United States Department of State
Identity and Marking Standards

June, 2012

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 Department of State spends billions of dollars each year administering a broad array of programs and activities overseas. As part of this investment, it is important that the Department appropriately highlight and inform foreign audiences about U.S. 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.

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)
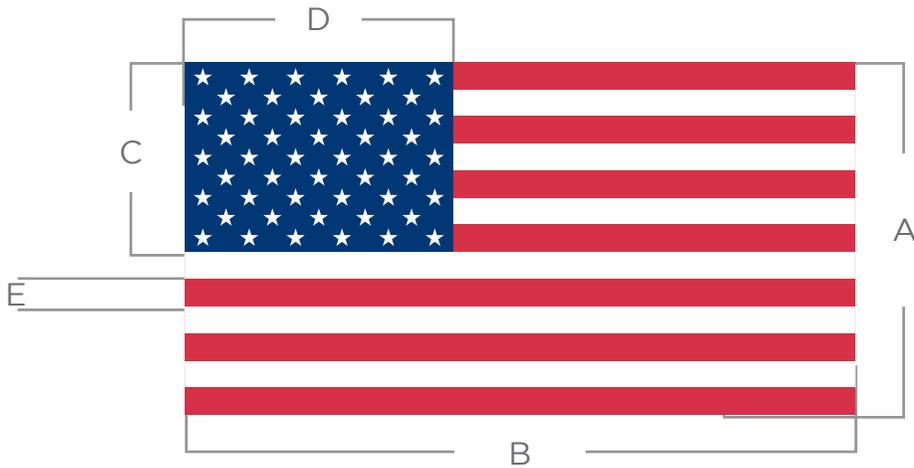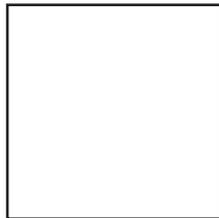
Flag Colors

OLD GLORY BLUE

RGB: 10,49,97
CMYK: 100,68,0,54
Pantone: 282C*

OLD GLORY RED

RGB: 179,25,66
CMYK: 0,100,66,13
Pantone: 193C*

WHITE

RGB: 255,255,255
CMYK: 0,0,0,0

* The RGB and CMYK equivalents to the Pantone spot colors listed above are derived through Adobe InDesign 6. Although there are other methods and conversion tables listed online we suggest you use this standard to maintain consistency. As always you should proof any print jobs for color consistency.

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:
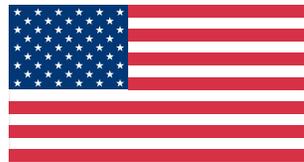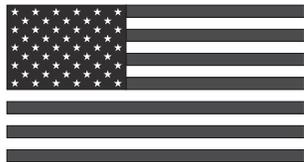
RED, WHITE, AND BLUE

Correct Versions of the Flag
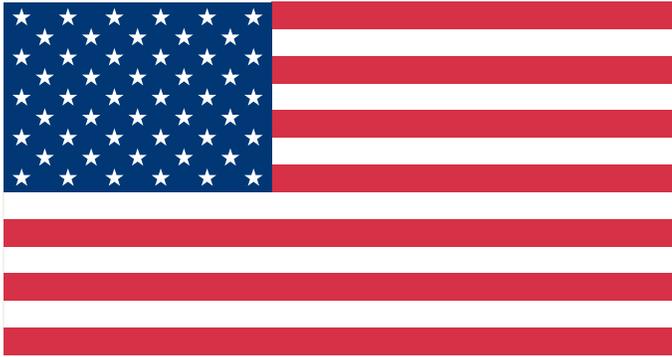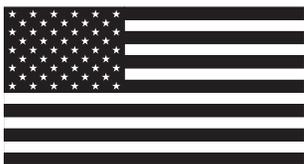

There is Only One True U.S. Flag

While there may be many iterations available from various resources, the only correct files can be downloaded at: http://r. state.sbu/visiblyamerican. Color, grayscale, and black and white images are available at this resource site. Always use the **full** flag.
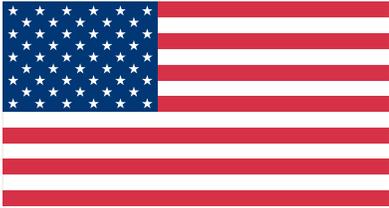

Correct full color version


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.
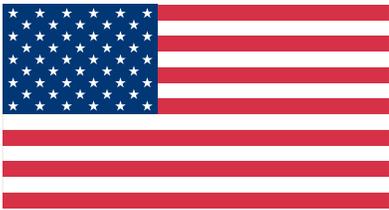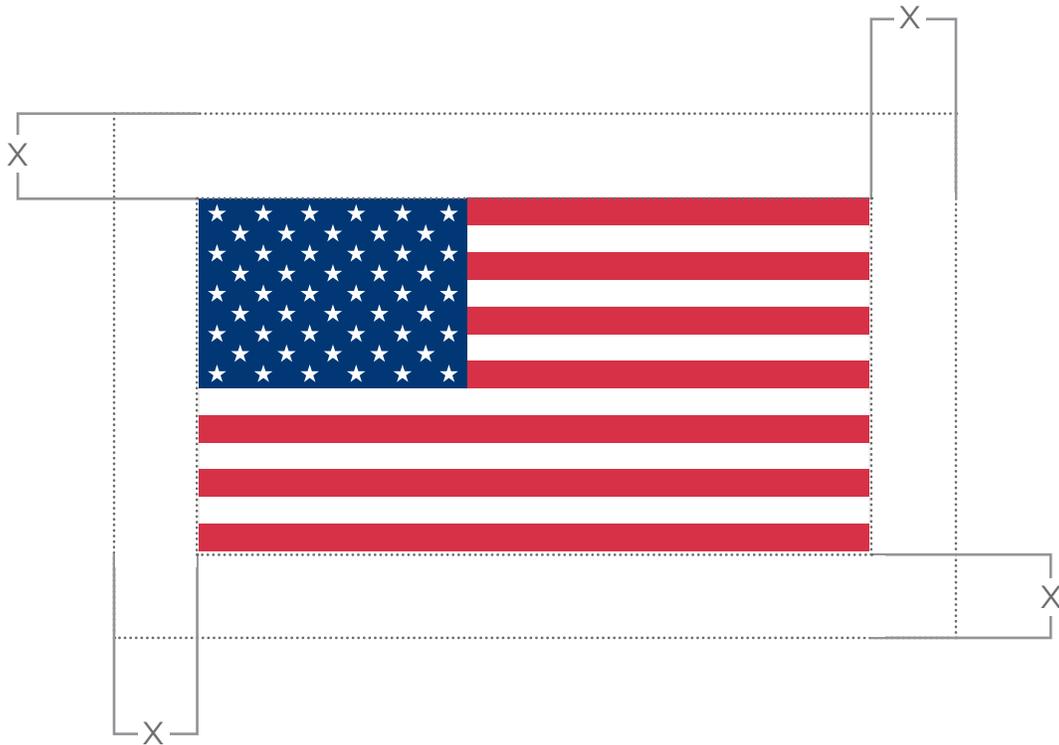
Orientation

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

X-height

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.
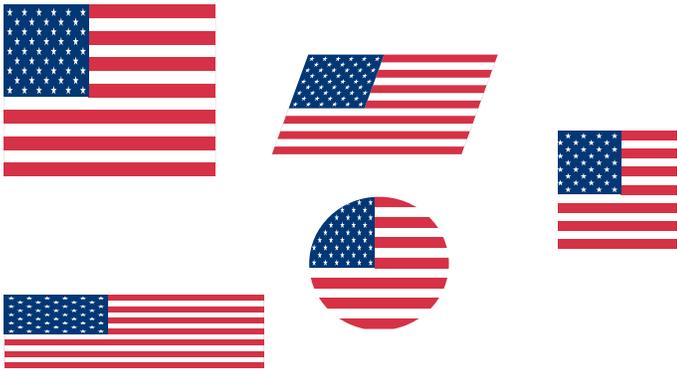
X

X

X

X

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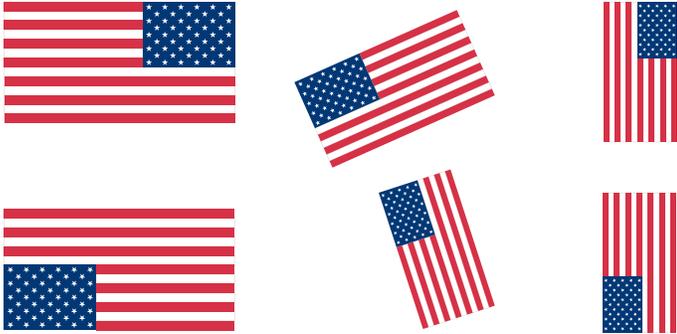
Incorrect orientation
The flag must always have the Union in the upper left corner and may not be rotated from the horizontal or vertical orientation

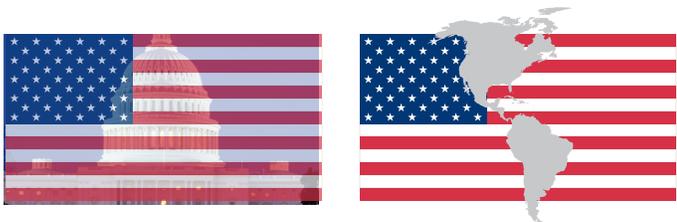**Incorrect scaling or transformations**
The flag may not be scaled in only one direction, may not be presented in shapes other than a rectangle and must always be shown in its full form

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 lenghts 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

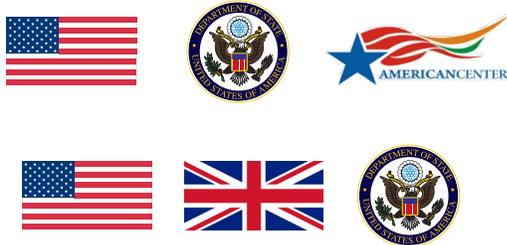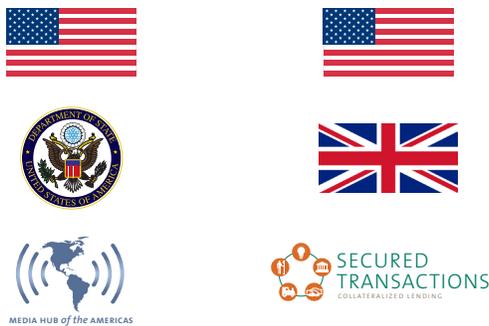WITH SQUARE

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.

Guidelines for Staging Events and Programs
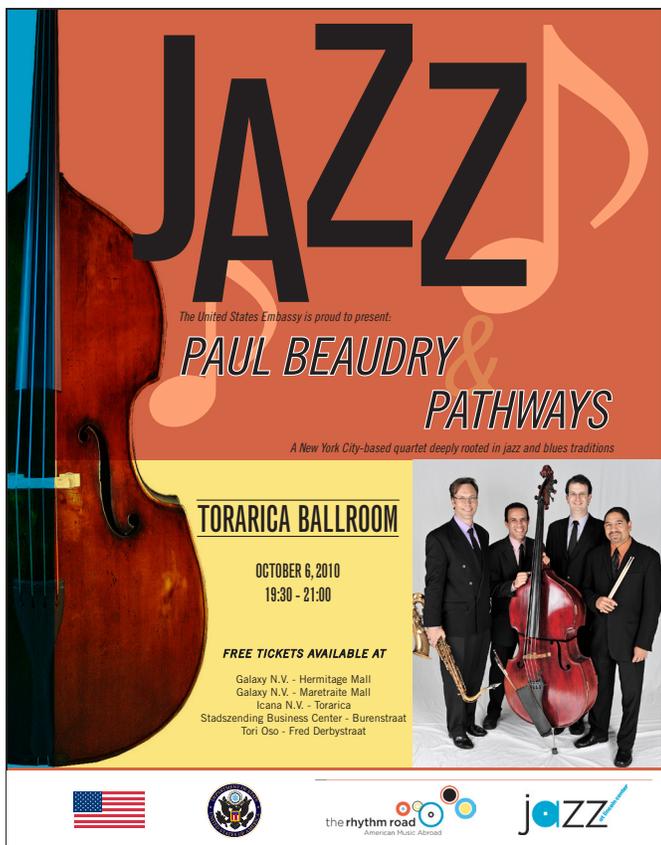
ORGANIZATIONS REPRESENTED AS EQUAL SPONSORS

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.

In addition to using the flag, U.S. diplomatic missions and Department bureaus and offices should develop comprehensive strategies for promoting Department of State sponsored programs and activities abroad. Mission officers, including but not limited to public affairs officers, program officers, control officers, and site officers for official Department programs, visitors, or for events in which the Department is a major sponsor, must ensure that the U.S. government is clearly identified as the host, sponsor, partner, etc. Staging, photo opportunities, program labeling and the like should be developed with U.S. government identification in mind. Going forward, posts and action officers should:

• Review signage and printed material for events or programs in light of these guidelines;

• Consider the physical backdrop of speaking events, conferences, and outreach activities so the most likely photography angles of the speaker, banners, etc. include the U.S. flag or other identification with the U.S. government, as appropriate;

• Use web engagement, social media, and other digital engagement to promote Department activities; and

• Ensure public remarks, talking points, press releases, interviews, and other promotional materials indicate that the events or programs are U.S. government sponsored or funded, when applicable and appropriate.
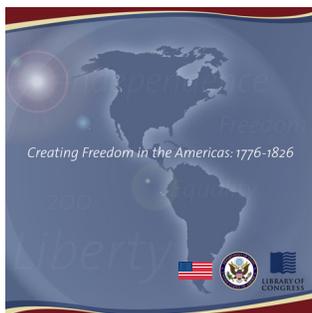
Guidelines for Staging Events and Programs

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)
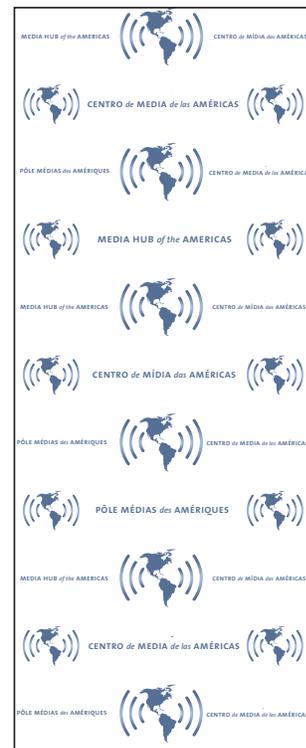
Guidelines for Staging Events and Programs

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

Repeating Backdrops

When organizing a televised or heavily-
photographed event, a repeating back-
drop may be used in conjunction with a
podium sign, and/or standing flags. A re-
peating backdrop will enable logos and/or
symbols to be seen clearly from many dif-
ferent angles and distances. Banners may
be hung in other locations, to greet and
inform guests. If sponsor logos are repre-
sented 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.

TEXT IS ALSO ACCEPTABLE FOR USE ON
BACKDROPS.

RETRACTABLE STEP-AND-REPEAT BACK-
DROP ALLOWS FOR ON-CAMERA WORK IN
ANY LOCATION AND ENSURES LOGO IS VIS-
IBLE FROM ALL ANGLES

Guidelines for Staging Events and Programs
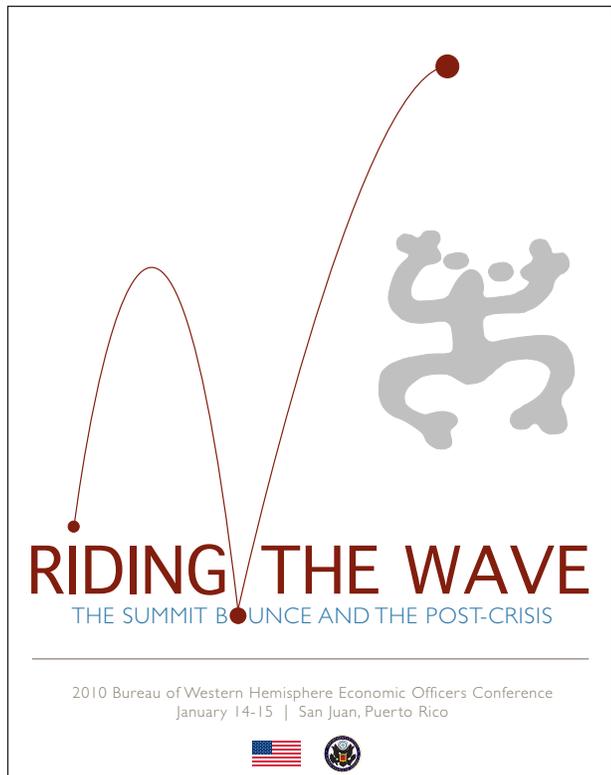
Intent to Highlight U.S. Government Sponsorship

Department of State employees should adopt multi-faceted approaches to highlighting U.S. government assistance, public diplomacy programming, and other activities supported by or through the Department's overseas diplomatic missions, activities, and partnerships. The approach should incorporate: appropriate use of the U.S. flag; press and promotional materials that clearly identify the U.S. government sponsorship or role; and talking points in speeches, interviews, digital media, and for engagement with participants, audiences, grantees, partners, or media that clearly underscore the U.S. government support.

Sample Flag and Text Combinations

Government of the United States

Government of the United States

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 posts when designing publicity material. Posts 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
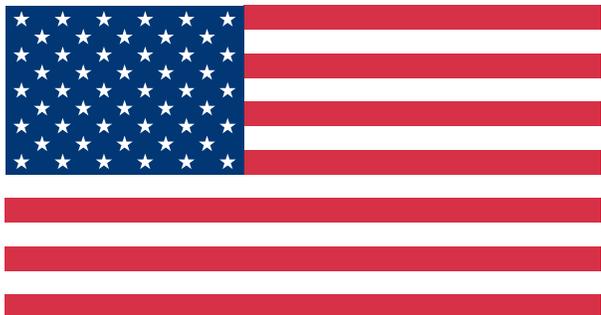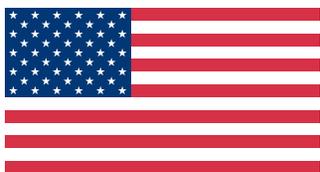
Government of the United States

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.
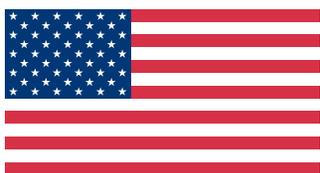

Embassy of the United States

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.