



STYLE GUIDE

# U.S. Department of Education

# Table of Contents

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Mission Statement	01	Desktop Design	11
The Logo	02	Desktop Content Cards	12
Logo Backgrounds	03	Desktop Card Details	13
Logo Variant	04	Mobile Design	14
Minimum Size	05	Mobile Content Cards	15
Clear Space	06	Mobile Card Details	16
Main Colors	07	Components	17
Typography	08	Imagery	18
Desktop Typescales	09		
Mobile Typescales	10		

# **Mission Statement**

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Promoting student achievement and preparing for global competitiveness  
by fostering educational excellence and by ensuring equal access for all.

## The Logo

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"With its sturdy trunk set in solid earth, the seal's **tree** expresses the confidence and strength imparted to the individual through the development of the mind and the assimilation of knowledge. Glory and satisfaction of achievement are exhibited in its **leaves**. The background of **sun and rays** suggests the role of the Dept. in the promotion, nurturing, and encouragement of the very best in all aspects of our proud nation's educational system."



# Logo Backgrounds

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Sometimes, our logo will be needed on a dark background, other times, a light background.

We should avoid putting the logo on backgrounds that are too busy, changing the colors, remixing the wording, applying effects or using at diagonals.



UNITED STATES OF AMERICA  
**Department of Education**



UNITED STATES OF AMERICA  
**Department of Education**

## Logo Variant

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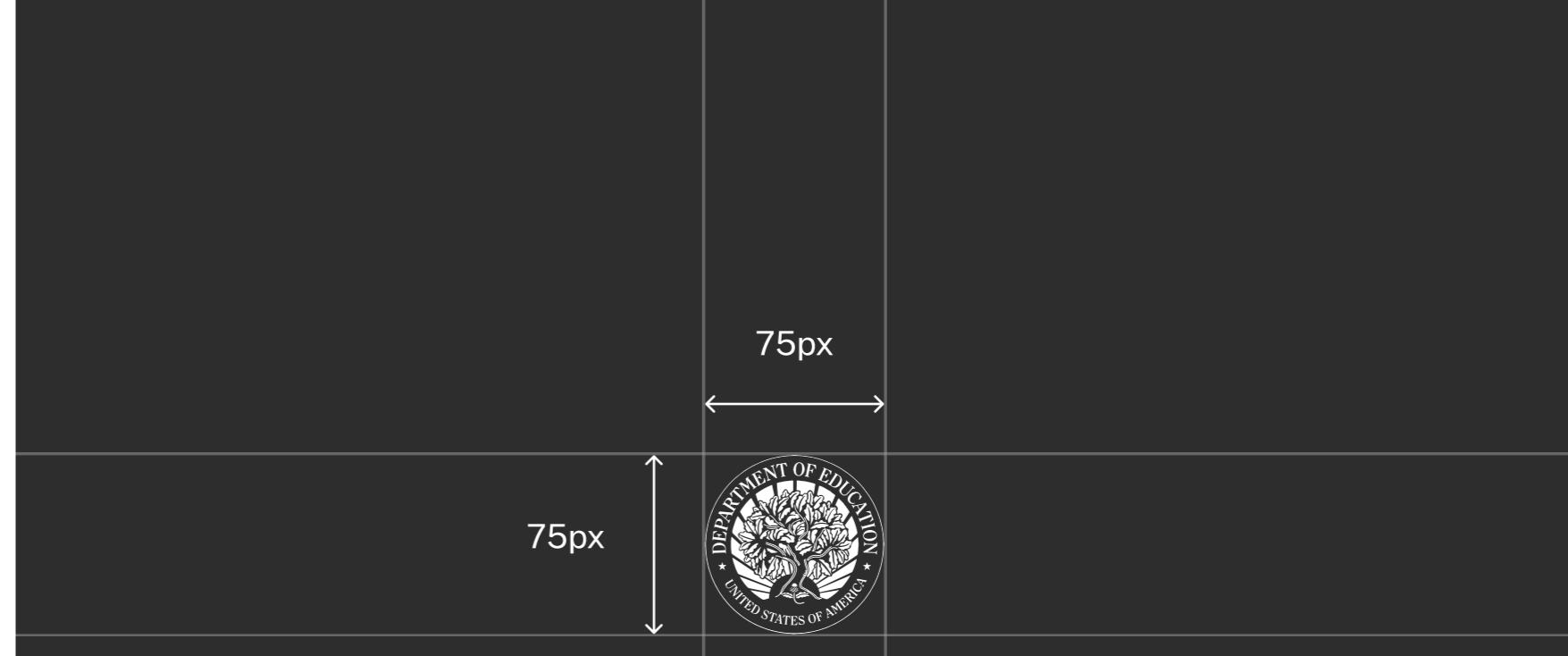
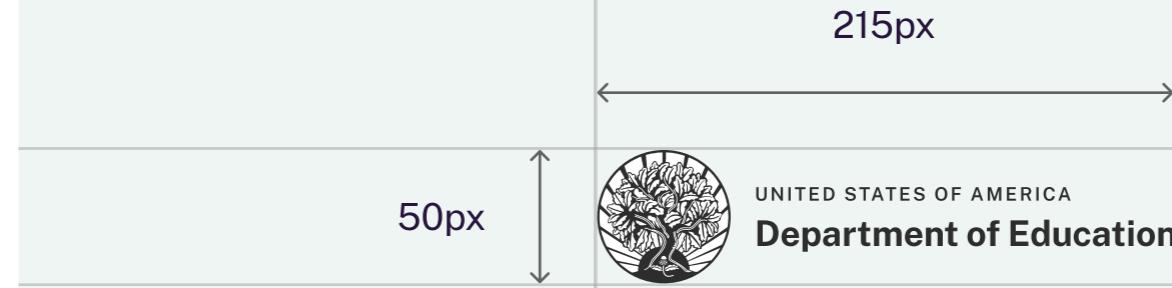
Sometimes, our logo will be too long, or will need to fit in a smaller frame. In these cases, use our seal. This variant should be used rarely, only as needed.



# Minimum Size

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When significantly reduced, our logo will lose legibility. These pixel size units are the very smallest our logo should be used for designs.



# Clear Space

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Provide the logo with enough room to breathe.  
This allows the logo to remain readable, keeps  
the design clean, and prevents overcrowding.  
Clearspace should equal the height over two.



# Main Colors

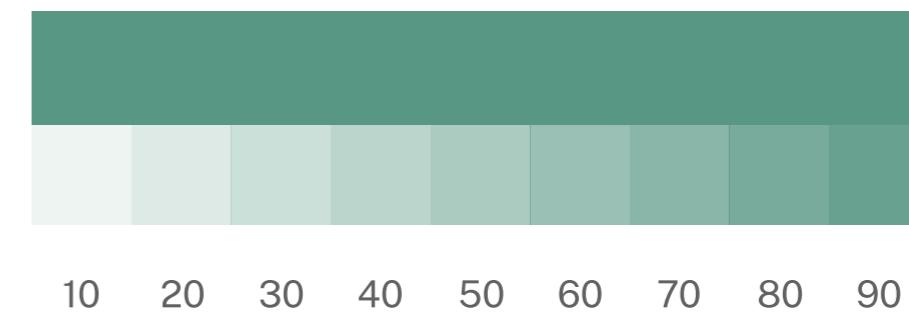
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Liberty Green, Chalkboard, and White are the colors we've chosen to represent the department. Liberty Green makes an excellent call to action button, while Chalkboard is perfect for text and headers. Text should never be Liberty Green to keep information accessible.

## Liberty Green 100

RGB (87, 151, 132)

HEX #579784



## White

RGB (255, 255, 255)

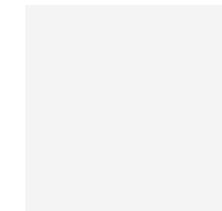
HEX #ffffff



## Chalkboard 05

RGB (244, 244, 244)

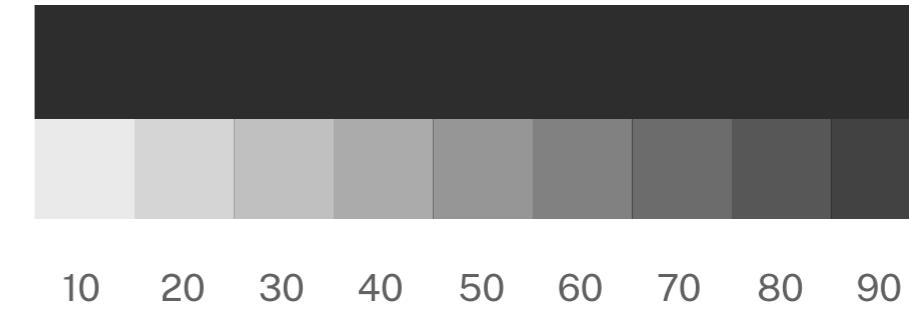
HEX #f4f4f4



## Chalkboard 100

RGB (45, 45, 45)

HEX #2d2d2d



# Typography

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The two typefaces chosen reflect the sophisticated, yet approachable and neutral position of the Department.

In order for our information to be accessible to all, it must be legible. It must display our content simply, yet effectively and guide our users to read and understand the information.

For headlines the IBM Plex Serif typeface should be used, and for the body text or links, the Public Sans typeface. Avoid centering or justifying text, keep text left aligned.

IBM Plex Serif

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
‘?’ “!” (%) [ # ] { @ } / & \ < - + ÷ × = > ® © \$ €  
£ ¥ ¢ : ; , . \*

Public Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
‘?’ “!” ( % ) [ # ] { @ } / & \ < - + ÷ × = > ® © \$ € £  
¥ ¢ : ; , . \*

## Desktop Typescales

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TYPE STYLE	WEIGHT	TYPE SIZE	LINE SPACING
<b>Header 48</b>	<b>SemiBold</b>	<b>48</b>	<b>55</b>
<b>Header 32</b>	<b>Bold</b>	<b>32</b>	<b>40</b>
<b>Header 24</b>	<b>Bold</b>	<b>24</b>	<b>30</b>
Body 24	Regular	24	35
Link text	Medium	24	35
Button text	SemiBold	18	25

# Mobile Typescales

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TYPE STYLE	WEIGHT	TYPE SIZE	LINE SPACING
Header 32	SemiBold	32	40
Header 24	Bold	24	30
Header 18	Bold	18	25
Body 18	Regular	18	25
Link text	Medium	18	25
Button text	SemiBold	18	25

# Desktop Design

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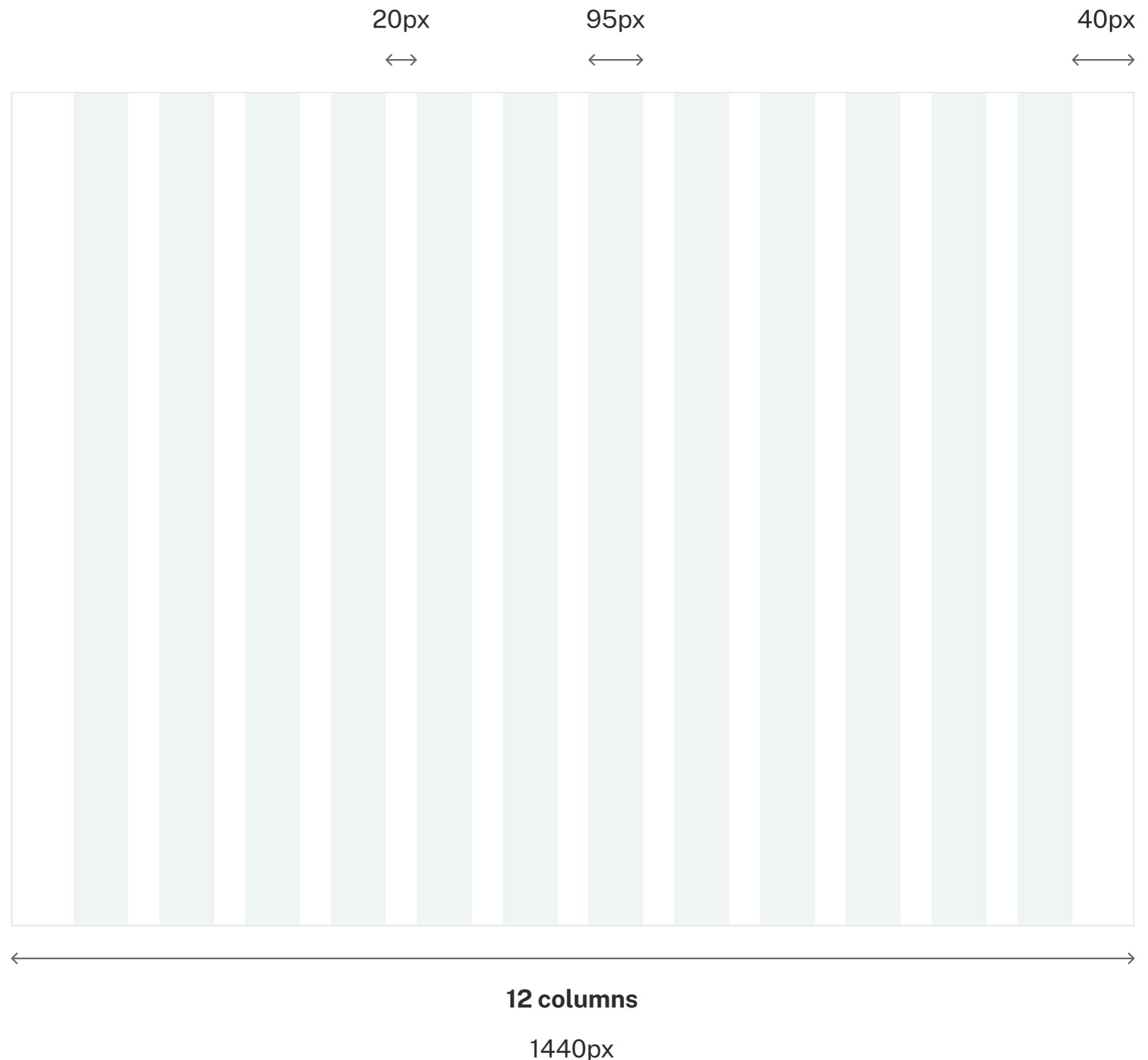
Websites should be designed for desktops at 1440px using a 12 column grid. Designing on a grid ensures a clean and consistent design that is responsive for many sizes.

**Screen size** 1440px

**Columns** 95px

**Gutters** 20px

**Margins** 40px



# Desktop Content Cards

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Content cards for desktop come in two widths, Mini and Two-thirds. Card height may vary to accommodate content, however cards in the same row should be the same height. Cards should have 20px of space between other cards.

Card come in two colors, Chalkboard 05 or White. Refrain from using the same color of card as is being used for the background. Never use any other color for card backgrounds.

## This is a desktop Mini Card example.

The content goes here, and in general, four lines will be enough, however you may have more if you need more. For instance, maybe in this case, we do in fact need a few more.

Button

## This is a desktop Mini Card example.

The content goes here, and in general, four lines will be enough for you.

Link one →

Link two →

Link three →

20px 440px  
↔ →

## This is a desktop Two-thirds Card example.

The content goes here, and in general, four lines will be enough. However you may have more if you need more. In this case four lines was enough.

Link one →

Link two →

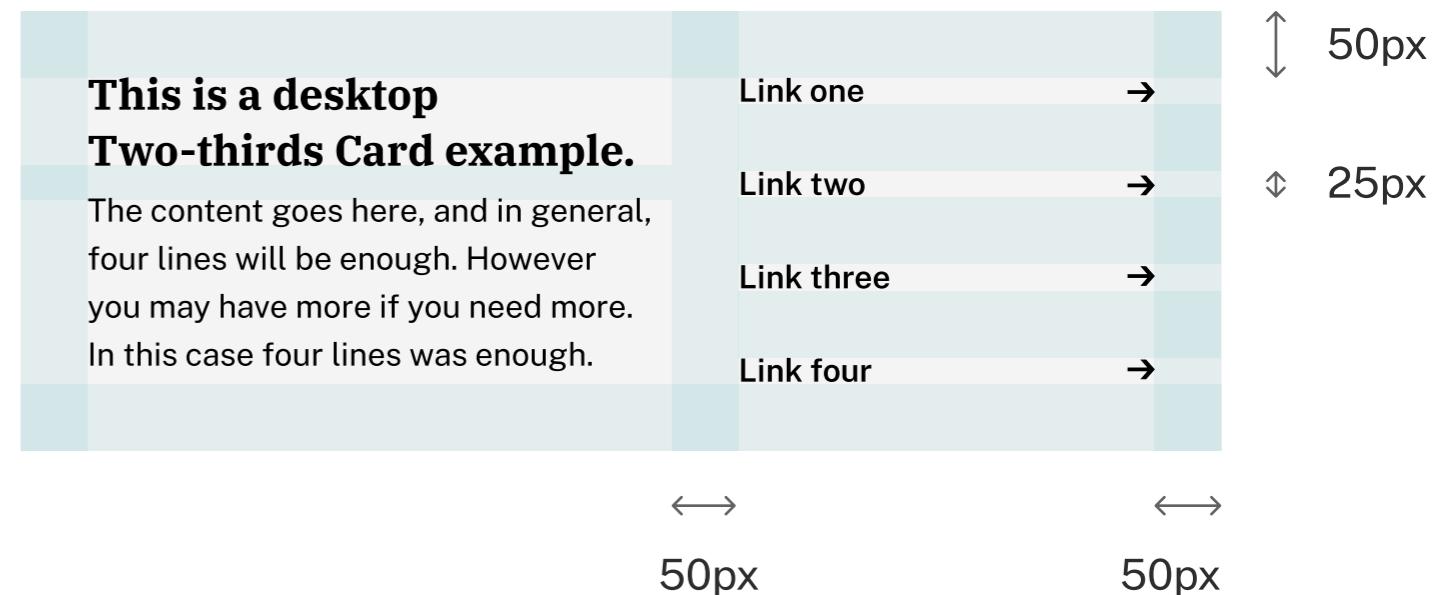
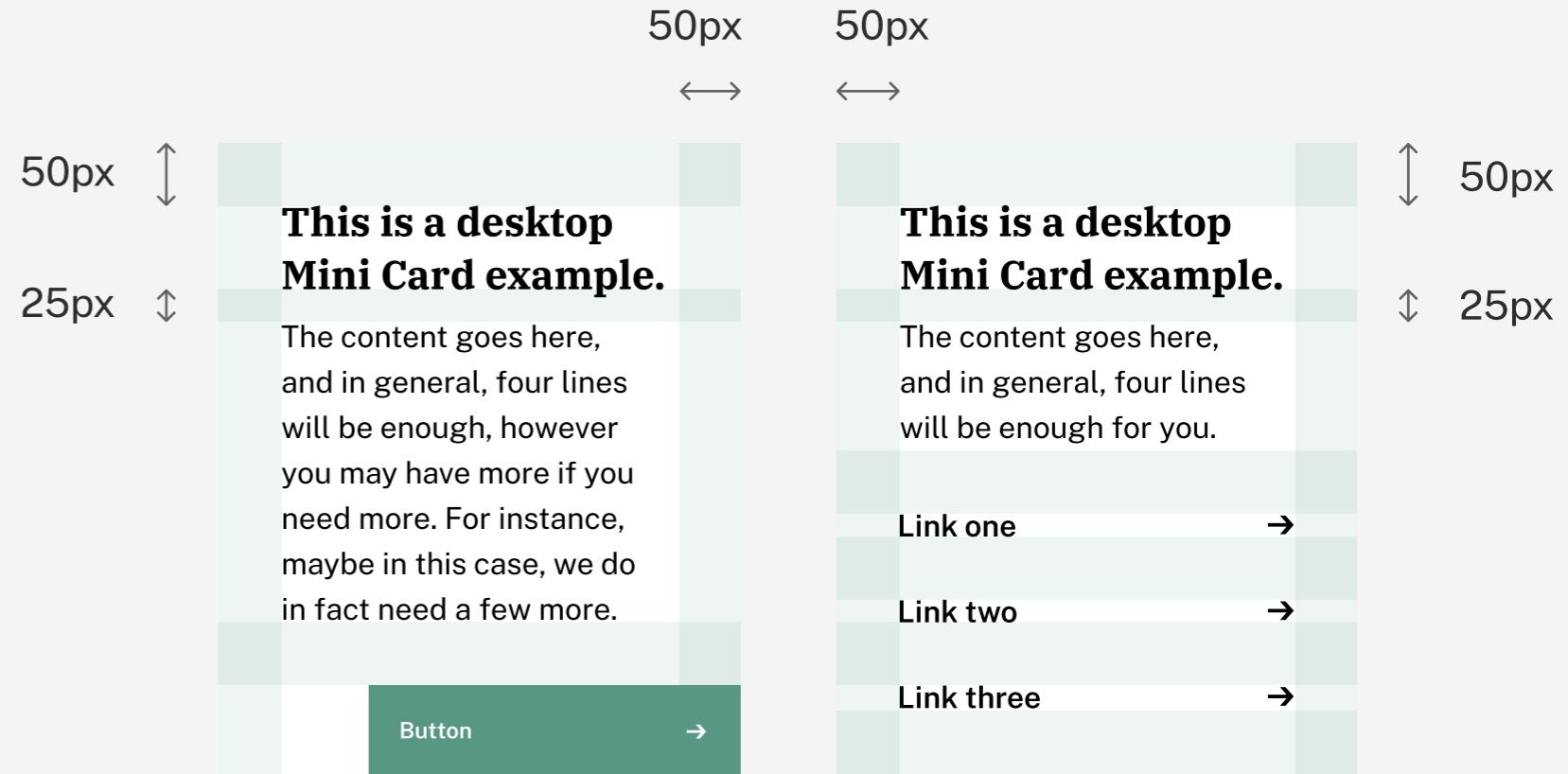
Link three →

Link four →

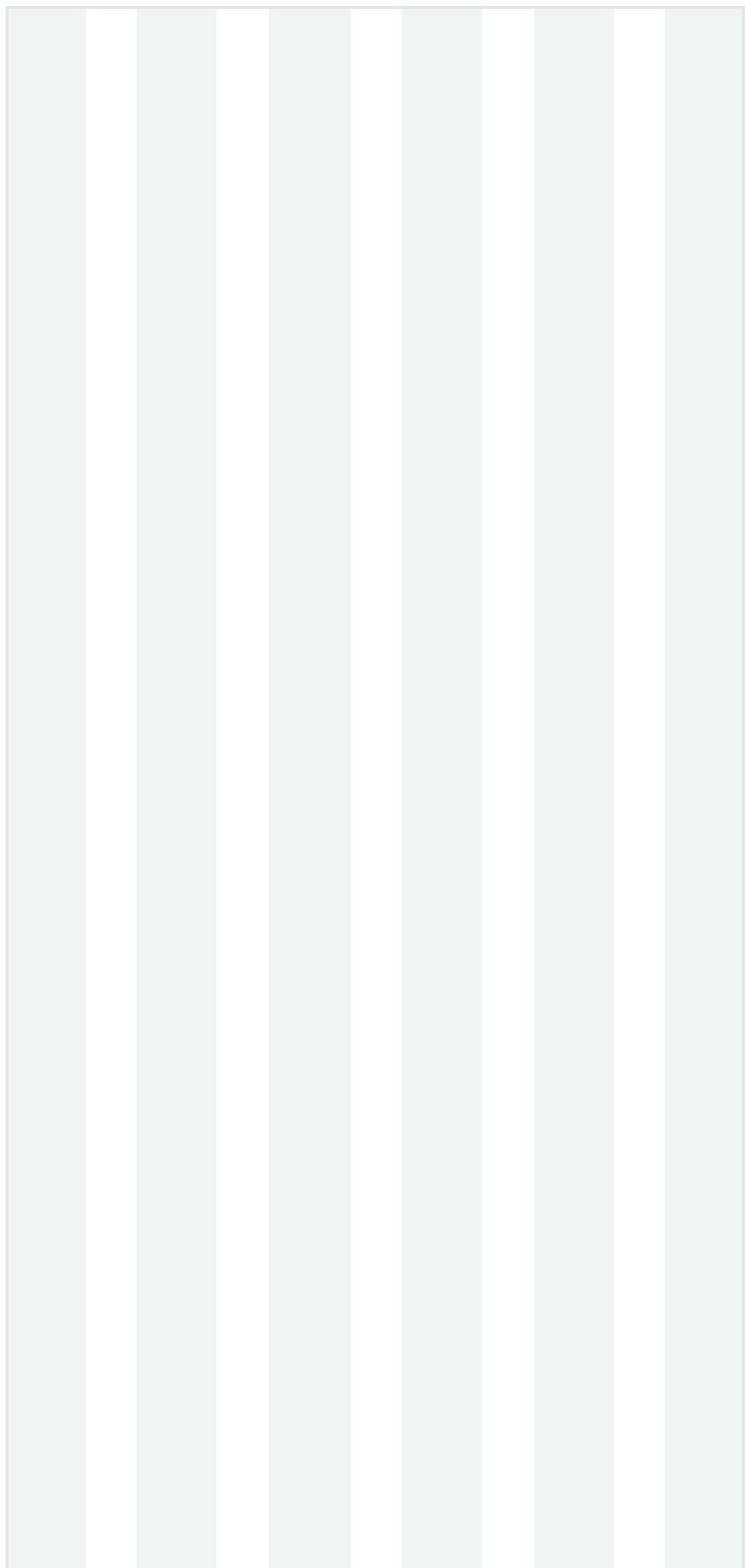
↔ 900px →

# Desktop Card Details

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20px      52px  
↔           ↔



# Mobile Design

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Mobile designs should be made using a six column grid. Designing on a grid ensures a clean and consistent design that is responsive for many sizes.

**Screen size** 414px

**Columns** 52px

**Gutters** 20px

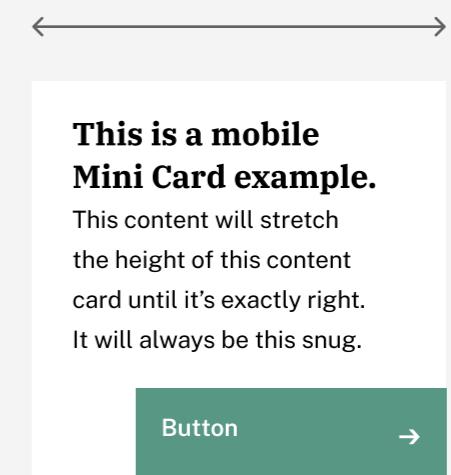
# Mobile Content Cards

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Content cards for mobile come in two widths, Mini and Full. The card's height may vary to accommodate content. Cards should have 20px of space between other cards.

Card come in two colors, Chalkboard 05 or White. Refrain from using the same color of card as is being used for the background. Never use any other color for card backgrounds.

310px



← → 414px

This is a mobile Full Card example.

This content will stretch the height of this content card until it's exactly right. It will always fit the card right, so please allow it to be this snug.

Link one →

Link two →

Link three →

# Mobile Card Details

30px



30px

15px

This is a mobile  
Mini Card example.  
This content will stretch  
the height of this content  
card until it's exactly right.  
It will always be this snug.

Button



50px

25px

This is a mobile  
Full Card example.

This content will stretch the height  
of this content card until it's exactly  
right. It will always fit the card right,  
so please allow it to be this snug.

Link one



Link two



Link three



↔

50px

# Buttons

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Normal →

Hover →

Focus →

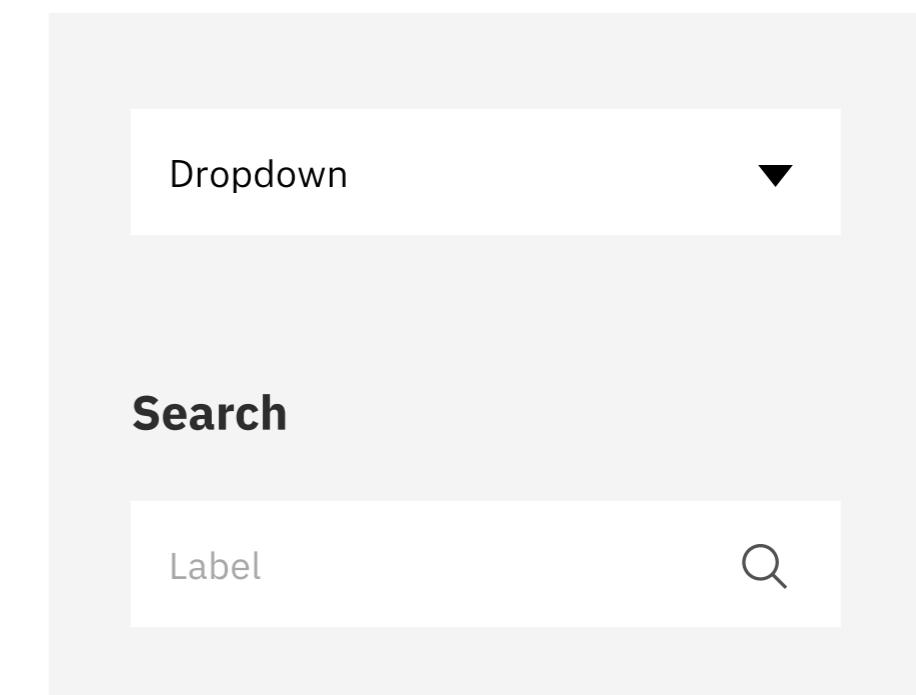
Disabled →

# Inputs

---

Dropdown ▼

Search  
Label 



# Icons

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+

# Imagery

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The U.S. Department of Education understands the power that photography holds, so enforces strict guides on images selected.

Images should be eye-level, or aerial. Refrain from images that are neither eye-level nor overhead, or forced perspectives.

Images should avoid clichés and metaphors. They should not be abstract or unrealistic, they should reflect nature and growth.

Images should not be filtered, though a Chalkboard color overlay is acceptable. The photos we choose should not be overstyled.

