

United States Department of State Identity and Marking Standards

June, 2012



United States Department of State
Office of the Under Secretary
for Public Diplomacy and Public Affairs

The Flag



The U.S. flag is arguably one of the strongest and most recognizable symbols in the world. It represents U.S. national values and cuts across cultures and languages.

The U.S. Department of State conducts a broad array of programs and activities overseas to promote democracy, human rights, science and technology, and sustainable economic development; increase mutual understanding; counter terrorism; and help create a safer, more secure, and prosperous world. By better informing foreign audiences about Department partnership and sponsorship of programs, our provision of humanitarian, economic, technical, and other types of assistance, and our efforts to address issues of common interest, we can increase the visibility and understanding of Department activities abroad while significantly advancing U.S. foreign policy objectives and the national interest.

A standard U.S. flag must be used alone or in conjunction with the Department of State seal, the U.S. Embassy seal, or other currently approved DOS program logos for all program, assistance, and event publicity materials toward which the Department has contributed funding, unless implemented by interagency partners or otherwise excepted from these guidelines. When foreign citizens see the U.S. flag, they should know the aid, event, or materials were partly or fully made possible by the government of the United States.

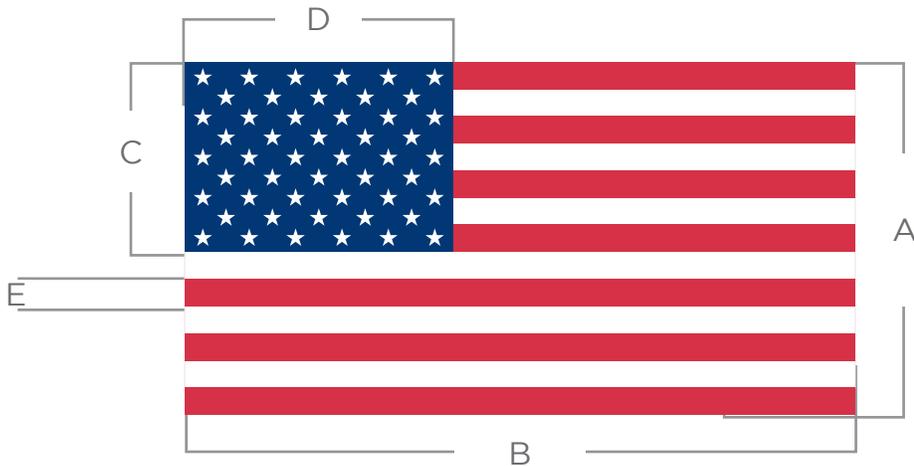
The objective is for foreign audiences overseas to visibly connect the U.S. flag to Department of State assistance, programs, conferences, events, materials, etc., conducted, produced, or made possible by U.S. government support.

Flag Specifications



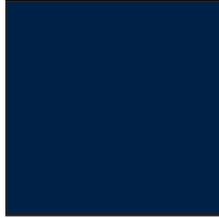
The basic design of the current flag is specified by 4 U.S.C. § 1. The specifications are below.

- Hoist (width) of the flag: $A = 1.0$
- Fly (length) of the flag: $B = 1.9$
- Hoist (width) of the Union: $C = 0.5385$
- Fly (length) of the Union: $D = 0.76$
- Width of stripe: $E = 0.0769$ ($A/13$, One thirteenth of the flag width)



Flag Colors

OLD GLORY BLUE



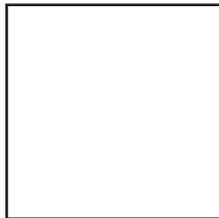
RGB: 0,33,71
CMYK: 100,87,37,51
HEX: #002147
Pantone: 282C

OLD GLORY RED



RGB: 187,19,62
CMYK: 8,100,77,1
HEX: #BB133E
Pantone: 193C

WHITE



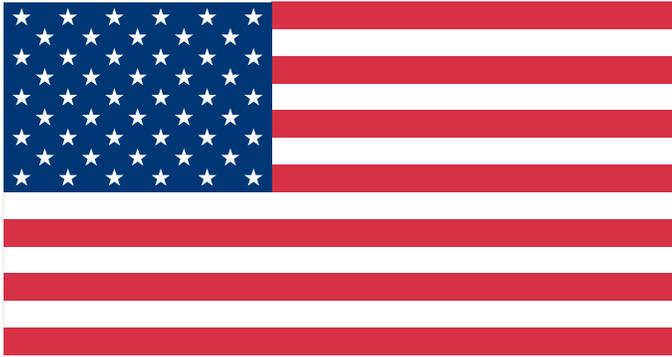
RGB: 255,255,255
CMYK: 0,0,0,0
HEX: #FFFFFF

MATCH THE COLORS

If using type or color fields that are intended to be same color as the flag be sure to match colors exactly so that you have the correct red, white and blue:

RED, WHITE, AND BLUE

Correct Versions of the Flag

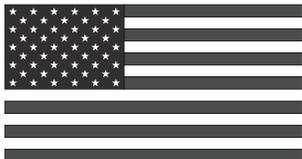


There is Only One True U.S. Flag

While there may be many iterations available from various resources, the only correct files can be downloaded by Department of State grant, contracting, and program officers, who can send these files to federal assistance recipients and contractors. Partner organizations should contact their sponsoring Department bureaus, offices, or overseas missions for correct file images of the U.S. flag and other specific information about the terms of their grants, agreements, or contacts. Color, grayscale, and black and white images are available. Always use the **full** flag.



Correct full color version

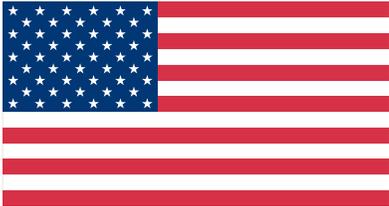


Correct grayscale version



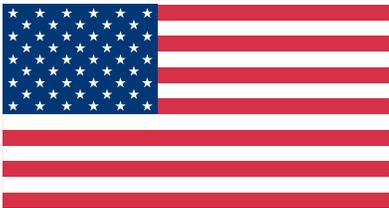
Correct black and white version

Correct Scale and Orientation



Scale

The flag should be clearly and easily identified as the U.S. flag. The proportion of the flag **must** remain consistent. Do not scale the flag horizontally or vertically only; keep the horizontal-vertical aspect ratio locked when you are resizing the flag for publications, signage, or online use.



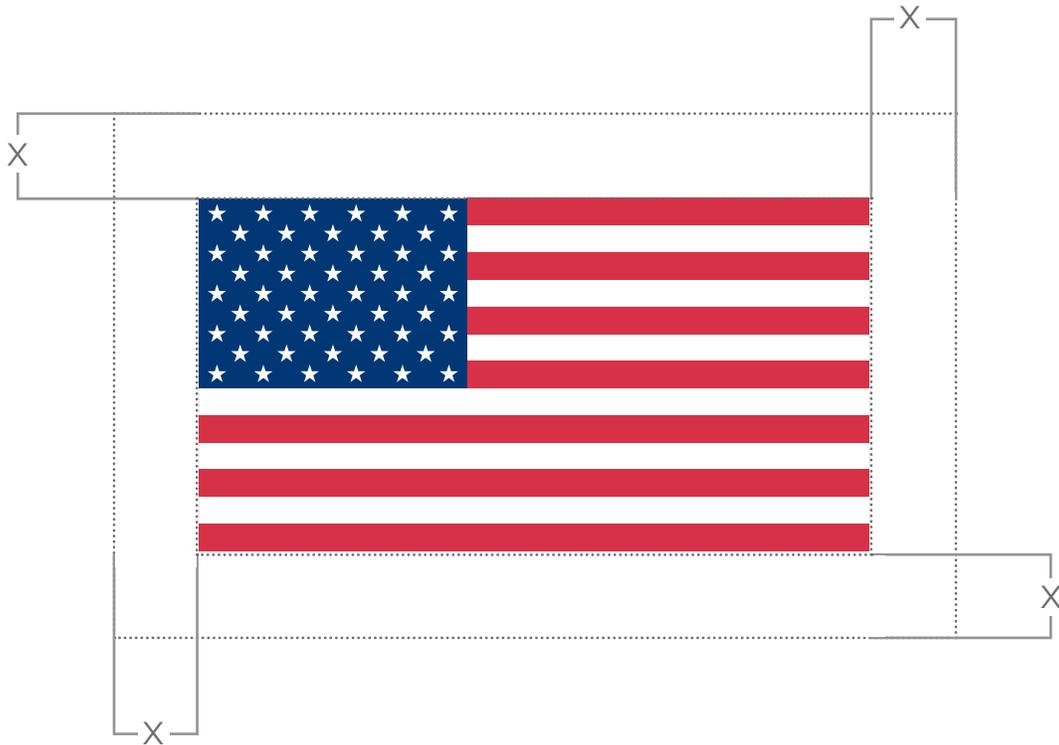
Orientation

The flag must always appear in absolute horizontal or absolute vertical orientation. When displayed horizontally or vertically the union is always at the top-left.

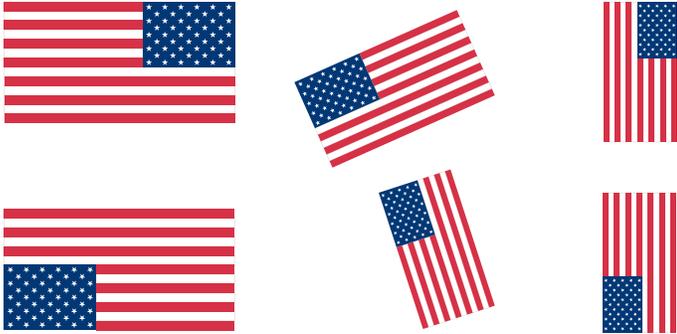
Clear Space Around the Flag



Always reserve a cushion of open space around the U.S. flag. The height of 3 flag stripes, known as the x-height, is the minimum amount of clear space to provide around the flag. This includes, for example, space between the flag and other logos, flags, text, color fields, and the edge of a page, screen, or printed area.

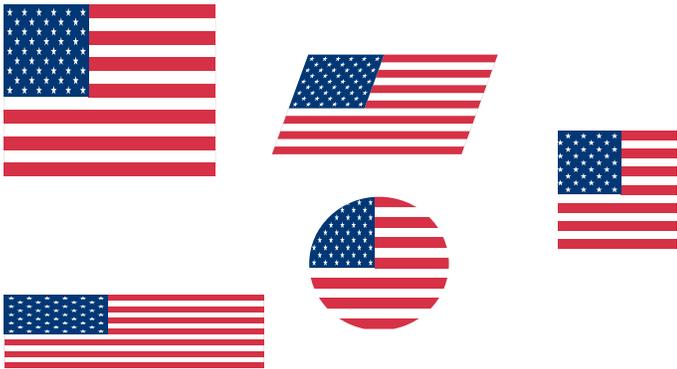


Incorrect Usage or Variations of the Flag



Incorrect orientation

The flag must always have the Union in the upper left corner and may not be rotated from the horizontal or vertical orientation



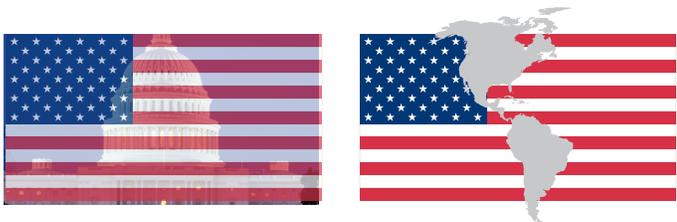
Incorrect scaling or transformations

The flag may not be scaled in only one direction, may not be presented in shapes other than a rectangle and must always be shown in its full form



Incorrect variations

Abstractions or wavy versions are not permitted.



Overlays

Placing the flag over or under a photo or artwork is not permitted



Text

Placing text on the flag is not permitted

Size of the Flag



Relative Sizing

The U.S. flag should be the same size as other logos, flags and seals.

When placing the flag close to other logos or seals it is important that they appear to be the same size. Owing to the fact that logos, seals and flags vary in their shapes and proportions there is no golden rule for making them appear the same size. Simply matching lengths or widths will usually make logos of different shapes appear at very different sizes. A good starting point is to scale images so that they have approximately the same area.



WITH CIRCLE



WITH SQUARE



WITH FLAG



WITH VERTICAL

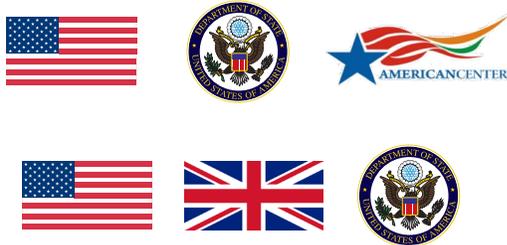


WITH RECTANGLE



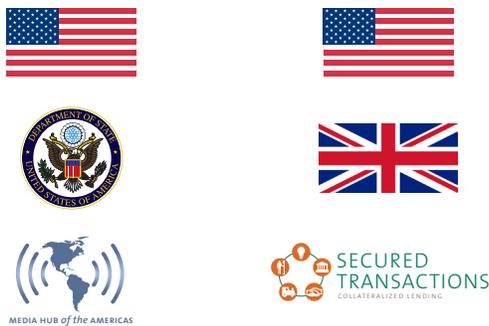
WITH VERTICAL

Placement of the Flag



Horizontal

In a horizontal line of logos, the U.S. flag should be the first icon on the left or, in the event of use of both the U.S. and the host-country flag, the U.S. and host-country flags should enjoy equal prominence.



Vertical

In a vertical line of logos, the U.S. flag should be the first icon on the top or, in the event of use of both the U.S. and the host-country flag, the U.S. and host-country flags should enjoy equal prominence.



Grouping

When used with other Department or foreign seals and implementing partner logos, the icons should be located together as one element. Within this group, the flag must be placed according to the vertical and horizontal guidelines above.

Important

The guidelines here should not be interpreted as a mandate that USG information products be a lineup of logos. This is only a guideline for placement when logos are being used to represent sponsorship or involvement by multiple entities. As you will see in examples on the following pages a group of logos is rarely the main part of an information product and they are usually subordinate to the main visual element.

Sample Flag and Logo Placement

ORGANIZATIONS REPRESENTED AS EQUAL SPONSORS

ALTHOUGH THIS BANNER WAS CREATED PRIOR TO THE VISIBLY AMERICAN INITIATIVE IT DOES SHOW GOOD PLACEMENT OF SPONSOR LOGOS RELATIVE TO THE LOGO/SIGNAGE OF THE SPONSORED EVENT.

ALTHOUGH THIS IS STRICTLY A DoS EVENT THE RECOGNIZABLE FLAG MAKES IT VISIBLY AMERICAN TO ALL GUESTS, JOURNALISTS, ETC.

ORGANIZATIONS REPRESENTED AS EQUAL SPONSORS

Guidelines for Staging Events and Programs

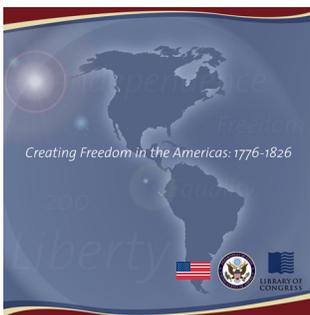


PODIUMS WHERE THE UNITED STATES IS THE PRIMARY SPONSOR OR HOST.

Banners and Podium Signs

Podium signs (if applicable) and banners should be used to identify an event. If an ambassador or other senior U.S. government official is speaking at an event hosted or primarily-sponsored by the United States, the Department of State seal or U.S. Embassy seal should be displayed on the podium. If the podium sign includes several sponsor logos, the U.S. flag should be included.

Banners may be used to detail events, acknowledging partners and host countries. The U.S. flag should feature on such banners, similar in size and placement to other sponsor logos, or a standing full-size U.S. flag should feature prominently on stage or in likely photography backgrounds, if flags are used at bilateral or multilateral events.



PODIUMS AND SIGNAGE WHERE STATE DEPARTMENT IS CO-HOST. NOTE THE PLACEMENT OF AN ACTUAL FLAG CLOSE TO THE SPEAKER. (LOGO TO THE RIGHT OF STATE SEAL IS THE LIBRARY OR CONGRESS)

Guidelines for Staging Events and Programs



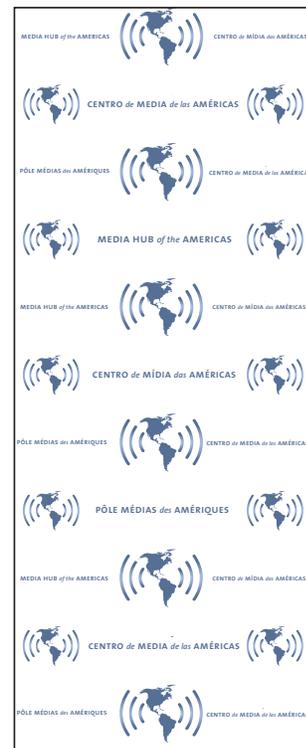
BANNERS WITH A LARGE CENTRAL IMAGE AND REPEATING IMAGE SERVE BOTH AUDIENCE AND ON-CAMERA PERSPECTIVES. THE AUDIENCE CAN SEE THE MAIN IMAGE AND ALL CAMERA ANGLES WILL CAPTURE THE REPEATING IMAGES.



TEXT IS ALSO ACCEPTABLE FOR USE ON BACKDROPS.

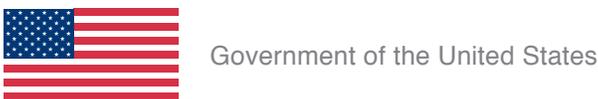
Repeating Backdrops

When organizing a televised or heavily-photographed event, a repeating backdrop may be used in conjunction with a podium sign, and/or standing flags. A repeating backdrop will enable logos and/or symbols to be seen clearly from many different angles and distances. Banners may be hung in other locations, to greet and inform guests. If sponsor logos are represented in a repeating backdrop, consider using the Department or embassy seal or program logo. The U.S. flag may not always be a suitable image in a repeating backdrop.



RETRACTABLE STEP-AND-REPEAT BACKDROP ALLOWS FOR ON-CAMERA WORK IN ANY LOCATION AND ENSURES LOGO IS VISIBLE FROM ALL ANGLES

Sample Flag and Text Combinations



Sample point sizes

16 point

14 point

12 point

(often used in office documents)

10 Point

(standard in magazines, and newspapers)

8 point

6 point

These flag and text combinations are examples only and should serve as guidelines for when designing publicity material. Federal assistance recipients, in consultation with Department of State grants, contracting, or program officers, will need to decide whether or not the flag by itself is sufficient, for example when next to an embassy seal, or if additional text is required to highlight USG involvement such as in regions where the flag is used by commercial entities.

Each language and locale will have its own needs so the samples provided cannot serve as off-the-shelf solutions for all posts.

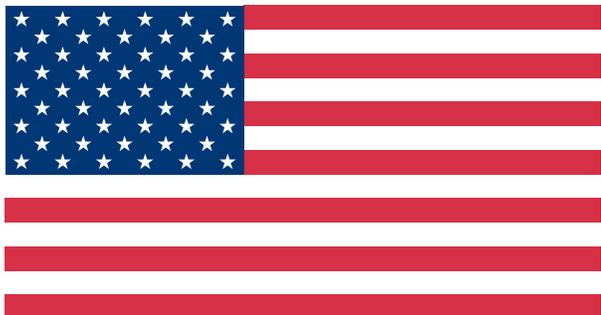
The text in these samples is neutral gray so as not to clash with or distract from the flag. The goal is for people to see the flag first and then read the text.

In some cases, for example on a trifold brochure, the flag may be fairly small and text placed under the flag will be too small to be legible. For this reason samples with the text to the right of the flag are also provided.

The font in these examples is Helvetica Regular. Helvetica Regular or Arial Regular are recommended because they are clear, easy to read, and widely available.

The size of the type cannot be predetermined and must be selected on a case by case basis. Using a type smaller than 8 point is generally not recommended for print applications.

Sample Flag and Text Combinations



Government of the United States

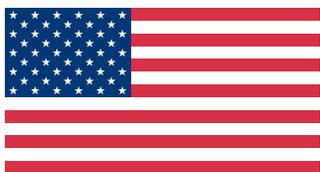
Text below the flag

When placing text below the flag ensure the line of text does not exceed the length of the flag. Set the correct in a point size that is legible and allows all of the text to appear on one line below the flag.

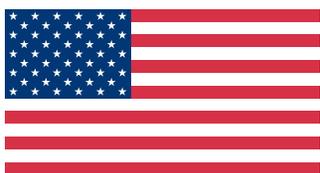


Embassy of the United States

THE TEXT IN THE ABOVE EXAMPLES IS 14 PT HELVETICA



Government of the United States



Embassy of the United States

THE TEXT IN THE ABOVE EXAMPLE IS 8PT HELVETICA

Sample Flag and Text Combinations



Government of the United States



Embassy of the United States



Government of the
United States



Embassy of the
United States

THE TEXT IN THESE EXAMPLES IS 8 PT HELVETICA



Government of the United States



Government of the
United States

THE TEXT IN THESE EXAMPLES IS 12 PT HELVETICA

Text beside the flag

When placing text beside the flag always place the text to the right and ensure that the lines of type do not exceed the width of the flag. When text is beside the flag it may use more than one line so long as multiple lines do not exceed the width of the flag.