



American Recovery and Reinvestment Act General Guidelines for Emblem and Logo Applications

Version 1.0
03 / 20 / 09

Projects funded by the American Recovery and Reinvestment Act (ARRA) will bear a newly-designed emblem. The emblem is a symbol of President Obama's commitment to the American People to invest their tax dollars wisely to put Americans back to work.

The purpose of this document is to provide general guidelines and specifications for using the ARRA emblem and corresponding logomark.

Variations and Usage

There are two approved “marks” associated with the ARRA. To preserve the integrity of the ARRA emblem and logomark, make sure to apply them correctly. Altering, distorting or recreating the “marks” in any way weaken the power of the image and what it represents. Layout and design of signs and communication materials will vary, so care must be taken when applying the emblem or logomark.

Primary Emblem



All projects which are funded by the ARRA should display signage that features the Primary Emblem throughout the construction phase. The signage should be displayed in a prominent location on site. Some exclusions may apply. The Primary Emblem can also be displayed on signs at events or conferences associated with the ARRA or the individual projects funded by the ARRA.

The Primary Emblem should not be displayed at a size less than 6 inches in diameter.





Horizontal Logomark



An alternate variation of the emblem exists for use in press releases and other online or offline communications. It should be used to brand the communications piece, but *not* in reference to the Primary Emblem usage.

Color

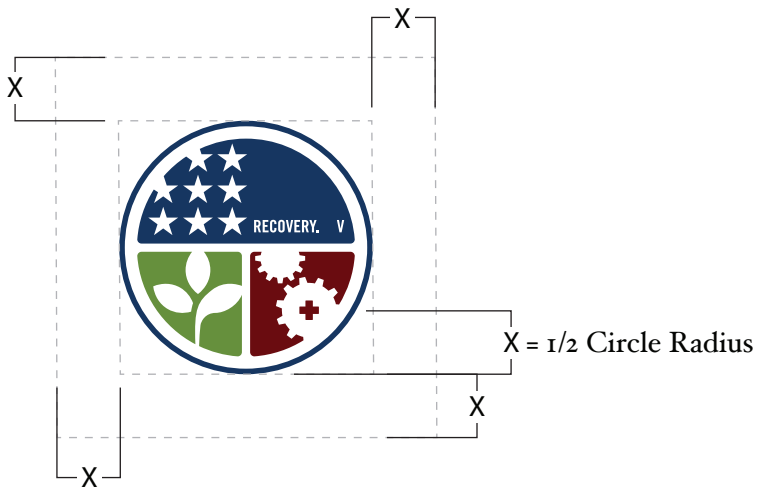
All colors in the ARRA logos have precise color references, shown in the color specifications chart below. Always use the exact color values listed. Do not use screens or tints of any of the colors for any part of the logo. The CMYK values should be used for print applications. The RGB and HEX# values should be used for on-screen applications.

COLOR	CMYK	RGB	HEX#
 Navy	00 / 00 / 00 / 00	0 / 51 / 102	003366
 Red	30 / 100 / 100 / 50	102 / 0 / 0	660000
 Green	65 / 25 / 100 / 7	103 / 144 / 62	67903E
 Light Blue	67 / 37 / 6 / 00	89 / 141 / 192	598DC0

Clear Space

The clear space is shown as the value “X” in this exhibit. The minimum clear space must always be at least “X” on all sides of the logo. Whenever possible, increase the amount of clear space.

Primary Emblem



Horizontal Logomark



Contact Information

For information regarding this document, please email:
recoveryquestions@gsa.gov

Please refer to this document as:
General Guidelines for Emblem and Logo Applications, Version 1.0