BRAND 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.

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
OUR TYPOGRAPHY

SOURCE SANS PRO.
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.

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
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 and titles must always be Univers and in all capital letters set at 50 pt. weight maximum for most applications. However, for posters, banners and other large formats, headlines should be set at a point size that is appropriate for the material being created.

**HEADLINE EXAMPLE:**
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
VARIATIONS AND USAGES

SUBHEADS.
Subheads are always smaller in point size than the headlines they support. They must always be in bold Source Sans Pro font, in all capital letters. Subheads could vary in size but should never be smaller than the body copy.

SUBHEAD EXAMPLE:
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

BODY COPY.
Body copy must always be Source Sans Pro and in sentence case (i.e. uppercase and lower case), set in no less than 12 pt. type in most applications.

BODY COPY EXAMPLE:
The quick brown fox jumps over the lazy dog.

HIGHLIGHTED COPY.
Highlighted text in body copy must always be in Source Sans Pro and in sentence case (i.e. uppercase and lower 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.
VARIATIONS AND USAGES

CALLOUTS.
Short statements and margin callouts must always be in Source Sans Pro and in sentence case (i.e. uppercase and lower case), set in no less than 12 pt. type in most applications and always in semi-bold or regular.

CALLOUT EXAMPLE:

The quick brown fox jumps over the lazy dog.

PUNCTUATION.
Subheads and callouts must end with periods.

QUOTES.
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.”
**BULLET POINTS.**
All bullet points should be square and proportionate to the font size used. Bullet points should also be indented 1/4" from the left margin of body copy and should be one character space to the left of the text. Bullet points should end with a period when they are longer than a phrase.

**BULLET POINT EXAMPLE:**

- The quick brown fox jumps over the lazy dog.

**DISCLAIMERS.**
All disclaimers must always be Source Sans Pro Italic and set in the same point size as the body copy.

**PARAGRAPH FORMAT.**
The first paragraph should be left aligned with no indentation. Paragraphs are separated by one full blank line.

**SPECIAL CIRUMSTANCES.**
In instances where Univers and Source Sans Pro fonts are unavailable, the Arial font family is the only acceptable font substitute.