary and tertiary categories.

## Primary colors

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



### 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 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

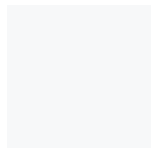


### TEAL

For Print: C=89 M=47 Y=47 K=20  
For Web: R=21 G=98 B=109  
Hex Value: #15626d

## Tertiary palette

These colors were initially created as an expanded palette for our website. They are available for print, presentations, charts or iconography. This tertiary palette should be used sparingly and should not be a substitute or supercede the use of our primary and secondary palettes. Please refrain from using these colors as the dominate tone in any content layout without prior approval for the marketing department.



### LIGHT GREY

For Print: C=3 M=2 Y=2 K=0  
For Web: R=246 G=246 B=246  
Hex Value: #f6f6f6



### DARK GREY

For Print: C=66 M=60 Y=58 K=40  
For Web: R=72 G=72 B=72  
Hex Value: #484848



### DARK RED

For Print: C=19 M=100 Y=94 K=11  
For Web: R=183 G=13 B=39  
Hex Value: #b70d27



### DARK BLUE

For Print: C=100 M=86 Y=42 K=41  
For Web: R=13 G=41 B=76  
Hex Value: #0d294c



### BLUE 1

For Print: C= 91 M=67 Y=0 K=0  
For Web: R=18 G=94 B=179  
Hex Value: #125eb3



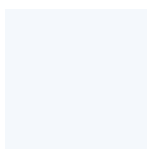
### BLUE 2

For Print: C= 82 M=54 Y=0 K=0  
For Web: R=32 G=115 B=208  
Hex Value: #2073d0



### BLUE 3

For Print: C=100 M=89 Y=34 K=25  
For Web: R=0 G=46 B=98  
Hex Value: #002e62



### PALE BLUE

For Print: C=3 M=1 Y=0 K=0  
For Web: R=244 G=248 B=252  
Hex Value: #f4f8fc



### DARK GREEN

For Print: C=88 M=40 Y=80 K=35  
For Web: R=17 G=89 B=63  
Hex Value: #11593f



### VIVID GREEN

For Print: C= 72 M=0 Y=100 K=0  
For Web: R=64 G=189 B=28  
Hex Value: #40bd1c



### VIVID YELLOW

For Print: C= 3 M=17 Y=100 K=0  
For Web: R=250 G=206 B=0  
Hex Value: #face00

## ADA expanded tertiary palette for digital use

ADA stands for the American Disabilities Act and the term “ADA compliance” refers to a set of rules put in place to ensure people with disabilities would be able to access, use, and enjoy the web. Specifically speaking about color palettes, ADA compliance means that colors on a website are chosen in a way that’s easily read and understood by everyone.

This expanded palette gives additional options for digital use when needed.



### ADA PURPLE

**For Print:** C=92 M=100 Y=7 K=4

**For Web:** R=57 G=12 B=140

**Hex Value:** #390c8c



### ADA BRIGHT BLUE

**For Print:** C=94 M=84 Y=0 K=0

**For Web:** R=9 G=49 B=189

**Hex Value:** #0931bd



### ADA BURGUNDY

**For Print:** C= 43 M=100 Y=41 K=26

**For Web:** R=125 G=7 B=78

**Hex Value:** #7d074e



### ADA BRICK RED

**For Print:** C=23 M=94 Y=100 K=19

**For Web:** R=165 G=41 B=3

**Hex Value:** #a52903

# 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.