

TRICARE®

Brand Guide

Media • Publications • Web

SEPTEMBER 2025



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INTRODUCTION

TRICARE is the health care program serving active duty service members, National Guard and Reserve members, retirees, their families, survivors, and certain former spouses worldwide. Managed by the Defense Health Agency, TRICARE brings together the health care resources of the uniformed services and supplements them with networks of civilian health care professionals, institutions, pharmacies, and suppliers to provide access to high-quality health care services while maintaining the capability to support military operations.

The TRICARE name, some plan option names, and logos are registered trademarks of the U.S. Department of Defense, Defense Health Agency, and may not be used or reproduced, or included in URLs without its written consent.

Why do we need brand guidelines?

The TRICARE brand name is internationally known to represent the health care services provided by the DHA to 9.5 million beneficiaries in partnership with military health care providers and staff. The TRICARE program is of highest interest to Congress, military and veterans organizations, DOD leaders, federal agencies, and the health care industry worldwide. This brand guide provides the details and specifics on how the TRICARE marks will be used by the DHA and other government and civilian organizations.

You can download the latest version of the brand guide at www.tricare.mil/brand. This brand guide details the required use of the TRICARE marks to ensure:

- Protection of the TRICARE brand
- Appropriate use of the TRICARE registered marks in relation to all services or products
- Consistent use of the TRICARE marks in compliance with trademark registration

Who should use this brand guide?

DHA staff, other DOD organizations, contractor partners, and licensees should use these guidelines when reproducing the TRICARE registered marks on or in relation to their communications products and services.

What does this brand guide cover?

The specific parameters of this guide are intended to preserve and protect TRICARE's brand identity related to:

- Logo standards
- Wordmark standards
- Publication and web guidelines
- Trademark usage guidelines

1. TRICARE Logo

Primary Logo

The TRICARE logo comprises of three elements — the symbol, the wordmark, and the registration mark. The logo application must include all three elements.



1. The Symbol

The symbol consists of two graphic elements — waves and stars. The three waves and three stars represent the stars and stripes in the American flag.

2. The Wordmark

The wordmark consists of specially created and spaced letter forms which may not be modified in any way. The word "TRICARE" is placed beneath the symbol and set in Futura Bold.

3. The Registration Mark

The registration mark symbol ® is required when using the logo. The placement of the ® must be located consistently to the top right of the "E" as shown. The registration mark must be visible in both print (for example, documents and apparel) and electronic products (for example, websites, videos, and emails).

The two-color version of the logo is always preferred. The colors are Pantone 280 (stars) and Pantone 186 (waves, wordmark, and registration mark). Always use the corresponding color equivalents (see page six) when not using Pantone spot inks.

Standard Size

Maintaining the legibility and integrity of the logo is essential. The preferred size of the logo is 2" x 1" when used in conventional printing methods. When impractical to use 2" x 1", proportions of height and width must be maintained.



height: 1"

width: 2"

Minimum Size

To maintain legibility, the minimum size of the TRICARE logo is 0.8" x 0.4".



height: 0.4"

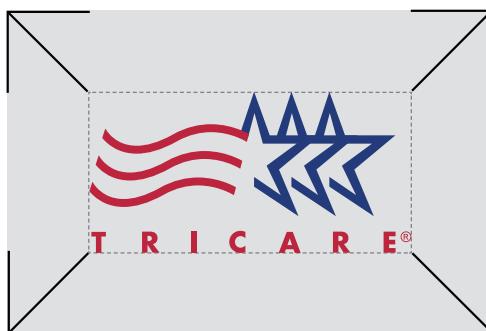
width: 0.8"

If it is not possible to use the logo at least 0.8" x 0.4", please use the TRICARE wordmark instead (see page 8).

Clear Space

To ensure the prominence and legibility of the TRICARE logo, always surround it with a field of clear space. This field area isolates the TRICARE logo from competing graphic elements, such as text, photography, or other logos that may divert attention from the TRICARE logo.

The amount of clear space required around the logo is equal to one-half height of the TRICARE logo. This ratio should be maintained as the minimum amount of space on all materials where the logo appears.



Primary Logo Colors

The TRICARE logo colors are equivalent to the Pantone® numbers listed below. For four-color process printing, use the Cyan-Magenta-Yellow-Black (CMYK) values listed below. For on-screen applications, refer to the Red-Green-Blue (RGB) values specified. For web applications, refer to the RGB values. We determined these builds based on the industry standard Pantone Color Bridge equivalents.



TRICARE Dark Blue

Pantone: 280
CMYK: 100/85/0/0
RGB: 20/55/125
Hex: #14377d



TRICARE Red

Pantone: 186
CMYK: 9/99/77/8
RGB: 188/36/61
Hex: #bc243d

One Color Logo

The one-color versions of the logo are all Pantone 280 (blue), all Pantone 186 (red), or 100% Black.



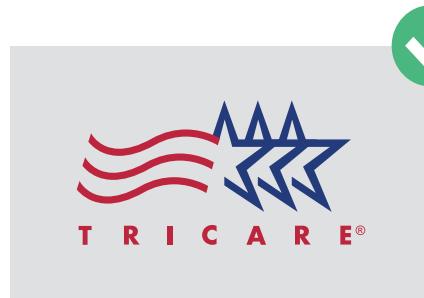
Logo Placement

The logo should always appear on a background with enough contrast for legibility. When placing the TRICARE logo on a solid color background:

- Use 100% Black version of the logo; or
- Set background color opacity at 15% or lower.



Black only logo on colored background



Two-color logo on background with 15% opacity

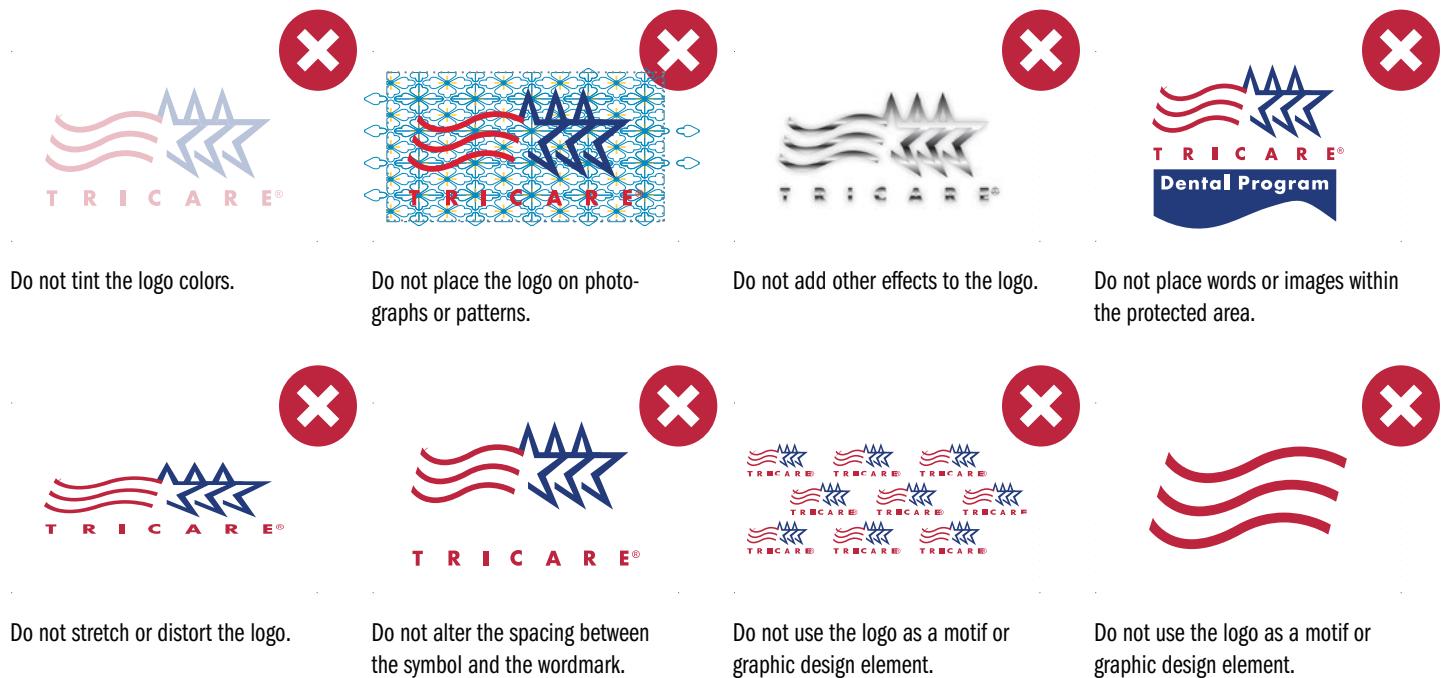


Do not reverse the logo out of a colored background.
The TRICARE logo is not recognized as a registered
mark in knockout/white color format background

Unacceptable Use

Incorrect use of the TRICARE logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to, or recreate the TRICARE logo. You can download approved artwork at www.tricare.mil/brand.

Under no circumstance may any of the following applications be used to represent the TRICARE logo.



Do not tint the logo colors.

Do not place the logo on photographs or patterns.

Do not add other effects to the logo.

Do not place words or images within the protected area.

Do not stretch or distort the logo.

Do not alter the spacing between the symbol and the wordmark.

Do not use the logo as a motif or graphic design element.

Do not use the logo as a motif or graphic design element.

2. TRICARE Wordmark

Wordmark

The TRICARE wordmark comprises two elements — the word “TRICARE” and the registration mark. The wordmark must include the two elements.

1. The Word

The word “TRICARE” is set in Futura Bold.

2. The Registration Mark

The registration mark symbol ® is required when using the wordmark. The placement of the ® must be located consistently to the top right of the “E” as shown. The registration mark must be visible in both print (for example, documents and apparel) and electronic products (for example, websites and videos) when the wordmark is used.



Exceptions: Use of the word “TRICARE” within the text of a document does not require use of the registration mark. In this case, the word “TRICARE” should be in all capital letters and consistent with the font size and style of the remainder of the text, including titles, headings, and subheadings.

Minimum Size

To maintain legibility, the minimum size of the TRICARE wordmark is 0.6” x 0.1”.

TRICARE® | height: 0.1”

width: 0.6”

Clear Space

To ensure the prominence and legibility of the wordmark, always surround it with a field of clear space. This field area isolates the wordmark from competing graphic elements, such as text, photography, or other logos that may divert attention from the wordmark.

The amount of clear space required around the wordmark is equal to the height of the wordmark.



Wordmark Color

The TRICARE wordmark is always displayed in a single color: Pantone 280 (blue), Pantone 186 (red), 100% black, or 100% reversed out (white). The wordmark colors are equivalent to the Pantone numbers listed below. For four-color process printing, use the Cyan-Magenta-Yellow-Black (CMYK) values listed below. For on-screen applications, refer to the Red-Green-Blue (RGB) values specified. For web applications, refer to the RGB values. We determined these builds based on the industry standard Pantone Color Bridge equivalents.

TRICARE®

Pantone: 280 CMYK:
100/85/0/0 RGB:
20/55/125 Hex:
#14377d

TRICARE®

Pantone: 186
CMYK: 9/99/77/8
RGB: 188/36/61
Hex: #bc243d

TRICARE®

100% Black
Hex: #000000

TRICARE®

White
Hex: #ffffff

Wordmark Placement

The wordmark should always appear on a background with enough contrast for legibility. When placing the TRICARE wordmark on a solid color background, you must ensure the logo has a contrast ratio of at least 4.5:1.



You may place the wordmark on a light background as long as the contrast ratio is at least 4.5:1.



You may place a white wordmark on top of a dark background as long as the contrast ratio is at least 4.5:1.



Do not place the wordmark on a background where the contrast ratio is less than 4.5:1.

Unacceptable Use

Incorrect use of the TRICARE wordmark can compromise its integrity and effectiveness as a trademark. To ensure accurate and consistent reproduction of the wordmark, always use the approved digital artwork. Never alter, add to, or recreate the TRICARE wordmark. You can download approved artwork at www.tricare.mil/brand.

Under no circumstance may any of the following applications be used to represent the TRICARE wordmark.



Do not tint the wordmark colors.



Do not place the wordmark on photographs or patterns.



Do not add other effects to the wordmark.



Do not stretch or distort the wordmark.



Do not use the wordmark as a motif or graphic design element.



Do not place words or images within the protected area.

Co-Branding

TRICARE will work closely with contractors, partners, and other government organizations desiring to create approved materials to maintain graphic integrity of the registered marks. For approved co-branded materials, the TRICARE logo or wordmark may never be smaller than the partner logo(s). The TRICARE logo or wordmark may be collocated with partner logos in a 50%-50% proportional relationship, with sufficient clear space all around.

Using the TRICARE standard size, the vertical rule version will be separated by a 1 pt. vertical rule. The distance from the vertical rule is 0.25" from either logo. Rule height is determined by the height of the logo or wordmark. The rule weight and distance should remain similarly proportioned if logos are smaller or larger.



Logo Partner



Logo Partner

When collocating the TRICARE logo, the TRICARE logo should come first except for the following instances:

- TRICARE with Department of Defense
- DHA with TRICARE
- TRICARE with US Family Health Plan of Southern New England (Brighton Marine)
- TRICARE with US Family Health Plan Saint Vincent
- TRICARE with US Family Health Plan, a TRICARE Prime Option
- TRICARE with Pacific Medical Centers
- TRICARE with Christus Health US Family Health Plan
- TRICARE with Martin's Point Health Care US Family Health Plan
- TRICARE with Johns Hopkins Medicine

TRICARE® Brand Guide

Here are the only instances where the TRICARE logo does not come first.



TRICARE with Department of Defense



DHA with TRICARE



US FAMILY
HEALTH PLAN



TRICARE with US Family Health Plan of Southern New England (Brighton Marine)



US FAMILY
HEALTH PLAN
Saint Vincent



TRICARE with US Family Health Plan
Saint Vincent



US FAMILY
HEALTH PLAN



TRICARE with US Family Health Plan,
a TRICARE Prime Option



US FAMILY
HEALTH PLAN
at PacMed



TRICARE with Pacific Medical Centers



CHRISTUS
Health®



TRICARE with Christus Health US Family Health Plan



TRICARE with Martin's Point Health Care
US Family Health Plan



JOHNS HOPKINS
MEDICINE
US FAMILY HEALTH PLAN



TRICARE with Johns Hopkins Medicine



TRICARE®

U.S. Department of Defense

TRICARE with Department of Defense



TRICARE®

Defense Health Agency

DHA with TRICARE



TRICARE®

TRICARE with US Family Health Plan of Southern New England (Brighton Marine)



TRICARE®

TRICARE with US Family Health Plan Saint Vincent



TRICARE®

TRICARE with US Family Health Plan, a TRICARE Prime Option



TRICARE®

TRICARE with Pacific Medical Centers



TRICARE®

TRICARE with Christus Health US Family Health Plan



TRICARE®

TRICARE with Martin's Point Health Care US Family Health Plan



TRICARE®

TRICARE with Johns Hopkins Medicine

TRICARE with TRICARE Contractors

TRICARE contractors include:

- Regional contractors
- Dental contractors
- Pharmacy contractor
- TRICARE Medicare Eligible Program contractor (TRICARE For Life)
- Others related to the administration of the TRICARE benefit, including subcontractors for claims processing or other actions

Beneficiary communications pertaining to the benefit must be branded with TRICARE only. Co-branding is allowed but not required for EOBS, invoices, and similar documents.

Contractors may include the following disclaimer statement about the relationship between themselves and TRICARE: TRICARE is administered in the [region] by [contractor].

For example:

- TRICARE is administered in the East region by Humana Military.
- TRICARE is administered in the West region by TriWest.
- TRICARE pharmacy benefits are administered by Express Scripts.

Co-branding is permissible for network provider communications but not required.

Here are instances of approved logos for the East and West regions. These logos apply to the two U.S. regions administered by the two U.S. region contractors.



WEST REGION



EAST REGION

TRICARE® WEST REGION

TRICARE® EAST REGION

Competitive Plans Demonstration

Contractors participating in the Competitive Plans Demonstration may use their own branding alongside approved TRICARE co-branded logos. While CPD contractors have more flexibility than other TRICARE contractors, they must still comply with all applicable requirements in this brand guide.

All CPD branding, co-branding, and related beneficiary materials must be reviewed and approved by TRICARE before use. This ensures that all communications maintain the integrity of the TRICARE brand and meet established quality standards.

This flexibility does not authorize unrestricted use of TRICARE branding. Contractors must adhere to the co-branding standards provided by TRICARE and may not develop or distribute branded beneficiary materials without prior written approval.

- Beneficiary communications (including EOBs, invoices, and similar documents) pertaining to the Competitive Plans Demonstration must be branded with approved co-branded logo.
- Co-branding is permissible for network provider communications but not required.
- Co-branding for other products created by Competitive Plans Demonstration contractors must be approved by the TRICARE brand manager or their designee before publication.
- The Competitive Plans Demonstration contractors must use the following naming convention for all beneficiary communications: TRICARE Prime® Demo by [Insert Name of Company] (for example, TRICARE Prime® Demo by CareSource Military & Veterans)
- Approved branding will remain in effect until December 31, 2028, unless the demonstration is terminated earlier or extended by the DHA Director.

Here are instances of approved logos for the CPD.



3. Typography

The correct use of typefaces is essential to maintain the TRICARE brand identity by adding consistency and continuity. For TRICARE, this includes the typefaces ITC Franklin Gothic and Adobe Garamond. Both typefaces include a wide variety of styles and weights that can be used in different arrangements to give TRICARE products a consistent and professional appearance.

Typeface Usage

Adhere closely to these guidelines when using TRICARE typefaces:

- Do not use special effects, such as drop shadow, that compromises legibility.
- Do not distort the typefaces (for example, expand, condense, or modify the letterforms).
- Do not substitute typefaces other than the recommended alternate fonts listed.

Alternate Fonts

Because not all systems have the recommended fonts installed, we allow using alternate fonts. When developing presentations in Microsoft PowerPoint or documents in Microsoft Word, replace Franklin Gothic with Arial. For use on the web, replace Franklin Gothic and Adobe Garamond with “Lucida Sans Unicode.”

Franklin Gothic Font Family

(Typeface Samples)

Franklin Gothic Book

Franklin Gothic Book Italic

Franklin Gothic Book Condensed

Franklin Gothic Book Condensed Italic

Franklin Gothic Medium

Franklin Gothic Medium Italic

Franklin Gothic Medium Condensed

Franklin Gothic Medium Condensed Italic

Franklin Gothic Demi

Franklin Gothic Demi Italic

Franklin Gothic Demi Condensed

Franklin Gothic Demi Condensed Italic

Franklin Gothic Heavy

Franklin Gothic Heavy Italic

Adobe Garamond

(Typeface Samples)

Adobe Garamond Regular

Adobe Garamond Italic

Adobe Garamond Semibold

Adobe Garamond Semibold Italic

Adobe Garamond Bold Adobe

Adobe Garamond Bold Italic

4. Color Palette

The approved colors for TRICARE's print materials are below. Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. For example, you can use these colors for background and headline colors. When printing four-color process, be sure to specify the four-color CMYK builds listed below.

For the colors below, ideally use tints of 10%, 30%, 70% and 100%. Note: The TRICARE wordmark may use any of the primary colors in addition to 100% black or reversed-out type (white).

Primary Colors

The primary colors below should be the main colors used in every TRICARE product. These colors are warm and bright, creating a positive and inviting look and feel.



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



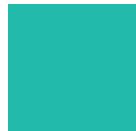
TRICARE Medium Blue
CMYK: 92/57/0/0
RGB: 0/107/182
Hex: #006bb6



TRICARE Light Blue
CMYK: 100/10/0/2
RGB: 0/157/222
Hex: #009dde



TRICARE Teal (Unlock)
CMYK: 77/12/28/0
RGB: 0/168/182
Hex: #00a8b6



MHS Teal CMYK:
72/0/42/0 RGB:
2/191/172 Hex:
Hex: #02bfae



TRICARE Red
CMYK: 19/99/77/8
RGB: 188/36/61 Hex:
Hex: #bc243d



TRICARE Orange
CMYK: 4/67/99/0
RGB: 234/116/37
Hex: #ea7425



DHA Gold
CMYK: 19/0/100/0
RGB: 217/224/34
Hex: #ffd03f

Secondary Colors

The secondary colors below should be used in combination with the primary colors. These colors are lighter and less saturated than the primary swatches and should be used as accents only.



Sky
CMYK: 10/10/0/0
RGB: 224/222/240
Hex: #e0def0



Avocado
CMYK: 8/0/16/0
RGB: 234/243/220
Hex: #eaf3dc



Pale Yellow
CMYK: 1/1/30/0
RGB: 255/245/191
Hex: #fff5bf



Steel
CMYK: 32/0/16/0
RGB: 171/221/217
Hex: #abddd9



Cayenne
CMYK: 2/30/22/0
RGB: 242/189/180
Hex: #f2bdb4



White Smoke
CMYK: 0/6/4/0
RGB: 252/238/235
Hex: #fceeeb

Neutral Colors

Neutral colors are similar to secondary colors in that they should be used in combination with the primary colors and should be used as accents.



Designer Black
CMYK: 60/40/20/100
RGB: 0/0/8
Hex: N/A (For Print Only)



100% K Black
CMYK: 0/0/0/100
RGB: 35/31/32
Hex: #000000



Gray
CMYK: 0/0/0/82
RGB: 84/84/86
Hex: #545456



Dim Gray
CMYK: 0/0/0/59
RGB: 130/132/135
Hex: #828487



Dark Gray
CMYK: 0/0/0/33
RGB: 182/184/186
Hex: #b6b8ba



Gainsboro
CMYK: 0/0/0/14
RGB: 222/223/224
Hex: #dedfe0

Web Colors

The following color palette is sourced from the TRICARE TBSO Redesign Style Guide (2016). Derivative colors were created to extend the palette and are listed here as well.



Dk Blue
#14377D



Med Blue
#006BB6



Light Blue
#009DDE



Orange (508)
#C0560f



Dk Orange (button hover)
#943F05



Lt Blue 2
#B8EDFF



Lt Blue 3
#E4F5FC



Lt Blue 4
#EFFAFF



Tan 1
#E1DFD2



Tan 2
#F7F8F3



Red
#BC243D



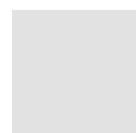
Dk Red (MHS Red)
#790000



Gray 1
#545456

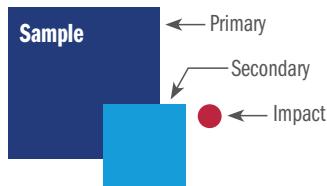


Gray 2
#ACACAC



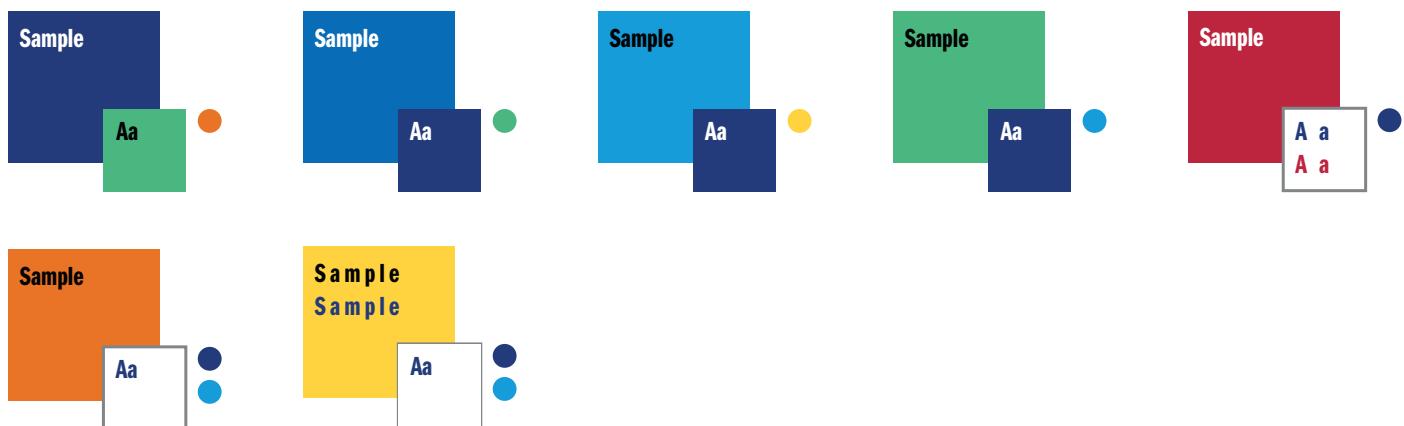
Gray 3
#E1E1E1

Color Grouping



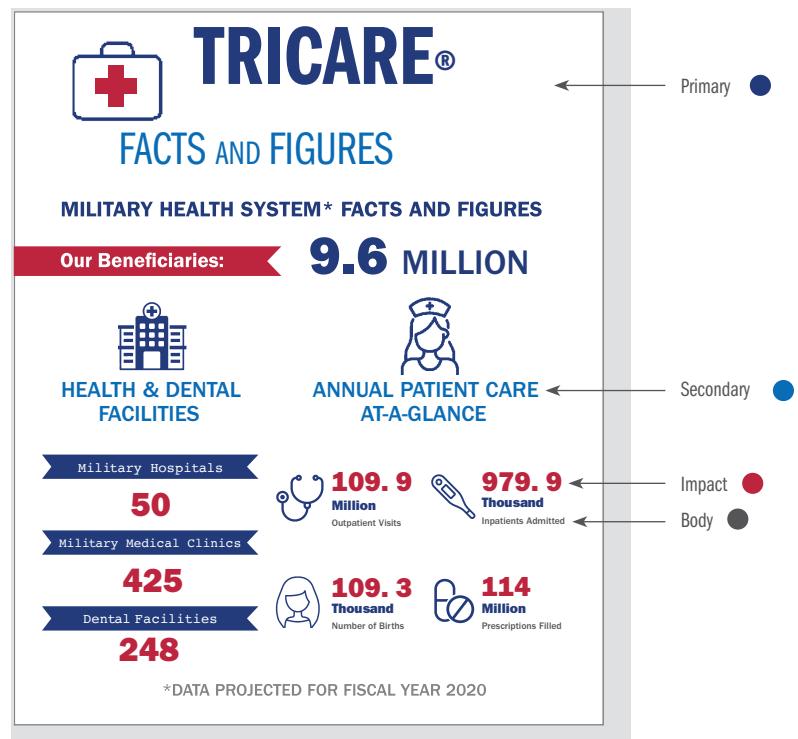
Here are some suggested color combinations that work especially well together, using primary, secondary, and impact colors. These color combinations can be picked throughout all the color palettes but should adhere to a hierarchy throughout. TRICARE dark blue must be one of the colors. It is important to remember that when using any of the colors as text, the contrast between the foreground and background must be at least 4.5:1 to ensure legibility.

You can use <https://webaim.org/resources/contrastchecker/> to check color contrast.



Color in Action

Here is an example of how to combine the TRICARE color palette into a designed document. In this example, the large TRICARE dark blue headline draws attention and is supported by the lighter weight. TRICARE light blue subhead and TRICARE red are used as impact colors to draw attention to important elements. Although each document will be different, your use of color should achieve an overall brand color balance.



Accessibility

“Accessibility” is the inclusive practice of designing so people with disabilities can engage equitably. As a public agency, DHA must comply with the accessibility standards set by WCAG 2.1 for any materials that are used online, including all web content and any documents that can be accessed or downloaded from the website. While there are no specific standards for print materials, it is best practice to use the same applicable guidelines for maximum accessibility.

With regard to color, the general rule of thumb is that higher contrast colors should be used together to maximize legibility for readers with low vision or color blindness. Not all of the TRICARE brand colors can be used together. Below are some brand color combinations where contrast between the foreground and background is at least 4.5:1 to ensure legibility of text. You can use <https://webaim.org/resources/contrastchecker/> to check color contrast.

TRICARE dark blue text on white background

TRICARE medium blue text on white background

TRICARE red text on white background

White text on TRICARE dark blue background

TRICARE yellow text on TRICARE dark blue background

White text on TRICARE medium blue background

Black text on TRICARE light blue background

White text on TRICARE red background

Black text on TRICARE yellow background

TRICARE dark blue text on TRICARE yellow background

5. Program Trademarks

The following is a listing of TRICARE plan option names and their correct usages with trademark symbols.

TRICARE Prime® TRICARE Select® TRICARE Reserve Select® TRICARE Retired Select®

The plan option names do not have individual logos; they should be typeset in accordance with the recommended TRICARE fonts. See page 16 for typography guidelines. In text, the program option names should match the font of the surrounding text.

The Registration Mark

The registration mark symbol ® is required when using the wordmark in both print and electronic formats. The first use of the wordmark should be marked with the registration symbol. However, use of the TRICARE wordmarks within the body of a document does not require the use of the registration mark. Once marked, subsequent references do not require repeated marking.

If you are using “TRICARE Prime”, “TRICARE Select”, “TRICARE Reserve Select” or “TRICARE Retired Reserve” as a wordmark, only the program name should be registered. The word “TRICARE” is not required to be marked separately.

For example, the text should read: TRICARE Prime®, not TRICARE® Prime®.

Unacceptable Use

Incorrect use of the TRICARE wordmarks can compromise their integrity and effectiveness as trademarks. Never alter, add to, or recreate the TRICARE wordmarks.

- Do not scale the wordmarks in a way that stretches or elongates the marks.
- Do not tint the wordmark colors.
- Do not typeset the program option names using two different colors.
- Do not place the wordmarks on photographs or patterns.
- Do not add other effects to the wordmarks.
- Do not use the wordmarks as motifs or graphic design elements.

See page 10 for visual examples of unacceptable use.

6. Trademark Guide Usage

The TRICARE marks (wordmarks and logo) are registered with the United States Patent and Trademark Office as trademarks of the U.S. Department of Defense, Defense Health Agency. The symbol ® denotes that these marks are registered trademarks and may be used only by the DHA and its authorized partners and licensees. The registered ® symbol signifies that the DHA has the exclusive right to use the TRICARE marks in connection with its goods and services. The infringement of DHA's exclusive right to the TRICARE marks shall subject the infringer to such penalties as are provided for in the Trademark Act (15 U.S.C. §§1111-1129).

The following guidelines further protect the TRICARE marks from infringement:

1. DHA's trademarks should be used in their exact form. Any alterations can jeopardize their protected legal status.
2. Always capitalize TRICARE when it appears in text. If it appears in lower case or a combination of upper and lower case, it can be confused with ordinary words, rather than signify the name of a worldwide health care program serving uniformed service members, retirees, families, and others entitled to DOD medical care.
3. The first and most prominent use of the word "TRICARE" should be marked with ® as shown below. However, use of the TRICARE wordmarks within the body of a document do not require the use of the registration symbol. Once marked, subsequent references do not require repeated marking.

TRICARE® TRICARE Select® TRICARE Retired Reserve® TRICARE Prime® TRICARE Reserve Select®

Whenever the TRICARE logo or wordmark are used by partner or affiliated organizations on any commercial material, the following statement must appear in a clear, easily readable position on the material: "TRICARE is a registered trademark of the Department of Defense, Defense Health Agency. All rights reserved."

7. Branded Templates

To ensure consistent and accurate use of the TRICARE brand, approved brand templates are available for download at: www.tricare.mil/brand

These templates are designed to support common communication needs while maintaining visual and messaging consistency across all platforms.

Available Templates

The following TRICARE-branded templates are provided:

- Landscape Social Post (1080x1920px)
- Portrait Social Post (1350x1080px)
- Story Social Post (1920x1080px)
- Vertical Video Template (1920x1080px)
- Letterhead Template (8.5x11in)
- Poster Template (18x24in)
- Pharmacy Slip Template (8.5x4in)

Template Usage Guidelines

Each template includes specific instructions outlining proper usage, layout, spacing, typography, logo placement, and content considerations. These instructions must be followed when creating materials using the templates. All templates are built to align with the TRICARE Brand Guidelines. Users may not alter template elements in a way that conflicts with established brand standards, including but not limited to colors, logos, fonts, or overall layout. Using the approved templates as provided helps ensure clarity, consistency, and brand integrity across all TRICARE communications.

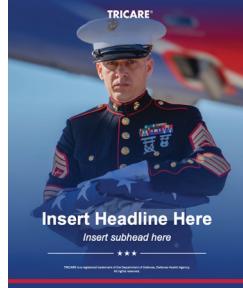
Examples of Branded Templates:

Social Media Posts:

Landscape Social Post



Portrait Social Post



Vertical Social Post



Vertical Video Post



Other Branded Templates:

Letterhead



Poster



Pharmacy Slips





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