



American Spaces

Brand Guidelines

VERSION: September 2017

American Spaces | U.S. Department of State



Last Edited By: Leigh K. Rawls - IIP Office of Design

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The Logo | Full Color

The American Spaces logo represents the Department of State's initiative coordinating all American Centers, American Corners, and America Houses around the world.

Products and deliverables created for and used by these spaces may utilize this logo to represent the relationship.

The full color American Spaces logo should only be used on a white background. This helps ensure legibility of the brand name as well as the best experience of the logo colors.

The horizontal version should be used first when possible. If the horizontal version will not suffice, then the vertical version may be used. If a version is needed without the text, such as for a social media avatar image, the tertiary version may be used.

HORIZONTAL VERSION (PRIMARY)



VERTICAL
VERSION
(SECONDARY)



IMAGE ONLY
VERSION
(TERTIARY)



Logo Typeface

Arial Regular

Logo Colors

100, 95, 0, 3
39, 54, 145
#273591
Dark Blue 072C

0, 100, 77, 16
204, 19, 53
#CB1334
Dark Red 199C

Incorrect Use of Logo



Do not stretch or warp the logo.



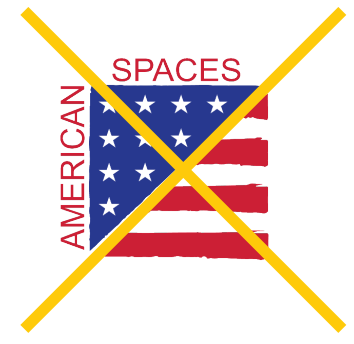
Do not rotate the logo.



Do not recolor or overlay the full color logo as a transparency.



Do not place the full color logo on a color.



Do not use old or out of date versions.



The Logo | Black and White

4

The black and white logos are to be used when overlaying the logo on a colored background.

The black version should only be used on lighter colors while the white version should only be used on darker colors. This ensures contrast is high enough for legibility for low vision consumers.



The American Spaces black logo on Light Blue.

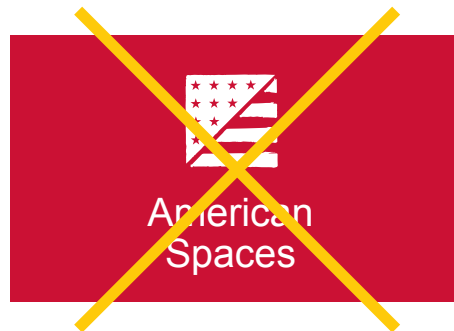


The American Spaces white logo on Dark Blue.

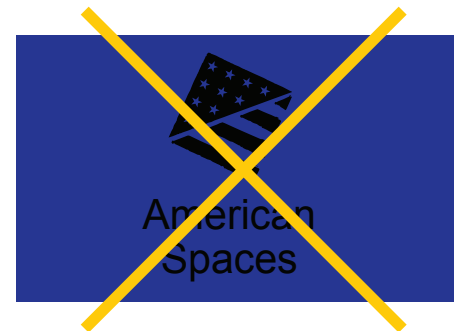
Incorrect Use of Black and White Logos



Do not stretch or warp the logo.



Do not rotate the logo.



Do not place the black logo on dark colors.



Do not place the white logo on light colors.



American Spaces partnered with the Smithsonian Institution to develop a style guide, known as the Ideas Book, for the design of the physical Spaces. This color palette is the same as the palette suggested in the Ideas Book.

Main colors are derived from the American Spaces logo and will be used most often. Accent colors should be used sparingly.

The following swatches include the CMYK, RGB, Hex Code, and Pantone values for ease of use across deliverable and file types.

Main Colors

0, 100, 77, 16
204, 19, 53
#CB1334
Dark Red 199C

0, 79, 73, 6
226, 87, 80
#E25745
Red 032C

100, 95, 0, 3
39, 54, 145
#273591
Dark Blue 072C

70, 47, 0, 0
86, 126, 191
#557DBF
Blue 2727C

Neutrals

12, 8, 9, 23
178, 181, 192
#B1B4B5
Medium Gray 4C

5, 3, 5, 11
215, 216, 214
#D6D7D6
Light Gray 2C

2, 1, 3, 0
247, 248, 244
#F7F7F3
11-0601 TCX

75, 68, 67, 100
0, 0, 0
#000000
Black

Accent Colors

2, 99, 62, 11
209, 25, 71
#D11947
Red 193C

1, 87, 89, 4
226, 70, 47
#E2462F
Light Red 1797U

43, 9, 8, 8
131, 182, 204
#83B6CC
Light Blue 7695C

30, 0, 7, 0
173, 223, 233
#ADD FE9
Light Blue 635C

0, 20, 100, 0
255, 203, 4
#FFCB04
Yellow 116C



These guidelines 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 with the United States Government. As you will see in the examples, a group of logos is rarely the main part of an information product and they are usually subordinate to the main visual element.

Horizontal

In a horizontal line of logos, the U.S. flag should be the first icon on the left followed by the State Department seal 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, followed by the State Department seal and finally the American Spaces logo.



Vertical

In a vertical line of logos, the U.S. flag should be the first icon on the top followed by the State Department seal 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, followed by the State Department seal and finally the American Spaces logo.



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.



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Horizontal

In a horizontal line of logos, the American Spaces logo should be the first icon on the left followed by the partnering institutions and organizations. If Visibly American is required, the group is preceded as stated previously.



Vertical

In a vertical line of logos, the American Spaces logo should be the first icon on the top followed by the partnering institutions and organizations. If Visibly American is required, the group is preceded as stated previously.



Grouping

When used with other Department or foreign seals and implementing partner logos, the icons should be located together as one element with the American Spaces logo positioned as the first to the top and left. If Visibly American is required, the group is preceded as stated previously.



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