

# Brand USA

## Logo Style Guide

Updated January 29, 2016



[VisitTheUSA.com](http://VisitTheUSA.com)

# Introduction to Brand USA

Brand USA is the first ever nationally coordinated effort designed to create economic growth in the USA via increased tourism.

The goal of this document is to help communicate the ideas and sensibilities behind our consumer brands: **Visit the USA** and **Go USA** (in China). These guidelines will show the ideal ways to leverage our visual and voice identities across multiple touchpoints to support a consistent point of view throughout all marketing efforts.

If you have additional questions, please contact the Brand USA Marketing Team.

Whenever creating branded materials, please consult these guidelines as a reference for parameters and consistent usage of the Brand USA logo and identity system.

If you have any additional questions, please contact the Brand USA marketing team. The contact information can be found at the end of the document.

# Positioning

Brand USA is about an idea as much as it is about a place; a state of mind where because anything is possible, everything is possible.

Brand USA is not a tourism brand focused on only seeing and doing. It is a global consumer brand that helps connect people to extraordinary experiences. From the exciting contrasts of its destinations and institutions to the diversity of its people, Brand USA is about a collective culture that is only as robust as the stories and personalities that contribute to it.

We want to remind people that this country is filled with boundless possibilities while reigniting the world's love affair with America.

# The Logo



VisitTheUSA.com

The Brand USA logo is grounded in the idea of boundless possibilities and represents the idea that there is no single element that defines the United States. Rather, it embraces the spirit of America by communicating that each citizen, visitor, experience and interaction helps create the fabric of American culture. It highlights and reinforces the idea that unique elements interact to create something larger.

It is welcoming, unexpected and inclusive. It is interpretive and adaptive; constantly evolving based on its surroundings. It is, simply, the visual expression of awesome possibilities.

An expandable universe of points represented by the multi-colored dots within the structure of a grid allows for the opportunity to use color and form to bring this system to life while implying the constant energy of evolution. It is both diverse and unified—different in that related colors form a cohesive palette and a varied arrangement of circles form the letters.



# Logo Usage



VisitTheUSA.com



VisitTheUSA.com



Visit  
TheUSA  
.com

The USA logo is usually tertiary in graphic prominence, after any sensory logos and the “Discover this land, like never before” line. It is usually located in a bottom corner and used as a sign-off.

Logos should always appear with the VisitTheUSA.com web address.

## **Far Left: Vertical URL Lockup**

This lockup may be used in layouts that favor a vertical shape. Please consider the size and legibility of the URL when this lockup using in application.

## **Left: Horizontal URL Lockup**

This lockup may be used in layouts that favor a horizontal shape. It may also be used when the URL needs to appear larger in relation to the USA mark. Because of this difference in proportions, this lockup can be used at a smaller scale than the vertical lockup. Please consider the size and legibility of the URL when using this lockup in application.

# Three-color Palettes

The three-color or full color palettes are considered the primary use palettes.

Note that palettes 1, 2, 3 and 4 are available for co-branding.

Palette 1



PMS 208C  
CMYK 10/97/37/43  
RGB 136/35/69  
HTML 882345



PMS 200C  
CMYK 3/100/66/12  
RGB 183/18/52  
HTML B71234



PMS 130C  
CMYK 0/30/100/0  
RGB 240/171/0  
HTML FOAB00

Palette 2



PMS 2755C  
CMYK 100/98/0/24  
RGB 33/7/106  
HTML 21076A



PMS 2945C  
CMYK 100/52/2/12  
RGB 0/84/159  
HTML 00549F



PMS 2995C  
CMYK 81/1/0/0  
RGB 0/169/224  
HTML 00A9E0

Palette 3



PMS 2995C  
CMYK 100/55/10/48  
RGB 0/60/105  
HTML 003C69



PMS 321C  
CMYK 100/2/32/12  
RGB 0/139/149  
HTML 008B95



PMS 368C  
CMYK 63/0/97/0  
RGB 105/190/40  
HTML 69BE28

Palette 4



PMS 242C  
CMYK 31/100/9/44  
RGB 119/32/89  
HTML 772059



PMS 200C  
CMYK 3/100/66/12  
RGB 183/18/52  
HTML B71234



PMS 2577C  
CMYK 45/50/0/0  
RGB 164/124/201  
HTML A47CC9

Palette 5



PMS 3425  
CMYK 100/10/69/44  
RGB 0/102/67  
HTML 006643



PMS 355C  
CMYK 95/0/98/0  
RGB 0/155/58  
HTML 009B3A



PMS 382C  
CMYK 28/0/92/0  
RGB 190/214/0  
HTML BED600

Palette 6



PMS 2617C  
CMYK 84/100/0/13  
RGB 73/14/111  
HTML 490E6F



PMS 2602C  
CMYK 68/100/0/0  
RGB 124/16/154  
HTML 7C109A



PMS 2577C  
CMYK 45/50/0/0  
RGB 164/124/201  
HTML A47CC9

Palette 7



PMS 229C  
CMYK 24/100/17/60  
RGB 102/32/70  
HTML 662046



PMS 234C  
CMYK 18/100/4/17  
RGB 161/0/107  
HTML A1006B



PMS 226C  
CMYK 0/100/2/0  
RGB 207/0/114  
HTML CF0072

Palette 8



PMS 2617C  
CMYK 84/100/0/13  
RGB 73/14/111  
HTML 490E6F



PMS 2995C  
CMYK 81/1/0/0  
RGB 0/169/224  
HTML 00A9E0



PMS 200C  
CMYK 3/100/66/12  
RGB 183/18/52  
HTML B71234

Palette 9



PMS 316C  
CMYK 100/15/26/70  
RGB 0/73/83  
HTML 004953



PMS 321C  
CMYK 100/2/32/12  
RGB 0/139/149  
HTML 008B95



PMS 319C  
CMYK 62/0/20/0  
RGB 63/207/213  
HTML 3FCFD5

Palette 10



PMS 1525C  
CMYK 1/75/100/8  
RGB 197/76/0  
HTML C54C00



PMS 158C  
CMYK 0/64/95/0  
RGB 227/114/34  
HTML E37222



PMS 116C  
CMYK 0/12/100/0  
RGB 254/203/0  
HTML FECB00

# Two-color Palettes

Two-color versions of palettes 1, 5, 6, 7, 9 and 10 exist for printing situations where the number of available inks is limited by production methods. These color palettes should be used only for those scenarios. They should not be used in place of three-color palettes when three-color palettes are able to be printed.

Palette 1A



PMS 208C



PMS 200C



40% TINT OF  
PMS 200C

Palette 5A



PMS 3425C



PMS 355C



40% TINT OF  
PMS 355C

Palette 6A



PMS 2617C



PMS 2602C



40% TINT OF  
PMS 2602C

Palette 7A



PMS 229C



PMS 234C



40% TINT OF  
PMS 234C

Palette 9A



PMS 316C



PMS 321C



40% TINT OF  
PMS 321C

Palette 10A



PMS 1525C



PMS 158C



40% TINT OF  
PMS 158C

# One-color Palettes

Two one-color versions of the Brand USA mark exist for situations where the number of available inks is limited. These two logos use tints of color to maintain the energy of the full color marks. Palette 11 has been designed for use on light backgrounds and palette 12 has been designed for use on dark backgrounds.

In addition, there is a black and a reversed (white) logo. These logos are recommended for use on photographic or colored backgrounds. They may also be used in co-branding situations, when Partner logos appear in a single color.

Palette 11



CMYK 0/0/0/100  
RGB 0/0/0  
HTML 000000



CMYK 0/0/0/65  
RGB 120/120/120  
HTML 787878



CMYK 0/0/0/25  
RGB 200/200/200  
HTML C8C8C8

Palette 12



CMYK 0/0/0/0  
RGB 255/255/255  
HTML FFFFFFFF



CMYK 0/0/0/50  
RGB 150/150/150  
HTML 969696



CMYK 0/0/0/25  
RGB 200/200/200  
HTML C8C8C8

Black



CMYK 0/0/0/100  
RGB 0/0/0  
HTML 000000

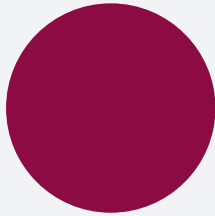
Reversed (white)



CMYK 0/0/0/0  
RGB 255/255/255  
HTML FFFFFFFF

# Logo, Palettes 1-5

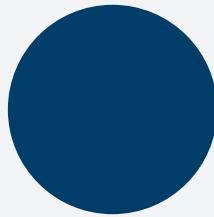
Palette 1



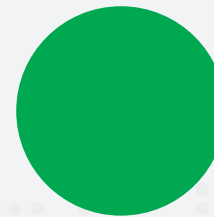
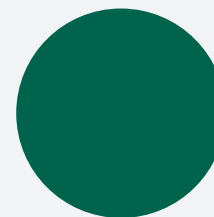
Palette 2



Palette 3



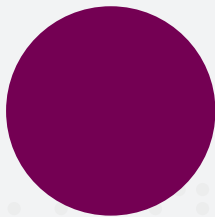
Palette 5



Reversed (white)



Palette 4



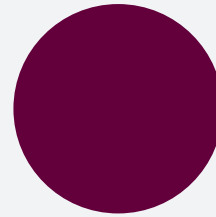
# Logo, Palettes 6-10



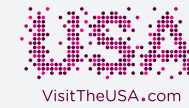
Palette 6



Black



Palette 7



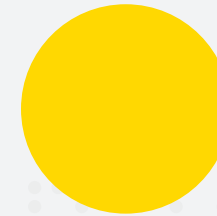
Palette 8



Palette 9



Palette 10



# Clear Space and Minimum Sizes

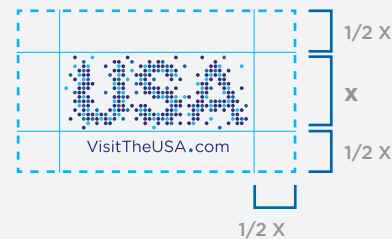
Always give the Brand USA logo appropriate space from surrounding graphic elements.

The recommended clear space is marked by the dashed lines shown to the right. This measurement is equal to one half of the height of the logo. This clear space has been built in to the margins of the individual logo artwork files.

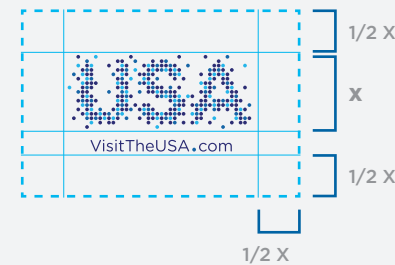
To ensure optimal reproduction of the individual dots, the USA logo should not be used smaller than the provided minimum sizes. For layouts smaller than these minimum sizes, please use the special use logo for small sizes (see pages 12 through 15).

*Note that the horizontal and vertical lockups have different minimum sizes due to the URL line.*

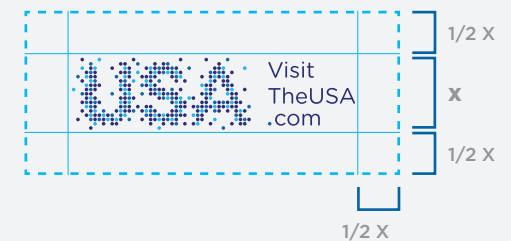
## Logo Clear Space



## Vertical Lockup Clear Space



## Horizontal Lockup Clear Space



## Logo Minimum Size



Minimum height 0.4 inches

## Vertical Lockup Minimum Size



Minimum height 0.525 inches

## Horizontal Minimum Size



Minimum height 0.4 inches

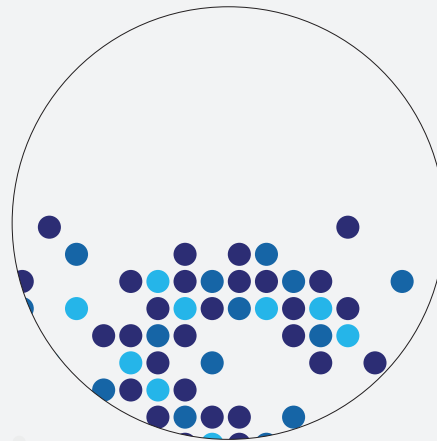
# Special Use Logo for Smaller Sizes

This special use logo has been built for maximum legibility at small sizes or when viewed from very far away, such as on a billboard. It contains fewer dots and is more tightly spaced than the primary logo mark but maintains its vibrant feel. These special use situations should be decided on a case-by-case basis.

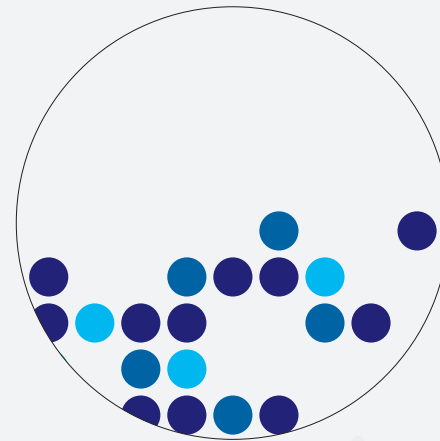
The special use mark should only be used in situations where the primary mark would be compromised by scale or viewing distance.



VisitTheUSA.com



Primary logo detail



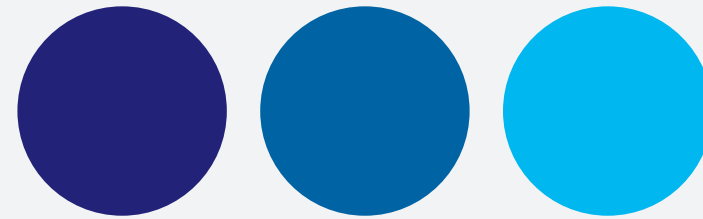
Special use logo detail



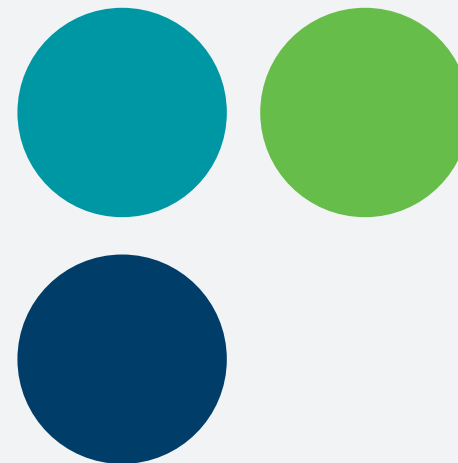
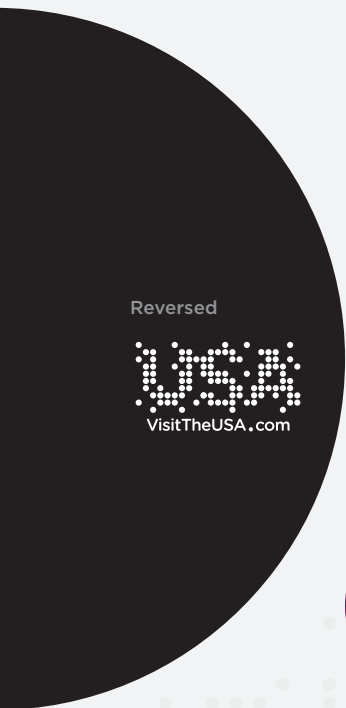
# Special Use Logo, Palettes 1-5



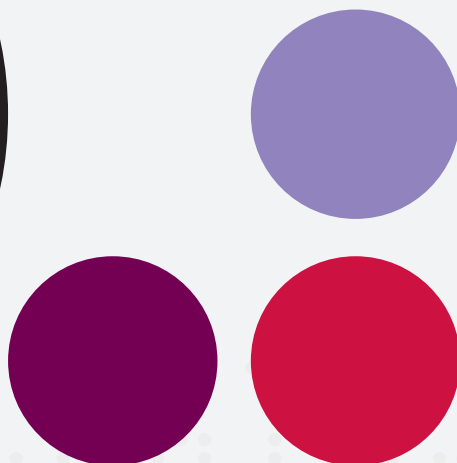
Palette 1



Palette 2



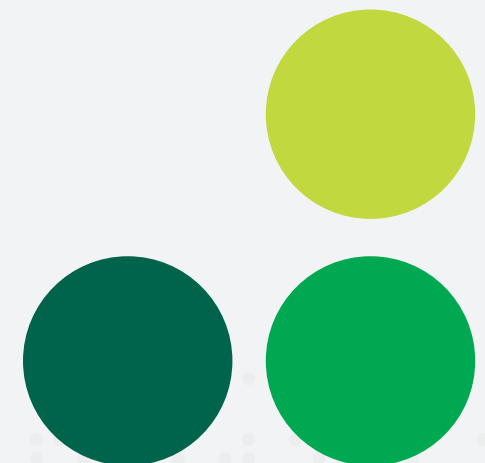
Palette 3



Palette 4



Palette 5



# Special Use Logo, Palettes 6-10



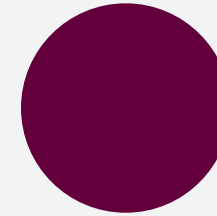
Black



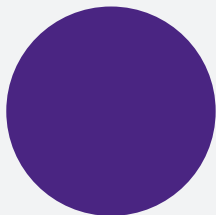
Palette 6



Palette 7



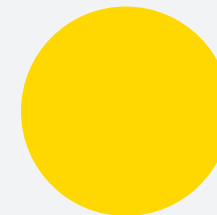
Palette 8



Palette 9



Palette 10



# Special Use Logo for Smaller Sizes

## Clear Space and Minimum Sizes

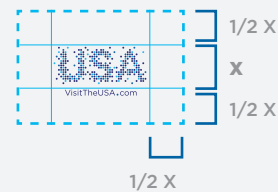
Always give the Brand USA logo appropriate space from surrounding graphic elements.

The recommended clear space is marked by the dashed lines shown to the right. This measurement is equal to one half of the height of the logo. This clear space has been built in to the margins of the individual logo artwork files.

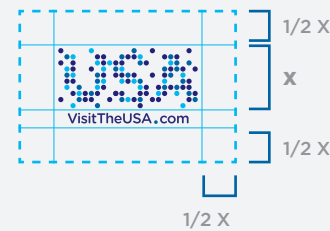
To ensure optimal reproduction of the individual dots, the USA logo should not be used smaller than the provided minimum sizes.

Note that the horizontal and vertical lockups have different minimum sizes due to the URL line.

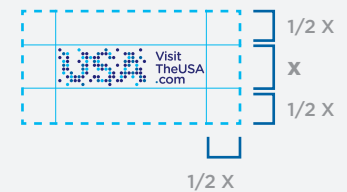
**Special Use  
Logo Clear Space**



**Special Use  
Vertical Lockup Clear Space**



**Special Use Horizontal  
Lockup Clear Space**



**Special Use  
Logo Minimum Size**



**Special Use  
Vertical Lockup Minimum Size**



**Special Use  
Horizontal Lockup Minimum Size**



UK market to use  
standard “.com” logo

# Market Specific Logo Variations

Logos have been created for each market-specific website, with unique URL's in Vertical, Horizontal and Special Use variations. See examples below.

All color palettes are available for all markets.

## BRAZIL



VisiteOsUSA.com.br

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## CHINA



GoUSA.cn

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## FRANCE



VisitTheUSA.fr

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## JAPAN



GoUSA.jp

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## KOREA



GoUSA.or.kr

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## MEXICO



VisitTheUSA.mx

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## TAIWAN



GoUSA.tw

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## CHILE



VisitTheUSA.cl

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## INDIA



GoUSA.in

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

UK market to use  
standard “.com” logo

# Market Specific Logo Variations

Logos have been created for each market-specific website, with unique URL's in Vertical, Horizontal and Special Use variations. See examples below.

**All color palettes are available for all markets.**

## AUSTRALIA



VisitTheUSA.com.au

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## GERMANY



VisitTheUSA.de

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## COLUMBIA



VisitTheUSA.co

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## CANADA — ENGLISH



VisitTheUSA.ca

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## CANADA — FRENCH



VisitTheUSA.ca

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup



Special Use Horizontal Lockup

## SWEDEN



VisitTheUSA.se

Primary Vertical Lockup



Primary Horizontal Lockup



Special Use Vertical Lockup

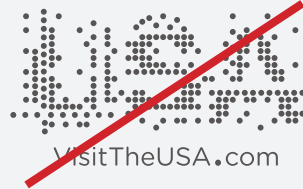


Special Use Horizontal Lockup

# Logo Don'ts

The Brand USA logos have been designed to give flexibility for a variety of designs and media. Always use the approved digital art.

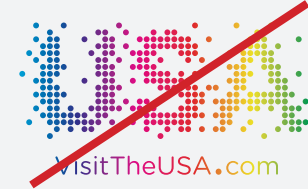
Logo artwork should never be recreated, reset, or recolored. Please refer to the asset matrix on pages 44 through 48 for all of the approved logo variations.



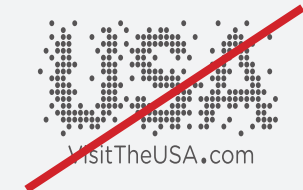
Do not recreate the logo.



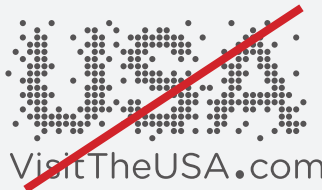
Do not recreate the URL typography.



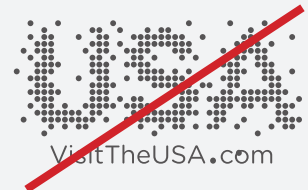
Do not recolor the logo. Use only the approved Brand USA assets.



Do not stretch or condense the logo. The dots within the mark should always be perfect circles.



Do not change the size relationships within the logo lockup.



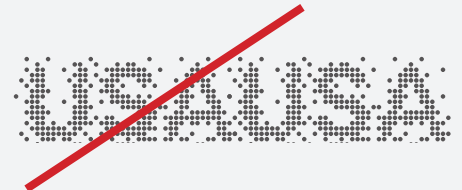
Do not change the spacing of elements within the logo lockup.



Do not change the spacing of dots within the logo lockup.



Do not add any effects, such as drop shadows, to the logo.



Do not put the logo into a repeat pattern.

# Display and Primary Message Typography

Brand USA has one typeface family for use on all branded communications. Display, primary message and accent typography should be set in Gotham Rounded whenever possible. The rounded terminals of the letterforms link back to the dots of the Brand USA logo.

Please consider type weight and the balance of display typography in relation to other elements within an application.

# Gotham Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&

Gotham Rounded Light

Gotham Rounded Book

**Gotham Rounded Medium**

**Gotham Rounded Bold**

## Text Typography

Gotham should be considered the default font for longer text passages. Please use Gotham for any body text treatments.

Please consider type weight and the balance of display typography in relation to other elements within an application.

# Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&

Gotham Thin  
Gotham Light  
Gotham Book

Gotham Medium  
**Gotham Bold**  
**Gotham Black**



## Tagline Typography

The tagline, “**Discover this land, like never before.**” should always appear in Sassoon Primary Std. If not used in one continuous line, it should only break after “land,” and “like never before.” should start directly under “this” on the second line.

Sassoon Primary Std

**Sassoon Primary Std Bold**

Discover this land, like never before.

|  
Sassoon Primary Std one line

**Discover this land,  
like never before.**

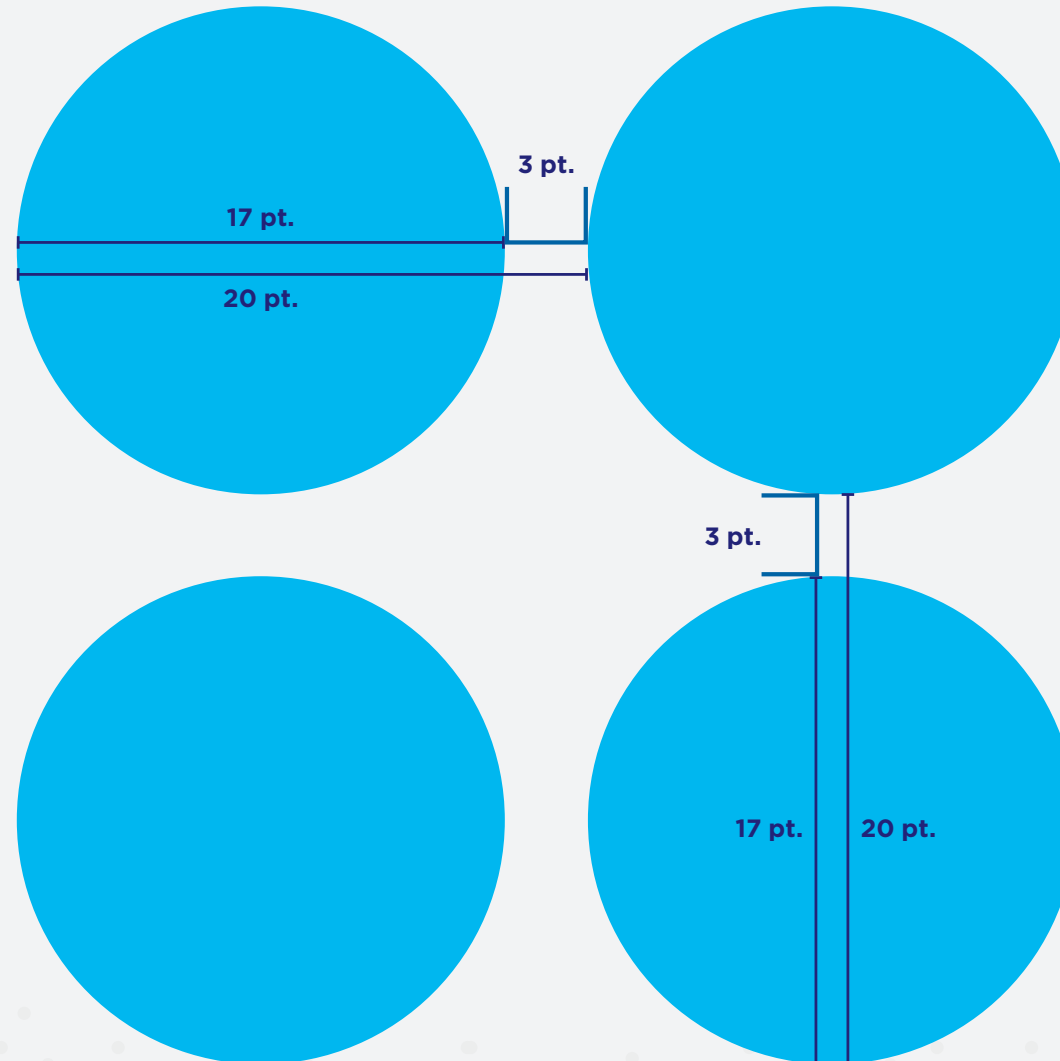
|  
Sassoon Primary Std bold two lines

# 17/20 Grid

The Brand USA logo has been created on a 17/20 point grid. Each dot is 17 points in diameter, with 3 points of clear space.

In some applications, designers may wish to extend the spread of the dots to create a larger composition. Within the Illustrator EPS artwork, be sure to set the keyboard increment to 20 points. This will allow the designer to add and move these additional points along the 17/20 grid. All dots must align to the logo's grid.

*Please note that the original logo can not be altered; it may only be added to.*



# Brand USA in Application

This section shows the Brand USA visual system applied. Type, color and graphic elements all work together to bring Brand USA to life. Each application demonstrates the different ways the brand can come to life to make the biggest impact.

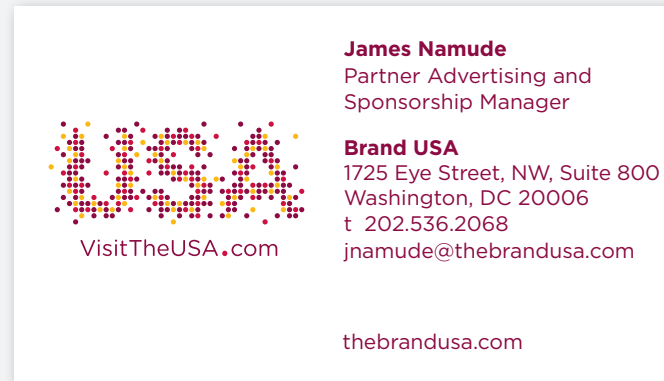
# Business Card

Six versions of the business card were created using palettes 1, 5, 6, 7, 8 and 9. The backs are printed with a solid color from each of the corresponding palettes.



# Business Card

There are two business card designs for Brand USA. Both versions make use of ample white space to allow the USA logo. The version containing less content is used primarily for the Board of Directors.



Name: Gotham Bold 8/10pt  
Title: Gotham Book 8/10pt

Brand USA: Gotham Bold 8/10pt

Gotham Book 8/10pt

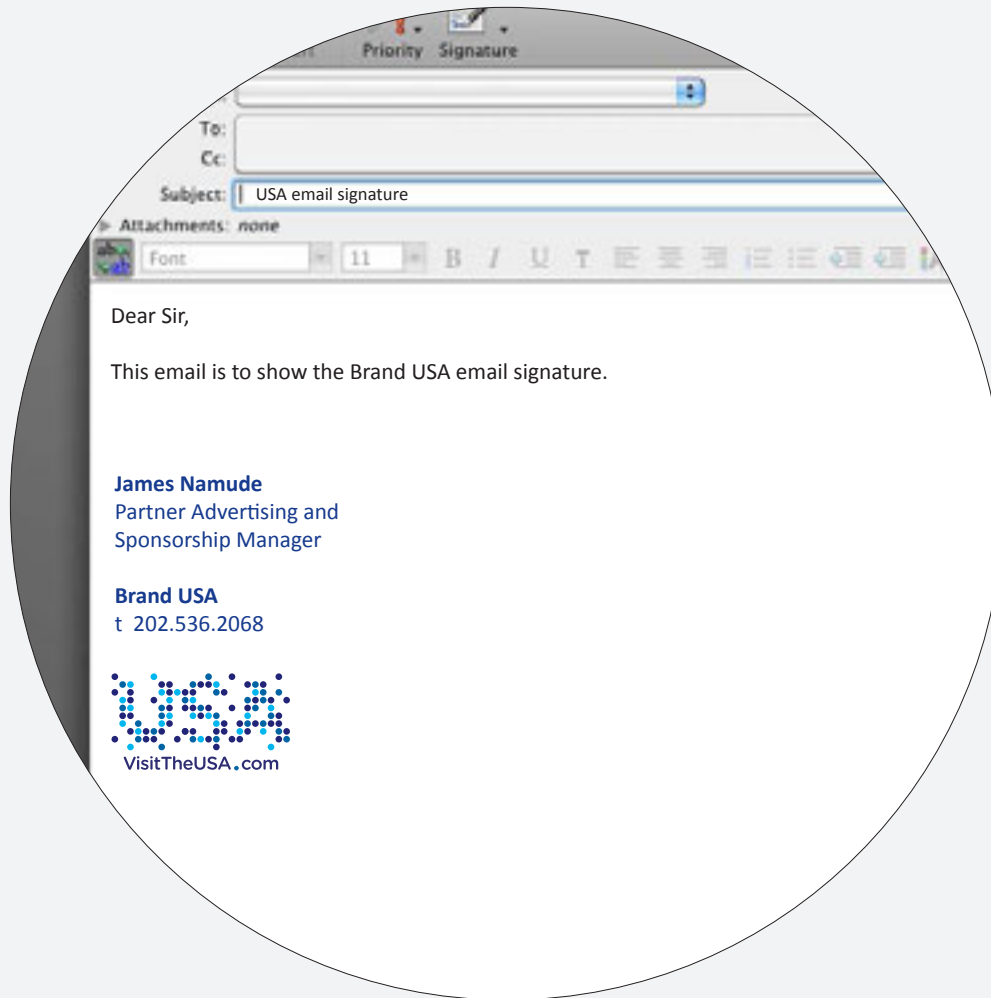
Gotham Book 8/10pt

**Primary version:** content heavy



**Board of directors:** less content

# Email Signature



## Detail

**James Namude**  
Partner Advertising and  
Sponsorship Manager

- Calibri Bold 11pt, dark blue
- Calibri Regular 11pt, dark blue
- 1 space

**Brand USA**  
t 202.536.2068



- Calibri Regular 11pt, dark blue
- 1 space
- Please use the supplied  
jpeg that has been sized  
for these specifications

## Palette 2



PMS 2755C  
CMYK 100/98/0/24  
RGB 33/7/106  
HTML 21076A



PMS 2945C  
CMYK 100/52/2/12  
RGB 0/84/159  
HTML 00549F



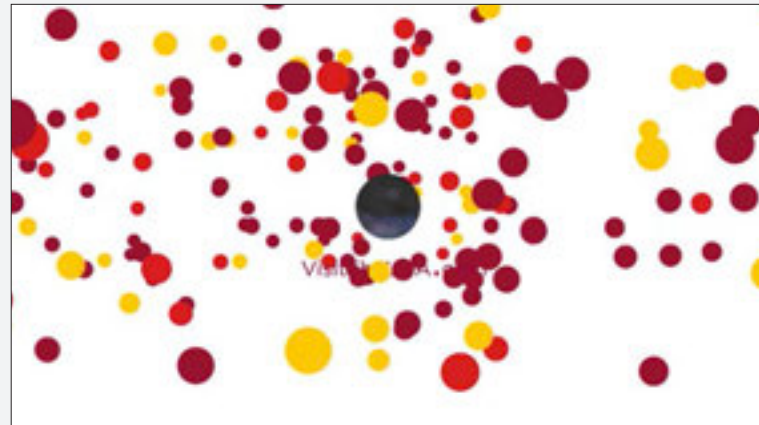
PMS 2995C  
CMYK 81/1/0/0  
RGB 0/169/224  
HTML 00A9E0

# Animated Logo

The animated Visit the USA logo should be utilized as a beginning and/or ending to any element that incorporates motion including TV, Online and Animation.

The dots of the logo should be incorporated by isolating one of the central dots and use it as a frame for cropping the scenery, all while moving into place with the other dots that make up the Visit the USA logo.

*Please request our pre-built animation for any desired uses.*





## Apparel: tote bag and T-shirt

In some applications, such as the tote bag and T-shirt, the spread of the dots has been extended to create a dynamic composition. Please see page 21 for additional information.

*Note that the original logo has not been altered; it has only been added to.*





# Billboard

Just as with the tote bag and T-shirt, the dots on this billboard design have been extended to create a lively composition. Please see page 21 for additional information.

*Note that the original logo has not be altered; it has only been added to. Also note that the URL has been detached from the mark to better suit the composition. The size relationship between the logo and the URL has been maintained.*



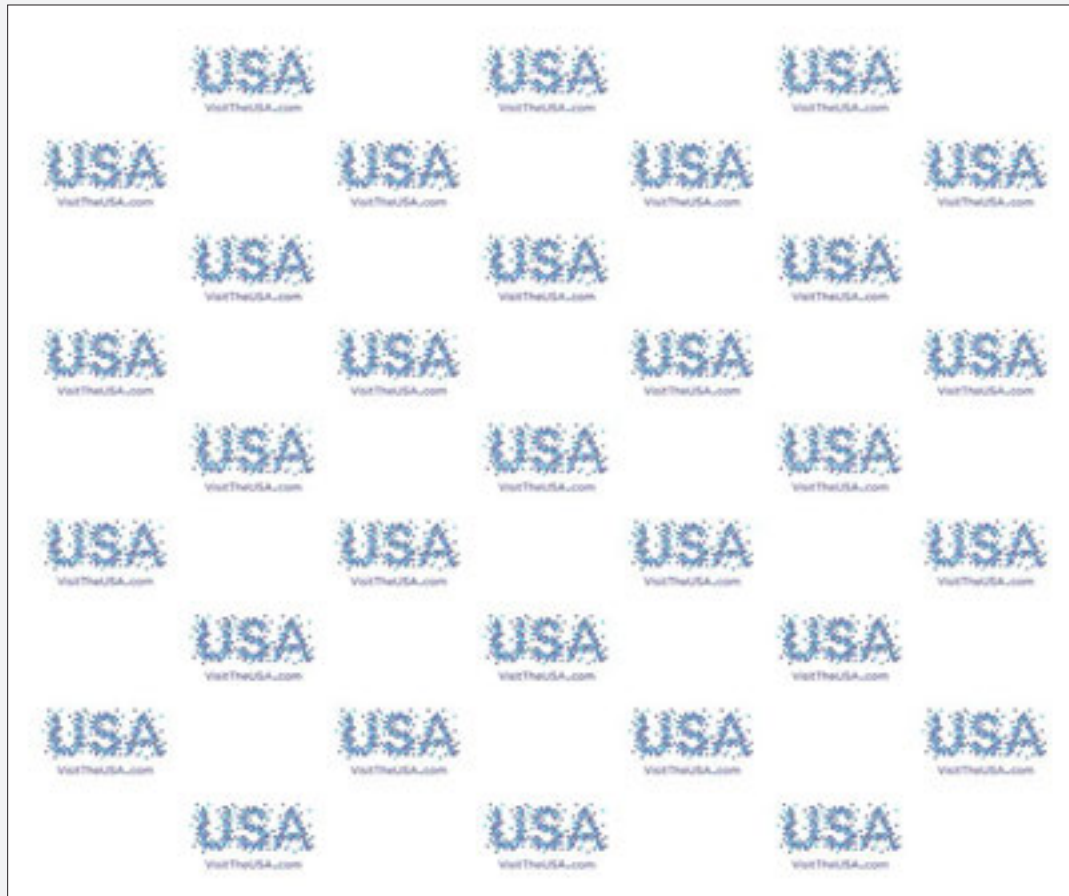
# Banners

Again, the dots on these banners have been extended to create a lively composition. Please see page 19 for additional information.

*Note that the original logo has not be altered; it has only been added to. Also note that the URL has been detached from the mark to better suit the composition. The size relationship between the logo and the URL has been maintained.*



# Logo Board



For large, branded spaces, the logo is put into a pattern with ample white space.





# Miscellaneous

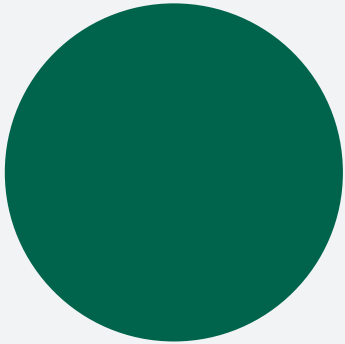
Various other items utilizing the Visit the USA logo. When applying logo to items, ensure enough negative space to allow for a clear, readable placement.



# Co-branding

The Brand USA mark will live alongside many different logos. Co-branding with Brand USA can add energy and vibrancy to the consumer experience, helping your brand shine bright as part of what makes America unique. The following principles are meant to serve as general guidelines. Each co-branding scenario should be individually evaluated to make the most of the Brand USA logo and its partner marks.

# Co-branding Design Principles



## Logos

Please note that only the vertical and horizontal URL lockups are available for co-branding.

## Color Palette

There are four different full color palettes available for co-branding. Color palettes should aim to be complementary to photography or partner logos used. Palettes should be selected for legibility and impact. Multiple color palettes should never appear in one space.

In addition to the full color marks, there are two single color logos: a black and a reversed (white) logo. These logos are recommended for use on photographic or colored backgrounds. They may be used when partner logos appear in single color. The single color versions are not recommended for use with multicolored co-branded logos.

## Clear Space

When the Brand USA logo is presented with another mark, please follow the minimum clear space guidelines outlined on pages 11 and 15 of this document.

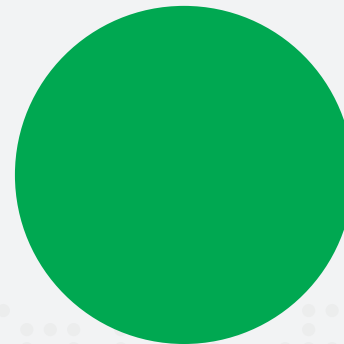
If possible, allow for additional clear space between co-branded logos so that each appears as an impactful and individual element within the application.

## Optical Size

Because every logo is different, co-branded logos should be sized based on their weight (density) as well as by their size (measurement). Optically, the Brand USA logo should have as much presence as partner logos.

## Central Axis Alignment

When co-branded logos are optically sized, they may not share precise points of alignment (such as a common baseline). Co-branded logos should always align to a central axis. This axis may be horizontal or vertical, based on the arrangements.



# Side-by-side with a tall logo

The tall logo in this example demonstrates co-branding with a logo that is vertical in weight or orientation.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and partner logos should correspond in density.

Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

*Note that certain co-branded layouts may benefit from additional clear space.*

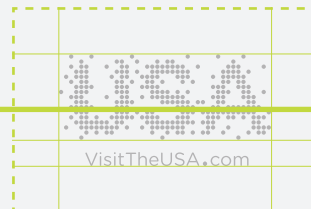
TALL  
LOGO



TALL  
LOGO



TALL  
LOGO



TALL  
LOGO



# Stacked with a tall logo

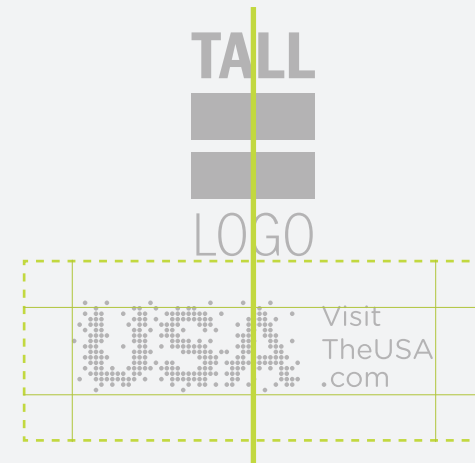
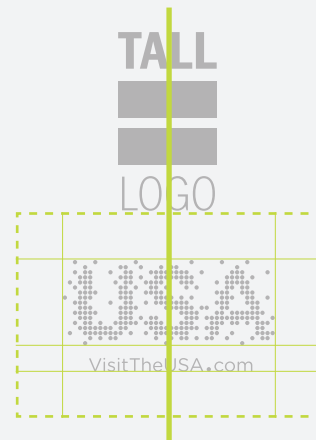
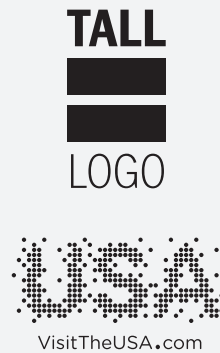
The tall logo in this example demonstrates co-branding with a logo that is vertical in weight or orientation.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and partner logos should correspond in density. This may be done through scale and placement.

Logos should always align along a central axis (in this example, the alignment follows a vertical axis).

*Note that certain co-branded layouts may benefit from additional clear space.*





# Side-by-side with a square logo

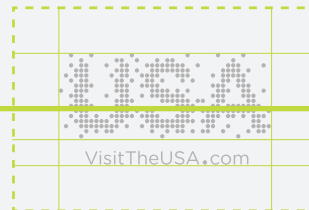
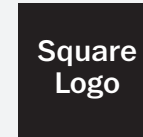
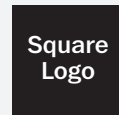
The square logo in this example demonstrates co-branding with a logo that is approximately 1 x 1 in proportion. The partner logo does not need to be a perfect square for these recommendations to apply.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and partner logos should correspond in density. This may be done through scale and placement.

Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

*Note that certain co-branded layouts may benefit from additional clear space.*



# Stacked with a square logo

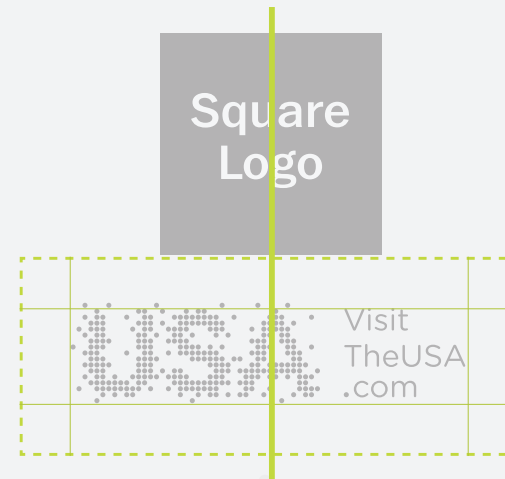
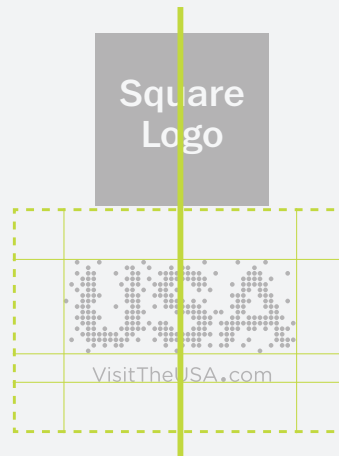
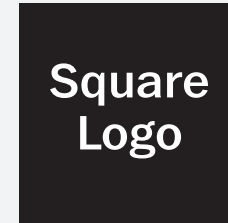
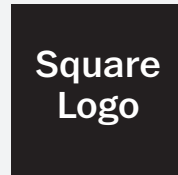
The square logo in this example demonstrates co-branding with a logo that is approximately 1 x 1 in proportion. The partner logo does not need to be a perfect square for these recommendations to apply.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and partner logos should correspond in density. This may be done through scale and placement.

Logos should always align along a central axis (in this example, the alignment follows a vertical axis).

*Note that certain co-branded layouts may benefit from additional clear space.*



## Side-by-side with a wide logo

The wide logo in this example demonstrates co-branding with a logo that is horizontal in weight or orientation.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and partner logos should correspond in density. This may be done through scale and placement.

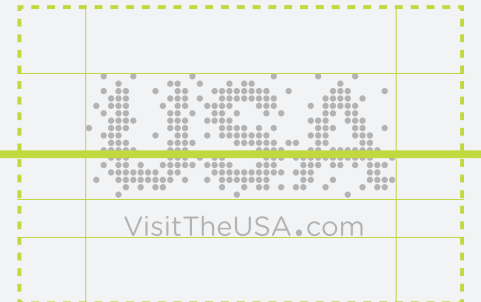
Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

*Note that certain co-branded layouts may benefit from additional clear space.*

**W I D E**  
L O G O



**W I D E**  
L O G O



## Side-by-side with a wide logo

The wide logo in this example demonstrates co-branding with a logo that is horizontal in weight or orientation.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and partner logos should correspond in density. This may be done through scale and placement.

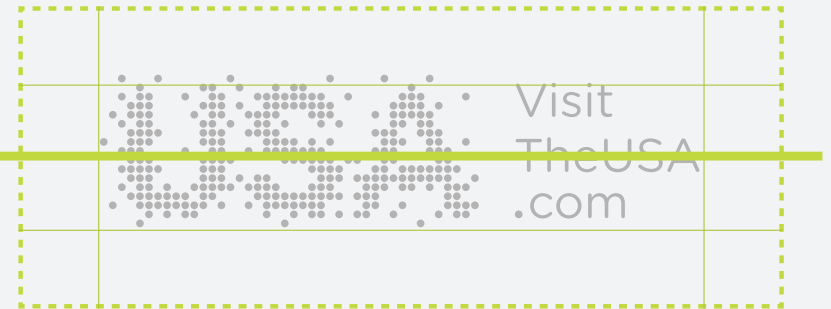
Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

*Note that certain co-branded layouts may benefit from additional clear space.*

**W I D E**  
L O G O



**W I D E**  
L O G O



# Stacked with a wide logo

The wide logo in this example demonstrates co-branding with a logo that is horizontal in weight or orientation.

When the Brand USA logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Brand USA logo and partner logos should correspond in density. This may be done through scale and placement.

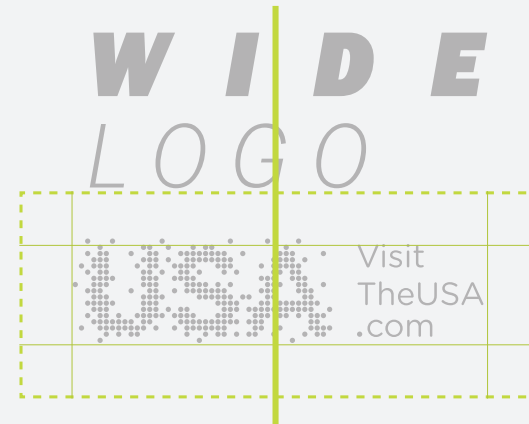
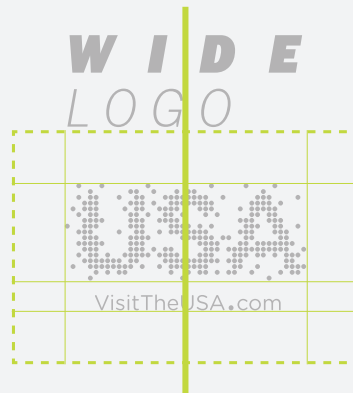
Logos should always align along a central axis (in this example, the alignment follows a vertical axis).

*Note that certain co-branded layouts may benefit from additional clear space.*

**W I D E**  
L O G O



**W I D E**  
L O G O



# Co-branded Print

As seen here, co-brand logos should relate in optical size. The Brand USA logo and partner logos should correspond in density. This may be done through scale and placement.



# Co-branded Digital

These are examples of co-branded digital display ads. Unless otherwise directed, the Brand USA logo and partner logos should have equal share of voice. This may be achieved through scale and placement.






# Appendix



# Three-color Palette Logo Matrix

## Palette 1

-  USA\_xx\_p1\_3C.eps  
 USA\_xx\_p1\_4C.eps  
 USA\_xx\_p1\_rgb\_300\_xx.jpg  
 USA\_xx\_p1\_rgb\_72\_xx.jpeg  
 USA\_xx\_p1\_rgb\_300\_xx.png  
 USA\_xx\_p1\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx






USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Palette 2

-  USA\_xx\_p2\_3C.eps  
 USA\_xx\_p2\_4C.eps  
 USA\_xx\_p2\_rgb\_300\_xx.jpg  
 USA\_xx\_p2\_rgb\_72\_xx.jpeg  
 USA\_xx\_p2\_rgb\_300\_xx.png  
 USA\_xx\_p2\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx






USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Palette 3

-  USA\_xx\_p3\_3C.eps  
 USA\_xx\_p3\_4C.eps  
 USA\_xx\_p3\_rgb\_300\_xx.jpg  
 USA\_xx\_p3\_rgb\_72\_xx.jpeg  
 USA\_xx\_p3\_rgb\_300\_xx.png  
 USA\_xx\_p3\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx






USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Palette 4

-  USA\_xx\_p4\_3C.eps  
 USA\_xx\_p4\_4C.eps  
 USA\_xx\_p4\_rgb\_300\_xx.jpg  
 USA\_xx\_p4\_rgb\_72\_xx.jpeg  
 USA\_xx\_p4\_rgb\_300\_xx.png  
 USA\_xx\_p4\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx






USA\_su\_horz\_url\_px\_xx.xx



# Three-color Palette Logo Matrix

## Palette 5

-  USA\_xx\_p5\_3C.eps  
 USA\_xx\_p5\_4C.eps  
 USA\_xx\_p5\_rgb\_300\_xx.jpg  
 USA\_xx\_p5\_rgb\_72\_xx.jpeg  
 USA\_xx\_p5\_rgb\_300\_xx.png  
 USA\_xx\_p5\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx






USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Palette 6

-  USA\_xx\_p6\_3C.eps  
 USA\_xx\_p6\_4C.eps  
 USA\_xx\_p6\_rgb\_300\_xx.jpg  
 USA\_xx\_p6\_rgb\_72\_xx.jpeg  
 USA\_xx\_p6\_rgb\_300\_xx.png  
 USA\_xx\_p6\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx






USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Palette 7

-  USA\_xx\_p7\_3C.eps  
 USA\_xx\_p7\_4C.eps  
 USA\_xx\_p7\_rgb\_300\_xx.jpg  
 USA\_xx\_p7\_rgb\_72\_xx.jpeg  
 USA\_xx\_p7\_rgb\_300\_xx.png  
 USA\_xx\_p7\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx






USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Palette 8

-  USA\_xx\_p8\_3C.eps  
 USA\_xx\_p8\_4C.eps  
 USA\_xx\_p8\_rgb\_300\_xx.jpg  
 USA\_xx\_p8\_rgb\_72\_xx.jpeg  
 USA\_xx\_p8\_rgb\_300\_xx.png  
 USA\_xx\_p8\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



# Three-color Palette Logo Matrix

## Palette 9

USA\_xx\_p9\_3C.eps

USA\_xx\_p9\_4C.eps

USA\_xx\_p9\_rgb\_300\_xx.jpg  
USA\_xx\_p9\_rgb\_72\_xx.jpeg

USA\_xx\_p9\_rgb\_300\_xx.png  
USA\_xx\_p9\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Palette 10

USA\_xx\_p10\_3C.eps

USA\_xx\_p10\_4C.eps

USA\_xx\_p10\_rgb\_300\_xx.jpg  
USA\_xx\_p10\_rgb\_72\_xx.jpeg

USA\_xx\_p10\_rgb\_300\_xx.png  
USA\_xx\_p10\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



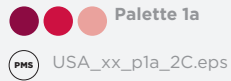
USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



# Two-color Palette Logo Matrix



USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



USA\_vert\_url\_px\_xx.xx



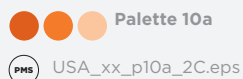
USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



# One-color Palette Logo Matrix

## Palette 11

USA\_xx\_grey\_4C.eps

USA\_xx\_grey\_rgb\_300\_xx.jpg  
USA\_xx\_grey\_rgb\_72\_xx.jpeg

USA\_xx\_grey\_rgb\_300\_xx.png  
USA\_xx\_grey\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Palette 12

USA\_xx\_grey\_rev\_4C.eps

USA\_xx\_grey\_rev\_rgb\_300\_xx.jpg  
USA\_xx\_grey\_rev\_rgb\_72\_xx.jpeg

USA\_xx\_grey\_rev\_rgb\_300\_xx.png  
USA\_xx\_grey\_rev\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Black

USA\_xx\_k\_4C.eps

USA\_xx\_k\_rgb\_300\_xx.jpg  
USA\_xx\_k\_rgb\_72\_xx.jpeg

USA\_xx\_k\_rgb\_300\_xx.png  
USA\_xx\_k\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



## Reversed (white)

USA\_xx\_ko\_4C.eps

USA\_xx\_ko\_rgb\_300\_xx.jpg  
USA\_xx\_ko\_rgb\_72\_xx.jpeg

USA\_xx\_ko\_rgb\_300\_xx.png  
USA\_xx\_ko\_rgb\_72\_xx.png

USA\_vert\_url\_px\_xx.xx



USA\_horz\_url\_px\_xx.xx



USA\_su\_vert\_url\_px\_xx.xx



USA\_su\_horz\_url\_px\_xx.xx



# Contact Information

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