

# Headline Style

## SUBHEAD OR TAGLINE



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



**Ocean Blue**  
CMYK: 64/36/0/60  
RGB: 37/66/103  
Hex: #254267



**Cadet Blue**  
CMYK: 37/21/0/29  
RGB: 114/143/180  
Hex: #728fb4



**Anchor Gray**  
CMYK: 0/0/0/56  
RGB: 113/113/113  
Hex: #717171



**Smoke Gray**  
CMYK: 0/0/0/32  
RGB: 173/173/173  
Hex: #adadad



**Orange**  
CMYK: 9/76/75/0  
RGB: 220/96/73  
Hex: #dc6049



**Light Green**  
CMYK: 34/14/39/0  
RGB: 172/191/164  
Hex: #acbfa4



**Yellow**  
CMYK: 0/22/62/0  
RGB: 254/202/118  
Hex: #feca76

## FONTS

### ITC Franklin Gothic Font Family

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*

### Tzimmes Font Family

Tzimmes Light

*Tzimmes Light Italic*

Tzimmes Regular

*Tzimmes Regular Italic*

Tzimmes SemiBold

*Tzimmes SemiBold Italic*

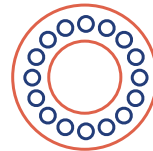
Tzimmes Bold

*Tzimmes Bold Italic*

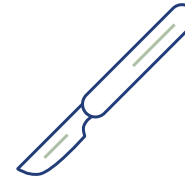
Tzimmes ExtraBold

*Tzimmes ExtraBold Italic*

## ICONS



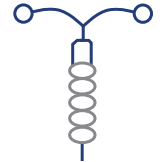
birth control pills



vasectomy



birth control shot



IUD



tubal ligation



diaphragm



emergency contraception



birth control implant