

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

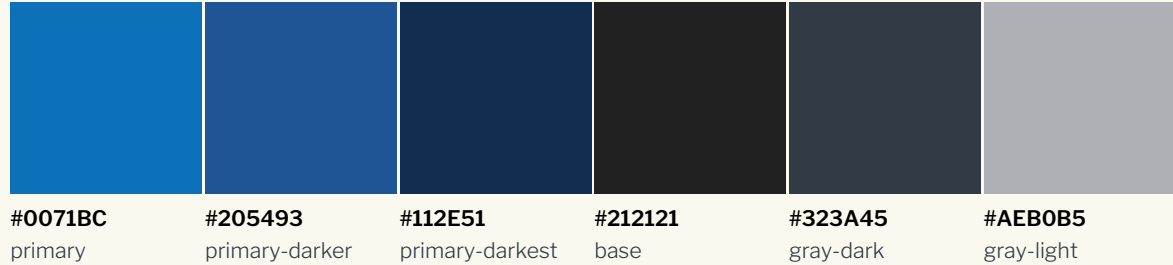


NTIS /
beta brand guidelines

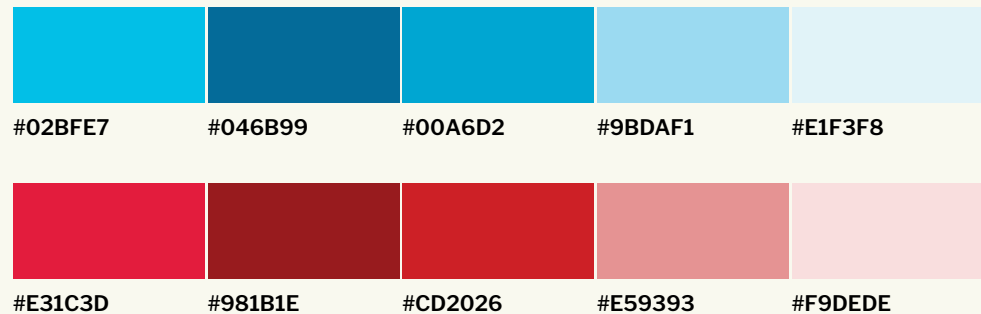
18F

Developed in
partnership with 18F

Primary colors



Secondary colors



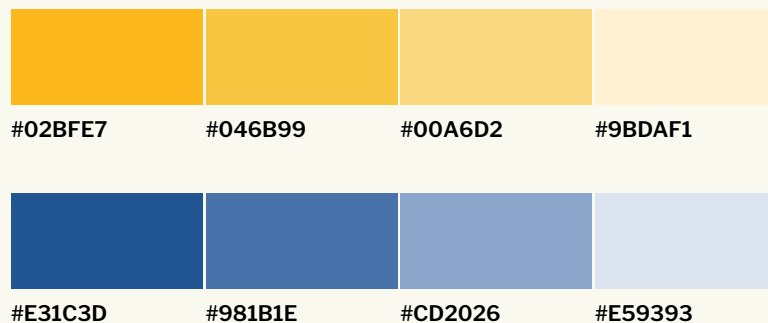
Palette / primary, secondary

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/>

Background colors



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/>

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>

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.
Black and blue versions. Download from GitHub: 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



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



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

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.



National Technical Information Service

Small version, logomark and logotype only

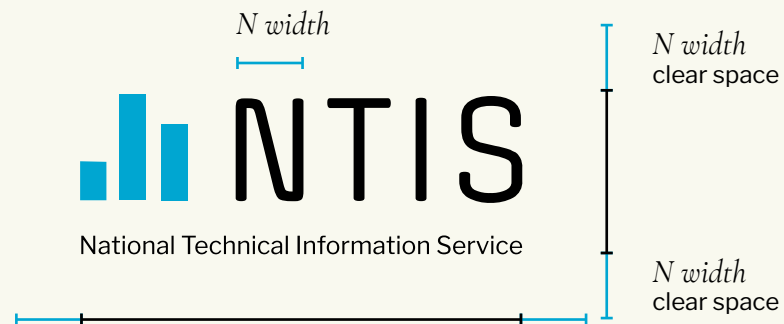


Logo / stacked, small

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 and version without for smaller areas https://github.com/18F/ntis-gov/blob/master/_logos/NTIS-2C-stacked-sm.svg

Clear space lock up

No other visual elements may touch all versions of 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.