



# *Graphics Standards Guide*

A&T Seal Placement & Colors . . . . .	2
A&T Logotype Placement & Colors . . . . .	4
A&T Seal & Logotype Placement & Colors. . . . .	6
Additional Usage Standards - Seal . . . . .	8
Additional Usage Standards - Logotype . . . . .	10
Additional Usage Standards - Seal & Logotype . . . . .	12



## Seal Placement

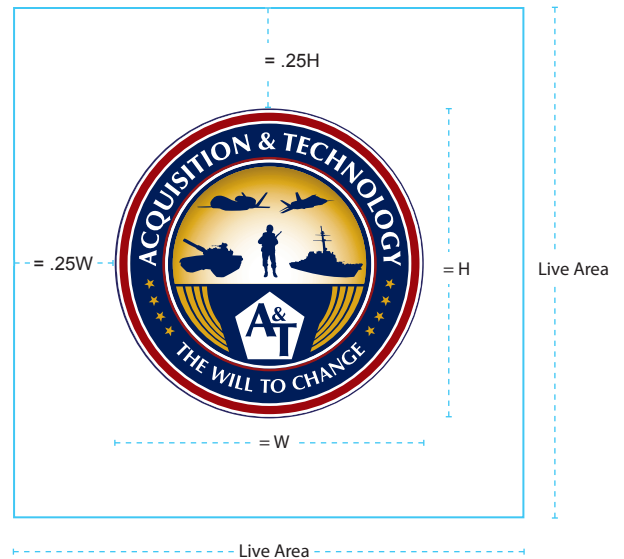
When used in any Acquisition & Technology (A&T) media, the A&T seal must be placed in the top, left corner of the media frame. The top and left distance from the edge (margins) are to be 25 percent of the width of the seal or greater. Maintain a minimum .25" white space boundary on the bottom and right of the seal. To determine these distances, use the calculations below:

Determining distance from the left edge:

$$0.25 \times W \text{ (width of the seal)} = \text{distance from the left edge}$$

Determining distance from the top edge:

$$0.25 \times H \text{ (height of the seal)} = \text{distance from the top edge}$$



## Standard Color



### FILE NAMES

AT\_color\_pos  
 AT\_color\_pos\_lg  
 AT\_color\_pos\_md  
 AT\_color\_pos\_sm

### FILE TYPES

•	•		
		•	•
		•	•
		•	•
EPS	TIFF	PNG	JPEG

## Reversed Color





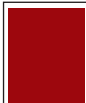
### FILE NAMES

AT\_color\_rev  
 AT\_color\_rev\_lg  
 AT\_color\_rev\_md  
 AT\_color\_rev\_sm

### FILE TYPES

•	•		
		•	•
		•	•
		•	•
EPS	TIFF	PNG	JPEG

## Color Palette

 A&T <b>BLUE</b>	<b>Process</b>	<b>Screen</b>	<b>Web</b>	 A&T <b>GOLD</b>	<b>Process</b>	<b>Screen</b>	<b>Web</b>	 A&T <b>RED</b>	<b>Process</b>	<b>Screen</b>	<b>Web</b>
	C 100	R 0	#00205a		C 5	R 218	#daa51a		C 0	R 158	#9e0b0f
	M 80	G 32			M 30	G 165			M 100	G 11	
	Y 0	B 90			Y 100	B 26			Y 100	B 15	
	K 56				K 10				K 40		

## Standard Grayscale



### FILE NAMES

AT\_bw\_pos  
 AT\_bw\_pos\_lg  
 AT\_bw\_pos\_md  
 AT\_bw\_pos\_sm

### FILE TYPES

•	•		
		•	•
		•	•
		•	•
EPS	TIFF	PNG	JPEG

## Reversed Grayscale



### FILE NAMES

AT\_bw\_rev  
 AT\_bw\_rev\_lg  
 AT\_bw\_rev\_md  
 AT\_bw\_rev\_sm

### FILE TYPES

•	•		
		•	•
		•	•
		•	•
EPS	TIFF	PNG	JPEG

## Grayscale Palette



**Process**  
 C 0  
 M 0  
 Y 0  
 K 100

**Screen**  
 R 0  
 G 0  
 B 0

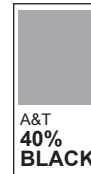
**Web**  
 #000000



**Process**  
 C 0  
 M 0  
 Y 0  
 K 85

**Screen**  
 R 77  
 G 77  
 B 79

**Web**  
 #4d4d4f



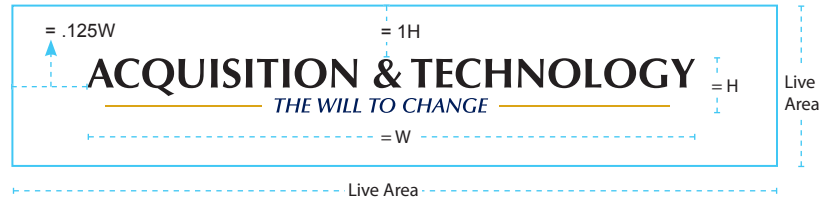
**Process**  
 C 0  
 M 0  
 Y 0  
 K 40

**Screen**  
 R 153  
 G 153  
 B 153

**Web**  
 #999999

## Logotype Placement

When used in any A&T media, the A&T logotype must be placed in the top, left corner of the media frame. The minimum distance from the top edge is equal to the height (H) of the logo and the minimum distance from the left edge is 1/8 the width (W). Maintain a minimum of 1/4" white space boundary to the bottom and right of the logo. To determine these distances, use the calculations below:



Determining distance from the left edge:  
 $0.125 \times \text{width of the logotype} = \text{distance from the left edge}$

Determining distance from the top edge:  
 $1 \times \text{height of the logotype} = \text{distance from the top edge}$

## Standard Color

**ACQUISITION & TECHNOLOGY**  
 THE WILL TO CHANGE

### FILE NAMES

### FILE TYPES

AT_color_pos	•	•		
AT_color_pos_lg			•	•
AT_color_pos_md			•	•
AT_color_pos_sm			•	•
	EPS	TIFF	PNG	JPEG

## Reversed Color

**ACQUISITION & TECHNOLOGY**  
 THE WILL TO CHANGE

### FILE NAMES

### FILE TYPES

AT_color_rev	•	•		
AT_color_rev_lg			•	•
AT_color_rev_md			•	•
AT_color_rev_sm			•	•
	EPS	TIFF	PNG	JPEG

## Color Palette



### Process

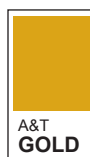
C 100  
 M 80  
 Y 0  
 K 56

### Screen

R 0  
 G 32  
 B 90

### Web

#00205a



### Process

C 5  
 M 30  
 Y 100  
 K 10

### Screen

R 218  
 G 165  
 B 26

### Web

#daa51a

## Standard Grayscale

# ACQUISITION & TECHNOLOGY

THE WILL TO CHANGE

### FILE NAMES

### FILE TYPES

AT_bw_pos	•	•		
AT_bw_pos_lg			•	•
AT_bw_pos_md			•	•
AT_bw_pos_sm			•	•
	EPS	TIFF	PNG	JPEG

## Reversed Grayscale

# ACQUISITION & TECHNOLOGY

THE WILL TO CHANGE

### FILE NAMES

### FILE TYPES

AT_bw_rev	•	•		
AT_bw_rev_lg			•	•
AT_bw_rev_md			•	•
AT_bw_rev_sm			•	•
	EPS	TIFF	PNG	JPEG

## Grayscale Palette



Process	Screen	Web
C 0	R 0	#000000
M 0	G 0	
Y 0	B 0	
K 100		



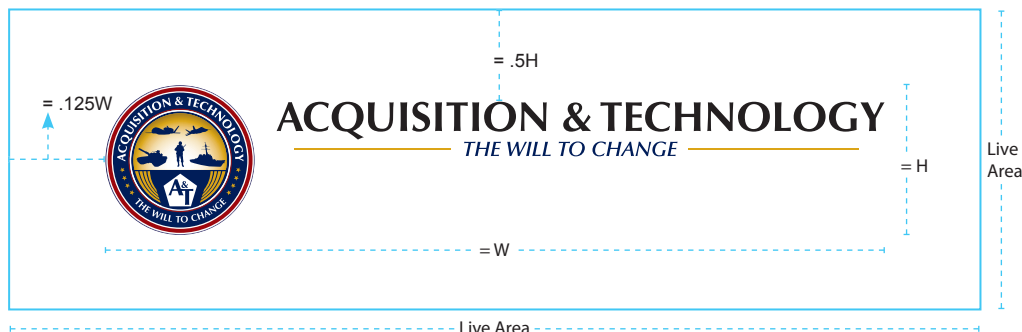
Process	Screen	Web
C 0	R 153	#999999
M 0	G 153	
Y 0	B 153	
K 40		

## Seal and Logotype Placement

When used in any A&T media, the A&T logotype must be placed in the top, left corner of the media. The minimum distance from the top edge is equal to 1/2 the height (H) and the minimum distance from the left edge is 1/8 the width (W) of the logo. Maintain a minimum of 1/4" white space boundary to the bottom and right of the logo. To determine these distances, use the calculations below:

Determining distance from the left edge:  
 $0.125 \times \text{width of the logotype} = \text{distance from the left edge}$

Determining distance from the top edge:  
 $.5 \times \text{height of the logotype} = \text{distance from the top edge}$



## Standard Color



**ACQUISITION & TECHNOLOGY**  
 THE WILL TO CHANGE

### FILE NAMES

### FILE TYPES

AT_color_pos	•	•		
AT_color_pos_lg			•	•
AT_color_pos_md			•	•
AT_color_pos_sm			•	•
	EPS	TIFF	PNG	JPEG

## Reversed Color



**ACQUISITION & TECHNOLOGY**  
 THE WILL TO CHANGE

### FILE NAMES

### FILE TYPES

AT_color_rev	•	•		
AT_color_rev_lg			•	•
AT_color_rev_md			•	•
AT_color_rev_sm			•	•
	EPS	TIFF	PNG	JPEG

## Color Palette



**Process**  
 C 100  
 M 80  
 Y 0  
 K 56

**Screen**  
 R 0  
 G 32  
 B 90

**Web**  
 #00205a



**Process**  
 C 5  
 M 30  
 Y 100  
 K 10

**Screen**  
 R 218  
 G 165  
 B 26

**Web**  
 #daa51a



**Process**  
 C 0  
 M 100  
 Y 100  
 K 40

**Screen**  
 R 158  
 G 11  
 B 15

**Web**  
 #9e0b0f



**Process**  
 C 0  
 M 0  
 Y 0  
 K 100

**Screen**  
 R 0  
 G 0  
 B 0

**Web**  
 #000000

## Standard Grayscale



# ACQUISITION & TECHNOLOGY

THE WILL TO CHANGE

### FILE NAMES

### FILE TYPES

AT\_color\_pos

AT\_color\_pos\_lg

AT\_color\_pos\_md

AT\_color\_pos\_sm

FILE TYPES	FILE NAMES	FILE NAMES	FILE NAMES	FILE NAMES
	•	•		
			•	•
			•	•
			•	•
EPS				
TIFF				
PNG				
JPEG				

## Reversed Grayscale



# ACQUISITION & TECHNOLOGY

THE WILL TO CHANGE

### FILE NAMES

### FILE TYPES

AT\_color\_rev

AT\_color\_rev\_lg

AT\_color\_rev\_md

AT\_color\_rev\_sm

FILE TYPES	FILE NAMES	FILE NAMES	FILE NAMES	FILE NAMES
	•	•		
			•	•
			•	•
			•	•
EPS				
TIFF				
PNG				
JPEG				

## Grayscale Palette



**Process**  
C 0  
M 0  
Y 0  
K 100

**Screen**  
R 0  
G 0  
B 0

**Web**  
#000000



**Process**  
C 0  
M 0  
Y 0  
K 85

**Screen**  
R 77  
G 77  
B 79

**Web**  
#4d4d4f



**Process**  
C 0  
M 0  
Y 0  
K 40

**Screen**  
R 153  
G 153  
B 153

**Web**  
#999999

### **A&T Seal**

#### ***Scaling***

When used in any materials other than those sponsored by A&T, the logo must maintain a size that renders the smallest type legible at arm's length. If the seal is to be scaled to a small size, the smallest type in the seal must be no smaller than a size equivalent to 6 points. As a rule, the size of the seal should never be reduced to less than 3/4 of an inch (3/4"). Scaling the seal to a size that renders the text legible is a process that is relevant to the product. For larger media such as exhibit backdrops or projected images, the scale should be gauged by the farthest distance one might be from the actual surface of the media. When resizing the seal, proper proportions must be maintained.

#### ***Layout***

When used in any materials other than those sponsored by A&T, the seal must have a run-around or buffer area surrounding the logo. This space must be no less than 25 percent of the width of the logo. This space helps maintain the individuality of the seal and allows the text around the seal to be read more easily.

When the seal is used in combination with other seals or logos, the position of the seal should defer to the rules set forth by the organization sponsoring the particular media. If no rules exist, the placement of the A&T seal must follow these general rules:

1. Always defer the most prominent position to the Presidential and Department of Defense seals (in that order).
2. Never place the A&T logo above or directly to the left of the Presidential or Department of Defense seals.
3. Placement to the left of the Department of Defense seal is permissible if the seals are placed in opposite corners of the media (e.g., With both seals in a masthead, the A&T seal can be placed on the left corner while the DoD seal can be placed in the top right corner).

When using the A&T seal in a non-A&T masthead, the seal is to be placed to the left of the text using the positioning rules for the A&T seal. Placing the A&T seal on the right of the masthead in this scenario is acceptable if:

- The sponsoring organization requires its seal/logo to be placed in the top left position
- The Presidential or Department of Defense seal(s) must be in the top left position

The A&T seal must never be placed in the lower left corner of any layout or media including placement in a footer. The seal must not be placed in-line with body copy.

When used as part of or as a stand-alone graphic as an editorial image, the image (and caption) may be placed anywhere within the body copy except the lower left corner. Top left positioning is acceptable, but top right and middle-right are preferred.

When using the A&T seal on a cover for any A&T media, it should be placed 1/3 of the distance from the top of the page, centered left to right.

#### ***Color Usage***

When used in any A&T sponsored materials, the A&T seal must be presented in full color. If the final output media is monochromatic (e.g., fax or black and white photocopy) only, the grayscale or monochromatic seal must be used. This prevents colors of similar tonal value from being lost in conversion and preserves the seal's appearance. If the same piece is to be used in various color output, it is strongly recommended that alternate versions of the piece be created to best fit each out put medium. If this is not an option, the color seal is preferred.

The colors of the seal must not be altered using any contrast, curve, brightness or levels. Using the files noted in the specification sheets will ensure proper usage of colors in all circumstances.

When using the A&T seal as part of editorial image, it is acceptable to mask part of the image, fade the image into the background or crop the image. However, the colors of the seal should remain in-tact. If using layer effects to build the editorial image, use only settings that keep the same color scheme. Avoid settings that invert the colors.



## **General Usage**

### *Collage/Montage*

The A&T seal must never be placed alongside or in conjunction with images or typographic treatments that show or allude to terrorist activities or the activities of any enemy of the state. If using the A&T seal in combination with any imagery, the following usages are permitted:

- Collage/montage with U.S. Warfighters or military activities
- Backdrop for A&T personnel
- Collage/montage with other DoD seals (always with deferred precedence to the DoD seal)
- Video or animation with any of the above

### *Video/Motion Graphics*

When used in video or motion graphics, the A&T seal should be visible in any name/title bar when A&T personnel are on screen. The name/title bar will likely be in the lower portion of the lower-third of the screen. It is permissible to place the A&T seal in either the far left or far right of the lower-third graphic. If the sponsoring organization has an established style rule for this lower-third graphic and positioning of the seals/logos, defer to that rule.

When concluding any A&T-sponsored video or motion graphics piece, the seal should be present on-screen for at least the final three seconds and occupy at least the middle third of the screen, centered on the screen.

When using the A&T seal in any video or animation application, it is permissible to deconstruct the seal only if it will be reassembled in its intended, final configuration before the end of the piece. Also acceptable in video or motion graphics applications are:

- Rotating
- Trucking
- Panning
- Zooming
- Gleaming

Unacceptable effects in video or animation applications are:

- Warping
- Melting
- Exploding

### *General Effects*

When applying visual effects to the A&T seal in any medium, the following are acceptable:

- Drop shadow (with a distance no more than 10 pixels and size no greater than 10 pixels)
- Outer glow (using white, blue or gold (as defined above) for a base color and with a size no greater than 10 pixels)
- Bevel/Emboss (with a depth of  $\geq 50$ , a size that covers no more than the outer ring, and using white and black as highlight and shadow, up orientation)

Unacceptable visual effects are:

- Inner shadow
- Inner glow
- Stroke (inner or outer)

## **A&T Logotype**

### ***Scaling***

Since this version of the A&T identity is all text-based, it is important that it is legible in all forms. The logotype must maintain a size that renders the smallest type legible at arm's length. If the logotype is to be scaled to a small size, the smallest type in the seal must be no smaller than a size equivalent to 8 points. As a rule, the size of the logotype should never be reduced to less than two inches wide (2"). Scaling the logotype to a size that renders the text legible is a process that is relevant to the product. For larger media such as exhibit backdrops or projected images, the scale should be gauged by the farthest distance one might be from the actual surface of the media. This relative distance and size should create – in effect – an image size with text size no less than an 8 point font size. When resizing the logotype, proper proportions must be maintained.

### ***Layout***

This form of the A&T identity will most often be used in combination with the A&T seal. However, that configuration is not mandatory. The logotype may exist on its own. However, if used in this manner, the following guidelines must be followed.

The first use of the logotype must always be used in combination with the seal.

The A&T logotype, when used apart from the seal, may be placed in the top left corner, bottom center or top right of the layout. Size and position rules (as previously noted) must be applied. If the logotype is used in conjunction with the Presidential or Department of Defense seals, it must defer precedence to either or both the Presidential or DoD seals. The three positions noted above should provide ample opportunity to effectively present the A&T logotype.

When using the A&T logotype in a non-A&T masthead, the logotype is to be placed to the left of the text using the positioning rules for the A&T logotype. Placing the A&T logotype on the right of the masthead in this scenario is acceptable if:

- The sponsoring organization requires its seal/logo to be placed in the top left position
- The Presidential or Department of Defense seal(s) must be in the top left position

The A&T logotype may only be placed in the lower left of the layout if the output media is video or motion graphics. This placement is only permitted as part of a lower-third graphic. This will most likely occur with name/title bars during interviews or introductory scenarios in a video.

When using the A&T logotype on a cover for any A&T media, it should be placed 1/3 the distance from the top centered left to right with the A&T seal to the left.

### ***Color Usage***

Monochromatic Media:

If the output media is monochromatic (e.g., fax or black and white photocopy), it is permissible to use the monochromatic (positive or reversed) version of the logotype. If the background of the media is white, the correct usage would be to use the positive version (black letters) of the logotype. In this case, it is unacceptable to use the reversed (white letters) with a drop shadow as drop shadows will become distorted and diminish the overall presence of the logotype. If the background for the logotype is black, it is acceptable to use the reversed (white letters) logotype. If the background is black, it is unacceptable to use the positive logotype (black letters) with an outer glow as graded colors/tones become distorted and diminish the overall presence of the logotype. These same rules apply if the monochromatic approach uses a single spot color (e.g., Pantone or Hexachrome inks).

Color Media:

When used in any full-color media, it is highly recommended to use the full-color versions of the logotype. The correct images are noted in the logotype specification sheet. The colors of the logotype must not be altered using any contrast, curve, brightness or levels. Using the files noted in the specification sheets will ensure proper usage of colors in all circumstances. Avoid settings that invert the colors. If using layer effects to build the editorial image, use only settings that keep the same color scheme.

### ***General Usage***

When using the A&T logotype as part of editorial image, it is not acceptable to crop or mask any portion of the image that will prevent any letter from being legible. However it is acceptable to fade the image into the background of the image. In either case, the colors of the seal should remain in-tact.

### *Collage/Montage*

The A&T logotype must never be placed alongside or in conjunction with images or typographic treatments that show or allude to terrorist activities or the activities of any enemy of the state. If using the A&T logotype in combination with any imagery, the following usages are permitted:

- Collage/montage with U.S. Warfighters or military activities
- Backdrop for A&T personnel
- Collage/montage with other DoD seals (always with deferred precedence to the DoD seal)
- Video or animation with any of the above

### *Video/Motion Graphics*

To ensure the integrity of the logotype is maintained in video or motion graphics applications, the logotype is to be used as one solid image. This means that it is unacceptable to animate the pieces of text within the logotype separately. This unacceptable use includes:

- Typewriter effects
- Letter-by-letter fly-in
- Word-by-word fly-in

Acceptable effects include:

- Fly-in/fly-out as a single unit
- Scale-in/scale-out as a single unit
- Fade in/out as a single unit
- Wipe in/out
- Cut in/out
- Venetian blind or other single-unit transitional effects

The A&T logotype should never be used in a video/motion graphics application without the A&T seal present at some prior point in the piece. If used in this media, the logotype should either be positioned to the right of the seal (using the positioning guidelines defined earlier) or having the logotype appear in the same position as the seal just after the seal has been removed from the screen.

### *General Effects*

Using general effects to increase the presence of the logotype is acceptable. As a general rule, this is needed when placing the logotype in any screen-based media.

When applying visual effects to the A&T logotype in any medium, the following are acceptable:

- Drop shadow (with a distance no more than 10 pixels and size no greater than 10 pixels)
- Outer glow (using white, blue or gold for a base color and with a size no greater than 10 pixels)

Unacceptable visual effects are:

- Inner shadow
- Inner glow
- Stroke (inner or outer)
- Bevel/Emboss

## **A&T Seal and Logotype**

### ***Scaling***

The overall scale of the combined seal and logotype should follow the general legibility guidelines set forth in each of the components' rules. When resizing the A&T seal and logotype, correct proportions must be maintained.

### ***Layout***

This combination will most often be used for mastheads and cover graphics. When used in this manner, the masthead should fill the entire width of the media (with required margins on the top, left and right edges). Below the masthead, the margin between the bottom edge of the masthead and the first line of text should be approximately 3 pica (1/4 inch). Background graphics may extend behind the masthead, but must not be visible above the masthead. These background images must also be faded near the masthead so they do not overtake the overall presence of the masthead.

### ***Color Usage***

The same color rules apply to the combination and masthead configuration as those for each individual component. The only difference is that there is not a monochromatic solution for the masthead. It is meant for full-color applications only.

### ***General Usage***

The usage of the A&T seal and logotype banner is required in single-page print and Web-based media. Examples of this usage are the A&T Web site and A&T fact sheets. Acceptable usage of this configuration must include the background banner (consisting of the gradated gray frame, blue base with flags and gold stars). This graphic should not be altered in any way other than scaling as necessary. Color alterations and additional effects are not acceptable.

Other usage of the seal and logotype in combination are covers for A&T-sponsored materials (e.g., program books, folders, etc.). These particular products permit but do not require the entire masthead graphic.

### ***Collage/Montage***

The A&T seal and logotype combination must never be placed alongside or in conjunction with images or typographic treatments that show or allude to terrorist activities or the activities of any enemy of the state. If using this configuration in combination with any imagery, the following usages are permitted:

- Collage/montage with U.S. Warfighters or military activities
- Backdrop for A&T personnel
- Collage/montage with other DoD seals (always with deferred precedence to the DoD seal)
- Video or animation with any of the above

### ***General Effects***

Since this is a combination of images (especially in the masthead configuration), no additional visual effects beyond what is already present in the provided graphics are permitted.

### ***Video/Motion Graphics***

The masthead configuration may be used in a video application, but must be placed in the lower third of the screen. Since this configuration is meant to be presented as used a single unit, the use of effects are limited to:

- Fade in/out as a single unit
- Wipe in/out
- Cut in/out
- Venetian blind or other single-unit transitional effects