

THE LOOK OF OUR BRAND



 OUR LOOK
CONSISTENCY
USAGE

I OUR LOGO



PROPER USAGE AND COMPLIANCE

The First Command logo is made up of three parts: insignia, letterform and tagline. Together they should be used as the overarching primary mark for First Command. The First Command logo is a meticulously crafted representation of our brand. When used properly and consistently, it will generate recognition, strengthen our position, and command respect in the marketplace.

Strict adherence to the rules set forth on the following pages will ensure that the First Command brand gains strength and prominence with every usage and in every application.

Strict compliance regarding the use of the First Command logo and branding elements will be maintained and monitored by the First Command Marketing Department.

These rules also protect the integrity and durability of First Command's trademarks and other intellectual property. First Command has the exclusive right to determine how its trademarks and other intellectual property will be used. All uses of First Command's trademarks and other intellectual property must be approved in advance by First Command. First Command may revoke the right to use its trademarks or intellectual property and/or deny further use of its trademarks or intellectual property at any time if the rules herein are not followed.

The importance of brand consistency

The First Command brand is our ultimate promise to our Nation's military families. And brand consistency — in organizational thought, decisions, communications and actions — calls attention to that promise.

It supports the idea that the client experience is paramount and precise always — and in all ways.

Maintaining a consistent and disciplined approach throughout all expressions and communications of our brand upholds and reinforces our company's history, mission, vision, image and larger purpose of serving those who serve or have served our nation.

We must put forward a singular image of First Command to the world. One that lets everyone know who we are, what we stand for and what we work so hard to accomplish for our clients. It is this consistency that leads to marketplace awareness, client recognition, believability, trust — and, most importantly, highlights our vision of lifelong financial security for our Nation's military families.

I LOGO SPACING

MINIMUM CLEAR SPACE AROUND THE LOGO

Minimum Clear Space around logo and tagline = the height of the First Command font.



To ensure it's integrity and visibility, keep the First Command logo clear of competing text, images and graphics. Surround it on all sides with clear space no less than the height of the First Command logo font.



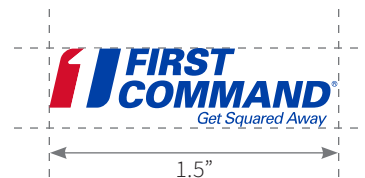
I LOGO SIZE

MINIMUM SIZE

Minimum size refers to the smallest iteration of our logo which may be produced under all circumstances. These limits have been set to ensure recognition and legibility in all First Command printed and digital materials.

Logo with tagline

When used in conjunction with our tagline, the minimum width at which our logo can appear is 1.5 inches. For materials requiring smaller dimensions, use the version of our logo without the tagline.



Logo without tagline

The minimum width for our logo without tagline is 1.0 inches. Smaller iterations are not readily recognizable and therefore must not be used under any circumstances.



I LOGO REGISTRATION

The registered symbol (®) must always be used. Placement is shown at the right. The registered symbol shown here is 13 point Univers Bold and the color must match the letter form.



Aligned to top of letter form. Space from letter form is 50% size of symbol.

The registered symbol must be readable at all times. When the logo is reduced it may be necessary to enlarge the registered symbol. Spacing between the symbol and the logo may be reduced from the standard spacing. The font should be Univers Bold (Arial Bold may be used if Univers is not available.) Minimum size for the registration symbol is 7 points in print applications and 12 in fabric applications.



I LOGO POSITION

The First Command logo should be positioned near the edge of the document, separated away from the main body when possible. Following the rules on logo size and spacing the a majority of normal collateral will have the logo resting in the upper left, upper right or lower right corner. Lower right placement is allowed as long as it feels logical and fits a professional design. Avoid positioning the logo in the center of the page unless the logo is the subject of the visual (i.e. a notecard, invitation, closing slide, etc.)

When placing the logo in the corner, it should sit against content margins. The next page shows examples of a margin grid and how the logo should align to it. These margin grids should be consistent with similarly designed layouts. For example, all letter size brochures should have the same margins for headlines and body copy and the logo should sit in the same location across the related document. All letter size forms should have the same margins and positioning for headlines and body copy and the logo should sit in the same location across the related document. The same rules should exist for flyers, fact sheets, posters, etc.

When aligning the logo to a grid, the blue dash lines below show the contact edges:



1. **Letterhead type document without a headline or masthead photo.** In this instance the logo should be positioned in the upper left above all content aligned to the left and top margin.
2. **Form document with a headline.** The headline and bar come first aligned to the top and left margin. The logo is moved right to align with the right and top margin.
3. **Brochure cover with photo.** Photo placement at the top of the page bleeding off top, left and right. Headline and subhead below and logo is positioned in the bottom right aligned to the documents right and bottom margins.
4. **Cover page without photo.** The headline at the top left and the logo is positioned in the bottom right aligned to the documents right and bottom margins.

1.

FIRST COMMAND
Get Squared Away

To: William H. Client
From: John Q. Advisor
Subject: First Command Financial Plan

April 26, 2018

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

2.

FINANCIAL DOCUMENTS CHECKLIST

FIRST COMMAND
Get Squared Away

The checklist below outlines information needed to ensure an accurate representation of your financial picture. Please bring all applicable documentation with you to our meeting.

Client Name _____
Date of Appointment _____
Financial Advisor _____
Advisor's Phone Number _____ ext. _____

Savings

- ☐ Pay statements – Both wage earners, if appropriate
- ☐ Retirement Pay Statements (1099-R) to include:
 - Military retired pay statements (1099-R)
 - Civilian pension statements (1099-R)
 - Annuity/Insurance Income statements (1099-R)
- ☐ Other income/entitlement pay statements (Social Security, disability, etc.)
- ☐ Bank and savings statements
- ☐ Tax returns
- ☐ Child support (receive or pay)
- ☐ Alimony (receive or pay)
- ☐ Form 1513, Budget Analysis (see attached)

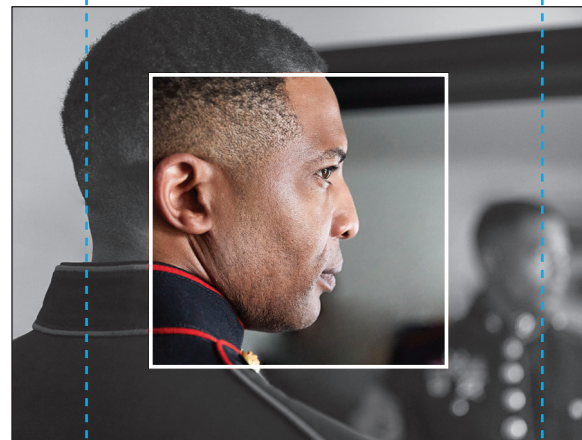
Investments

- ☐ Stocks – Most recent statements including options
- ☐ Bonds
- ☐ Mutual fund statements
- ☐ IRA statements
- ☐ 401k package information
- ☐ 403b package information
- ☐ 457 information
- ☐ 529 information

Debts

- ☐ Loan information (personal and/or student)
- ☐ Auto loan/lease documents
- ☐ Credit cards

3.



4.

INITIAL FINANCIAL ANALYSIS

PREPARED FOR:
Mr. Edward Baker & Mrs. Geri Baker
April 26, 2018

PREPARED BY:
Joe Advisor, CFP®
JoeAdvisor@firstcommand.com

FIRST COMMAND
Get Squared Away

DECISION POINT

Planning for your military separation or retirement

FIRST COMMAND
Get Squared Away

INCORRECT LOGO PLACEMENT

FIRST COMMAND
Get Squared Away

To: William H. Client
From: John Q. Advisor
Subject: First Command Financial Plan

April 26, 2018

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

FIRST COMMAND
Get Squared Away

FINANCIAL DOCUMENTS CHECKLIST

The checklist below outlines information needed to ensure an accurate representation of your financial picture. Please bring all applicable documentation with you to our meeting.

Client Name _____

Date of Appointment _____

Financial Advisor _____

Advisor's Phone Number _____ Ext. _____

Savings

- ☐ Pay statements – Both wage earners, if appropriate
- ☐ Retirement Pay Statements (1099-R) to include:
 - Military retired pay statements (1099-R)
 - Civilian pension statements (1099-R)
 - Annuity/insurance income statements (1099-R)
- ☐ Other income/entitlement pay statements (Social Security, disability, etc.)
- ☐ Bank and savings statements
- ☐ Tax returns
- ☐ Child support (receive or pay)
- ☐ Alimony (receive or pay)
- ☐ Form 1513, Budget Analysis (see attached)

Debts

- ☐ Loan information (personal and/or student)
- ☐ Auto/homeowner statements

Investments


- ☐ Stocks – Most recent statements including options
- ☐ Bonds
- ☐ Mutual fund statements
- ☐ IRA statements
- ☐ 401k package information
- ☐ 403b package information
- ☐ Other investment statements

INITIAL FINANCIAL ANALYSIS

PREPARED FOR:
Mr. Edward Baker & Mrs. Geri Baker
April 26, 2018

FIRST COMMAND
Get Squared Away

PREPARED BY:
Joe Advisor, CFP®
JoeAdvisor@firstcommand.com



COACHING THOSE WHO SERVE

In their pursuit of financial security.

FIRST COMMAND
Get Squared Away

I LOGO COLORS

PRIMARY LOGO TREATMENT ON DIFFERENT BACKGROUNDS

The primary mark for First Command is the full color red and blue logo. The solid black or solid white logo should be used when background contrast or shade makes the primary mark use unreadable. Solid blue or solid red logos are not permitted. The '1' in the insignia should remain white when the logo is color or black and white. The insignia '1' will take the color of the background when white.

White



65%
Shade



100%
Shade



SPECIAL CIRCUMSTANCES

Building and monument signage

In places where the First Command brand will be permanently represented, such as building signage and other large installations, the insignia and wordmark are used without the tagline.



Interior signage

All interior signage should be the First Command logo without the tagline and must be produced by approved vendors and reviewed prior to production by the Marketing Department. Brushed silver is the preferred material/color of choice. For further details and specifications on interior signage, see signage section.



Insignia only

Due to space limitations and aesthetic considerations in rare circumstances the First Command graphic insignia may be used on its own. Examples of this include promo items, First Command presentation template and digital applications like buttons and mobile apps. See the *Our Insignia* section on page 44 for more detail on insignia usage.



I CO-BRANDING

CO-BRANDED MATERIALS

When co-branding with affiliates and partners and when branding First Command's sponsorship participation, consistency and prominence of the First Command logo are paramount. In these situations, both logos should appear adjacent to each other and be separated by a thin vertical line. The First Command logo will be to the left when created by a First Command entity and to the right on affiliate designed collateral. These rules apply in every application from PowerPoint presentations to signage where co-branding is required.



INCORRECT USAGE

UNACCEPTABLE USAGE

Any modifications to the First Command logo are prohibited. Misuse of our logo compromises the First Command brand. In order to strengthen and maintain the status and stature of our brand, strict adherence to the standards set forth in this guide are required of everyone in our organization.

Some common misuses of the First Command logo are shown here, although these examples do not include every possible misrepresentation of our brand. To ensure compliance within the parameters of brand representation, familiarize yourself with the rules and regulations clearly and succinctly defined within the chapters of this usage manual. Questions regarding proper and improper usage of the First Command logo should be directed to First Command Marketing Department.

Unacceptable color

Only the primary color, solid black and solid blue logos are permitted.



Unacceptable typeface

Do not recreate the wordmark using any other typeface, nor modify the original font in any form and under any circumstance.



Unacceptable highlights

Do not add highlights, gradients, textures or shadows to the logo.



Unacceptable color

The First Command logo may only appear in the approved colors previously outlined in this manual. Single color usage (all red or all blue) of the logo is not permitted.



Unacceptable wordmark

The spacing between the wordmark and the insignia cannot be altered in anyway.



Unacceptable division of elements

Using individual features of our logo independently, such as the wordmark without the First Command graphic insignia, is not permitted.



Unacceptable graphic additions

No other graphic element can be attached to or associated with the logo as shown here.



No registration symbol

The registration symbol must be visible with the correct style and placement.



UNACCEPTABLE PLACEMENT AND POSITIONING

How and where our logo is placed is important to the integrity and legibility of our brand. By avoiding the common placement issues shown here, you will maintain maximum impact and ensure the consistency of the way our brand appears in the marketplace.

Unacceptable contrast

Do not place the primary color logo on backgrounds with insufficient contrast. Substitute the solid white logo in this example.



Unacceptable placement

The logo MUST not be positioned over a background or image that interferes with readability.



Unacceptable angle

The logo must always appear on a flat, horizontal plane and may not be tilted in any direction unless approved first by the marketing department.



INCORRECT USAGE

UNACCEPTABLE EFFECTS

Applying or adding effects to the logo detracts from our mark's integrity and is strictly prohibited. A few examples of improper use are indicated here.

Unacceptable drop shadow

The logo must never appear with a drop shadow.



Unacceptable scaling

The horizontal and vertical scale must always change proportionately. Never stretch or condense the logo.



Unacceptable halo effect

A glow or halo effect must never be applied to the logo.



Unacceptable outlining

Never create an outline around the logo.



Unacceptable opacity

Please keep logo opacity at 100% in normal uses.



OUR INSIGNIA



THE MARK OF A STRONG BRAND

The First Command insignia is a powerful graphic badge that sets us apart from our competitors. It may be used as a graphic element to reinforce our brand, but it cannot be used in place of the full First Command logo. If the insignia is used alone it should always be accompanied by the full First Command logo elsewhere in the document unless space limitations and aesthetic considerations make that impossible. To discuss usage of Insignia only, please contact the First Command Marketing Department.



INSIGNIA USAGE

COLOR USAGE

The full color version of the First Command insignia should be used whenever circumstances allow. In certain circumstances, production specifications for certain usages (B&W newspapers, local flyers) may require the alternative solutions. To discuss usage of the insignia in these situations, please contact the First Command Marketing Department.

Full color usage

Follow the same rules on color usage as the full logo. On a white or light-colored background, our insignia must be full color. The '1' in the insignia should remain white when the logo is color or black and white. The insignia '1' will take the color of the background when white. The registered symbol (®) must accompany the insignia.



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



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

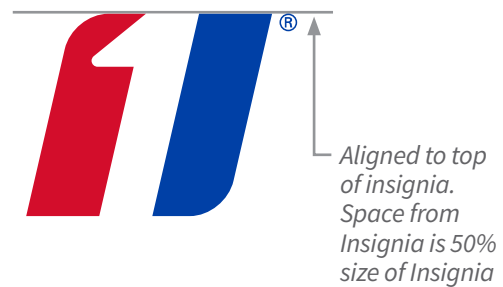
Single color usage not permitted except when using solid white or black

When placing the insignia on a dark background the solid white insignia must be used.



INSIGNIA REGISTRATION

The registered symbol (®) must always be used. Placement is shown at the right. The registered symbol shown here is 17 point Univers Bold and the color must match the right side of the insignia.



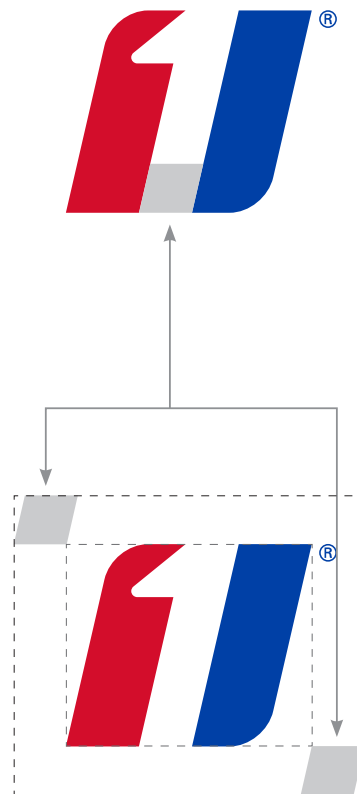
The registered symbol must be readable at all times. When the insignia is reduced it may be necessary to enlarge the registered symbol. Spacing between the symbol and the insignia may be reduced from the standard spacing. The font should be Univers Bold (Arial Bold may be used if Univers is not available.) Minimum size for the registration symbol is 7 points in print applications and 12 in fabric applications.



I INSIGNIA SPACING

MINIMUM CLEAR SPACE AROUND THE INSIGNIA

Minimum clear space around the insignia should equal the width of the center one white space as shown here.



To ensure it's integrity and visibility, keep the insignia clear of competing text, images and graphics. Surround it on all sides with clear space no less than the width of the center one white space

I INSIGNIA SIZE

MINIMUM SIZE

Minimum size refers to the smallest iteration of our insignia which may be produced under all circumstances. These limits have been set to ensure recognition and legibility in all First Command printed and digital materials.

The minimum width at which our insignia can appear is 0.275 inches (0.5 inches in fabric applications). Note: when reducing the insignia the registration character must remain visible at a minimum font size of 7 points in print applications and 12 points in fabric.



Print



Fabric

INCORRECT INSIGNIA USAGE

UNACCEPTABLE USAGE

As with our logo, misuse of our insignia compromises the integrity of the First Command Brand. Some of the most common misuses of the insignia are shown.

Although these examples do not include every possible violation, they offer guidance to help you recognize unacceptable uses of the insignia.

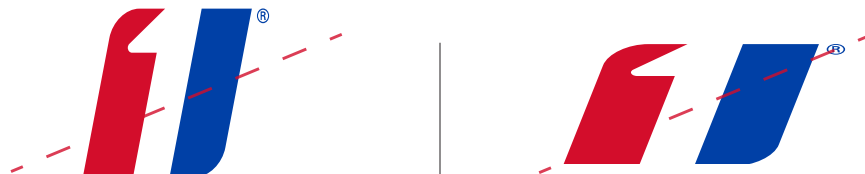
Unacceptable color usage

The insignia may only appear in the approved colors previously outlined on page 46.



Unacceptable scaling

The horizontal and vertical scale must always change proportionately. Never stretch or condense the insignia.



UNACCEPTABLE EFFECTS AND POSITIONING

Applying or adding effects to the First Command insignia detracts from our brand's integrity and is strictly prohibited. Examples of improper use are indicated here.

Unacceptable highlights

Do not add highlights, gradients, textures, or shadows to the insignia.

Unacceptable effects and positioning

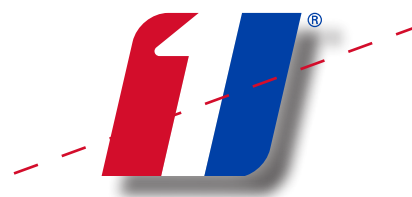
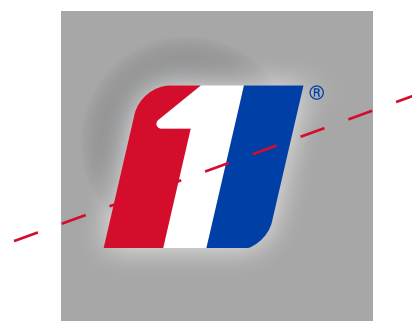
Applying or adding effects to the First Command insignia detracts from our brand's integrity and is strictly prohibited. Examples of improper use are indicated here.

Unacceptable drop shadow

The insignia must never appear with a drop shadow.

No registration symbol

The registration symbol must be visible with the correct style and placement.



Unacceptable halo effect

A glow or halo effect must never be applied to the insignia.



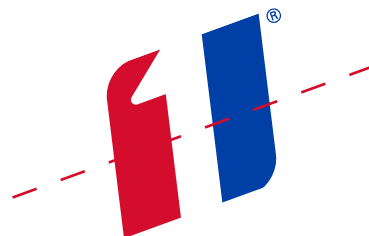
Unacceptable outlining

Never create an outline around the insignia.



Unacceptable angle

The insignia must always appear on a flat, horizontal plane and may not be tilted in any direction.



Unacceptable cropping

The insignia must never be cropped such that the integrity of the “1” is compromised. The shape of the “1” must always be maintained.

