



# 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 (MHS), 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 the DHA 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 DHA and other government and civilian organizations use the TRICARE marks.

A downloadable version of this guide is online at [www.tricare.mil/brand](http://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 MHS
- 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

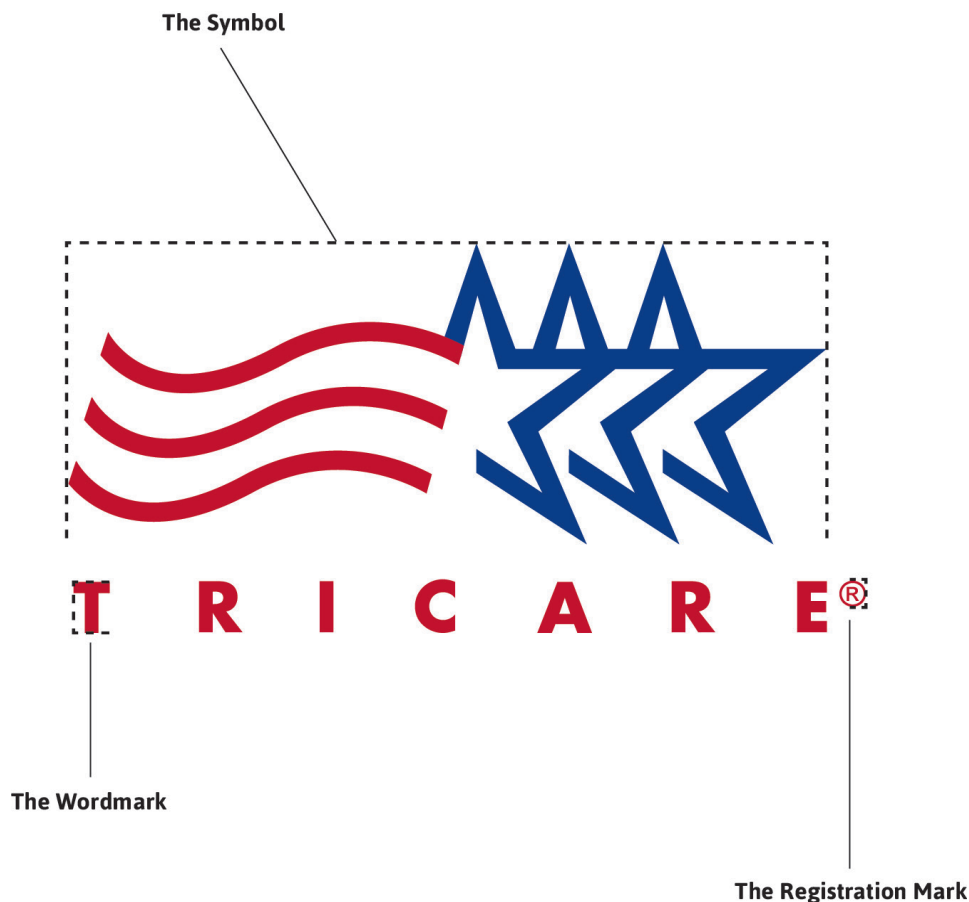
The symbol consists of two graphic elements — waves and stars. The three waves and three stars represent the stars and stripes in the American flag.

### 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 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



### Minimum Size

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

#### Example:

##### Minimum Size



# 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.

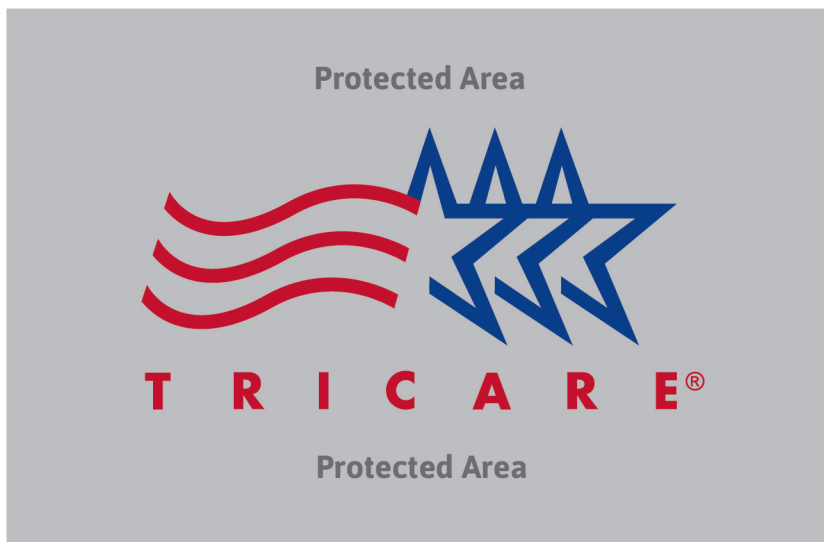
### Example:

#### Clear Space

ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsi voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem porro quisquam esse laudat, sed quia non numquam ma veniam, qui non ut el eum iure reprehenderit qui de ea voluptas nulla pariatur, totam rem aperiam.

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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  
CMYK: 100/ 85/ 0/ 0  
RGB: 20/ 55/ 125  
#14377d



Pantone: 186  
CMYK: 9/ 99/ 77/ 8  
RGB: 188/ 36/ 61  
#bc243d



100% Black  
#000000

### 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

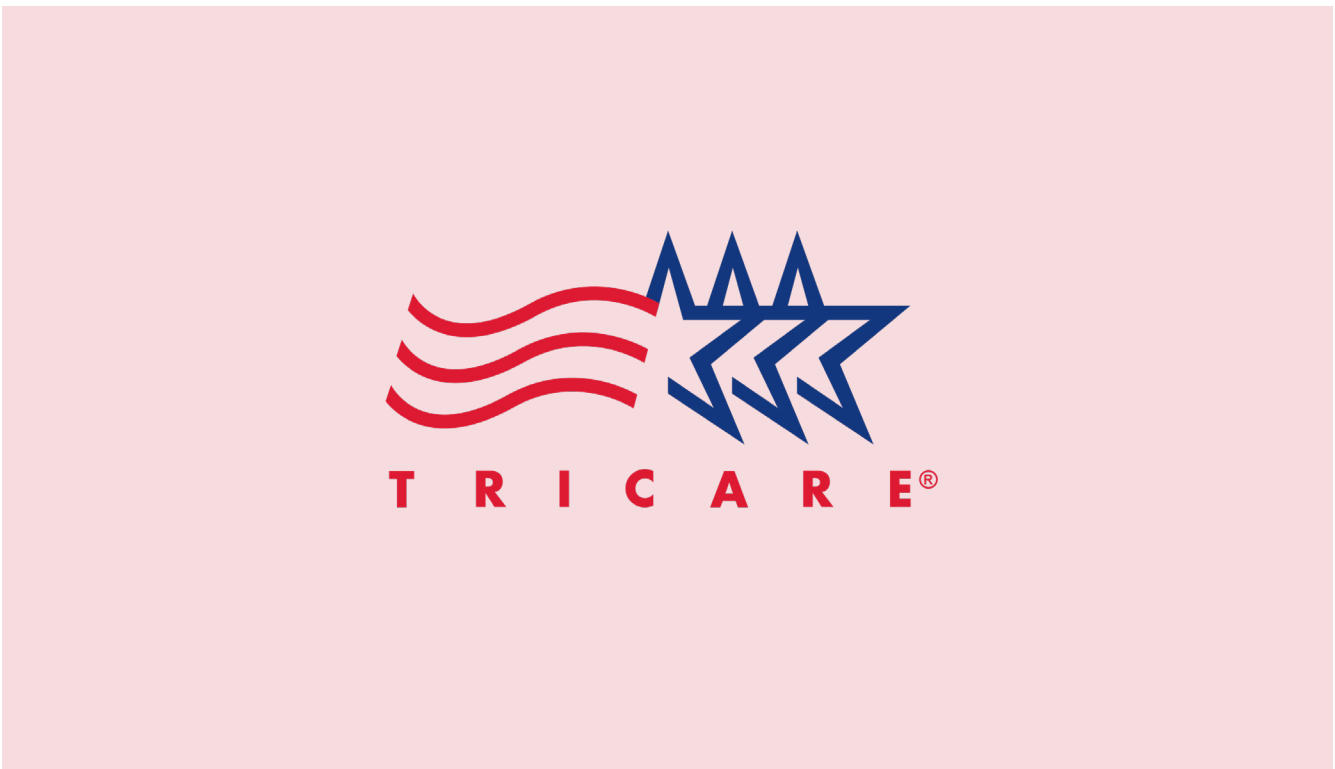
## Colors

### 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](http://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.



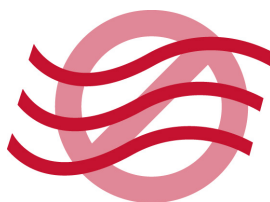
**Do not** place the logo on photographs or patterns



**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.

# 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 (West 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.

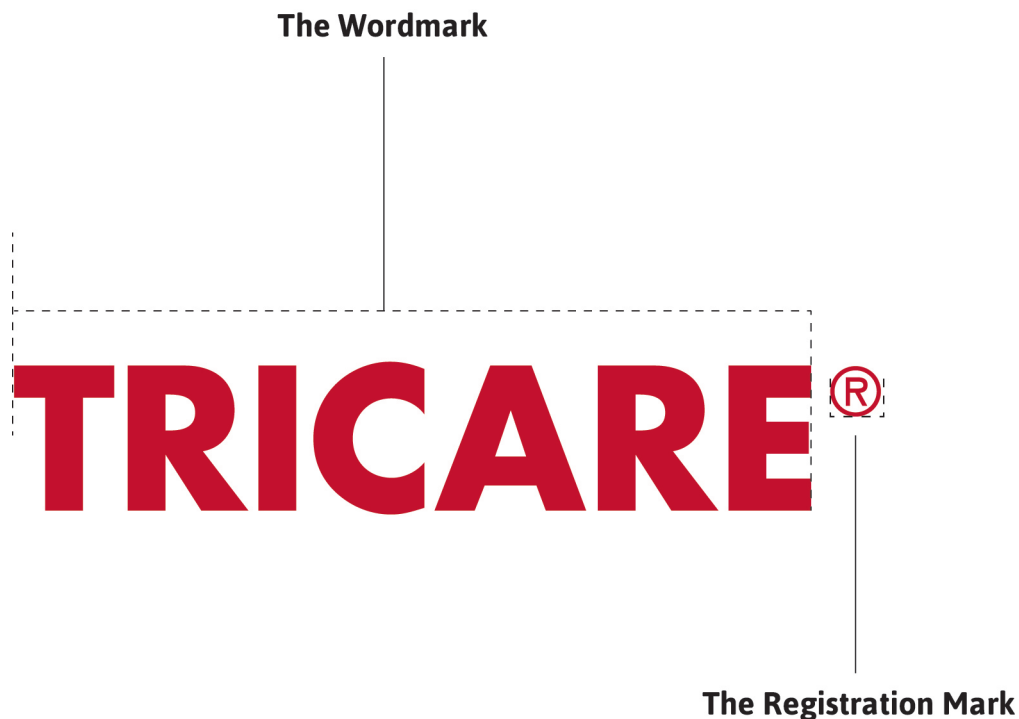
### The Word

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 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

i quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsar  
 itas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem  
 ro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numc  
 cidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis no  
 oris suscipit lak  
 velit esse quam  
 s unde omnis is



i quae ab illo in  
 itas sit aspernat  
 ro quisquam e  
 cidunt ut labor  
 oris suscipit lak  
 velit esse quam

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 ma veniam, quis no  
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 cidunt ut labor  
 oris suscipit lak  
 velit esse quam

# 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, 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  
CMYK: 100/ 85/ 0/ 0  
RGB: 20/ 55/ 125  
#14377d



Pantone: 186  
CMYK: 9/ 99/ 77/ 8  
RGB: 188/ 36/ 61  
#bc243d



100% Black  
#000000

### 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®**

# 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:*

The image shows the wordmark "TRICARE" in a bold, red, sans-serif font. A registered trademark symbol (®) is positioned to the upper right of the letter "E". The wordmark is centered horizontally and vertically within a light gray rectangular background. The background has a subtle gradient, being slightly darker at the top and bottom edges.

**TRICARE®**

Opacity at 15%

# 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](http://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** tint the wordmark colors.



**Do not** place the wordmark on photographs or patterns.



**Do not** reverse out the logo.



**Do not** add other effects to the wordmark.



**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 Select®**

**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 17 for typography guidelines. In text, the program option names should match the font of the surrounding text.

## The Registration Mark

The registration mark “®” 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 Select,” “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.



# 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*

<p>ITC FRANKLIN GOTHIC   BOOK   10PT</p> <p>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.</p>	
<p>ITC FRANKLIN GOTHIC BOOK   60PT</p> <p><b>Aa</b></p>	<p>ITC FRANKLIN GOTHIC DEMI CONDENSED   60PT</p> <p><b>Aa</b></p>
<p>ITC FRANKLIN GOTHIC HEAVY   60PT</p> <p><b>Aa</b></p>	<p>ITC FRANKLIN GOTHIC MEDIUM ITALIC   60PT</p> <p><b>Aa</b></p>
<p>ITC FRANKLIN GOTHIC   BOOK   12PT</p> <p>The Quick Brown Fox                  Jumps Over The Lazy Dog                  1234567890!@#\$\$%^&amp;*()</p>	

# 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 and Web

The approved colors for TRICARE's print and web 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.

### 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



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



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



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



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



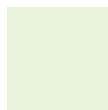
**Yellow**  
CMYK: 0/14/100/0  
RGB: 255/214/0  
Hex: #ffd600

### 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



**Avocado**  
CMYK: 8/0/16/0  
RGB: 234/243/220  
Hex: #eaf3dc



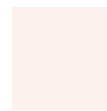
**Pale Yellow**  
CMYK: 1/1/30/0  
RGB: 255/245/191  
Hex: #fff5bf



**Steel**  
CMYK: 32/0/16/0  
RGB: 171/221/217  
Hex: #abddd9



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



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

### 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)



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



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



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



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



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

## 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 the DHA 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. DHA'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 Prime®

TRICARE Select®  
TRICARE Reserve Select®

TRICARE Retired Reserve®

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."

media • publications • web

**Defense Health Agency  
Communications Division**

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Falls Church, VA 22042