U.S. Department of Homeland Security

House Style Guidelines

Homeland Security

October 2003

Table of Contents

Introduction 1

Branding and Our House Style 2

Color Palettes 3

Typography 4

Imagery —
- Introduction 5
- Conceptual Imagery
  - What We Protect 6
  - How We Protect the Homeland 7
- Documentary Imagery 8
- Cropping Images 9

DHS Grid System Components —
- Introduction 10
- Examples 11
- Grid Examples 8.5" x 11" 12–21
- Grid Examples 3.75" x 8.5" Slim Jim 22–24
- Grid Example 5.5" x 8.5" 25
- Grid Examples 8.5" x 11" —
  - Brochure Interior Spreads 26–30
- Grid Examples 11" x 17" —
  - Newsletter Cover 31
  - Newsletter Interior Spreads 32–33
- Certificates 34–36

Introduction

The design elements, or visual language, that make up our house style attempt to convey — through imagery, color and appearance — the qualities that we want the Department of Homeland Security to be known for: being innovative and proactive in our mission and being accessible and direct with our public.

We are entrusted with the relentless protection and defense of America, its ideals, its way of life and its people. We are the trusted and authoritative partner to the state, local and private sector entities that share our mission. We are a 21st-century form of government and proud to protect our homeland.

And our communications must reflect our convictions.

The following pages introduce the foundations of our house style. The hallmarks of this visual language are the distinctive color palettes, the complementary typefaces, standardized uses of imagery and consistent placement of our signature. Our house style will ensure maximum recognition and a clean, contemporary look for all our communications.

These house style guidelines should be used in conjunction with the Seal and Signature Usage Guidelines, which provide more detailed information on usage of the DHS signature and its variations.

Branding and Our House Style

Our house style is a major component of our branding system. The objectives of our branding system are fourfold: to focus and build impact for the Department of Homeland Security, a modern and nonbureaucratic form of government; to unify and strengthen the department; to help state and local entities, as well as the general public, understand the role and structure of the department; and to streamline communication.

Our branding system must be clear from the public's perspective and make minimal use of acronyms, because an abundance of acronyms hampers clarity and directness.

Our branding system is not the same as our organizational chart. No more than two levels have been branded because too many layers and too many symbols suggest traditional government bureaucracy and an unfocused organization.

Every DHS communication must be branded with one — and no more than one — of the following signatures.

Homeland Security

DHS Signature — For use on communications emanating from the cabinet level, the five directorates, or programs, locations and centers not directly linked to one of the Public Facing Entities shown below.

Transportation Security Administration

FEMA

U.S. Customs and Border Protection

U.S. Immigration and Customs Enforcement

U.S. Citizenship and Immigration Services

Public Facing Entities Signatures — For use on communications emanating from these organizations with high public visibility and interaction.

U.S. Department of Homeland Security
United States Coast Guard

U.S. Department of Homeland Security
United States Secret Service

Public Facing Entities Signatures, Endorsed — Please refer to The Coast Guard Correspondence Manual or contact The Office of Government and Public Affairs of the U.S. Secret Service for more information on using these signatures.

Primary Color Palette

The Homeland Security signature should be reproduced in full color — Homeland Security Blue, Gray, Green, Light Blue and Red — whenever possible. The colors of the signature serve as the source for our house style color palettes.

Our primary color palette contains Homeland Security Blue and Gray from the signature and adds Dark Gray and White. These colors should be employed throughout our communications and are equivalent to the PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.

						Video			Web		
	Pantone®	C	M	Y	K	R	G	B	R	G	B
Homeland Security Blue	2955 C	100	45	0	37	0	47	128	0	51	102
Homeland Security Gray	Cool Gray 6 C	0	0	0	28	176	177	179	153	153	153
Homeland Security Dark Gray	Cool Gray 11 C	0	0	0	79	54	54	54	51	51	51
Homeland Security White		0	0	0	0	255	255	255	255	255	255

Secondary or Support Palette

The other colors from the Seal — Homeland Security Red, Light Blue and Green — make up our secondary color palette, which are used to enhance our communications in backgrounds, headlines and other supporting design elements.

Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

Typography

Typography plays a major role in shaping a brand because it helps create a consistent look and feel. For all Homeland Security communications, one typeface — Joanna MT — is preferred. This typeface has been chosen because it complements the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

ITC Franklin Gothic has been selected as a secondary or complementary font for Joanna MT. It may be used for headlines, subheads, captions and other supporting text.

When ITC Franklin Gothic is not available on your computer, you may substitute Arial for ITC Franklin Gothic.

Joanna MT

abcdefghijklmnopq
rstuvwxyz
1234567890$&?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ *abcdefghijklmnopqrstuvwxyz*

ITC Franklin Gothic Book

abcdefghijklmnopq
rstuvwxyz
1234567890$&?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Imagery — Introduction

Imagery is an integral and vital part of Department of Homeland Security communications. Visual imagery — specifically photography — conveys the spirit and energy of our homeland and helps bring its essence to life.

Since imagery will be used in applications from print to the Web, we must ensure that it consistently captures the best of our homeland, our employees and our commitment to proactive protection.

Following our house style will ensure that our communications will have a recognizable look and feel.

Two types of imagery are appropriate for our house style: conceptual and documentary. Conceptual imagery idealizes the homeland we protect and our ways of protecting it. Documentary imagery dramatizes our daily activities; these types of images may have a journalistic feel.

When preparing or selecting imagery, keep in mind these characteristics, which represent the essence of who we are.

Trustworthy	Reassuring	Authoritative
Accessible	Proactive	Protective
Resourceful	Innovative	Aggressive
Determined	Committed	

These imagery guidelines can also be provided to photographers to help them create original imagery for the DHS.

Please also consult the "Grid System" portion of these house style guidelines for a more complete understanding of how to use imagery in designs and layouts.

Conceptual Imagery — *What We Protect*

As these examples suggest, conceptual imagery highlights the natural attributes of the homeland we protect. Idealized portraits of our national symbols are also part of this image category.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.

Getty Images ID# **ab64993**

Getty Images ID# **rbv1_67**

Getty Images ID# **AA0408844**

Getty Images ID# **200025559-001**

Getty Images ID# **thic0020841**

Getty Images ID# **E008263**

Getty Images ID# **ngs0_7916**

Getty Images ID# **ba19596**

Getty Images ID# **ab68106**

Getty Images ID# **TR002823**

Getty Images ID# **ngs0_8509**

Getty Images ID# **E014045**

Photonica ID# **dv685038**

Getty Images ID# **bot54543**

Getty Images ID# **ngs0_680**

Conceptual Imagery — How We Protect the Homeland

In conceptual images that show how we protect the homeland, our actions and our homeland's protective infrastructure have been abstracted from specific, identifiable places, activities or people. This abstraction process makes this imagery different from the imagery that documents our daily activities.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.

Photonica ID# **05978000211**

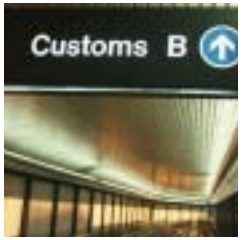
Photonica ID# **05978000273**

Photonica ID# **06539000049**

Photonica ID# **05978000318**

Getty Images ID# **dv093019**

Photonica ID# **06553000051**



Getty Images ID# **tr001757**

Photonica ID# **304200045**

Getty Images ID# **10186263**

Photonica ID# **06581000085**

Getty Images ID# **ec6696-001**

Photonica ID# **629200020**

Photonica ID# **bd9428-001**

Photonica ID# **602600115**

Getty Images ID# **dv635051**

CBP Images ID# **117_5fuh60_5f270**

CBP Images ID# **cia_5f01_5fhires**

CBP Images ID# **cia_5f08_5f270**

Getty Images ID# **dv738029**

Getty Images ID# **fi_5f11_5f270**

Documentary Imagery — Our Daily Activities

This type of imagery documents our daily activities; these types of images may have a journalistic feel. Our actions and interactions with the public are of an amazingly wide variety and so our documentary imagery will range correspondingly from the mundane to the dramatic.

Please consider the intentions of the communication when selecting an appropriate image.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.

CBP Images ID# **cis_5f07_5f270**

CBP Images ID# **pfw_5f10_5f270**

CBP Images ID# **crazy_5f13_5f270**

CBP Images ID# **china_5fmed**

CBP Images ID# **b_5f06_5f270**

CBP Images ID# **ridge_5foperation_5_fpredat**

CBP Images ID# **ci_5f13_5f270**

CBP Images ID# **srt_5f11_5f270**

CBP Images ID# **hs_5f07_5fhighres**

FEMA Image ID# **LA_1437_87**

FEMA Image ID# **Montana%20fire Granite%20Cr1**

CBP Images ID# **ci_5f05_5hires**

FEMA Image ID# **ok_0202_1401_08**

FEMA Image ID# **pr_11_96_16**

FEMA Images ID# **WA_Ridge_072403_1**

Cropping Images

Dynamic cropping can add drama to an image. Unusual colors or lighting, extreme close-ups and interesting angles may be emphasized through creative cropping. The focus of the image may be significantly altered and convey a different message than the non-cropped image.

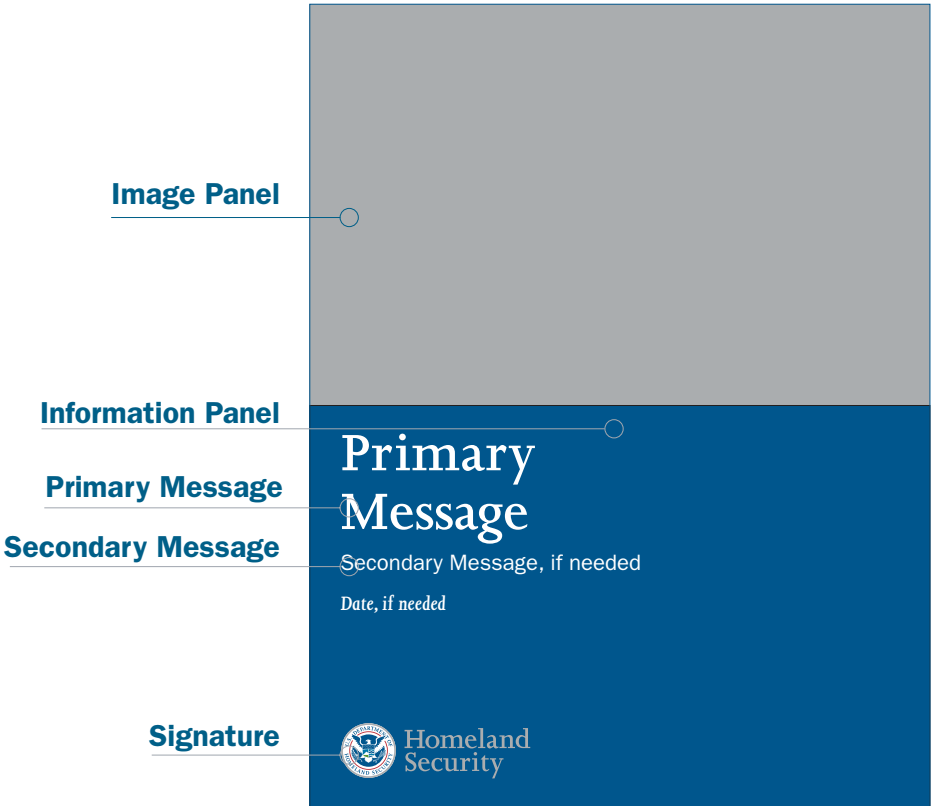
By eliminating specific, identifiable places, activities or people from an image, cropping can be a way of making a conceptual image from a documentary image. This process is demonstrated in the first example below.

DHS Grid System Components — Introduction

The front-facing element of DHS communications — whether a brochure cover or a website homepage — follows a basic grid system. This grid system organizes the house style components in a consistent fashion, enhancing the public's recognition of what is and is not a DHS communication while streamlining design decisions.

The DHS Grid System is made up of four essential components:

The image panel
The information panel
Primary and secondary messages
The signature



The grid splits the front-facing element of a communication horizontally into two halves.

One half is the image panel. This image panel may contain a photograph or a color field in a color selected from the house style primary or secondary palette.

The other half is the information panel, which contains a short primary message in large type and, if needed, below the primary message, a secondary message in smaller type. If needed, a date can be added below the message(s).

The signature is always placed at the bottom of the information panel and aligns flush left with the message type. The signature clearspace, at minimum, must be respected at all margins.

The placement of the image and information panels can be switched to add variety to our communications. For some communications, the information panel will be more appropriate above the image panel.

For exhibit purposes only. Exhibit shown at 38%.

DHS Grid System Components — Examples

Examples of various grid options.

1) 8.5" x 11" cover option with image panel on bottom

2) Slim Jim cover option with image panel on bottom

3) 8.5" x 11" cover option with image panel on top

4) Slim Jim cover option with image panel on top

5) 5.5" x 8.5" cover option with image panel on top

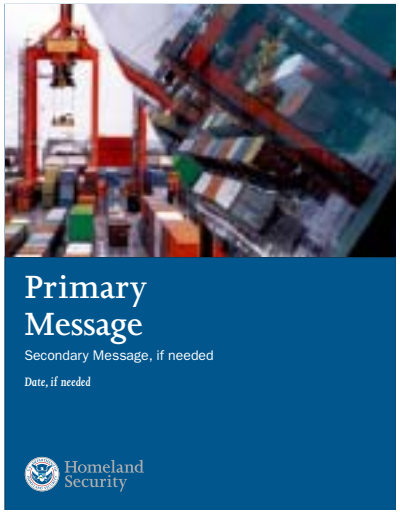
6) 8.5" x 11" cover option with image and message panels appearing in solid DHS Dark Gray

7) 8.5" x 11" cover option with image panel on bottom in solid DHS Red

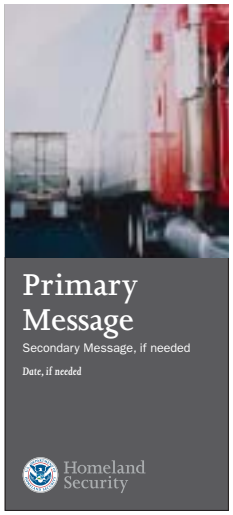
8) 5.5" x 8.5" cover option with image panel on bottom in solid DHS Light Blue image panel

1

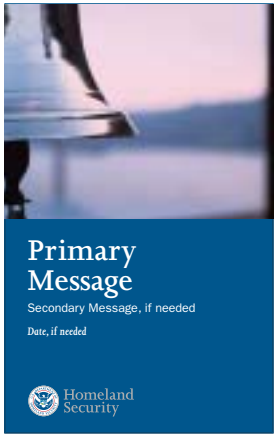
2



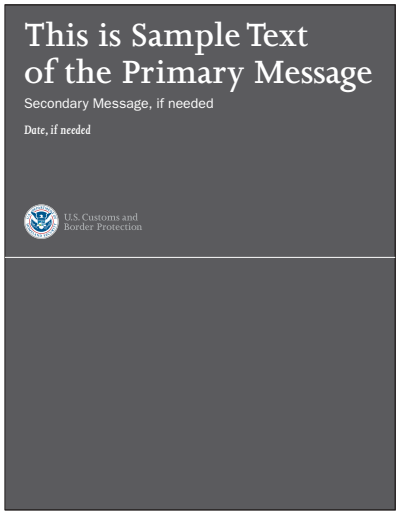
3



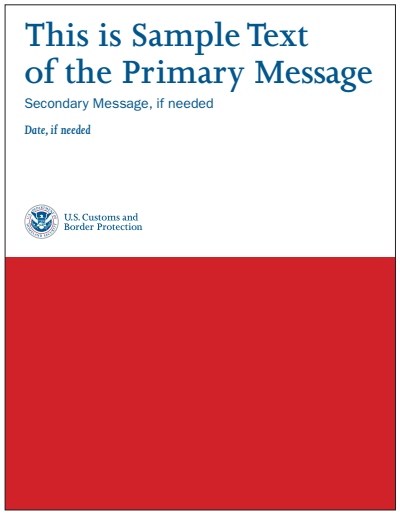
4



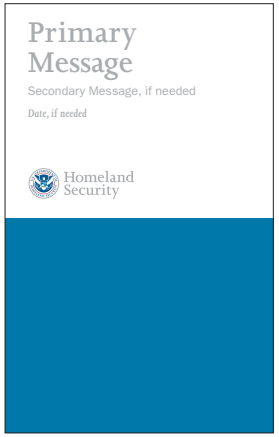
5



6



7



8

For exhibit purposes only. Exhibits shown at 24%

Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on top.

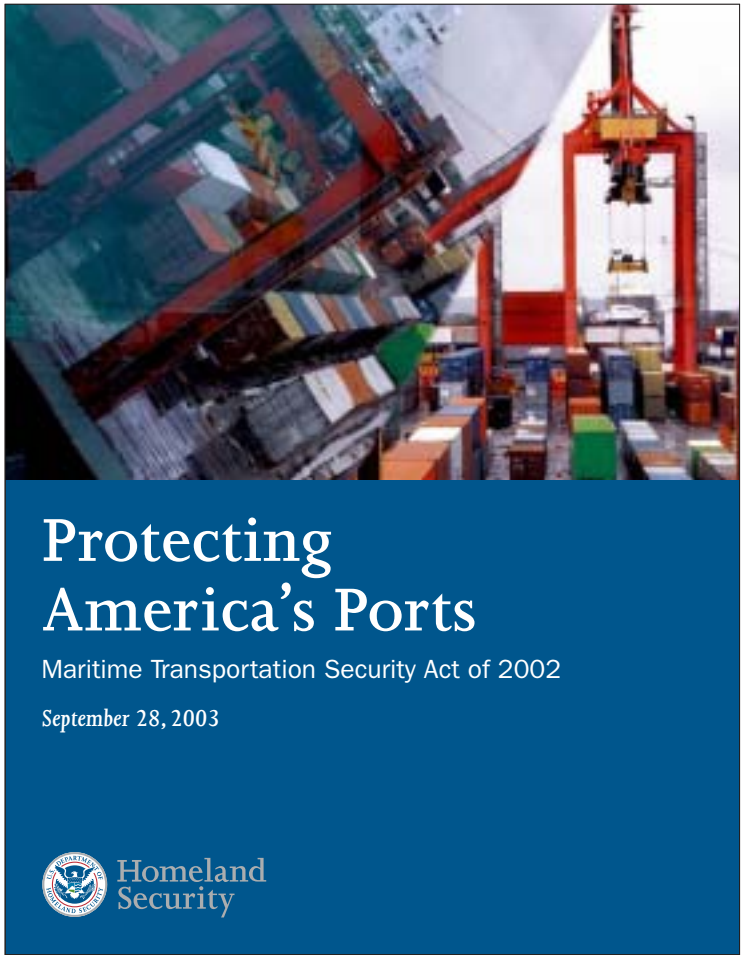
Information Panel
DHS Blue (PMS 2955)

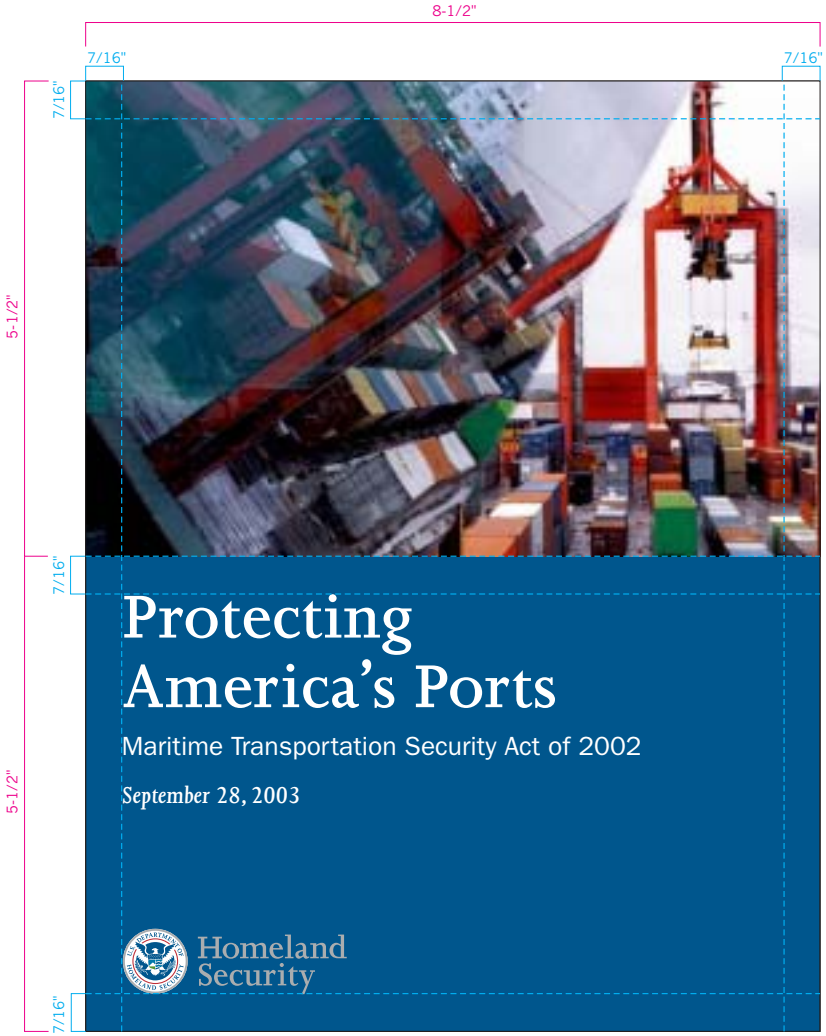
Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT
Semibold Italic 22pt
leading 40pt

Signature
seal 3/4"





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on the bottom.

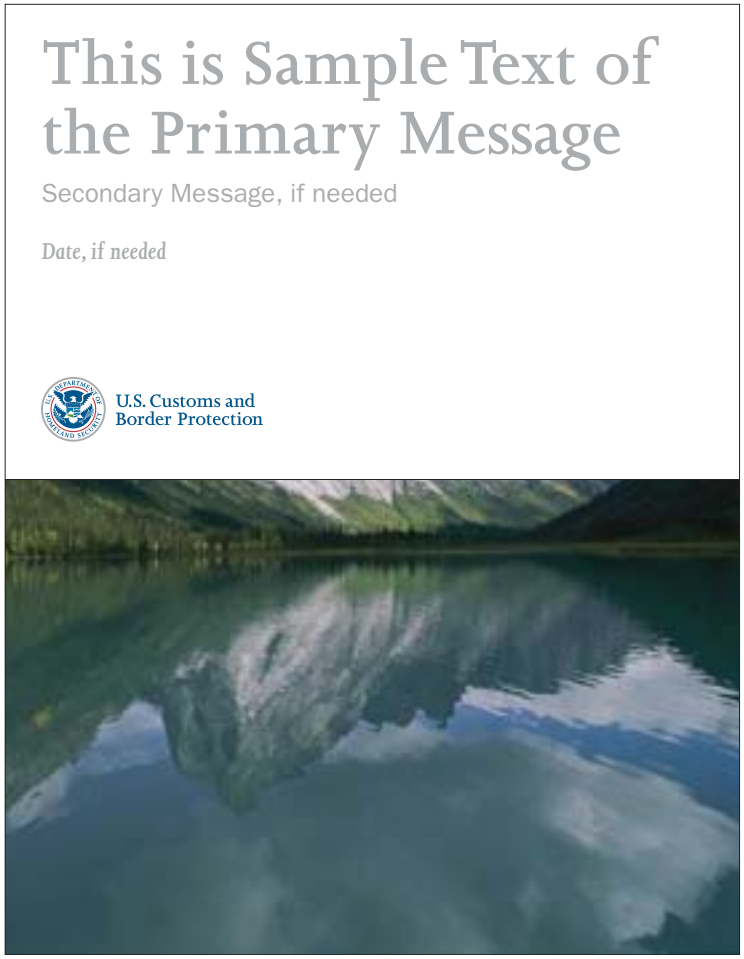
Information Panel
DHS White

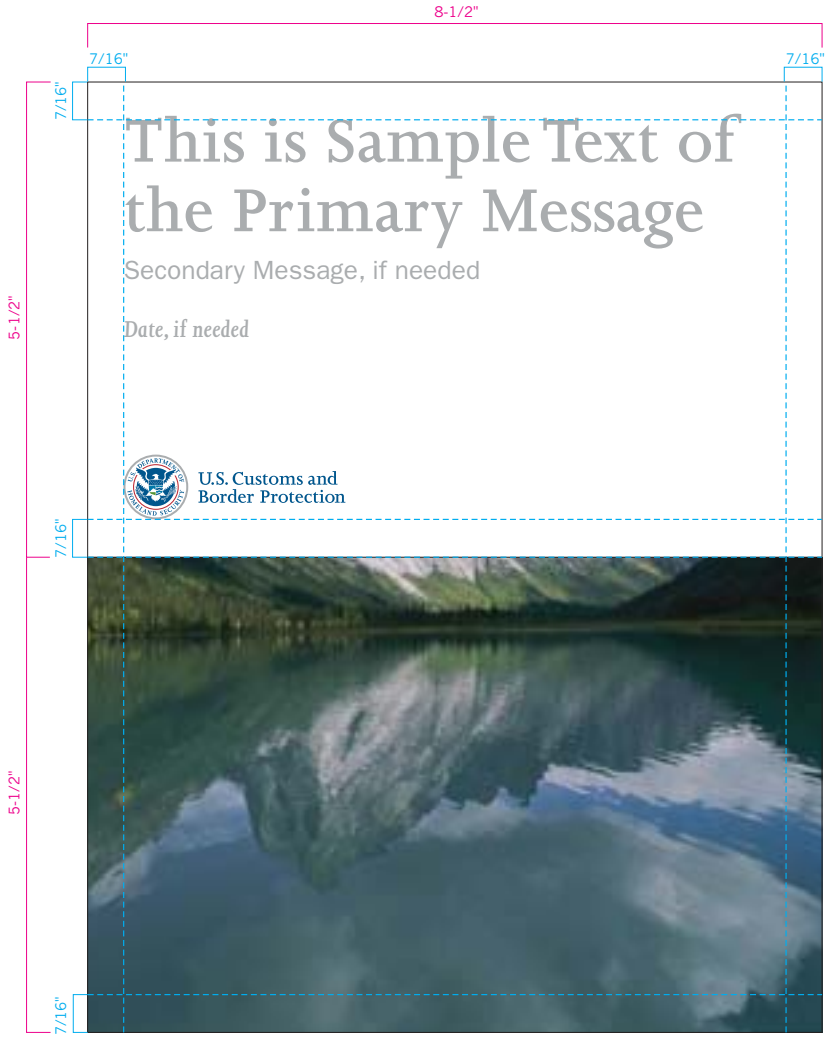
Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT
Semibold Italic 22pt
leading 40pt

Signature
seal 3/4"





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

If the communication needs to be more proprietary, a modifier may be added to the information panel before the primary message.

This modifier may only be a program, location or center name. See page 20 of "The Department of Homeland Security Seal and Signature Usage Guidelines" for more information on Level IV branding.

Below are examples of 8.5" x 11" grids with a primary message modifier.

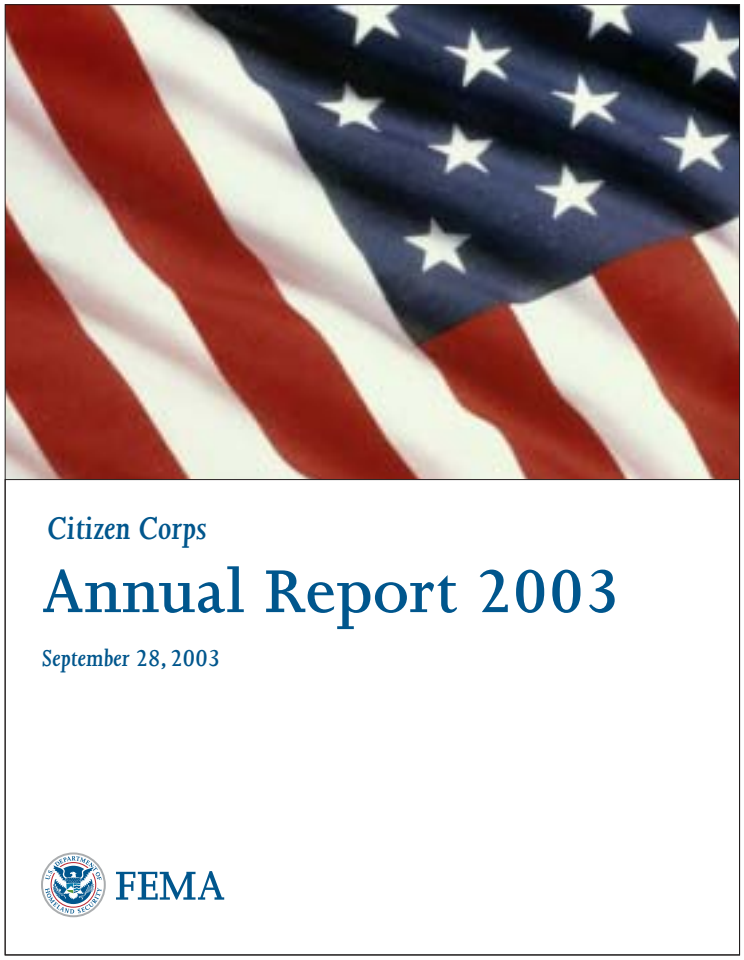
Information Panel
DHS White

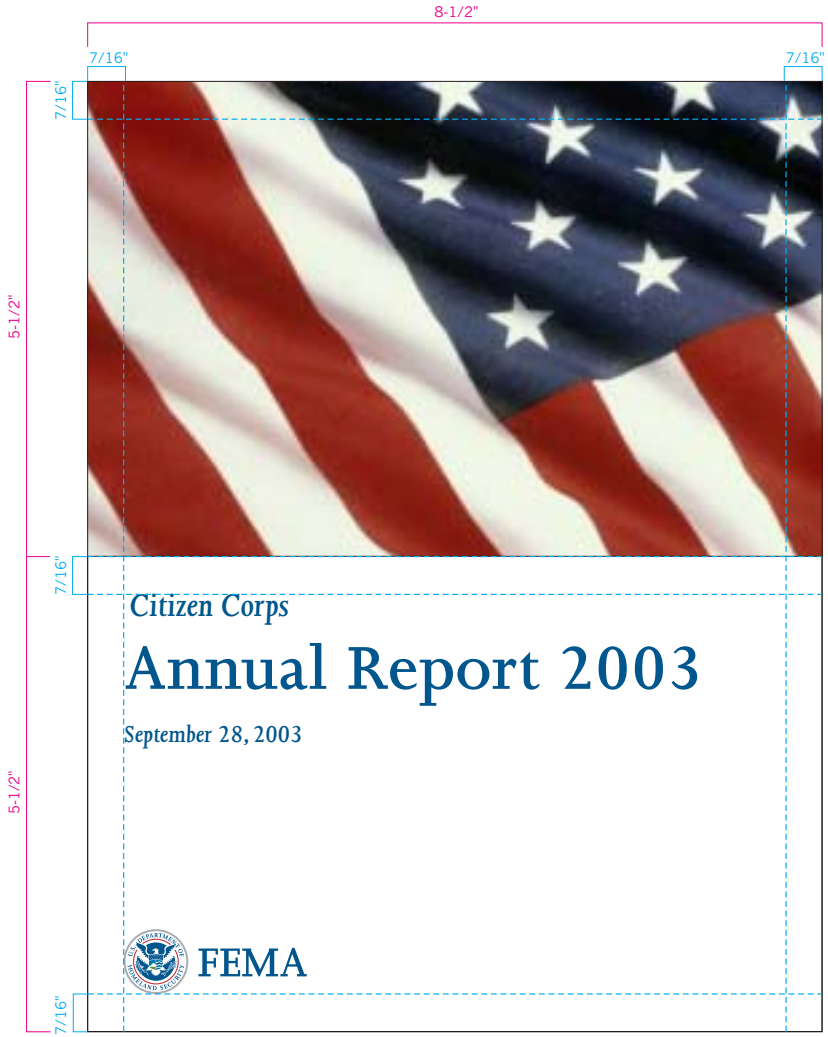
Program Name
Joanna MT
Semibold Italic 30pt
leading 58pt

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on top.

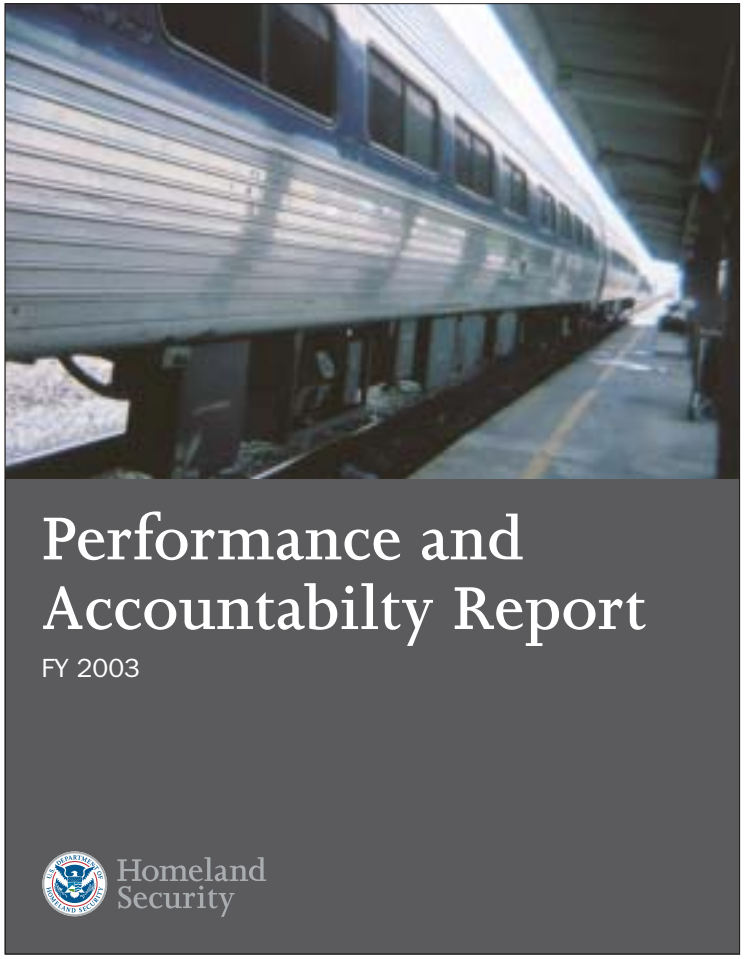
Information Panel
DHS Dark Gray
(PMS Cool Gray 11)

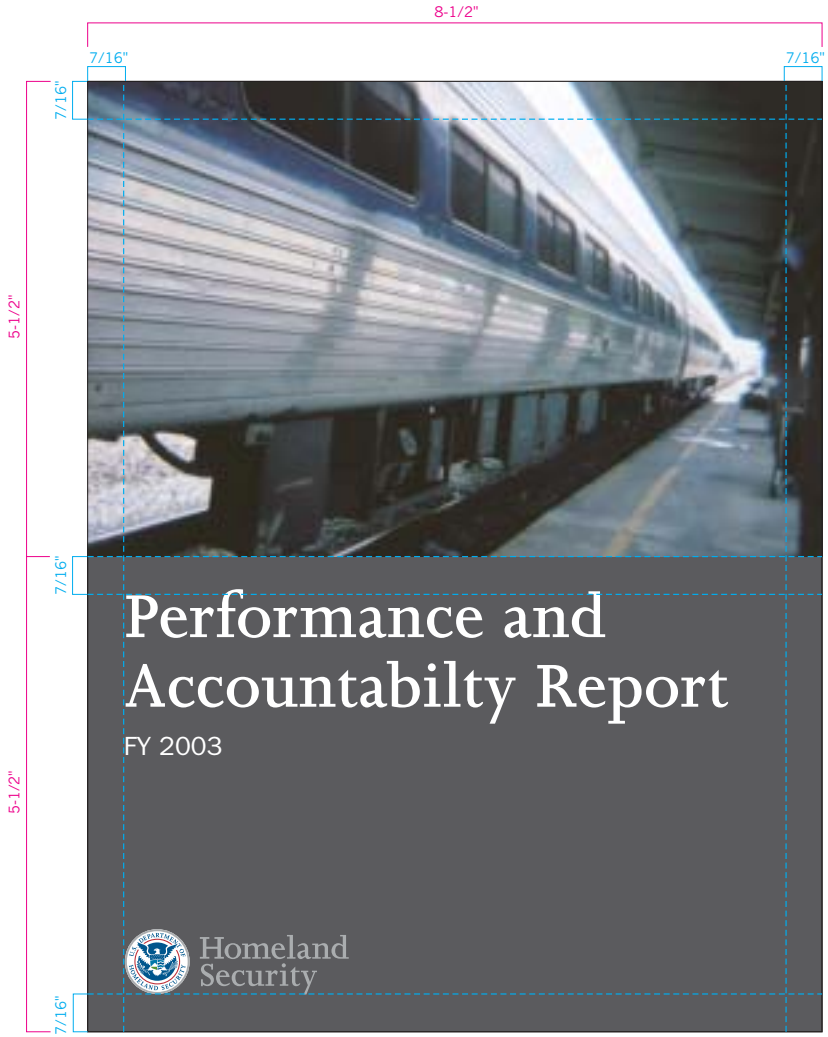
Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid for one-color application.

Information Panel
DHS Blue (PMS 2955)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

Image Panel
DHS Gray
(PMS Cool Gray 6)

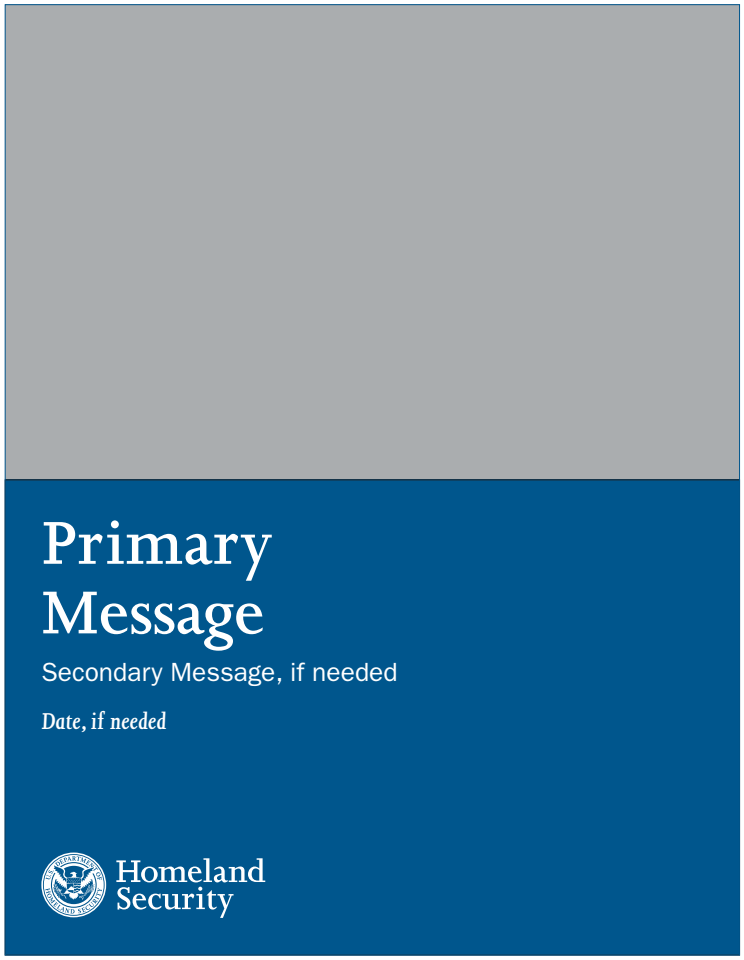
Information Panel
DHS Blue (PMS 2955)

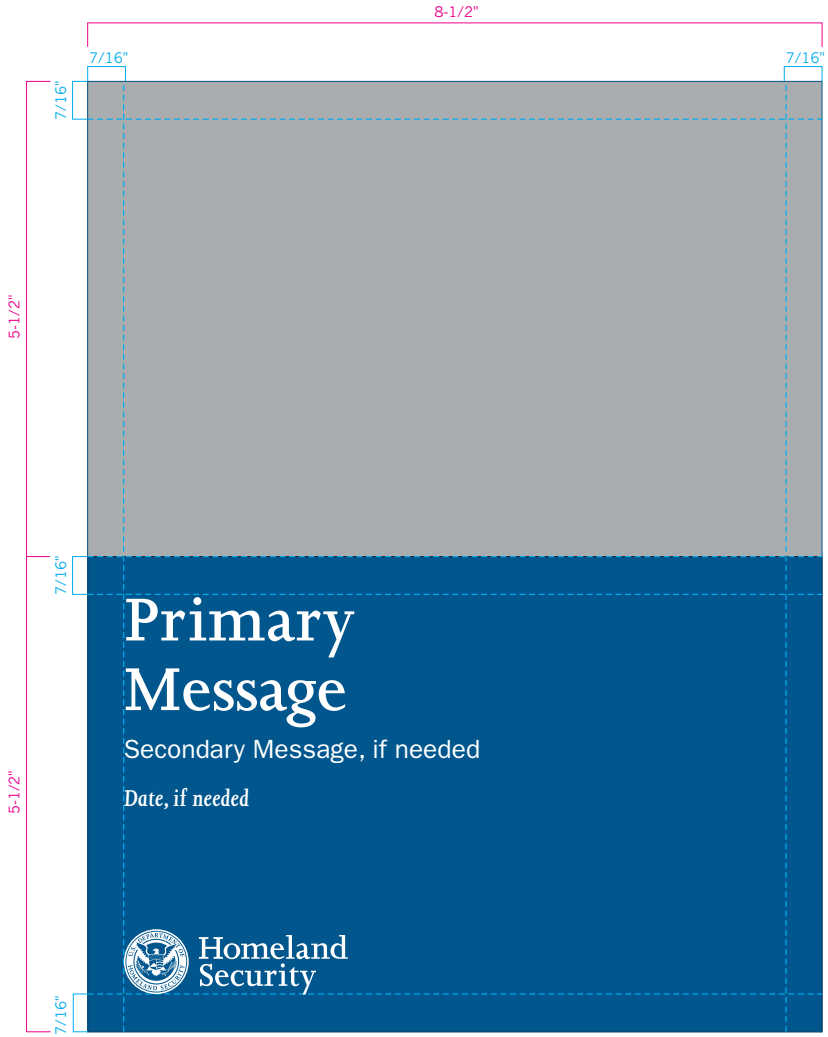
Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel
DHS Light Blue
(PMS 307)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

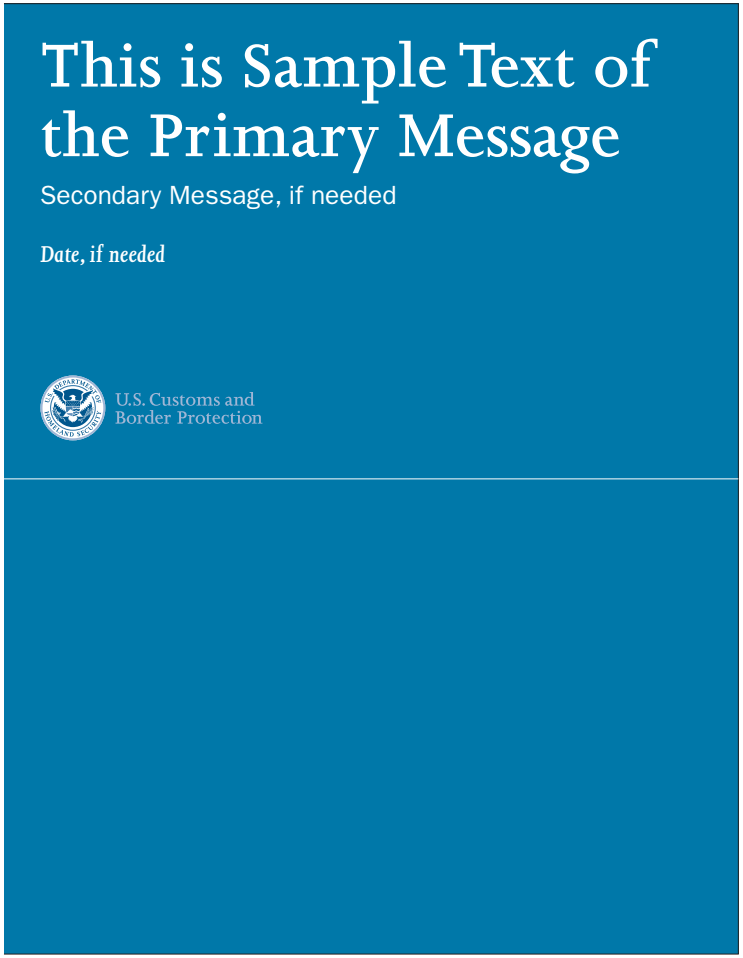
Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

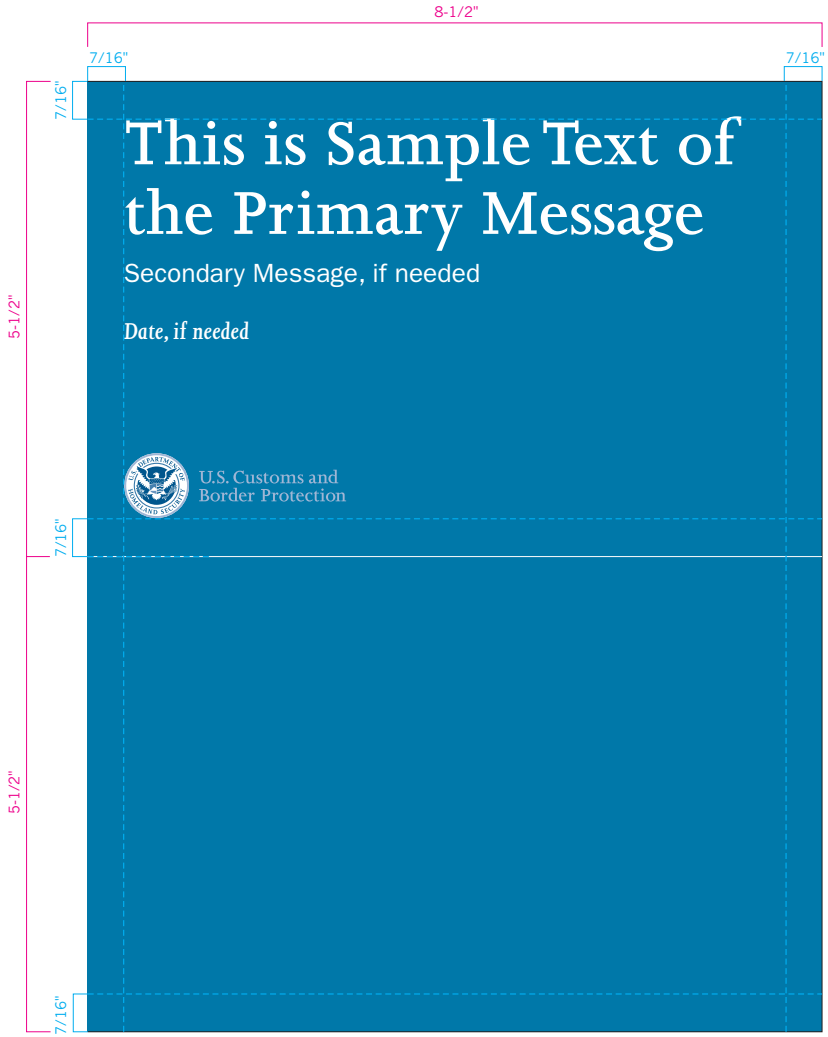
Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

Divider Rule
DHS White

Image Panel
DHS Light Blue
(PMS 307)





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel
DHS White

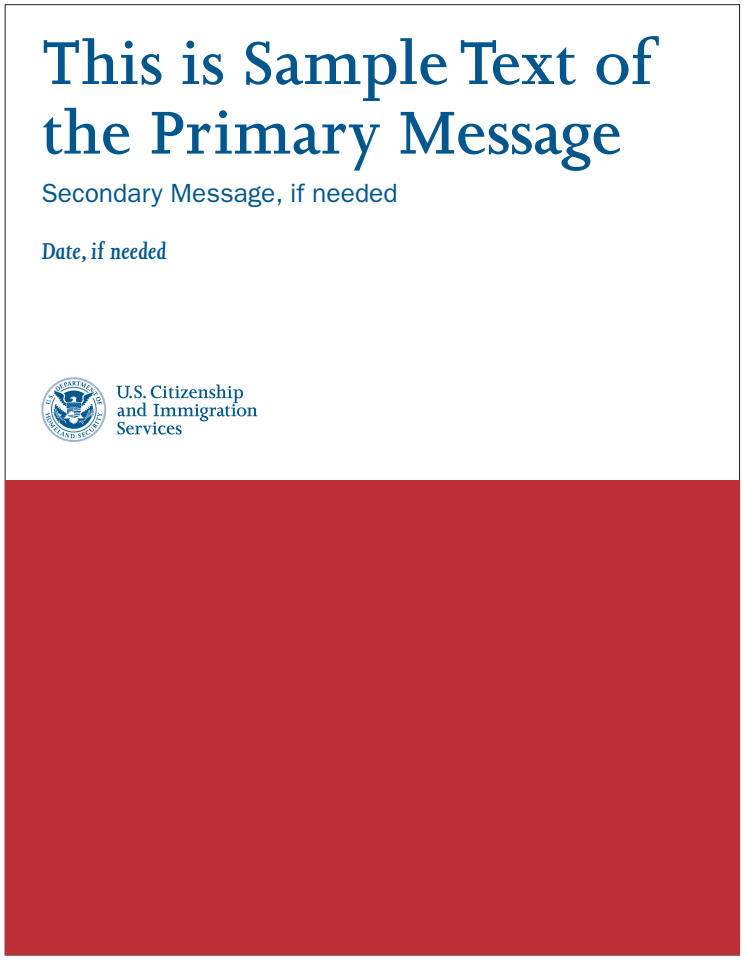
Primary Message
Joanna MT
Semibold 58pt
leading 58pt

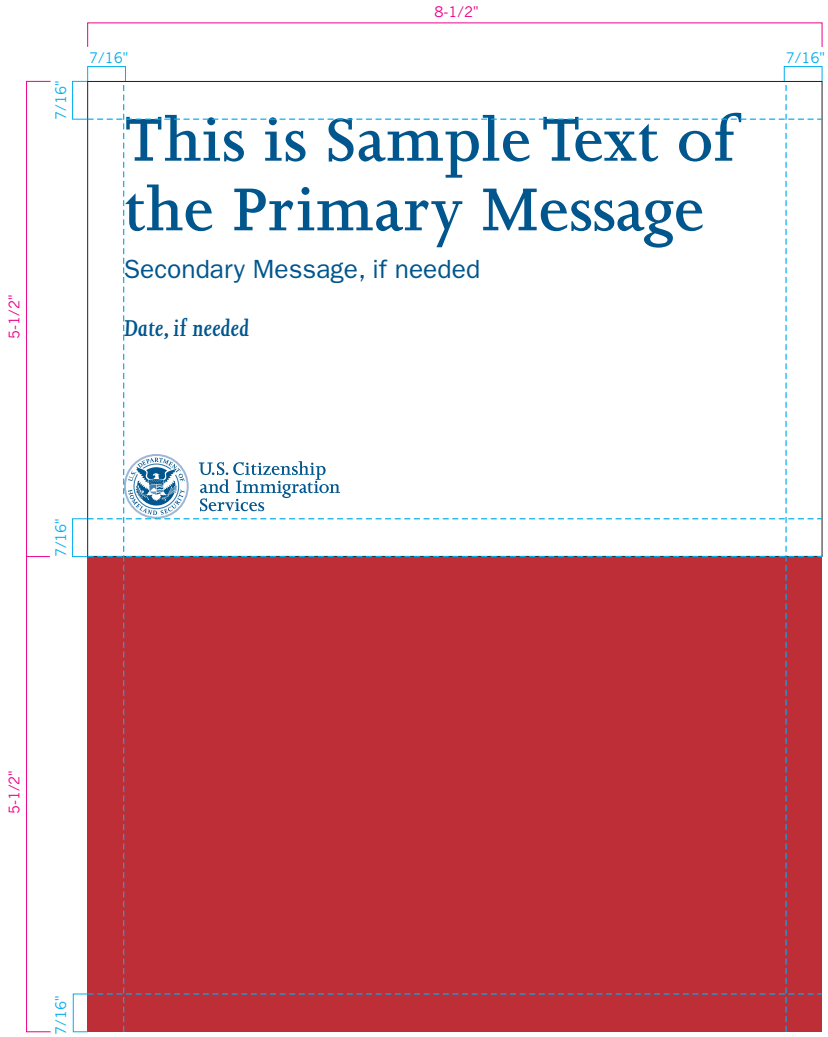
Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

Image Panel
DHS Red
(PMS 187)





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

Example of an 8.5" x 11" 4-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel
DHS White

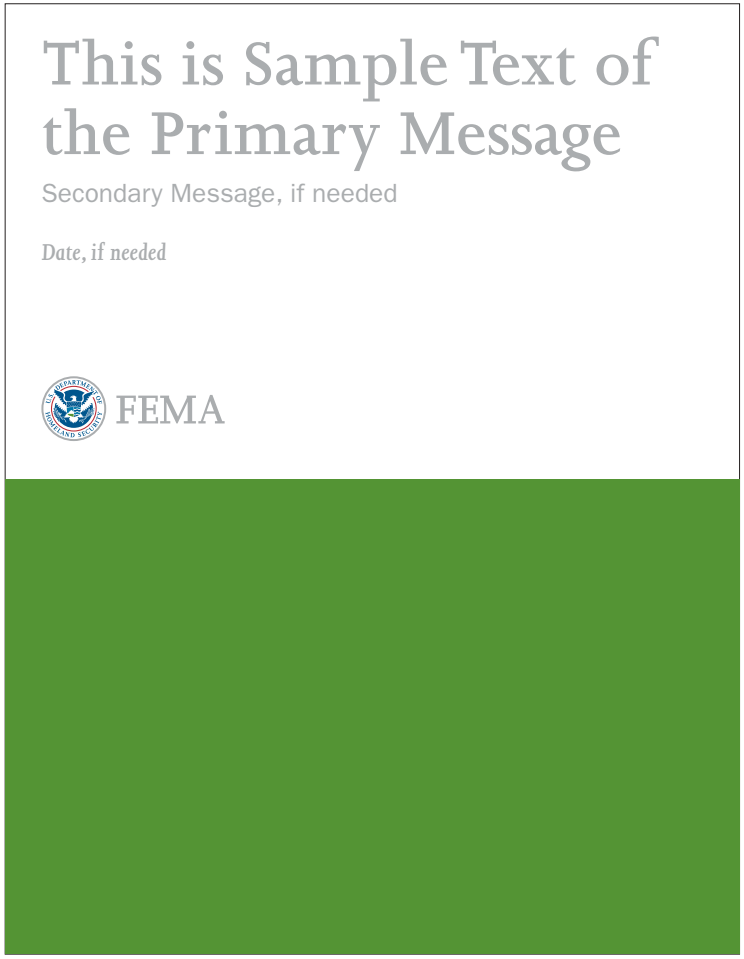
Primary Message
Joanna MT
Semibold 58pt
leading 58pt

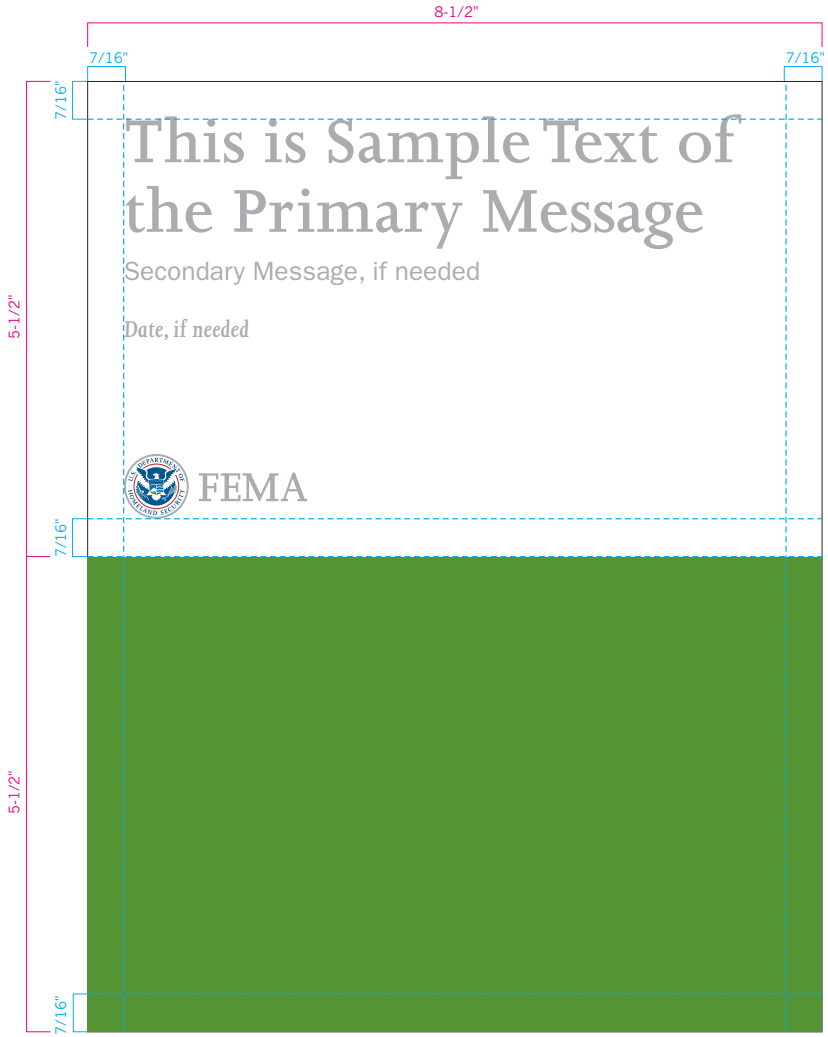
Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

Image Panel
DHS Green
(PMS 370)





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Image Panel
DHS Light Blue
(PMS 307)

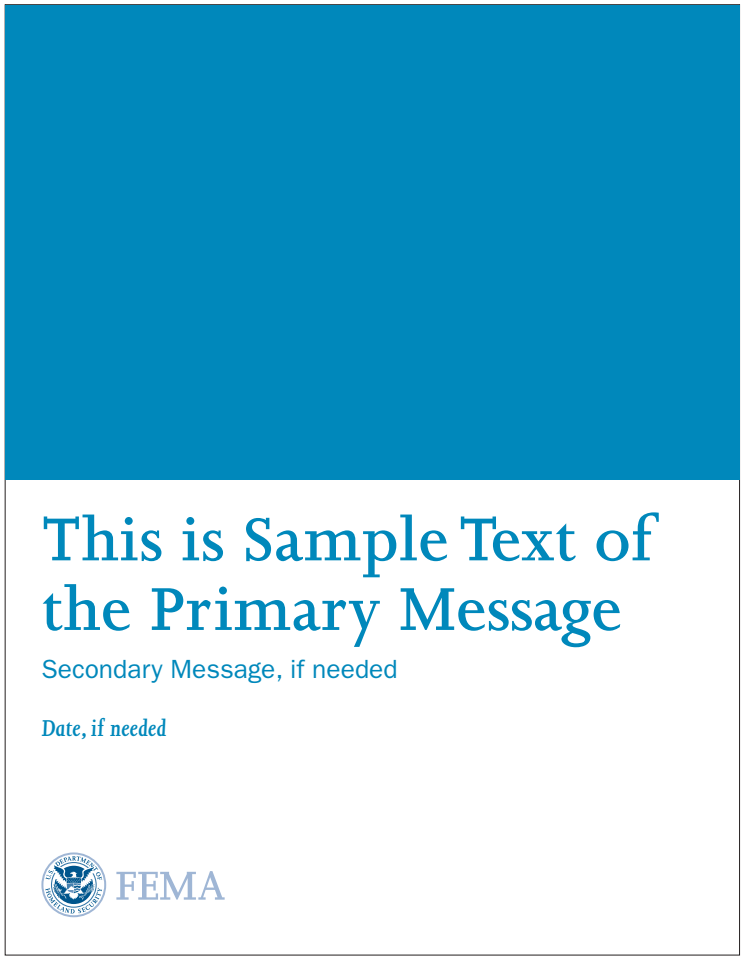
Information Panel
DHS Light Blue
(PMS 307)

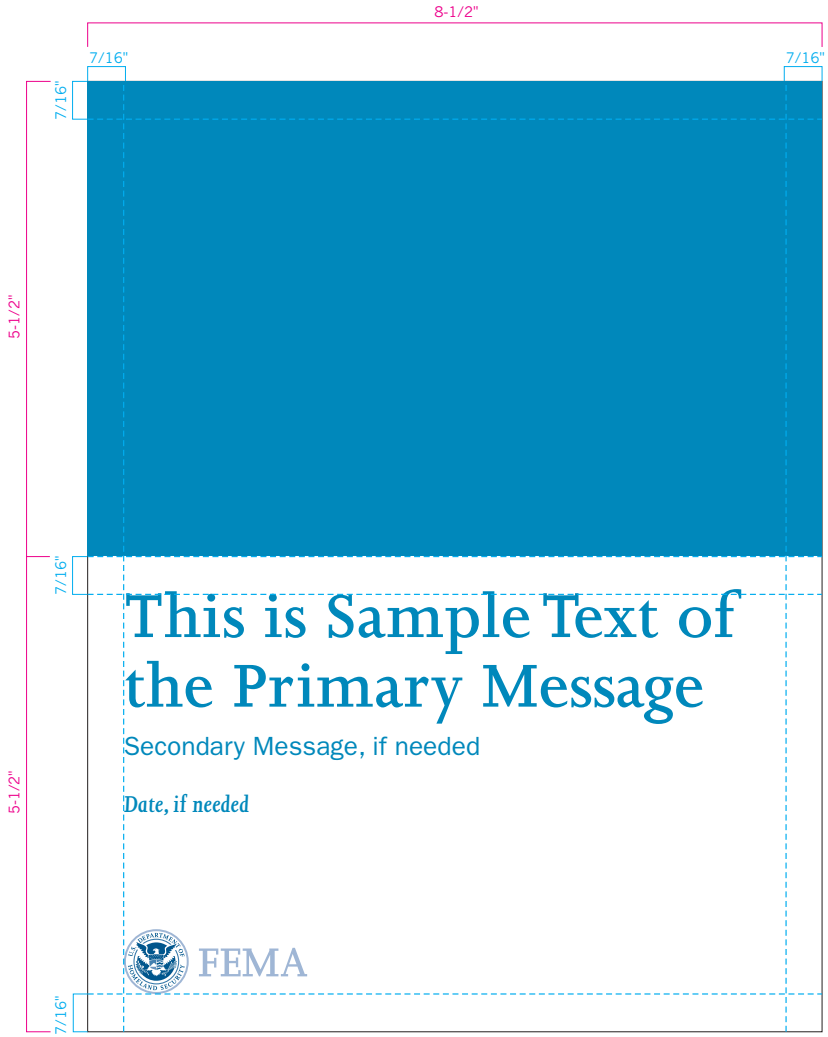
Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"





For exhibit purposes only. Exhibit shown at 45%.

Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on top.

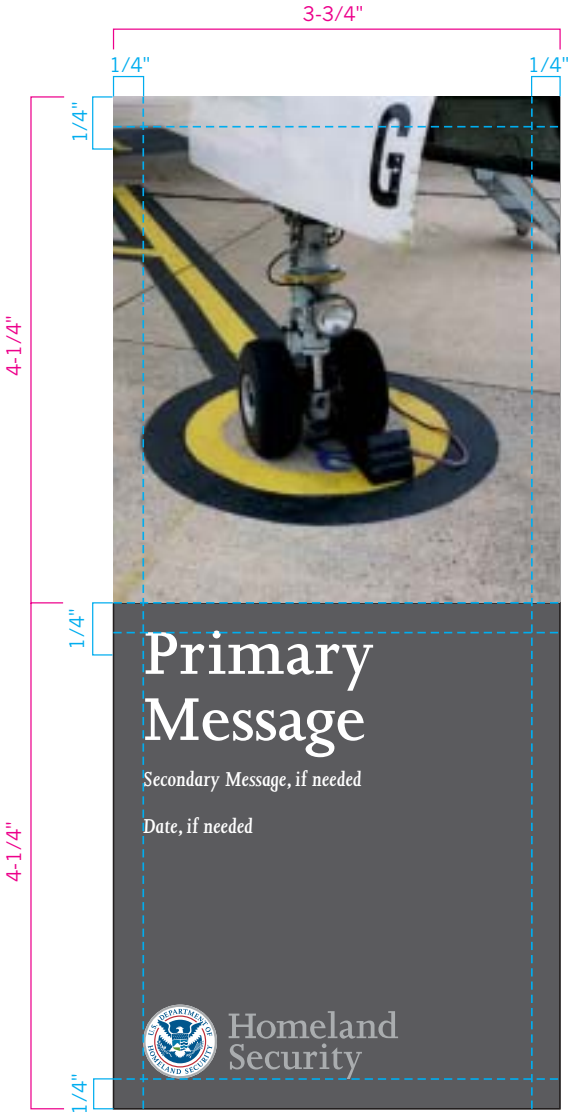
Information Panel
DHS Dark Gray
(PMS Cool Gray 11)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 5/8"



For exhibit purposes only. Exhibit shown at 62%.

Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on bottom.

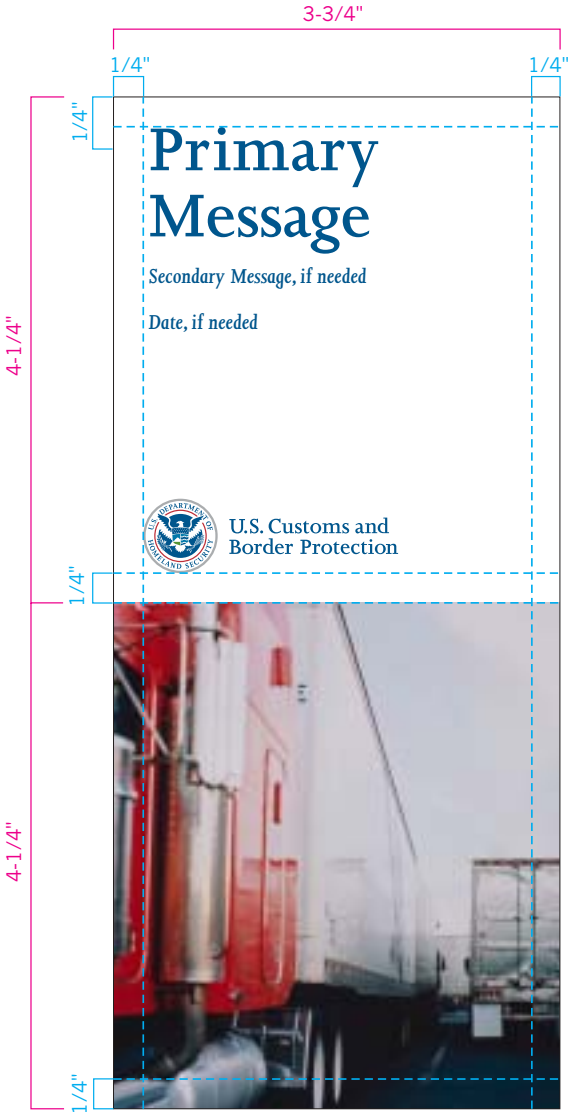
Information Panel
DHS White

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 5/8"



For exhibit purposes only. Exhibit shown at 62%.

Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid two-color application.

Image Panel
DHS Gray
(PMS Cool Gray 6)

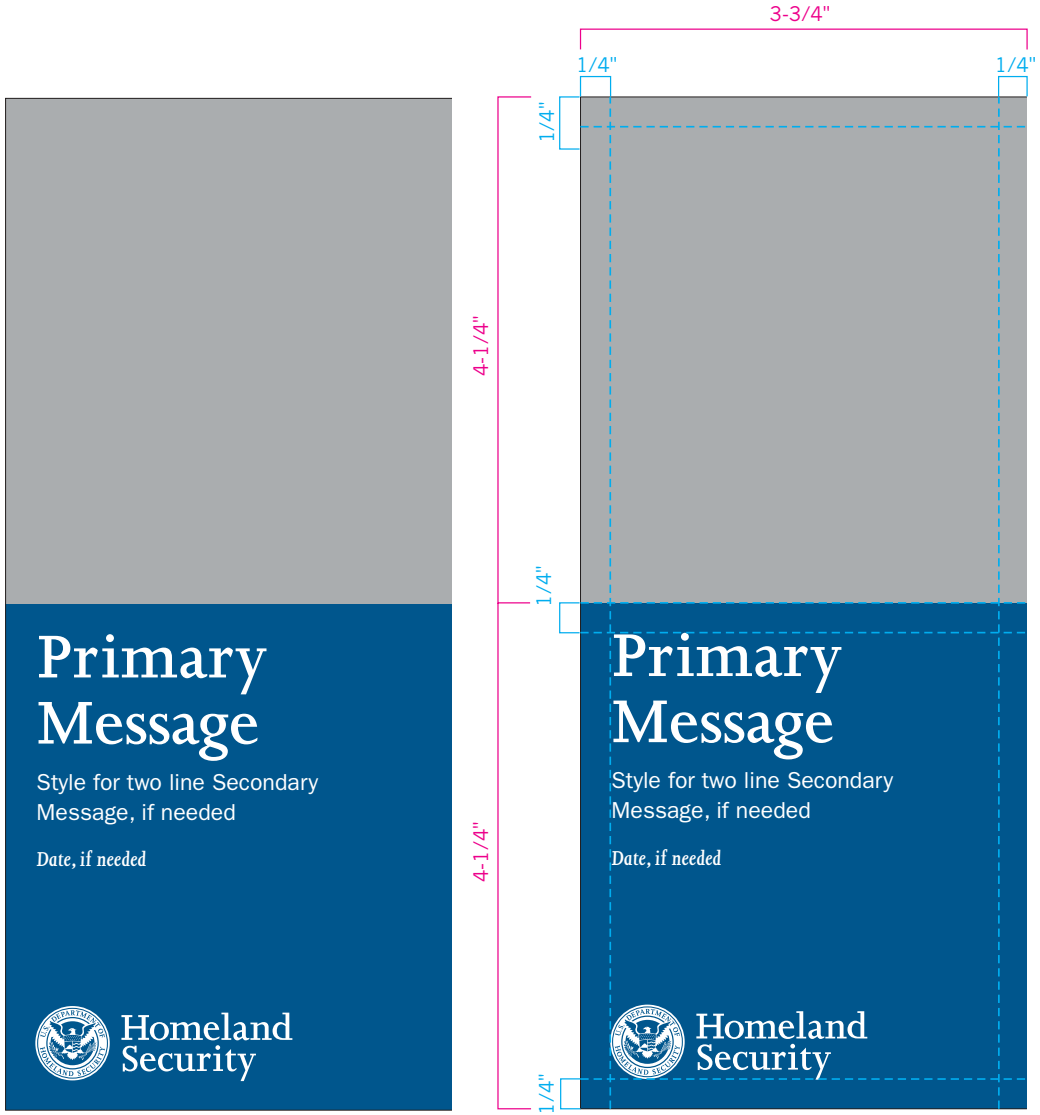
Information Panel
DHS Blue (PMS 2955)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 5/8"



For exhibit purposes only. Exhibit shown at 62%.

Grid Example 5.5" x 8.5"

Example of a 5.5" x 8.5" grid one-color application.

Image Panel
DHS White

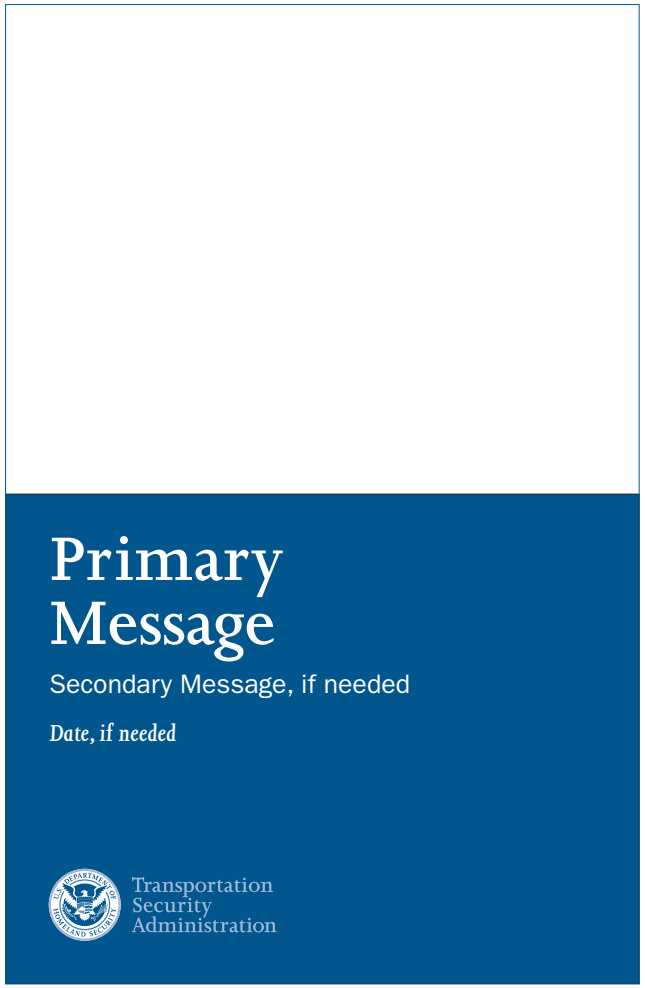
Information Panel
DHS Blue (PMS 2955)

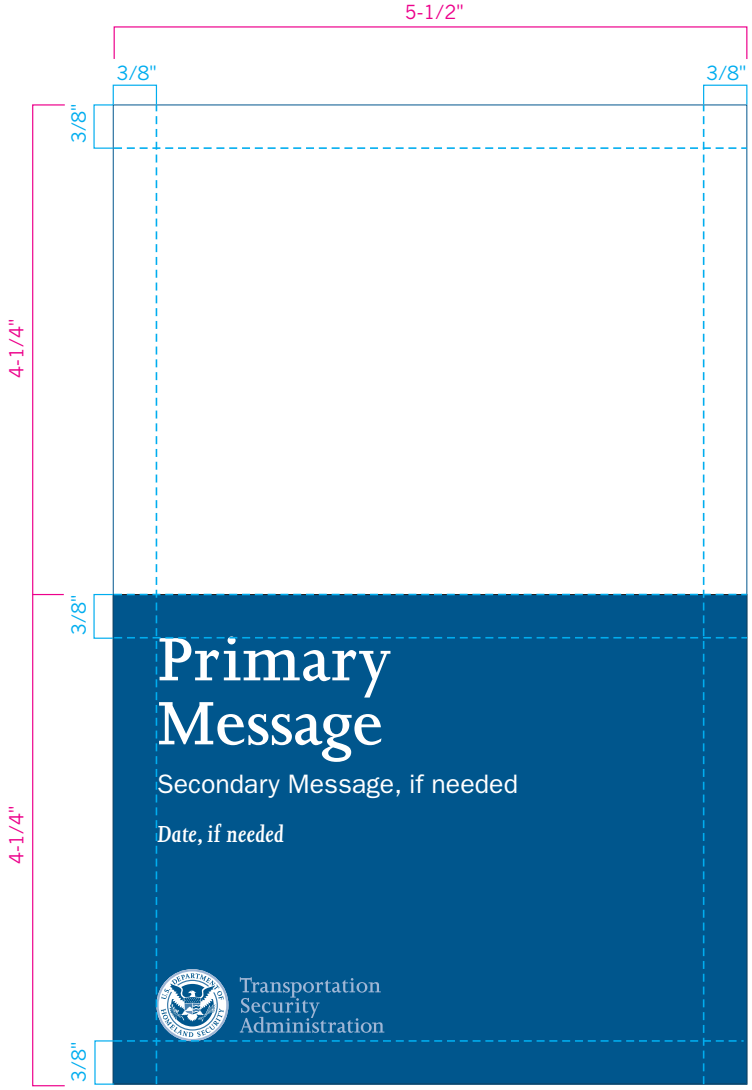
Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 5/8"





For exhibit purposes only. Exhibit shown at 60%.

Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Caption — Quote
Joanna MT Italic 11pt
leading 13pt

Caption — Attribute
Joanna MT Regular 11pt
leading 13pt

Caption — Remarks...
Joanna MT Regular 8pt
leading 9.5pt

Copy
Joanna MT Regular 11pt
leading 13pt
Single line space
between paragraphs

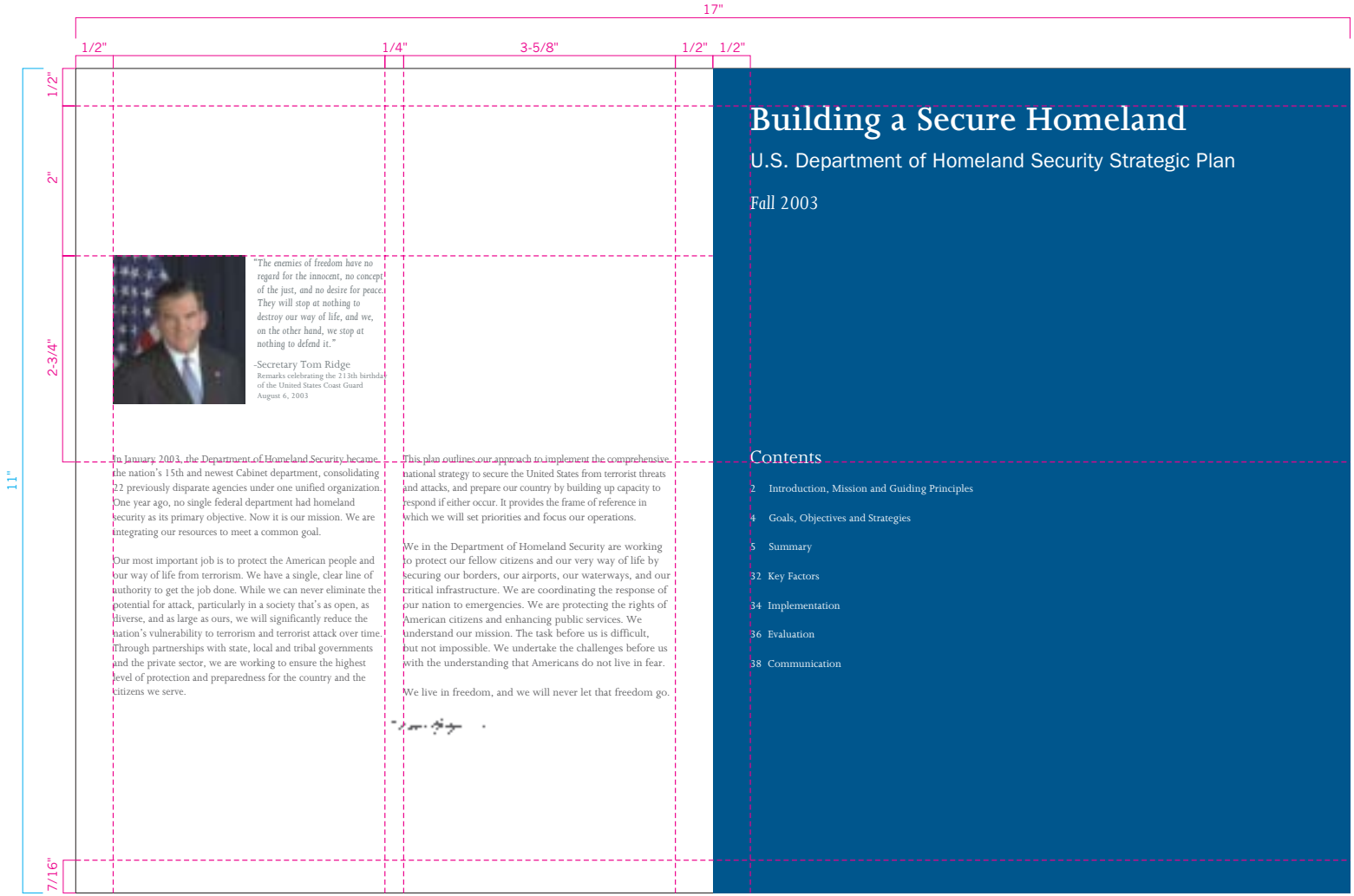
Page Header
Joanna MT
Semibold 36pt
leading 40pt

Page Subhead
Joanna MT
Regular 20pt
leading 36pt

Date
Joanna MT Italic 20pt
leading 40pt

Contents
Joanna MT
Semibold 20pt
leading 28pt

Contents Listings
Joanna MT
Regular 11pt
leading 28pt



For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Page Header
Joanna MT
Semibold 36pt
leading 40pt

Page Subhead
Joanna MT
Regular 20pt
leading 36pt

Copy Header
Joanna MT
Regular 20pt
leading 24pt

Copy
Joanna MT
Regular 11pt
leading 13pt

For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11" — Brochure Interior Spread

Sample Text Page 1.0
Example of an interior spread for an 8.5" x 11" brochure, using 2-column grids.

Page Header
Joanna MT
Semibold 36pt
leading 40pt

Page Subhead
Joanna MT
Regular 20pt
leading 36pt

Callout
Joanna MT
Regular 14pt
leading 20pt

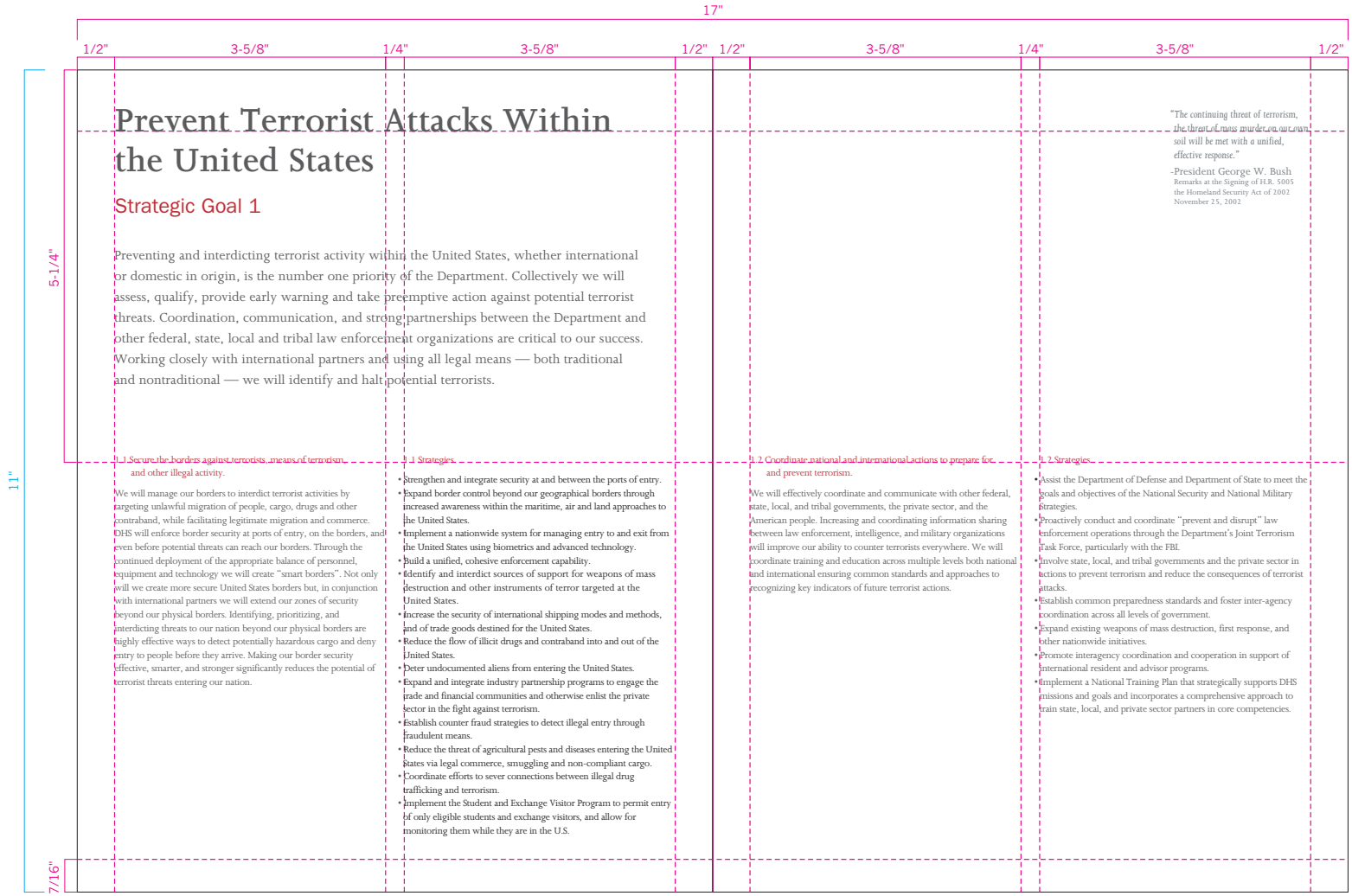
Copy Subhead
Joanna MT
Regular 11pt
leading 13pt

Copy
Joanna MT
Regular 11pt
leading 13pt

Caption — Quote
Joanna MT Italic 11pt
leading 13pt

Caption — Attribute
Joanna MT Regular 11pt
leading 13pt

Caption — Remarks...
Joanna MT Regular 8pt
leading 9.5pt



For exhibit purposes only. Exhibit shown at 45%.

Grid Example 8.5" x 11" — Brochure Interior Spread

Sample Text Page 2.0
Example of an interior spread for an 8.5" x 11" brochure, using 3- and 4-column grids.

Page Header
Joanna MT
Semibold 36pt
leading 40pt

Page Subhead
Joanna MT
Regular 20pt
leading 36pt

Callout
Joanna MT
Regular 14pt
leading 20pt

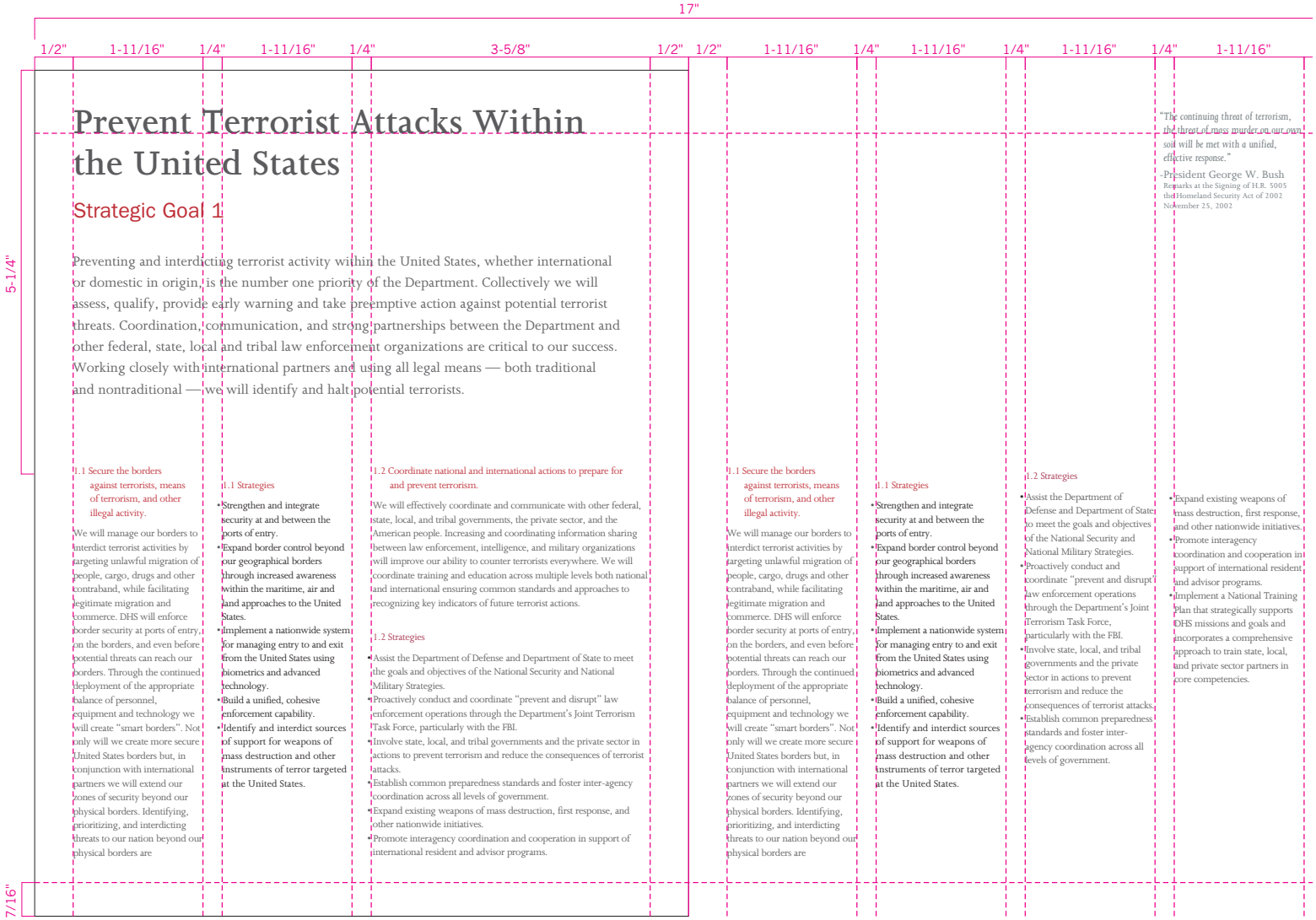
Copy Subhead
Joanna MT
Regular 11pt
leading 13pt

Copy
Joanna MT
Regular 11pt
leading 13pt

Caption — Quote
Joanna MT Italic 11pt
leading 13pt

Caption — Attribute
Joanna MT Regular 11pt
leading 13pt

Caption — Remarks...
Joanna MT Regular 8pt
leading 9.5pt



For exhibit purposes only. Exhibit shown at 45%.

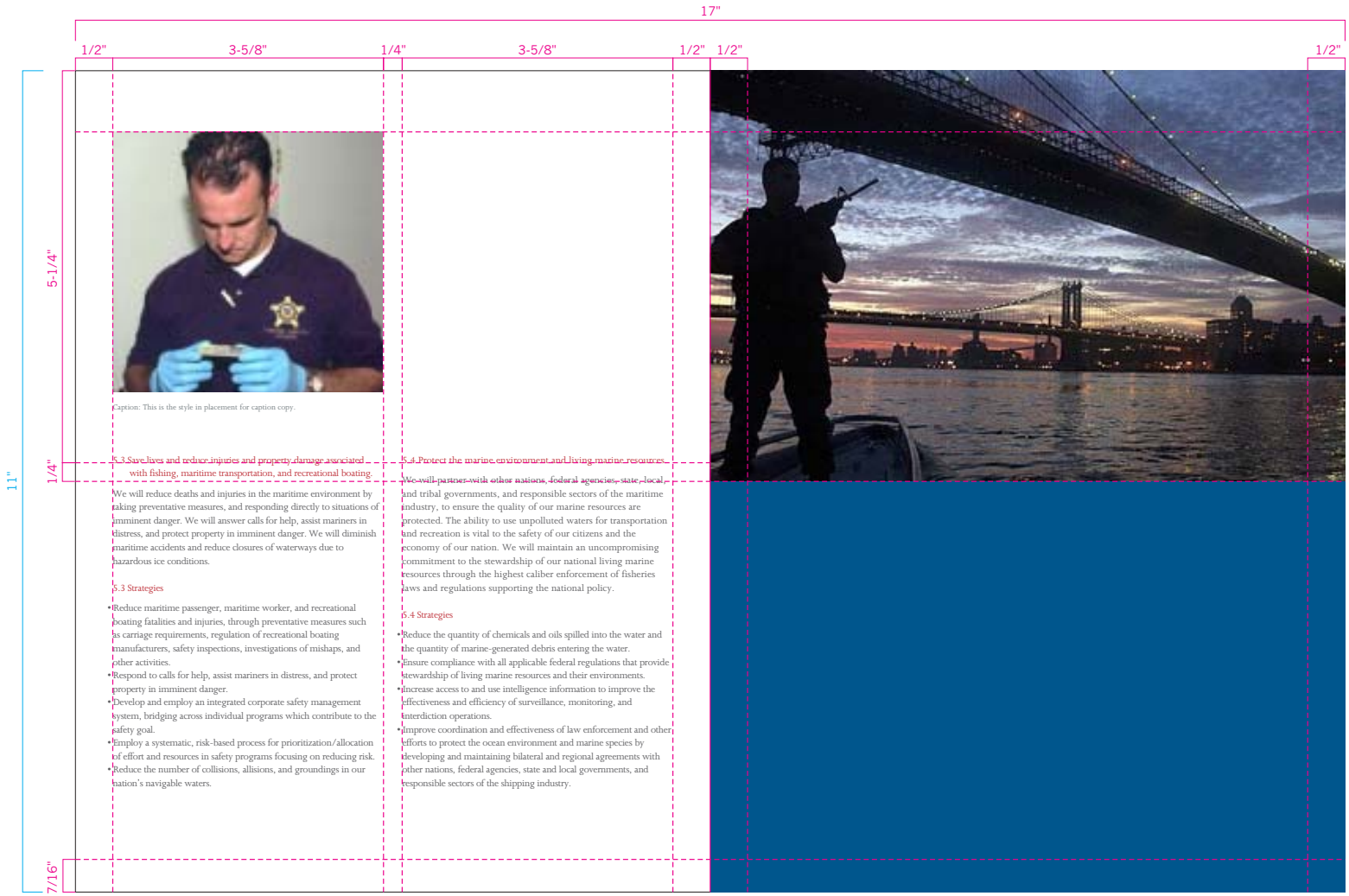
Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Copy Subhead
Joanna MT
Regular 11pt
leading 13pt

Copy
Joanna MT
Regular 11pt
leading 13pt

Photo Caption
Joanna MT Italic 8pt
leading 9.5pt



For exhibit purposes only. Exhibit shown at 45%.

Grid Example 11" x 17" — Newsletter Cover

Example of an 11" x 17" newsletter cover.

BLUE BANNER

Volume 39...
Joanna MT
Semibold Italic 15pt

TITLE SECTION

Signature
seal sized 7/8"

Today
Joanna MT
Semibold 169.5pt

TINTED PANEL

Heads
Joanna MT
Semibold Italic 20pt
leading 25pt
space after 36pt

Body
Joanna MT
Regular 11pt in
preferred color
DHS Dark Gray
leading 15pt

In This Issue
Joanna MT
Semibold Italic 20pt
leading 25pt
space after 36pt

Contents Type
ITC Franklin
Gothic Book 11pt
leading 15pt

FEATURE STORY

Headline
ITC Franklin
Gothic Demi 23pt
leading 23pt

Subhead or Byline
Joanna MT
Semibold Italic 15pt in
preferred color
DHS Dark Gray
leading 30pt

Body
Joanna MT
Regular 11pt in
preferred color
DHS Dark Gray
leading 15pt

For exhibit purposes only. Exhibit shown at 34%.

Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 4- and 1-column grids.

Header (left page)
Joanna MT
Regular 32pt

Caption
Joanna MT
Italic 9pt
leading 10.5pt

Copy Heads
ITC Franklin
Gothic Medium 11pt
leading 15pt

Copy
Joanna MT
Regular 11pt in
preferred color
DHS Dark Gray
leading 15pt

Large Callout (right page)
Joanna MT
Regular 58pt
leading 58pt

For exhibit purposes only. Exhibit shown at 34%.

Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 2- and 3-column grids.

Copy Header
ITC Franklin
Gothic Medium 11pt
in preferred color
DHS Dark Blue
leading 15pt

Copy
Joanna MT
Regular 11pt
in preferred color
DHS Dark Gray
leading 15pt

Caption
Joanna MT
Italic 9pt
leading 10.5pt

For exhibit purposes only. Exhibit shown at 34%.

Certificate

Example of Department of Homeland Security Certificate of Achievement.

Signature
Alternate version with
seal sized 2-5/16"

Certificate of Achievement
Joanna MT
Italic 36pt
leading 34pt

In recognition...
Joanna MT
Regular 20pt
leading 24pt
space above 16.5

Person's Name
Joanna MT
Regular 30pt
leading 36pt
Tracked + 40 Illustrator
+ 08 Quark

this / day of
Joanna MT
Regular 20pt
leading 32pt

Date
Joanna MT
Semibold 20pt
leading 32pt

Tom Ridge
Joanna MT
Regular 20pt

For exhibit purposes only. Exhibit shown at 60%.

Certificate

Example of Department Endorsed Public Facing Entity Certificate of Achievement.

Federal Law Enforcement Training
Joanna MT
Italic 50pt
leading 56pt

Signature
Alternate version with seal sized 1-3/4"

Person's Name
Joanna MT
Regular 30pt
leading 36pt

has been appointed...
Joanna MT
Regular 20pt
leading 24pt
space above 16.5

Honorary Instructor
Joanna MT
Regular 36pt
leading 55pt

this / day of
Joanna MT
Regular 20pt
leading 32pt

Date
Joanna MT
Semibold 20pt
leading 40pt

Director
Joanna MT
Regular 12pt
leading 13pt

For exhibit purposes only. Exhibit shown at 60%.

Certificate

Example of Public Facing Entity Certificate of Achievement.

Signature
Alternate version with
seal sized 1-15/16"

This Certificate of Achievement...
Joanna MT
Regular 20pt
leading 20pt

Person's Name
Joanna MT
Regular 30pt
leading 44pt
space above 16pt
Tracked + 40 Illustrator
+ 08 Quark

this / day of
Joanna MT
Regular 20pt
leading 32pt

Date
Joanna MT
Semibold 20pt
leading 32pt

by the Ofiice of...
Joanna MT Regular
type 20pt
leading 24pt

Tom Ridge
Joanna MT
Regular 20pt

For exhibit purposes only. Exhibit shown at 60%.