



## Exceptional Family Member Program (EFMP)

### LOGO USAGE GUIDELINES

Many variations of the EFMP logo have been provided. The information below will help guide you in its use. Files have been provided for use on the web as well as multiple print applications. It is imperative that the correct file be used for the correct application in order to maintain the quality and integrity of the logo. If you are unsure which to use for a particular project, forward the entire batch along to your designer or printer — they'll know which one to use.

The tagline is an integral part of the logo and should always be included. Avoid using the logo at a size smaller than 1-1/4" wide in order to maintain legibility of the tagline.

Please take care to never distort, stretch, or rotate the logo. A white background is built into the logo artwork to maintain legibility on all types of backgrounds.

<i>Type of Use</i>	<i>File Suffix</i>
Web use, eNewsletters, or other online communications	.gif
Importing into word processing software such as Microsoft Word	.png
Offset printing (or high quality digital printing)	.eps

### Fonts

The letters EFMP are based on the font Clarendon. The tagline, "Exceptional Families. Exceptional Service" uses Gotham Condensed.

EFMP Palette

					
<b>Yellow</b> Pantone 7406 CMYK 0/20/100/0 RGB 255/204/0 HEX # ffcc00	<b>Orange</b> Pantone 152 CMYK 0/50/85/0 RGB 255/153/51 HEX # ff9933	<b>Red</b> Pantone 186 CMYK 0/100/80/10 RGB 204/0/51 HEX # cc0033	<b>Blue</b> Pantone 659 CMYK 55/30/0/0 RGB 115/147/210 HEX # 6699cc	<b>Green</b> Pantone 7490 CMYK 34/0/85/35 RGB 124/150/59 HEX # 7c963b	<b>Black</b> Pantone black CMYK 0/0/0/100 RGB 0/0/0 HEX # 000000

If you have any questions about the EFMP branding, please contact us via [Military OneSource](#).