



U.S. General Services Administration

building our brand

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.

Our new brand identity system is a way of giving structure and consistency to all our communications. It is not intended to inhibit creativity and innovation; instead, it will help us communicate more powerfully by giving us a common framework. As we work within this system, our communications will make a stronger, more lasting impact on the people we serve.

# contents

1.1	contents	2.6	stationery
1.2	a transformation	2.7	letterhead
1.3	GSA star mark	2.8	business cards
1.4	our tagline and signature	2.9	envelopes
1.6	clearspace and minimum size	2.10	fax & notepad
1.7	star mark color	2.11	communications
1.8	incorrect use	2.12	key elements
1.9	corporate colors	2.13	using color
1.10	other colors	2.14	the basics
1.11	one typeface	2.15	on the inside
1.12	the GSA style	2.17	powerpoint
1.13	imagery	2.18	on the web
2.1	8 equal horizontal bands	2.19	exhibits
2.2	placement	2.20	signs
2.3	exceptions	2.21	the GSA seal
2.4	naming	2.22	checklist and help
2.5	relationships	--	Branding FAQs

our flag We play an important role in helping the U.S. Government function smoothly and effectively. Our mission is rooted in the spirit and heritage of America itself. To convey this, our new visual identity is derived from the symbolism of the American flag. The flag was simplified to its basic elements, and these elements are reflected in our new symbol and throughout our visual system.

# a transformation



■



our new symbol is the GSA star mark. Like our visual system, the GSA star mark is inspired by the American flag. The blue square and star evoke the blue field and white stars in the flag. In the flag, the stars represent the 50 states. In the star mark, the single star stands for each of our employees, who are the core of the GSA organization. By featuring our monogram, GSA, in the star mark, we clearly identify ourselves.

# GSA star mark

official artwork must always be used when reproducing the GSA star mark. The elements are fixed and should never be redrawn or altered in any way.

See page 2.22 for information on how to obtain official artwork.



*Smarter Solutions*

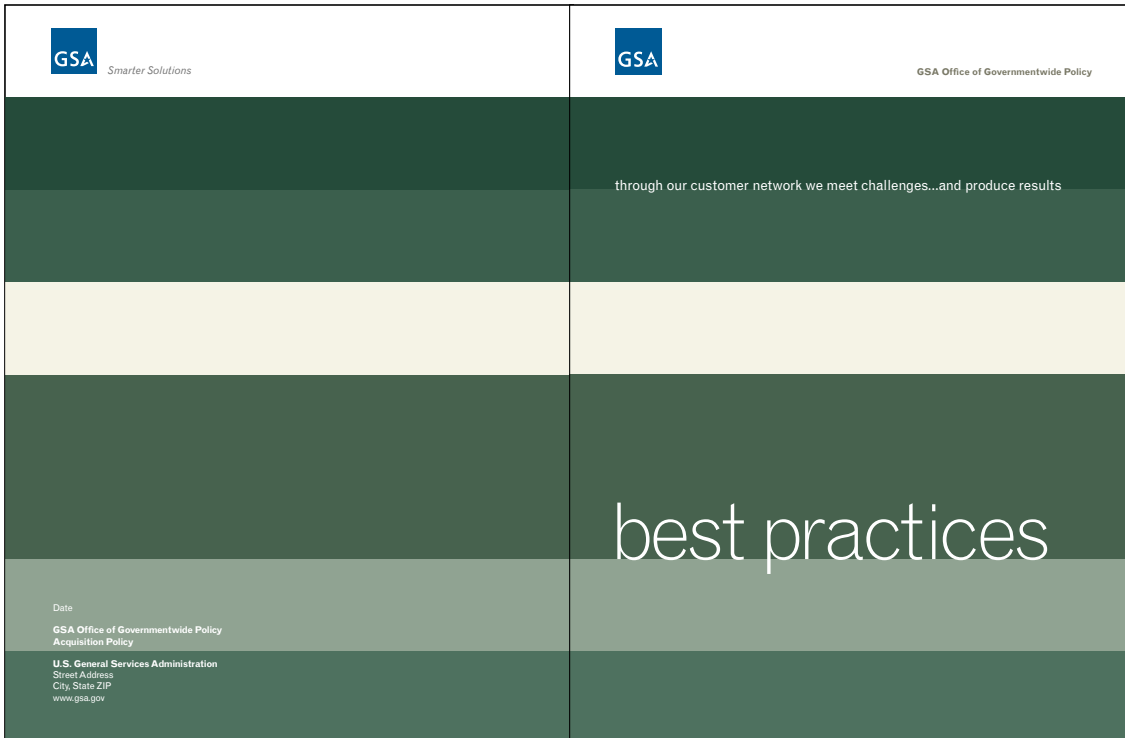
GSA Signature

our tagline is *Smarter Solutions*. It announces our intention to always seek better ways to get things done. Like all public and private institutions, we aim for continual improvement and better service.

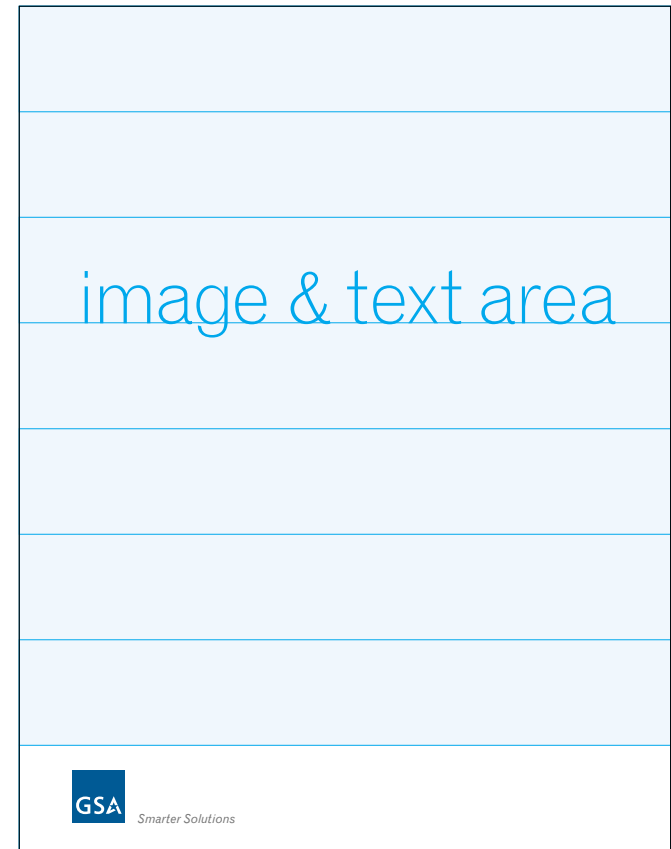
Our tagline and the GSA star mark used together as shown above form our 'signature.'

# our tagline and signature

official artwork Use only official artwork to recreate the GSA signature. See page 2.22.



back of brochure



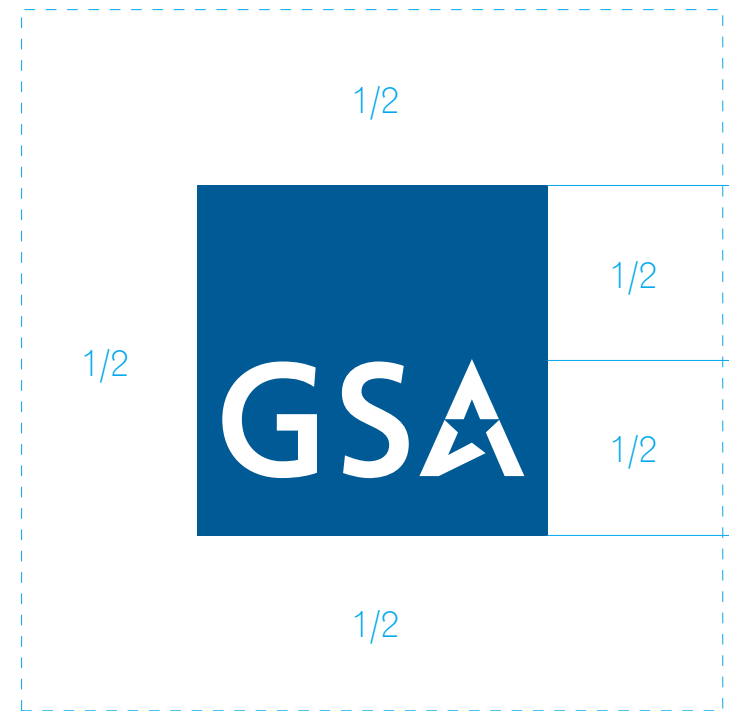
advertising format

# where to use it

on the back The signature is positioned in the top left corner on the back of a brochure. For positioning, use the rules for the GSA star mark, explained on page 2.2. For advertising, position the signature in the bottom left corner. This allows for a consistent 'sign off' on all advertising materials.

**clearspace** 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 clearspace. 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 of the height of the star mark. Use as much clear space as possible, but never less than the minimum.



**minimum size** 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.

# clearspace and minimum size

color Consistent use of color promotes maximum recognition for our star mark.



GSA Blue or  
PANTONE® 541 C (or PANTONE 2945 U)

**primary color** GSA Blue coated (or 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 GSA Blue uncoated (or PANTONE 2945 U) when printing on uncoated stock. Because uncoated stock absorbs more ink, causing a slight variation in color, GSA Blue uncoated (or PANTONE 2945 U) enables a closer color match to GSA Blue. Use GSA Blue coated (or PANTONE 541 C) on coated paper.



70% Black

**2-color applications** 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.



100% Black

**single color** Materials printed in a single color should be either GSA 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.

# star mark color



**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.

The colors shown in these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate standards, please refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.





Never reproduce the star mark in a color other than those specified on page 1.7.



Never reproduce the GSA monogram in a color; it must always be white.



Never reposition the GSA monogram within the blue field.



Never change the overall shape of the star mark.



Never distort the star mark. Always reproduce it using master artwork.



Never alter the proportions of the star mark elements.



Never use the GSA monogram alone without the blue field.



Never forget to observe the specified clearspace.

# incorrect use

**consistency** It is essential to reproduce the GSA star mark consistently and correctly. Note the incorrect examples above, and always reproduce the star mark using official artwork. See page 2.22 for information on obtaining official artwork.

The colors shown in these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate standards, please refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

*choice* The GSA visual system includes a broad range of colors for maximum flexibility. When conveying corporate-level messages, use the four corporate colors shown here plus black. Together, they support and complement the star mark.

To reproduce the GSA colors shown here, use the PANTONE® Colors, the standards for which are shown in the current edition of the PANTONE Color Formula Guide. The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. When printing GSA Blue and GSA Red on uncoated stock, always use the uncoated colors specified, as these colors produce a closer match to the coated colors.

corporate colors

*for GSA Blue*  
use PANTONE 541 C or PANTONE 2945 U

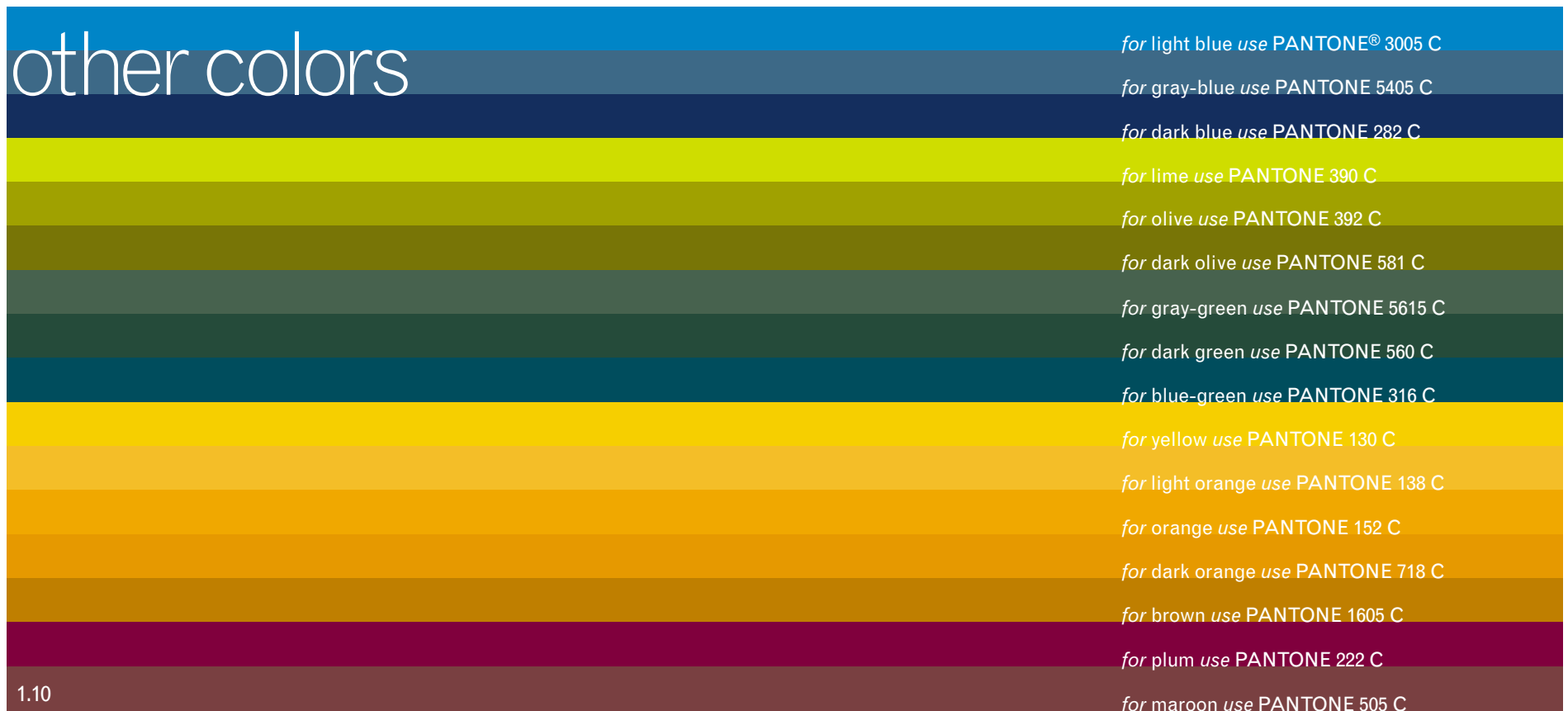
*for GSA Red*  
use PANTONE 202 C or PANTONE 201 U

*for GSA Gray*  
use PANTONE 431 C or PANTONE 431 U

*for GSA Silver*  
use PANTONE 877 C

The colors shown in these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate standards, please refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

**variety** The choice of colors for use on GSA non-corporate materials is nearly limitless. The colors shown here are intended as an overall guide. Other colors or tints may be chosen at the designer's discretion to enhance and complement individual designs.



<b>other colors</b>	<i>for light blue use PANTONE® 3005 C</i>
	<i>for gray-blue use PANTONE 5405 C</i>
	<i>for dark blue use PANTONE 282 C</i>
	<i>for lime use PANTONE 390 C</i>
	<i>for olive use PANTONE 392 C</i>
	<i>for dark olive use PANTONE 581 C</i>
	<i>for gray-green use PANTONE 5615 C</i>
	<i>for dark green use PANTONE 560 C</i>
	<i>for blue-green use PANTONE 316 C</i>
	<i>for yellow use PANTONE 130 C</i>
	<i>for light orange use PANTONE 138 C</i>
	<i>for orange use PANTONE 152 C</i>
	<i>for dark orange use PANTONE 718 C</i>
	<i>for brown use PANTONE 1605 C</i>
	<i>for plum use PANTONE 222 C</i>
	<i>for maroon use PANTONE 505 C</i>

Monotype Grotesque 1 is the type family for all professionally designed and reproduced GSA communications. Its clean, crisp appearance allows us to make full use of large, powerful headings while still maintaining an elegant feel. This font is part of the Adobe Type Library and may be purchased from [www.adobe.com/type](http://www.adobe.com/type) and authorized resellers. All GSA graphic designers and graphic contractors should acquire this typeface.

Grotesque MT is the name that will appear on your font menu when you load this typeface and is the name used throughout these guidelines.

For documents produced on a word processor, Arial may be used instead of Grotesque MT. Powerpoint presentations may also use Arial when Grotesque MT is not available.

# one typeface

The different weights and styles within the Grotesque MT family make it possible to create a clear hierarchy of information within any given piece.

light  
regular  
*light italic*  
*italic*  
**bold**

titles should sit on or hang from grid lines where possible and may be reversed out if background color allows

# large titles

and headings

should generally appear in Grottesque MT Light. Light has a distinctive elegance which helps build a unique and recognizable style.

## body text

should be set in Grottesque MT Regular or Light. A general guide for body text is 10pt on 14pt leading. This allows for comfortable reading and gives the characters room to breathe. This paragraph is set in Grottesque MT Regular, 10pt on 14pt. The paragraph to the right is 10pt on 20pt.

### Subheads and Captions

should be set in Grottesque MT Regular or Bold and in color when more definition is required. For emphasis within a paragraph use *light italic*, *italic*, or **bold**. Never underline.

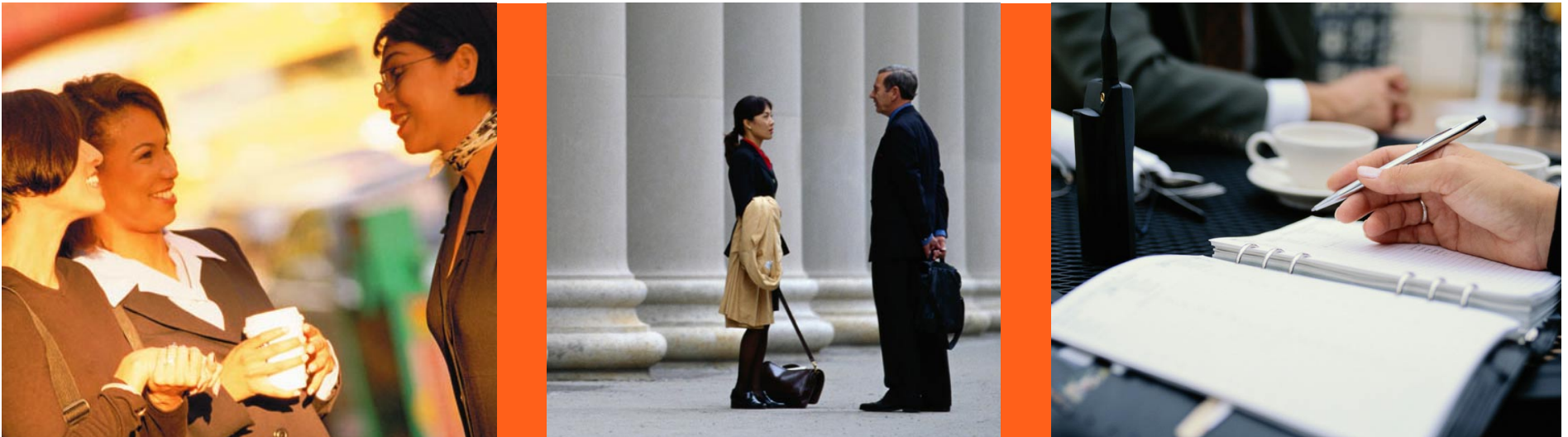
tracking may be applied to all type if necessary. Body text may use -10 tracking. Large titles, especially, should be individually assessed so the characters sit comfortably together and words do not appear too 'open.'

# the GSA style

consistency Following these basic type guidelines will help ensure that our communications are clear, powerful, and consistent.

**selection** The images we use are an important part of our identity and personality. Whenever possible select imagery that focuses on people in order to reinforce our commitment to the people we serve.

Crop imagery to make the most effective presentation of the subject matter at hand. Imagery should not be too abstract and should reflect the content of the publication itself. For example, if the piece is about a building, show the building – preferably with people using it.



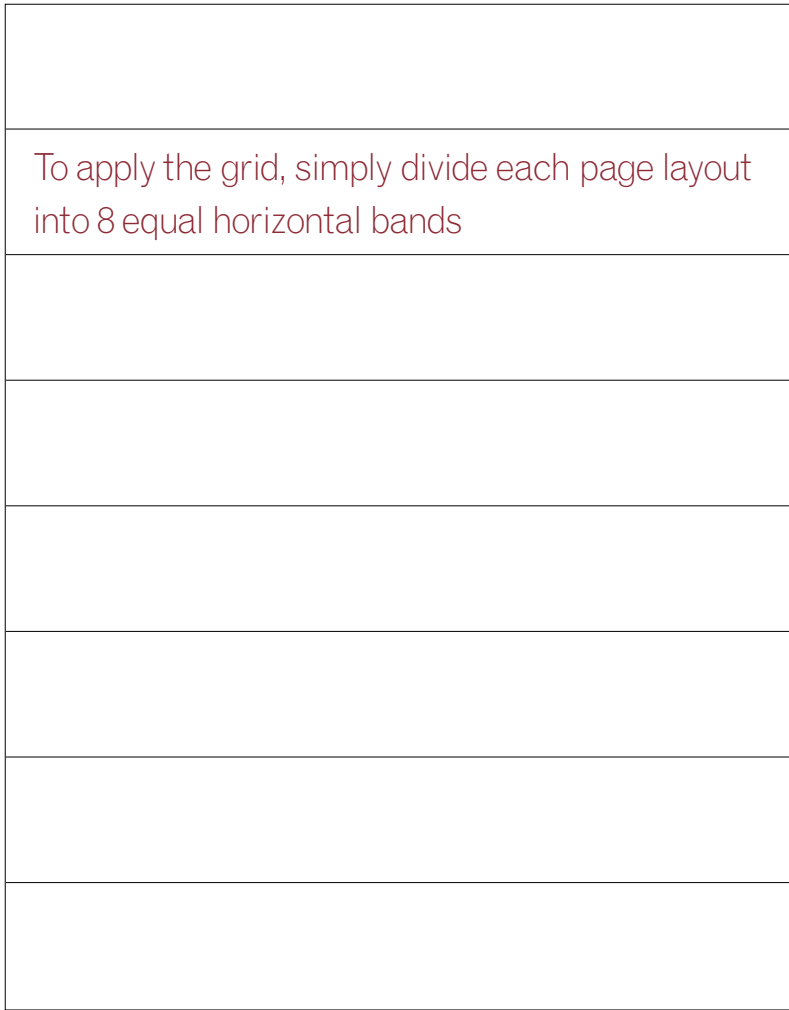
# imagery

**details** More focused images may be used as support. For example, use details of buildings or product shots.





visual system



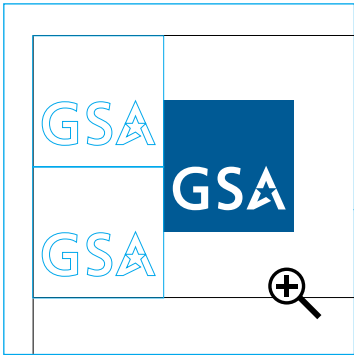
**grid** All of our communications adhere to a basic grid. The grid derives from the stripes in the American flag.

In order to ensure that our communications present a consistent, powerful face, use this grid for all GSA-related communications, on covers and on inside pages, through to our web site and Powerpoint presentations. These bands will guide the placement of all visual elements on the page.

**only rule** The only absolute rule is that on covers, the top band is always white to provide a consistent background and position for the GSA star mark.

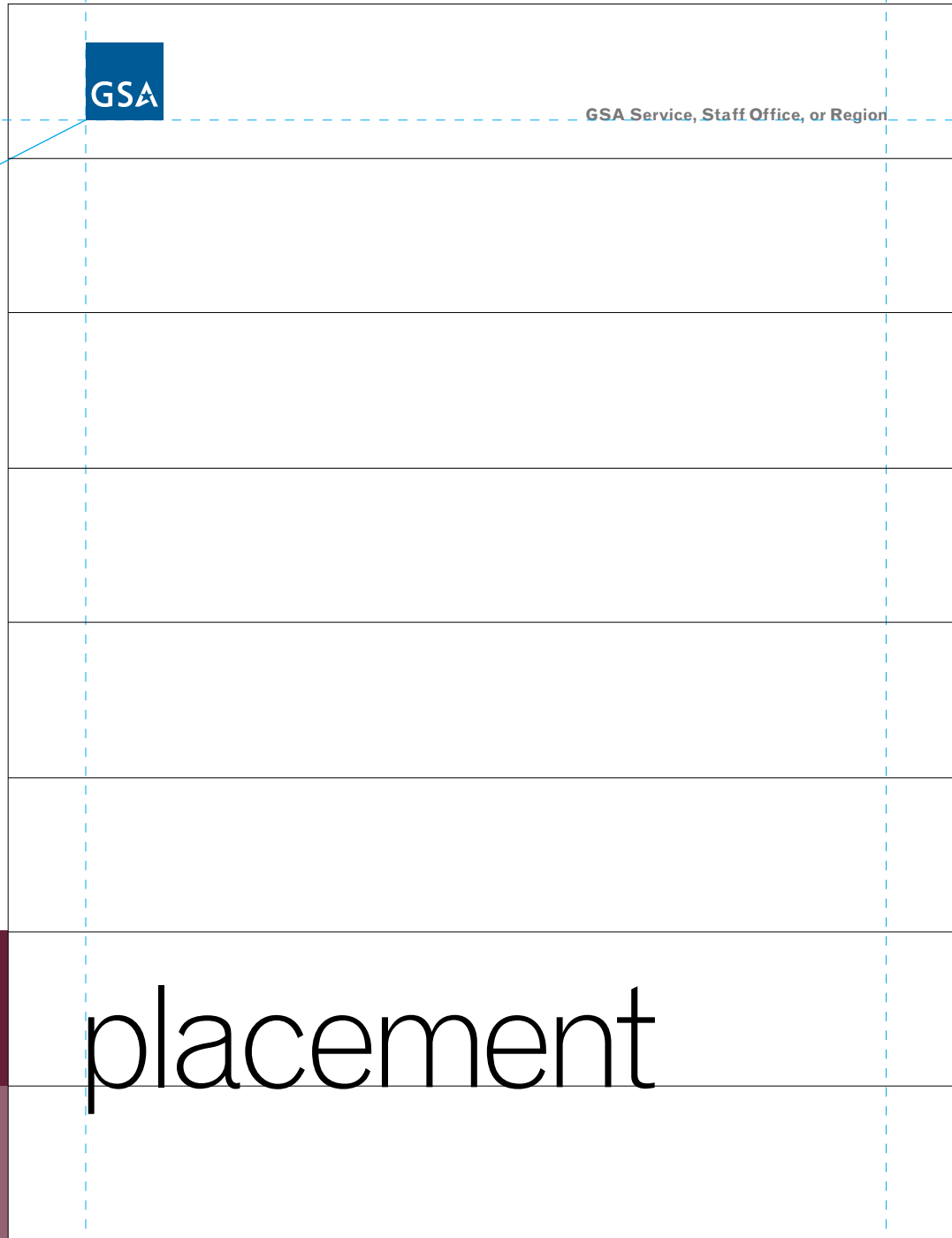
# 8 equal horizontal bands





**COVERS** The uppermost band must always be white and display the star mark aligned on the left-hand side.

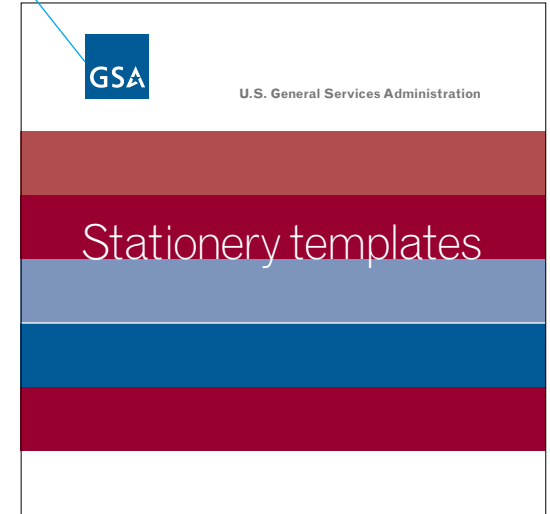
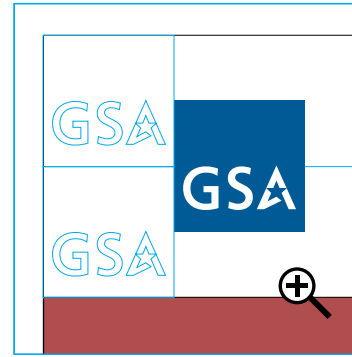
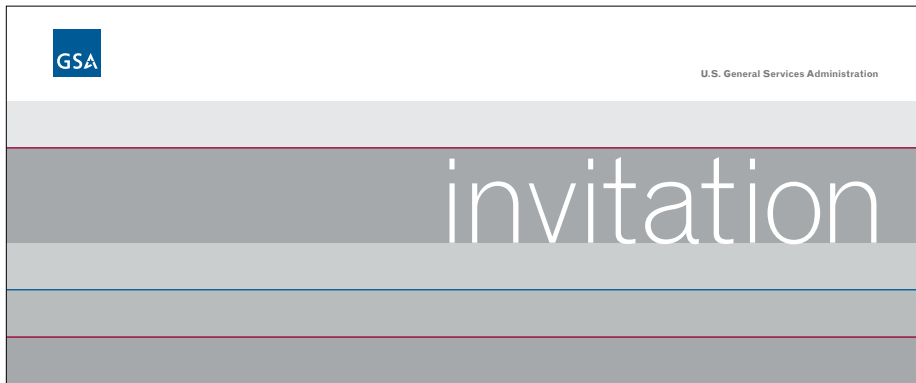
The star mark is **50%** the height of the top band, and sits centered top to bottom within that band.



**name** The name of a GSA Service, Staff Office, or Region, or the full agency name (U.S. General Services Administration), is aligned to the baseline of the star mark and to the right margin.

**margins** Both left and right margins of covers and inside pages should always equal the width of the star mark.

All other visual elements should be oriented according to the bands.



CD Cover

# exceptions

certain applications, especially items such as CD covers, invitations, and landscape communications, require the GSA star mark to be bigger than the grid allows. In these cases apply the 8-band grid, but use the top two bands to position the star mark. The same rules for the size of the star mark apply as when using one band, as shown above.



U.S. General Services Administration

## services



- GSA Public Buildings Service**
- GSA Federal Supply Service**
- GSA Federal Technology Service**
- GSA Office of Governmentwide Policy**

## staff offices



- GSA Communications**
- GSA Office of the Chief Financial Officer**
- GSA Office of the Chief Information Officer**
- GSA Office of the Chief People Officer**
- GSA Office of the Chief Knowledge Officer**
- GSA Office of Child Care**
- GSA Office of Congressional and Intergovernmental Affairs**
- GSA Office of Enterprise Development**
- GSA Office of General Counsel**
- GSA Office of Inspector General**
- GSA Board of Contract Appeals**

## regions



- GSA New England Region**
- GSA Northeast & Caribbean Region**
- GSA Mid-Atlantic Region**
- GSA Southeast Sunbelt Region**
- GSA Great Lakes Region**
- GSA Heartland Region**
- GSA Greater Southwest Region**
- GSA Rocky Mountain Region**
- GSA Pacific Rim Region**
- GSA Northwest/Arctic Region**
- GSA National Capital Region**

# naming

**GSA** The names of all principal GSA components should be preceded by 'GSA' for immediate identification with the GSA 'brand.'

The size of the name should be  $\frac{1}{7}$  the height of the star mark.

On a standard 8.5 x 11 brochure, the name should be 10pt. On an 11 x 8.5 Powerpoint presentation, the name should be 15pt.



**GSA Service, Staff Office, or Region Name**



**U.S. General Services Administration**

**fixed relationships** There is a fixed relationship between the star mark and the size of the GSA Service, Staff Office, or Region name, or the full agency name. These are the only names allowed in the uppermost band on all communications. The full agency name is always written as shown above. The names must always be aligned to the baseline of the star mark. If the name occupies more than one line, the last line should align with the baseline of the star mark. Use Grotesque MT Bold in GSA Gray or 70% Black whenever possible.

# relationships



# stationery

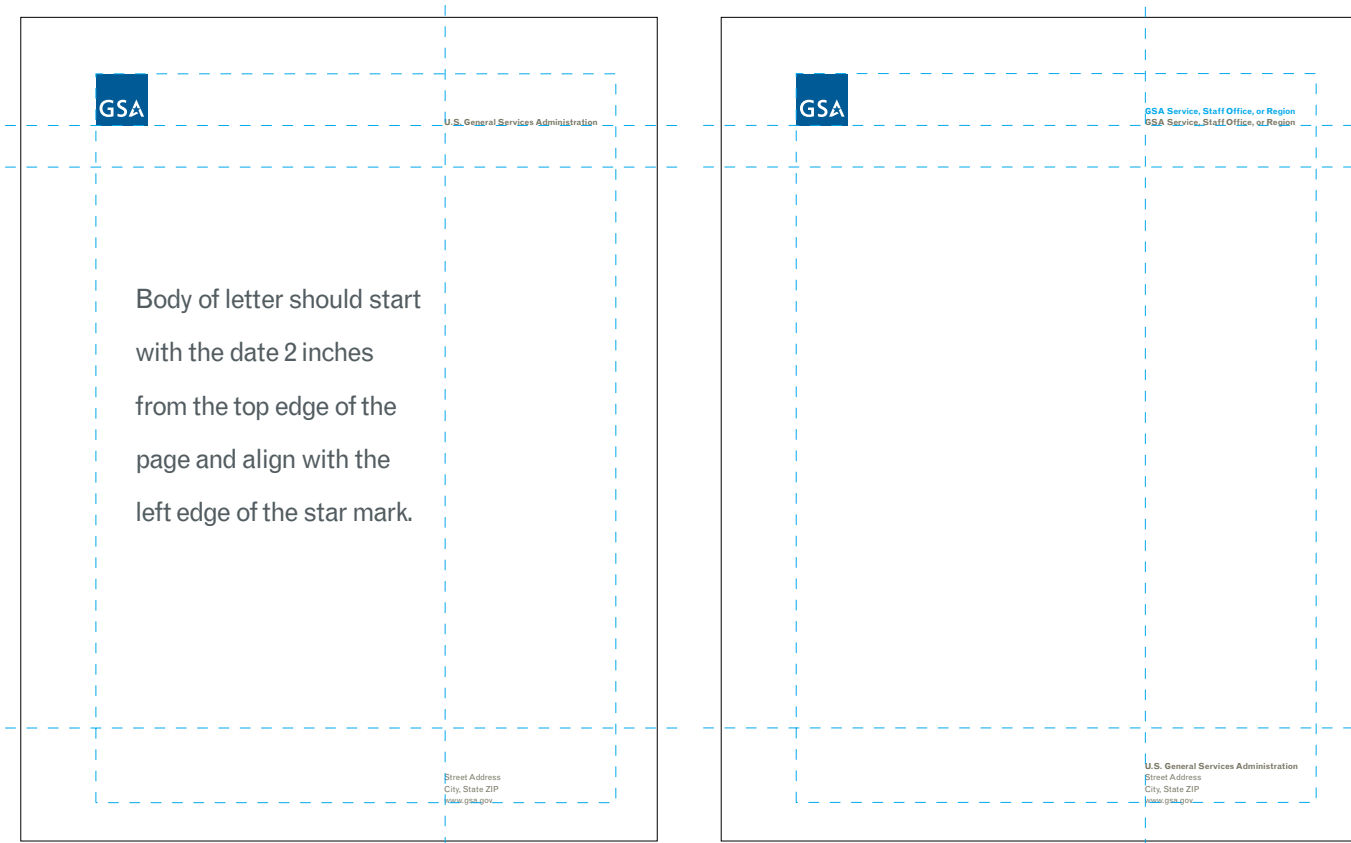
Our stationery system is based on a simple, two-color layout that features our star mark and emphasizes clarity.

Order printed stationery from Faye Deal, GSA Communications, (202) 501 2693. A template for laser-printed stationery may be downloaded from GSA InSite.

See page 2.22.

The GSA star mark prints to match the GSA Blue specified for uncoated paper.

Text prints to match the GSA Gray specified for uncoated paper.



Corporate Letterhead

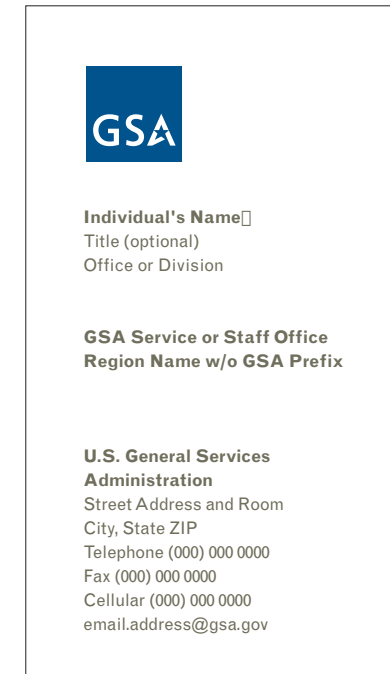
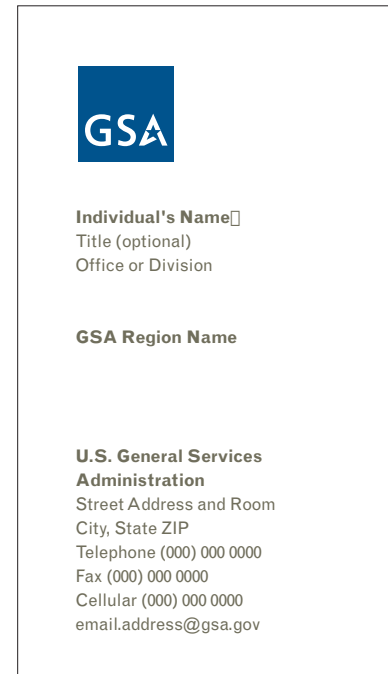
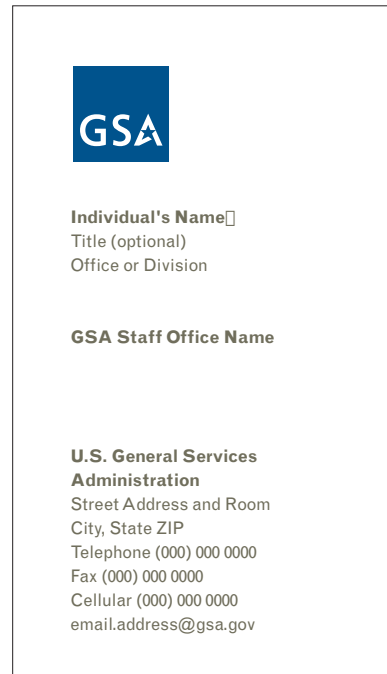
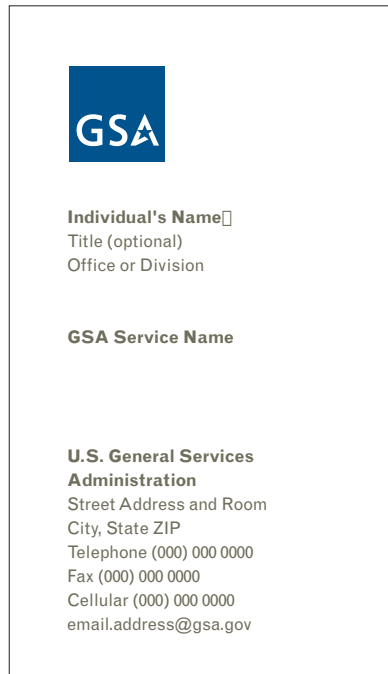
GSA Service, Staff Office, or Region Letterhead

If the GSA component name requires 2 lines, the 2nd line should align to the baseline of the star mark.

If the street address requires 2 lines, the address block should move upwards so that the web address always remains in the same position.

# letterhead

correspondence should be prepared in accordance with the GSA Correspondence Manual.



The GSA star mark prints to match GSA Blue.  
 All text on the business card prints to match GSA Gray.

When it is necessary to use a GSA Service or Staff Office name plus a GSA Region name, the 'GSA' prefix is removed from the Region name to avoid repetition.

# business cards

it is important that business cards display the correct hierarchy of names, as demonstrated here.

The GSA star mark prints to match GSA Blue (uncoated). All text prints to match GSA Gray (uncoated). On Kraft envelopes, the star mark and text print in black.



**U.S. General Services Administration**  
Correspondence Symbol \_\_\_\_\_  
Street Address  
City, State ZIP  
*Official Use*  
*Penalty for Private Use \$300*



**U.S. General Services Administration**  
Correspondence Symbol \_\_\_\_\_  
Street Address  
City, State ZIP  
*Official Use*  
*Penalty for Private Use \$300*

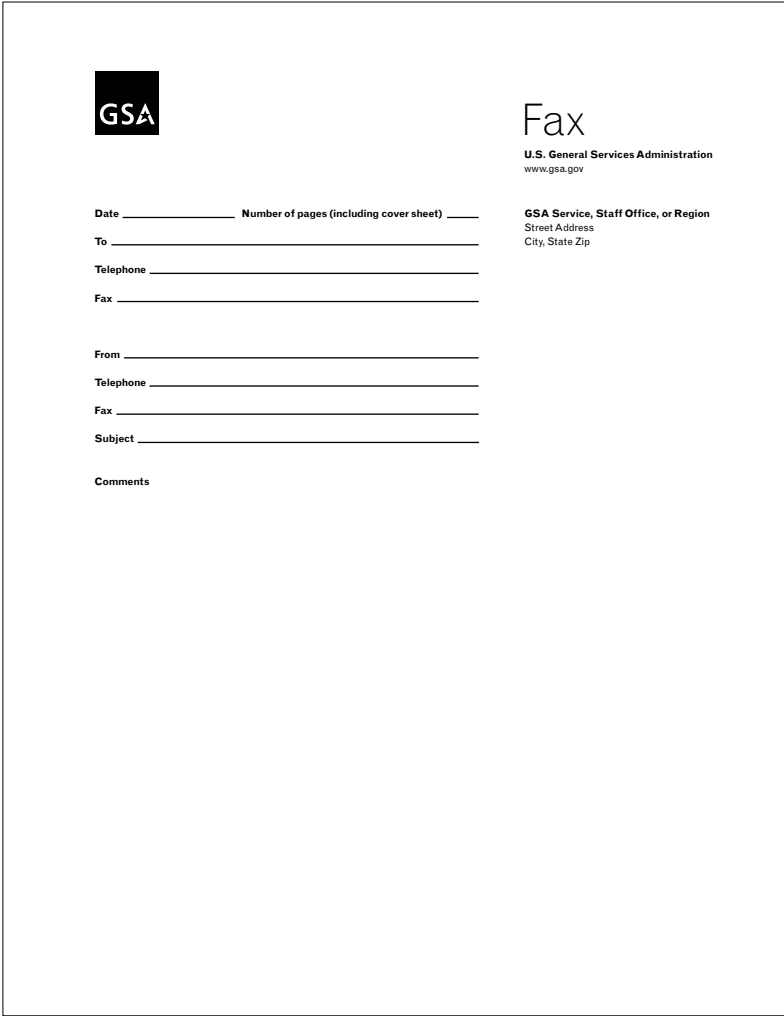
No. 10 Envelope

9 x 12 Envelope

# envelopes

official To provide a consistent face for GSA, all communications should be mailed in official envelopes.





**GSA**

**Fax**  
 U.S. General Services Administration  
 www.gsa.gov

Date \_\_\_\_\_ Number of pages (including cover sheet) \_\_\_\_\_

To \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

From \_\_\_\_\_

Telephone \_\_\_\_\_

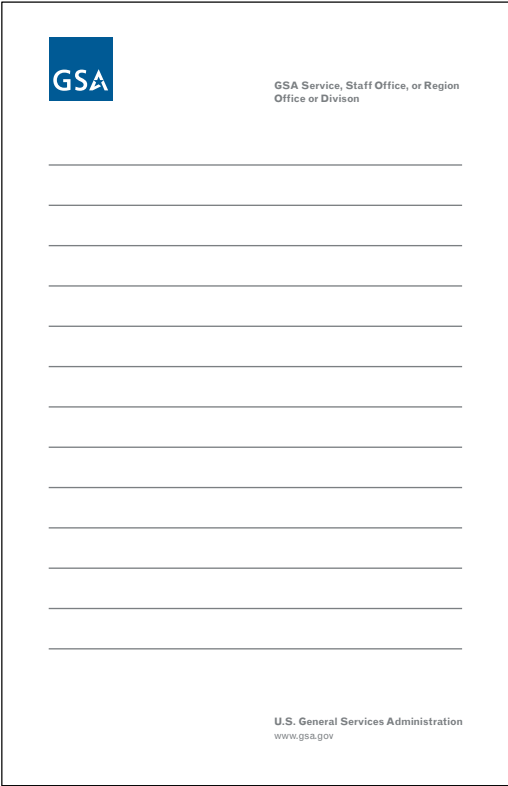
Fax \_\_\_\_\_

Subject \_\_\_\_\_

Comments

**GSA Service, Staff Office, or Region**  
 Street Address  
 City, State Zip

On fax cover sheets, the GSA star mark and text print 100% Black, as they are laser-printed only. On the notepad, the star mark prints to match GSA Blue (uncoated). Text and rules print to match GSA Gray (uncoated).



**GSA**

**GSA Service, Staff Office, or Region**  
 Office or Division

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**U.S. General Services Administration**  
 www.gsa.gov

# fax & notepad

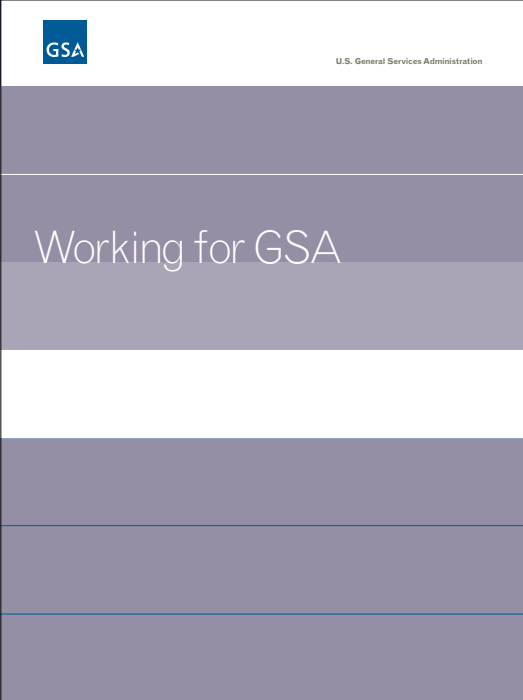


template A Microsoft Word template has been created to allow our faxes to be produced consistently by all employees.

See page 2.22 for the location on GSA InSite.

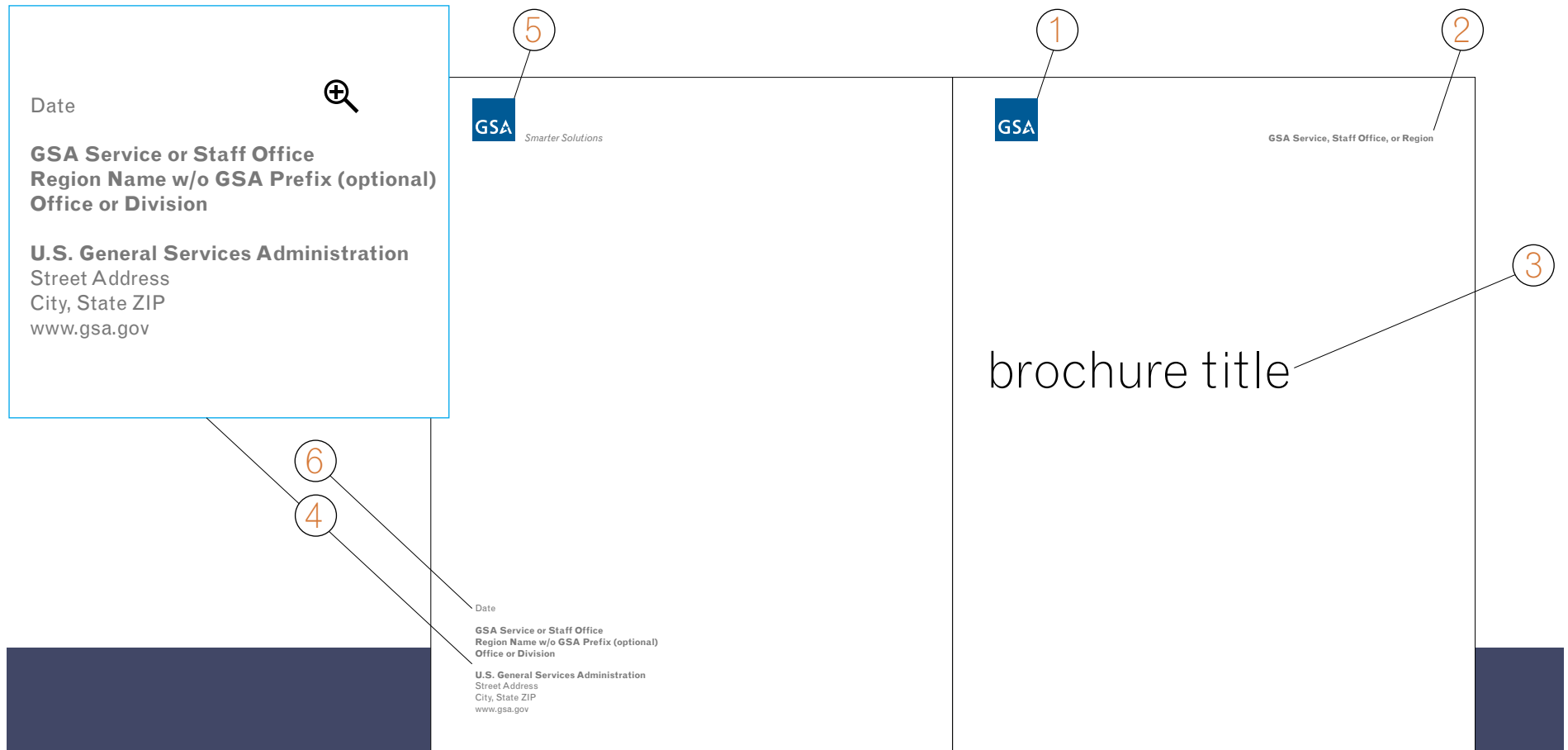
**layouts** Use the visual system to guide layouts of all communications. Use it as a tool to position all type and imagery. Remember that the top band on covers must always be white and is reserved for the GSA star mark on the left, and the GSA Service, Staff Office, or Region name, or the full agency name, on the right.

Always use bright white stock for all print materials, since the 'GSA' name within the star mark must always be white. White gives a clean, straightforward look and feel and shows off the GSA star mark to the best advantage.

# communications

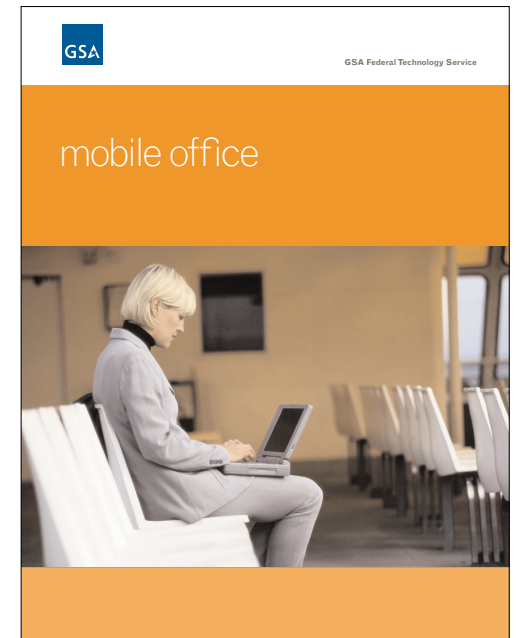
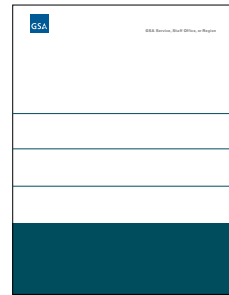
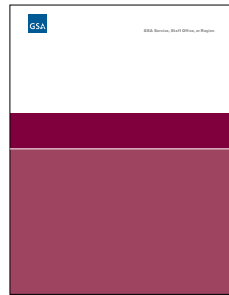
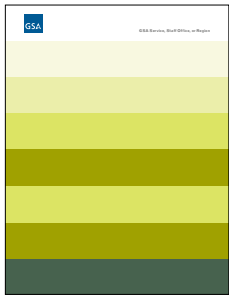
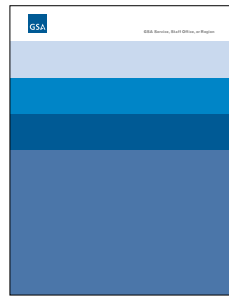
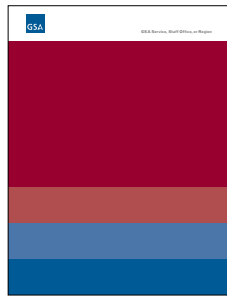
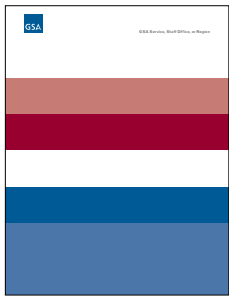
 A corporate folder layout featuring a white top band with the GSA logo and 'U.S. General Services Administration'. Below is a large purple band with the text 'Working for GSA'. The bottom section consists of several horizontal bands in various shades of purple and gray.	 A brochure layout with a white top band containing the GSA logo and 'GSA Federal Supply Service'. It features a bold yellow band with the text 'office supplies' and a photograph of hands working at a desk with a laptop.	 A leaflet layout with a white top band containing the GSA logo and 'GSA Public Buildings Service'. It features a photograph of a classical building facade and the text 'Federal Building and U.S. Courthouse Indianapolis, Indiana'.
<p>corporate folder Use GSA Silver or GSA Gray for communications that require a neutral appearance.</p>	<p>brochures Use a combination of bold bands of color and striking imagery. Print full color.</p>	<p>leaflets May be two color. Create depth and interest by using duotones and tints.</p>
<p>2.11</p>		

arrangement To ensure consistency and recognition, every GSA communication should bear this basic arrangement of key visual elements.



# key elements

- 1 GSA star mark
- 2 GSA Service, Staff Office, Region, or the full agency name (Grotesque MT Bold)
- 3 Brochure title (Grotesque MT Light)
- 4 Address Panel (always structured as shown in close-up, Grotesque MT Bold and Regular)
- 5 GSA signature
- 6 Date (Grotesque MT Regular)

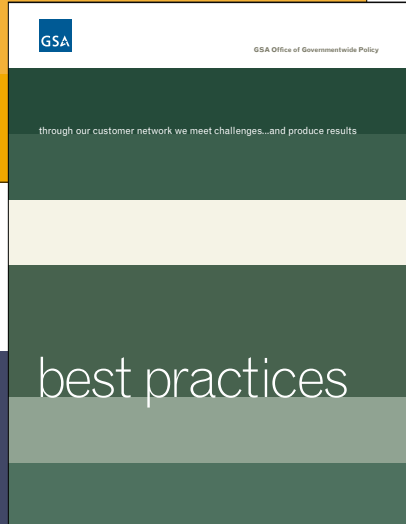


# using color

**white** The top band of the grid on covers must always be white to ensure that the star mark and the GSA Service, Staff Office, Region, or the full agency name stand out. White may also be used for other bands, even to the extent of an all-white page. Color can gradually fade from a strong tone to a pale tint, or vice versa. Fine colored lines may be used to add color accents or to separate blocks of color. Wherever possible, select a predominant color from the imagery you have chosen and use that color for other elements on the page or screen.



poster



brochures



**titles** may be large, and should generally appear in Grotesque MT Light. This ensures maximum visual impact and legibility for our messages. Subtitles may appear in Grotesque MT Light or Regular.

**type** may never be positioned vertically on a page, as this is not in keeping with the horizontal banding of our grid.

**images** should be positioned according to gridlines and bleed if possible.

Do not use keylines around images.

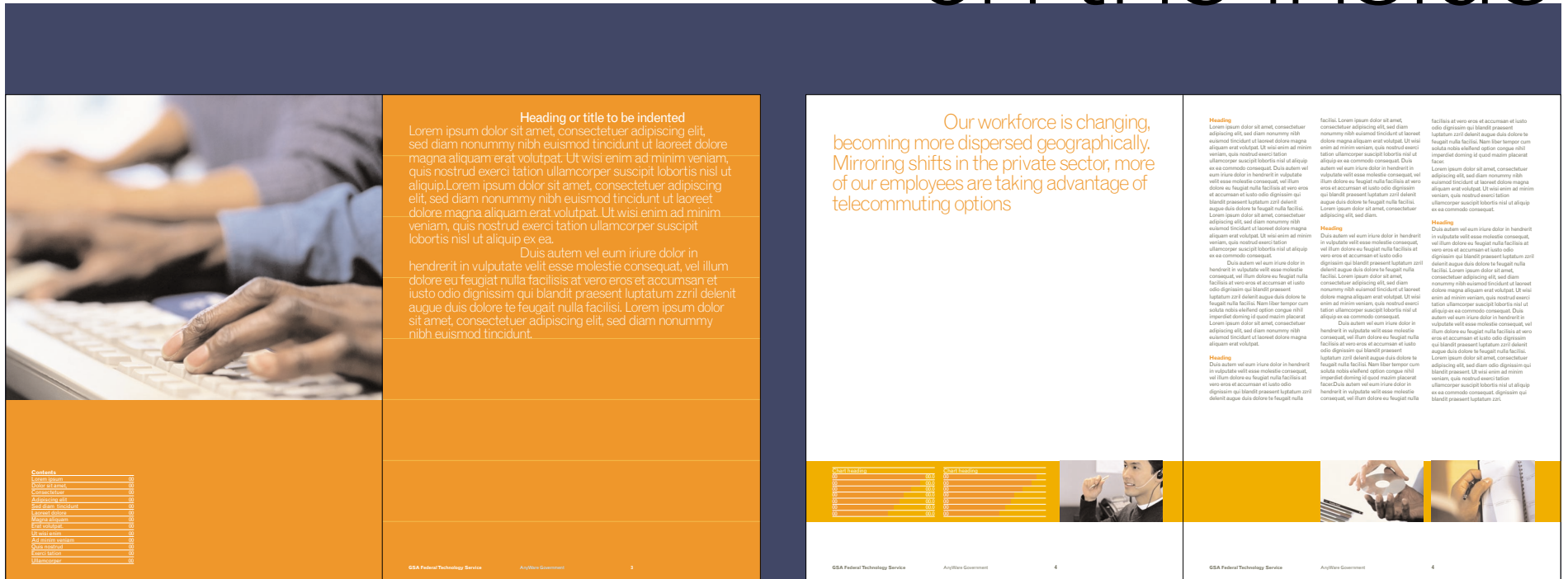
# the basics

straightforward Our publications should be easy to read and simple to understand. The layout should be straightforward and clean.

Use full-bleed color images whenever possible. Images may sit on bands of color – but avoid using keylines around an image. Cutout images of objects make a strong visual statement and may also be used. Color themes should continue from the cover throughout the inside pages.

Inside pages use the grid system as a foundation. There are no fixed margins or column widths, or prescribed locations for page numbers and running heads. These are left to the individual designer's discretion.

# on the inside



introduction pages

2.15

typical spread



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis.



**Heading**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**Heading**  
 Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

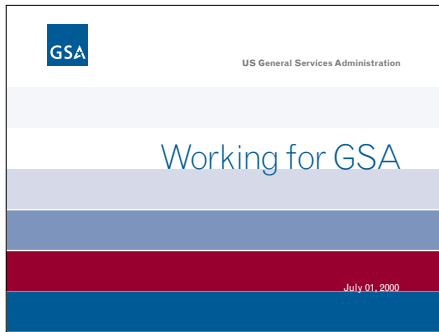
**Heading**  
 Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril

**Locations**  
 Lorem ipsum  
 Dolor sit amet,  
 Consectetur  
 Adipiscing elit  
 Sed diam tincidunt  
 Laoreet dolore  
 Magna aliquam  
 Erat volutpat.  
 Ut wisi enim  
 Ad minim veniam  
 Quis nostrud  
 Exercit tation  
 Ullamcorper  
 Lorem ipsum  
 Lorem ipsum  
 Dolor sit amet,  
 Consectetur  
 Adipiscing elit  
 Sed diam tincidunt  
 Laoreet dolore  
 Magna aliquam  
 Erat volutpat.  
 Ut wisi enim  
 Ad minim veniam  
 Quis nostrud  
 Exercit tation  
 Ullamcorper  
 Lorem ipsum  
 Exercit tation

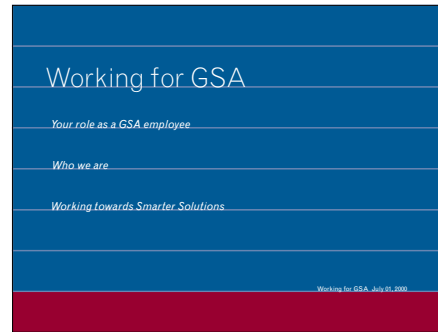
Today's rapidly evolving environment doesn't just demand responsiveness. It demands out-of-the-box thinking that yields solutions for all customers, regardless of what they need or when they need it.

# accessible information

good design and a little thought makes information more accessible. When formatting text and placing it on a page, take care to direct the reader's attention to the most important information in the most logical order. The reader should sense the structure instantly. Key ideas are set large in Grotesque MT Light, in a highlight color. Take extra care to communicate clearly. Don't use jargon.



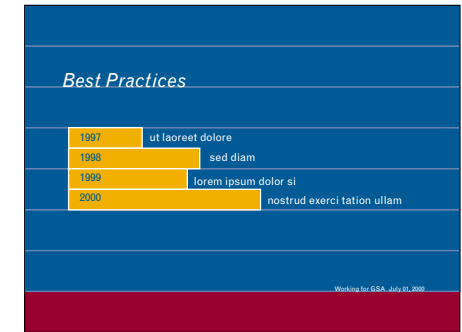
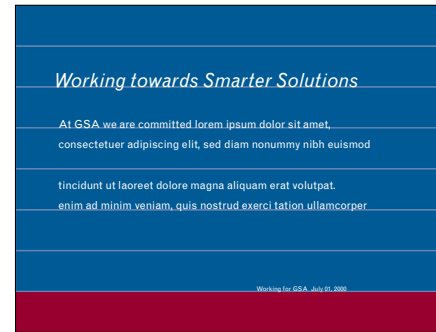
The title slide uses the grid system and allows the star mark to be clearly presented in the top left.



Text slides are used to visually summarize what is being communicated verbally.

Each slide should contain only one idea or statement. Do not overcrowd slides with too much text.

Color should be used sparingly so as not to distract from the message being presented.



# powerpoint

clean Powerpoint presentations should have a clean and simple format. As with other applications, the grid system is used as the foundation for structuring our presentations. A number of templates will be developed.

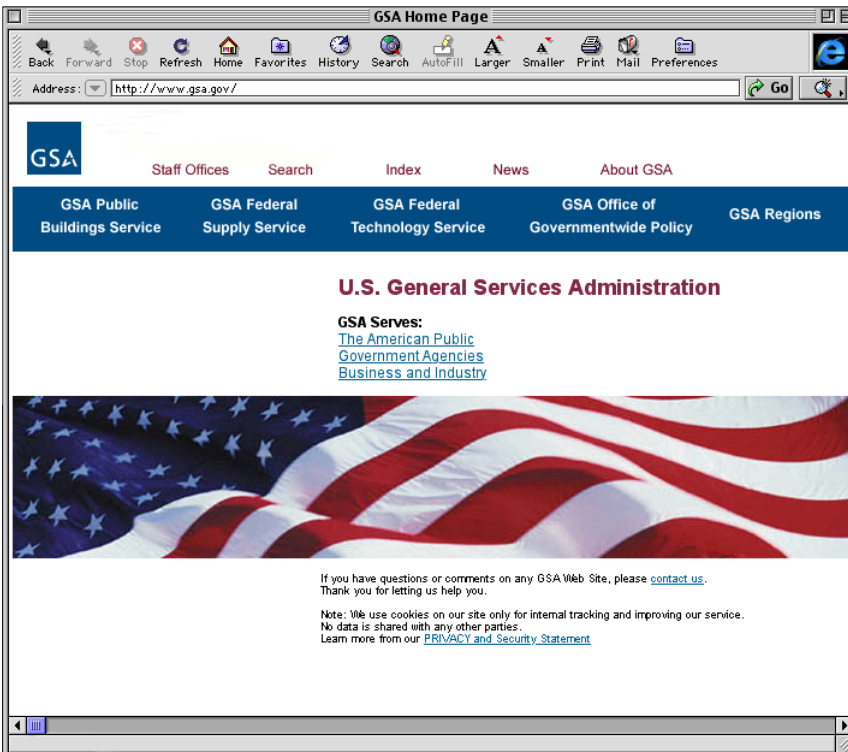


electronic Like GSA publications, the gsa.gov website uses our basic grid, echoing the flag. Layouts should be clean, simple, and without clutter.

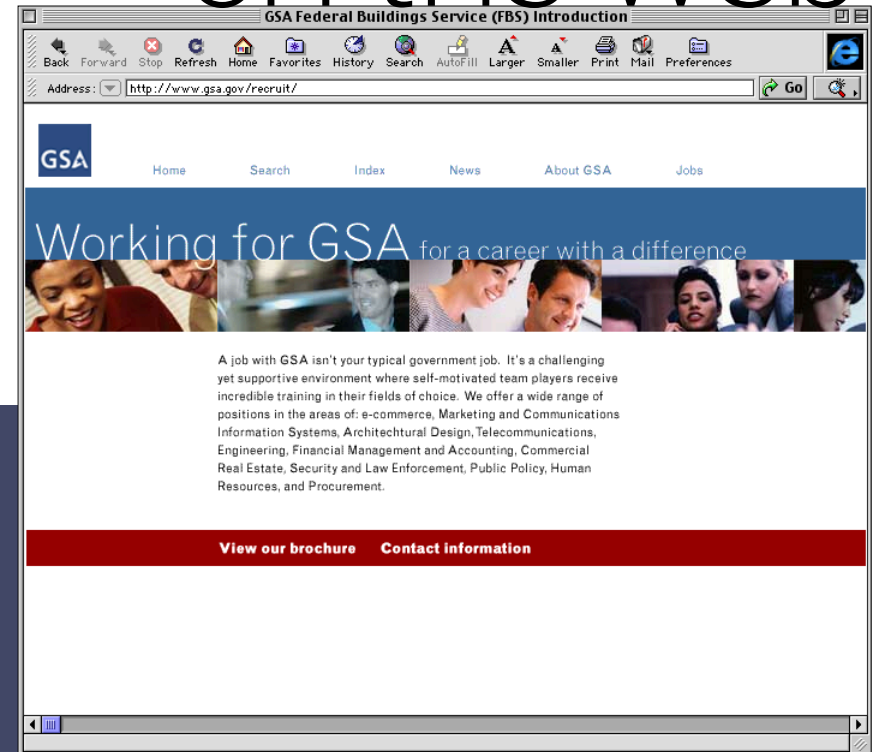
The top band of the page must always be white and contain the GSA star mark as well as key navigational text, as demonstrated here.

The GSA corporate colors should predominate, providing a visual link for all our pages. Because a dramatic reorganization of the GSA web presence is planned, just two examples are shown here.

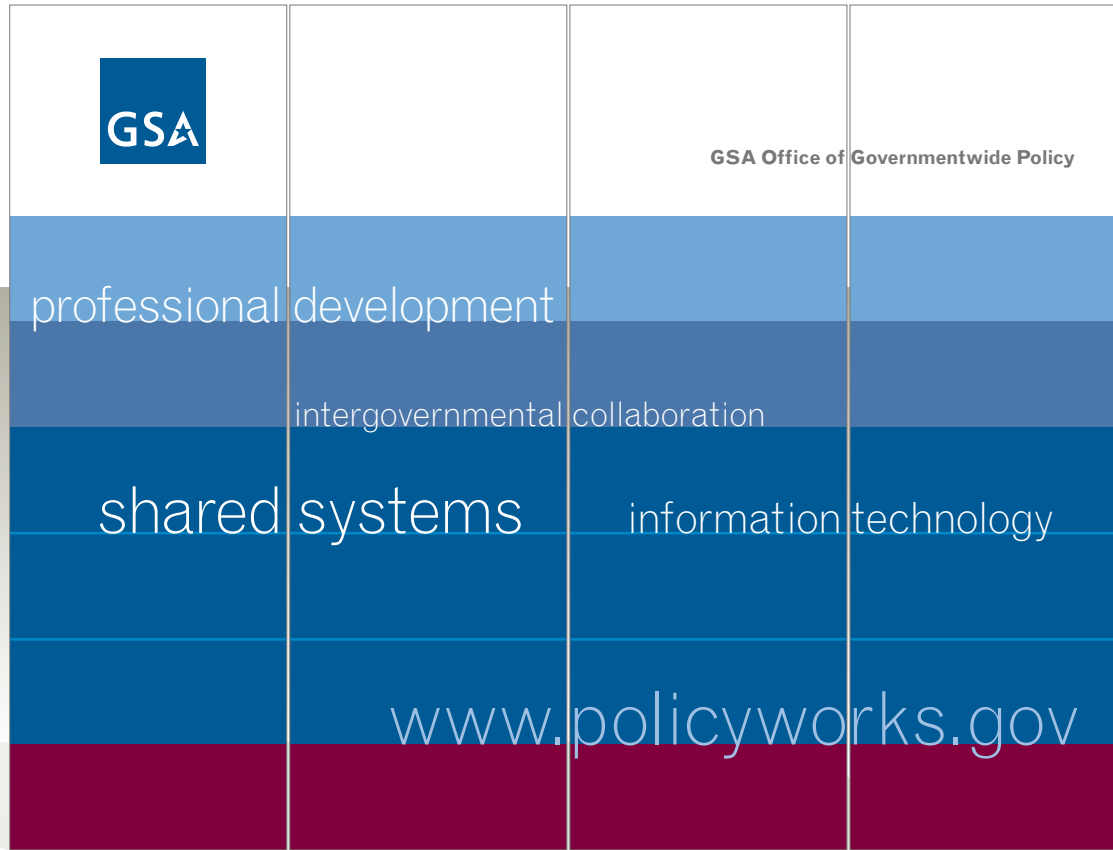
# on the web



GSA home page

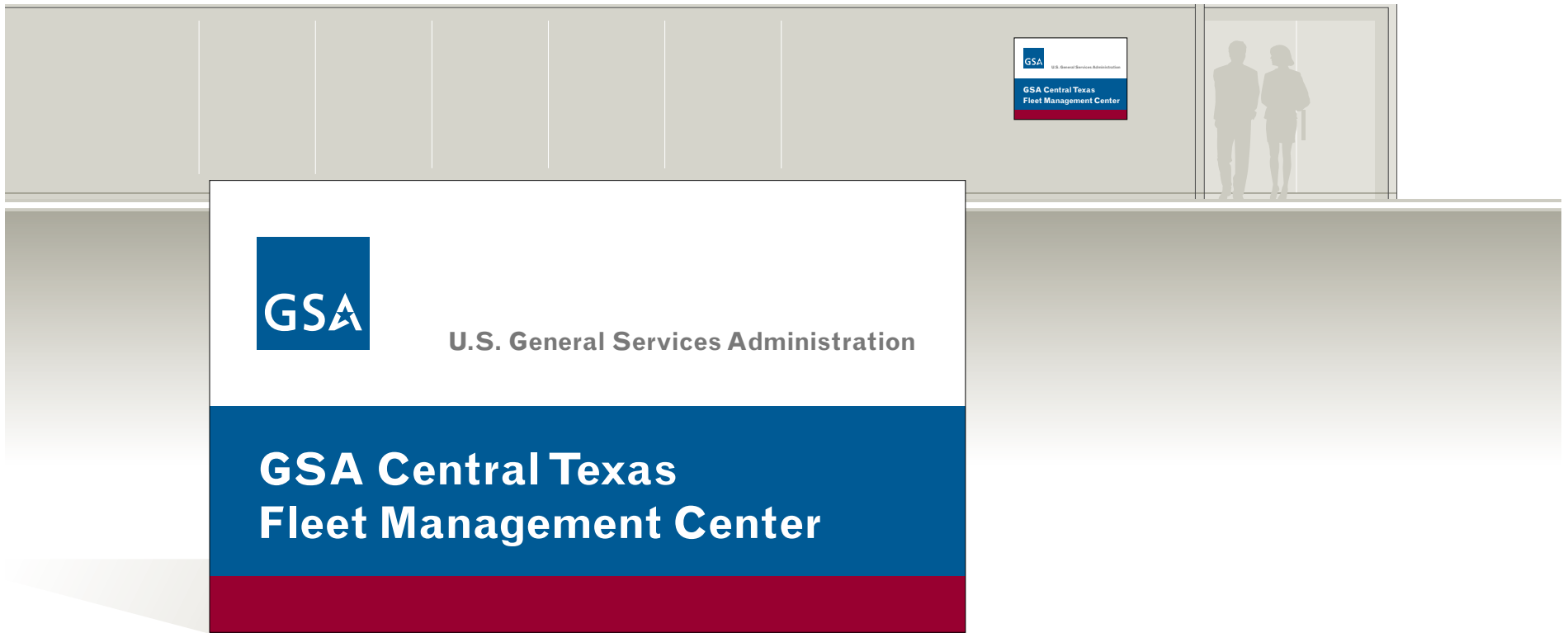


GSA sub-page



# exhibits

environments It is important to GSA's reputation that we represent ourselves consistently in all contexts and environments. Exhibit panels and materials should use bold bands of color and type, and should follow the visual system.



# signs

guidelines for GSA signage will be developed in collaboration with the First Impressions program and in consultation with architecture and historic building professionals. The examples above show how GSA's distinctive visual system could be applied to signage.

**heritage** Soon after GSA was created, the agency adopted a seal 'to lend dignity or official recognizance' to its communications. Many variations of the seal have been used during the agency's 50-year history. The version shown below has been used consistently on print and electronic communications since 1988.

The GSA star mark will replace the seal as the sole identifier on marketing materials and other information products. The seal will be reserved for legal and ceremonial uses, such as awards, official documents, engraved invitations, and plaques.



# the GSA seal

**understanding** Now you should understand how to use the basic elements of our brand identity system to create the new GSA look and feel.

Are you clearly communicating the GSA brand? Take a moment to use this list and check.

# checklist

**GSA star mark** Are you using it correctly? Is it the right size and color? Is there enough clearspace?

**typeface** Are you using the corporate typeface, in the correct weights for titles and body copy?

**grid** Have you used the grid correctly to structure your publication?

**imagery** Have you selected images that focus on people where possible? Are they cropped appropriately?

# help

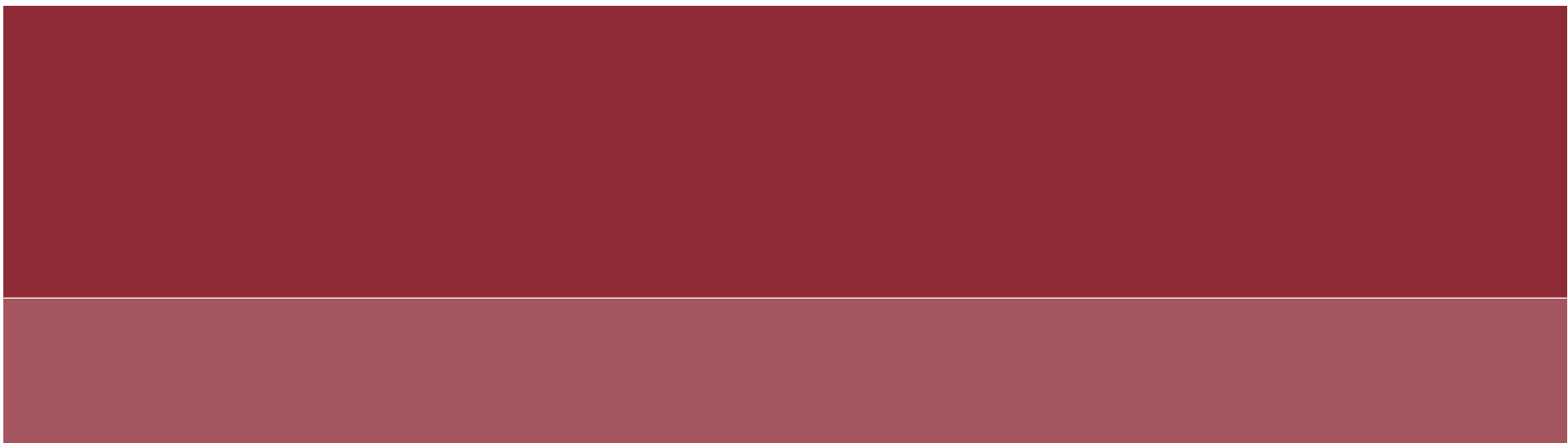
If you have any questions, or need further information, contact Andy Black at (202) 501 3554 or [andrew.black@gsa.gov](mailto:andrew.black@gsa.gov)

You may download this publication and all official artwork and templates from the GSA Marketing Council website on GSA InSite at

<http://insite.gsa.gov/marketingcouncil/site> under 'GSA Corporate Identity.'



**U.S. General Services Administration**  
July 2000



# GSA Corporate Identity FAQs

For more detailed information on the GSA Star Mark, the GSA Signature and the GSA visual system please refer to the *Building Our Brand*, GSA's graphic standards booklet, available in pdf format.

## The GSA Star Mark

- What is the GSA Star Mark?
- Where can I get an official electronic version of the GSA Star Mark?
- How can contractors and other non-GSA employees get an official electronic version of the GSA Star Mark?
- What color is the GSA Star Mark supposed to be?
- Can the GSA Star Mark be printed in a color other than the official GSA Blue?
- Can the GSA Star Mark be printed as a 70% tint of black in a 3-color or a full process color application?
- What is the full process color equivalent of GSA Blue?
- Can the GSA Star Mark be printed on any color background?
- Can the monogram portion of the GSA Star Mark be reproduced in a color other than white within the blue field or just as the monogram without the blue field?

## The GSA Signature

- What is the GSA Signature?
- Where can I get an official electronic version of the GSA Signature?
- How can contractors and other non-GSA employees get an official electronic version of the GSA Signature?
- What colors are supposed to be used in the GSA Signature?
- Can the GSA Signature be printed in a color other than the official GSA Blue?
- Can the GSA Signature be printed as a 70% tint of black in a 3-color or a full process color application?
- Can the GSA Signature be printed on any color background?
- Where should I use the GSA Signature?

## Clear Space Minimum Size

- What is clear space?
- How much clear space should I use around the GSA Star Mark or the GSA Signature?
- Are there times when I should use *more* than the minimum amount of clear space?
- What is the smallest size I can use the GSA Star Mark or the GSA Signature?

## The GSA Visual System

- What is meant by the GSA visual system?
- What is the GSA visual system comprised of?
- What is the 8-band grid?
- How does the GSA Star Mark fit into the 8-band grid?
- What is the agency component name?
- Where does the agency component name go?
- Does it make a difference what type size, type weight, or color I use for the agency component name?
- Do I use periods to separate GSA or the U and S as in U.S. General Services Administration?
- Are there any other type faces besides Grotesque MT that I can use on GSA products?
- Do I need to buy the Grotesque MT type family?

## **GSA Star Mark**

### **What is the GSA Star Mark?**

The GSA Star Mark is the official and sole identifying mark for the agency and all agency programs as put forth by GSA Order 1808.1. The GSA Star Mark looks like this:



The Star Mark should be used in accordance with GSA Order 1808.1 and the graphic standards described in *Building Our Brand* which can be downloaded in pdf format.

### **Where can I get an official electronic version of the GSA Star Mark?**

The GSA Star Mark can be downloaded from the web. There are a variety of high- and low-resolution versions of the Star Mark in a number of different formats (i.e. tiff, jpg, gif, eps, bmp) for PC and Macintosh. You can reach the Star Mark download page through the GSA Corporate Identity section of the GSA Marketing Council website or by pointing your browser to <http://www.gsa.gov/style/gstastarmark.htm>.

### **How can contractors and other non-GSA employees get an official electronic version of the GSA Star Mark?**

The GSA Star Mark is also available to non-GSA employees via the web. The Star Mark download page can be directly accessed by pointing your browser to <http://www.gsa.gov/style/gstastarmark.htm>

### **What Color is the GSA Star Mark supposed to be?**

The preferred color of the GSA Star Mark is blue. When printing on coated paper Pantone 541 (or the process color equivalent) should be used. When printing on un-coated paper, Pantone 2945 (or the process color equivalent) should be used. For more information on the color of the Star Mark refer to page 1.7 of the booklet *Building Our Brand*.



**Can the GSA Star Mark be printed in a color other than the official GSA Blue?**

The GSA Star Mark should be printed in the official GSA Blue whenever possible. The only time that the Star Mark is allowed to be printed in a color other than the GSA Blue is in a 1-color or 2-color application. In a 2-color application when GSA Blue is not one of the colors the Star Mark should be reproduced as a 70% tint of black. In a 1-color application the Star Mark can be printed in either GSA Blue or a 70% tint of black. On jobs that will be reproduced on a black and white laser printer the Star Mark should be printed as a solid black. This means that GSA Blue or black must be one of the colors used in any 1-color or 2-color application. For more information on the color of the Star Mark refer to page 1.7 of the booklet Building Our Brand.

**Can the GSA Star Mark be printed as a 70% tint of black in a 3-color or a full process color application?**

No. In 3-color or full process color application GSA Blue must be used.

**What is the full process color equivalent of GSA Blue?**

The process color equivalent of GSA Blue on coated paper is 100% Cyan + 50% Magenta + 0% Yellow + 35% Black. The process color equivalent of GSA Blue on un-coated paper is 100% Cyan + 55% Magenta + 0% Yellow + 15% Black.

**Can the GSA Star Mark be reproduced on any color background?**

No. The GSA Star Mark must always be reproduced on a white background. It should never be reversed out (reproduced in white) or placed on a color field or image of any kind.

**Can the monogram portion of the GSA Star Mark be reproduced in a color other than white within the blue field or just as the monogram without the blue field?**

No. The blue field and the white monogram are integral parts of the logo and should never be altered or used independently. The square should be blue (or black in specific applications) and the monogram should always be white. For examples of some **incorrect** use see page 1.8 of the booklet Building Our Brand.

## **GSA Signature**

### **What is the GSA Signature?**

The GSA Signature is the pairing of the GSA Star Mark and GSA's tagline, Smarter Solutions, in a specific and consistent arrangement. The GSA Signature looks like this:



The GSA Signature should be used in accordance with the graphic standards described in *Building Our Brand* that can be downloaded in pdf format.

### **Where can I get an official electronic version of the GSA Signature?**

The GSA Signature can be downloaded from the web. There are a variety of high- and low-resolution versions of the Signature in a number of different formats (i.e. tiff, jpg, gif, eps, bmp) for PC and Macintosh. You can reach the Signature download page through the GSA Corporate Identity section of the GSA Marketing Council website.

### **How can contractors and other non-GSA employees get an official electronic version of the GSA Signature?**

The GSA Signature is also available to non-GSA employees via the web. The Signature download page can be directly accessed by pointing your browser to <http://www.gsa.gov/style/gsasig.htm>

### **What colors are supposed to be used in the GSA Signature?**

The preferred color of the Star Mark portion of the GSA Signature is blue and the tagline portion is gray. When printing on coated paper Pantone 541 (or the process color equivalent) should be used for the Star Mark and either 70% black or Pantone 431 for the tagline. When printing on un-coated paper, Pantone 2945 (or the process color equivalent) should be used for the Star Mark and either 70% black or Pantone 431 for the tagline.

### **Can the GSA Signature be printed in colors other than those specified above?**

The Star Mark portion of the GSA Signature should be printed in the official GSA Blue whenever possible. The tagline portion of the GSA Signature should be printed in gray (either 70% black or Pantone 431) whenever possible. The only time that the GSA Signature is allowed vary from the above colors is in a 1-color or 2-color application. In a 2-color application when GSA Blue is not one of the

colors both the Star Mark and the tagline portions of the GSA Signature should be reproduced as a 70% tint of black. In a 1-color application the Star Mark and the tagline portions of the GSA Signature should be reproduced in either GSA Blue or a 70% tint of black. On jobs that will be reproduced on a laser printer the Star Mark and the tagline portions of the GSA Signature should be reproduced as a solid black. This means that GSA Blue or black must be one of the colors used in any 1-color or 2-color application. For more information on the color of the Star Mark refer to page 1.7 of the booklet *Building Our Brand*.

**Can the GSA Signature be printed as a 70% tint of black in a 3-color or a full process color application?**

No. Just as with the GSA Star Mark, in 3-color or full process color application the GSA Signature should be printed in the official GSA Blue and the tagline portion of the GSA Signature should be printed in either 70% black or Pantone 431.

**Can the GSA Signature be reproduced on any color background?**

No. The GSA Signature must always be reproduced on a white background. It should never be reversed out (reproduced in white) or placed on a color field or image of any kind.

**Where should I use the GSA Signature?**

The GSA signature should be used on the back cover in the upper left-hand corner of print products and in the lower left-hand corner of an advertisement. The rules for the placement of the GSA Star Mark should be followed, which can be found on page 2.2 of the booklet *Building Our Brand*. For more information on where to use the GSA Signature also refer to page 1.5 of the booklet *Building Our Brand*.

## Clear Space

### What is Clear Space?

Clear space is an area surrounding the Star Mark or Signature that other elements (i.e. text or images) do not fall within or encroach upon. Think of it as a sort of "no man's land" that allows the Star Mark or Signature to "breathe."

### How much clear space should I use around the GSA Star Mark or the GSA Signature?

There should always be a minimum amount of clear space that is equal to half the height of the Star Mark. For example, if the Star Mark is being reproduced at a height of 1 inch then there should be at least half an inch of clear space surrounding the Star Mark. For more information about clear space refer to page 1.6 of the booklet *Building Our Brand*.

### Are there times when I should use *more* than the minimum amount of clear space?

Yes. The Star Mark will mostly be used on the cover of publications. Using the minimum amount of clear space above and below the Star Mark is appropriate in that instance but using the minimum amount to the left of the Star Mark generally puts it too close to the left edge of the publication. Therefore using a clear space to the left of the Star Mark that is equal to the *full height* of the Star Mark is the standard. However, on narrow publications such as a 4 x 9 brochure, the minimum amount of clear space to the left of the Star Mark is preferred. For more information about clear space refer to page 1.6 of the booklet *Building Our Brand*. For more information on placement of the Star Mark also refer to page 2.2 of *Building Our Brand*.

### What is the smallest size I can use the GSA Star Mark or the GSA Signature?

To ensure that the GSA Star Mark and the GSA Signature are always presented clearly and powerfully, they should never be reproduced at a height less than half an inch. For more information on minimum size refer to page 1.6 of the booklet *Building Our Brand*.

## The GSA Visual System

### What is meant by the GSA visual system?

The GSA visual system is a common look and feel that is to be applied to all GSA communications in order to give everything from business cards and publications to web pages and exhibits a consistent structure and recognizable appearance. This system will help us communicate more powerfully by giving us a common framework and will make a stronger, more lasting impact on our audiences.

### What is the GSA visual system comprised of?

The GSA visual system is the use of several components or tools that ensure consistency. These tools are:

- the GSA Star Mark
- the GSA Signature
- the agency component name
- the 8-band grid
- the single agency type family

### What is the 8-band grid?

The 8-band grid is an invisible underlying framework that will help give all products a consistent structure. To apply the grid, simply divide the page into 8 equal horizontal bands. Use these bands as a guide for the placement of all visual elements on the page. Bands can be used singly or 2 or more bands can be combined to create larger areas. Areas can be filled with color or contain photographs. Photos and areas of color should bleed (print right to the edge of the page) when at all possible. The grid is very flexible except for the top band on front and back covers. The top band must always be white to provide a consistent background and position for the GSA Star Mark. For more information on the 8-band grid, refer to page 2.1 of the booklet *Building Our Brand*.

### How does the GSA Star Mark fit into the 8-band grid?

The top band often referred to as the white band, is where the GSA Star Mark is always placed on the front cover. The Star Mark should be half the height of the white band and centered top to bottom within that band. It should be placed a full Star Mark width in from the left-hand edge of the front cover. The same rules should be used to place the GSA Signature within the white band on the back cover. For more information on the Placement of the Star Mark and Signature refer to page 2.2 of the booklet *Building Our Brand*.

### **What is the agency component name?**

The agency component name is the name of the agency (U.S. General Services Administration), the name of a Region (i.e. GSA New England Region) the name of a Service (i.e. GSA Public Buildings Service), or the name of a Staff Office (i.e. GSA Office of the Chief Financial Officer). It is only thing allowed to go in the white band other than the Star Mark on a front cover. Names of offices below the Service or Staff Office level should not be used. For instance, if a publication originated from the Office of Portfolio Management, the agency component name that would go up in the white band would be GSA Public Buildings Service and NOT GSA Office of Portfolio Management. The names of all principal GSA components should be preceded by GSA for immediate identification with the GSA brand (i.e. **GSA** Public Buildings Service rather than just Public Buildings Service). For more information on naming conventions refer to page 2.4 of the booklet *Building Our Brand*.

### **Where does the agency component name go?**

The agency component name goes in the white band on the front cover of all communications. It indents one full Star Mark width from the right edge of the cover, and the baseline of the type aligns with the bottom of the Star Mark. For more information on the placement of the agency component name within the white band refer to page 2.2 of the booklet *Building Our Brand*.

### **Does it make a difference what type size, type weight, or color I use for the agency component name?**

Yes. The agency component name should always be one-seventh the height of the Star Mark. On a standard 8.5 x 11 brochure the name should be about 10pt. The component name should be in bold type and print as GSA Gray (Pantone 431 or a 70% tint of black). For more information on the size of the agency component name, refer to page 2.5 of the booklet *Building Our Brand*.

### **Do I use periods to separate GSA and/or the U and the S in U.S. General Services Administration?**

Periods should never be used to separate the acronym GSA. You should however always place a period after the U and the S when spelling out the name of the agency to help differentiate between the abbreviation for United States and the word us. This is how it should appear:

#### **U.S. General Services Administration**

There should be no space after the first period but a space should be inserted after the second period as in the example above.

**Are there any other type faces besides Grotesque MT that I can use on GSA products?**

Currently the standards require that only the Grotesque MT family be used on all professionally designed and produced products. The Arial family is an acceptable substitute for word processor/laser printer produced items and other products such as powerpoint presentations, web pages, and correspondence that require a commonly available type face in order to access the document. For more information on the use of Grotesque MT please refer to pages 1.11 and 1.12 of the booklet *Building Our Brand*.

**Do I need to buy the Grotesque MT type family?**

For most people using Arial will be fine. Only graphic designers and contractors that are producing professionally designed and reproduced communications will need to purchase Monotype Grotesque 1--also known as Monotype Grotesque 1 (Agfa). Those who need to purchase the Grotesque type family (i.e. GSA design shops and contractors) will be responsible for acquiring their own copies of the font. Monotype Grotesque 1 is a multi-font package that includes Grotesque MT Light, Grotesque MT Light Italic, Grotesque MT Regular, Grotesque MT Regular Italic, Grotesque MT Bold, and Grotesque MT Black. If you are unsure whether or not you are purchasing the correct font, you can contact Andy Black at 202.501.3554 for more information.