

Logo spacing



The distance between the circle logomark and the logotype is equal to the distance between the midpoints of two dots shown above.

Leave a minimum of x height and width clear space surrounding the logo.

Logo specs

Color

LOGOTYPE

USWDS gray-warm-90

Hex #171716 

CIRCLE LOGOMARK

Innermost dot USWDS blue-50

Hex #2378C3 

Middle ring USWDS blue-50, 70%

Hex #65A1D5 

Outermost ring USWDS blue-50, 50%

Hex #90BBE0 



Black

LOGOTYPE

Black

Hex #000000 

CIRCLE LOGOMARK

Innermost dot

Hex #2378C3 

Middle ring Black, 70%

Hex #65A1D5 

Outermost ring Black, 50%

Hex #90BBE0 



Logo specs inverse

Color inverse

LOGOTYPE

USWDS gray-warm-90
Hex #171716

CIRCLE LOGOMARK

Innermost dot USWDS blue-50
Hex #2378C3

Middle ring USWDS blue-50, 70%
Hex #65A1D5

Outermost ring USWDS blue-50, 50%
Hex #90BBE0



Black inverse

LOGOTYPE

White
Hex #FFFFFF

CIRCLE LOGOMARK

Innermost dot
Hex #FFFFFF

Middle ring Black, 50%
Hex #65A1D5


Outermost ring Black, 70%
Hex #90BBE0



Logomark

Color

CIRCLE LOGOMARK

Innermost dot USWDS blue-50
Hex #2378C3 

Middle ring USWDS blue-50, 70%
Hex #65A1D5 


Outermost ring USWDS blue-50, 50%
Hex #90BBE0 




Solid color version recommended for use
as favicon and in other areas that measure
24px x 24px or less

Black

CIRCLE LOGOMARK

Innermost dot
Hex #2378C3 

Middle ring Black, 70%
Hex #65A1D5 

Outermost ring Black, 50%
Hex #90BBE0 



Logomark inverse

Color inverse

CIRCLE LOGOMARK

Innermost dot USWDS blue-50
Hex #2378C3 

Middle ring USWDS blue-50, 70%
Hex #65A1D5 


Outermost ring USWDS blue-50, 50%
Hex #90BBE0 




Solid color version recommended for use
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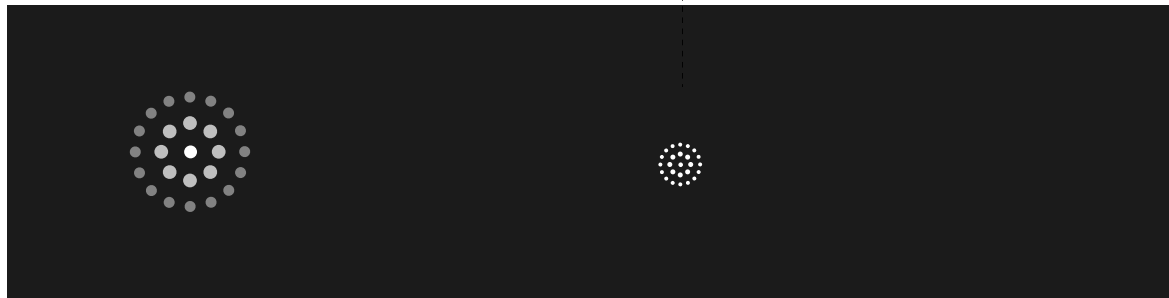
Black inverse

CIRCLE LOGOMARK


Innermost dot
Hex #FFFFFF 


Middle ring Black, 50%
Hex #65A1D5 

Outermost ring Black, 70%
Hex #90BBE0 



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