

# BRAND TYPOGRAPHY



# OUR TYPOGRAPHY

Typography is a powerful extension of our brand's personality. It plays an important role in creating a consistent look for First Command across all communications and marketing materials. **When creating communications materials, whether they be internal documents or client/public-facing materials — online or offline — please carefully follow all the typography criteria outlined below.**

## Univers

The Univers typeface has been selected for its visual strength, versatility and legibility. The approved weights and styles provide flexibility for all graphic communications, insomuch that no vertical or horizontal scaling, no added stroke, etc. should ever be used.

**NOTE:** In instances where Univers is unavailable, the Arial font family is the only acceptable font substitute.

## Approved Univers fonts:

Univers 45 Light  
*Univers 45 Light Oblique*  
Univers 55 Roman  
*Univers 55 Oblique*

**Univers 65 Bold**  
***Univers 65 Bold Oblique***  
**Univers 75 Black**  
***Univers 75 Black Oblique***

## Source Sans Pro

Source Sans Pro is a freely available open source font from Adobe. The Source Sans Pro typeface is an ideal complement to Univers and creates a visual distinction when it is next to the Univers typeface. It is an OpenType font that has been designed to work well in all print and user interface (UI) environments. It provides clarity and legibility, as well as comfort in reading longer paragraphs, both on screen and in print. Like Univers, the approved Source Sans Pro fonts are extremely versatile, making it unnecessary to manipulate weight, scaling or any other stylistic variations.

**NOTE:** In instances where Source Sans Pro is unavailable, the Arial font family is the only acceptable font substitute.

### Approved Source Sans Pro fonts:

Source Sans Pro Light  
*Source Sans Pro Light Italic*  
Source Sans Pro Regular  
*Source Sans Pro Italic*  
Source Sans Pro SemiBold

*Source Sans Pro SemiBold Italic*  
**Source Sans Pro Bold**  
*Source Sans Pro Bold Italic*  
**Source Sans Pro Black**  
*Source Sans Pro Black Italic*

# VARIATIONS AND USAGES

The Univers and Source Sans Pro font families are both suitable for digital and printed communications, and each offers you a variety of approved styles from which to choose. Used consistently and according to the specific rules identified here, they provide a clear, effective way to present your information.

These examples show how to format type that will provide clarity and appropriate emphasis for any First Command materials.

## Headlines

Headlines must always be Univers 55 Roman all caps set to 44 pt. **maximum** for most applications on letter size paper. However, for smaller or larger formats, headlines are sized proportionately. Spacing between the lines should be tight. For example, at 44 pts. leading should be set to 40 pts.

Small headlines can be stacked or **to conserve space can be one line. Headlines should not exceed three lines.** With more than one line care should be taken to balance the ragged lines and avoiding widows (single words) on the last line of large headlines. The accompanying red bar should equal the headline height be it one, two or three lines.

## Headline example:

THIS HEADLINE HAS  
BEEN BALANCED

THIS HEADLINE HAS NOT BEEN  
BALANCED



## Subheads

Subheads are Source Sans Pro font and bold. Subheads do not end with a period unless consisting of multiple sentences. Special punctuation (question marks, colons, etc) can be used to retain proper sentence structure. Subheads should be spaced no less than 0.5 inch from headlines.

Two levels of subhead are available, a *minor headline* subhead and a *normal* subhead:

- **1st level subheads** (minor headline) act as a smaller headline and define a large section of content below it. They are normally followed by multiple instances of 2nd level subheads and body copy. 1st level subheads are normally **all caps** at 16 pt. font size (2 pts. larger than 2nd level subheads) and should be separated by a gap of 9 pt. from the text that follows below. *1st level subheads are an extra level of hierarchy available to the designer and are considered optional.*
- **2nd level subhead** (normal subhead) define a paragraph or group of paragraphs. 2nd level subheads **sentence case** and are normally 14 pt. font size (2 pts. larger than body copy, 2 pts. smaller than 1st level subheads) and should have no gap between it and the text that follows.

### Subhead example:

#### 1ST LEVEL SUBHEAD

##### 2nd level subhead

Body copy. On pellaces moluptat qui corit, sinim rehent acesto ea eos acimpos con none et dis sapit invercit exeres ipsam qui similit aturis sumenis estorerspel min nonest lis aborum in pratio con ent inum harcil ea aut aceatum cum aborrumquiae cori bernatqui.

# VARIATIONS AND USAGES

## **Body copy**

Body copy must always be Source Sans Pro regular and in sentence case, set in no less than 12 pt. type in most applications. At a size of 12 pt. line leading should be set to 14 pt. minimum and 16 pt. maximum. To remain visually consistent, adjust the ratio of leading as the body copy size changes. Body copy paragraphs are separated by a full line space. Single or double columns are both acceptable. Double column gutter should be 13.5 pt. (0.1875").

Body text should not flow to the left of a headlines left margin.

## **Highlighted copy**

Highlighted text in body copy must always be in blue Source Sans Pro sentence case and set at the same size as body copy. Based on the amount of emphasis desired, highlighted text can be set in regular, semi-bold or bold.

## **Highlighted copy example:**

The **quick brown fox** jumps over the lazy dog.

## Callouts

Margin callout text are placed in a box and use Source Sans Pro sentence case set semi-bold or regular in font size no less than 12 pt. (in most applications). Text inside the box can be aligned left, center or right. Minimum space of the enclosed text from encompassing box edge should be a minimum of one cap size from all sides or 0.125" when using 12 pt. type. Box color can consist of either primary or secondary colors. Outline stroke weight on boxes that consist of a line only should be 1 pt. with 12 pt. interior text and scale proportionally if the text is larger.

### Callout examples:

The quick brown fox  
jumps over the lazy dog.

The **quick brown fox**  
jumps over the lazy dog.

The **quick brown fox**  
jumps over the lazy dog.

The quick brown fox  
jumps over the lazy dog.

Min. 0.125" margin on all sides with 12 pt., Source Sans Pro

## Quotes

Highlighted quotes and editorial content must always be Source Sans Pro regular, in sentence case and italics, set no more than 2 pt. smaller than the body copy.

### Quote example:

*"The quick brown fox jumps over the lazy dog." – Author*

## Paragraph format

Paragraphs should be left aligned with no indentation. Paragraphs are separate by one full blank line. Single or double columns are both acceptable. Double column gutter should be 13.5 pt. (0.1875").

## Bullet points

All bullet points should be square and proportionate to the font size used.

- The font is Wingdings (Unicode F06E - large box character.)
- The Wingding bullet is 7 pt. in body text of 12 pt.
- The bullet point box character should be indented 9 pt. (0.125") from the left margin of body copy. The text following the bullet should be 22.5 pt. (.3125") from the left margin of the body copy. Bullet text wrap to this margin.
- Bullet phrases should end in a period. Single word bullets such as a list need no period.
- Individual bullet points are not separated by a space. Bullet point sections should be separated by a 9 pt. space above and full space below the paragraph or headline text they are bracketed by.

## Checklist

Checklists follow the same formatting as bullet points above. Instead of a filled box substitute the bullet with an open box. The font is Wingdings (Unicode - F0A8) and the font size is 12 pt. in body text of 12 pt.

- ☐ Check here for option 1.
- ☐ Check here for option 2.
- ☐ Check here for option 3.

## Hyphenation

Paragraph hyphenation should be avoided unless the word or phrase is normally hyphenated.

## Disclaimers

All disclaimers must be Source Sans Pro when available and Arial when not. Disclaimers need to be readable and no less than 2 point sizes smaller than the body copy. Disclaimers should align to the bottom left margin. Minimum space above the disclaimer should be one full blank body text line.



## TABLES

There are two recommended table styles. The first is a line style, the second an alternating filled row style.

### Table style 1

AGE/YEARS INVESTED	DOLLARS INVESTED PER MONTH	TOTAL MONTHS	TOTAL INVESTED	VALUE @ 8% RETURN
Age 55 / 30 Years	\$300	360	\$108,000	\$447,108
Age 50 / 25 Years	\$300	300	\$90,000	\$285,308
Age 45 / 20 Years	\$300	240	\$72,000	\$176,706
Age 40 / 15 Years	\$300	180	\$54,000	\$103,811
Age 35 / 10 Years	\$300	120	\$36,000	\$54,884
Age 30 / 5 Years	\$300	60	\$18,000	\$22,043

- There should be 1 full text space above and below the table.
- The table should not breach the document margins.
- All text should match the font size of the documents body copy.
- The header row is filled First Command Blue (or black in non-color documents) and no border lines are used. No lines divide each column. The fill spans the width of the table.
- The header text is all caps Source Sans Pro Bold filled solid white.
- Row text is Source Sans Pro Regular. First column left indent should be .125 in. Row content should have upper and lower padding of 0.0625 in. between rows.
- 0.25 pt. lines separate each row and span the width of the table.
- Columns should be balanced with an attempt to create equal spacing.

**Table style 2**

Age/Years Invested	Dollars Invested per Month	Total Months	Total Invested	Value @ 8% Return
Age 55 / 30 Years	\$300	360	\$108,000	\$447,108
Age 50 / 25 Years	\$300	300	\$90,000	\$285,308
Age 45 / 20 Years	\$300	240	\$72,000	\$176,706
Age 40 / 15 Years	\$300	180	\$54,000	\$103,811
Age 35 / 10 Years	\$300	120	\$36,000	\$54,884
Age 30 / 5 Years	\$300	60	\$18,000	\$22,043

- There should be 1 full text space above and below the table.
- The table should not breach the document margins.
- All text should match the font size of the documents body copy.
- The header row is filled First Command Light Blue (or black in non-color documents) and no border lines are used. No lines divide each column. The fill spans the width of the table.
- The header text is Source Sans Pro Bold, title case and filled solid white.
- Row text is Source Sans Pro Regular. First column left indent should be .125 in. Row content should have upper and lower padding of 0.0625 in. between rows.
- Starting with the second row after the header, every other row is filled 10% black. The fill spans the width of the table.
- Columns should be balanced with an attempt to create equal spacing.