TRICARE®

Brand Style Guide

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Introduction

TRICARE is the health care program serving active duty service members, National Guard and Reserve members, retirees, their families, survivors and certain former spouses worldwide. As a major component of the Military Health System, TRICARE brings together the health care resources of the uniformed services and supplements them with networks of civilian health care professionals, institutions, pharmacies and suppliers to provide access to high-quality health care services while maintaining the capability to support military operations.

The TRICARE name, select program option names and logos are registered trademarks of the U.S. Department of Defense (DoD), Defense Health Agency (DHA) and may not be used or reproduced without its written consent.

Why do we need style guidelines?

The TRICARE brand name is internationally known to represent the health care services provided by TMA to nearly 9.4 million beneficiaries in partnership with military health care providers and staff. The TRICARE program is of highest interest to Congress, military and veterans organizations, DoD leaders, other federal agencies and the health care industry worldwide. This style guide provides the details and specifics on how the TRICARE marks will be used by DHA and other government and civilian organizations.

A downloadable version of this guide can be found at *www.tricare.mil/brand.*

This style guide details the required use of the TRICARE marks to ensure:

- Protection of the TRICARE brand which is widely recognized as representing the Military Health System
- Appropriate use of the TRICARE registered marks in relation to all services or products
- Consistent use of the TRICARE marks in compliance with trademark registration

Who should use this style guide?

DHA staff, other DoD organizations, contractor partners and licensees should use these guidelines when reproducing the TRICARE registered marks on or in relation to their communications products and services.

What does this style guide cover?

The specific parameters of this guide are intended to preserve and protect TRICARE's brand identity related to:

- Logo standards
- Wordmark standards
- Publication and web guidelines
- Trademark usage guidelines

The TRICARE Logo
Standards

The TRICARE logo comprises three elements — the symbol, the wordmark and the registration mark. The logo application must include all three elements.

The Symbol

The symbol consists of two graphic elements — waves and stars. The three waves and three stars represent the stars and stripes in the American flag.

The Wordmark

The wordmark consists of specially created and spaced letter forms which may not be modified in any way. The word "TRICARE" is placed beneath the symbol and set in Futura Bold.

The Registration Mark

The registration mark symbol ® is required when using the logo. The placement of the ® must be located consistently to the top right of the "E" as shown. The registration mark must be visible in both print (documents, apparel, etc.) and electronic products (websites, videos, emails, text, etc.).

The Symbol

T R I C A R E®

The Wordmark

The Registration Mark
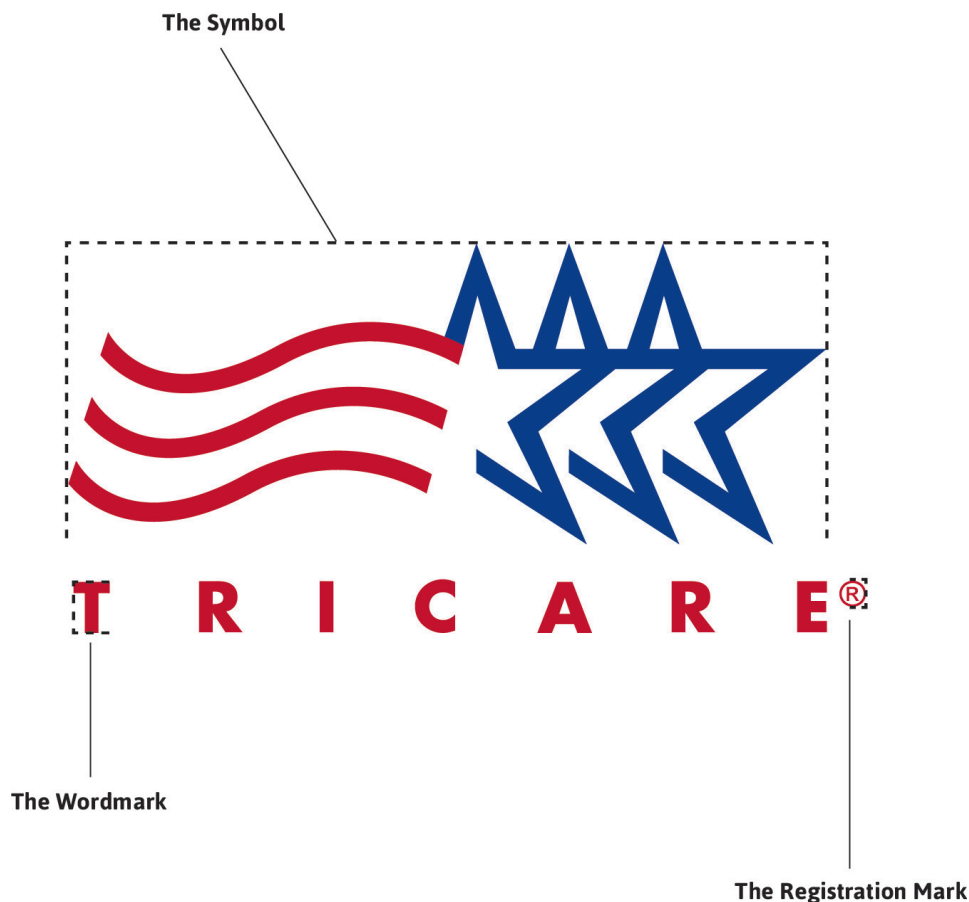
The TRICARE Logo
Sizing

Standard Size

Maintaining the legibility and integrity of the logo is essential. The preferred size of the logo is 2" x 1" when used in conventional printing methods. When impractical to use 2" x 1", proportions of height and width must be maintained.

Example:

Standard Size

Height: 1"

Width: 2"

Minimum Size

In order to maintain legibility, the minimum size of the TRICARE logo is 0.8" x 0.4".

Example:

Minimum Size

Height: 0.4"

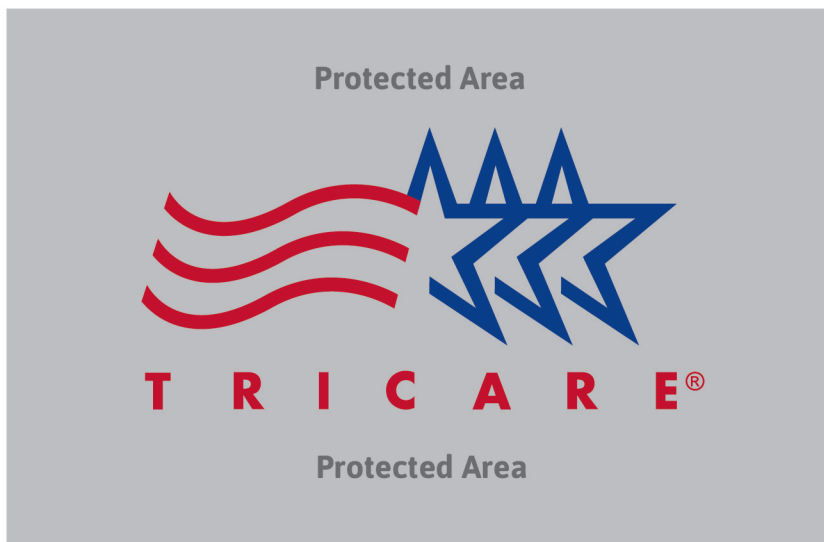Width: 0.8"

The TRICARE Logo
Spacing

Clear Space

To ensure the prominence and legibility of the TRICARE logo, always surround it with a field of clear space. This field area isolates the TRICARE logo from competing graphic elements, such as text, photography or other logos that may divert attention from the TRICARE logo.

The amount of clear space required around the logo is equal to one-half height of the TRICARE logo. This ratio should be maintained as the minimum amount of space on all materials where the logo appears.

Example:

Clear Space

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The TRICARE Logo
Colors

Color Palette

The TRICARE logo colors are equivalent to the Pantone® numbers listed below. For four-color process printing, use the Cyan-Magenta-Yellow-Black (CMYK) values listed below. For on-screen applications (video, broadcasts), refer to the Red-Green-Blue (RGB) video values specified. For Web applications, refer to the RGB Web values. These builds were determined based on the industry standard Pantone Color Bridge equivalents.

Swatches:

Pantone 280	Pantone 186	100% Black
C 100 M 85 Y 5 K 22	C 2 M 100 Y 85 K 6	
R 1 G 33 B 105	R 200 G 16 B 46	
Web 012169	Web C8102E	

Two-Color Logo

The two-color version of the logo is always preferred. The colors are Pantone 280 (stars) and Pantone 186 (waves and wordmark). Always use the corresponding color equivalents when not using Pantone spot inks.

Example:

One-Color Logo

The one-color versions of the logo are all Pantone 280 (blue), all Pantone 186 (red) or 100% Black.

Examples:

The TRICARE Logo
Colors

Logo Placement

When placing the TRICARE logo on a solid color background:

- Use 100% Black version of the logo; or
- Set background color opacity at 15% or lower.

Example:

Opacity at 15%

The TRICARE Logo
## *Unacceptable Use*

Unacceptable Use

Incorrect use of the TRICARE logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the TRICARE logo. Approved artwork can be downloaded from *www.tricare.mil/brand*.

Under no circumstance may any of the following applications be used to represent the TRICARE logo.

Examples:

Do not reverse out the logo.
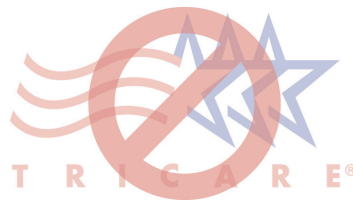
Do not tint the logo colors.

Do not alter the spacing between the symbol and the wordmark.

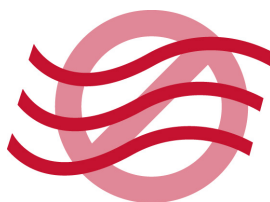**Do not** scale the logo in a way that elongates the mark.

Do not place the logo on photographs or patterns

Do not use the logo as a motif or graphic design element

Do not add other effects to the logo

Do not crop the logo in any way.

Do not place words or images within the protected area.

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The TRICARE Logo
Co-Branding

Co-Branding with Other Logos

TRICARE will work closely with contractors, other government organizations and licensees desiring to create approved materials, to maintain graphic integrity of the registered marks. For approved co-branded materials, the TRICARE logo may never be smaller than the partner logo(s). The TRICARE logo may be co-located with partner logos in a 50%-50% proportional relationship, with sufficient clear space all around.

Using the TRICARE standard size, the vertical rule version will be separated by a 1 pt. vertical rule. The distance from the vertical rule is 0.25" from either logo. Rule height is determined by the height of the logo. The rule weight and distance should remain similarly proportioned if logos are smaller or larger.

Examples:

TRICARE with **Department of Defense**

Examples with Contractor Logos:

TRICARE with **Health Net Federal Services, LLC** (North Region)

TRICARE with **International SOS Assistance, Inc.** (Overseas)

The TRICARE Wordmark
Standards

The TRICARE wordmark comprises two elements — the word "TRICARE" and the registration mark. The wordmark must include the two elements.
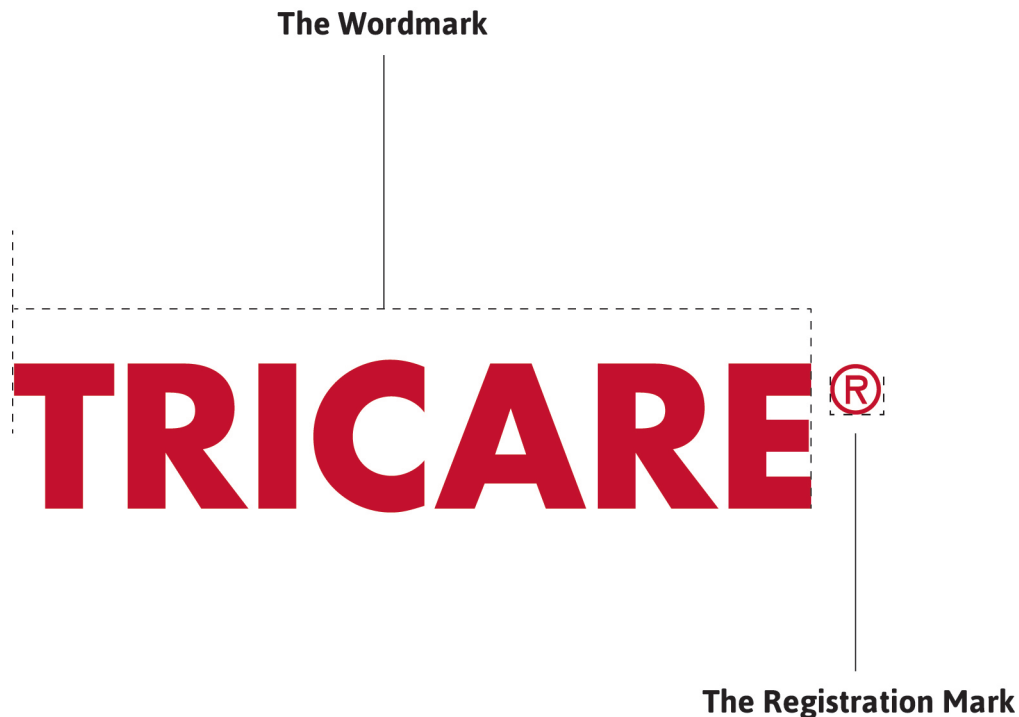
The Word

The word "TRICARE" is set in Futura Bold.

The Registration Mark

The registration mark symbol ® is required when using the wordmark. The placement of the ® must be located consistently to the top right of the "E" as shown. The registration mark must be visible in both print (documents, apparel, etc.) and electronic products (websites, videos, etc.) when the wordmark is used.

Exceptions: Use of the word "TRICARE" within the text of a document does not require use of the Futura Bold font nor the use of the registration mark. In this case, the word "TRICARE" should be consistent with the font size and style of the remainder of the text, including titles, headings and subheadings.

The Wordmark

TRICARE®

The Registration Mark

The TRICARE Wordmark
Spacing

Clear Space

To ensure the prominence and legibility of the wordmark, always surround it with a field of clear space. This field area isolates the wordmark from competing graphic elements, such as text, photography or other logos that may divert attention from the wordmark.

The amount of clear space required around the wordmark is equal to the height of the wordmark.

Example:

Clear Space

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ro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numo
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ro quisquam e   , sed quia non numo
cidunt ut labo   ma veniam, quis nos
oris suscipit lak   el eum iure reprehe
velit esse quam   **Protected Area**   voluptas nulla paria

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The TRICARE Wordmark
Colors

Color Palette

The TRICARE wordmark colors are equivalent to the Pantone numbers listed below. For four-color process printing, use the Cyan-Magenta-Yellow-Black (CMYK) values listed below. For on-screen applications (video, Dbroadcasts), refer to the Red-Green-Blue (RGB) video values specified. For Web applications, refer to the RGB Web values. These builds were determined based on the industry standard Pantone Color Bridge equivalents.

Swatches:

Pantone 280
C 100 M 85 Y 5 K 22
R 1 G 33 B 105
Web 012169

Pantone 186
C 2 M 100 Y 85 K 6
R 200 G 16 B 46
Web C8102E

100% Black

One-Color Wordmark

The one-color version of the wordmark is all Pantone 280 (blue), all Pantone 186 (red), or 100% Black. Always use the corresponding color equivalents when not using Pantone spot inks.

Examples:

TRICARE®

TRICARE®

TRICARE®

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The TRICARE Wordmark
Colors

Wordmark Placement

When placing the TRICARE wordmark on a solid colored background:

- Use 100% Black version of the wordmark; or
- Set background color opacity at 15% or lower.

Example:

Opacity at 15%

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The TRICARE Wordmark
Unacceptable Use

Unacceptable Use

Incorrect use of the TRICARE wordmark can compromise its integrity and effectiveness as a trademark. To ensure accurate and consistent reproduction of the wordmark, always use the approved digital artwork. Never alter, add to or recreate the TRICARE wordmark. Approved artwork can be downloaded from *www.tricare.mil/brand*.

Under no circumstance may any of the following applications be used to represent the TRICARE wordmark.

Examples:

Do not scale the wordmark in a way that stretches or elongates the mark.

Do not reverse out the logo.

Do not tint the wordmark colors.

Do not add other effects to the wordmark.

Do not place the wordmark on photographs or patterns.

Do not use the wordmark as a motif or graphic design element.

TRICARE Program Trademarks

Standards

The following is a listing of the TRICARE program option names and their correct usages with trademark symbols.

TRICARE Prime®   TRICARE Reserve Select®
TRICARE Standard®   TRICARE Retired Reserve®

The program option names do not have individual logos; they should be typeset in accordance with the recommended TRICARE fonts. See page 28 for typography guidelines. In text, the program option names should match the font of the surrounding text.

The Registration Mark

The registration mark symbol ® is required when using the wordmark in both print and electronic formats. The first use of the wordmark should be marked with the registration symbol. However, use of the TRICARE wordmarks within the body of a document does not require the use of the registration mark. Once marked, subsequent references do not require repeated marking.

If you are using "TRICARE Prime," " TRICARE Standard," "TRICARE Reserve Select" or "TRICARE Retired Reserve" as a wordmark, only the program name should be registered. The word "TRICARE" is not required to be marked separately. For example, the text should read: TRICARE Prime®, not TRICARE® Prime®.

Unacceptable Use

Incorrect use of the TRICARE wordmarks can compromise their integrity and effectiveness as trademarks. Never alter, add to or recreate the TRICARE wordmarks.

- Do not scale the wordmarks in a way that stretches or elongates the marks.
- Do not reverse out the wordmarks.
- Do not tint the wordmark colors.
- Do not typeset the program option names using two different colors.
- Do not place the wordmarks on photographs or patterns.
- Do not add other effects to the wordmarks.
- Do not use the wordmarks as motifs or graphic design elements.

See page 15 for visual examples of unacceptable use.

The TRICARE University® Logo
Standards

The TRICARE University logo comprises several elements including:

The Name

The name TRICARE University was adopted in 2003 for the TRICARE benefit training program for beneficiaries and Military Health System personnel. The name is set in Georgia.

The Shield

The shield symbolizes protection from harm. The TRICARE University logo uses the heraldic embattled shield/turret pattern, which represents the walls of a fortress. This symbol conveys the message of protection and safety, and signifies TRICARE's strong commitment to its beneficiaries.

The Latin Phrase

The phrase, set all caps in Georgia, emblazoned around the rim of the logo illustrates the objectives of TRICARE University: erudio (to educate), extendo (to stretch out, reach out) and exorno (to provide, supply, furnish).

The Banner

The banner represents valiant service. This design element visually anchors the shield.

The Registration Mark

The registration mark symbol ® is required when using the TRICARE University logo. The placement of the ® must be located consistently to the lower right of the logo and aligned with the baseline. The registration mark must be visible in print and electronic formats. The logo application must include all of the elements.

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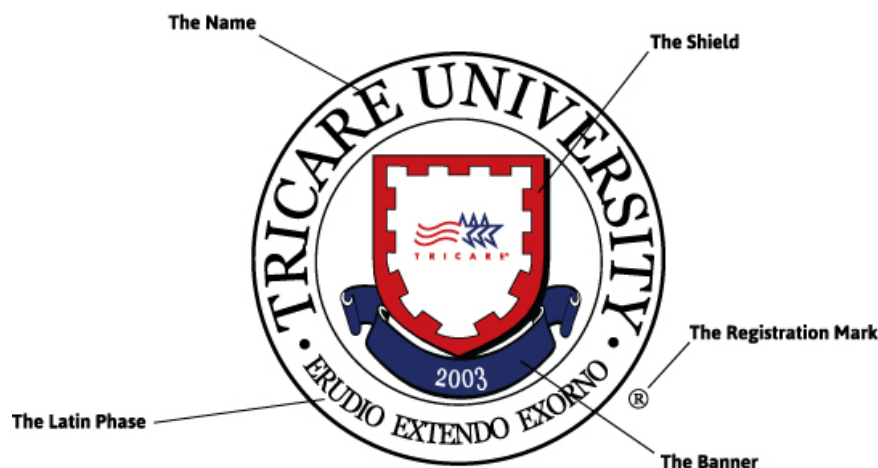
The TRICARE University Logo
Sizing

Standard Size

Maintaining the legibility and integrity of the logo is essential. The preferred size of the logo is 2" in diameter when reproduced with conventional printing methods. When impractical to use 2" diameter, proportions of height and width must be maintained.

Example:

Standard Size

2" in Diameter

Minimum Size

In order to maintain legibility, the minimum size of the TRICARE University logo is 0.9" in diameter.

Example:

Minimum Size

0.9" in Diameter

The TRICARE University Logo
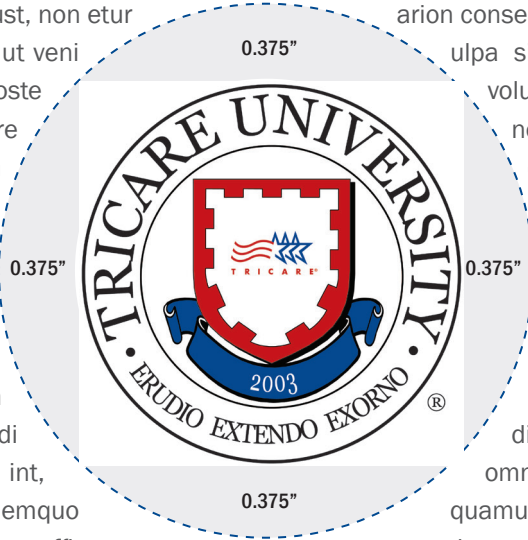## *Spacing*

Clear Space

To ensure the prominence and legibility of the TRICARE University logo, always surround it with a field of clear space. This field area isolates the TRICARE University logo from competing graphic elements, such as text, photography or other logos that may divert attention from the TRICARE University logo.

The amount of clear space required around the logo is equal to one-quarter height of the TRICARE University logo. This ratio should be maintained as the minimum amount of space on all materials where the logo appears.

Example:

Clear Space

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The TRICARE University Logo
Colors

Color Palette

The TRICARE University logo colors are equivalent to the Pantone numbers listed below. For four-color process printing, use the Cyan-Magenta-Yellow-Black (CMYK) values listed below. For on-screen applications (video, broadcasts), refer to the Red-Green-Blue (RGB) video values specified. For Web applications, refer to the RGB Web values. These builds were determined based on the industry standard Pantone Color Bridge equivalents.

Swatches:

Pantone 280 C 100 M 85 Y 5 K 22 R 1 G 33 B 105 Web 012169	Pantone 186 C 2 M 100 Y 85 K 6 R 200 G 16 B 46 Web C8102E	100% Black

Three-Color Logo

The three-color version of the logo is always preferred. The colors are Pantone 280 (banner and stars), Pantone 186 (shield background, TRICARE wordmark and waves) and 100% Black. Always use the corresponding color equivalents when not using Pantone spot inks.

Example:

One-Color Logo

The one-color version of the logo is all 100% Black. No other one-color versions are permitted.

Example:

The TRICARE University Logo
Colors

Logo Placement

When placing the TRICARE University logo on a solid background:

- Use 100% Black version of the logo; or
- Set background color opacity at 15% or lower.

Example:

Opacity at 15%

The TRICARE University Logo
Unacceptable Use

Unacceptable Use

Incorrect use of the TRICARE University logo can compromise its integrity and effectiveness as a trademark. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the TRICARE University logo. Approved artwork can be downloaded from *www.tricare.mil/brand*.

Under no circumstance may any of the following applications be used to represent the TRICARE University logo.

Examples:

Do not reverse out the logo.

Do not tint the logo colors.

Do not scale the logo in a way that stretches or elongates the logo.

Do not place the logo on a photograph or pattern.

Do not use the logo as a motif or graphic design element.

Do not add other effects to the logo.

The TRICARE University Wordmark
Standards

The TRICARE University wordmark comprises two elements — the word "TRICARE UNIVERSITY" and the service mark. The wordmark must include the two elements.
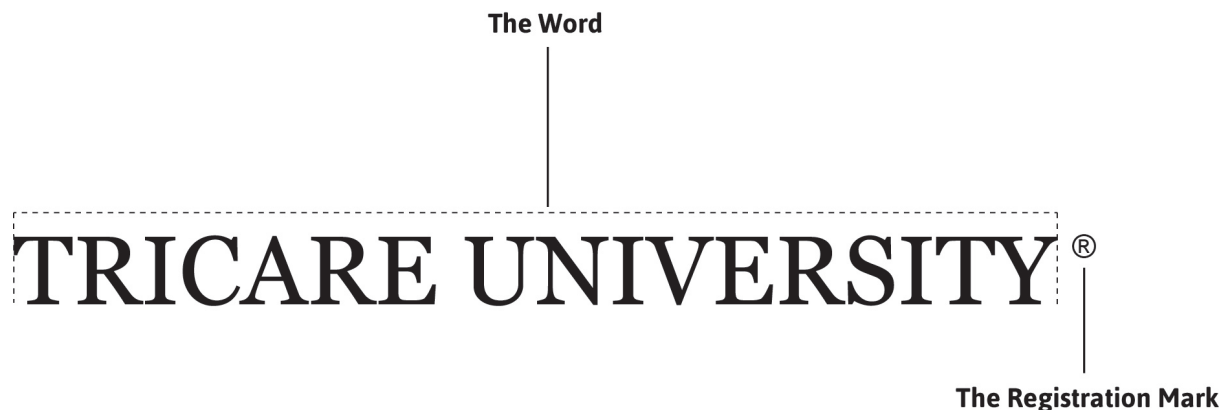
The Word

The words "TRICARE UNIVERSITY" are set in Georgia.

The Registration Mark

The registration mark symbol ® is required when using the wordmark. The placement of the ® must be located consistently to the top right of the "Y" as shown. The registration mark must be visible in both print and electronic formats.

Exceptions: Use of the words "TRICARE University" within the text of a document does not require use of the Georgia font. In this case, the words "TRICARE University" should be consistent with the font size and style of the remainder of the text, including titles, headings and subheadings.

The Word

TRICARE UNIVERSITY ®

The Registration Mark

The TRICARE University Wordmark
Spacing

Clear Space

To ensure the prominence and legibility of the wordmark, always surround it with a field of clear space. This field area isolates the wordmark from competing graphic elements, such as text, photography or other logos that may divert attention from the wordmark.

The amount of clear space required around the wordmark is equal to the height of the wordmark.

Example:

Clear Space

"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas moles-tias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat." "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam,

Protected Area

TRICARE UNIVERSITY ®

Protected Area

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam,

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

The TRICARE University Wordmark
Colors

Color Palette

The TRICARE University wordmark colors are equivalent to the Pantone numbers listed below. For four-color process printing, use the Cyan-Magenta-Yellow-Black (CMYK) values listed below. For on-screen applications (video, broadcasts), refer to the Red-Green-Blue (RGB) video values specified. For Web applications, refer to the RGB Web values. These builds were determined based on the industry standard Pantone Color Bridge equivalents.

Swatches:

Pantone 280
C 100 M 85 Y 5 K 22
R 1 G 33 B 105
Web 012169

Pantone 186
C 2 M 100 Y 85 K 6
R 200 G 16 B 46
Web C8102E

100% Black

One-Color Logo

The one-color version of the wordmark is all Pantone 280 (blue), all Pantone 186 (red), or 100% Black. Always use the corresponding color equivalents when not using Pantone spot inks.

Examples:

TRICARE UNIVERSITY®

TRICARE UNIVERSITY®

TRICARE UNIVERSITY®

The TRICARE University Wordmark
Colors

Wordmark Placement

When placing the TRICARE University wordmark on a solid background:

- Use 100% Black version of the wordmark; or
- Set background color opacity at 15% or lower.

Example:

TRICARE UNIVERSITY ®

Opacity at 15%

The TRICARE University Wordmark
Unacceptable Use

Unacceptable Use

Incorrect use of the TRICARE University wordmark can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the wordmark, always use the approved digital artwork. Never alter, add to or recreate the TRICARE University wordmark. Approved artwork can be downloaded from *www.tricare.mil/brand*.

Under no circumstance may any of the following applications be used to represent the TRICARE University wordmark.

Examples:

Do not tint the wordmark colors.

Do not place the wordmark on photographs or patterns.

Do not scale the logo in a way that stretches or elongates the logo.

Do not add other effects to the wordmark.

Do not use the wordmark as a motif or graphic design element.

TRICARE Typography
Typography Guidelines

The correct use of typefaces is essential to maintain the TRICARE brand identity by adding consistency and continuity. For TRICARE, this includes the typefaces ITC Franklin Gothic and Minion Pro. Both typefaces include a wide variety of styles and weights that can be used in different arrangements to give TRICARE publications a consistent and professional appearance.

Typeface Usage

Adhere closely to these guidelines when using TRICARE typefaces:

- Do not use special effects, such as drop shadow, that compromise legibility.
- Do not distort the typefaces (for example, expand, condense or modify the letterforms).
- Do not substitute typefaces other than the recommended alternate fonts listed.

ITC Franklin Gothic Font Family *(Typeface Samples)*

ITC Franklin Gothic Book

ITC Franklin Gothic Book Italic

ITC Franklin Gothic Book Condensed

ITC Franklin Gothic Book Condensed Italic

ITC Franklin Gothic Medium

ITC Franklin Gothic Medium Italic

ITC Franklin Gothic Medium Condensed

ITC Franklin Gothic Medium Condensed Italic

ITC Franklin Gothic Demi

ITC Franklin Gothic Demi Italic

ITC Franklin Gothic Demi Condensed

ITC Franklin Gothic Demi Condensed Italic

ITC Franklin Gothic Heavy

ITC Franklin Gothic Heavy Italic

ITC FRANKLIN GOTHIC | BOOK | 10PT

ITC Franklin Gothic, a sans serif font designed to be highly legible at a distance and in small text sizes, is the proposed primary typeface for headers and subheaders.

ITC FRANKLIN GOTHIC
BOOK | 60PT

Aa

ITC FRANKLIN GOTHIC
DEMI CONDENSED | 60PT

Aa

ITC FRANKLIN GOTHIC
HEAVY | 60PT

Aa

ITC FRANKLIN GOTHIC
MEDIUM ITALIC | 60PT

Aa

ITC FRANKLIN GOTHIC | BOOK | 12PT

The Quick Brown Fox
Jumps Over The Lazy Dog
1234567890!@#$%^&*()

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TRICARE Typography
Typography Guidelines

Minion Pro Font Family *(Typeface Samples)*

Minion Pro Regular

Minion Pro Italic

Minion Pro Medium

Minion Pro Medium Italic

Minion Pro Semibold

Minion Pro Semibold Italic

Minion Pro Bold

Minion Pro Bold Italic

Minion Pro Bold Cond

Minion Pro Bold Cond Italic

MINION PRO | REGULAR | 10PT

Minion Pro, a classic serif font, is the proposed primary typeface for body text. Its partially condensed style saves space, making it adaptable to different layouts and well-suited for copy.

MINION PRO **REGULAR	60 PT** Aa	**MINION PRO** **MEDIUM	60 PT** Aa
MINION PRO **BOLD	60 PT** Aa	**MINION PRO** **ITALIC	60 PT** *Aa*

MINION PRO | REGULAR | 12PT

The Quick Brown Fox
Jumps Over The Lazy Dog
1234567890!@#$%^&*()-+:"?

Alternate Fonts

Because not all systems have the recommended fonts installed, alternate fonts are acceptable. When developing presentations in Microsoft® PowerPoint or documents in Microsoft® Word, ITC Franklin Gothic can be replaced by Arial. Minion Pro can be replaced by Garamond. For use on the Web, the "Lucida Sans Unicode" can replace ITC Franklin Gothic and Minion Pro.

TRICARE Color Palette
Color Recommendations—Publications

The approved colors for TRICARE's print materials are below. Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. For example, these colors can be used for a background color, headline color, etc. When printing four-color process, be sure to specify the four-color CMYK builds listed below.

For the colors below, ideally use tints of 10%, 30%, 70% and 100%. **Note:** The TRICARE wordmark may use any of the primary colors in addition to 100% black or reversed-out type (white).

Primary Colors

The primary colors to the right should be the main colors used in every TRICARE product. These colors are warm and bright, creating a positive and inviting look and feel.

Light Blue
CMYK: 100/10/0/2
RGB: 0/157/222
Hex: #009dde

Medium Blue
CMYK: 92/57/0/0
RGB: 0/107/182
Hex: #006bb6

Orange
CMYK: 4/67/99/0
RGB: 234/116/37
Hex: #ea7425

Red
CMYK: 19/99/77/8
RGB: 188/36/61
Hex: #bc243d

Dark Blue
CMYK: 100/85/5/22
RGB: 20/55/125
Hex: #14377d

Yellow
CMYK: 0/14/100/0
RGB: 255/214/0
Hex: #ffd600

Secondary Colors

The secondary colors to the right should be used in combination with the primary colors. These colors are lighter and less saturated than the primary swatches and should be used as accents only.

Sky
CMYK: 10/10/0/0
RGB: 224/222/240
Hex: #e0def0

Steel
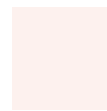CMYK: 32/0/16/0
RGB: 171/221/217
Hex: #abddd9
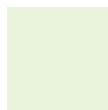
Avocado
CMYK: 8/0/16/0
RGB: 234/243/220
Hex: #eaf3dc

Cayenne
CMYK: 2/30/22/0
RGB: 242/189/180
Hex: #f2bdb4

Pale Yellow
CMYK: 1/1/30/0
RGB: 255/245/191
Hex: #fff5bf

White Smoke
CMYK: 0/6/4/0
RGB: 252/238/235
Hex: #fceeeb

Neutral Colors

Neutral colors are similar to secondary colors in that they should be used in combination with the primary colors and should be used as accents.

Designer Black
CMYK: 60/40/20/100
RGB: 0/0/8
Hex: N/A (For Print Only)

Dim Gray
CMYK: 0/0/0/59
RGB: 130/132/135
Hex: #828487

100% K Black
CMYK: 0/0/0/100
RGB: 35/31/32
Hex: #000000

Dark Gray
CMYK: 0/0/0/33
RGB: 182/184/186
Hex: #b6b8ba

Gray
CMYK: 0/0/0/82
RGB: 84/84/86
Hex: #545456

Gainsboro
CMYK: 0/0/0/14
RGB: 222/223/224
Hex: #dedfe0

TRICARE Color Palette
Color Recommendations—Web

The approved colors for TRICARE's online materials are below. Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. For example, these colors can be used for a background color, headline color, etc.

Tints of these colors may be used, ranging from 10% to 100%. **Note:** The TRICARE wordmark may utilize any of these approved colors in addition to 100% black or reversed-out type (white).

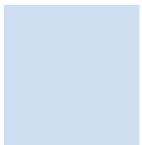### *Swatches:*

Dark Blue
HEX: #0D407F

Red
HEX: #BF141C

Blue
HEX: #0D4B98

Gray
HEX: #A1A09E

Light Blue
HEX: #CDDFFA

Dark Cyan
HEX: #649AE4

Dark Red
HEX: #880613

TRICARE Trademark Guide Usage

The TRICARE marks (wordmarks and logo) are registered with the United States Patent and Trademark Office as trademarks of the U.S. Department of Defense (DoD), Defense Health Agency (DHA). The symbol ® denotes that these marks are registered trademarks and may be used only by TMA and its authorized partners and licensees. The registered ® symbol signifies that the DHA has the exclusive right to use the TRICARE marks in connection with its goods and services. The infringement of DHA's exclusive right to the TRICARE marks shall subject the infringer to such penalties as are provided for in the Trademark Act (15 U.S.C. §§1111-1129).

The following guidelines further protect the TRICARE marks from infringement:

1. TMA's trademarks should be used in their exact form. Any alterations can jeopardize their protected legal status.

2. Always capitalize TRICARE when it appears in text. If it appears in lower case or a combination of upper and lower case, it can be confused with ordinary words, rather than signify the name of a worldwide health care program serving uniformed service members, retirees, families, and others entitled to DoD medical care.

3. The first and most prominent use of the word "TRICARE" should be marked with ® as shown below. However, use of the TRICARE wordmarks within the body of a document do not require the use of the registration symbol. Once marked, subsequent references do not require repeated marking.

    TRICARE®   TRICARE Standard®   TRICARE Retired Reserve®
    TRICARE Prime®   TRICARE Reserve Select®

4. The first use of the word "TRICARE University" should be marked with "®" as shown below, when it appears in text. Once marked, subsequent references do not require repeated marking.

    TRICARE University®

TRICARE Trademark Guide Usage

5. To ensure that the integrity and quality of the TRICARE brand is maintained, the DHA has granted trademark licenses to two vendors authorized to reproduce TRICARE marks on materials and apparel often used as promotional items and giveaways at venues like health fairs and conferences. All DHA business partners will only use the TRICARE licensed vendors when producing promotional materials that carry the TRICARE brand. The DHA has the right to reject or prohibit any promotional use of its TRICARE marks that it determines, for any reason, is in appropriate.

   This requirement does not extend to the reproduction of the TRICARE brand on materials directly associated with business operations like forms and documents, but does include apparel to be worn by our business partners and its sub-contractors in performance of their employment in support of our business partnership.

   Licensed vendor information can be found on the TRICARE Trademark and Branding Program page at *www.tricare.mil/brand*.

Whenever the TRICARE logo or wordmark are used by partner or affiliated organizations on any commercial material, the following statement must appear in a clear, easily readable position on the material:

"TRICARE is a registered trademark of the Department of Defense, Defense Health Agency. All rights reserved."

Defense Health Agency
Communications Division

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