



U.S. General Services
Administration

Maintaining a
Strong Brand
Across Our Agency

GSA GRAPHIC STANDARDS



This Guide sets the graphic standards for all GSA communications produced by employees, contractors, grantees and other partners.



Introduction

The U.S. General Services Administration's (GSA) graphic standards reinforce to our audience and employees that GSA, through its wide range of functions, is one unified agency. Our customers do not differentiate between our offices when they work with us; they see one organization — working across components - to achieve our mission. This is a perception we must encourage and support through consistent graphic standards for our visual communications products.

The GSA Graphic Standards showcase major components of the GSA brand identity system. Establishing a brand identity creates more accessible communications products that are well-designed and consistently provide clear and accurate information to our audience about GSA products, programs, and services.

As we communicate changes about our programs and services, we must project a strong, consistent identity to shape the way customer agencies, businesses, and the public view us. The GSA Graphic Standards organize the presentation of core brand attributes to improve overall confidence in GSA and better assert our value to our audience. Adherence to these standards is vital in reinforcing the agency's progress and relevance. It will help distinguish GSA as the primary and essential organization for delivering value and savings in real estate, acquisition, technology, and other mission support services across the Government. Employing this guidance ensures that approval processes for ongoing creative work for

communications and outreach are more efficient, and the output more effective.

This document contains both set requirements that cannot be altered and inspirational guidelines that provide creative flexibility for more original interpretations.

This document is the agency's approved standard graphic identity guide, authorized by the Office of the Administrator. Use it to mark all programs, projects, initiatives, campaigns, activities, and public communications requiring agency identification.

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Our brand is our reputation. It is the overall impression we make on the people we serve. It is shaped both by what we do and how we communicate. In an increasingly competitive environment, it is important that we put a strong, recognizable face on the work we do at GSA and that we manage this image.



The GSA Brand



Our agency's visual identity is built upon dual brands — the GSA Seal and the GSA Star Mark. The Seal is our official government mark and is used for official, ceremonial, and administrative communications, as well as on all communications from the GSA Administrator.

The Star Mark is used for outreach, marketing, and promotional communications. Use the Star Mark when size requirements would render use of the Seal impractical (when size of the GSA Seal would be so small as to make it unreadable.)

The following pages provide more in-depth information on the GSA Seal and GSA Star Mark and how to use each.

The Seal is GSA's statutory visual Identifier



The GSA Seal was created in 1949, when our agency was formed as part of the Federal Property and Administrative Services Act. Many variations of the seal have been used during our agency's history. The current version, which has been redesigned to allow for more faithful representation across a variety of platforms, is the only approved version of the seal that should be used.

The elements of the seal represent GSA's role as an agency. Contained as portions of the emblem are a North American eagle, a pyramid, a Greek Doric column, and thirteen stars. The eagle, as a symbol of our nation and its people, represents the mandate under which GSA performs its services. The pyramid emphasizes the strength and permanence of public buildings and also represents GSA's duty to safeguard and secure Government records and documents. The stone column stands for design, construction, and operation of the buildings and structures under GSA's guidance, and has long been the symbol of architecture and fine art. The bar symbolizes the line of supply GSA provides to Government agencies, while the 13 stars represent the original states of our country. Finally, encompassing all of the individual elements of the seal is an outer circle, emphasizing cooperation, unity, and service to the American people.

The Seal is available in full- and one-color formats, providing flexibility to ensure that it is represented correctly at all times. Only use official files provided by the Office of Strategic Communication; never try to reproduce the GSA Seal.

The Star Mark is GSA's marketing brand.



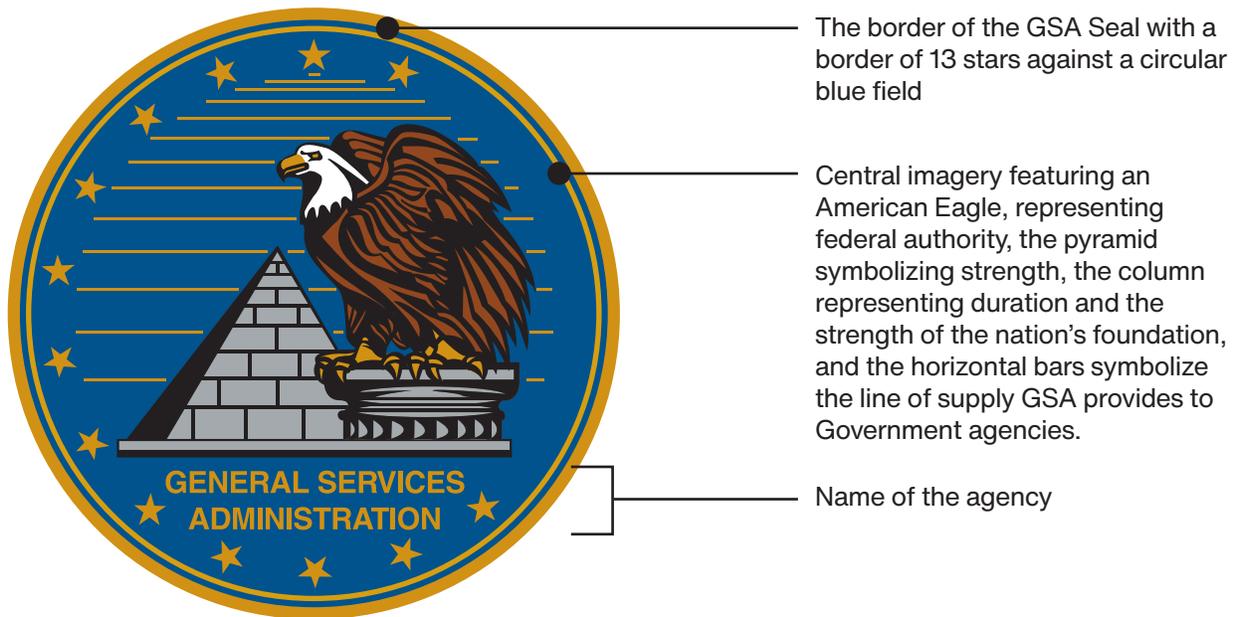
For more details on the Star Mark go to page 9 and for GSA's visual system go to page 31.

® **Inspired by the American flag,** the blue square and star evoke the blue field and white stars in the flag. The star also represents our employees, who are the core of the agency. By featuring the GSA Monogram as part of the Star Mark, we clearly identify ourselves.

Anatomy of the GSA Seal

The Seal is our official emblem It is historical, recognizable, and used for official communications approved by the agency.

Anatomy of the GSA Seal



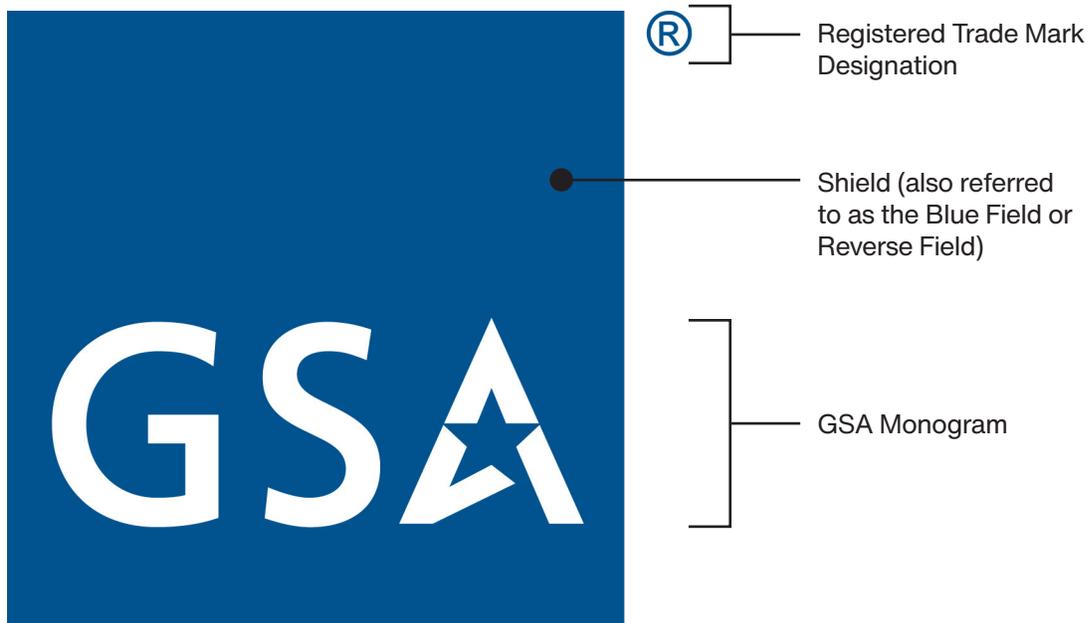
The Seal comprises the central imagery, the border of stars, the agency name and a circular border. These elements are fixed and should not be redrawn, altered, or separated in any way.

Only use official files provided by the Office of Strategic Communication. Never try to reproduce the Seal. It can be resized and must always maintain its proportions, but never alter it.

Anatomy of the GSA Star Mark

The Star Mark is our marketing brand. It is easily recognizable, versatile enough for use across a variety of platforms, and adaptable for both digital and physical communications approved by the agency.

Anatomy of the GSA Star Mark



The Star Mark is comprised of the Registered Trademark designation, the Shield, and the GSA Monogram. These elements are fixed and should not be redrawn, altered, or separated in any way.

Only use official files provided by the Office of Strategic Communication. Never try to reproduce the Star Mark. It can be resized and must always maintain its proportions, but never alter it.

GSA Sub Brands

Sub brands have a **direct and dependent identity** (identifier contains the brand) relationship to the corporate brand for its program and its products.



Sub brands are brand extensions that signal a service or program is directly managed or delivered through GSA.



Sub brands have expanded—they are no longer identifiers solely for product lines and services but also for all GSA's components and organizations.

Basic Principles of the GSA Sub Brand Strategy

- Because there is no internal competition between GSA Sub Brands, there is no reason to create distinct visual identities to differentiate GSA Sub Brands in the eyes of the customer.
- The GSA Star Mark distinguishes GSA Sub Brands from all external competitors.
- The GSA Star Mark must be incorporated in all Sub Brands and must not be altered in any way as determined in this document.
- Sub brands created before the issuance of these standards, and for which a business case has been presented, will be integrated with the Sub Brand Strategy visual guidelines to the extent practicable.
- New Sub brands that have been applied for and approved will follow the visual guidelines outlined in this document.

Over the years, GSA Sub Brands have had variances in the font design of the product name or service managed, delivered, or endorsed by GSA. Some of this is due to deliberate decisions for reasons agreed upon by leadership and stakeholders, and some of this is simply based on the evolution of the brand standards over time. Grotesque, Alright Sans, and now Helvetica have been agency fonts; therefore, the subbrand reflected this.

Despite the variances in the examples below, GSA's brand relationship with its product is clearly evident. The brand relationship is clear.



Applying a GSA Sub Brand

- Apply GSA Sub Brands in the same manner as the GSA Star Mark, following all positioning and clear space specifications. Review guidelines on pages 18-22.
- Never alter or separate the Sub Brand Designation from the GSA Star Mark.
- Never distort or stretch Sub Brand artwork.
- Never use unauthorized artwork in place of officially sanctioned GSA Sub Brands.
- Do not create your own Sub Brand artwork. The GSA Office of Strategic Communication will supply official artwork.

GSA Co-brands

GSA Co-brands have an **independent identity** (identifier and design system) **but an interdependent relationship** with the brand that is emphasized and promoted. The identifier is still present but doesn't lead the design system.

The co-branding tier of GSA's brand architecture allows even greater flexibility in marketing agency products and services in a way that gives them exposure in a product class for which the agency is not traditionally known for. Examples of GSA services that benefit from co-branding are Presidential Innovation Fellows (PIF), and the Centers of Excellence. Co-branding is an effective way to introduce a new product or service while maintaining its association with a trusted brand — benefiting both brands by raising each's perceived quality. Co-brands and sub brands differ in that co-brands are limited to new, emerging product lines in areas that GSA does not have a current presence.

It is important to remember that in the co-branding strategy, identify and give equal weight to both brands, the Co-brand first, then the corporate brand. The association between the brands must be clear to the audience. In the co-branding relationship, each brand must be used according to set guidelines. All new co-brands must be approved by the Office of Strategic Communication and must develop and share written branding guidelines with OSC to ensure consistent use of the brand.

Co-brands are reserved for programs or services that do not logically fit under a GSA business line, office, or existing subbrand.



IT MODERNIZATION
Centers of Excellence

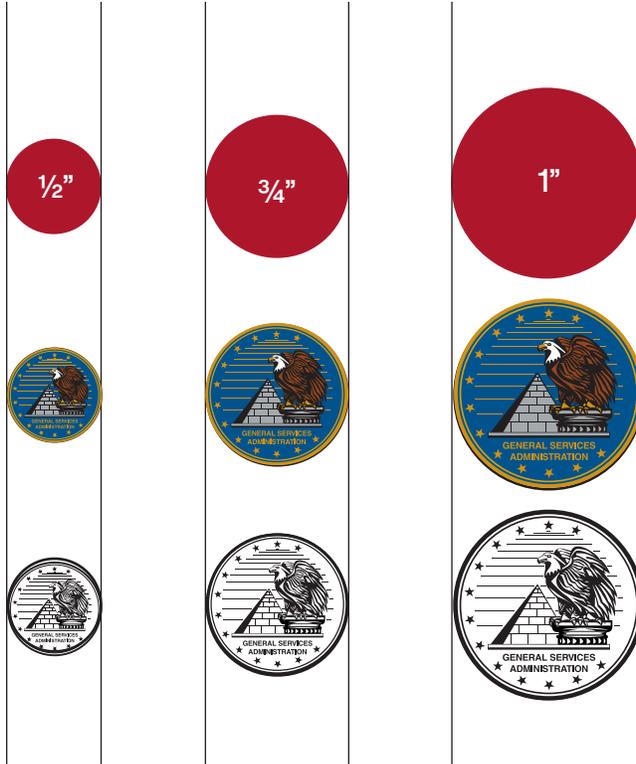
GSA Monobrands

GSA Monobrands have an **indirect and independent identity** (identifier and design system) relationship to the brand that is not apparent, can be a service program or GSA led multi-agency council or partnership.

Monobrands are only used for those products or services that while administratively housed within GSA are cross-government initiatives or have no functional association with the agency. Examples of mono brands include; USA.gov, Digital.gov, FedRAMP, the Federal Acquisition Institute, and various councils administratively managed by GSA. Monobrands are only appropriate when the product or service has no marketing relationship with or dependency on GSA's brand to succeed. Monobrands must be approved by the Office of Strategic Communication, and must develop and share written branding guidelines with OSC to ensure consistent use of the brand.



The Seal: Minimum Size

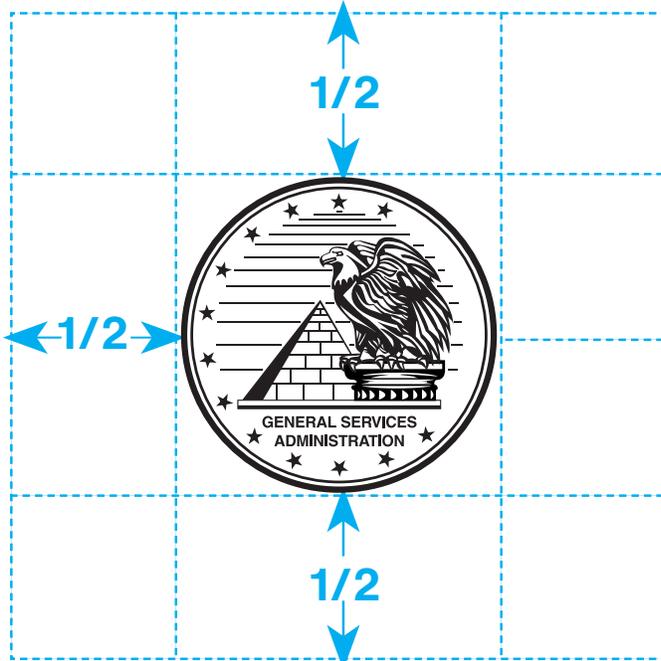


Minimum Size

Reduce the GSA Seal to its minimum size only when absolutely necessary for use in the smallest applications or formats. When the Seal is greatly reduced, detail is lost; particularly within the lettering.

The Seal is available in various electronic formats (EPS, JPG, etc.). Do not recreate or distort it in any way. It has been designed to accommodate standard applications and page sizes, and is included in the corresponding templates for your convenience.

The Seal: Minimum Clear Space



Clear space

As one of the primary symbols of our organization, our Seal should stand out from other graphic elements. The Seal should always be surrounded with at least a minimum area of clear space.

The distance between the Seal and other graphic elements (typography, charts, photos and illustrations, etc.) should be no less than half of the height of the Seal. Use as much clear space as possible, but never less than the minimum.

Seal Colors and Usage

Black



- One color and two color (if blue is not one of the colors) and full color internal correspondence and external correspondence.
 - Strategic Report
 - Official Memorandums
 - MOUs, Policies, Press Releases

Blue
PMS 541



- One color and two color and full color internal correspondence and external correspondence.
 - Strategic report
 - Official memorandums
 - MOUs, policies, press releases
 - Business cards

Gold
PMS 871



- Administrator and Leadership stationary and business cards
- Use for low-key branding on prestige projects. i.e. coffee table books, art posters.
- Use ceremonially as a graphic
- Use gold foil stamp in some cases

Full Color



- Full color internal and external correspondence/ products.
- Ceremonial usage as a graphic, i.e. flags, speaker podium seals
- Video and slide shows

White



- Use as a graphic for specialty items
- Possibly in exhibits.
- Frosted on items for ceremonial use.

Incorrect Seal Use

Reproduce the GSA Seal consistently and correctly. The images below are examples of some but not all incorrect uses. Always use official artwork when reproducing the GSA Seal and follow proper branding guidelines.



Never reproduce the GSA Seal in anything other colors than black, white and GSA Blue



Never reproduce the GSA Seal in anything other than black, GSA Blue or white when using a reverse version of the Seal.



Never flip or reposition the GSA Seal.



Never distort the GSA Seal horizontally or vertically.



Never allow any shapes to overlap the GSA Seal.



Never crop or cut off any part of the GSA Seal.



Never place the GSA Seal on a image or background with objects.

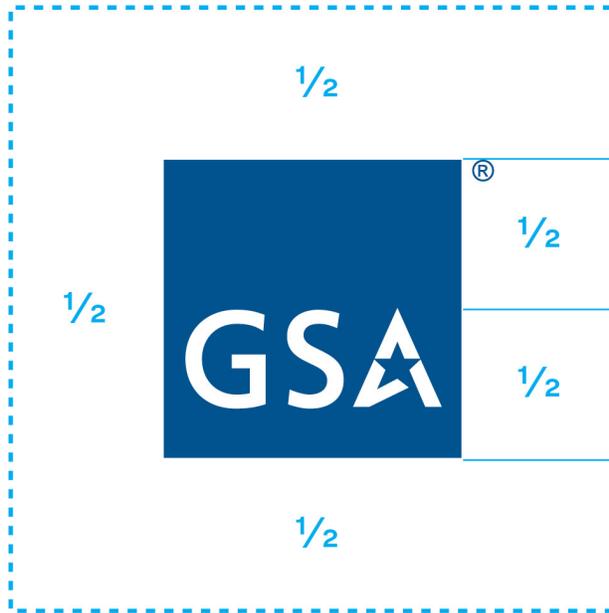


Never use the Reverse Seal on a background that provides insufficient contrast.



Never add a frame or alter the shape of the GSA Seal.

The Star Mark: Minimum Clear Space and Size



Clear Space

As our organization's primary symbol, our Star Mark should stand out from other graphic elements. The GSA Star Mark should always be surrounded by at least a minimum area of clear space.

The distance between the Star Mark and other graphic elements (typography, charts, photos, illustrations, etc.) should be no less than 1/2 of the height of the Star Mark or at least a half-inch of clear space between it and other graphic elements if the size of the Star Mark would reduce the calculation of the amount of clear space. **Use as much clear space as possible, but never less than the minimum.**



Minimum Size for Print

To ensure that the GSA Star Mark is always presented clearly and powerfully, it should never be reproduced smaller than 1/2 inch, as indicated here.

Color and the Star Mark

GSA Blue and other approved colors

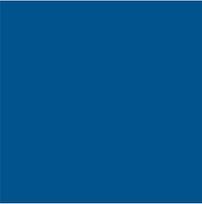


® The Star Mark has a set of approved colors for diverse media and circumstances.

The primary color of the Star Mark is GSA Blue. Over the years, GSA Blue has varied depending on the media to appear the same or similar. Despite inconsistencies that may occur because of differences in software or hardware, the formulas for GSA's approved colors are below.

To reproduce the GSA colors shown here, use the PANTONE® Matching System (PMS) and the current PANTONE Color Formula Guide edition that applies to the type of paper intended for the product or the go-to (www.pantone.com).

Colors for Digital and Offset Printing ONLY



GSA Blue for Coated Paper
PMS 541 C

PROCESS
C=100 M=61
Y=0 K=43

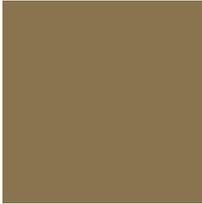
GSA Blue for Uncoated Paper
PMS 2945 U

PROCESS
C=100 M=61
Y=0 K=43



Black
PROCESS
C=0 M=0 Y=0 K=100

Metallic Ink for Offset Printing and Thermal Printing ONLY



Gold
PMS 431
or Foil
Stamping



Silver
PMS 877
or Foil
Stamping

Color for Web and Screens ONLY

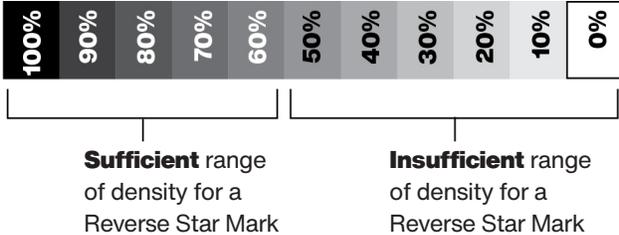


WEB GSA Blue
003C71

The Reverse Star Mark



Density Scale



When to USE the Reverse Star Mark

Use the Reverse Star Mark where a dark background is either the only choice or the best choice for design. It is used primarily for digital presentations; website management credits (not branding); contract holder and GSA Schedule text for contractors; prestige projects; and products, signage, exhibits, and specialty items in support of exhibitions, such as tablecloths.

When NOT to use the Reverse Star Mark

Do not use the Reverse Star Mark to brand official correspondence, stationery, advertising, and reports to external and internal customers.

Keep in Mind when using the Reverse Star Mark

The background value must provide sufficient contrast, equivalent in density to 60% black or darker, as shown in the density scale above. Observe all other standards, such as clear space and minimum size, when using the Reverse Star Mark.

The Reverse (white) Star Mark’s monogram should always be GSA Blue (using the appropriate blue of its media, as described on page 19).



The White Banded Star Mark

There are circumstances where the Star Mark may be used in full color on a full-color background, such as specialty items (e.g., exhibit tablecloths) or digital backgrounds. These circumstances are defined by necessity, not simply by design.

OSC has approved this solution for unique circumstances and products.

Star Mark Usage Indicated by Color



Blue

- Use for branded content.
- Use for ALL digital and screen content.
- One color, two color and full color internal correspondence and external correspondence, printed and digital.
- For ceremonial usage as a graphic, i.e. invitations, ceremonial certificates.
- Use for sub branding identifiers; Schedule and Contractor holder text.
- Use for internal branded GSA web banners.
- Use for prestige projects, i.e. coffee table books, art posters.



Gold

- For actual printed product. NOT FOR DIGITAL USE.
- Gold printing and Gold stamping is allowed.
- Use for branding on prestige projects like coffee table books and art posters.
- Use for ceremonial (certificates and awards) as a graphic.



Silver

- For actual printed product. NOT FOR DIGITAL USE.
- Silver printing and silver stamping is allowed.
- Use for branding on prestige projects, i.e. coffee table books, art posters.
- Use for ceremonial (certificates and awards) as a graphic.



Black

- Use for branded content.
- Use for products where printing is actual or optional. NOT FOR DIGITAL USE.
- One color and two colors (if blue is not one of the colors) for internal and external correspondence.



Reverse

- Digital presentations.
- Website management credit (not branding).
- Contract Holder and GSA Schedule text for contractors.
- Prestige projects and products.
- Signage, exhibits and specialty items such as tablecloths.

Incorrect Star Mark Use

Reproduce the GSA Star Mark consistently and correctly. The images below are examples of some but not all incorrect uses. Always use official artwork when reproducing the GSA Star Mark and follow proper branding guidelines.



Never reproduce the GSA Star Mark in anything other than colors specified on page 21.



Never reproduce the GSA Monogram in anything other than white (or GSA Blue when using a reverse version of the logo).



Never reposition the GSA Monogram within the blue (or reverse) field.



Never distort the GSA Star Mark.



Never alter the proportions of the GSA Star Mark elements.



Never use the GSA Monogram alone without the blue (or reverse) field.



Never place the GSA Star Mark on an image or background with objects.



Never use the Reverse Star Mark on a background that provides insufficient contrast.



Never crop or alter the shape of the GSA Star Mark.

The Registered Trade Mark



The GSA Star Mark is a Registered Trademark and should always be identified as such by displaying the Registered Trademark Designation ®.

Registered Trademark Exception

Websites (dynamic websites in particular) where the trademark is not legible because of size constraints or becomes pixelated are exempt from carrying the registered mark.

The GSA Star Mark is the sole identifier of our agency, and by extension, our mission and reputation. Registering our mark ensures that it is used only to represent GSA accurately and consistently as specified throughout this document. The registration of our official logo gives GSA the legal backing to pursue anyone who misuses our mark, misappropriates our mark for their own use, or implies the endorsement of our agency (intentionally or unintentionally) by displaying our mark in association with their business.



Brand Architecture is the relationship and structure of our brands within our organization.



Our Brand Architecture

GSA manages diverse programs, products, and services to deliver value and savings in real estate, acquisition, technology, and other mission-support services across the government. A well-defined, strong, yet flexible brand architecture is key to communicating our agency's mission and vision. Given the wide range of programs and services GSA offers, a multi-tiered approach to our brand architecture is the most effective means to achieve our key branding goals:

1. Ensure GSA's brand is strong and appropriately used to associate the agency with our mission and goals;
2. Allow for high-visibility products and services to differentiate themselves from competitors in the federal marketplace;
3. Allow adaptability for programs outside of GSA's core missions to market themselves while also effectively tying into the corporate brand;
4. Offer a system for unique (mono) brands that identify a specific customer need without using a corporate brand.

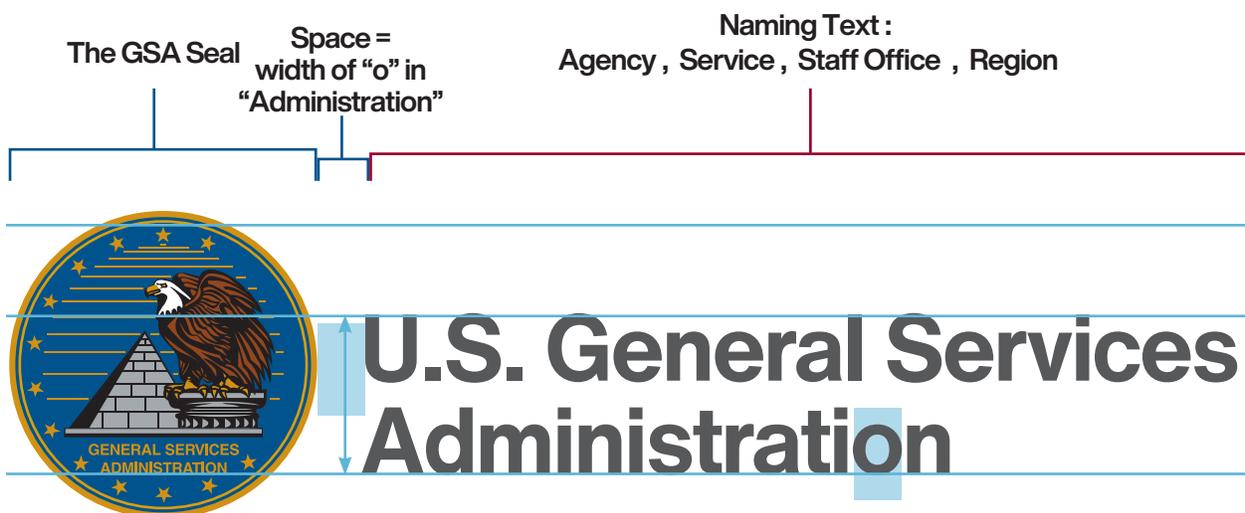
The Office of Strategic Communication manages the agency's branding strategy and program. Offices may not create brands, logos, or identifiers without OSC approval.

Anatomy of the GSA Seal Signature

The GSA Seal and naming text—called “GSA Seal Signatures”—create office-level identifiers, ensuring clear communication of the GSA brand across the entire agency, to be used as official GSA to Government communications.

Use the GSA Seal Signature as the official government communication dominant Identifier for all official agency communications. The GSA Seal Signature must appear in an approved prescribed form on all official GSA materials. Do not recreate Official Seal Signature options manually or alter them in any way. Ready-to-use JPG, PNG and Vector files are available for your use through the GSA Office of Strategic Communication.

Anatomy of the GSA Seal Signature



The GSA Seal Signature consists of two elements: the GSA Seal and the agency designation (service, offices). For GSA’s corporate communications (reports, presentations, and stationery), the GSA Signature replaces the Star Mark.

The text (Helvetica bold or Helvetica NOW bold) at 80% Black is the height from the bottom of the word “ADMINISTRATION” in the Seal, with +1 leading. While the text size is determined by two lines, the GSA Seal Signature can contain up to three lines. The top of a two-line text lines up with the fifth graphic line from the bottom, in the Seal. A three-line text will make the top letters line up with the top point on the top star of the Seal.

Important:

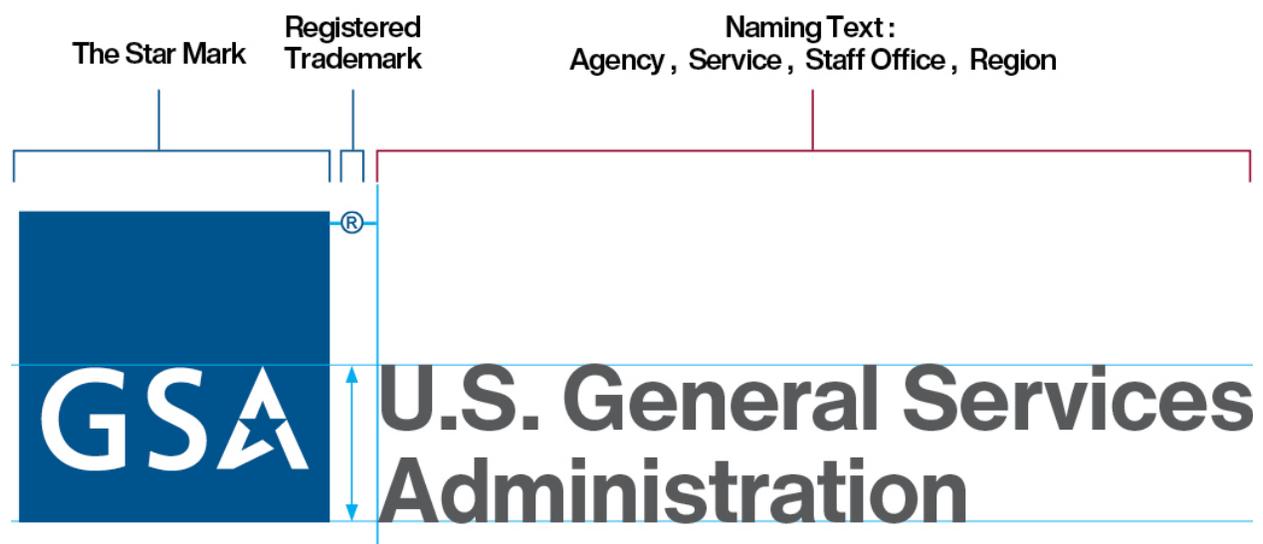
The designs shown are set layouts that are not to be rearranged or re-proportioned. They are provided as ready-to-use, indivisible graphics in various electronic formats, (EPS, JPG, etc.) eliminating the need for font matching and component arrangement. Always use the provided files. Never try to recreate the GSA Seal, Star Mark or Signature.

Anatomy of the GSA Star Mark Signature

This document establishes required combinations of the Star Mark and naming text—called “GSA Signatures”—creating office-level identifiers, ensuring clear communication of the GSA brand across the entire agency.

The GSA Signature is our dominant Identifier for agency corporate communications, designed to minimize confusion and properly associate GSA with our business lines, offices, and programs. The GSA Signature must appear in an approved prescribed form on all GSA materials. Never re-create or alter Official Signature options in any way. Ready-to-use JPG, PNG and Vector files are available for your use through the GSA Office of Strategic Communication.

Anatomy of the GSA Signature



The GSA Signature consists of three elements: the GSA Star Mark, the Registered Trademark Designation, and the agency designation (service, offices). For GSA’s corporate communications (reports, presentations, and stationery), the GSA Signature replaces the Star Mark.

The text (Helvetica bold or Helvetica NOW bold) at 80% Black is the height from the top of the GSA Monogram to the bottom of the shield (the blue box), with +1 leading. While the text size is determined by two lines, the GSA Signature can contain up to three lines.

Important:

The designs shown are set layouts that are not to be rearranged or re-proportioned. They are provided as ready-to-use, indivisible graphics in various electronic formats, (EPS, JPG, etc.) eliminating the need for font matching and component arrangement. Always use the provided files. Never try to recreate the GSA Seal, Star Mark or Signature.

The Combined GSA Signature

Comprising the GSA Star Mark, GSA Seal, and agency name, the Combined GSA Signature provides a branding option that showcases our two visual marks. This option is appropriate when communicating with audiences that have a low awareness of GSA, when reinforcing our dual roles as a federal government organization and industry partner, and other instances where using both marks adds value to communicating to our intended audience.

Anatomy of the GSA Seal and GSA Star Mark Signature



GSA's web properties use the Combined GSA Signature as the default mark. All other uses require approval by the Office of Strategic Communication. Never recreate Official Signature options manually or alter them in any way. Ready-to-use JPG, PNG and Vector files are available for your use through the GSA Office of Strategic Communication.

Anatomy of GSA Sub Brands

Extending the Brand

The GSA Star Mark is the official identifying mark for all marketing of GSA programs, products and services. Sub Brands are approved on a case-by-case basis for programs or services that have a business case that supports the need for a separate logo.

Anatomy of a Sub Brand



A Sub Brand is made up of three primary elements: the GSA Star Mark, the Registered Trademark Designation and the Sub Brand Designation. Always set the Sub Brand Designation in Helvetica Now Display Light in Pantone® 202 or using the process equivalent (0C 100M 60Y 45K). The height of the Sub Brand Designation must match the height of the GSA Monogram and align with it. The space between the GSA Star Mark and Sub Brand Designation must match the amount of space on the Shield below the GSA Monogram.

GSA Seal and Sub Brands

Never use or modify the GSA Seal Signature into a Sub Brand designation. Only use the GSA Seal in an official capacity for U.S. Government use, never for marketing use. Use the GSA Star Mark Signature for GSA Sub Brands.

GSA operates on a hybrid branding architecture that incorporates **sub brands (GSA Sub Brands), endorsed brands (GSA Co-brands),** and **independent brands (GSA Monobrand).**



Our architecture is the scaffolding around which everything we do is built. It shows how we communicate and how the agency positions products and services to our customers. Importantly for this document, it also determines how we visually represent ourselves to our customers.

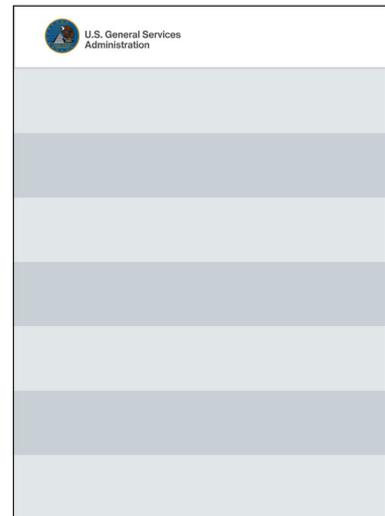
The genesis of the current visual brand and design system was established and implemented in July of 2000. Since then, we have effectively positioned our agency using a strong and consistent brand.

Our design system has been modified, most significantly, as addressed in this update, with the introduction of the GSA signatures for all our communications.

Our common “look and feel” is still in effect and applied to all GSA communications to give everything a consistent structure and recognizable appearance. This system helps us communicate more powerfully by giving us a common framework to make a stronger, more lasting impact on our audiences.



Our Design System



GSA plays a pivotal role in ensuring the federal government operates with efficiency, fiscal responsibility, and accountability. Our mission is rooted in America's spirit and heritage. To convey this, **GSA's visual identity is derived from the symbolism of the American flag.** The flag is simplified to its basic elements, and these elements are reflected throughout our visual system.

Colors

Appropriate use of color is key in establishing GSA's brand identity.

GSA Corporate Brand colors unify our corporate communications. **These are GSA's only regulated colors, along with the approved print-only colors for the GSA Star Mark (see page 19).**

To reproduce the GSA colors shown here, use the PANTONE® Matching System (PMS) and the current PANTONE Color Formula Guide edition that applies to the type of paper intended for the product or the go-to (www.pantone.com).

When printing (for offset printing or high-end digital printing), GSA Blue, GSA Red, and GSA Gray use coated colors for coated stock and uncoated colors for uncoated stock.

Similarly, for digital files (jpegs, pngs), use either the RGB formula or Hex designation screen presentations and web media.

GSA Corporate Colors



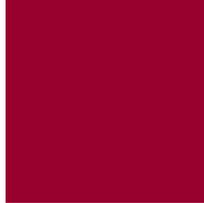
GSA Blue
PMS 541 C or
PMS 2945 U

PROCESS Coated
C = 100
M = 61
Y = 0
K = 43

PROCESS Uncoated
C = 100
M = 61
Y = 0
K = 43

ON SCREEN
R = 0
G = 60
B = 113

WEB
Hex
003C71



GSA Red
PMS 202 C or
PMS 201 U

4-COLOR PROCESS
C = 1
M = 98
Y = 58
K = 44

ON SCREEN
R = 134
G = 38
B = 51

WEB
Hex
862633



GSA Gray
PMS 431 or
PMS 431 U

4-COLOR PROCESS
C = 63
M = 45
Y = 34
K = 25

ON SCREEN
R = 91
G = 103
B = 112

WEB
Hex
5B6770



Black
PMS Black

4-COLOR PROCESS
C = 00
M = 00
Y = 00
K = 100

ON SCREEN
R = 000
G = 000
B = 000

WEB
Hex
0000

Color and Sub Brand Usage

GSA Blue, GSA Red, GSA Gray, and Black are GSA's only regulated colors and are the only colors that work directly in tandem with the Star Mark in the form of GSA Sub Brands. The office designation, product, service, or endorsement within the Sub Brand is either GSA Red, GSA Gray, or Black (70%) for GSA Signatures --Black (80%).



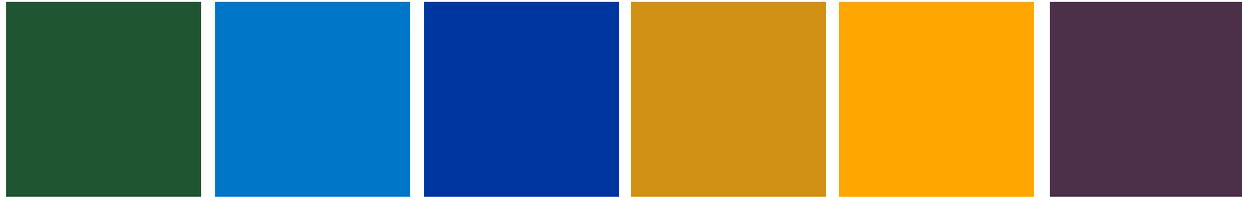
Clear space around the Sub Brand is half the width of the Star Mark or 1/2 inch around, whichever affords more room. Always lean into maximum clearance.

The rules of usage that apply to the Star Mark are essentially the same when using a GSA subbrand and GSA Signature.

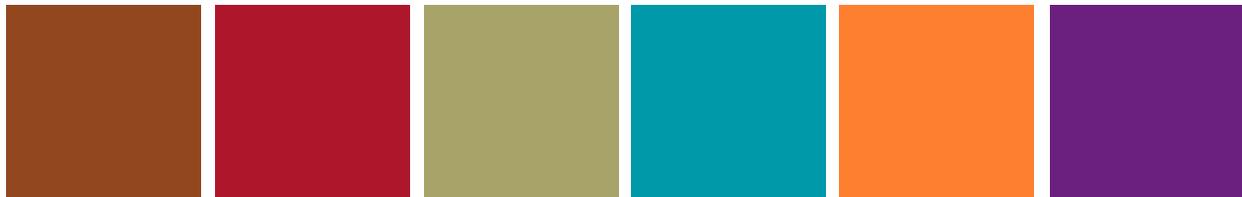
- Use official artwork supplied by GSA and the Office of Strategic Communication.
- Present full color sub brands on white.
- For sub brands with reverse options, use them on black or GSA blue backgrounds, adhering to the clear space guidance
- Single color: materials printed in a single color must be either GSA Blue or black.
- If a subbrand has specific rules unique to it, follow the rules of said sub brand (e.g., Contract Holder and Schedule sub brands).
- Clear space: like the Star Mark, the distance between the Star Mark and other graphic elements (typography, charts, photos, illustrations, etc.) should be no less than 1/2 of the height of the Star Mark extended to encompass the full width of the sub brand or at least a half-inch of clear space between it and other graphic elements if the size of the Star Mark would reduce the calculation of the amount of clear space.

Secondary Brand Colors

In addition to the Brand Colors, the following Secondary Brand Colors may be used 100% and as screens and tints as accents in designs. These are the secondary groups, which are suggested but are not a mandate. See page 36 for guidance on choosing color.



SPOT COLOR PMS 357 C	SPOT COLOR PMS 3005 C	SPOT COLOR PMS 286 C	SPOT COLOR PMS 1245 C	SPOT COLOR PMS 130 C	SPOT COLOR PMS 518 C
4-COLOR PROCESS C = 80 M = 9 Y = 88 K = 60	4-COLOR PROCESS C = 100 M = 35 Y = 0 K = 2	4-COLOR PROCESS C = 100 M = 80 Y = 0 K = 12	4-COLOR PROCESS C = 2 M = 31 Y = 98 K = 16	4-COLOR PROCESS C = 0 M = 32 Y = 100 K = 0	4-COLOR PROCESS C = 60 M = 84 Y = 22 K = 54
ON SCREEN R = 33 G = 87 B = 50	ON SCREEN R = 0 G = 119 B = 200	ON SCREEN R = 0 G = 50 B = 160	ON SCREEN R = 198 G = 146 B = 20	ON SCREEN R = 242 G = 169 B = 0	ON SCREEN R = 75 G = 48 B = 72
WEB Hex 215732	WEB Hex 0077C8	WEB Hex 0032A0	WEB Hex C69214	WEB Hex F2A900	WEB Hex 4B3048

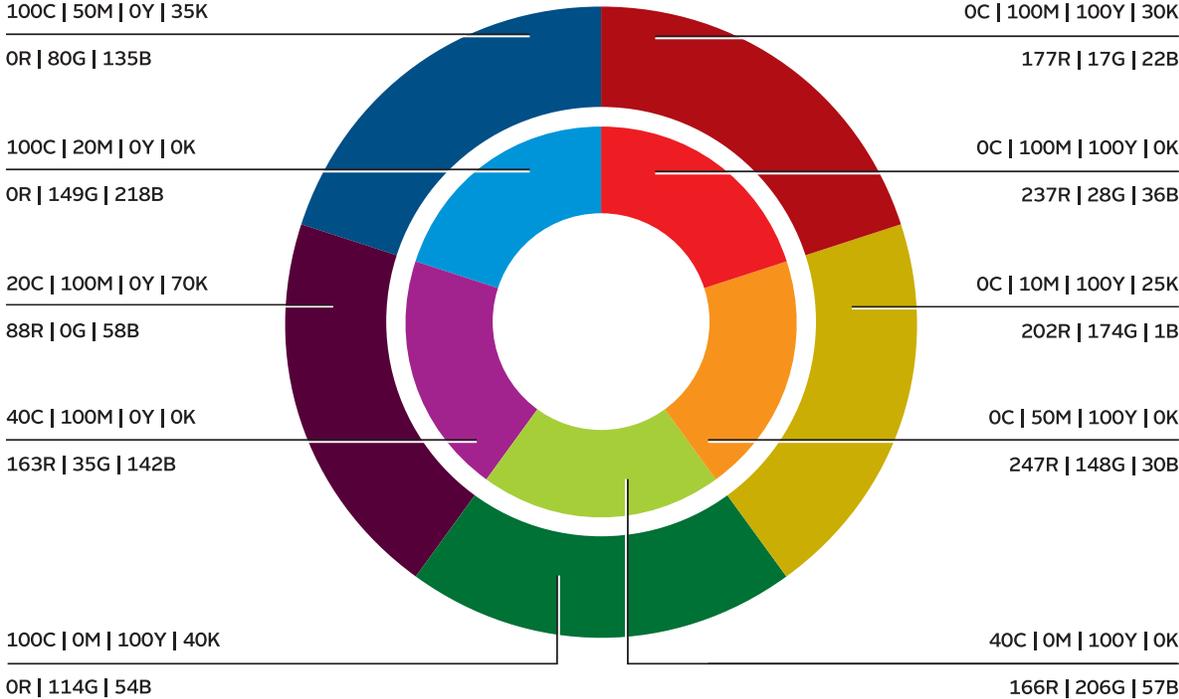


SPOT COLOR PMS 1615 C	SPOT COLOR PMS 186 C	SPOT COLOR PMS 5777 C	SPOT COLOR PMS 320 C	SPOT COLOR PMS 1575 C	SPOT COLOR PMS 2612 C
4-COLOR PROCESS C = 1 M = 68 Y = 98 K = 44	4-COLOR PROCESS C = 0 M = 100 Y = 80 K = 5	4-COLOR PROCESS C = 30 M = 16 Y = 60 K = 11	4-COLOR PROCESS C = 100 M = 0 Y = 36 K = 1	4-COLOR PROCESS C = 0 M = 59 Y = 90 K = 0	4-COLOR PROCESS C = 61 M = 100 Y = 0 K = 1
ON SCREEN R = 139 G = 71 B = 32	ON SCREEN R = 200 G = 16 B = 46	ON SCREEN R = 162 G = 165 B = 104	ON SCREEN R = 0 G = 156 B = 166	ON SCREEN R = 255 G = 127 B = 50	ON SCREEN R = 119 G = 37 B = 131
WEB Hex 8B4720	WEB Hex C8102E	WEB Hex A2A568	WEB Hex 009CA6	WEB Hex FF7F32	WEB Hex 772583

Color Palettes

Below are two sample color palettes: the outside color wheel of deep colors and the interior color wheel of brilliant colors, both provided with color formulas in CMYK and RGB. None of these suggested colors are required; they are provided as examples of the saturation and brightness that GSA looks for in a piece's primary color.

The only regulated colors in the GSA brand are the color of the GSA Star Mark, as discussed on Page 19, and the corporate colors (Page 33), with a group of suggested secondary colors (Page 35).



GSA Typefaces: San Serif

The look and feel” of the GSA Brand extends to using type. Limiting the font choices to GSA-sanctioned typeface families, with diverse variations within the typeface families, reinforces the common experiences with all of our agency’s communications while allowing for creativity and strength in design. That said, not all GSA’s communications distributed to our external customers are generated by creative, graphics, or digital communication professionals for output.

Documents and presentations created by non-graphics professionals will use an equivalent sanctioned font that maintains the spirit of GSA’s look and feel.

GSA’s San-Serif fonts

Helvetica
Now

GSA’s Alternate fonts

Helvetica

Helvetica
Neue

Arial

Helvetica Now is GSA’s primary typeface. It is an update of Helvetica and Helvetica Neue. It has been retooled for print (publication and large display) and digital spaces and has an expansive font family. Use it for all professionally produced agency communications and exhibits, and predominantly on most of our designed products. However, ceremonial products and products intended for partners, historical, or multi-agency councils are notable exceptions.

GSA’s Alternate fonts are Helvetica or Helvetica Neue and Arial for non-designers and for use in Microsoft® Office or Google apps-supported presentations and self-service products.

These fonts (variations of Helvetica) mirror the look of Helvetica Now and are usually available within Google and Microsoft software.

For examples and samples of GSA’s San-Serif fonts see Appendix: Fonts on pages 52-55.

GSA Typefaces: Serif

GSA uses serif fonts for accent elements in branded communications and, at times, as the dominant font on internal historical, heritage, and ceremonial (certificates or items that may use GSA's seal) products.

Documents and presentations created by non-graphics professionals will use an equivalent sanctioned font that maintains the spirit of GSA's look and feel.

GSA's Serif fonts

Georgia
Pro

GSA's Alternate fonts

Georgia

Times New
Roman

Georgia Pro is the official GSA supplemental typeface. Use it as a supporting typeface for elements such as (but not limited to) photo captions, subtitles and internal heads. Georgia Pro also has both roman and italic faces in a variety of weights. Condensed versions of Georgia exist and can be used in circumstances where it makes sense.

GSA's Alternate serif fonts are **Georgia and Times New Roman.** These are for non-designers and for use in Microsoft® Office or Google apps-supported presentations and self-service products.

For examples and samples of the GSA's Serif fonts see Appendix: Fonts on pages 54-56.

Agency Look and Feel

The Grid

Our communications adhere to a basic grid inspired by the stripes in the American flag. To ensure that our communications present a consistent, powerful face, use the grid for all GSA-related communications throughout every publication.

These bands can help guide the page placement of all visual elements. The only absolute rule is that on publication covers, posters, flyers, presentation title slides, etc., the top band is always white to provide a consistent background and position and help determine the size for the GSA Seal, Star Mark/ Sub Brand on communications.

The grid varies depending on the aspect ratio of the piece created. These grids are derived from the basic shapes of most of our marketing collateral across various media. The goal is to give structure to the visual elements of the design, aid in calculating the GSA signature's appropriate proportionate size for the piece, and a balanced branding and design.

We have three basic shapes.

The Vertical Rectangle (Portrait) includes:

Letter Size: 8.5 x 11
Tabloid: 11 x 17

Aspect Ratio: 3:2
6 X 9 inches
8 x 12 inches
10 x 15 inches
12 x 18 inches
16 x 24 inches
20 x 30 inches
24 x 36 inches

Aspect Ratio 3:4
18 x 24 inches
30 x 40 inches

The Horizontal Rectangle (Landscape) includes:

Letter or Tabloid size: landscape
Aspect Ratio: 16:9
wide screen TVs, smart phones and video
"Slide" presentations
e-posters

The Square

Aspect Ratio: 1:1

8 x 8 inch
10 x 10 inch

The Design System: The Identifying Band



The Design System: The 8 band grid



Letter-sized documents and communications with an aspect ratio of 2:3, when the communication is taller than it is wide, from brochures to pop-up exhibits, start with the 8-band grid. Divide the page into eight equal divisions. This grid determines the size of the top band and gives most communications a similar scale (there may be exceptions, but start here).

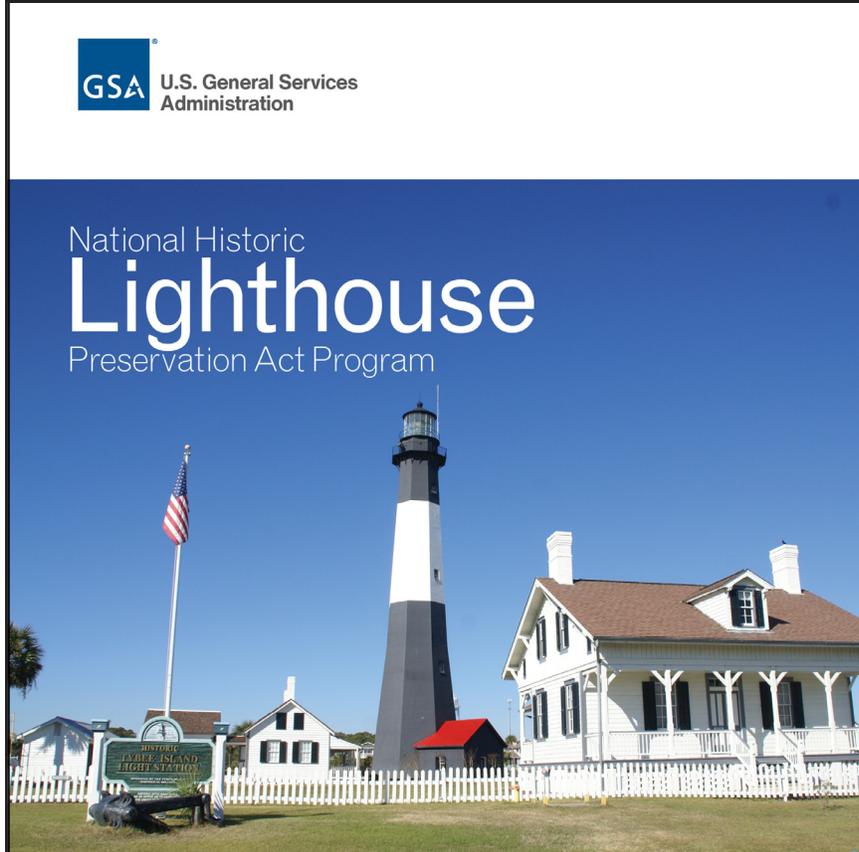
Below the white band, the grid can be used as one large canvas. **Even when the grid is not overtly used, it provides a consistent structure to all communications**, strengthening the brand's common look and feel.

The Design System: The 6 band grid

Applying the Grid to the Square

The size ratio of a communications piece establishes the size of the GSA Signature (Seal or Star Mark). Dividing a square, a 1:1 ratio, into 8 bands would yield a GSA signature that would be too small in comparison to the overall size of the piece it is branding.

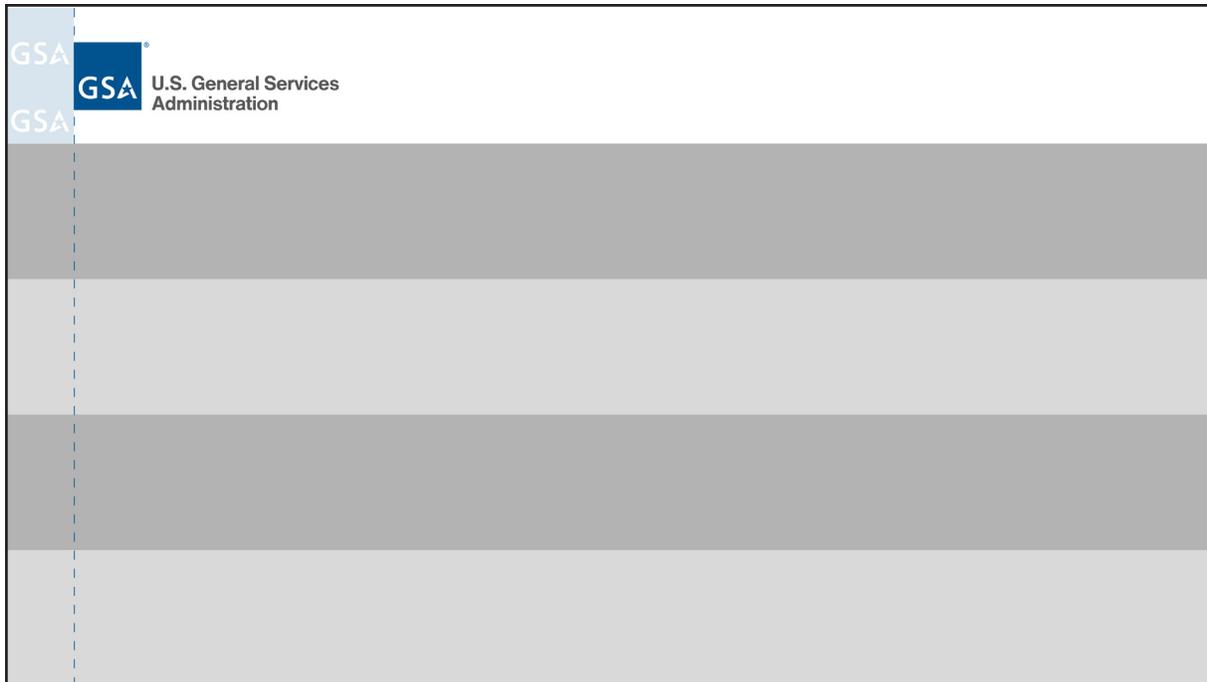
For squares or pieces that may lean more square than rectangle, we use a 6-band grid.



The Design System: The 5 band grid

Applying the Grid to the Horizontal Rectangle.

E-posters and presentations in widescreen format (16:9), landscape letter size, or tabloid pages use a 5-band grid.

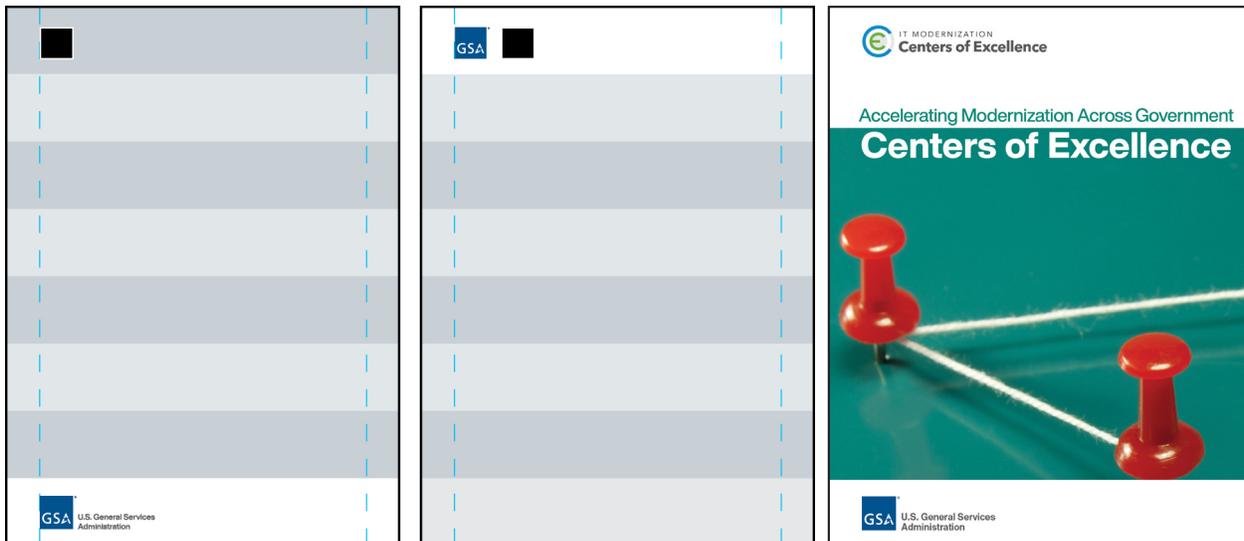


The Design System: Co-branding

When working with GSA co-brands, the unique identifier of the co-brand works with the GSA Star Mark or the GSA Signature to brand the communication.

If the co-brand identifier leads the design, it sits at the top of the page and operates as a variation of GSA's Visual System. The Identifying Band and the GSA Signature sit on the bottom of the page.

If the co-brand and the GSA Star Mark (only) are working together, then the Identifying Band is at the top of the page. The Star Mark leads (its clear space respected), and the co-brand's unique identifier follows.



The Design System: Co-branding Partnerships

Co-branded communications—not GSA Co-brands, but collaborations between GSA, other agencies, and businesses—help show unity with our partners.

Use the GSA Seal or GSA Star Mark alone, not the GSA Signature, with its minimum clear space respected.

All partner logos must be visually equal in weight and have the maximum clear space supporting the design while never invading the minimum amount.

The GSA Seal and all partnership logos should be visual or equal in size.



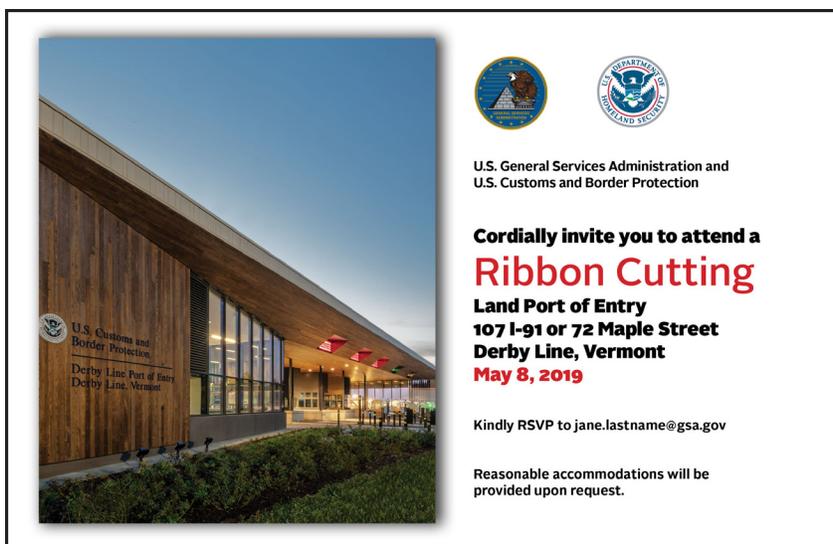
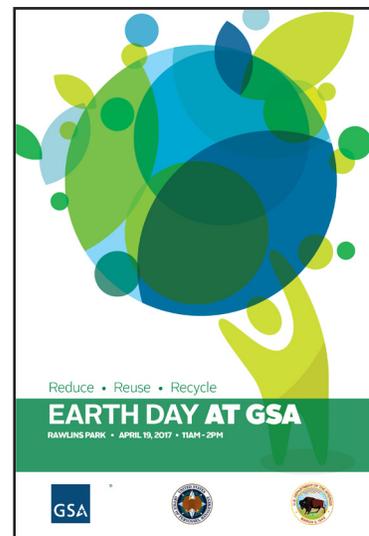
Graphic marks that are monograms or where the monogram is the predominant element of the graphic, match the size of the monogram to the size of the GSA monogram. If the graphic is only a monogram, match it to the same height as the GSA monogram. If the monogram is contained in a graphic element, align the bottom of the graphic to that of the Star Mark.



When co-branding communications with partners, the communication design may or may not reflect the sensibilities of GSA's Visual Design system. It depends on the nature of the event or program, or who is leading the communications.

If GSA is leading the communication and has decided to use its design system, the Identifying Band will display all partner logos. The band can be at the top or bottom of the page, depending on the design needs established by OSC. GSA's minimum space guidelines are the absolute rule for spacing identifiers, with the maximum amount of space being negotiable depending on the number of partners included in the design.

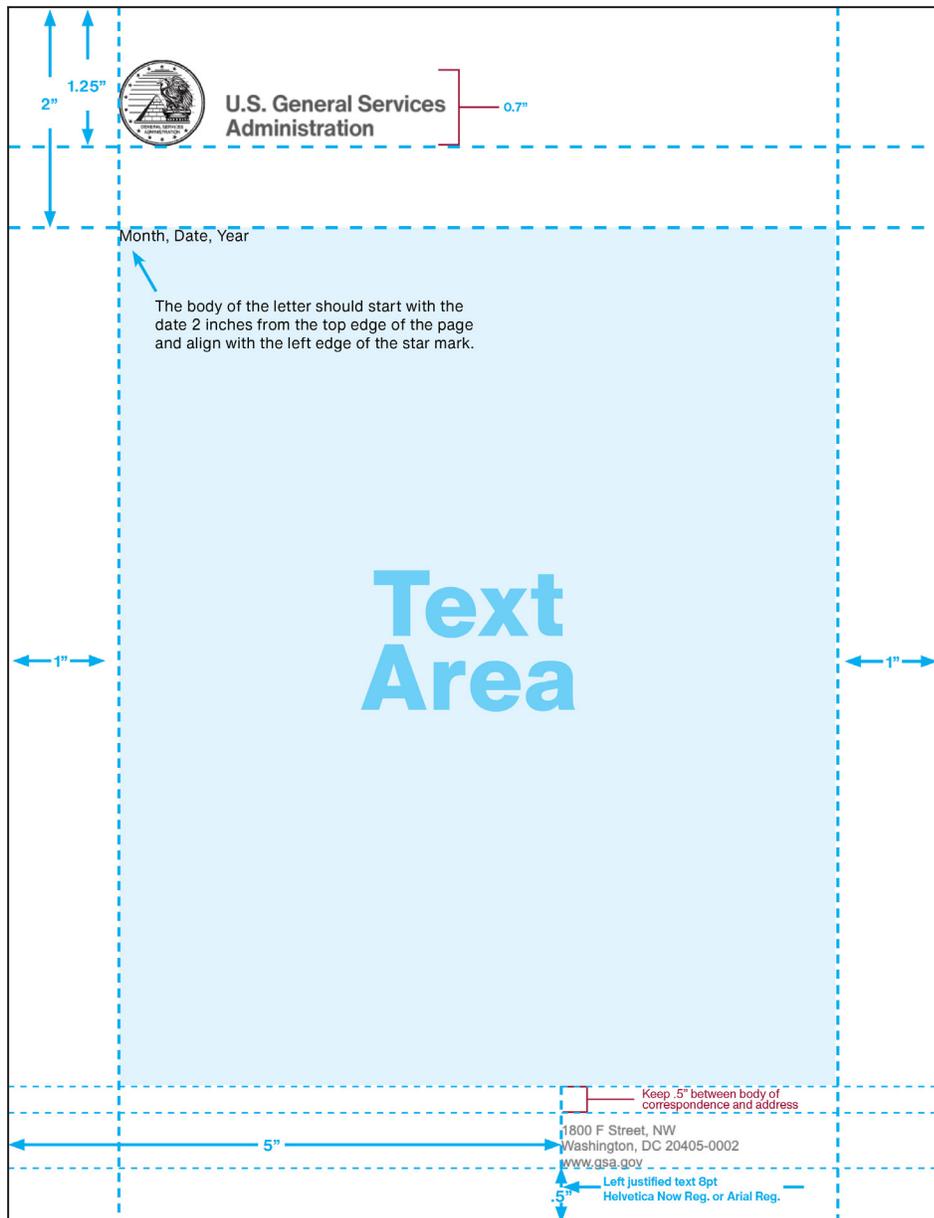
The alignment of the identifiers can be left or centered.



Stationery

Representing the Agency

GSA has standard stationery and business cards available in established layouts for all GSA employees, to be used only for conducting official agency business. GSA letterhead is available as templates in Google Docs for immediate use by the Office of Strategic Communication upon request or as actual GSA stationery and business cards through official channels.



The GSA Seal signature anchors our letterhead, 1 1/4 inches from the top of the page and 1 inch from the left edge, reflecting the service or office communicating.

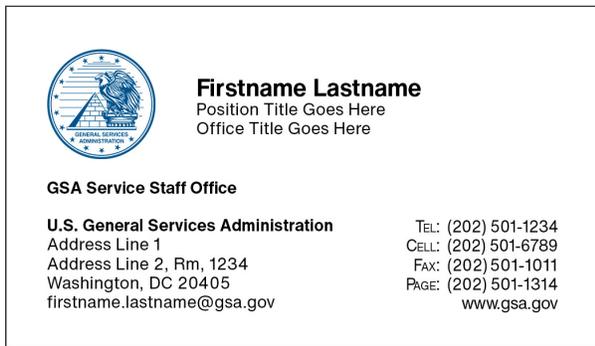
The body of the letter should start with the date, 2 inches from the top edge of the page and align with the left edge of the star mark. Left and right margins are 1 inch.

If the street address requires more than 2 lines, the address block should move upwards so that the web address always remains in the same position, 5 inches from the left edge of the page and 1/2 inch from the bottom of the page.

Business Cards

GSA business cards are available in horizontal or vertical layouts. As with all GSA stationery, use business cards only for conducting official agency business. Always request or order business cards through official channels.

Employees may select either the one-color blue GSA Seal, or GSA Star Mark for business cards. Unless authorized by OSC, these are the only two logos that may appear on GSA business cards.



Blue thermal ink Star Mark for use by all employees

All employees can use the blue thermal ink Star Mark. You can choose to print the GSA Star Mark or Sub branded program name on the card's reverse.

Appendix: Typefaces

The full Helvetica Now suite is comprised of a series of versions designed for multiple media. The titles are the names and indicate what the typefaces are designed. Each has various fonts and multiple weights. Below, each font is represented by a 48-point Regular font with no kerning..

Helvetica Now Display is for display text or large display applications

Helvetica Now

48 pt, Regular, with 0 kerning.

Tighter font, best used at 14pts and above

This font is formulated to be used at this size and above.

Helvetica Now Text is for publication text for legible reading.

Helvetica Now

48 pt, Regular, with 0 kerning.

Meant to aid in ease of reading, best used at 13pts to 8pts

This font is formulated to be used at a smaller size, with Kerning and adjustment, could be used for titles

Helvetica Now Micro is formulated for very small text in mostly digital spaces.

Helvetica Now

48 pt, Regular, with 0 kerning.

This font is specifically formulated to be used at very small sizes, use appropriately.

Wider forms, wider spacing, a larger x-height, best used for below 8pts. ***It is rare that we would need to use it, but it is available if a circumstance occurs.***

Helvetica Now Display

Below are samples of the full primary font family sanctioned by GSA.

Helvetica Now
Display Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?

*Helvetica Now
Display Light Italic*

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?*

Helvetica Now
Display Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?

*Helvetica Now
Display Italic*

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?*

**Helvetica Now
Display Bold**

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?**

***Helvetica Now
Display Bold Italic***

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?***

**Helvetica Now
Display Black**

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?**

***Helvetica Now
Display Black Italic***

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?***

Helvetica Now Text

Below are samples of the full primary font family sanctioned by GSA.

Helvetica Now
Text Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

*Helvetica Now
Text Light Italic*
*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?*

Helvetica Now
Text Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

*Helvetica Now
Text Italic*
*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?*

**Helvetica Now
Text Bold**
**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?**

***Helvetica Now
Text Bold Italic***
***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?***

**Helvetica Now
Text Black**
**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?**

***Helvetica Now
Text Black Italic***
***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?***

Our Primary Alternate Typefaces

Helvetica (or Helvetica Neue) or Arial are GSA's san-serif alternate typefaces. These typefaces are readily available on nearly every GSA computer and within Google Apps; for non-designers, these typefaces are for all communications, internal and external.

For designers, when creating self-service products where updating is the client's responsibility, report templates and presentations using any of these typefaces will maintain the integrity of GSA's Visual style.

Do not use the Rounded versions of these fonts.

Helvetica Neue

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?

Helvetica Neue Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?*

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?

Helvetica Neue Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?*

Helvetica Neue Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?**

Helvetica Neue Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:"'<>?***

Our Primary Alternate Typefaces

Arial

Arial Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

Arial Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&()_{}:”<>?*

Arial Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

Arial Bold Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

Arial Black
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

Georgia Pro

Georgia Pro is GSA's serif supplemental typeface. Like Helvetica Now, Georgia Pro was created with size and media in mind, specifically for screen usage.

Georgia Pro Light	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?
<i>Georgia Pro Light Italic</i>	<i>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?</i>
Georgia Pro Regular	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?
<i>Georgia Pro Italic</i>	<i>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?</i>
Georgia Pro Bold	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?
<i>Georgia Pro Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?</i>
Georgia Pro Black	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?
<i>Georgia Pro Black Italic</i>	<i>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?</i>

Our Supplemental Alternative Typefaces

Like Helvetica and Arial, Georgia and Times New Roman are ubiquitous and available to most agencies. When creating self-service products (with Microsoft products or Google Apps) where updating is the client's responsibility, use Georgia and Times New Roman as the agency alternatives.

Georgia

Georgia Regular	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMN OP QRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?
<i>Georgia Italic</i>	<i>abcdefghijklmnopqrstuvwxy</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890-!@#\$%^&*()_{}:”<>?</i>
Georgia Bold	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_{}:”<>?
<i>Georgia Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxy</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890-!@#\$%^&*()_{}:”<>?</i>

Our Supplemental Alternative Typefaces

Times New Roman

Times New Roman Regular abcdefghijklmnopqrstuvwxyz
ABCDEF GHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

Time New Roman Italic *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMN O PQRSTUVWXYZ
1234567890-!@#\$%^&()_{}:”<>?*

Times New Roman Bold **abcdefghijklmnopqrstuvwxy**
ABCDEFGHIJKLMN O PQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

Times New Roman Bold Italic *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMN O PQRSTUVWXYZ
1234567890-!@#\$%^&*()_{}:”<>?

Resources

Using only approved artwork and following the standards as described in this document is essential. Please email logoquestions@gsa.gov for questions regarding these guidelines or to request official artwork.

