## Main Logo

This is the primary logo for the DOD. The horizontal version should be used in most cases where the design allows.



## Variations

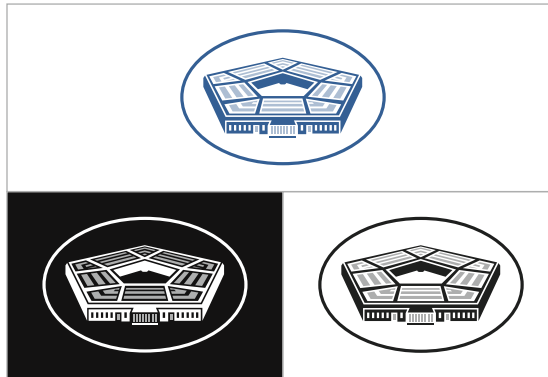### Stacked Logo

The stacked logo should be used in narrower spaces where the primary logo will not fit, mostly in print and broadcast applications.



### Icon

The Pentagon icon can be used by itself in certain applications, however the stacked version with logotype should be used when possible.



### One-Color

The one-color variations are available for use in certain applications where additional contrast is needed in the detail of the Pentagon icon.



### Small-Use (Web)

There are small-use versions of the logo and icon, designed specifically for web rendering at small sizes, available online on our official brand guide.

Official Defense.gov Brand Guide: https://www.defense.gov/brand-guide

## Color

**DOD Blue**
HEX: #355e93
RGB: (53,94,147)
CMYK: (64,36,0,42)
PMS: 653 C

**White**
HEX: #ffffff
RGB: (255,255,255)
CMYK: (0,0,0,0)
Opaque White

**DOD Black**
HEX: #141414
RGB: (20,20,20)
CMYK: (0,0,0,92)
PMS: Black 6 C

**Steel Blue**
HEX: #aebfd4
RGB: (174,191,212)
CMYK: (18,10,0,17)
PMS: 651 C

**Smoke Grey**
HEX: #adadad
RGB: (173,173,173)
CMYK: (0,0,0,32)
PMS: Cool Gray 6 C

## Typeface:
Crimson Text, Regular

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%^&