

GSA Contract Holder Star Mark Guidelines

COLOR: Consistent use of color promotes maximum recognition for our Star mark.

Primary colors: PANTONE 541 C. This is the preferred color for the star mark and should be used wherever possible, with the GSA name reversed out in white. Use PANTONE 2945 U when printing on uncoated stock. Because uncoated stock absorbs more ink, causing a slight variation in color, PANTONE 2945 U enables a closer color match to GSA Blue. PANTONE 541 C is for use on coated paper. The Schedule and Contractor Number text should be 70% black.

2-color: When GSA Blue is not one of the two colors, one color should be black. The star mark should be reproduced as a 70% tint of black, with the GSA name reversed out in white. The star mark may not be reproduced in any other color.

Single color: Materials printed in a single color should be either Pantone 541 C Blue or black. When using black, if the work is professionally printed, the star mark should be 70% black. Reproducing the GSA star mark in solid black is allowed only for laser-printed jobs.

Clear space: As the primary symbol of our organization, our star mark should stand out from other graphic elements. The GSA star mark should always be surrounded with at least a minimum area of clear space. Think of it as giving the star mark room to breathe. The distance between the star mark and other graphic elements (typography, charts, photos and illustrations, etc.) should be no less than 1/2 the height of the star mark. Use as much clear space as possible, but never less than the minimum.

Background color: The color behind the GSA star mark should always be white. The GSA star mark should never be reversed out, or placed on a color field. NOTE: the GSA lettering within the star mark is always white, not translucent.

Minimum size: To ensure that the GSA star mark is always clear as presented, it should never be reproduced smaller than 1/2 inch.



If you have any questions, or need further information, contact Lynda Falkenstein at (703) 308-4149 or lynda.falkenstein@gsa.gov.