

FIRST COMMAND SIGNAGE



Logo requirements

All interior signage should be the First Command logo *without the tagline*. Working with a sign vendor of your choice, please submit specs/renderings for approval to the Marketing Department before final production.

Installation note and substrate color

To ensure a precise install, signage companies should always bring a template to be used for logo positioning. Wall color and logo substrate should follow the rules listed below:

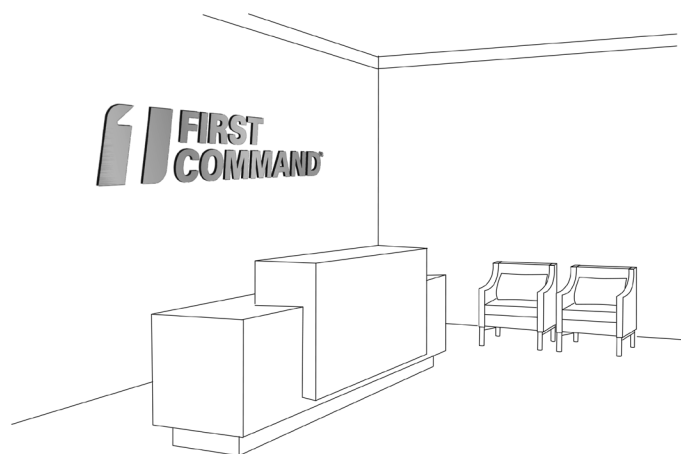
- LOGO SUBSTRATE/COLOR ON WHITE COLORED WALL: Brushed Silver.
- LOGO SUBSTRATE/COLOR ON DARK COLORED WALL: Brushed silver finish, brushed painted silver or painted First Command full-color logo.
- LOGO SUBSTRATE/COLOR ON LIGHT COLORED WALL: Brushed silver finish, brushed painted silver or painted First Command full-color logo.

INTERIOR SIGNAGE

Lobby wall logo placement

The First Command logo should be placed at primary entrance(s) to visually identify the brand and distinguish a First Command branded space.

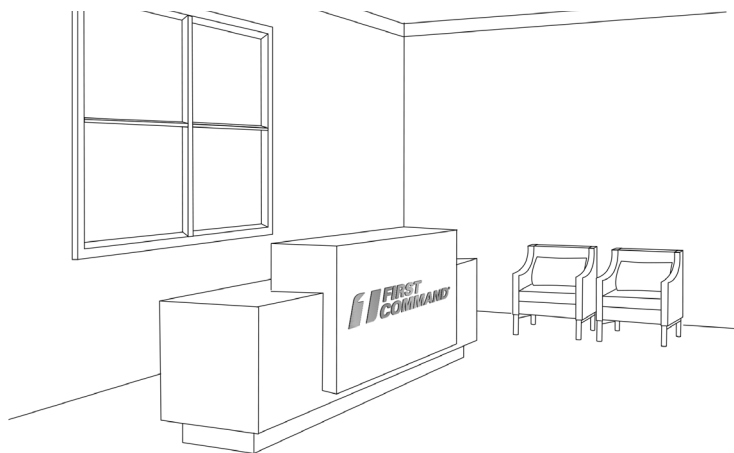
- The dimensional logo should always be brushed silver. Logo should be placed on a First Command Blue surface whenever possible, and a light wood or raised glass is acceptable.
- In instances where a brushed silver logo is not prominent when placed over a surface, an additional substrate should be placed behind the brushed silver logo in a complimentary color (contact the Marketing Department for direction and guidance).
- Logo should be no smaller than 122cm/48in wide, while carrying an equal proportion of scale in height.
- Logo should be placed with bottom of signage no lower than 122cm/48in from floor, and no less than 15cm/6in above any potentially blocking element.
- Renderings should always be approved through the Marketing Department.



Lobby desk logo placement

In unique situations where wall placement may not be an option or available, branding will need to be placed on the front surface of a desk or kiosk.

- The dimensional logo should always be brushed silver. Logo should be placed on a First Command blue surface whenever possible, and a light wood or raised glass is acceptable.
- In instances where a brushed silver logo is not prominent when placed over a surface, an additional substrate should be placed behind the silver logo in a complimentary color (contact the Marketing Department for direction and guidance).
- Logo should be positioned at proportionally equal distance on all sides.
- Logo should be no smaller than 61cm/24in wide, while carrying an equal proportion of scale in height.
- Logo should be placed with bottom of signage no lower than 15cm/6in from floor.
- Renderings should always be approved through the Marketing Department.



INTERIOR COLORS

Color palette

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. For signage, a brushed silver is the preferred material/color of choice.



FIRST COMMAND BRUSHED SILVER

Brushed silver metallic
material or painted.



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: FFFFFFFF



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

Wall paint color palette

First Command blue and red can be matched closely with the following wall paint brands. For signage, a brushed silver is the preferred material/color of choice on these colored walls. Colors are listed from best match to good match. **NOTE: First Command red should only be used as an accent color. It can be overwhelming when covering too large a surface.**



FIRST COMMAND BLUE

LOWES

Valspar Vivid Blue 4006-10C, Eggshell Finish

HOME DEPOT

BEHR Marquee Odyssey Electric Blue MQ-24[®], Semi Gloss

BEHR Marquee Odyssey Electric Blue MQ-24[®], Eggshell Finish

SHERWIN WILLIAMS

Hyper Blue SW 6965



FIRST COMMAND RED

SHERWIN WILLIAMS

Real Red SW 6868, Eggshell Finish

HOME DEPOT

Glidden Red Geranium 19YR 14/629 (R53), Eggshell Finish

BEHR Flirt Alert P150-7[®], Semi Gloss

EXTERNAL SIGNAGE



Building and monument signage

In places where the First Command brand will be permanently represented, such as building signage and other large installations, the full-color insignia and wordmark are used *without the tagline* to insure maximum visibility. Please note that renderings should always be approved through Marketing before installation.

Building exterior logo placement

Some building locations allow for exterior signage placement when the main or primary occupant is a single brand.

- The dimensional sign should be the First Command full-color logo.
- Background material should offer contrast to the full-color logo to maximize visibility. If this is not possible, an additional substrate should be placed behind the logo if there isn't enough contrast for the signage.
- Logo should be positioned on the most visible corner(s) of primary traffic routes, both motor and pedestrian.
- Logo should be centered with equal horizontal spacing when appropriate based on building requirements and available space.
- Logo should be visible from no less than .4 km/.25 mile.
- Logo should be well-lit from dusk until dawn.
- Logo should be placed considering any landscaping that may impede visibility and accommodate clear sightlines.
- Local permits and restrictions should be observed.



Street level exterior logo placement

Select business locations allow exterior logo placement at street level, from street entrances, or on exterior navigational signage.

- The dimensional logo should be the First Command full-color logo.
- Background material should offer contrast to the full-color logo to maximize visibility. If this is not possible, an additional substrate should be placed behind the logo if there isn't enough contrast for the signage.
- Logo should be positioned on the most visible corner(s) of primary traffic routes, both motor and pedestrian.
- Logo should be centered with equal horizontal spacing when appropriate based on building requirements and available space.
- Logo should be visible from no less than .4 km/.25 mile.
- Logo should be well-lit from dusk until dawn.
- Logo should be placed considering any landscaping that may impede visibility and accommodate clear sightlines.
- Local permits and restrictions should be observed.

Approved translucent film material for external signage

If signcrafters cannot match our PMS colors the following film colors are approved for use:

3M Scotchcal Translucent Graphic Films

Bristol Blue (3630-99)

Poppy Red (3630-143)

Entry door exterior logo placement

In some locations the only sign option is on the exterior door to the office. The full-color insignia and wordmark are used without the tagline. The color logo is preferred but solid color white is acceptable if the door material does not provide good contrast and visibility to the full color logo. The logo should be centered and minimum clear space must be observed on the two sides while double minimum clear space should be used above and below to avoid crowding the logo.

