

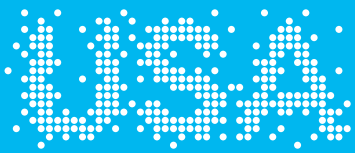
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**Brand USA**

## **Brand USA Corporate Identity**

Style Guide

11.16.23



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# Brand USA Communications Style Guide

## Brand USA

## Corporate Logo

### Corporate logo



#### Standard logo

*This is the official primary Brand USA logo*

#### Outlined logo for dark backgrounds

#### **Outlined Version**

There may be times when you need to use the outlined version of the logo. When placing the logo on a similarly colored background or a dense photograph, you may find that there is not enough contrast between the logo and the background. In these situations, you may use the outlined version.

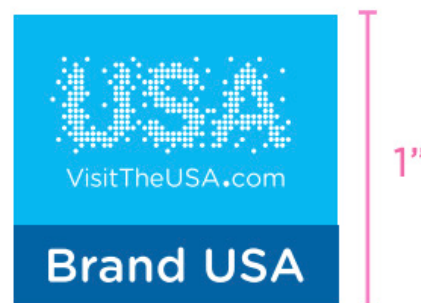
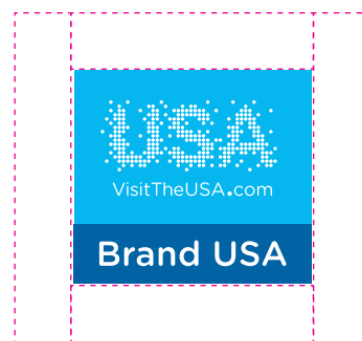
#### **Clear Space**

Always leave appropriate space between the Brand USA logo and surrounding graphic elements.

The recommended clear space is marked by the dashed lines shown. This measurement is equal to the height of the band at the bottom of the logo. This clear space should be kept in mind when co-branding with other logos.

#### **Minimum Size**

To ensure optimal reproduction of the individual dots and legibility of the logo, the Brand USA logo should not be used smaller than the minimum size, which is one inch tall. This is illustrated in the example to the right.





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## Brand USA Communications Style Guide

# Brand USA

# Corporate Logo

### Co-branding logos

When the Brand USA logo is presented with another brand mark, please follow the minimum clear space guidelines outlined in this document. If possible, allow for additional clear space between co-branded logos so that each appears as an impactful and individual element within the application. When co-branding, it does not matter which logo appears first.

#### OPTICAL SIZE

Because every logo is different, co-branded logos should be sized based on their weight (density) as well as by their size (measurement). Optically, the Brand USA logo should have as much presence as partner logos.

#### CENTRAL AXIS ALIGNMENT

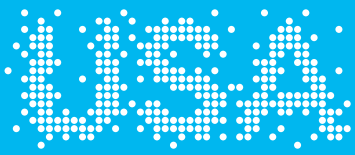
When co-branded logos are optically sized, they may not share precise points of alignment (such as a common baseline). Co-branded logos should always align to a central axis. This axis may be horizontal or vertical, based on the arrangements.

When co-branding with another logo, there are two options: horizontal (side-by-side) or vertical (stacked). See examples below.



*This example demonstrates co-branding horizontally. Logos should always align along a central axis; in this example, the alignment follows a horizontal axis.*

*This example demonstrates co-branding vertically. Logos should always align along a central axis; in this example, the alignment follows a vertical axis.*



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Brand USA Communications  
Style Guide

**Brand USA**

**Typeface**

## Typeface

Gotham is the standard typeface family for all branded communications.

[Download Gotham font file](#)

**Gotham Black**  
**Gotham Bold**  
**Gotham Medium**  
Gotham Book  
Gotham Light

## Alternative Typeface

Gotham is preferred, but since it's not a universal font and may not be globally available, Montserrat can be used as a substitute for web-based collateral.

[Download Montserrat font file](#)

Gotham or Montserrat can be used for PowerPoint presentations.

**Montserrat Bold**  
**Montserrat Semibold**  
Montserrat Medium  
Montserrat Regular  
Montserrat Light



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## Brand USA

## Color Palette

PMS 2995C



C 81% M 1% Y 0% K 0%  
R 0% G 169% B 224%  
HEX: #00A9E0

PMS 2945C



C 100% M 52% Y 2% K 12%  
R 0% G 84% B 159%  
HEX: #00549F



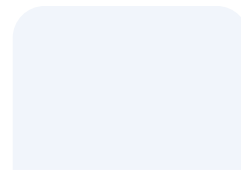
C 100% M 98% Y 0% K 24%  
R 33% G 7% B 106%  
HEX: #21076A



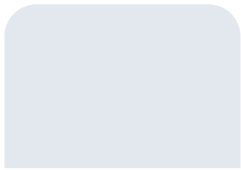
C 100% M 88% Y 40% K 45%  
R 15% G 77% B 143%  
HEX: #002149



C 56% M 47% Y 47% K 13%  
R 115% G 116% B 116%  
HEX: #737373



C 5% M 2% Y 0% K 0%  
R 239% G 243% B 250%  
HEX: #EDF3FD



C 10% M 6% Y 3% K 0%  
R 226% G 230% B 237%  
HEX: #E1E6EE



C 22% M 15% Y 14% K 0%  
R 199% G 203% B 207%  
HEX: #C6CBD0