

**MULTICAM<sup>®</sup>**

BRAND GUIDELINES



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MULTICAM® ARID



**COPY**

# MULTICAM® COPY

Below is the only appropriate copy for information about how the MultiCam® pattern works. **DO NOT EDIT**—copy and paste each section as needed.

## HOW IT WORKS

MultiCam® patterns take advantage of the way the human eye and brain perceive shape, volume, and color. Since only a very small portion of the human eye perceives color, the brain does a lot of “filling-in” for the eye. The unique high resolution design of MultiCam® takes advantage of this principle and helps the observer to “see” the pattern as part of the background.

The MultiCam® family of patterns rely more on a blending effect than a traditional contrast effect to disguise the wearer. This effect allows them to perform well in a wide range of environmental conditions. It also helps maintain the patterns’ effectiveness even at close ranges where low resolution patterns often stand out against the natural (non-pixelated) environment.

## HOW MULTICAM® WAS DEVELOPED

We spent a lot of time studying how camouflage works in nature, taking into account where it is hardest to hide. We also studied which terrain elements were most common across the widest range of environments. We documented how light affects environmental features and tracked the seasonal and elevational changes in different regions.

We then factored all that together into digital composites of our observations and began testing them. We spent extensive time discussing our approach with users, factoring in their observations and concerns. Digital images were then created, encompassing everything we had learned. After printing each pattern, we field tested, tuned, and re-tested them until we achieved exactly what we were looking for.

# PATTERN COPY

Below is the only appropriate copy for information about each MultiCam® pattern. **DO NOT EDIT**—copy and paste each section as needed.



The MultiCam® pattern was developed to effectively limit the visual and near-IR signature of a person operating across a very wide range of physical environments and seasons. After many successful evaluations, after being proven in combat, and after becoming the officially issued pattern of the US Army for all Afghanistan operations in 2010, MultiCam® is the proven multi-environment concealment solution.



The MultiCam® Arid pattern was developed to effectively reduce the visual and near-IR signature of a person operating in desert environments that predominantly consist of open sand and rock. The MultiCam® Arid palette compliments and overlaps portions of the main MultiCam® pattern; so pairing MultiCam® gear with MultiCam Arid™ apparel results in a well-coordinated concealment system.



The MultiCam® Tropic pattern was developed to effectively reduce the visual and near-IR signature of a person operating in dense jungle environments, areas that predominantly consist of lush vegetation that remains relatively unaffected by seasonal changes. The MultiCam® Tropic palette compliments and overlaps portions of the main MultiCam® pattern; so pairing MultiCam® gear with MultiCam® Tropic apparel results in a well-coordinated concealment system.



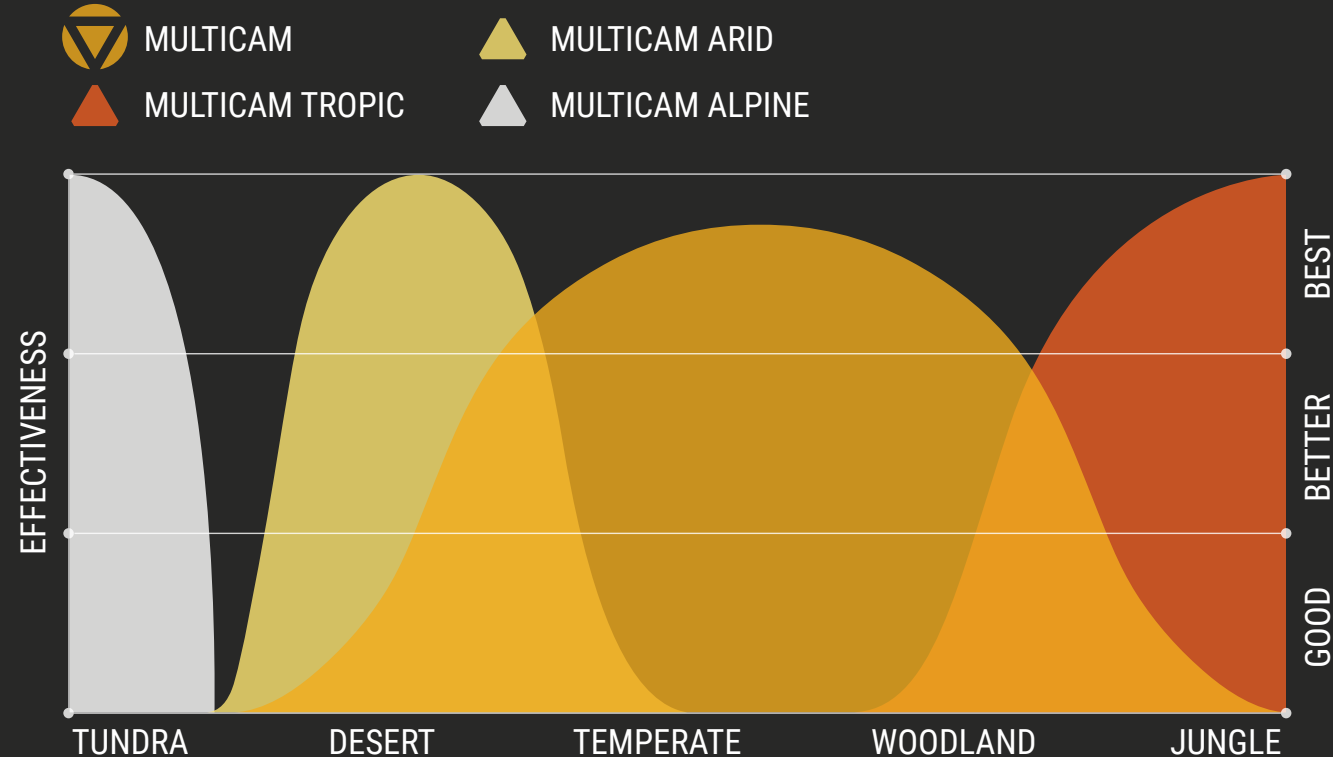
The MultiCam® Alpine pattern was developed to effectively reduce the visual and near-IR signature of a person operating in snow-covered environments. It is intended to be used in every area of operation that receives significant snowfall. The MultiCam® Alpine pattern can be paired with MultiCam® gear as needed to appropriately match the overall level of snow cover present.



The MultiCam® Black pattern was developed to meet the unique requirements of law enforcement officers operating in high-risk environments. It projects a distinctly authoritative presence appropriate for domestic operations. MultiCam® Black is designed to complement an officer’s existing equipment and present a sharp, professional image for top-tier law enforcement units.

# MULTICAM® FAMILY COPY

Below is the only appropriate copy for information about the MultiCam® family. **DO NOT EDIT**—copy and paste each section as needed.

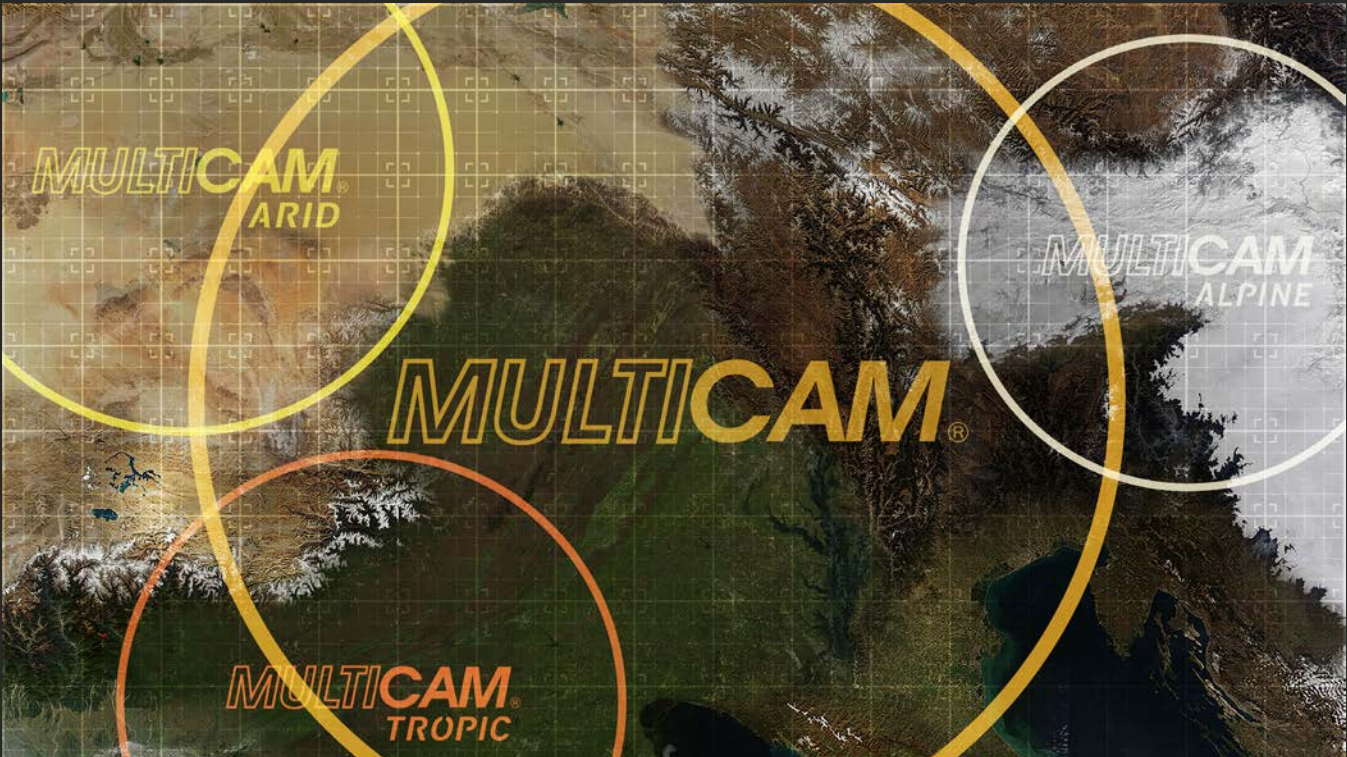


The above chart is the only approved MultiCam® concept graphic. Do not replace or replicate this graphic. Use the download link below.

## CONCEPT

The MultiCam® patterns were developed to provide maximum effectiveness across diverse operating environments with a minimum logistical burden. The patterns all have distinct roles but are designed to work together as a system to meet the needs of nearly any operating environment, all while helping the wearer do so with the least amount of kit possible.

[DOWNLOAD GRAPHICS ASSET PACKAGE >>](#)



The above illustration is the only approved MultiCam® family graphic. Do not replace or replicate this graphic. Use the download link below.

## A FAMILY OF CAMOUFLAGE PATTERNS

The same user now has more system-level options. For instance, a MultiCam® chest rig can be paired with a MultiCam® Tropic uniform for a known jungle deployment. Similarly, a MultiCam® vest and pack can be paired with a MultiCam® Arid uniform for activity within an open sand and rock desert. MultiCam® Alpine is best suited for any environment that encounters significant snowfall, while MultiCam® Black is designed to offer domestic agencies a distinct and authoritative presence suited to law enforcement operations.

[DOWNLOAD GRAPHICS ASSET PACKAGE >>](#)



**LOGO**

**MULTICAM® TROPIC**

# MULTICAM® LOGO USAGE

## ONE-COLOR LOGO USAGE

The one-color logo can be used independently or atop its respective pattern or an appropriate photo.



## TWO-COLOR LOGO USAGE

The two-color logo includes an inverted color background to ensure readability. Do not remove the background.



# LOGO SAFE SPACE



## MULTICAM® CLEAR SPACE

Keep at least a 'M' worth of space between the MultiCam® logo and other elements.



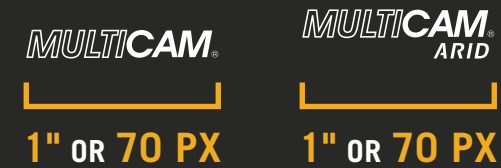
## MULTICAM® VARIANT CLEAR SPACE

Keep at least a 'M' worth of space between the MultiCam® logo and other elements. For the variant logos, start counting space from the bottom of the second line.

# LOGO SIZING

The MultiCam® logo should not be displayed smaller than 1" in print or 70 px for web. When the logo is needed at a smaller size, type should be used in its place.

## MINIMUM LOGO SIZE

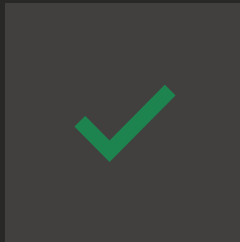




# DO'S & DON'TS

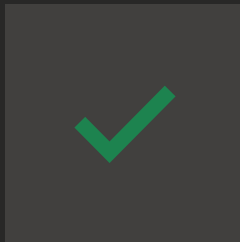
Follow this guide to ensure the logo is being used correctly. Adherence to these instructions is imperative.

## DO



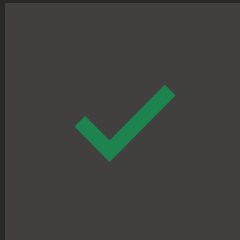
### ALLOW CLEAR SPACE

Allow the proper amount of negative space around the logo. The outline is shown for display purposes only.



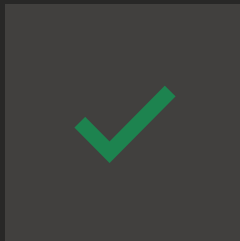
### USE ALTERNATE LOGO

The logo can be used in a 2-color arrangement where the separation of colors occurs on the "C" in MultiCam®. Proper contrast is mandatory. The darker of the two colors should always be on the right.



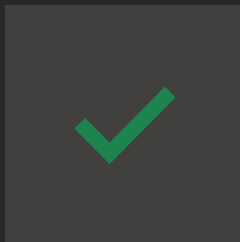
### DISPLAY LOGO OVER ITS PATTERN

The MultiCam® logo and its variants can safely be displayed over the applicable pattern.



### ENSURE THE LOGO IS READABLE

In certain situations (atop MultiCam® Alpine particularly), the logo should be adapted to ensure proper contrast and readability.



### USE ONE-COLOR LOGO ON PHOTO

The one-color MultiCam® can be overlaid on an image. It's important to consider the readability of the logo and where it is placed over the image.

## DON'T



### MAKE THE LOGO DIFFICULT TO READ

Do not use the MultiCam® logo in any way that makes it difficult to read. Ensure the logo is easily discernable from the background and does not become lost.



### USE INAPPROPRIATE COLORS/EFFECTS

The MultiCam® logo should only be displayed in colors that are in accordance with this guide. Any kind of effect should never be applied to the logo under any circumstance.



### PUT LOGO OVER OTHER PATTERNS

It is only acceptable to place the MultiCam® logo over MultiCam® patterns. Never place over other patterns.



### ROTATE, FLIP, OR DISTORT THE LOGO

Do not rotate, flip, or distort the logo under any circumstance.



### MISMATCH LOGOS AND PATTERNS

A MultiCam® variant logo should never be incorrectly paired with a different pattern.



### ALTER VARIANT LOGOS

The second line of MultiCam® variant logos should not under any circumstance be resized, repositioned, or altered in any way.



# PHOTOS

MULTICAM® ALPINE

# USAGE PHOTOS

## CORRECT USAGE

Modern cameras are able to capture light outside of the visual spectrum, and as such, they may not accurately represent what is seen in real life by the human eye. When photographing MultiCam® items, take care to confirm that the photographs are accurately representing how the items appear in real life. For instance, many cameras will make fabrics appear “cooler” in color temperature than they look to the human eye. Take care to correct this type of error at the source by adjusting the camera until the MultiCam item’s appearance in the photograph accurately matches its appearance in real life.



## INCORRECT USAGE

Avoid photographs where the wearer is backlit or where a light source causes the pattern in the foreground to separate from the background.



# PRODUCT PHOTOS

## HOW TO USE THIS GUIDE

### A EXAMPLE PHOTOS

Example photos are a reference for what each MultiCam® pattern should look like in product photography. Do not alter the appearance of official MultiCam® photos. If you take your own photos of MultiCam®, ensure that it looks like these example photos.

### B SWATCHES

Use the color swatches and corresponding values as a guide to ensure the MultiCam® pattern in your photo is accurate. These colors are a general reference. Do not over-edit photos solely to match values.

#### \* NOTE

These color values are intended for on-screen display only. Not for print use.

## COLOR ASSET PACKAGE

Download swatches for each MultiCam® pattern and official MultiCam® product photos as reference tools.

[DOWNLOAD COLOR ASSET PACKAGE >>](#)

# MULTICAM®



CRYE PRECISION™ G3 COMBAT SHIRT™ IN MULTICAM®

CRYE PRECISION™ G3 FIELD PANT™ IN MULTICAM®

**B**

1	2	3	4	5	6	7
CREAM 524	DARK BROWN 530	TAN 525	BROWN 529	DARK GREEN 528	OLIVE 527	PALE GREEN 526
CMYK 29 31 47 0	CMYK 55 66 68 56	CMYK 38 49 63 12	CMYK 46 57 74 32	CMYK 61 45 80 31	CMYK 43 42 76 14	CMYK 45 46 65 16
HEX #B8A78B	HEX #48352F	HEX #967860	HEX #6F573F	HEX #5A613F	HEX #8C7D50	HEX #85755C

# MULTICAM® ARID



CRYE PRECISION™ G3 COMBAT SHIRT™ IN MULTICAM® ARID

CRYE PRECISION™ G3 COMBAT PANT™ IN MULTICAM® ARID

# MULTICAM® TROPIC



CRYE PRECISION™ G3 COMBAT SHIRT™ IN MULTICAM® TROPIC

CRYE PRECISION™ G3 COMBAT PANT™ IN MULTICAM® TROPIC



1	2	3	4	5
OLIVE 172	HIGHLAND 174	LIGHT TAN 170	URBAN TAN 171	LIGHT COYOTE 173
CMYK 42 45 73 15	CMYK 41 58 80 29	CMYK 21 24 30 0	CMYK 27 30 40 0	CMYK 33 38 55 3
HEX #8B7852	HEX #7B5A3A	HEX #CBBBAC	HEX #BDAA96	HEX #AD9477



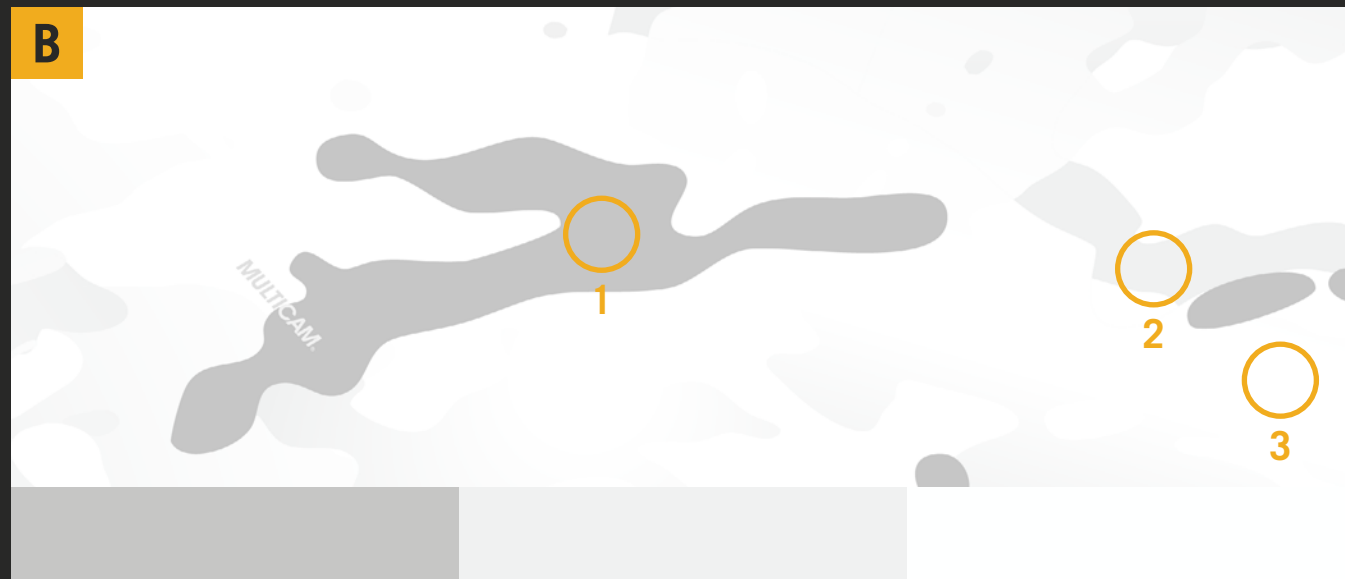
1	2	3	4	5
OLIVE 251	BRIGHT GREEN 252	GREEN 253	DARK BROWN 255	DARK GREEN 254
CMYK 42 42 76 14	CMYK 55 39 91 20	CMYK 60 46 76 31	CMYK 63 61 71 58	CMYK 68 56 74 60
HEX #8E7D50	HEX #70743A	HEX #5B5F42	HEX #3C362D	HEX #323729

# MULTICAM® ALPINE



OVERWHITE TOP IN MULTICAM® ALPINE

OVERWHITE BOTTOM IN MULTICAM® ALPINE



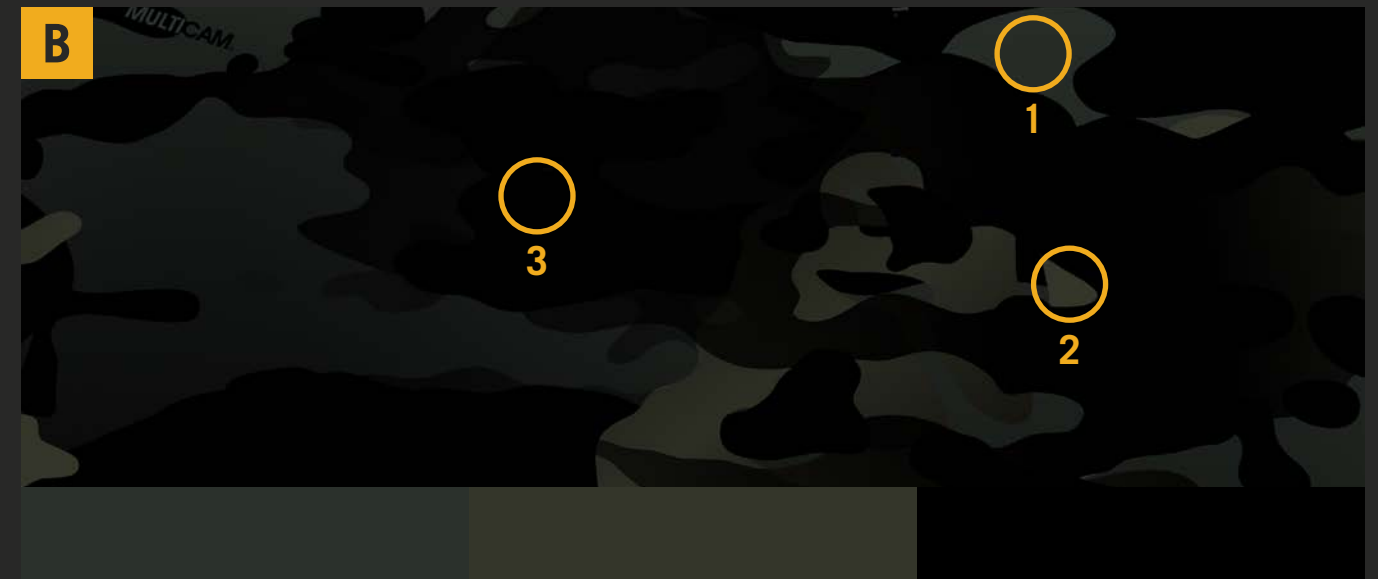
1	2	3
MEDIUM GRAY 126	LIGHT GRAY 125	WHITE 124
CMYK 22 17 18 0	CMYK 4 3 3 0	CMYK 0 0 0 0
HEX #C6C6C6	HEX #F0F1F1	HEX #FDFDFD

# MULTICAM® BLACK



CRYE PRECISION™ G3 COMBAT SHIRT™ IN MULTICAM® BLACK

CRYE PRECISION™ G3 COMBAT PANT™ IN MULTICAM® BLACK



1	2	3
GRAY 206	OLIVE 205	BLACK 207
CMYK 72 60 67 63	CMYK 66 57 73 60	CMYK 75 68 67 90
HEX #2B312C	HEX #34362A	HEX #000000



MULTICAM® BLACK



TAGS

# SEWN TAGS

MultiCam® sewn tags should be placed consistently across relevant apparel. The sewn tag should match the pattern of the fabric (i.e. MultiCam® Tropic pants get a MultiCam® Tropic sewn label). See the placement guide to the right for examples of proper tag placement.



SEWN TAGS ARE ALWAYS FOLDED AND SEWN ABOVE THE MULTICAM® LOGO



## MULTICAM® SEWN TAGS



# SEWN TAG GARMENT PLACEMENT

Every garment should have one sewn-in MultiCam® tag. Choose one position per garment from the guide below.

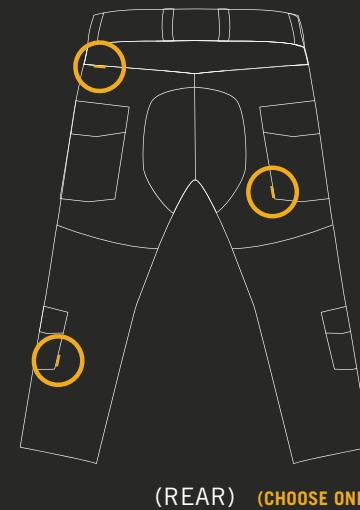
## SHIRTS

Sewn tags on shirts should be placed under an elbow in the seam, on the bottom corner of a bicep pocket, or in a side seam of the lower torso.



## PANTS

Sewn tags on pants should be placed on the bottom side of a calf pocket, on the bottom side of a thigh pocket, or in a rear horizontal seam under the waistline of the pants.



## JACKETS

Sewn tags on jackets should be placed on the upper front corner of a bicep pocket, in the horizontal middle-torso seam, or in a side pocket seam on the lower-front torso.





# LARGE HANG TAGS



MultiCam® large hang tags should be used for apparel and gear such as **SHIRTS**, **PANTS**, and **JACKETS**. See the guide to the right for examples of proper hang tag placement.

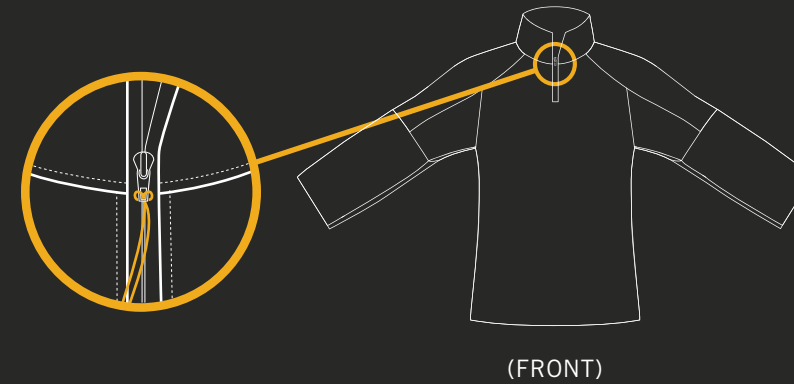
WIDTH: 2.5"  
HEIGHT: 4.5"  
PUNCH DIAMETER: 1/4"

## LARGE HANG TAG GARMENT PLACEMENT

Every garment should have one MultiCam® hang tag. Choose only one placement location. MultiCam® hang tags should be placed consistently across relevant apparel. See the guide below for examples of hang tag placement.

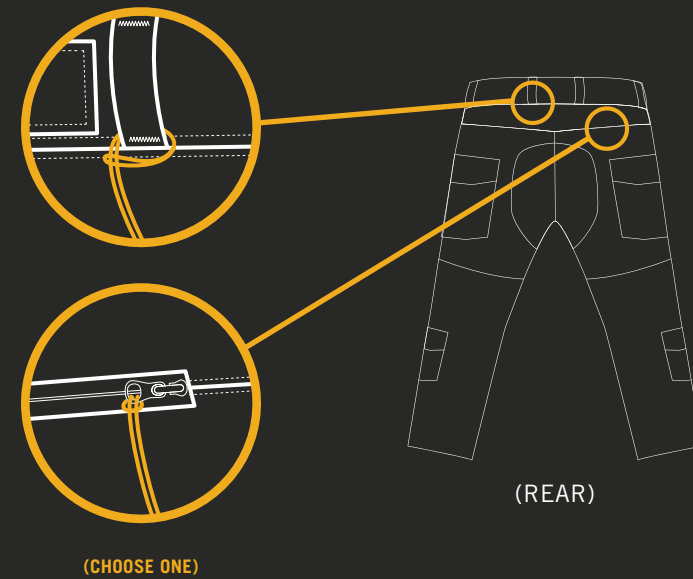
### SHIRTS

Large hang tags on shirts should be looped through **ZIPPER PULLS** depending on the pattern.



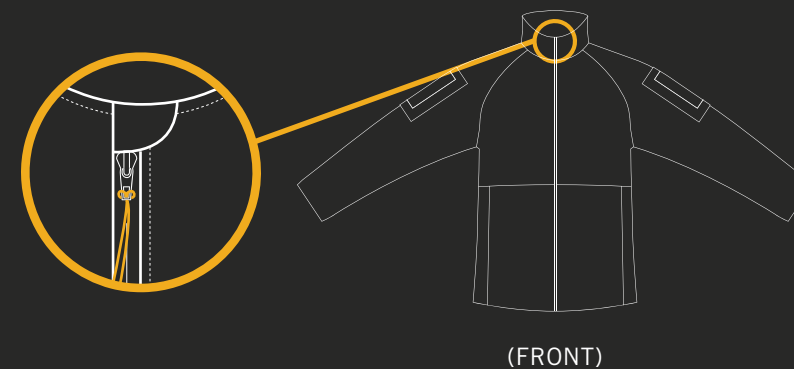
### PANTS

Large hang tags on pants should be looped through **BELT LOOPS** or **ZIPPER PULLS** depending on the pattern.



### JACKETS

Large hang tags on jackets should be looped through **ZIPPER PULLS** depending on the pattern.



FRONT



BACK

# SMALL HANG TAGS



MultiCam® small hang tags should be used for small items such as **POUCHES**, **HATS**, and **GLOVES**. See the guide to the right for examples of proper hang tag placement.

WIDTH: 1.4"  
HEIGHT: 2.6"  
PUNCH DIAMETER: 1/8"



FRONT

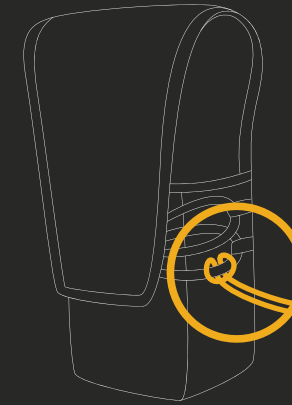
BACK

## SMALL HANG TAG PLACEMENT

Every item should have one MultiCam® hang tag. Choose only one placement location. MultiCam® hang tags should be placed consistently across relevant apparel. See the guide below for examples of hang tag placement.

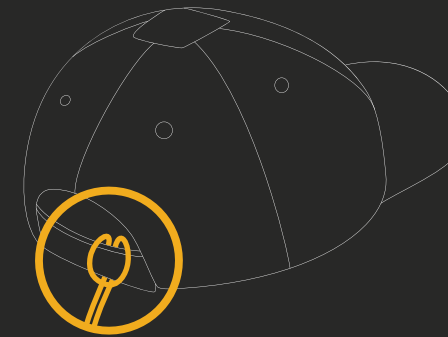
### POUCHES

Small hang tags on pouches should be looped through **BUNGEE CORD** depending on the design.



### HATS

Small hang tags on hats should be looped through the rear **ADJUSTMENT STRAP**.



### GLOVES

Small hang tags on gloves should be looped through a **HANG LOOP** depending on the design.





MULTICAM® ARID



# TYPOGRAPHY

# TYPE SPECIMENS

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;!@&\${}()\*'\*"

---

## TRADE GOTHIC BOLD

MultiCam® branding should use Trade Gothic whenever possible.  
This guide is set in Trade Gothic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;!@&\${}()\*'\*"

---

## ROBOTO CONDENSED BOLD

Roboto Condensed Bold should be used for web headlines.

[DOWNLOAD >>](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;!@&\${}()\*'\*"

---

## ROBOTO CONDENSED NORMAL

Roboto Condensed Normal should be used for web titles, labels,  
or anything that isn't a headline or large field of type.

[DOWNLOAD >>](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;!@&\${}()\*'\*"

---

## OPEN SANS LIGHT

Opens Sans Light is used for copy or any kind of text that occurs  
in sentence or paragraph format.

[DOWNLOAD >>](#)

# TYPOGRAPHIC HIERARCHY

## PRIMARY TYPOGRAPHY

Trade Gothic Bold and Regular should be used whenever possible. Yellow should be used for the first and third headlines in an alternating pattern. All headlines and sub-headlines should be in all caps and body copy should be in regular sentence case.

### TRADE GOTHIC BOLD 40 PT

TRADE GOTHIC BOLD 20 PT WITH 24 PT LEADING. HEADERS AND SUB-HEADERS SHOULD ALWAYS BE BOLD.

#### TRADE GOTHIC REGULAR 12 PT

Trade Gothic Regular set at 10 pt with 16 pt leading for body copy. Copy should never be set in all caps.

#### TRADE GOTHIC REGULAR 12 PT

Trade Gothic Regular set at 10 pt with 16 pt leading for body copy. Copy should never be set in all caps.

## SECONDARY TYPOGRAPHY

On web or in a situation where Trade Gothic is unavailable, it is acceptable to use Roboto Condensed for headlines and Open Sans for body copy. Both typefaces are free and readily available on Google Fonts. Download links are also provided on [PAGE 34](#).

### ROBOTO COND. BOLD 40 PT

ROBOTO COND. BOLD 20 PT WITH 24 PT LEADING. HEADERS AND SUB-HEADERS SHOULD ALWAYS BE BOLD.

#### ROBOTO COND. REGULAR 12 PT

Open Sans Light set at 10 pt with 16 pt leading for body copy. Copy should never be set in all caps.

#### ROBOTO COND. REGULAR 12 PT

Open Sans Light set at 10 pt with 16 pt leading for body copy. Copy should never be set in all caps.

# MULTICAM<sup>®</sup> IN WRITING

## CAPITALIZATION

When in written form, follow the guide below for the correct style.

### MULTICAM<sup>®</sup>

Type MultiCam<sup>®</sup> in all caps for **HEADLINES** and **TITLES**. Always include the **REGISTERED TRADEMARK SYMBOL** in superscript. Do not write the name in all caps for sentence form.

### MULTICAM<sup>®</sup> TROPIC

MultiCam<sup>®</sup> variants are styled identically to the standalone word—all caps for **HEADLINES** and **TITLES**. The **REGISTERED TRADEMARK SYMBOL** should always be placed on "MULTICAM" and never "TROPIC".

### MultiCam<sup>®</sup>

MultiCam<sup>®</sup> in lowercase should be styled with an catpital 'M' and 'C', and it is acceptable for any **REGULAR USE**. Always include the **REGISTERED TRADEMARK SYMBOL** in superscript.

### MultiCam<sup>®</sup> Tropic

MultiCam<sup>®</sup> variants in lowercase should be styled with an catpital 'M' and 'C', and it is acceptable for any **REGULAR USE**. Always include the **REGISTERED TRADEMARK SYMBOL** in superscript on "MultiCam".

# MULTICAM® PATTERN ORDER

## ALL PATTERNS

When listing all MultiCam® patterns consecutively, the order should be as follows:

- MULTICAM®
- MULTICAM® ARID
- MULTICAM® TROPIC
- MULTICAM® ALPINE
- MULTICAM® BLACK

## SELECT PATTERNS

When listing select MultiCam® patterns, the order should remain the same while skipping the missing patterns.

- MULTICAM®
- MULTICAM® TROPIC
- MULTICAM® BLACK

# MULTICAM® WRITING DON'TS

## DON'T



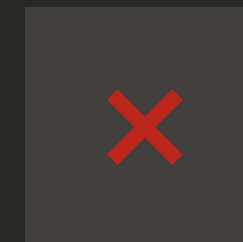
Multicam

'M' AND 'C' SHOULD EACH BE CAPITALIZED



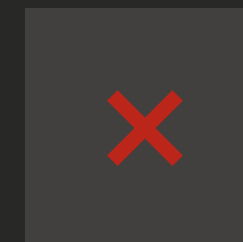
multicam

NEVER WRITTEN ENTIRELY IN LOWERCASE



MULTI-CAMO

NEVER HYPHENATE AND/OR ADD WORDS



Multi Cam

NEVER ADD SPACES OR SEPARATE



MULTICAM® TROPIC



**COLOR**

# COLORS

Each MultiCam® pattern has two designated colors that compliment its color palette. Use the exact values below—do not alter these values.

## MULTICAM®



**CMYK** 42 44 63 12      62 55 82 54  
**HEX** #B9AA9A      #403F27

## MULTICAM® ARID



**CMYK** 42 44 63 12      46 61 82 42  
**HEX** #B9AA9A      #63482D

## MULTICAM® TROPIC



**CMYK** 61 43 100 30      77 53 73 61  
**HEX** #5A622A      #22362B

## MULTICAM® ALPINE



**CMYK** 0 0 0 0      27 20 19 0  
**HEX** #FFFFFF      #BABDC0

## MULTICAM® BLACK



**CMYK** 62 55 82 54      75 68 67 90  
**HEX** #403F27      #000000

## YELLOW



**CMYK** 4 35 100 0  
**HEX** #F1AC1D

## ORANGE



**CMYK** 00 83 100 0  
**HEX** #FF5000

# COLOR USAGE

## TWO-COLOR LOGOS



**CORRECT TWO-COLOR LOGO**  
 The lighter of the two designated colors should always be on the left side of the two-color MultiCam® logo.

## ORANGE USAGE

The only acceptable use of orange is for increased readability of the MultiCam® logo over a pattern. Prior applications of orange includes vinyl decals, vinyl wraps, and fabric. Orange should never be used for web or printed materials. Orange should never be used with yellow.



## YELLOW USAGE

Yellow can be used for **HEADLINES**, **BULLETS**, **BUTTONS**, or anything on the page that deserves the viewer's attention. This color should be used sparingly in order to keep its effect and not be too overpowering on the page. Yellow should never be used with orange.



Button with hover state      General page elements such as arrows or pointers      Titles or subtitles



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