

Department of Homeland Security



The Department of Homeland Security is focused on smart and effective enforcement of U.S. immigration laws while streamlining and facilitating the legal immigration process and protecting the American people from terrorist threats.

Department of Homeland Security



Logo



Department of Homeland Security



Do not use logo smaller than 35px by 35px.



Only use logo on solid backgrounds of any color. Do not use on patterns or images or in text. Grey logo may be used as a water mark under text at 10% opacity.



Padding between logo and content must be at least equal to the size of the outer ring, but no less than 10px.

#142556

This is our primary blue.
To be used for the header background and for section titles.

#4E79EF

To be used for headlines.

#2547A3

To be used for link text.

#564414

To be used for headlines that have been visited.

#A38026

Section break rule color.

#A61E30

Used for highlights or to call out elements.



Department of Homeland Security

Typography

Mongolian Baiti

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCc123
Mongolian Baiti Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

Calibri

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCc123
Calibri Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCc123
Calibri Light

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Light Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCc123
Calibri Light Italic

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Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCc123
Calibri Bold

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Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCc123
Calibri Bold Italic

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Department of Homeland Security



Typography

Mongolian Baiti

Section Title

#2547A3, 30pt, 36pt leading.

Calibri Regular

Headline

#4E79EF, 26pt, 28pt leading.

Calibri Regular

Visited Headline

#564414, 26pt, 28pt leading.

Calibri Regular

Topic Label

#142556, 26pt, 28pt leading.

Calibri Light

Subhead

#000000, 20pt, 24pt leading.

Calibri Regular

Placeholder text

#AFAFAF, 20pt, 24pt leading.

CALIBRI LIGHT

Infotext

#000000, 14pt, 18pt leading.
All caps

Calibri Light

Body text

#000000, 14pt, 16pt leading.

Calibri Regular

Link text

#2547A3, 14pt, 18pt leading.

Calibri Regular

Visited Link text

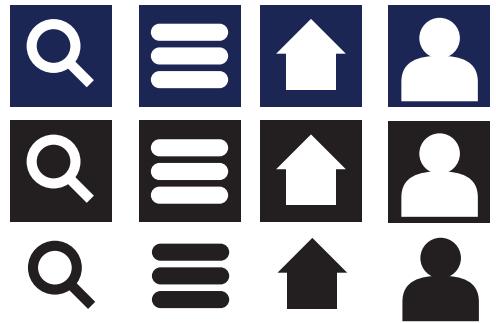
#564414, 14pt, 18pt leading.

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Iconography

Icons shall be flat and simple, one color images. Either white icons on a black or blue field or black icons on a light background.



Imagery

Images need to stay friendly and welcoming. Stay away from intimidating security pictures. Focus on the helpful sides of the agency. Saving lives and helping with immigration.



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Grids and Layout

The site is set up on a grid 12 columns wide. Each column is 122px with a 16px gutter in between them. The content will be broken up into 1, 4, 8 and full 12 column sections.

On desktop, 12 columns will be used.
On tablet, 6 columns will be used.
On mobile, 3 columns will be used.

The main carousel spans the full column width, adjusting to the current screen size. On mobile it will break down to the full 3 columns. On tablet, it will break down to the full 6 columns.

Mobile Wireframe:

- Navigation: Homeland Security, Menu, Search
- Main Content: How can we help you? (Search), Grid of cards (Immigration, Travel, Safety, Border Security, Terrorism, Say Something)
- Footer: How Do I? (Search)

Desktop Wireframe:

- Navigation: Homeland Security, Menu, Search
- Main Content: How can we help you? (Search), Grid of cards (Immigration, Travel, Safety, Border Security, Terrorism, Say Something), Questions (with links to Feedback, Suspicious Activity, etc.), News (with two news items: News Item 1 and News Item 2)
- Footer: See More -->

Top Navigation Bar (7 columns): Homeland Security, Responsibilities, Questions, Get Involved, News, About DHS, Menu

Main Content Area (6 columns): How can we help you? (Search), Grid of cards (Immigration, Travel, Safety, Border Security, Terrorism, Say Something), Questions (with links to Feedback, Suspicious Activity, etc.), News (with two news items: News Item 1 and News Item 2), Questions (with links to Feedback, Suspicious Activity, etc.), Would You Like to Know More?

Bottom Section (6 columns): News (with two news items: News Item 1 and News Item 2), Questions (with links to Feedback, Suspicious Activity, etc.)

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Voice and Tone

Tone

DHS's tone is serious. This is not an entertainment site. People come here to become informed or complete a specific task. We will not be flippant. Write with the seriousness and gravity due the organization and the topics for which the DHS is responsible.

Voice

DHS must be firm, but welcoming. We are the protective father figure, bringing new family into our home and protecting them from dangers outside our borders. Information must be relayed in a serious manner, but not in a lecturing manner.

The DHS is:

Firm, but not Oppressive
Welcoming, but Security Concious
Formal, but not Stodgy