



U.S. GOVERNMENT
PRINTING OFFICE
KEEPING AMERICA INFORMED

News Release

OFFICE OF CONGRESSIONAL AND PUBLIC AFFAIRS
(202) 512-1991 • <http://www.gpo.gov> • e-mail: gpoinfo@gpo.gov

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CONTACT: C. Michael Bright, (202) 512-1991
cbright@gpo.gov
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GOVERNMENT PRINTING OFFICE UNVEILS A NEW LOGO FOR THE 21st CENTURY

The U.S. Government Printing Office has adopted a new logo to symbolize its transformation from an ink-on-paper provider to a digital data delivery organization. The new logo reflects GPO's determination to meet the evolving information needs of its client agencies and to serve an increasingly digital-aware American public.



"The GPO's new logo dramatically captures our determination to transform this venerable institution into a model facility designed to meet the information demands of Congress, Federal agencies, and the American public in the 21st century," said Public Printer of the United States Bruce R. James. "It communicates precisely how we are going to position ourselves in bringing change and leadership to printing and information policy."

Individual elements of the new logo are integrated to endow it with qualities that define GPO, address past tradition, and indicate GPO's role in the information future.

Typographic elements hint at an historical progression in printing:

The "G" is modified from a traditional Transitional Style serif typeface, Times New Roman. Created and refined in the 16th and 17th centuries, Times New Roman marked a change from type derived from handwritten text to more legible type forms used in a mechanical printing press.

The "P" is reversed out of what might be a rectangular block, alluding to woodblock, hot metal and Linotype technologies. A modern era in printing and publication is referenced in the sans serif typeface.

The “O” is a digitally modified form of an oldstyle face, ITC Galliard. This is an allusion to an integration of past, present and future. The distinctive shape of the “O” in this modified form mirrors the curved form of the “G” at left, giving the mark symmetry and balance, drawing from a literal “past: iteration of the “G.” Pixel shapes are incorporated to complete the mark, and further suggest digital and electronic processes.

The logo is designed to communicate clearly and with an economy of form. It is crafted in a clean, symmetrical form, making it effective in a variety of applications, as a signage graphic, as a stamped mark, as a mark printed with in any substrate, or as a low resolution graphic on the Web. It can be reversed out of any solid background or produced in negative form for any specialized application.

The new logo is an affirmative statement of optimism as GPO consolidates the contributions of the past and forges ahead to a future dedicated to “Keeping America Informed” in the 21st century.

Headquartered in Washington, DC, the GPO has 3,000 employees in 30 locations nationwide. It is responsible for the production and distribution of information products and services for all three branches of the Federal Government. In addition to its own production facilities, the GPO maintains a pool of 13,000 private sector vendors throughout the country to produce print and other information products for the Federal Government ranging from Supreme Court decisions to IRS tax forms and crop reports for the Department of Agriculture. The GPO also distributes Government publications to the public via a sales program and through a nationwide network of more than 1,200 Federal depository libraries. GPO’s Web site, **GPO Access**, at **www.gpo.gov/gpoaccess**, provides free online public access to more than 225,000 Federal Government titles.

For more information about the GPO, go to the agency’s Web site at **www.gpo.gov**.

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