Introduction:

FDA, ITS VISUAL IDENTITY, AND THIS STYLE GUIDE

The world in which the U.S. Food and Drug Administration (FDA) operates today is one of growing complexity, new challenges, and increased risks. Thanks to revolutionary advances in science, medicine, and technology, we have enormous opportunities that we can leverage to meet many of these challenges and ultimately benefit the public health.

As a public health and regulatory agency that makes its decisions based on the best available science, while maintaining its far-reaching mission to protect and promote the public health, FDA is uniquely prepared and positioned to anticipate and successfully meet these challenges.

Intrinsically tied to this is the agency’s crucial ability to provide the public with clear, concise and accurate information on a wide range of important scientific, medical, regulatory, and public health matters.

In doing so, the agency has traditionally used multiple communication channels to reach a wide range of stakeholders. Unfortunately, there has not been a uniform look and feel across the FDA’s communication materials, which can create confusion about the source of the information and also reduce the effectiveness of the communication.

Therefore, the agency embarked on a comprehensive examination of FDA’s communication materials, including an analysis of the FDA’s mission and key audiences, in order to establish a more unified communications program using consistent and more cost-effective pathways for creating and disseminating information in a recognizable format. This has resulted in what you see here today: a standard and uniform Visual Identity system.

This new Visual Identity program will improve the effectiveness of the FDA’s communication by making it much easier to identify the FDA, an internationally recognized, trusted, and credible agency, as the source of the information being communicated.

The modern and accessible design will be used to inspire how we look, how we speak, and what we say to the people we impact most. And with “U.S. Food & Drug Administration” as the cornerstone, and unifier, of the agency’s identity, the system will allow for increased understanding of the FDA, its broad public health mission, and the essential role it plays in protecting – and enhancing the lives of – consumers across the United States and around the world.
THE NEW FDA DESIGN

The FDA is responsible for ensuring the safety, effectiveness, and quality of products that account for about 20 cents of every dollar spent by Americans each year. People everywhere, in all walks of life, depend on these products from the time they awake until the moment they go to bed. These products are everywhere. They are essential elements of everyday life. This means that the FDA’s real-world influence is pervasive, an essential element in the modern world. Simply put, the FDA is just like an element of the periodic table.

And it’s the periodic table of the elements that inspires, that gives life to, FDA’s visual identity. The periodic table of elements is a universally recognized, orderly arrangement of elements, the building blocks of the universe. The periodic table is reflected in the boxes of the FDA’s grid system design, keeping everything organized and clear.

The periodic table of elements is fundamental to the FDA scientists who drive the agency’s mission through their indispensable work, the same work that helps improve the lives of Americans every day. The Visual Identity’s grid design system allows for the adding and stacking of information, such as office and center names in the logo lockups. The design helps unify the offices and centers which are each a key element that make up the logical and orderly structure of the entire agency.

For more than a century, the FDA has based its public health protection work on sound science. It is only fitting that the FDA’s visual identity takes its inspiration from the periodic table of the elements. Drawing on FDA’s tradition, this identity will only strengthen the agency’s communications, making FDA even more trusted and effective.
ADDITIONAL LONG-TERM BENEFITS OF THE DESIGN

Over time, implementation of the grid-inspired design will also create internal efficiencies throughout the agency, reducing costs by eliminating redundant design expenses.

- Previously, with no uniform visual identity, and without a style guide, every new communication vehicle FDA created had to be designed from scratch.

- That was not only expensive, but resulted in a muddle of designs and logos across the agency.

- With the style guide in place, establishing the format, design, logo, colors and typeface for FDA communication, the cost of producing new materials is expected to be significantly reduced.
## CONTENTS

<table>
<thead>
<tr>
<th></th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Brand Style</td>
</tr>
<tr>
<td>1.1</td>
<td>Section Introduction</td>
</tr>
<tr>
<td>1.2</td>
<td>Brand Architecture</td>
</tr>
<tr>
<td>1.3</td>
<td>FDA logo</td>
</tr>
<tr>
<td>1.4</td>
<td>FDA Logo Monogram</td>
</tr>
<tr>
<td>1.5</td>
<td>FDA Logo Monogram and Wordmark lock-up</td>
</tr>
<tr>
<td>1.6</td>
<td>FDA Logo Monogram and Wordmark</td>
</tr>
<tr>
<td>1.7</td>
<td>FDA logo Hierarchy Clear Space</td>
</tr>
<tr>
<td>1.8</td>
<td>FDA logo Minimum Size</td>
</tr>
<tr>
<td>1.9</td>
<td>FDA logo Logo Backgrounds</td>
</tr>
<tr>
<td>1.10</td>
<td>FDA logo Incorrect Usage - Primary Logo</td>
</tr>
<tr>
<td>1.11</td>
<td>FDA logo Incorrect Usage - Secondary Logo</td>
</tr>
<tr>
<td>1.12</td>
<td>Lock-ups Office/Center</td>
</tr>
<tr>
<td>1.13</td>
<td>Lock-ups Office/Center Lock-up</td>
</tr>
<tr>
<td>1.14</td>
<td>Lock-ups Co-Branding/Partnership Lock-up</td>
</tr>
<tr>
<td>1.15</td>
<td>Lock-ups Office/Center Color</td>
</tr>
<tr>
<td>1.16</td>
<td>Lock-ups Horizontal HHS Lock-up</td>
</tr>
<tr>
<td>1.17</td>
<td>Lock-ups Vertical HHS Lock-up</td>
</tr>
<tr>
<td>1.18</td>
<td>Lock-ups HHS &amp; Office/Center Lock-up</td>
</tr>
<tr>
<td>1.19</td>
<td>Logo Overview</td>
</tr>
<tr>
<td>2.0</td>
<td>Co-Branding and Partnerships</td>
</tr>
<tr>
<td>2.1</td>
<td>Section Introduction</td>
</tr>
<tr>
<td>2.2</td>
<td>Logos</td>
</tr>
<tr>
<td>2.3</td>
<td>FDA Monogram with HHS Logo</td>
</tr>
<tr>
<td>3.0</td>
<td>Typography</td>
</tr>
<tr>
<td>3.1</td>
<td>Section Introduction</td>
</tr>
<tr>
<td>3.2</td>
<td>Type Primary Typeface</td>
</tr>
<tr>
<td>3.3</td>
<td>Type Secondary Typeface</td>
</tr>
<tr>
<td>3.4</td>
<td>Type Primary - Principles &amp; Best Practices</td>
</tr>
<tr>
<td>3.5</td>
<td>Type Incorrect Usage</td>
</tr>
<tr>
<td>4.0</td>
<td>Color Palette</td>
</tr>
<tr>
<td>4.1</td>
<td>Section Introduction</td>
</tr>
<tr>
<td>4.2</td>
<td>Color Palette Specifications</td>
</tr>
<tr>
<td>4.3</td>
<td>Color Palette Percentages</td>
</tr>
<tr>
<td>4.4</td>
<td>Color Palette Gradient</td>
</tr>
<tr>
<td>5.0</td>
<td>Imagery</td>
</tr>
<tr>
<td>5.1</td>
<td>Section Introduction</td>
</tr>
<tr>
<td>5.2</td>
<td>Correct Usage</td>
</tr>
<tr>
<td>5.3</td>
<td>Incorrect Usage</td>
</tr>
<tr>
<td>6.0</td>
<td>Graphic Elements</td>
</tr>
<tr>
<td>6.1</td>
<td>Section Introduction</td>
</tr>
<tr>
<td>6.2</td>
<td>Logo Clear Space</td>
</tr>
<tr>
<td>7.0</td>
<td>Communications</td>
</tr>
<tr>
<td>7.1</td>
<td>Section Introduction</td>
</tr>
<tr>
<td>7.2</td>
<td>Letterhead</td>
</tr>
<tr>
<td>7.3</td>
<td>Fact Sheet</td>
</tr>
<tr>
<td>7.4</td>
<td>News Release Publication</td>
</tr>
<tr>
<td>7.5</td>
<td>Publication Templates</td>
</tr>
<tr>
<td>7.6</td>
<td>PowerPoint Presentations</td>
</tr>
<tr>
<td>7.7</td>
<td>Television and Live Feed/Streaming</td>
</tr>
<tr>
<td>7.7.1</td>
<td>Videos</td>
</tr>
<tr>
<td>7.8</td>
<td>Envelope</td>
</tr>
<tr>
<td>7.9</td>
<td>Email Signature</td>
</tr>
<tr>
<td>7.10</td>
<td>Business Card</td>
</tr>
<tr>
<td>7.11</td>
<td>Stationery Products</td>
</tr>
<tr>
<td>7.12</td>
<td>Awards/Certificates</td>
</tr>
<tr>
<td>7.13</td>
<td>Signage</td>
</tr>
<tr>
<td>7.14</td>
<td>Exhibits Style</td>
</tr>
<tr>
<td>7.15</td>
<td>E-Newsletter</td>
</tr>
<tr>
<td>7.16</td>
<td>Website</td>
</tr>
<tr>
<td>7.17</td>
<td>Web Banner Ads</td>
</tr>
<tr>
<td>7.18</td>
<td>Mobile User Interface (UI)</td>
</tr>
<tr>
<td>7.19</td>
<td>Social Media</td>
</tr>
<tr>
<td>7.20</td>
<td>Twitter</td>
</tr>
<tr>
<td>8.0</td>
<td>Example Applications</td>
</tr>
<tr>
<td>8.1</td>
<td>Section Introduction</td>
</tr>
<tr>
<td>8.2</td>
<td>Stamp</td>
</tr>
<tr>
<td>8.3</td>
<td>Signage</td>
</tr>
<tr>
<td>8.4</td>
<td>Awards</td>
</tr>
<tr>
<td>8.5</td>
<td>Wearables</td>
</tr>
<tr>
<td>8.6</td>
<td>Items</td>
</tr>
<tr>
<td>8.7</td>
<td>Handbook</td>
</tr>
<tr>
<td>8.8</td>
<td>Street Poster</td>
</tr>
<tr>
<td>9.0</td>
<td>Contact Information</td>
</tr>
</tbody>
</table>

FDA Visual Identity Guidelines
How to use this guide

The FDA Visual Identity Guidelines provides the tools and guidance for properly applying the new brand of the agency across external and internal communications.

This guide takes users through each step of the process of implementing the new identity and offers examples of correct brand application.

Sections 1-5 provide detailed instructions for using the brand components.

Sections 6-8 provide both examples and best practices of the new visual identity through a series of applications.

The final section of the guide provides contact information that directs users to the appropriate contacts that can help answer any questions specific to the use of the Visual Identity Guidelines.
1. BRAND STYLE

1.1 Section Introduction
1.2 Brand Architecture
1.3 FDA logo Monogram
1.4 FDA logo Wordmark
1.5 FDA logo Monogram & Wordmark lock-up
1.6 FDA logo Monogram & Wordmark Hierarchy
1.7 FDA logo Clear Space
1.8 FDA logo Minimum Size
1.9 FDA logo Logo Backgrounds
1.10 FDA logo Incorrect Usage - Primary Logo
1.11 FDA logo Incorrect Usage - Secondary Logo
1.12 Lock-ups Office/Center
1.13 Lock-ups Office/Center Lock-up
1.14 Lock-ups Co-Branding/Partnership Lock-up
1.15 Lock-ups Office/Center Color
1.16 Lock-ups Horizontal HHS Lock-up
1.17 Lock-ups Vertical HHS Lock-up
1.18 Lock-ups HHS & Office/Center Lock-up
1.19 Logo Overview
INTRODUCTION

The Brand Style section covers proper use of the logo and logo lockup applications. There are several types of logos and the type of logo that will be used will depend on the type of material that is being produced. This section provides guidance on how to use the logo in all scenarios.

The logo designs **cannot** be altered.
Brand Architecture

The FDA consists of thirteen (13) Centers and Offices.

OFFICE OF THE COMMISSIONER

OFFICE OF FOODS AND VETERINARY MEDICINE
  CENTER FOR FOOD SAFETY AND APPLIED NUTRITION
  CENTER FOR VETERINARY MEDICINE

OFFICE OF GLOBAL REGULATORY OPERATIONS AND POLICY

OFFICE OF MEDICAL PRODUCTS AND TOBACCO
  CENTER FOR BIOLOGICS EVALUATION AND RESEARCH
  CENTER FOR DEVICES AND RADIOLOGICAL HEALTH
  CENTER FOR DRUG EVALUATION AND RESEARCH
  CENTER FOR TOBACCO PRODUCTS

OFFICE OF OPERATIONS

OFFICE OF POLICY, PLANNING, LEGISLATION, AND ANALYSIS

OFFICE OF REGULATORY AFFAIRS
The box system allows for easy adding and stacking of additional information for office/center names (logo lockups), and emphasis can be adjusted based on box size and treatment of the type.

All tools are controlled by a 6/5 modular grid. This makes a relationship between the blue box and acronym common in all tools. It is set to maximize the effect of the logo. A grid transforms according to various media, and it derives a monogram that will be the most suitable size for the media.
The FDA’s custom-made wordmark should always be used in uppercase. Its primary color is the FDA Blue, although color weights vary according to background color.
The Monogram and Wordmark lock-up follow a set relationship, shown here. This lock-up composition should not be altered in any way. The FDA wordmark is the only content that may be shown to the right of the FDA monogram. When creating layouts, the space directly below the FDA Monogram must be clear of all text, artwork, and photography. Please use approved artwork.
When using the FDA wordmark or monogram, the preferred order of usage is as follows:

**Primary Agency Identifier:**
Monogram with wordmark centered to the right.

**Secondary Agency Identifier:**
Monogram by itself.

Use cases for the monogram would be social media/mobile where space is limited and for co-branding and partnership logo placement.
The minimum clear space around the logo and wordmark is equal to the cap height. The clear space should be present on all sides of the logo, and should be completely free of other type and graphics.

**Horizontal**

\[ x = \text{cap height of wordmark} \]

**Monogram**

\[ x = \text{cap height of FDA Acronym} \]
The FDA logo is set for maximum visibility and impact. The logo may be scaled up as large as desired. The logo lock-up should never be smaller than the minimum horizontal and monogram size illustrated here.

Horizontal
\[ x = 0.125' / 3.175 \text{ mm} \]
(Logo at actual size.)
The three standard color logos are the preferred look for all applications.

Background color dictates which logo to employ.

FDA Acronym will always live in either FDA Blue or FDA White.

**Black backgrounds**
Use FDA White Logo

**White backgrounds**
Use the FDA Blue Logo
Use FDA Black Logo

**Image background**
Use FDA White Logo
Consistent presentation is an important part of making the logo immediately recognizable wherever it appears.

The FDA logo should never be altered or shown in unauthorized colors. The following are examples of improper logo usage and pitfalls to avoid. These rules apply to all versions of the logo.

**Getting it Right**

1. Never change the colors within the logo
2. Never rotate logo elements
3. Never distort the size or proportion of the logo elements
4. Never add a drop shadow to the logo
5. Never extrude the logo
6. Never distort the logo
7. Never add type elements to the logo in violation of clear space rules
8. Never change the opacity of the logo
9. Never frame the logo within a shape
10. Never place the logo at an angle
11. Never use part of the FDA logo in copy
12. Never change the position of logo elements
Consistent presentation is an important part of making the secondary logos immediately recognizable wherever they appear.

The secondary FDA logos should never be altered or shown in unauthorized colors. The following are examples of improper logo usage and pitfalls to avoid. These rules apply to all versions of the secondary logo (monogram).

**Getting it Right**

1. Never change the color of the background block
2. Never rotate logo elements
3. Never reposition the acronym inside the block
4. Never add a drop shadow to the logo
5. Never extrude the logo
6. Never distort the logo
7. Never change the opacity of the logo
8. Never change the color of the FDA acronym (It is either in FDA White or FDA Blue)
9. Never remove the acronym from the box
10. Never outline the box, making the center transparent

1.11 FDA Visual Identity Guidelines
Follow the sizes and positions illustrated in this section when presenting the FDA full logo in conjunction with internal offices and centers.

The relationship between the FDA logo and the Office and Center names should always be constant, with the FDA primary logo the primary mark.

Minimum sizes are dictated by the font size of the Office/Center. Never go smaller than 7pt.

No more than 2 tiers are allowed (as seen in the tertiary level lock-up diagram).

---

**Single Level Lock-up**

\[ x = \frac{1}{6} \text{ height of the monogram} \]

**Tertiary Level Lock-up**

\[ x = \frac{1}{6} \text{ height of the monogram} \]

Office/Center names is flush left within the second box.
The following is a representative list of current FDA offices and centers to date.

Each wordmark is created from the Din FF font and strictly adheres to all guidelines and rules set out in this document.

The number of tiers per office/center name is limited to two.

A 1pt line will enclose the “Food and Drug Administration” wordmark and a 3pt line will enclose the Office/Center name(s).
The Office/Center box can be filled or outlined in with the FDA blue or Dark Blue depending on the layout and color of the background.

The relationship between the FDA logo and the Office and Center names should always be constant, with the FDA logo the primary mark.
Follow the sizes and positions illustrated in this section when presenting the FDA monogram in conjunction with the HHS logo.

The relationship between the HHS and FDA logos should always be the same: HHS to the left of FDA in the horizontal configuration, and above the FDA in the vertical presentation.

Getting It Right

HHS logo should always be larger than the FDA monogram, as shown.
Follow the sizes and positions illustrated in this section when presenting the FDA monogram in conjunction with the HHS logo.

The relationship between the HHS and FDA logos should always be the same: HHS to the left of FDA in the horizontal configuration, and above the FDA in the vertical presentation.

This secondary logo lockup should only be used if the primary will not fit in the space required.
Follow the sizes and positions illustrated in this section when presenting the FDA Office/Center lock-up in conjunction with the HHS logo.

The relationship between the HHS and FDA logos should always be the same: HHS to the left of FDA in the horizontal configuration, and above the FDA in the vertical presentation.
The name of the co-brand or partnership will be placed in the second box under the FDA Wordmark as shown here.
## FDA Logo Overview

<table>
<thead>
<tr>
<th>FDA Logo</th>
<th>FDA Monogram</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Mark</strong>&lt;br&gt;Use&lt;br&gt;This is the FDA logo lock-up and is the preferred application. Use this primary FDA logo when prominent visual brand communication is desired.</td>
<td><strong>Secondary Mark</strong>&lt;br&gt;Use&lt;br&gt;Use when making simple, declarative, brand-forward statements.</td>
</tr>
</tbody>
</table>

**Example:** Handbook, Brochure

**Example:** Social Media [Pinterest]
2. CO-BRANDING & PARTNERSHIPS

2.1 Section Introduction
2.2 Logos
2.3 FDA Monogram with HHS logo
2.4 Co-Branding Mockup
The FDA works with outside agencies and partners to produce and release communications materials. This section covers the best practices for using the logo and HHS logo lockup within instances that require the logos to live next to partner logos.
When creating a grouping for an FDA publication, the FDA Monogram must be the first logo to appear — farthest left in a horizontal configuration.

The FDA Monogram and other logos must be of the same height and width so that they all carry the same visual weight.

Brochure Example

The Parenteral Drug Association presents the...

2015 PDA/FDA Joint Regulatory Conference
The Premier Forum Integrating Science, Technology & Regulation
September 28-30, 2015 | Washington, DC
Renaissance Washington, DC Downtown Hotel
Exhibition: September 28-29
2015 PDA Manufacturing Science Workshop: September 30-October 1
Courses: October 1-2
pda.org/pdafda2015
#PDAFDA

Conference Theme: Mission Possible: Patient-Focused Manufacturing, Quality and Regulatory Solutions

This preliminary agenda is current as of May 12, 2015

TAPE RECORDINGS ARE PROHIBITED AT ALL PDA EVENTS

Register before July 19, 2015 and save up to $550!

2.2 FDA Visual Identity Guidelines
When locking up the FDA Monogram with the HHS logo, refer to page 1.17 for size relationships. This is the only instance the HHS logo will sit horizontally with the FDA Monogram.
3. TYPOGRAPHY

3.1 Section Introduction
3.2 Type Primary Typeface
3.3 Type Secondary Typeface
3.4 Type Primary - Principles & Best Practices
3.5 Type Incorrect Usage
The FDA has carefully selected typography options for the entire agency to use across all external and internal materials. A primary and secondary font style have been selected.

The primary font style is used for headlines, subheads, and when the material includes plenty of open space. The secondary font style will be used as body copy only.

If these options are not available on your computer, please refer to the backup font options that have been selected for both the primary and secondary fonts.

No other font options are permitted to be used within communications materials. This is to ensure that the brand is consistent.
DIN FF

The Din FF typeface is the primary typeface. If it is unavailable, then Helvetica or Arial may be used.

The Din FF family typeface has several line weights. The following is a list of the approved line weights for use with the FDA brand and their proper usage rules and guidelines.

**Regular**
Use in all body copy larger than 6pt.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890 &amp;$%#!@</td>
<td></td>
</tr>
</tbody>
</table>

**Bold**
Headlines and sub-headlines should be 14 points and larger. Note: this font weight should never be used for body copy.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890 &amp;$%#!@</td>
<td></td>
</tr>
</tbody>
</table>

**Black**
Headlines larger than 25 pt.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890 &amp;$%#!@</td>
<td></td>
</tr>
</tbody>
</table>

**Bold Italic**
Use in all body copy larger than 6 pt.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890 &amp;$%#!@</td>
<td></td>
</tr>
</tbody>
</table>

**Getting It Right**

This font should be used with no changes to its look, shape or appearance. For example, no outlines or drop shadows should be applied to the font.
## FDA Typography

**Secondary Body Copy Typeface**

### GEORGIA

This typeface is only to be used for lettering used in the body of a document.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Regular</th>
<th>Italic</th>
<th>Bold</th>
<th>Bold Italic</th>
</tr>
</thead>
</table>
|            | **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 &$%#!@**  
|            | **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 &$%#!@**  
|            | **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 &$%#!@**  
|            | **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 &$%#!@**  

### Getting It Right

This font appears without any changes to its look, shape or appearance. For instance, it should not be altered by adding outlines or drop shadows.

3.3  FDA Visual Identity Guidelines
FDA Typography  Primary Typeface
Principles and Best Practices

Din FF

Type Weights
Din FF comes in 4 weights, which can be used to provide visual emphasis in text and headlines when required.

Kerning
All characters must be optically adjusted, especially at large point sizes (i.e. Billboard headlines)

Leading
Leading varies depending on font size and form factor. Leading should never be so tight that ascenders and descenders touch.

Suggested Leading Sizes
Large Headlines, 12pt and over
Din FF Bold / Helvetica Bold

Subheads, 9pt and below
Din FF Regular / Helvetica Regular

Type Color
Type color is dictated by background color.

On Black Background
Large Headlines, 12pt and over
FDA White
Subheads, 9pt and below
FDA Blue
FDA Light Gray

On White Background
Large Headlines, 12pt and over
FDA Blue
Subheads, 9pt and below
FDA Blue
FDA Black
FDA Dark Blue

Suggested Weights
Large Headlines, 12pt and over
Din FF Bold / Helvetica Bold

Subheads, 9pt and below
Din FF Regular / Helvetica Regular

Best Practices

FDA Joint Information Center Handbook
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ex.
It is recommended that all body copy be flush left, unjustified.

- Do not insert the FDA logo into body text.
- Do not set text flush right.
- Do not center text.
- Don’t justify text, it can create visual gaps within the paragraph.
- Don’t use more than one font size within body text.
- Don’t use more than one font style, weight or color in a sentence.
4. COLOR PALETTE

4.1 Section Introduction
4.2 Color Palette Specifications
4.3 Color Palette Ratios
4.4 Color Palette Gradient

4.0 FDA Visual Identity Guidelines
INTRODUCTION

The Color Palette section provides the seven colors that will be used across all materials. These colors establish the look and feel of the visual identity. These are the only colors that can be used.
The family of FDA colors has been clearly specified to ensure accurate representation across all media.

FDA Blue is the dominant color of the brand, followed by FDA Dark Blue and White.

For printing use CMYK, or consult your printing specialist for the equivalent spot color.

For digital applications, use RGB and Hex.

Printed colors should always match the color swatch.

<table>
<thead>
<tr>
<th>Color Palette Equivalents</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDA Blue</td>
<td>95 / 41 / 6 / 0</td>
<td>0 / 124 / 186</td>
<td>#007CBA</td>
</tr>
<tr>
<td>FDA Dark Blue</td>
<td>100 / 94 / 24 / 23</td>
<td>34 / 44 / 103</td>
<td>#222C67</td>
</tr>
<tr>
<td>FDA White</td>
<td>N/A</td>
<td>N/A</td>
<td>#FFF</td>
</tr>
<tr>
<td>FDA Black</td>
<td>66 / 64 / 67 / 67</td>
<td>46 / 41 / 37</td>
<td>#2E2925</td>
</tr>
<tr>
<td>Gray</td>
<td>0 / 1 / 0 / 43</td>
<td>160 / 160 / 163</td>
<td>#A0A0A3</td>
</tr>
<tr>
<td>Gold</td>
<td>2 / 22 / 100 / 8</td>
<td>229 / 182 / 17</td>
<td>#E5B611</td>
</tr>
<tr>
<td>Red</td>
<td>9 / 100 / 79 / 2</td>
<td>214 / 0 / 54</td>
<td>#D60036</td>
</tr>
</tbody>
</table>
This diagram illustrates the ratio of usage of FDA colors across the spectrum. Refer to this guide when selecting color choices for new pieces of communication or collateral.

FDA Blue is the dominant color of the brand. FDA Dark Blue may be also used as the dominant color followed by FDA White.

- **60% - Dominant Color**
  - a: FDA Blue
- **30% - Secondary Color**
  - a: FDA Dark Blue
- **8% - Accent Colors**
  - a: Cool Gray
  - b: Dark Gray
  - c: FDA Black

**Note:** If a offset color is needed, the Red and Gold colors are available. These are to be used rarely and with caution.

- **2% - Tertiary Colors**
  - a: Red
  - b: Gold
This FDA blue blend comprises the FDA Blue and White colors.
5. IMAGERY

5.1 Section Introduction
5.2 Photography
5.3 Incorrect Usage
INTRODUCTION

Images are a key element to the entire visual identity of the FDA. They impact the message as much as the data and content within the actual document. Therefore, it is very important to select the right types of images that will be able to clearly express the new brand.

This section provides guidance on the types of images to use in FDA communications materials, as well as the types of images to avoid using.
This slide demonstrates how to achieve the human element through photos. The same effect/type of photography should be used when selecting images to include in materials.

Energize images with dynamic cropping.

Avoid stagnant shots of buildings and machinery. Instead, depict these items in a manner that conveys what makes them innovative and exciting.

Avoid overlapping the edges of the images.
Examples shown here demonstrate how to not photograph or choose an image.

Use caution when using line art and 3D renderings. Refer to page 5.2 for correct usage.

In order from left to right, top to bottom:
- Avoid bad subject lighting
- Avoid blurry images
- Avoid monochromatic images
- Avoid magnifying too close
- Avoid stagnant shots of lab equipment and machinery
- Avoid cutting subjects out of their original setting
- Avoid clip art
6. GRAPHIC ELEMENTS

6.1 Section Introduction
6.2 Logo Clear Space
INTRODUCTION

The FDA logo will live in different spaces within the communications materials. As the first section of the Visual Identity guidelines describes, there will always be a certain amount of clear space that has to live around the actual logo. Nothing else can be placed within this designated area. This section explains the use of graphic elements and how they can coincide with the logo.
When creating communication materials with the FDA logo and its lock-ups, the space above the bottom of the FDA Monogram must remain clear of any text or graphics.

Refer to section 1.0 for sizing and clear space for the FDA logo.
7. COMMUNICATIONS

7.1 Section Introduction
7.2 Letterhead
7.3 Fact Sheet
7.4 News Release
7.5 Publication Templates
7.6 Powerpoint
7.7 Video Title
7.8 Envelope
7.9 Email Signature
7.10 Business Card
7.11 Stationery Products
7.12 Awards/Certificates
7.13 Signage
7.14 Exhibits Style
7.15 E-Newsletter
7.16 Website
7.17 Web Banner Ads
7.18 Mobile UI
7.19 Social Media
7.20 Twitter Handle
Now that we’ve addressed the correct usage of all of the brand components – from the FDA logo to the typography – the visual identity of the FDA is established. The instructions in the previous sections are meant to be used when developing all of the communications materials that the agency produces.

This next section takes the established brand components and provides examples of several commonly used templates that correctly apply the brand identity.

It is important to remember that the Offices and Centers will have access to templates shown in this section. Therefore, as long as the materials that are being developed follow the guidelines and standards outlined in section 1-6 of the Visual Identity Guidelines, or by using the pre-made templates, the communications materials produced will be considered valid.
Email correspondence has made receiving information on a piece of letterhead feel more special than ever. Following the specified design, paper stock, fonts and formatting ensures that letterhead correspondence makes the right impact.

For FDA operations not located at the White Oak address, the physical address at the bottom left may be changed to identify the actual location’s mailing address.

Letterhead Elements

FDA Logo
The logo prints in FDA Blue as a foil stamp on white paper stock.

Agency Information
Sentinel Medium,
Flush left, rag right.
Text prints in FDA Dark Gray.

Background
White of paper stock, no varnish

Size
8.5” wide x 11” high (standard)
FACT SHEET

PROTECTING PUBLIC HEALTH

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

September 2, 2015

For more information, visit [FDA Visual Identity Guidelines](http://www.fda.gov)
FDA modernizes Nutrition Facts Label for Packaged Foods
Refreshed design and relevant information will help consumers make healthy food choices

Today, the U.S. Food and Drug Administration took a major step in making sure consumers have updated nutritional information for most packaged foods sold in the United States. This will help people make informed decisions about the foods they eat and help them maintain a healthy diet.

"I am thrilled that the FDA has finalized a new and improved Nutrition Facts label that will be on food products nationwide," said First Lady Michelle Obama. "The food that people eat makes a big difference in providing families across the country the resources they need to make healthy choices."

For more than 20 years, consumers have relied on the Nutrition Facts label as a leading source of information regarding calories, fat, cholesterol, sodium and other nutrients that help them understand the foods they eat in a day," said FDA Commissioner Margaret H. Harrell, MD. "The updated label makes it easier to do. The new label features icons to help consumers see more relevant information at a glance. One of the most important changes is that the list of nutrients on the label now includes information that is most relevant to consumers."

Key Updates
- The new Nutrition Facts label will include the following:
  - An updated design to highlight "serving size" and "servings per container,
  - Requirement for serving sizes that more clearly reflect the amount of food that people typically eat
  - Additions for various nutrients that were previously optional

Did you like this as a press release? The following FDA Press Release:

The FDA, an agency within the U.S. Department of Health and Human Services, ensures the public health by preventing unsafe products from entering or remaining in the market. It also protects people by making sure food and medical products are safe, effective and properly labeled. The agency is committed to protecting the diversity of the country's health care system and to ensuring that it works for all Americans. For more information, please visit www.fda.gov.
The format and layout of newsletters and publications should be designed as part of the overall communication goal of the item with both the subject matter and audience in mind. There are no layout specifications for the inside pages of a multipage publication. The only specification is the placement of the brand elements per this guide.
Getting It Right

When you do have to include longer pieces of text, use bullets whenever possible.
Each FDA-branded video includes a standard identifier and closing slide, consisting of the FDA Monogram on blue background, as shown below.

**Logo Position**

The logo will be at bottom center-aligned across the screen as shown below.

---

**Closing screen**

THANKS FOR WATCHING!

FACEBOOK.COM/FDA
FDA-branded video shall comply with all Visual Identity guidelines for logos, color, sizing, fonts, and other guidance found in this Style Guide.

Logo Position
The primary or monogram logo will be placed at top right of the opening screen as shown in the sample below.
The business envelope is used for both internal and external correspondence. For larger envelopes, the same layout principles apply.

FDA operations not located at the White Oak address, like on Visual Identity letterhead, may change the mailing address to reflect actual location.
FDA Communications  Email Signature

Standardized email signatures that list all pertinent contact information per the example. Customize individual contact details only.

Signature Block Example:

**Your Name**

*Your title*

**Your Center**

**Your Office**

U.S. Food and Drug Administration

Tel: xxx-xxx-xxxx

[Your email name]@fda.hhs.gov

---

Email Signature Elements

Type:

9/12 pt. Arial

Upper and lower case

Aligned flush left/rag right

---

7.9  FDA Visual Identity Guidelines
To ensure specifications are exactly as follows, business cards may be ordered for a fee through the Government Printing Office “Ability One” GSA contract, or through the HHS “Professional Services Center (PSC).”

There are four contact lines for input- 
T-telephone; C-cell; F-fax, (or for a second contact number); and E-email address. Note: The “F” line may also be left blank if desired.

Attention Public Health Service Commissioned Corp Officers:

Please use the ORA Investigator and Special Agent order form. In the comments section, ask for PHS emblem to be placed on the right side of the business cards (where the ORA badges are placed in this example).
FDA Communications  Stationery Products

Folder

Alternate Folder

Name Badge

Table Tent

Invitation, Note Card and Thank You Card

7.11  FDA Visual Identity Guidelines
FDA Communications  Awards/Certificates

One signature certificate

Two signature certificate
FDA Communications  Signage

Entry to the WO campus
Washington, DC

Outdoor Signage

Street Signage

7.13  FDA Visual Identity Guidelines
As with all publications, the FDA identifying elements must be used according to specifications.

Banner Treatment

Logo Area (align right)

Consider the space 2" from the lower edge as an allowance for table space. The main subject matter of the exhibit should be placed higher than this allowance.
FDA Communications E-Newsletter

Absolute care and consideration should be taken when creating E-Newsletters/emails that will arrive directly in a consumer’s inbox. Ensure that the design and writing meet the highest standards — informative and interesting — to avoid any possibility of being viewed as spam.

Remember to always include all required legal and disclaimer copy.

FDA's Role in Ensuring American Patients Have Access to Safe and Effective Medical Device Technology

Over the past five years, the Food and Drug Administration's device program has shown a pattern of markedly improved performance. Today, FDA's performance is stronger than ever, evidenced by significant reductions in reviewing times, strong performance in regulatory actions, and recognition as a model organization.

In an effort to protect public health, FDA has taken decisive action to address delays in reviewing medical devices. In addition, the agency has implemented a range of initiatives to promote access to safe and effective medical devices for American patients.

These improvements include, but are not limited to, increased use of a more streamlined and transparent review process for device approvals, increased use of risk-based postmarket surveillance, and enhanced collaboration with industry and other stakeholders.

In short, FDA's performance in reviewing medical devices has improved markedly over the past five years. This success is the result of a comprehensive approach to addressing the challenges associated with reviewing medical devices, including a focus on improving review times, enhancing postmarket surveillance, and fostering greater collaboration with industry and other stakeholders.

Such improvements are evidenced by the following key performance indicators:

- **Performance in reviewing medical devices**: FDA has significantly reduced the time it takes to review medical devices, resulting in a faster and more efficient process for bringing new and innovative technologies to market.
- **Postmarket surveillance**: FDA has implemented a robust system for monitoring the performance of medical devices after they are in use, allowing for early detection of potential safety issues and prompt action to protect public health.
- **Collaboration with industry and other stakeholders**: FDA has strengthened partnerships with industry and other stakeholders to ensure that medical devices are safe and effective, and to promote the development of innovative technologies.

These improvements have helped FDA maintain a strong and positive reputation in the medical device industry and among the public. As a result, the agency's performance in reviewing medical devices continues to improve, and the agency is committed to building on this momentum to ensure that patients have access to safe and effective medical devices in the future.
This is a mockup of the logo living on the current website.
Each web banner ad should be designed to create maximum impact within its size and resolution. Copy should be extremely short and to the point. Every ad must display an FDA master logo or monogram as well as a call to action.
FDA Communications Mobile UI

App Launch Icon

Smart Phone, UI
FDA Communications  Social Media

Profile Icon

These icons are used exclusively on social media sites. Three variations have been created to work against different graphic backgrounds and colors. Each icon should be sized to appropriately fit the specific digital environment.

FDA profile icons should be used on the following websites:

Facebook  
Twitter  
Pinterest  
YouTube  
Flickr  
Gov Delivery  
RSS Feed

Option 01  
FDA monogram on black

Option 02  
FDA monogram on white

Option 03  
FDA monogram (actual size)

FDA Profile icon, pixel sizes:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
<th>Extra Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>32 x 32</td>
<td>50 x 50</td>
<td>–</td>
<td>180 x 180</td>
</tr>
<tr>
<td>Twitter</td>
<td>24 x 24</td>
<td>48 x 48</td>
<td>73 x 73</td>
<td>128 x 128</td>
</tr>
<tr>
<td>YouTube</td>
<td>36 x 36</td>
<td>–</td>
<td>88 x 88</td>
<td>800 x 800</td>
</tr>
<tr>
<td>Flickr</td>
<td>24 x 24</td>
<td>48 x 48</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Pinterest</td>
<td>36 x 36</td>
<td>48 x 48</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

7.19  FDA Visual Identity Guidelines
FDA Communications  Twitter

U.S. FDA  
Here you’ll find the latest US Food and Drug Administration news and information. Privacy Policy - fda.gov/privacy

U.S. FDA Retweeted  
FDAWomen  @FDAWomen  18h  
Keep your men healthy. Join @MinorityHealth @MenstHlthNetwork & @PPE_Program for a Twitter chat on June 8 at 2 pm ET! #MzMMonth18

Who to follow - Refresh - View all

Jennifer Lopez  @JenniferLopez  
Follow

Ricky Martin  @ricky_martin  
Follow

Britney Spears  @britneyspears  
Follow

Trends - Change

#Ghostbusters  
Join the Ghostbusters Day celebration today & see it in theaters 7/10
Promoted by Ghostbusters

Frito-Lay Issues Voluntary Recall of Select Rold Gold Tiny Twists, Rold Gold Thins, Rold Gold Sticks and more 1usa.gov/251Tn5W
8. EXAMPLE APPLICATIONS

8.1 Section Introduction
8.2 Stamp
8.3 Signage
8.4 Awards
8.5 Wearables
8.6 Items
8.7 Handbook
8.8 Street Poster
INTRODUCTION

Similar to Section 7 of the Visual Identity Guidelines, this next section includes several examples of the brand. These are examples of best practices for implementing the brand throughout various materials and platforms. These examples demonstrate the correct use of the logo and help bring the new brand to life.

These examples are not the only implementations that can be used. The Offices and Centers have the option to design their own variations of these applications, as long as the brand guidelines outlined within section 1-6 are being followed.
FDA Example Applications  Stamp
FDA Example Applications  Signage

8.3  FDA Visual Identity Guidelines
FDA Best Practices

Wearables

FDA baseball cap
Lab coat
FDA Example Applications  Items

- Tshirt/Polo
- Briefcase/Messenger Bag
- Coffee Mug
8.7 FDA Visual Identity Guidelines
THURSDAYS ON THE QUAD

EAT + MEET + GREET

Meet your friends and make some new ones. Senior Leadership will be there. They like to eat too.

EAT+MEET+GREET is designed to cultivate our sense of community within the FDA White Oak Campus, specifically focusing on increased engagement and networking among employees and senior leadership.

Local food vendors. Global cuisine.

Indian* - Latin - Italian* - American Barbecue - Japanese Fusion* 
Crepes/Gelato/Waffles - Bakery - Kettle Corn - Smoothie/Green Juice
* Vegetarian Options

FDA WHITE OAK CAMPUS
Between Buildings 32 & 22
THURS June 9th & July 14th
11 AM to 2 PM

For more info please contact:
eatmeetgreet@fda.hhs.gov

www.fda.gov

PAYMENT: Food from vendors can be purchased using pre-purchased tickets. Tickets will be available for sale in each cafe prior to the event. There will be three cashier stations in the Quad selling tickets on the day of the event. All tickets will be in the denomination of $5.00.
9. CONTACT INFORMATION

Please contact the Office of External Affairs if you have any questions about the use of the FDA Visual Identity Guidelines.
Email: FDAVisualIdentity@fda.hhs.gov