

# U.S. COMMISSION FOR THE PRESERVATION OF AMERICA'S HERITAGE ABROAD



## BRAND STYLE GUIDE

# INTRODUCTION

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The U.S. Commission For The Preservation of America's Heritage Abroad brand identity should be used properly and with great pride, as it a reflection of the core qualities of the organization. To sustain the integrity of the brand, it is critical to make sure that it is expressed consistently. This style guide is a resource that gives specific guidance on how to standardize the visual language of the brand.

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- **Seal Color Variations**
- **Colors**
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# SEAL COLOR VARIATIONS

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## FULL COLOR SEAL



This is the primary Seal and should be used in the majority of applications.

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## BLACK SEAL



This Seal should be used in applications requiring black or applications requiring single-color usage.

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## WHITE SEAL



This Seal should be used in applications requiring white (knockout) usage.

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# COLORS

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## PRINT APPLICATIONS

### PMS SPOT COLORS

Pantone matching system is used to maintain exact color matches when printing. Rather than a process build, a single, pre-mixed (per the Pantone formula) plate is used for the color.

### CMYK

CMYK color was created for printed materials. CMYK color has four channels for cyan, magenta, yellow, and key (black). Each of these channels is measured from 0% to 100%, and will tell the printer the relative density of each ink that is required.

## DIGITAL APPLICATIONS

### RGB

RGB is used in screens and digital display technology. Made of three channels: red, green, and blue.

### HEX

HEX colors are for web use. The six-digit combination of numbers and letters is code for the RGB breakdown of a color.

## PRIMARY COLORS

These colors appear in the primary Seal and can be used as accents.

### BLUE

PMS	CMYK	RGB	HEX
288	C 100 M 75 Y 0 K 45	R 30 G 150 B 105	00238C

### YELLOW

PMS	CMYK	RGB	HEX
Yellow	C 0 M 15 Y 90 K 0	R 255 G 215 B 50	FFD919

### BLACK

PMS	CMYK	RGB	HEX
Black	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	000000

# SIZING & CLEAR SPACE

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## MINIMUM SIZE



1.5"

To maintain legibility and definition, the suggested minimum size is 1.5 inches wide.

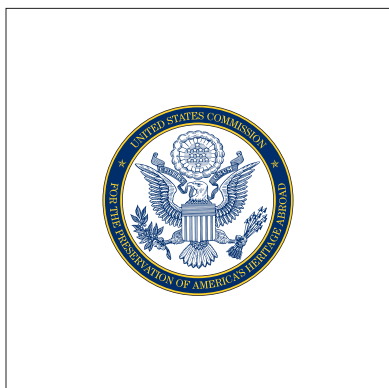
## CLEAR SPACE



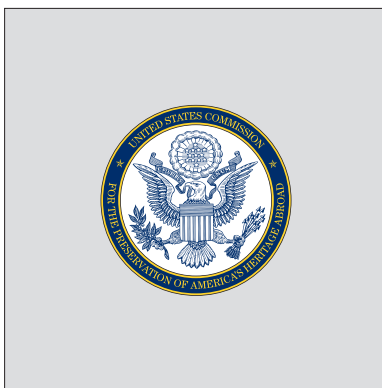
.25" On All Sides

The Seal should have a minimum of .25 inches on all sides. To maintain visual integrity, no other graphics and/or text should enter that area.

# USAGE | Full-color Version



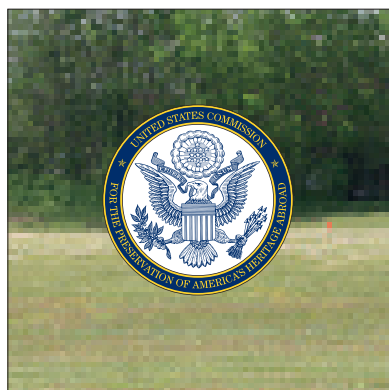
Seal on a white background.



Seal on a light gray background



Seal on a photo with the opacity lowered to 10%.



Seal on color photographs.



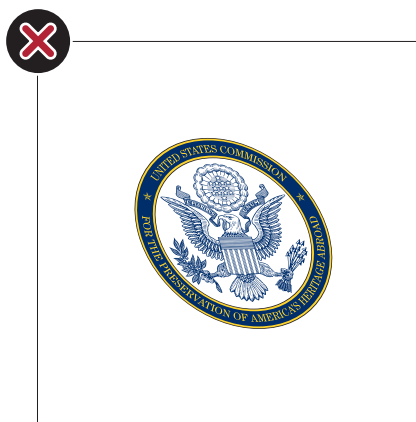
Seal on a colored background. Avoid dark colors. If needed, use the white seal on dark colors.



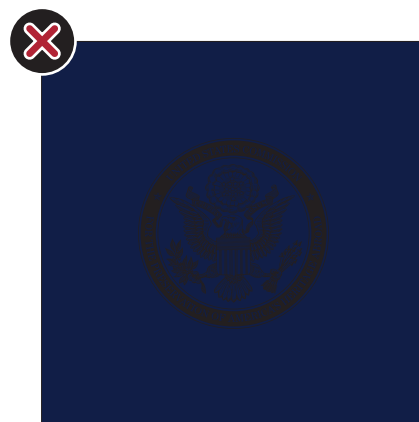
Use white seal for contrast on simple dark backgrounds.



Do not apply drop-shadows or effects to the Seal.



Do not skew or alter the shape of the Seal.



Do not use the black Seal on dark backgrounds with little contrast.

# FILE TYPES and USAGE

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This Seal is being provided in several different file formats, in the various color builds that are appropriate for the common usage for each respective format. Here are some general usage guidelines for each.

## **EPS: Encapsulated Postscript**

This vector-based format is scalable virtually infinitely and is not subject to resolution. These can be placed with a transparent background. Suitable to use for MS Word or page layout documents such as InDesign, or as art for dies, stamps, or printing.

## **JPG: Joint Photographic Experts Group**

This format is raster based and subject to resolution considerations when scaling up. These are flat meaning they will have a white rectangular background when placed. Suitable for web or multimedia use.

## **PNG: Portable Network Graphic**

Raster based and subject to resolution considerations when scaling up. These can be placed with a transparent background. Suitable for web or multimedia use.

## **TIF: Tagged Image File**

This format is raster based and subject to resolution considerations when scaling up. These are flat meaning they will have a white rectangular background when placed. Suitable to use for MS Word or page layout documents such as InDesign.