U.S. Department of Homeland Security House Style Guidelines



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Introduction

The design elements, or visual language, that make up our house style attempt to convey — through imagery, color and appearance — the qualities that we want the Department of Homeland Security to be known for: being innovative and proactive in our mission and being accessible and direct with our public.

We are entrusted with the relentless protection and defense of America, its ideals, its way of life and its people. We are the trusted and authoritative partner to the state, local and private sector entities that share our mission. We are a 21st-century form of government and proud to protect our homeland.

And our communications must reflect our convictions.

The following pages introduce the foundations of our house style. The hallmarks of this visual language are the distinctive color palettes, the complementary typefaces, standardized uses of imagery and consistent placement of our signature. Our house style will ensure maximum recognition and a clean, contemporary look for all our communications.

These house style guidelines should be used in conjunction with the Seal and Signature Usage Guidelines, which provide more detailed information on usage of the DHS signature and its variations.

Branding and Our House Style

Our house style is a major component of our branding system. The objectives of our branding system are fourfold: to focus and build impact for the Department of Homeland Security, a modern and nonbureaucratic form of government; to unify and strengthen the department; to help state and local entities, as well as the general public, understand the role and structure of the department; and to streamline communication.

Our branding system must be clear from the public's perspective and make minimal use of acronyms, because an abundance of acronyms hampers clarity and directness. Our branding system is not the same as our organizational chart. No more than two levels have been branded because too many layers and too many symbols suggest traditional government bureaucracy and an unfocused organization.

Every DHS communication must be branded with one — and no more than one — of the following signatures.



DHS Signature — For use on communications emanating from the cabinet level, the five directorates, or programs, locations and centers not directly linked to one of the Public Facing Entities shown below.











Public Facing Entities Signatures — For use on communications emanating from these organizations with high public visibility and interaction.



Public Facing Entities Signatures, Endorsed — Please refer to The Coast Guard Correspondence Manual or contact The Office of Government and Public Affairs of the U.S. Secret Service for more information on using these signatures.

Primary Color Palette

The Homeland Security signature should be reproduced in full color — Homeland Security Blue, Gray, Green, Light Blue and Red — whenever possible. The colors of the signature serve as the source for our house style color palettes.

Our primary color palette contains Homeland Security Blue and Gray from the signature and adds Dark Gray and White. These colors should be employed throughout our communications and are equivalent to the PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide.

PANTONE® is a registered trademark of Pantone, Inc.

						Video		Web	
	$Pantone^{\otimes}$	С	M	Y	K	R G B	R	G	В
Homeland Security Blue	2955 C	100	45	0	37	0 47 128	0	51	102
Homeland Security Gray	Cool Gray 6 C				28				153
Homeland Security Dark Gray	Cool Gray 11 C	0	0	0	79	54 54 54	51	51	51
Homeland Security White		0	0	0	0	255 255 255	255	255	255

Secondary or Support Palette

The other colors from the Seal — Homeland Security Red, Light Blue and Green — make up our secondary color palette, which are used to enhance our communications in backgrounds, headlines and other supporting design elements.

Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

Typography

Typography plays a major role in shaping a brand because it helps create a consistent look and feel. For all Homeland Security communications, one typeface — Joanna MT — is preferred. This typeface has been chosen because it complements the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

ITC Franklin Gothic has been selected as a secondary or complementary font for Joanna MT. It may be used for headlines, subheads, captions and other supporting text.

When ITC Franklin Gothic is not available on your computer, you may substitute Arial for ITC Franklin Gothic.

Joanna MT

abcdefghijklmnopq rstuvwxyz 1234567890\$&?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC Franklin Gothic Book

abcdefghijklmnopq rstuvwxyz 1234567890\$&?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Imagery — Introduction

Imagery is an integral and vital part of Department of Homeland Security communications. Visual imagery — specifically photography — conveys the spirit and energy of our homeland and helps bring its essence to life.

Since imagery will be used in applications from print to the Web, we must ensure that it consistently captures the best of our homeland, our employees and our commitment to proactive protection.

Following our house style will ensure that our communications will have a recognizable look and feel.

Two types of imagery are appropriate for our house style: conceptual and documentary. Conceptual imagery idealizes the homeland we protect and our ways of protecting it. Documentary imagery dramatizes our daily activities; these types of images may have a journalistic feel.

When preparing or selecting imagery, keep in mind these characteristics, which represent the essence of who we are.

Trustworthy	Reassuring	Authoritative
Accessible	Proactive	Protective
Resourceful	Innovative	Aggressive
Determined	Committed	

These imagery guidelines can also be provided to photographers to help them create original imagery for the DHS.

Please also consult the "Grid System" portion of these house style guidelines for a more complete understanding of how to use imagery in designs and layouts.

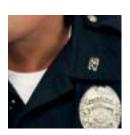








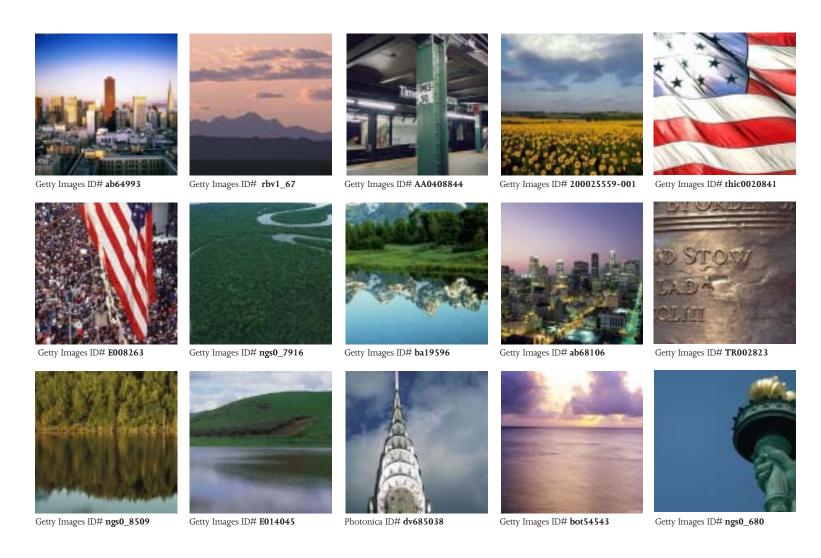




Conceptual Imagery — What We Protect

As these examples suggest, conceptual imagery highlights the natural attributes of the homeland we protect. Idealized portraits of our national symbols are also part of this image category.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



Conceptual Imagery — How We Protect the Homeland

In conceptual images that show how we protect the homeland, our actions and our homeland's protective infrastructure have been abstracted from specific, identifiable places, activities or people. This abstraction process makes this imagery different from the imagery that documents our daily activities.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.





Photonica ID# 06553000051



Getty Images ID# ec6696-001



CBP Images ID# 117_5fuh60_5f270



Photonica ID# 05978000273



Getty Images ID# tr001757



Photonica ID# **629200020**



CBP Images ID# cia_5f01_5fhires



Photonica ID# **06539000049**



Photonica ID# **304200045**



Photonica ID# bd9428-001



CBP Images ID# cia_5f08_5f270



Photonica ID# **05978000318**



Getty Images ID# 10186263



Photonica ID# **602600115**



Getty Images ID# dv738029



Getty Images ID# dv093019



Photonica ID# 06581000085



Getty Images ID# dv635051



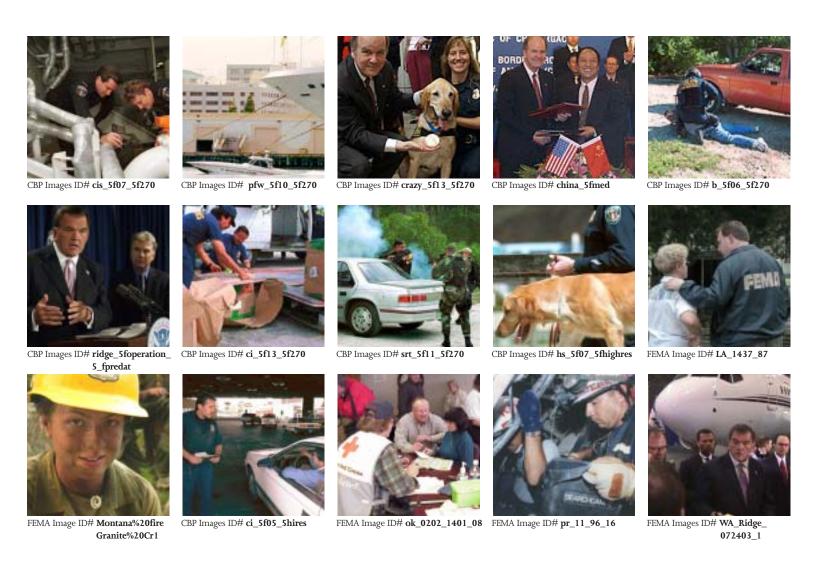
Getty Images ID# fi_5f11_5f270

Documentary Imagery — Our Daily Activities

This type of imagery documents our daily activities; these types of images may have a journalistic feel. Our actions and interactions with the public are of an amazingly wide variety and so our documentary imagery will range correspondingly from the mundane to the dramatic.

Please consider the intentions of the communication when selecting an appropriate image.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



Cropping Images

Dynamic cropping can add drama to an image. Unusual colors or lighting, extreme close-ups and interesting angles may be emphasized through creative cropping. The focus of the image may be significantly altered and convey a different message than the non-cropped image.

By eliminating specific, identifiable places, activities or people from an image, cropping can be a way of making a conceptual image from a documentary image. This process is demonstrated in the first example below.







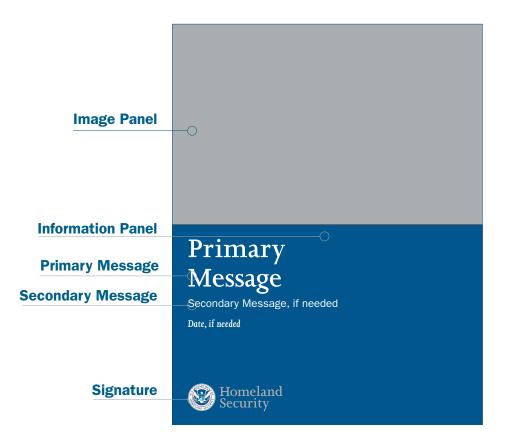


DHS Grid System Components — Introduction

The front-facing element of DHS communications — whether a brochure cover or a website homepage — follows a basic grid system. This grid system organizes the house style components in a consistent fashion, enhancing the public's recognition of what is and is not a DHS communication while streamlining design decisions.

The DHS Grid System is made up of four essential components:

The image panel
The information panel
Primary and secondary messages
The signature



The grid splits the front-facing element of a communication horizontally into two halves.

One half is the image panel. This image panel may contain a photograph or a color field in a color selected from the house style primary or secondary palette.

The other half is the information panel, which contains a short primary message in large type and, if needed, below the primary message, a secondary message in smaller type. If needed, a date can be added below the message(s).

The signature is always placed at the bottom of the information panel and aligns flush left with the message type. The signature clearspace, at minimum, must be respected at all margins.

The placement of the image and information panels can be switched to add variety to our communications. For some communications, the information panel will be more appropriate above the image panel.

DHS Grid System Components — Examples

Examples of various grid options.

- 1) 8.5" x 11" cover option with image panel on bottom
- 2) Slim Jim cover option with image panel on bottom
- 3) 8.5" x 11" cover option with image panel on top
- 4) Slim Jim cover option with image panel on top
- 5) 5.5" x 8.5" cover option with image panel on top
- 6) 8.5" x 11"

 cover option with

 image and message

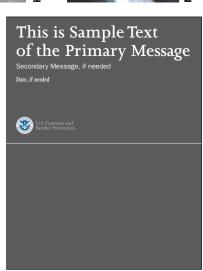
 panels appearing in

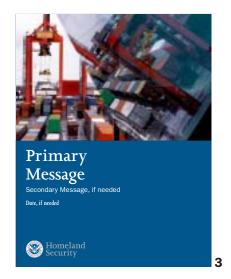
 solid DHS Dark Gray
- 7) 8.5" x 11" cover option with image panel on bottom in solid DHS Red
- 8) 5.5" x 8.5" cover option with image panel on bottom in solid DHS Light Blue image panel

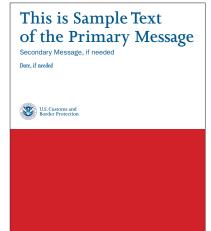


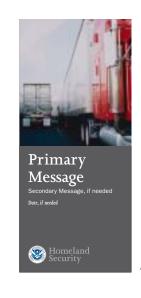














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Example of an 8.5" x 11" grid with image panel appearing on top.

Information PanelDHS Blue (PMS 2955)

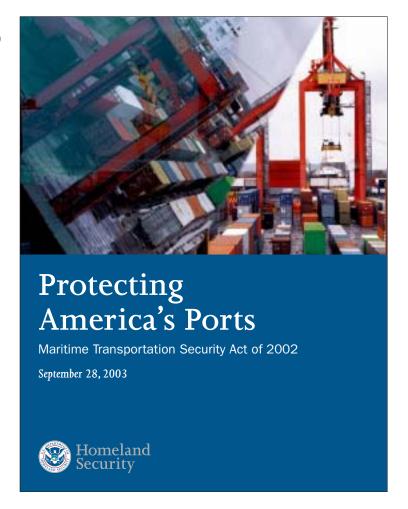
Primary Message Joanna MT Semibold 58pt leading 58pt

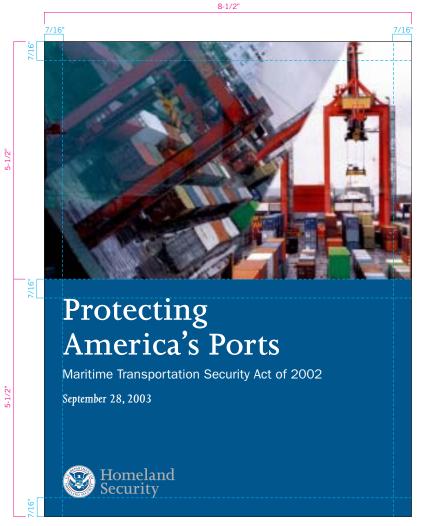
Secondary Message ITC Franklin Gothic Book 22nt

Gothic Book 22pt leading 40pt

Date

Joanna MT Semibold Italic 22pt leading 40pt





Example of an 8.5" x 11" grid with image panel appearing on the bottom.

Information Panel DHS White

Primary Message Joanna MT Semibold 58pt leading 58pt

Secondary Message

ITC Franklin Gothic Book 22pt leading 40pt

Date

Joanna MT Semibold Italic 22pt leading 40pt

Signature seal 3/4"

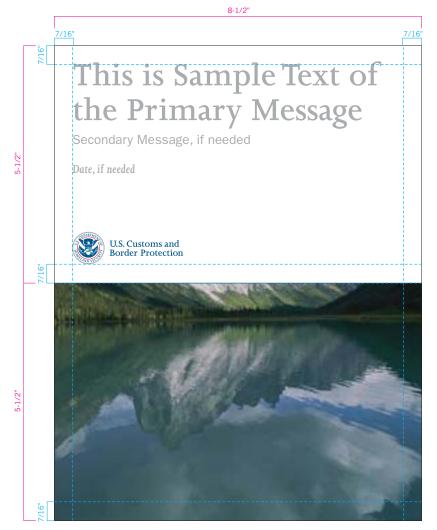
This is Sample Text of the Primary Message

Secondary Message, if needed

Date, if needed







If the communication needs to be more proprietary, a modifier may be added to the information panel before the primary message.

This modifier may only be a program, location or center name. See page 20 of "The Department of Homeland Security Seal and Signature Usage Guidelines" for more information on Level IV branding.

Below are examples of 8.5" x 11" grids with a primary message modifier.

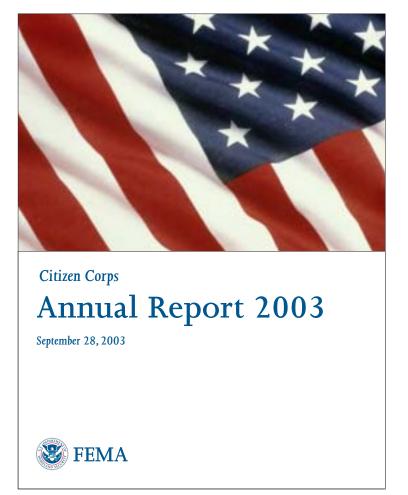
Information Panel DHS White

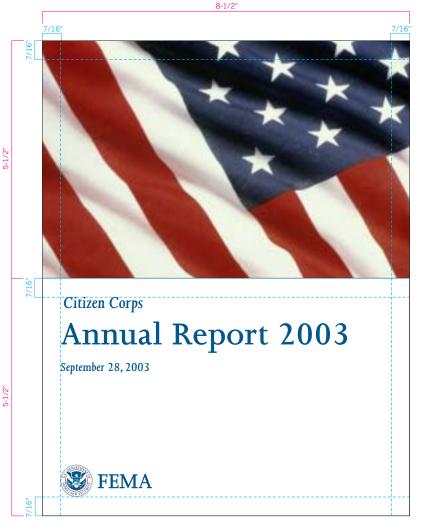
Program Name Joanna MT Semibold Italic 30pt leading 58pt

Primary Message Joanna MT Semibold 58pt leading 58pt

Date

Joanna MT Italic 22pt leading 40pt





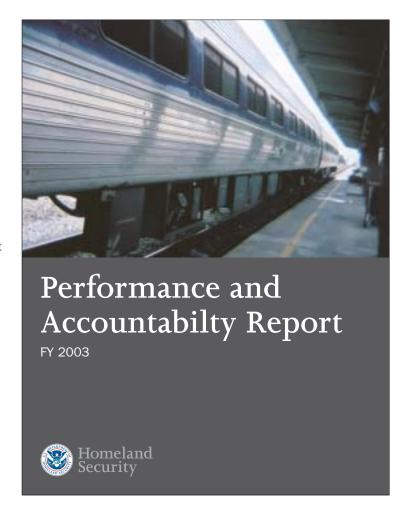
Example of an 8.5" x 11" grid with image panel appearing on top.

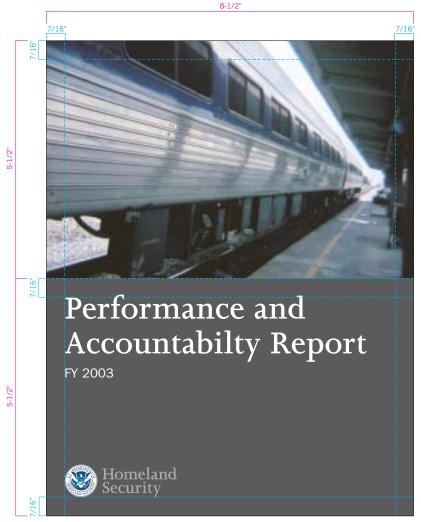
Information Panel
DHS Dark Gray
(PMS Cool Gray 11)

Primary Message Joanna MT Semibold 58pt leading 58pt

Secondary Message ITC Franklin Gothic Book 22pt leading 40pt

DateJoanna MT Italic 22pt
leading 40pt





Example of an 8.5" x 11" grid for one-color application.

Information Panel
DHS Blue (PMS 2955)

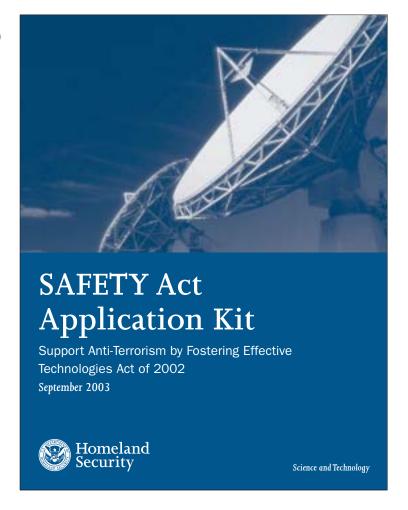
Primary Message Joanna MT Semibold 58pt leading 58pt

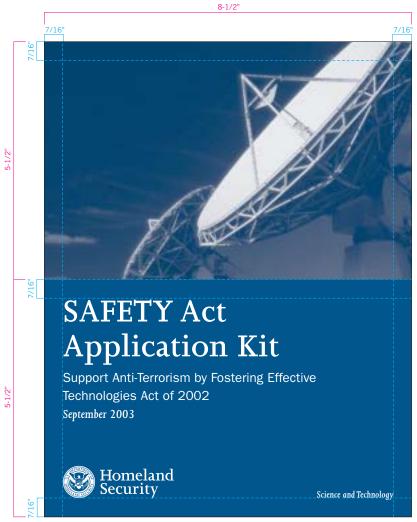
Secondary Message ITC Franklin Gothic Book 22pt

Gothic Book 22pt leading 40pt

Date

Joanna MT Italic 22pt leading 40pt





Example of an 8.5" x 11" two-color application.

Image Panel

DHS Gray (PMS Cool Gray 6)

Information Panel

DHS Blue (PMS 2955)

Primary Message

Joanna MT Semibold 58pt leading 58pt

Secondary Message

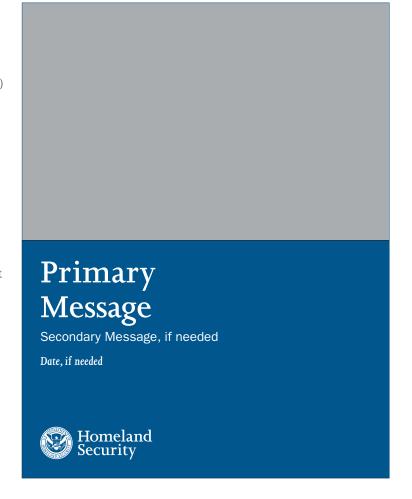
ITC Franklin Gothic Book 22pt leading 40pt

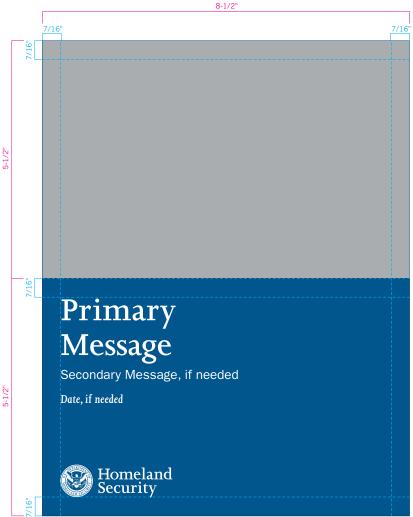
Date

Joanna MT Italic 22pt leading 40pt

Signature

seal 3/4"





Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel DHS Light Blue (PMS 307)

Primary Message Joanna MT Semibold 58nt

Semibold 58pt leading 58pt

Secondary Message ITC Franklin

Gothic Book 22pt leading 40pt

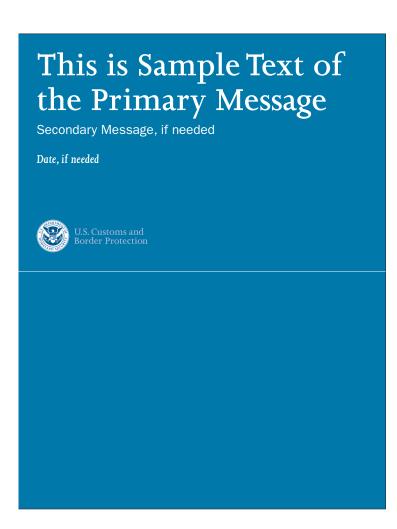
Date

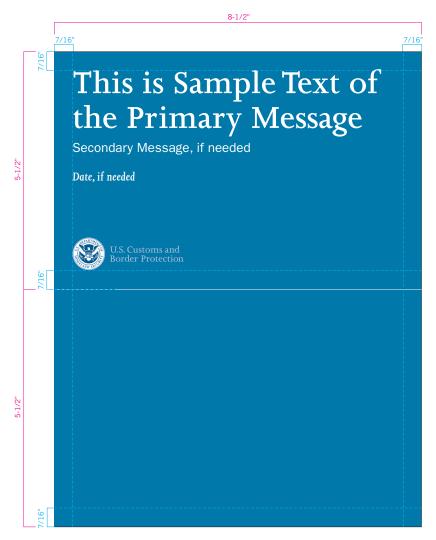
Joanna MT Italic 22pt leading 40pt

Signature seal 3/4"

Divider RuleDHS White

Image Panel DHS Light Blue (PMS 307)





Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel DHS White

Primary Message Joanna MT Semibold 58pt leading 58pt

Secondary Message ITC Franklin

Gothic Book 22pt leading 40pt

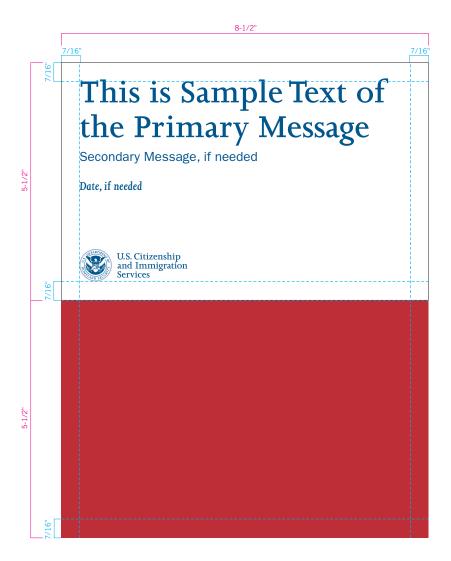
Date

Joanna MT Italic 22pt leading 40pt

Signature seal 3/4"

Image Panel DHS Red (PMS 187)

This is Sample Text of the Primary Message Secondary Message, if needed Date, if needed U.S. Citizenship and Immigration



Example of an 8.5" x 11" 4-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel DHS White

Primary Message Joanna MT Semibold 58pt leading 58pt

Secondary Message

ITC Franklin Gothic Book 22pt leading 40pt

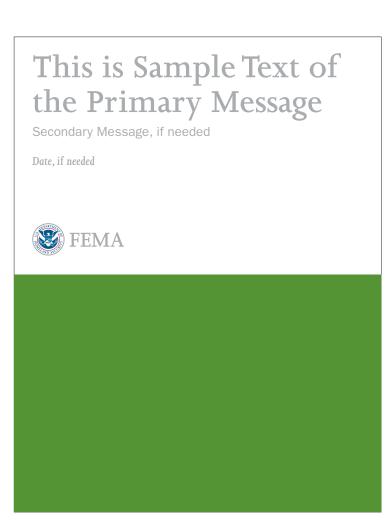
Date

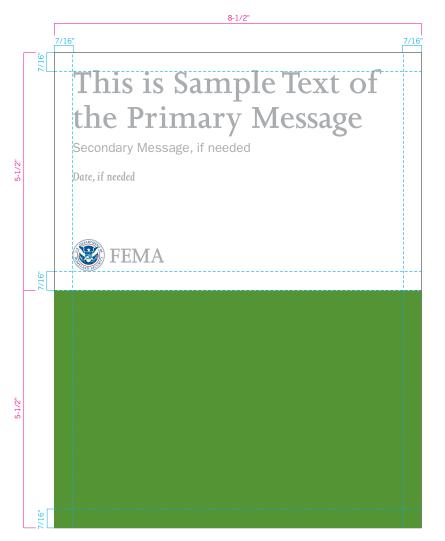
Joanna MT Italic 22pt leading 40pt

Signature

seal 3/4"

Image Panel DHS Green (PMS 370)





Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Image Panel
DHS Light Blue
(PMS 307)

Information Panel DHS Light Blue (PMS 307)

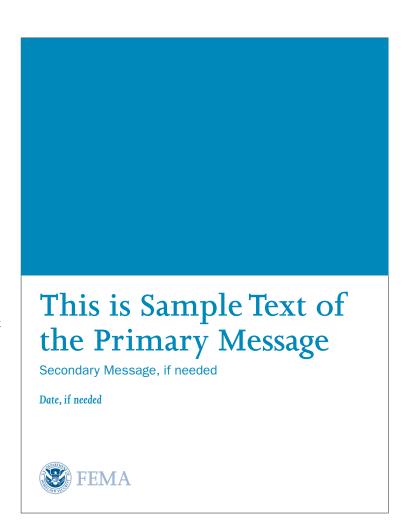
Primary Message Joanna MT Semibold 58pt leading 58pt

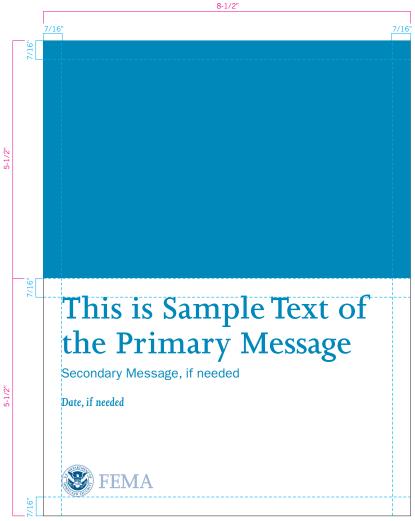
Secondary Message ITC Franklin Gothic Book 22pt

leading 40pt

Date

Joanna MT Italic 22pt leading 40pt





Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on top.

Information Panel
DHS Dark Gray
(PMS Cool Gray 11)

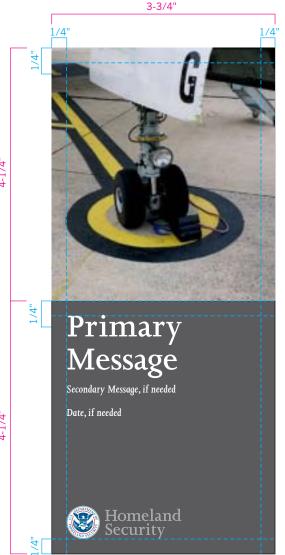
Primary Message Joanna MT Semibold 58pt leading 58pt

Secondary Message ITC Franklin Gothic Book 22pt leading 40pt

DateJoanna MT Italic 22pt
leading 40pt

Signature seal 9/16"





Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on bottom.

Information PanelDHS White

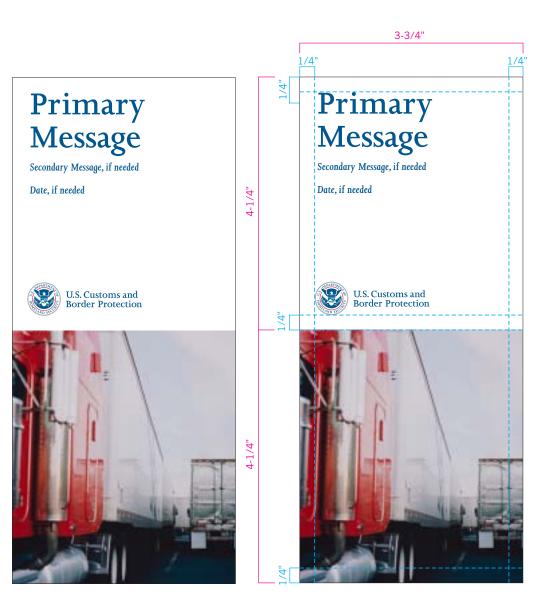
Primary Message Joanna MT Semibold 58pt leading 58pt

Secondary Message ITC Franklin Gothic Book 22pt leading 40pt

Date

Joanna MT Italic 22pt leading 40pt

Signature seal 9/16"



Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid two-color application.

Image Panel DHS Gray

(PMS Cool Gray 6)

Information Panel

DHS Blue (PMS 2955)

Primary Message

Joanna MT Semibold 58pt leading 58pt

Secondary Message

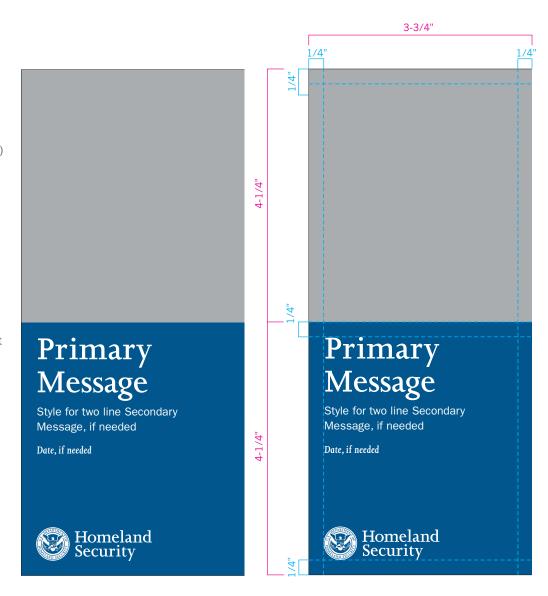
ITC Franklin Gothic Book 22pt leading 40pt

Date

Joanna MT Italic 22pt leading 40pt

Signature

seal 9/16"



Grid Example 5.5" x 8.5"

Example of a 5.5" x 8.5" grid one-color application.

Image Panel
DHS White

Information Panel

DHS Blue (PMS 2955)

Primary Message Joanna MT Semibold 58pt

leading 58pt

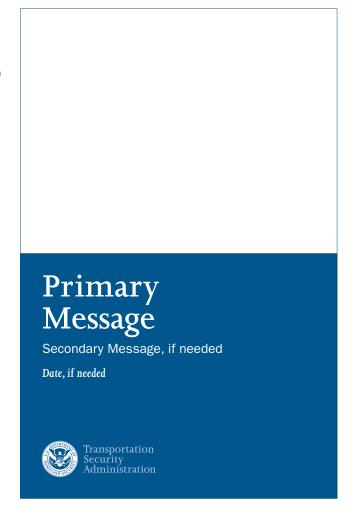
Secondary Message ITC Franklin Gothic Book 22pt

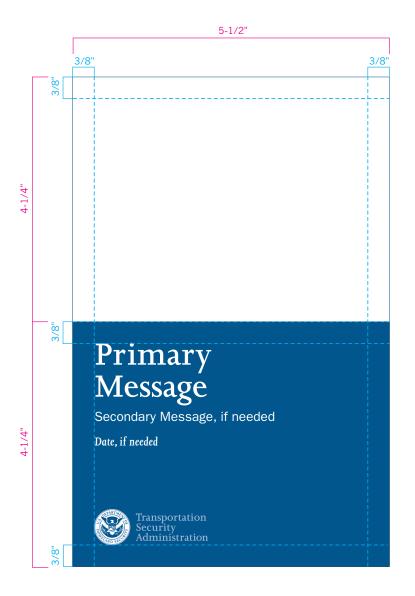
leading 40pt

Date

Joanna MT Italic 22pt leading 40pt

Signature seal 5/8"





Example of an interior spread for an 8.5" x 11" brochure.

Caption — Quote

Joanna MT Italic 11pt leading 13pt

Caption — Attribute

Joanna MT Regular 11pt leading 13pt

Caption — Remarks...

Joanna MT Regular 8pt leading 9.5pt

Copy

Joanna MT Regular 11pt leading 13pt Single line space between paragraphs

Page Header

Joanna MT Semibold 36pt leading 40pt

Page Subhead

Joanna MT Regular 20pt leading 36pt

Date

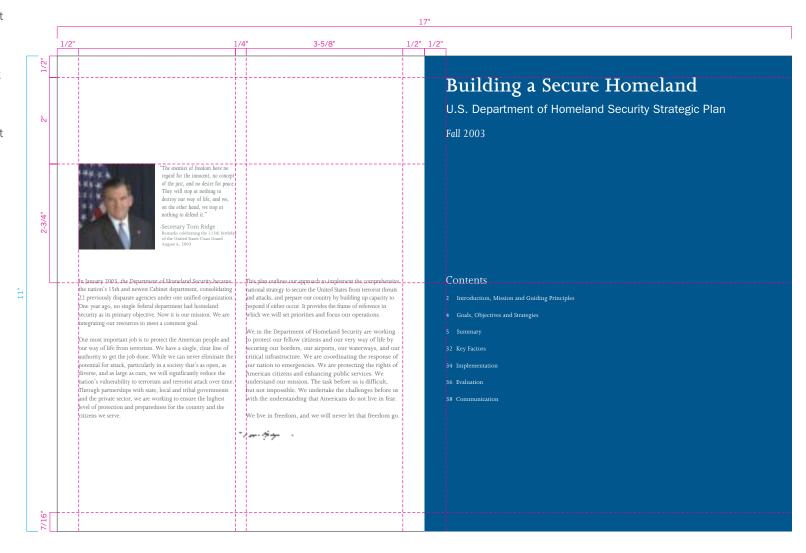
Joanna MT Italic 20pt leading 40pt

Contents

Joanna MT Semibold 20pt leading 28pt

Contents Listings

Joanna MT Regular 11pt leading 28pt



Example of an interior spread for an 8.5" x 11" brochure.

Page Header Joanna MT Semibold 36pt

leading 40pt

Page Subhead Joanna MT Regular 20pt

leading 36pt

Copy Header Joanna MT

Regular 20pt leading 24pt

Сору

Joanna MT Regular 11pt leading 13pt



Sample Text Page 1.0

Example of an interior spread for an 8.5" x 11" brochure, using 2-column grids.

Page Header

Joanna MT Semibold 36pt leading 40pt

Page Subhead

Joanna MT Regular 20pt leading 36pt

Callout

Joanna MT Regular 14pt leading 20pt

Copy Subhead

Joanna MT Regular 11pt leading 13pt

Copy

Joanna MT Regular 11pt leading 13pt

Caption — Quote

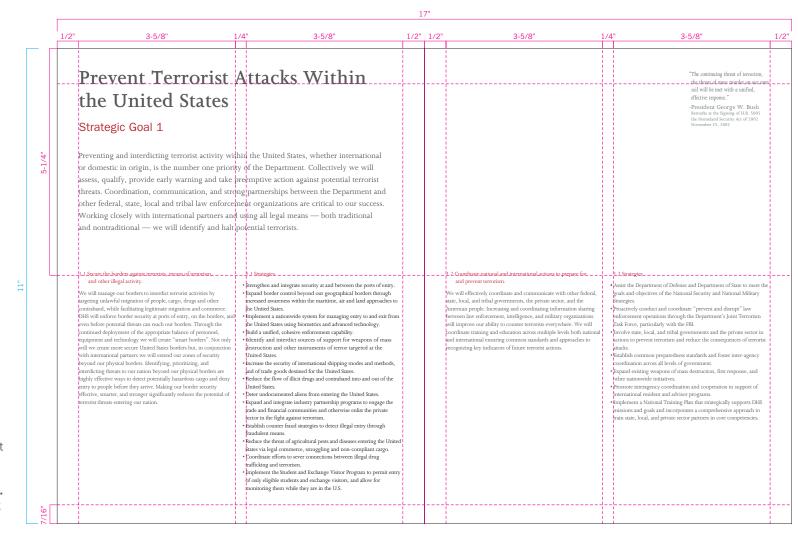
Joanna MT Italic 11pt leading 13pt

Caption — Attribute

Joanna MT Regular 11pt leading 13pt

Caption — Remarks...

Joanna MT Regular 8pt leading 9.5pt



Sample Text Page 2.0

Example of an interior spread for an $8.5" \times 11"$ brochure, using 3- and 4-column grids.

Page Header Joanna MT Semibold 36pt leading 40pt

Page Subhead

Joanna MT Regular 20pt leading 36pt

Callout

Joanna MT Regular 14pt leading 20pt

Copy Subhead

Joanna MT Regular 11pt leading 13pt

Copy

Joanna MT Regular 11pt leading 13pt

Caption — Quote

Joanna MT Italic 11pt leading 13pt

Caption — Attribute

Joanna MT Regular 11pt leading 13pt

Caption — Remarks...

Joanna MT Regular 8pt leading 9.5pt

Prevent Terrorist Attacks Within the United States Strategic Goal 1 Preventing and interdicting terrorist activity within the United States, whether international or domestic in origin, is the number one priority of the Department. Collectively we will assesse, quality, provide early, warming and take pre-imprive action against potential terrorist threats. Coordination, communication, and strong partnerships between the Department and other federal, state, local and untitable law enforcement organizations are critical to our success. Working closely with unternational partners and using all general means an				17"					
The United States Strategic Goal 1 Preventing and interdicting terrorist activity within the United States, whether international yer domestic in origin, its the number one priority of the Department. Collectively we will assess, qualify, provide early warning and take premiptive action against potential terrorist threats. Coordination, communication, and strengt partnerships between the Department and other federal, state, local and tribal law enforcement organizations are critical to our success. Working Goody with international partners and using all legal amena, which is a strength of the bodies, and other federal, state, local and tribal law enforcement organizations are critical to our success. Working Goody with international partners and using all legal amena, which is a strain of the federal partnership of the properties and other federal partnership of the properties and other federal partnership of the properties and dispensation of the properties and proposed to desire the proposed to desire the properties and proposed to desire the proposed to the properties and proposed to desire the proposed to the proposed to desire the pro	1/2" 1-11/16" 1/	<u>'4" 1-11/16" 1</u>	/4" 3-5/8"	1/2"	1/2"	1-11/16" 1	/4" 1-11/16" 1	1/4" 1-11/16"	1/4" 1-11/16"
The United States Strategic Goal 1 Preventing and interdicting terrorist activity within the United States, whether international yer domestic in origin, its the number one priority of the Department. Collectively we will assess, qualify, provide early warning and take premiptive action against potential terrorist threats. Coordination, communication, and strengt partnerships between the Department and other federal, state, local and tribal law enforcement organizations are critical to our success. Working Goody with international partners and using all legal amena, which is a strength of the bodies, and other federal, state, local and tribal law enforcement organizations are critical to our success. Working Goody with international partners and using all legal amena, which is a strain of the federal partnership of the properties and other federal partnership of the properties and other federal partnership of the properties and dispensation of the properties and proposed to desire the proposed to desire the properties and proposed to desire the proposed to the properties and proposed to desire the proposed to the proposed to desire the pro				+					
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	against terrorists, means of terrorism, and other illegal activity. We will manage our borders to interdict terrorist activities by argetting unlawful migration of people, cargo, drugs and other contraband, while facilitating legitimate migration and commerce. DHS will enforce border security at ports of entry, on the borders, and even before potential threats can reach our borders. Through the continued deployment of the appropriate balance of personnel, equipment and technology we will create "smart borders". Not only will we create more secure United States borders but, in conjunction with international partners we will extend our zones of security beyond our physical borders. Identifying, prioritzing, and interdicting	Strengthen and integrate security at and between the ports of entry. *Expand border control beyond our geographical borders through increased awareness within the maritime, air and land approaches to the United States. *Implement a nationwide system for managing entry to and exit from the United States using biometrics and advanced jectnology. *Build a unified, cohesive enforcement capability. *Jedentify and interdict sources of support for weapons of mass destruction and other instruments of terror targeted	and prevent terrorism. We will effectively coordinate and communicate with other federal, state, local, and tribal governments, the private sector, and the American people. Increasing and coordinating information sharing between law enforcement, intelligence, and military organizations will improve our ability to counter terrorists everywhere. We will coordinate training and education across multiple levels both national and international ensuring common standards and approaches to precognizing key indicators of future terrorist actions. 1.2 Strategies Assist the Department of Defense and Department of State to meet the goals and objectives of the National Security and National Military Strategies. Proactively conduct and coordinate "prevent and disrupt" law enforcement operations through the Department's Joint Terrorism Task Force, particularly with the FBI. Involve state, local, and tribal governments and the private sector in actions to prevent terrorism and reduce the consequences of terroris lattacks. Establish common preparedness standards and foster inter-agency coordination across all levels of government. Expand existing weapons of mass destruction, first response, and other nationwide initiatives.		יין יין אין אין אין אין אין אין אין אין	against terrorists, means of terrorists, and other illegal activity. We will manage our borders to interdict terrorist activities by argeting unlawful migration of ecople, cargo, drugs and other ourtaband, while facilitating gettimate migration and ommerce. DHS will enforce sorder security at ports of entry, in the borders, and even before control and threats can reach our orders that the continued leployment of the appropriate salance of personnel, quipment and technology we will create "smart borders". Not, why will we create more secure Justed States borders but, in onjunction with international armerses we will extend our ones of security beyond our hystical borders. Identifying, irrioritizing, and interdicting	Strengthen and integrate security at and between the ports of entry. Expand border control beyond our geographical borders through increased awareness within the maritime, air and land approaches to the United States. Implement a nationwide system for managing entry to and exit from the United States using biometrics and advanced technology. Build a unified, cohesive enforcement capability. Identify and interdict sources of support for weapons of mass destruction and other instruments of terror targeted	Assist the Department of Defense and Department of Stat to meet the goals and objective of the National Security and National Military Strategies. Proactively conduct and coordinate "prevent and disrup law enforcement operations through the Department's Soint ITerrorism Task Force, particularly with the FBI. Involve state, local, and tribal governments and the private sector in actions to prevent terrorism and reduce the consequences of terrorist attack. Establish common preparednes standards and foster interagency coordination across all	and other nationwide init *Promote interagency toordination and cooper- aupport of international re and advisor programs. *Implement a National Tra plan that strategically supp DHS missions and goals a incorporates a comprehen approach to train state, loc and private sector partner core competencies.
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Example of an interior spread for an 8.5" x 11" brochure.

Copy Subhead Joanna MT

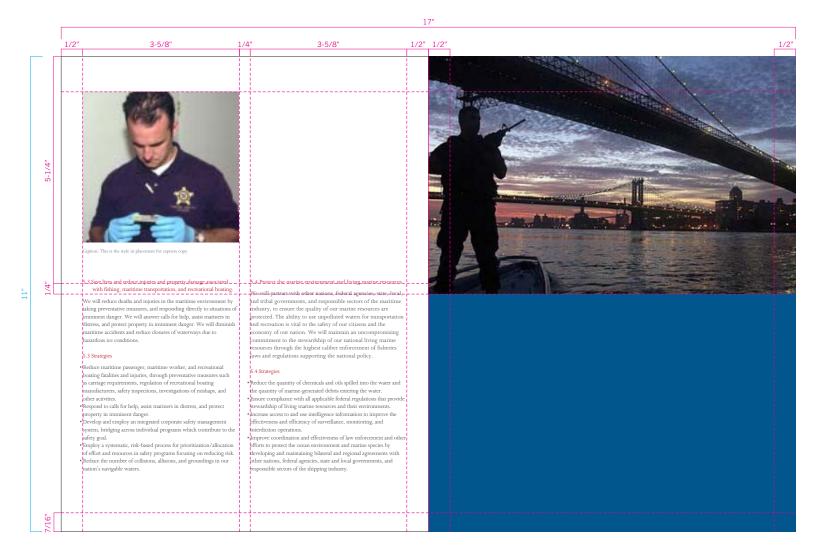
Regular 11pt leading 13pt

Copy

Joanna MT Regular 11pt leading 13pt

Photo Caption

Joanna MT Italic 8pt leading 9.5pt



Grid Example 11" x 17" — Newsletter Cover

Example of an 11" x 17" newsletter cover.

BLUE BANNER

Volume 39... Joanna MT Semibold Italic 15pt

TITLE SECTION

Signature

seal sized 7/8"

Today

Joanna MT Semibold 169.5pt

TINTED PANEL

Heads

Joanna MT Semibold Italic 20pt leading 25pt space after 36pt

Body

Joanna MT Regular 11pt in preferred color DHS Dark Gray leading 15pt

In This Issue

Joanna MT Semibold Italic 20pt leading 25pt space after 36pt

Contents Type

ITC Franklin Gothic Book 11pt leading 15pt

FEATURE STORY

Headline

ITC Franklin Gothic Demi 23pt leading 23pt

Subhead or Byline

Joanna MT Semibold Italic 15pt in preferred color DHS Dark Gray leading 30pt

Body

Joanna MT Regular 11pt in preferred color DHS Dark Gray leading 15pt



Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 4- and 1-column grids.

Header (left page) Joanna MT Regular 32pt

Caption

Joanna MT Italic 9pt leading 10.5pt

Copy Heads

ITC Franklin Gothic Medium 11pt leading 15pt

Copy

Joanna MT Regular 11pt in preferred color DHS Dark Gray leading 15pt

Large Callout (right page) Joanna MT Regular 58pt

leading 58pt



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This is a sample of a multi-line callout. This is a sample of a multi-line callout. This is a sample of a multi-line callout.

Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 2- and 3-column grids.



Copy Header ITC Franklin

DHS Dark Blue

leading 15pt

Joanna MT

Regular 11pt

in preferred color

DHS Dark Gray

leading 15pt

Caption

Italic 9pt

Joanna MT

leading 10.5pt

Copy

Gothic Medium 11pt in preferred color

Certificate

Example of Department of Homeland Security Certificate of Achievement.

Signature

Alternate version with seal sized 2-5/16"

Certificate of

Achievement

Joanna MT Italic 36pt leading 34pt

In recognition...

Joanna MT

Regular 20pt

leading 24pt

space above 16.5

Person's Name

Joanna MT

Regular 30pt

leading 36pt

Tracked + 40 Illustrator

+ 08 Quark

this / day of

Joanna MT

Regular 20pt

leading 32pt

Date

Joanna MT

Semibold 20pt leading 32pt

Tom Ridge

Joanna MT Regular 20pt

11" 2-5/16" Homeland **Security** Certificate of Achievement In recognition of your outstanding achievement, receiving the honor of Eagle Scout, commendation is presented to Person's Name this 25th day of October 2003 Tom Ridge, Secretary 7

Certificate

Example of Department Endorsed Public Facing Entity Certificate of Achievement.

Federal Law Enforcement Training

Joanna MT Italic 50pt leading 56pt

Signature

Alternate version with seal sized 1-3/4"

Person's Name

Joanna MT Regular 30pt leading 36pt

has been appointed...

Joanna MT Regular 20pt leading 24pt space above 16.5

Honorary Instructor

Joanna MT Regular 36pt leading 55pt

this / day of

Joanna MT Regular 20pt leading 32pt

Date

Joanna MT Semibold 20pt leading 40pt

Director

Joanna MT Regular 12pt leading 13pt



Certificate

Example of Public Facing Entity Certificate of Achievement.

Signature 11" Alternate version with seal sized 1-15/16" 1-15/16" **This Certificate** of Achievement... Joanna MT Regular 20pt leading 20pt Person's Name Joanna MT Regular 30pt leading 44pt **Transportation Security** space above 16pt Tracked + 40 Illustrator Administration + 08 Quark this / day of This Certificate of Achievement has been awarded to Joanna MT Regular 20pt leading 32pt Person's Name **Date** this 25th day of October 2003 Joanna MT Semibold 20pt leading 32pt by the Office of Transportation Security Policy in recognition of his/her outstanding support in performing duties toward the by the Oflice of... fulfillment of the Aviation and Transportation Security Act. Joanna MT Regular type 20pt leading 24pt

Tom Ridge

Joanna MT Regular 20pt Jane Doe, Asstant Adminstrator

Transportation Security Policy