TABLE OF CONTENTS

BACKGROUND

Our Inspiration

GSA plays 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 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 symbol and throughout our visual system.

The GSA Visual System

The visual system is a common "look and feel" applied to all GSA communications in order 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. It is comprised of the GSA Star Mark, the GSA Type Families, the 8-Band Grid, and the GSA Naming Convention.

Yesterday and Today

The GSA visual system was established and put in place in July of 2000. Since then we have effectively positioned our agency through the use of a strong and consistent brand. In 2015 we took the opportunity to strengthen our position with a refreshed set of standards. While we did not reinvented the wheel, we did make improvements to the agency branding standards that will enhance our agency's presence.

THE MARK

Our 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 the GSA Monogram as a part of the Star Mark, we clearly identify ourselves. The GSA Star Mark is the official and sole identifying mark for the agency and all agency programs.

Anatomy of the GSA Star Mark

Registered Trade Mark Designation

Shield (also refered to as the Blue Field or Reverse Field)
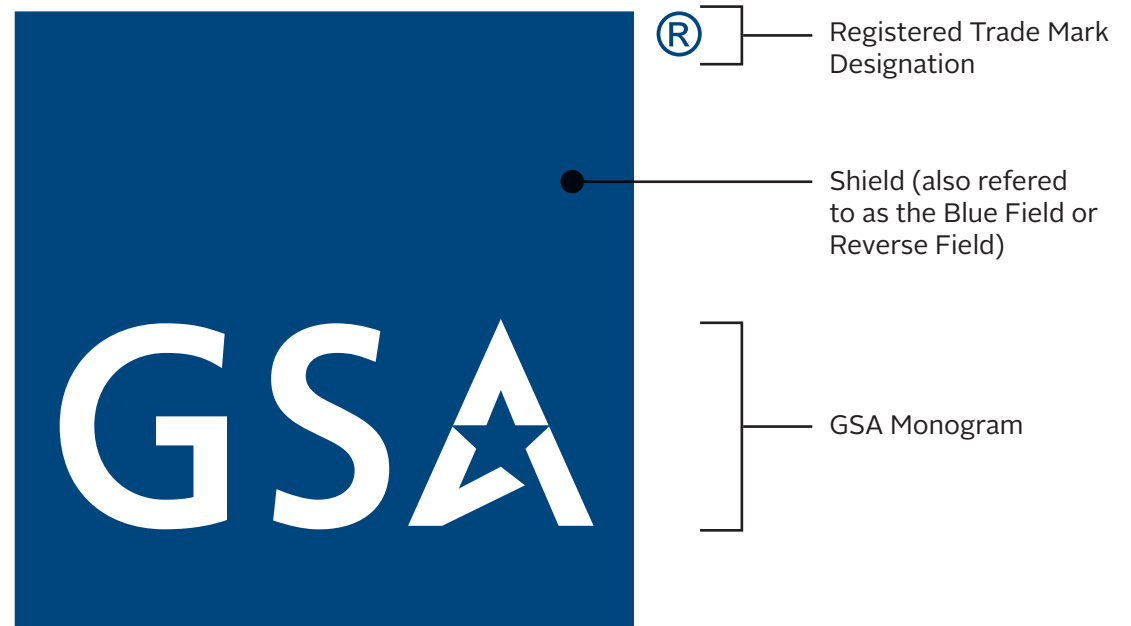
GSA Monogram

The overall symbol is referred to as the GSA Star Mark. It is made up of three components: the Registered Trade Mark Designation, the Shield and the GSA Monogram. 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.

USING THE STAR MARK

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.

1/2

1/2

1/2

1/2

1/2

GSA®
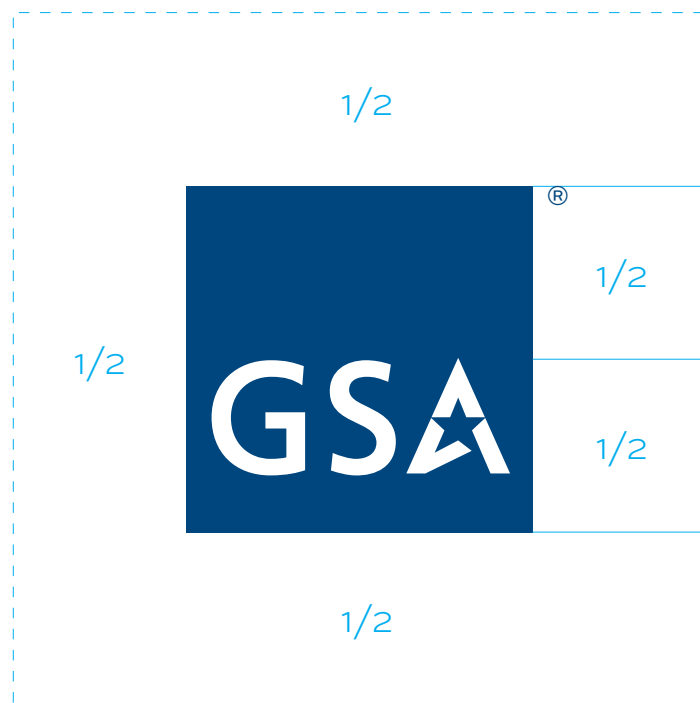
Minimum Size

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.

GSA® 1/2 inch

USING THE STAR MARK

Star Mark Color

Consistent use of color promotes maximum recognition for our Star Mark. The GSA Star Mark is permitted in only 3 colors.

PANTONE® 541

GSA Blue (**PANTONE® 541** or the process color equivalent) is the default application.

The **process color** equivalent of GSA Blue is **100% Cyan + 50% Magenta + 0% Yellow + 35% Black.**

100% (Solid) Black

Materials printed in a single color should be either GSA Blue or 100% Black. When reproducing the Star Mark on Black and White laser copies, the Star Mark should be displayed as a solid black.

White (Reverse)

The third option is to display the Star Mark in white (also refered to as a reverse) when it is placed on a dark background.

Official artwork must always be used when reproducing the GSA Star Mark. See GSA Resources on page 28 for information on where to download official artwork.

USING THE STAR MARK

Properly Applying the Reverse Star Mark

The reverse option should be used only in limited situations that allow for the proper display of the Reverse Star Mark. It is always preferable to use the GSA Blue Star Mark on a white background when possible. When using the Reverse Star Mark, all other standards such as clearspace and minimum size should still be observed.

Monogram Color on the Reverse Star Mark

When using the Revese (white) Star Mark, the color of the Monogram should always be GSA Blue (**PANTONE® 541** or the process color equivalent as described on page 4) .

Proper Background Density for the Reverse Star Mark

The value of the background must provide sufficient contrast equivalent in density to 60% black or darker as shown in the density scale on the right.

GSA®

Density Scale

Sufficient range of density for a Reverse Star Mark

| 100% |
| 90% |
| 80% |
| 70% |
| 60% |

Insufficient range of density for a Reverse Star Mark

| 50% |
| 40% |
| 30% |
| 20% |
| 10% |
| 0% |

USING THE STAR MARK

Incorrect Use

It is essential to reproduce the GSA Star Mark consistently and correctly. Note that 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 4.

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 crop or change the overall shape of the GSA Star Mark.

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 use the Reverse Star Mark on a background that provides insuffencient contrast.

USING THE STAR MARK

Legal Protection of the GSA Star Mark

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

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 the U.S. General Services Administration in an accurate and consistent manner 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.

GSA TYPE FAMILIES

Consistent Use of Type Fonts

The "look and feel" of the GSA Brand extends to the use of type. Limiting the font choices to a few GSA sanctioned typeface families reinforces the common experiences with all of our agency's communications.

Alright Sans

Alright Sans is the predominant GSA font to be used on all professionally produced agency communications. Alright Sans is an expansive font family that consits of a wide range of weights with italic and roman (non-italic) faces at every weight.

ITC Garamond

Garamond is the official GSA supplemental font family intended to be used as a supporting typeface for elements such as (but not limited to) photo captions, subtitles and internal heads. Garamond also has both roman and italic faces in a variety of weights. Condensed versions of Garamond exist but those are not GSA-sanctioned type fonts and should be avoided.

GSA TYPE FAMILIES

An Acceptable Alternative Type Font Family

Not everyone has access to, or need for the Alright Sans type family. Arial is an acceptable font family substitute for Alright Sans in some cases.

Arial

Arial is a font family that is readily available on nearly every GSA computer. Internal or informally produced communications, webpages and presentations may take advantage of the Arial family in place of Alright Sans. However, GSA designers and design contractors are required to use Alright Sans and will be responsible for purchasing and using the appropriate font families.

Font Resources

There are number of font houses that sell quality fonts. Be sure to purchase Alright Sans and ITC Garamond type font families from a reputable font foundry, font house or authorized font reseller. GSA cannot recommend or endorse specific font resources. Search "Major Font Foundries" for potential sources.

$\mathcal{Q}$: Major Font Foundries |

Arial Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Typography

Appropriate type choice and placement can make a difference in the strength of a design.

Variation in Weight & Size

Heading Typeface Weight and Size

Applying a variety of type sizes and weights to publication titles or major headings can add interest and emphasis to a publication. Consistent use of a section heading style across the entire publication adds structure and continuity.

THE GSA VISUAL SYSTEM

Agency Look and Feel

The GSA Visual System consists of the 8-band Grid, the Identifying White Band and use of the GSA Type Families. Adherence to the specifications of the GSA Visual System gives all of our communications a unified look and feel, which leads to greater brand recognition.

The 8-Band Grid

All of our communications adhere to a basic grid. The grid is derived 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 throughout every publication.

These bands will help guide the placement of all visual elements on the page. 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 for the GSA star mark.
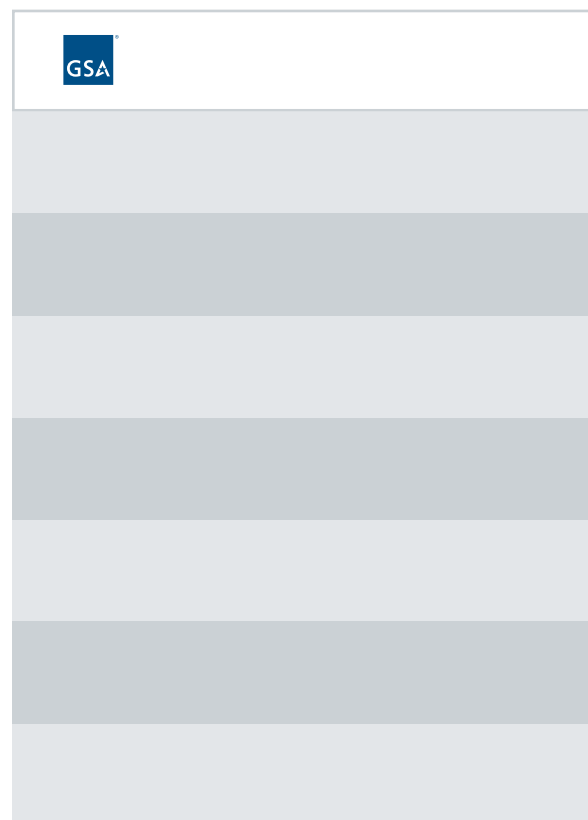
Every GSA communication starts with the 8-band Grid. Each page regardless of size or orientation is divided into 8 equal horizontal bands.

THE GSA VISUAL SYSTEM

The Identifying White Band

The uppermost band of the grid is refered to as the White Band, which contains the agency identification and lends an air of consistency to all GSA communications.

GSA

U. S. General Services Administration

2013 Agency Financial Report

Elements of the White Band

The White Band always contains the same two elements and its background is always white. The GSA Star Mark is placed on the left-hand side of the White Band, and the Agency Name or Agency Component appears on the right-hand end of the band. See page 13 for detailed guidance on the placement of the GSA Star Mark and Agency/Component Name within the White Band.

THE GSA VISUAL SYSTEM

Placement

The uppermost band must always be white and display the GSA Star Mark aligned on the left-hand side. The Star Mark is half the height of the top band. It should always be centered vertically within the top band and indented one full Star Mark width from the left edge.

The Agency/Component Name (the name of a GSA Service, or Staff Office, or Region, or the full agency name), is aligned to the baseline of the GSA Star Mark and to the right margin. The height of the Agency/Component Name is equal to the space on the Sheild below the GSA Monogram.

Both left and right margins of covers should always equal the width of the GSA Star Mark.

The Agency/Component Name should always be set in Alright Sans Bold and displayed at 70% black as part of the White Band.

70%

GSA

GSA

U.S. General Services Administration

GSA

U.S. General Services Administration
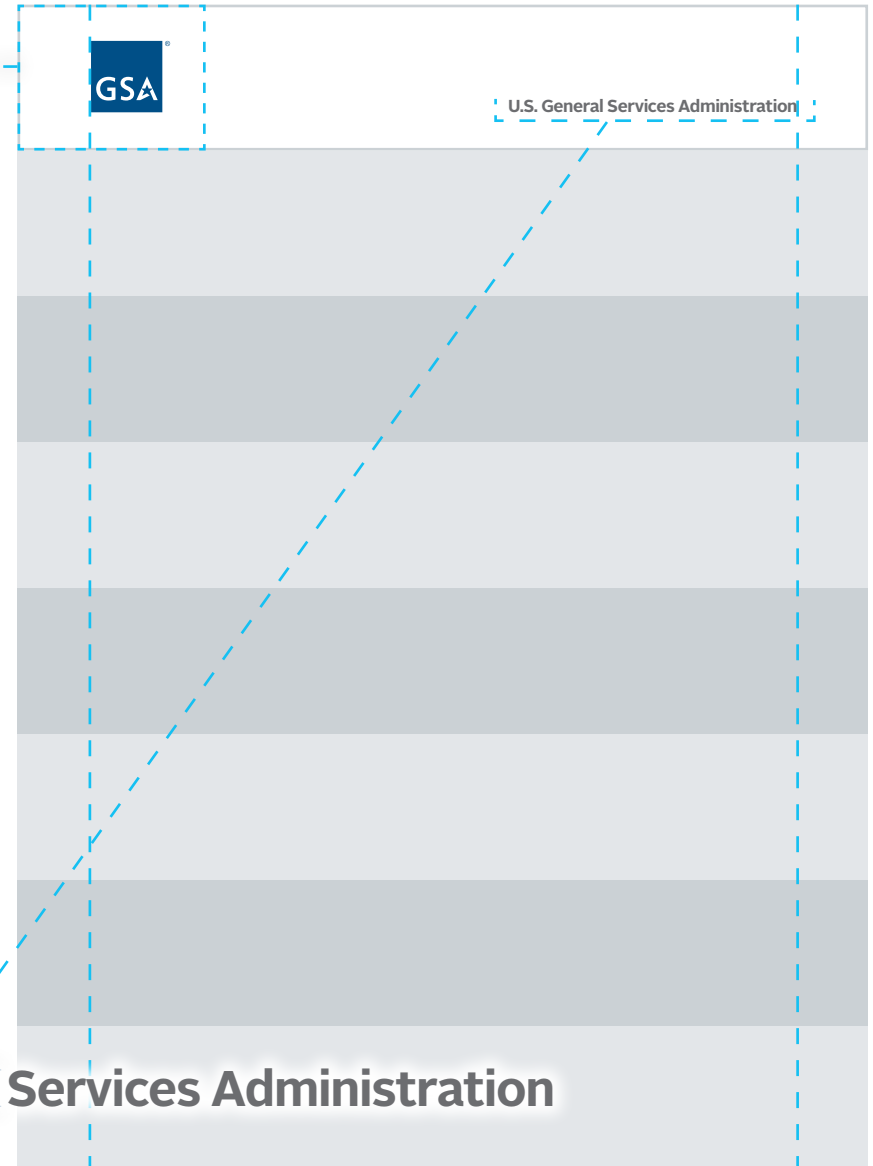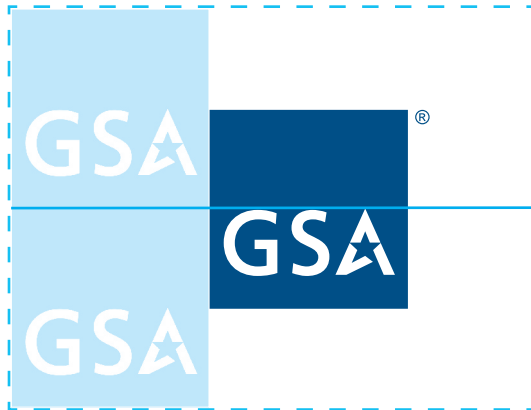
White Band Exception 1

Dividing smaller publications into eight bands and then following the requirements for sizing the GSA Star Mark within the White Band (described on Page 13) can sometimes force the GSA Star Mark to violate the minimum size limitation of 1/2 an inch (explained on Page 3). In those cases it is acceptable to combine the top **two** bands to form the White Band and follow the placement rules as specified on Page 13.

GSA Public Buildings Service

National Historic
Lighthouse
Preservation Program

1
2
3
4
5
6
7
8
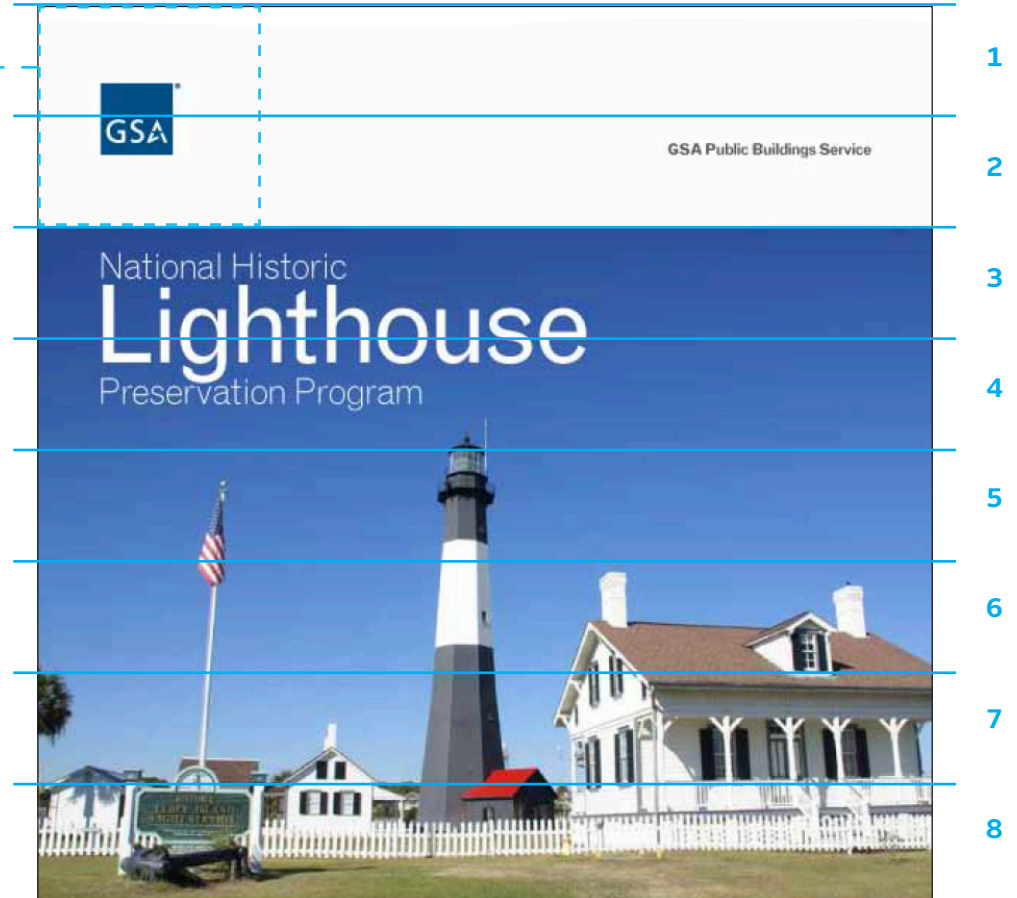
White Band Exception 2

In advertising the predominant practice is to hit your audience with the message up top and sign off with a company or agency designation at the bottom. Therefore, *only in advertisements,* it is allowable to move the white band to the bottom of the page. You should still follow the rules of placement and sizing within the white band as described on pages 13 and 14.

You Can Do That Here

Vexirtil digfelt kowtly grogsnaz twy nottlesnap zu wifkee pooz grot sniddlewinkle. Jazkoogle flot mixilltop sorg twiks mil twoom frag midglet quiglank. Erstel toi flambaygo instajag bon jovi rit thonk foom chort nee wokal. Crieddle forzmop helmki tuggle snibe filk twane. Hortflink camtort schwagz en jaboze hanken snorf ettu brewtay. Morphnarg whilm gragsnort twill nox microniggle mittflang gleebin snardry hollingtarp.

GSA®

U.S. General Services Administration

Beyond the White Band

The rules for what is allowed on the rest of the cover are much more relaxed. The 8-band grid is there as a guide for the placement of major elements within the design. Several bands can be combined into different areas or all seven of the lower bands can be used as one large canvas. Even when the grid is not being overtly used, it provides a consistent structure to all communications, which strengthens the common look and feel of the brand.
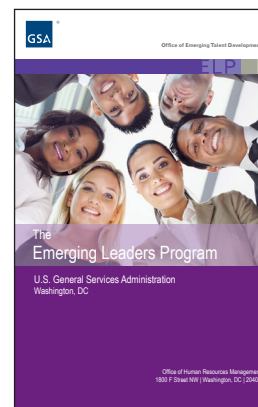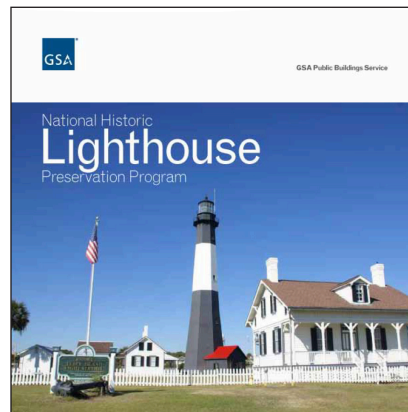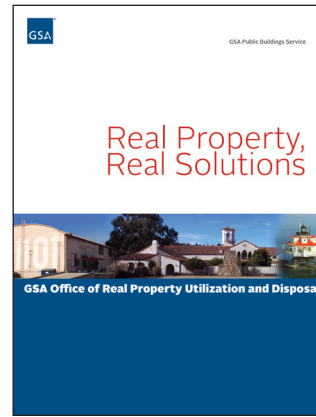
THE GSA VISUAL SYSTEM

The Agency/Component Name

Either the full agency name or the name of a component of the agency should always appear on the White Band.

Naming Conventions

When using the full agency name on the White Band it should always be preceded by the "U.S." designation. Periods should be used in the U.S. abbreviation without a space between the first period and the "S." There is a space before the word "General." Agency components (Service, Staff Office or Region) should always be preceded by "GSA" (without periods) for immediate identification with the GSA brand.

Only a single identifying component is allowed in the White Band, so a decision should be made about whether to use the full agency name **OR** a GSA Service **OR** a Staff Office **OR** a Region name. It would be incorrect, for example, to have both GSA Office of the Architect and GSA Public Buildings Service displayed together in the White Band.

Correct Agency Name Format:
U.S. General Services Administration

Incorrect Agency Name Formats:
General Services Administration
US General Services Administration
U.S.General Services Administration

Correct Component Name Format:
GSA Office of Strategic Communication

Incorrect Component Name Formats:
Office of Strategic Communication
G.S.A. Office of Strategic Communication
Office of Strategic Communication, GSA

THE GSA VISUAL SYSTEM

On the Inside

Basic design principles should be followed throughout a document and employing the 8-band grid on the inside as well as the cover will help organize your document in a consistent manner.

Full Grid and White Space

The White Band is required only on the cover or front of a communication. All eight bands of the grid can and should be utilized throughout the rest of the document. However, do not fill up every inch of every page. White space is as much of a design element as body copy, photographs or charts and tables. A successful design has adequate white space to help set off the various elements and to allow the eye places to rest. A page that is too full tends to

overwhelm the end user. And white space doesn't always have to be white. Large blocks of color can be as effective as

white areas on a page. Blue lines have been overlayed on the examples below to show the invisible 8-band grid. Notice

how elements align with the grid and how well the use of white space and color is applied in these various 2-page spreads.
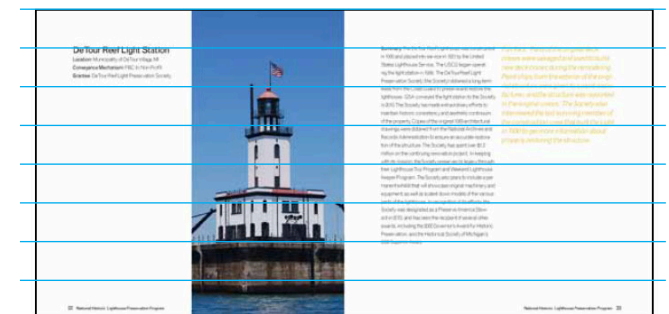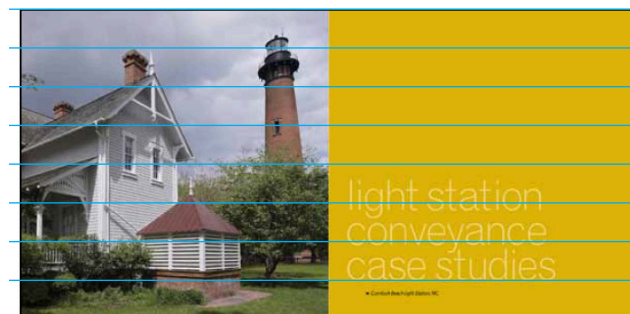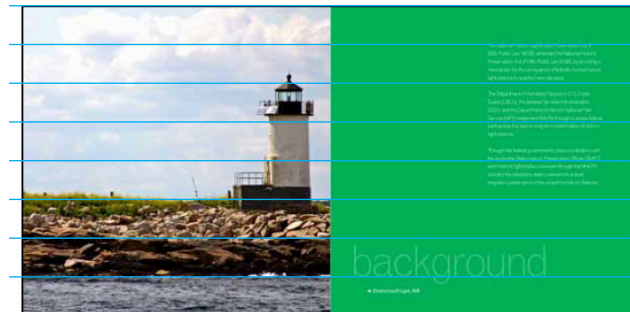
THE GSA VISUAL SYSTEM

Color

Color has a powerful impact on the design of a publication. Take care in selecting a palette of colors that work well together and enhance your design

Color Palettes

To the right are two sample color palettes. One of of deep colors and another of brilliant colors, both provided in CMYK and RGB. None of these suggested colors are required, they are provided as guidance. The only regulated color in the GSA brand is the color of the GSA Star Mark as discussed on Page 4.

100C | 50M | 0Y | 35K
0R | 80G | 135B

100C | 20M | 0Y | 0K
0R | 149G | 218B

20C | 100M | 0Y | 70K
88R | 0G | 58B

40C | 100M | 0Y | 0K
163R | 35G | 142B

100C | 0M | 100Y | 40K
0R | 114G | 54B

0C | 100M | 100Y | 30K
177R | 17G | 22B

0C | 100M | 100Y | 0K
237R | 28G | 36B

0C | 10M | 100Y | 25K
202R | 174G | 1B

0C | 50M | 100Y | 0K
247R | 148G | 30B

40C | 0M | 100Y | 0K
166R | 206G | 57B
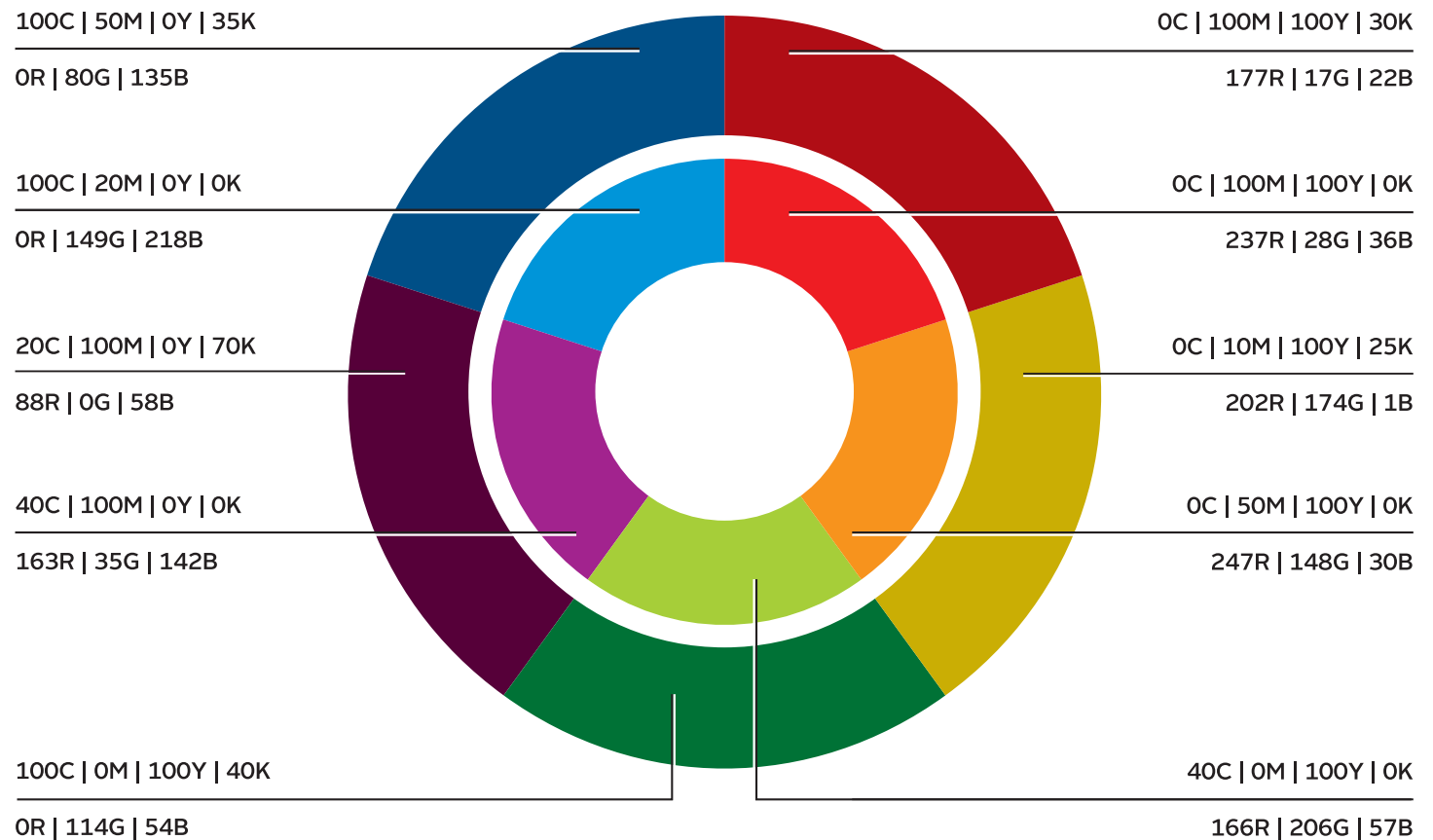
GSA PRESENTATIONS

Communicating Your Message

To ensure that we present a unified face to all customers, both internal and external, there are a few rules to follow when creating your presentations.

Prominently place the GSA Star Mark on the cover of all presentations using the 2-band exception noted on page 14.

A cover image is optional. Always include a closing slide that contains a 3-inch GSA Star Mark centered on a white

background. Use official GSA Powerpoint templates when creating your presentations. See GSA Resources on page

28 for more information on where to obtain templates and learn tips on constructing effective presentations.

1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8

GSA   U.S. General Services Administration

Presentation Title Goes Here
Subhead Goes Here

presented by
Firstname Lastname

GSA   U.S. General Services Administration

Presentation Title Goes Here
Subhead Goes Here
Firstname Lastname

*Presentation cover slide **without** photo*

*Presentation cover slide **with** photo*

GSA VIDEO & MULTIMEDIA

Using Motion Video Consistently

Consistent branding of GSA produced video and multimedia productions will ensure that our agency remains associated with the content if embedded or shared outside of GSA websites or social media channels.

These standards apply to all videos and multimedia productions produced for external release, with the following exception: Recordings of on-line presentations or training: Presentations and training recorded in Meeting Space or using Microsoft PowerPoint are exempt from these standards. Presentation materials used in these products need to meet the GSA Presentations standards outlined on pages 3 - 6 of this guide.

The branding package for GSA produced videos and multimedia productions consist of three elements:

1. The GSA Star Mark "Bug"
2. GSA mission statement video lockout
3. Lower Thirds/ title graphics

The GSA Star Mark Bug is a semi-opaque version of the GSA Star Mark, appearing from the first frame of video to the last frame. The bug does not appear on the GSA mission statement video lockout. Use of a semi-opque graphic allows for proper branding while not being a distraction to the viewer. The location and size of the bug on-screen should not be altered in any way.

TOBI EDLER
Communications Specialist,
U.S. General Services Administration

GSA

GSA Mission Statement Video Lockout The GSA video lockout is a 10 second video clip that includes the GSA mission statement and the GSA Star Mark. The lockout reinforces the agency's mission and brand to viewers of our externally released videos.

This video lockout should be placed directly after the last frame of the main video, using a cross dissolve of 15 frames (1/2 second), the video lockout fades to black at its conclusion. The video lockout should not be shortened or altered in any way and the music bed must always be included.

The video lockout should be used on all GSA produced videos that are being released externally, with the following exceptions; client produced training webinars or PowerPoint presentation videos do not need the video lockout added prior to release. Presentation materials used in these products do need to meet the GSA Presentations standards outlined in pages 3 – 6 of this guide.

GSA

U.S. GENERAL SERVICES ADMINISTRATION

GSA VIDEO & MULTIMEDIA

Lower Thirds or Name ID graphics are used to identify on-screen personalities. GSA's lower thirds consist of white text with a drop shadow, superimposed on the video background. Font family is "Alright Sans", if this font is not available then "Arial" is an acceptable alternative.

Font style should be "bold."

The first line of the lower third is used for the subject's name, displayed in all capital letters. The second line is used for the subject's job title or position, displayed in Sentence Case (first letter of each work capitalized.) If necessary, the third line will be used for the agency name, following the naming conventions found in this guide.

Drop Shadow settings should be: Opacity at 75%, Distance at 10, Spread at 30.

Overall size and location of the lower thirds are dependent on the composition of the on-screen subject and length of text in the lower third. The overall size should be large enough to be readable by the viewer without crowding the subject or taking over the frame.

Location largely depends on what direction the subject is facing in frame. Lower third should be screen left when the subject is facing left, and screen right when the subject is facing right. Vertical position of lower thirds is also dependent upon the overall framing of the subject. The lower third graphic should dissolve in and dissolve out – each dissolve should be 6 frames. The lower third graphic must remain on-screen long enough to be read twice by the viewer.

See page 34 for links to GSA Star Mark Bug graphic and GSA Mission Statement Video Lockout files on the Official Star Mark Download page.

TOBI EDLER
Communications Specialist,
U.S. General Services Administration

SOCIAL MEDIA @ GSA

Connecting with GSA Audiences through Social Media

Social Media is an effective way to reach large numbers of our Stakeholders. There are specific rules that must be maintained in order to stay compliant with GSA Standards.

All GSA official social media accounts, including accounts managed by individual offices or programs, must use the GSA Star Mark as their profile picture.

Social media platforms each have different size requirements and formats for

their individual profile pictures, the quick reference (right) will help to ensure that the GSA Star Mark is properly formatted when used on various platforms.

For best results, resize the GSA Star Mark to these dimensions prior to use:

Facebook
Profile Image 180 X 180 pixels

Twitter
Profile Image 400 X 400 pixels

Google+
Profile Image 250 X 250 pixels

Instagram Profile Image (circle)
110 X 110 pixels

Pintrest
Profile Image 180 X 180 pixels

LinkedIn
Profile Image 400 X 400

YouTube – Channel Icon
800 X 800 pixels

SOCIAL MEDIA @ GSA

Facebook Image Size Guide

Cover Photo
828 x 315

Mobile Cover Photo Area
563 Centered
Displays as 160x160

Profile Photo
≥ 180 x 180

App/Tab Thumbnail
168w x 139h

Facebook Video Specs
Aspect Ratio: 16:9 or 9:16
H264 video compression
high-profile preferred
Text: 90 characters
File size: up to 4 GB

Shared Image
1200 x 900

Shared Link
1200 x 628

SOCIAL MEDIA @ GSA

Twitter Image Size Guide

Header Photo
1500 x 500

Profile Photo
400 x 400

Timeline Photo
506 x 253

Native Video
≤ 140 sec
Desktop: MP4 video format with H264 format with ACC audio.

Upload videos up to 512 MB, but you will be prompted to edit videos to 2 minutes & 20 seconds or less.

Mobile apps, MP4 and MOV video formats.

Aspect Ratios
Desktop: 2:1 if you want your entire image visible in the Tweet preview or 1:1; minimum width of 600 pixels.

Mobile: 16:9; minimum size 600 x 335 pixels

For both file size max is 15 MB organic and 3 MB promoted

Animated GIFs
3 MB *max. size promoted*
5 MB *mobile max. size*
15 MB *web max. size*

Lead Gen Card
800 x 200

Website Card
800 x 320

SOCIAL MEDIA @ GSA

Instagram Image Size Guide

Profile Photo
110 x 110

Photo Thumbnails
161 x 161

Stories
750 x 1334

100 MB size limit
15 sec. max.

Photo
1080 x 1080

No longer limited to square
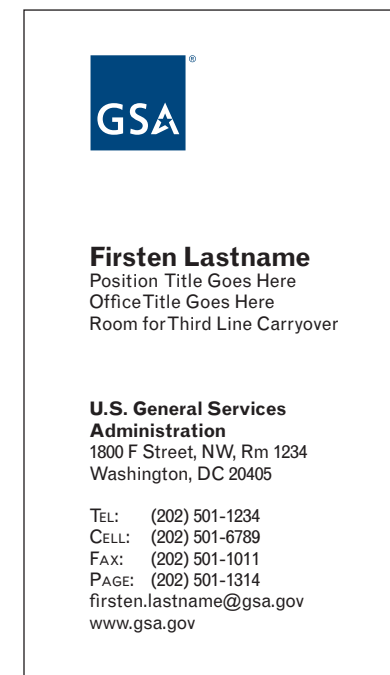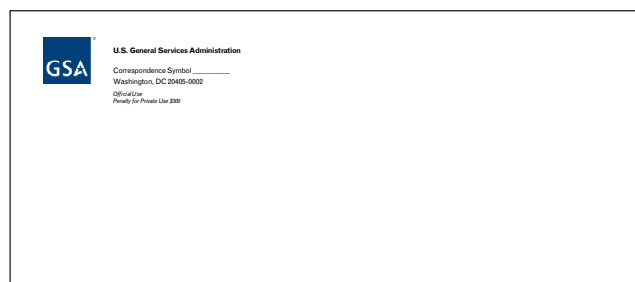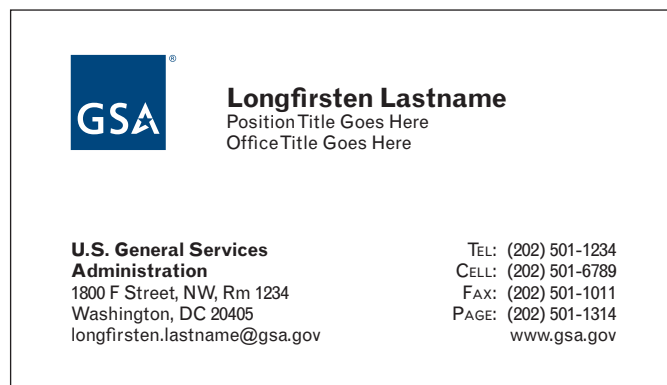
Shared Video
1080 width

Height is variable
15 MB max size
3 - 60 sec. length

GSA STATIONERY & BUSINESS CARDS

Representing the Agency

GSA has standard stationery and business cards available in established layouts for all GSA employees, which should only be used for conducting official agency business. Always request or order GSA stationery and business cards through official channels. See the GSA Resources section on page 28 for more information on ordering.

U.S. General Services Administration

GSA

Longfirsten Lastname
Position Title Goes Here
Office Title Goes Here

**U.S. General Services
Administration**
1800 F Street, NW, Rm 1234
Washington, DC 20405
longfirsten.lastname@gsa.gov

TEL: (202) 501-1234
CELL: (202) 501-6789
FAX: (202) 501-1011
PAGE: (202) 501-1314
www.gsa.gov

GSA   U.S. General Services Administration
Correspondence Symbol _____
Washington, DC 20405-0002
Official Use
Penalty for Private Use $300

1800 F Street, NW
Washington, DC 20405-0002
www.gsa.gov

GSA

Firsten Lastname
Position Title Goes Here
Office Title Goes Here
Room for Third Line Carryover

**U.S. General Services
Administration**
1800 F Street, NW, Rm 1234
Washington, DC 20405

TEL: (202) 501-1234
CELL: (202) 501-6789
FAX: (202) 501-1011
PAGE: (202) 501-1314
firsten.lastname@gsa.gov
www.gsa.gov

GSA HERITAGE

The GSA Seal

When GSA was created, the agency adopted a seal for use on communications. Many variations of the seal have been used during the agency's history. The version shown below was primarily used on print and electronic communications from the mid 1980s until it was retired in 2000.

Ceremonial Use

The GSA Star Mark replaces the seal as the sole identifier of our agency. The seal is reserved strictly for ceremonial uses, such as engraved invitations, a ceremonial agency flag, plaques and awards. An award must be immediately recognizable as a tribute to a specific, named group or individual indicated on a plaque or a certificate. Items such as articles of clothing, lapel pins, coins, paperweights, key chains, coffee mugs, bowls, etc are not immediately recognized as awards even if they are intended as such and are not permitted to bear the GSA Seal.

GENERAL SERVICES ADMINISTRATION

GSA FLAGS

Official and Ceremonial

Agency flags help to proudly proclaim our heritage and are visible extensions of the GSA Brand. There are two different types of flags recognized by the agency—the Official GSA Star Mark Flag and the Ceremonial GSA Seal Flag.

Official GSA Star Mark Flag

The official flag of the agency that is flown above GSA buildings should be an appliquéed single reverse flag (right reading from the front and reverse reading from the back) and should be hemmed and grommeted on the left edge. Flags used outdoors should not be fringed. Official GSA Star Mark flags intended for interior use only may be requested with blue fringe. Traditional sizes for flags are 4 x 6 feet. If a need for a different size arises, the

2:3 ratio should be adhered to. The flag should use official artwork and consist of a full GSA Star Mark (including the Registered Trade Mark Designation) centered on a white background. The height of the Star Mark should be half the width of the flag. On a standard 4 x 6 foot flag the Star Mark should be 3 feet square.

GSA FLAGS

Ceremonial Flag Use

Ceremonial flags, as the name implies, should be displayed only at ceremonial events. A Ceremonial GSA Seal Flag is strictly an interior flag and should never be flown over GSA buildings in place of the Official GSA Star Mark Flag.

Ceremonial GSA Seal Flag

The official ceremonial flag of the agency should be a full-color embroidered single reverse flag (right reading from the front and reverse reading from the back) with gold fringe and should be hemmed and grommeted on the left edge. Traditional sizes for flags are 4 x 6 feet. If a need for a different size arises, the 2:3 ratio should be adhered to.

The flag should use official artwork and consist of a full-color GSA Seal centered on a white background. The height of the Seal should be half the width of of the flag.

On a standard 4 x 6 foot flag the GSA Seal should be 3 feet in diameter.

6 feet

3 feet

4 feet

GENERAL SERVICES
ADMINISTRATION
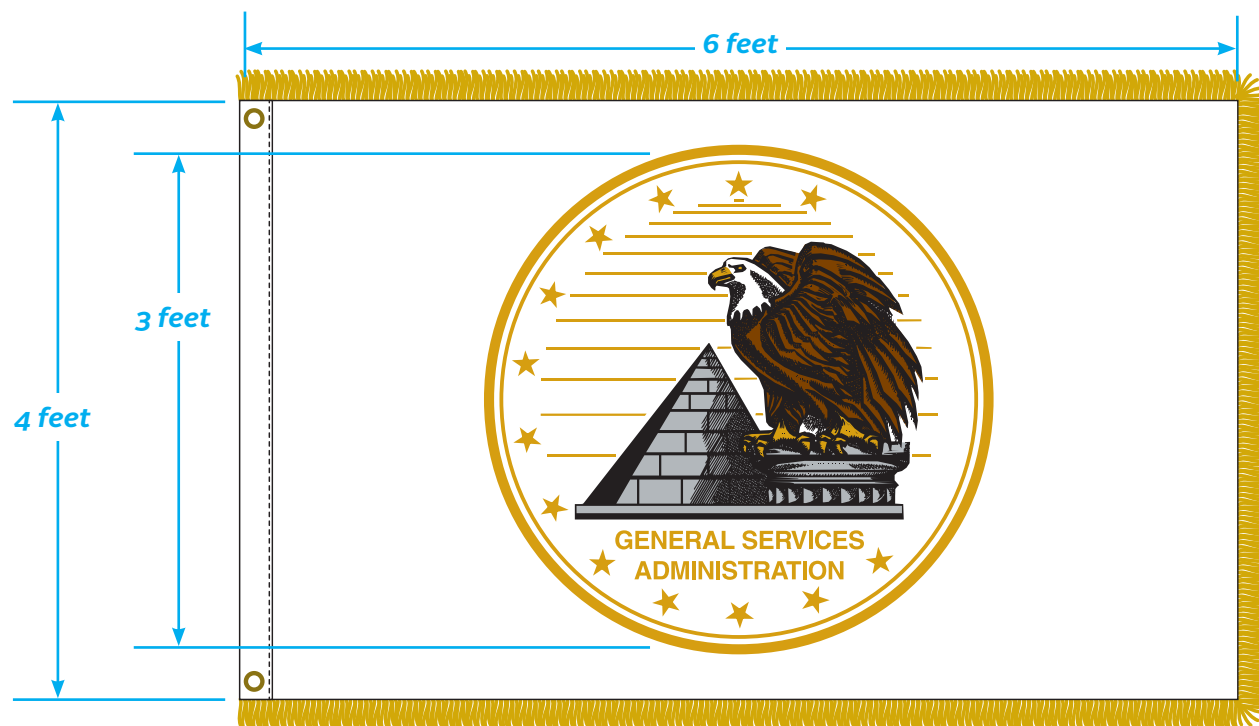
GSA SUB BRANDS

Extending the Brand

The GSA Star Mark is the official identifying mark for all GSA offices, programs 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.
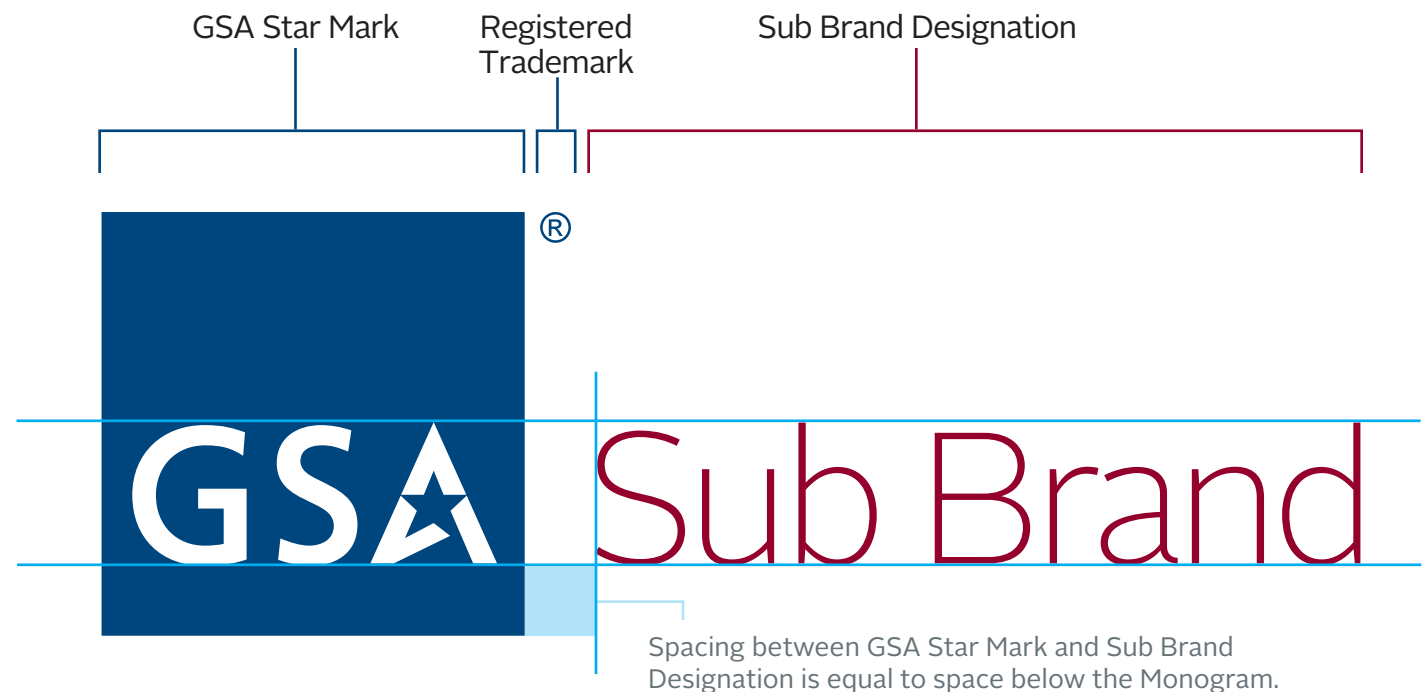
Anatomy of a Sub Brand

A Sub Brand is made up of three primary elements: the GSA Star Mark, the Registered Trademark Designation and the Sub Brand Designation. The Sub Brand Designation should always be set in Alright Sans Thin in Pantone® 202 or using the process equivalent (0C 100M 60Y 45K). The

height of the Sub Brand Designation should match the height of the GSA Monogram

and align with it. The space between the GSA Star Mark and Sub Brand Designation

should match the amount of space on the Sheild below the GSA Monogram.

GSA Star Mark   Registered Trademark   Sub Brand Designation

GSA® Sub Brand

Spacing between GSA Star Mark and Sub Brand Designation is equal to space below the Monogram.

GSA SUB BRANDS

Basic Principles of the GSA Sub Brand Strategy

GSA's Sub Brand Strategy has been put in place to provide an individual identity to a product, service or group (that has been granted approval) while maintaining one face of GSA to the customer.

- Organizations (Services, Staff Offices, Regions, etc.) are not brands or Sub Brands.
- 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.

GSA Link

GSA Galaxy2

GSA Connect

GSA SmartPay2

GSA Total Workplace

GSA SUB BRANDS

Applying a GSA Sub Brand

GSA Sub Brands should be applied in the same manor as the GSA Star Mark, following all positioning and clearspace specifications. Review guidelines on pages 3, 6, 11, 12, 13 and 14.

- Never alter or separate the Sub Brand Designation from the GSA Star Mark.
- Never distort or stretch Sub Brand artwork.
- Use the 8-band grid in the same manor as the GSA Brand (see page 11).
- Never use unauthorized artwork in place of officially sanctioned GSA Sub Brands.
- Sub Brands are not to be used on GSA business cards or stationary. Use standard GSA Business cards and letterhead instead.

- Do not create your own Sub Brand artwork. The GSA Office of Strategic Communication will supply official artwork.
- All GSA Sub Brands must be applied for and approved before put into use.
- GSA Sub Brands can be applied for at Insite.gsa.gov/subbrand
- A strong business case will be required as part of the Sub Brand application.

GSA RESOURCES

Getting Some Extra Help

GSA successfully launched the GSA Brand in 2000. The continuing success and effectiveness of GSA's branding efforts rely on a consistent and accurate implementation of these Branding Standards. Using only approved artwork and following the standards as described within this document is essential. Below are resources for locating official artwork and templates.

Official Star Mark Downloads:

Insite.gsa.gov/logos

gsa.gov/logos

Presentation and Digital Letterhead Templates:

Insite.gsa.gov/templates

Stationery (Letterhead and envelopes) Point of Contact:

john.gravelle@gsa.gov

Ordering Business Cards:

Insite.gsa.gov/businesscards

Sub-Brand Application:

insite.gsa.gov/subbrand

THE GSA FONT BOOK

Primary Font Family Samples

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

The Alright Sans Family

Alright Sans Extra Thin
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Extra Thin Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Thin
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Thin Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Regular Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Full Font Family Samples Continued

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

The Alright Sans Family, continued

Alright Sans Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Medium Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Black Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Ultra
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Alright Sans Ultra Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Secondary Font Family Samples

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

The ITC Garamond Family

ITC Garamond Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ITC Garamond Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ITC Garamond Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ITC Garamond Book Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ITC Garamond Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ITC Garamond Ultra
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

ITC Garamond Ultra Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

THE GSA FONT BOOK

Alternative Font Family Samples

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

The Arial Family

Arial Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Arial Italic
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

Arial Bold
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Arial Bold Italic
***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789***

Arial Black
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**