

graphic standards for GSA sub-branded offerings

Prepared for GSA by SiloSmashers

Brand mark guidelines:

Proportions of the Star Mark must never be altered.

Sub-brand name, tagline and URL positioning in relation to the Star Mark must be followed at all times.

Placement of the Star Mark must be consistent by channel.

For government-facing sub-brands and sub-brands with two audience groups, the Star Mark is positioned on the upper left.

Nothing can appear above the Star Mark on printed material.

Brand marks must always appear on a white background.

The sub-brand name always appears to the right of the Star Mark.

Longer sub-brand names must be broken across two lines to maintain the visual proportions of the mark.

Font and case guidelines must be followed at all times.

Supporting materials guidelines:

Each sub-brand should select a primary and secondary color for consistent representation of their image. These colors can be chosen from the “other colors” options on page 1.10 of the Building Our Brand guide. Two or more shades of the same color can also be used.

To create a clear hierarchy of information within body text and titles, use different styles and weights available within the Grotesque MT font family.

graphic guidelines

Internet guidelines:

The sub-brand mark will appear at the top left of every GSA web page and should be presented on a white horizontal band spanning the full width of the editorial page.

Minimum sizing and clearance requirements, as well as, web-based color specifications for the sub-brand mark must be observed.

A horizontal bar of solid color appears above the sub-brand mark at the top of the page, separating the page from the browser window frame.

A second horizontal bar of solid color appears directly below the white horizontal band containing the sub-brand mark. This bar will be used for consistent positioning of navigation items across all GSA web pages.

The global navigation of each sub-branded website must present a link to gsa.gov. This strategy further reinforces the pre-eminence of GSA while it provides a consistency across all the sub-branded websites.

Whenever feasible, GSA sub-brands should be represented graphically. Sub-brand marks can link directly to their sites.

Exception: On the www.gsa.gov homepage, sub-brands must be represented as text links, not as graphics.



U.S. General Services Administration



GSA Service, Staff Office, or Region Name



Sub-branded Offering

brand architecture



Advantage!

Online supply source for the US government
www.gsaadvantage.gov

logo standards



Auto Choice



Auto Choice

Steering you in the right direction



Auto Choice

Steering you in the right direction
www.gsaautochoice.gov



Advantage!

Online supply source for the US government



Advantage!

Online supply source for the US government
www.gsaadvantage.gov



Sub-branded
Offering Three

Lorem ipsum dolor sit amet consetetur
www.subbrandedofferingthree.gov

logo standards



Advantage!

*Online supply source for the US government
www.gsaadvantage.gov*



Advantage!

*Online supply source for
the US government
www.gsaadvantage.gov*

Individual's Name
Title (optional)

Street Address and Room
City, State ZIP
Telephone 000.000.0000
Fax 000.000.0000
Cellular 000.000.0000
email.address@gsa.gov



Advantage!

*Online supply source for the US government
www.gsaadvantage.gov*

Street Address and Room
City, State ZIP
Telephone 000.000.0000
Fax 000.000.0000
Cellular 000.000.0000
email.address@gsa.gov

Individual's Name
Title (optional)

letterhead & business cards



Advantage!

Online supply source for the US government

mobile office



Advantage!

Online supply source for the US government

all in one place



poster & cover



Advantage!

Online supply source for the US government

internet

a service of



For **existing citizen-facing sub-brands**, the Star Mark must be accompanied by “A service of” and must be used in addition to the existing sub-brand mark. This signature clearly identifies the initiative as a GSA project, yet gives some separation in the parent brand/sub-brand relationship as is appropriate to citizen-facing sub-brands.

This is the only case when the Star Mark will not appear on the upper left. Guidelines must be followed for positioning and sizing of both the Star Mark signature and the current sub-brand mark.

existing citizen-facing sub-brands

Existing citizen-facing sub-brand

Existing citizen-facing sub-brand

Individual's Name

Title (optional)

Street Address and Room
City, State ZIP
Telephone 000.000.0000
Fax 000.000.0000
Cellular 000.000.0000
email.address@gsa.gov

a service of



Existing citizen-facing sub-brand

Individual's Name

Title (optional)

Street Address and Room
City, State ZIP
Telephone 000.000.0000
Fax 000.000.0000
Cellular 000.000.0000
email.address@gsa.gov

a service of



a service of



letterhead & business cards

existing citizen facing sub-brands

Existing citizen-facing sub-brand



building pride



Existing citizen-facing sub-brand



growing our community



poster & cover

existing citizen facing sub-brands

Existing citizen-facing sub-brand



internet

existing citizen facing sub-brands