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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.
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.

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

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

BridgeUSA

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/2zk6helxsazbyqsdi086b8nrwxjkw6yt

Connecting global leaders, creating lasting impact.
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—infinitely 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

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>100, 76, 10, 65</td>
<td>5, 38, 64</td>
<td>#052640</td>
<td>289</td>
</tr>
<tr>
<td>Red</td>
<td>0, 80, 80, 0</td>
<td>235, 82, 82</td>
<td>#EB5252</td>
<td>Warm Red</td>
</tr>
</tbody>
</table>

Secondary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Blue</td>
<td>79, 0, 6, 5</td>
<td>0, 150, 178</td>
<td>#0096B2</td>
<td>306</td>
</tr>
<tr>
<td>Yellow</td>
<td>0, 8, 69, 0</td>
<td>255, 214, 130</td>
<td>#FFD682</td>
<td>121</td>
</tr>
<tr>
<td>Gray</td>
<td>5, 3, 4, 8</td>
<td>209, 211, 212</td>
<td>#D1D3D4</td>
<td>Cool Gray 2</td>
</tr>
</tbody>
</table>
Colors

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.

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

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.

![Arial Bold Example](image)

**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.

![Arial Regular Example](image)
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 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.
Email Signature

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