



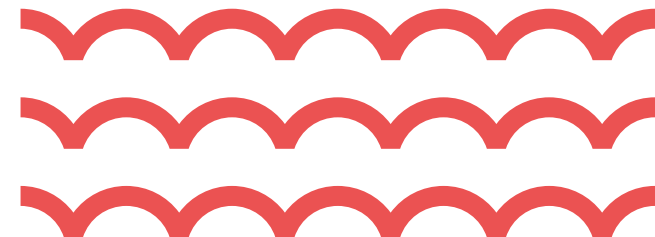
BridgeUSA

Brand Guide



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BridgeUSA Brand Guide

This is BridgeUSA's Brand Guide. It is a comprehensive document for our design standards and provides direction to internal stakeholders on how to properly use our logo, color palette, typography, and other design elements.

By applying the information in this guide, we can establish and maintain a consistent look and feel for BridgeUSA across all communication channels. This helps our audiences quickly identify who we are and what we do, as well as builds internal affinity within the U.S. Department of State for BridgeUSA.

Logo

A logo is a brand's most prominent design property. It's a mark of identification that reflects the key characteristics of a brand through a subtle, visual message.

Our logo represents a BridgeUSA participant's experience. The bridge is an abstract representation of the participant's journey—it has no beginning or end, and continues in both directions indefinitely. The star symbolizes the participant, demonstrating the personal nature of a BridgeUSA program and speaking to the long-lasting impact of this experience over the course of a lifetime.

In this logo, there is a sense of optimism and forward momentum. It harnesses the excitement of BridgeUSA and signals the diversity of participant experiences.

Full Color Logo

This version should be used in all digital and print communications with sufficient contrast on light backgrounds.





Reversed Logo

This version should be used on solid color backgrounds with sufficient contrast.



Black & White Logo

This version should be used when the design uses a monochromatic palette such as black and white printing.



White Logo

This version should be used sparingly and only on applications that have limited print quality such as t-shirts, pens, and other promotional items.

Icon

The icon can be used on its own within branded materials and for creative executions. In most applications, it should be accompanied by the full logo somewhere within the execution.

Full Color Icon



Reversed Icon



Black & White Icon



White Icon

Tagline

The tagline is our mantra, our guiding light. At the highest level, it communicates the core value of the BridgeUSA program.

The tagline should be included with the logo. It can be excluded in instances when there is not enough room, the logo is too small, or for creative applications.



Connecting global leaders,
creating lasting impact.

State Seal & BridgeUSA Logo

When used together, the U.S. Department of State seal must be left of the BridgeUSA logo. Usage of both the seal and logo is not always required.

For full seal guidelines, refer to the ECA design guide.

<https://app.box.com/s/2zk6helxsazbyqsdio86b8nrwxjkw6yt>



BridgeUSA

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Clearspace & Size

Clearspace

A minimum of “x” area around the logo should be observed. These size requirements should be followed for all logo applications. The “x” measurement is the height of the capital “B” in BridgeUSA.

Minimum Size

The preferred minimum print size for the standard logo is 1.25 inches wide. The preferred minimum screen size is 120 pixels wide.

The preferred minimum print size for the compressed logo is 0.75 inches wide. The preferred minimum screen size is 75 pixels wide.

The logo should always be scaled proportionally width/height.



Incorrect Usage

Improper use of the logo compromises the integrity of our brand and makes legal protection more difficult.

These examples represent some of the possible misuses—careful consideration should be given to circumstances not illustrated in these examples.



Do not add elements to the logo



Do not alter logo colors



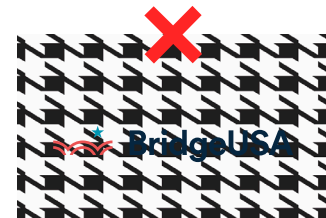
Do not place the logo on complex photos or images



Do not remove elements of the logo



Do not distort proportions of the logo



Do not place the logo on a pattern



Do not add a drop shadow or filter effect



Do not place the logo on an angle



Do not overlap logo elements

File Formats

The attributes described below relate to the specific logo files produced for BridgeUSA.

They are not necessarily universal attributes of those file formats.

EPS

File Extension: .eps

Resolution: Vector

Attributes:

Highest quality—infinately scalable—preferred file format for vendors/partners, best format for advanced web/digital partners, spot color offset printing, wide format display, and premiums such as hats, shirts, mugs, etc.

JPEG

File Extension: .jpg

Resolution: 300 dpi

Attributes:

Pixel file, scaling above 100% actual size decreases image quality. Uses include web/digital and word processing.

PNG

File Extension: .png

Resolution: 300 dpi

Attributes:

Pixel file, scaling above 100% actual size decreases image quality. Uses include web/digital and Microsoft applications such as Word and PowerPoint.

Color Palette

Blue and red are the primary BridgeUSA colors. Secondary colors bring diversity and flexibility to the palette.

Primary

Blue

CMYK 100, 76, 10, 65
RGB 5, 38, 64
HEX #052640
PANTONE 289

Red

CMYK 0, 80, 80, 0
RGB 235, 82, 82
HEX #EB5252
PANTONE Warm Red

Secondary

Light Blue

CMYK 79, 0, 6, 5
RGB 0, 150, 178
HEX #0096B2
PANTONE 306

Yellow

CMYK 0, 8, 69, 0
RGB 255, 214, 130
HEX #FFD682
PANTONE 121

Gray

CMYK 5, 3, 4, 8
RGB 209, 211, 212
HEX #D1D3D4
PANTONE Cool Gray 2

Colorspace

The attributes described below relate to the specific logo files produced for BridgeUSA.

They are not necessarily universal attributes of those file formats.

CMYK

Use: Print

CMYK color (also called four-color process) is a method of blending four ink colors: cyan, magenta, yellow, and black. Different combinations of these inks create a wide spectrum of colors.

Pantone

Use: Print

PMS colors (also called Pantone® colors) are patented, standardized color inks made by the Pantone company. PMS colors standardized formulas used by printers and ensure the greatest color consistency.

RGB

Use: Digital

RGB is the mixture of Red, Green, and Blue. RGB is specific to digital applications only. RGB colors will look more vibrant on screen than CMYK or Pantone.

Hex

Use: Digital (Web)

Hex is a shorthand code that designers and developers use to code RGB values in web design.

Typography

Circular Bold

Circular Bold is the main headline font for BridgeUSA and is to be used on all print and digital applications.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .!?\$%()

Circular Book

Circular Book is the main body font for BridgeUSA and is to be used on all print and digital applications.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .!?\$%()

Circular may be purchased at
www.lineto.com/typefaces/circular

Alternate Typography

Arial Bold

Arial Bold should be used for headlines when Circular is not available, such as in applications like PowerPoint, MS Word, and email.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .!?\$%()

Arial Regular

Arial Regular should be used for body copy when Circular is not available, such as in applications like PowerPoint, MS Word, and email.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .!?\$%()

Type Hierarchy

To ensure that headlines and body copy retain a consistent hierarchy, try to best match the proportions illustrated here.

Headline 1

Circular Bold, 36 pt

Headline 2

Circular Bold, 23 pt

Body

Circular Book, 11 pt

This is a headline

Sub-headline

This is body copy. Magnam sum sam eaquam auditiunt occusam rero consent lit, cor se repudia velitatus et alitius del excearum adit ditatiusam, quae de aut pro doloria am sam di quas dolore, officip iciat.

Pattern

The pattern is inspired by the bridge shape from the BridgeUSA icon. It can be used as a single color or incorporate colors from the BridgeUSA primary and secondary palettes. In the latter, individual “bridges” are called out in different colors to represent participants and the inclusive nature of the program.



Photography

Photography captures the vibrant lifestyle and activities of BridgeUSA participants. It reflects the program's diversity, and should capture individual subjects, duos, or multiple-person groups displaying a range of ages, backgrounds, and activities that are apparent within the program.



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