

Nothing signals a firm commitment  
to change more than embracing a  
new direction and identity.



## NTIS / beta brand guidelines

18F

Developed in  
partnership with 18F

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## Primary colors



**#0071BC**  
primary

**#205493**  
primary-darker

**#112E51**  
primary-darkest

**#212121**  
base

**#323A45**  
gray-dark

**#AEB0B5**  
gray-light

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## Secondary colors



**#02BFE7**

**#046B99**

**#00A6D2**

**#9BDAF1**

**#E1F3F8**



**#E31C3D**

**#981B1E**

**#CD2026**

**#E59393**

**#F9DEDE**

## Palette / primary, secondary

The beta NTIS palette is derived from the US Web Design Standards (USWDS). Please refer to the USWDS usage guidelines to maintain cohesion with other US-government websites and compliance with 508 accessibility standards. <https://standards.usa.gov/colors/>

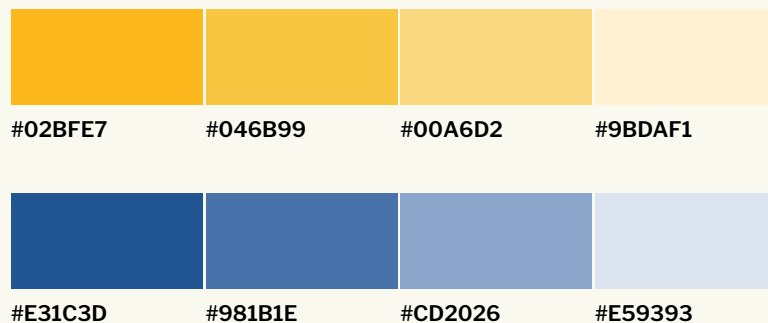
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## Background colors



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## Tertiary colors



## Palette / background, tertiary

The beta NTIS palette is derived from the US Web Design Standards (USWDS). Please refer to the USWDS usage guidelines to maintain cohesion with other US-government websites and compliance with 508 accessibility standards. <https://standards.usa.gov/colors/>

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## Libre Franklin

Primary typeface for headings, body text

Thin

*Thin Italic*

Extra-Light

*Extra-Light Italic*

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

Semi-Bold

*Semi-Bold Italic*

Bold

*Bold Italic*

Extra-Bold

*Extra-Bold Italic*

Black

*Black Italic*

Typography /  
Libre Franklin

View the complete type specimens and download the fonts from Google Fonts.

Libre Franklin: <https://fonts.google.com/specimen/Libre+Franklin>

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**Cormorant Garamond**

Alternate typeface for large body text

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

Semi-Bold

*Semi-Bold Italic*

Bold

*Bold Italic*

**Typography /**  
Cormorant Garamond

View the complete type specimens and download the fonts from Google Fonts.

**Cormorant Garamond:** <https://fonts.google.com/specimen/Cormorant+Garamond>



**Logo /**  
horizontal 1-color

Use this version on light backgrounds where a horizontal logo format would be suitable.  
Download from GitHub: [https://github.com/18F/ntis-gov/blob/master/\\_logos/NTIS-1C-horiz-black.svg](https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-1C-horiz-black.svg)



**Logo /**  
horizontal 2-color

Use this 2-color version on light backgrounds where a horizontal logo format would be suitable. Download from GitHub: [https://github.com/18F/ntis-gov/blob/master/\\_logos/NTIS-2C-horiz.svg](https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-2C-horiz.svg)



**Logo /**  
horizontal 1-color

Use this version on dark backgrounds where a horizontal logo format would be suitable.  
Download from GitHub: [https://github.com/18F/ntis-gov/blob/master/\\_logos/NTIS-1C-horiz-white.svg](https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-1C-horiz-white.svg)





**Logo /**  
horizontal 2-color

Use this version on dark backgrounds where a horizontal logo format would be suitable.  
Download from GitHub: [https://github.com/18F/ntis-gov/blob/master/\\_logos/NTIS-2C-horiz-white-ltblue.svg](https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-2C-horiz-white-ltblue.svg)

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### Stacked with tagline

Use when space for the logo is at least 80px high (plus additional clear space above and below) to ensure that the tagline is readable.



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### Small version

logomark and logotype only



Logo /  
stacked, small

Use the stacked or the small version whenever the horizontal format isn't ideal (e.g., space constraints). Stacked logo with tagline: [https://github.com/18F/ntis-gov/blob/master/\\_logos/NTIS-2C-stacked.svg](https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-2C-stacked.svg) and version without for smaller areas [https://github.com/18F/ntis-gov/blob/master/\\_logos/NTIS-2C-stacked-sm.svg](https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-2C-stacked-sm.svg)

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**Stacked with tagline, white**

Use when space for the logo is at least 80px high (plus additional clear space above and below) to ensure that the tagline is readable.



National Technical Information Service

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**Small version, white**

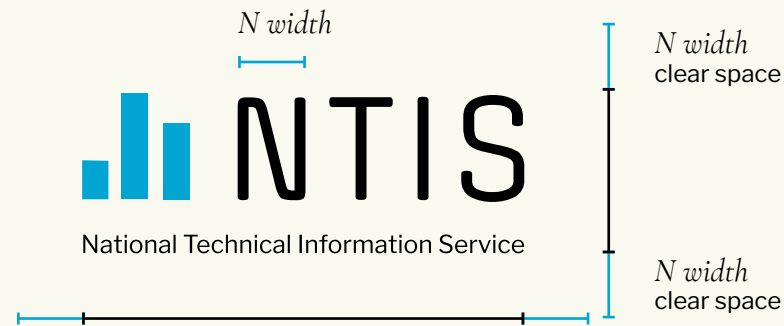
**Logo /**  
stacked, small for  
dark backgrounds

Use the stacked, white or the small version, white for use on dark backgrounds whenever the horizontal format isn't ideal. Stacked logo with tagline: [https://github.com/18F/ntis-gov/blob/master/\\_logos/NTIS-2C-stacked-white.svg](https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-2C-stacked-white.svg) and version without for smaller areas [https://github.com/18F/ntis-gov/blob/master/\\_logos/NTIS-2C-stacked-sm-white.svg](https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-2C-stacked-sm-white.svg)

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### Clear space lock up

No other visual elements may touch the logo within the clear space area. Do not add strokes, drop shadows and other effects or decorative elements to the logo.



## Logo / positioning guidelines

The logo must be surrounded by clear space on top, bottom, and both sides, measured by the width of the N. Visual elements must be positioned outside of the clear space. The logo lock-up applies to all versions of the logo, not just the stacked version used above for demonstration purposes.