

# TRICARE<sup>®</sup> Brand Style Guide

media • publications • web

JULY 2022



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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. Managed by the Defense Health Agency (DHA), 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 9.6 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, 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 the DHA and other government and civilian organizations.

You can download the latest version of the brand guide at [www.tricare.mil/brand](http://www.tricare.mil/brand).

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

- Protection of the TRICARE brand
- 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

# 1. TRICARE Logo

## Primary logo

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



### 1. 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.

### 2. 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.

### 3. 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 (for example, documents and apparel) and electronic products (for example, web sites, videos, and emails).

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

### 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.



### Minimum Size

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

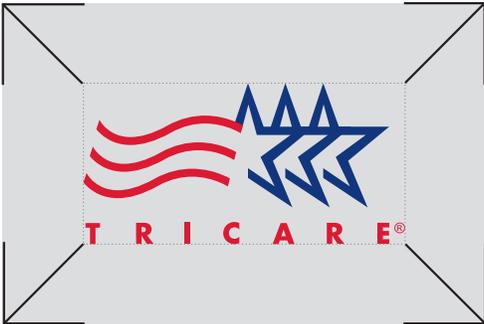


If it is not possible to use the logo at least 0.8" x 0.4", please use the TRICARE wordmark instead (see page 9).

### 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.



### Primary Logo Colors

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, refer to the Red-Green-Blue (RGB) values specified. For Web applications, refer to the RGB values. We determined these builds based on the industry standard Pantone Color Bridge equivalents.



**TRICARE Dark Blue**  
Pantone: 280  
CMYK: 100/85/0/0  
RGB: 20/55/125  
Hex: #14377d



**TRICARE Red**  
Pantone: 186  
CMYK: 9/99/77/8  
RGB: 188/36/61  
Hex: #bc243d

### One color logo

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



### Logo placement

The logo should always appear on a background with enough contrast for legibility. 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.



black only logo on colored background



2 color logo on background with 15% opacity



do not reverse the logo out of a colored background

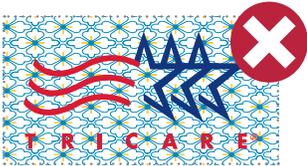
### Unacceptable Use

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. You can download approved artwork at [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.



**Do not** tint the logo colors.



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



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



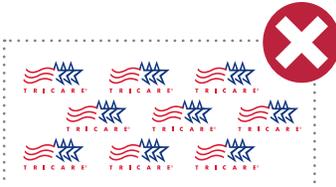
**Do not** place words or images within the protected area.



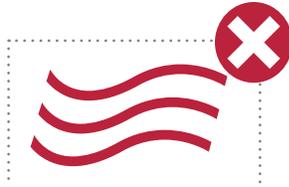
**Do not** stretch or distort the logo.



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



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



**Do not** crop the logo in any way.

### Co Branding

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.

#### TRICARE with Department of Defense



When TRICARE creates co-branded materials, the TRICARE logo is to the left or top of the contractor logo. When a TRICARE contractor creates co-branded materials, their logo is to the left or top of the TRICARE logo. This is a visual indicator to audiences showing who created the product.

#### TRICARE with Health Net Federal Services, LLC (TRICARE-created product)



#### Humana with TRICARE (Humana-created product)



## 2. TRICARE Wordmark

### Wordmark

The TRICARE wordmark comprises two elements — the word “TRICARE” and the registration mark. The wordmark must include the two elements.

#### 1. The Word

The word “TRICARE” is set in Futura Bold.

#### 2. 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 (for example, documents and apparel) and electronic products (for example, web sites and videos) when the wordmark is used.



**Exceptions:** Use of the word “TRICARE” within the text of a document does not require use of the registration mark. In this case, the word “TRICARE” should be in all capital letters and consistent with the font size and style of the remainder of the text, including titles, headings, and subheadings.

### Minimum Size

In order to maintain legibility, the minimum size of the TRICARE wordmark is 0.6” x 0.1”.

**TRICARE®** | height: 0.1”

width: 0.6”

### 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.



### Wordmark Color

The TRICARE wordmark is always displayed in a single color: Pantone 280 (blue), Pantone 186 (red), 100% black, or 100% reversed out (white). The 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, refer to the Red-Green-Blue (RGB) values specified. For Web applications, refer to the RGB values. These builds were determined based on the industry standard Pantone Color Bridge equivalents.

**TRICARE®**

**TRICARE®**

**TRICARE®**

**TRICARE®**



Pantone: 280  
 CMYK: 100/85/0/0  
 RGB: 20/55/125  
 Hex: #14377d



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



100% Black  
 Hex: #000000



White  
 Hex: #ffffff

### Wordmark placement

The wordmark should always appear on a background with enough contrast for legibility. When placing the TRICARE wordmark on a solid color background, you must ensure that the logo has a contrast ratio of at least 4.5:1.



You may place the wordmark on a light background as long as the contrast ratio is at least 4.5:1.



You may place a white wordmark on top of a dark background as long as the contrast ratio is at least 4.5:1.



Do not place the wordmark on a background where the contrast ratio is less than 4.5:1.

### 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. You can download approved artwork at [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.



**Do not** tint the wordmark colors.



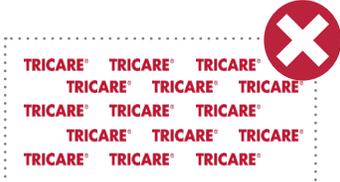
**Do not** place the wordmark on photographs or patterns.



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



**Do not** stretch or distort the wordmark.



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

## 3. Typography

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 products 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 compromises 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*

### 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*

### Alternate Fonts

Because not all systems have the recommended fonts installed, we allow using alternate fonts. When developing presentations in Microsoft® PowerPoint or documents in Microsoft® Word, replace ITC Franklin Gothic with Arial and Minion Pro with Garamond. For use on the web, replace ITC Franklin Gothic and Minion Pro with “Lucida Sans Unicode.”

# 4. Color Palette

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, you can use these colors for background and headline colors. 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 below should be the main colors used in every TRICARE product. These colors are warm and bright, creating a positive and inviting look and feel.



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



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



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



**TRICARE Mint**  
CMYK: 68/0/66/2  
RGB: 109/172/136  
Hex: #6dac88



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



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



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

## Secondary Colors

The secondary colors below 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.



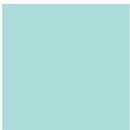
**Sky**  
 CMYK: 10/10/0/0  
 RGB: 224/222/240  
 Hex: #e0def0



**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



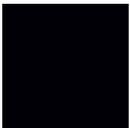
**Cayenne**  
 CMYK: 2/30/22/0  
 RGB: 242/189/180  
 Hex: #f2bdb4



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



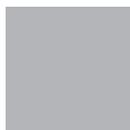
**100% K Black**  
 CMYK: 0/0/0/100  
 RGB: 35/31/32  
 Hex: #000000



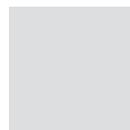
**Gray**  
 CMYK: 0/0/0/82  
 RGB: 84/84/86  
 Hex: #545456



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

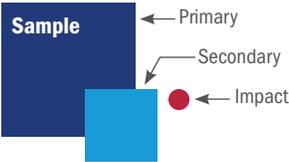


**Dark Gray**  
 CMYK: 0/0/0/33  
 RGB: 182/184/186  
 Hex: #b6b8ba

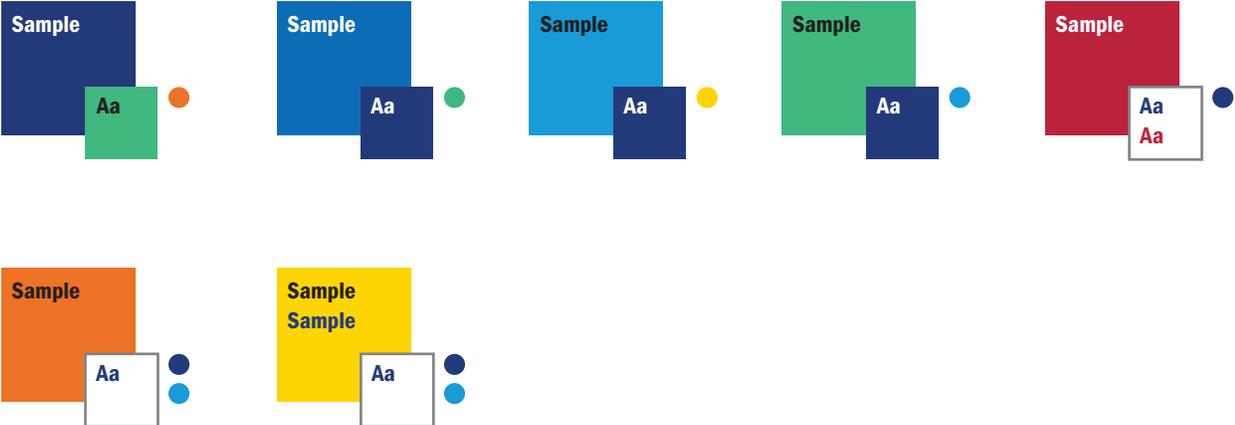


**Gainsboro**  
 CMYK: 0/0/0/14  
 RGB: 222/223/224  
 Hex: #dedfe0

Color grouping



Here are some suggested color combinations that work especially well together, using primary, secondary, and impact colors. TRICARE dark blue must be one of the colors. It is important to remember that when using any of the colors as text, the contrast between the foreground and background must be at least 4.5:1 to ensure legibility. You can use https://webaim.org/resources/contrastchecker/ to check color contrast.



Color in action

Here is an example of how to combine the TRICARE color palette into a designed document. In this example, the large TRICARE dark blue headline draws attention and is supported by the lighter weight TRICARE light blue suhead. TRICARE red is used as an impact color to draw attention to important elements. Although each document will be different, your use of color should achieve an overall brand color balance.

## Accessibility

“Accessibility” is the inclusive practice of designing so people with disabilities can engage equitably. As a public agency, TRICARE and DHA must comply with the accessibility standards set by WCAG 2.1 (<https://www.w3.org/WAI/standards-guidelines/wcag/glance/>) for any materials that are used online, including all web content and any documents that can be accessed or downloaded from the website. While there are no specific standards for print materials, it is best practice to use the same applicable guidelines for maximum accessibility.

With regard to color, the general rule of thumb is that higher contrast colors should be used together to maximize legibility for readers with low vision or color blindness. Not all of the TRICARE brand colors can be used together. Below are some brand color combinations where contrast between the foreground and background is at least 4.5:1 to ensure legibility of text. You can use <https://webaim.org/resources/contrastchecker/> to check color contrast.

**TRICARE dark blue text on white background**

**TRICARE medium blue text on white background**

**TRICARE red text on white background**

**White text on TRICARE dark blue background**

**TRICARE yellow text on TRICARE dark blue background**

**White text on TRICARE medium blue background**

**Black text on TRICARE light blue background**

**White text on TRICARE red background**

**Black text on TRICARE yellow background**

**TRICARE dark blue text on TRICARE yellow background**

## 5. Program Trademarks

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 Select®**

The program option names do not have individual logos; they should be typeset in accordance with the recommended TRICARE fonts. See page 12 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 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 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 11 for visual examples of unacceptable use.

## 6. 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."



**Defense Health Agency  
Communications Division**

7700 Arlington Boulevard  
Falls Church, VA 22042

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