DESIGNGUIDE

bureau of educational and cultural affairs

> The **Bureau of Educational and Cultural Affairs** works to increase mutual understanding between the people of the United States and the people of other countries by means of educational and cultural exchange that assist in the development of peaceful relations.

INTRODUCTION
ECA DESIGN GUIDELINES

The ECA Design Guide was created in an effort to streamline and standardize design and branding for the Bureau of Educational and Cultural Affairs. This guide includes important design guidance about the U.S. Flag, State Department Seal, digital product formatting, 508 compliance, and ECA program logos.

Files of the flag, seal, and program logos can be downloaded digitally from this guide. By clicking on the download zip button, you will be able to download a zip file of the content you need. A zip file compresses a folder of files for easy downloading. By double clicking on the zip file, once it has been downloaded, the folder will open and the files will be available to access.

Each zip file contains specific image formats including .jpg, .png, .eps, .ai, .gif. These formats can be used for a variety of purposes. For further information about what file type should be used for print, digital, and/or web please refer to the PASC Communications Resource Page.

We hope this guide helps you design beautiful and functional materials for your office or program! If you have any questions regarding this document please contact eca-design@state.gov

ECA DESIGN GUIDLINES

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01 U.S. Flag

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The Flag

FLAG SPECIFICATIONS

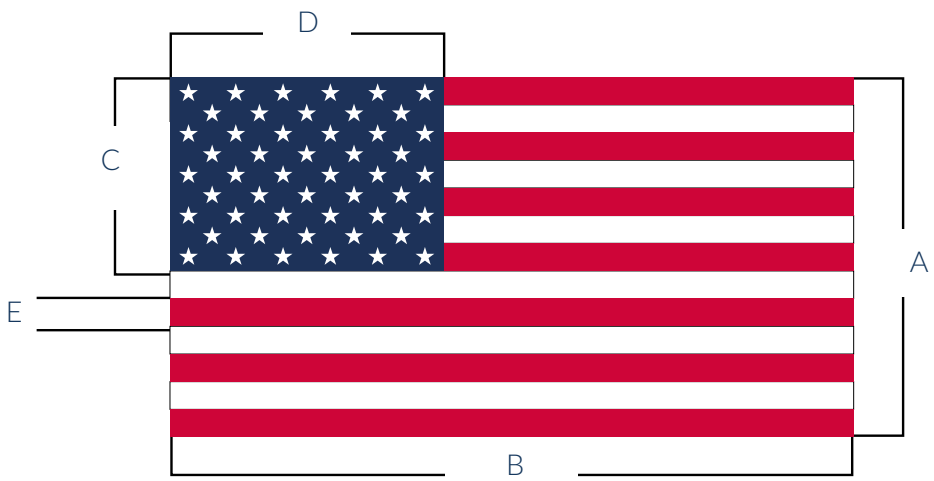
The U.S. flag is arguably one of the strongest and most recognizable symbols in the world. It represents U.S. national values and cuts across cultures and languages.

The Department of State spends billions of dollars each year administering a broad array of programs and activities overseas. As part of this investment, it is important that the Department appropriately highlight and inform audiences about U.S. partnership and sponsorship of programs, our provision of humanitarian, economic, technical, and other types of assistance, and our efforts to address issues of common interest.

Please note that ECA requires both the flag and Department of State seal on all print materials. Exceptions will made for items that are too small or otherwise unsuitable to include these logos, such as pencils, pens and USB drives. For additional guidance visit our website.

The basic design of the current flag is specified by 4 U.S.C. § 1. The specifications are below.

- Hoist (width) of the flag: A = 1.0
- Fly (length) of the flag: B = 1.9
- Hoist (width) of the Union: C = 0.5385
- Fly (length) of the Union: D = 0.76
- Width of stripe: E = 0.0769
  (A/13, One thirteenth of the flag width)



Colors

The RGB, CYMK, and Pantone equivalents of U.S. Flag colors are provided below. These are the only colors that can be used to make up the U.S. Flag. As always you should proof any print jobs for color consistency.

OLD GLORY BLUE

COLOR CODES

CMYK : 100,68,0,54
Pantone : 282C
RGB : 10,49,97

OLD GLORY RED

COLOR CODES

CMYK : 0,100,66,13
Pantone : 193C
RGB : 179,25,66

WHITE

COLOR CODES

CMYK : 0,0,0,0
RGB : 255,255,255

CORRECT VERSIONS OF THE FLAG

There is Only One True U.S. Flag. While there may be many iterations available from various resources, the correct files can be downloaded from this document. Color, grayscale, and black and white images are available at this resource site. Always use the full flag.

1) Full Color Version
For primary use

2) Black & White Version
For use when the background is a solid color or when other logo colors clash.

3) Grayscale Version
For use when the background is a solid color or when other logo colors clash.

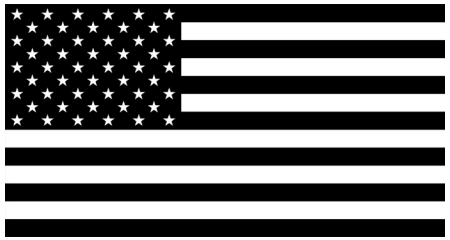
Zip file includes these formats:
.eps | .ai | .png | .jpg

CORRECT FULL COLOR VERSION

download zip

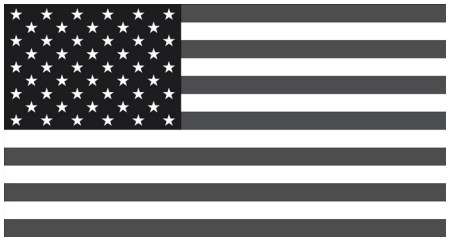
CORRECT BLACK AND WHITE VERSION

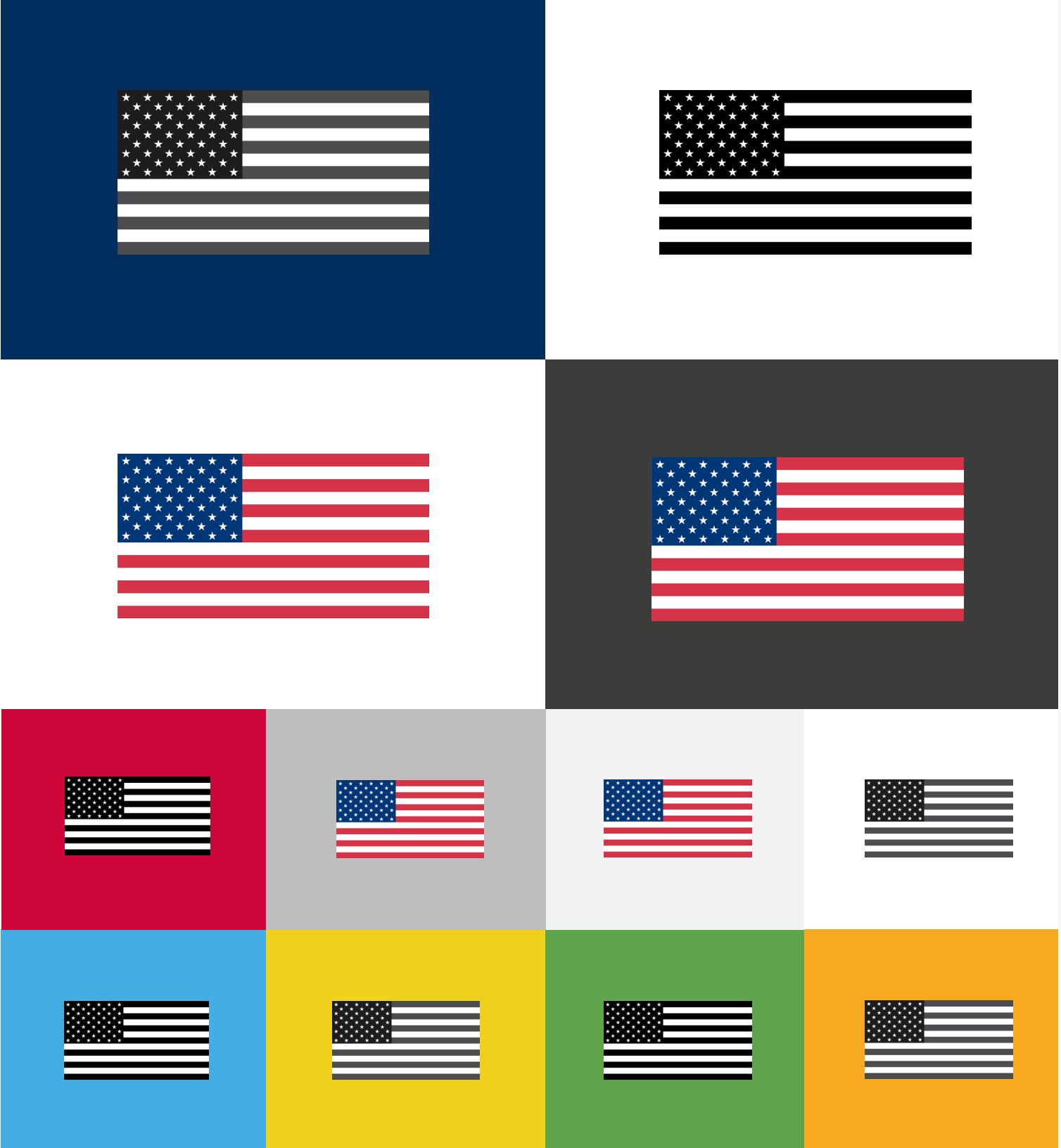
download zip



CORRECT GRAYSCALE VERSION

download zip





COLOR USE

As seen in these examples, the color U.S. flag best works on white or neutral colored backgrounds. The black/white and grayscale flag options should be used on design material with backgrounds of similar color that may cause the U.S. flag to bleed into the background color. They also work better on background colors that may clash with the U.S. flag colors.

Designers should ultimately use their judgement and choose the version that works best with the design product to ensure that the flag is well pronounced.

Education
USA

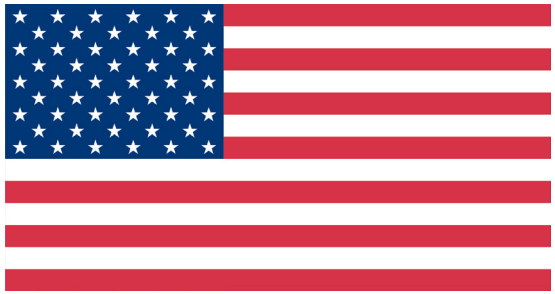
Education
USA

Education
USA

Education
USA

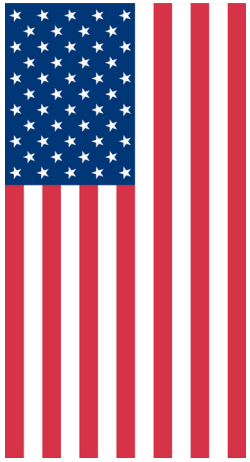
Scale

The flag should be clearly and easily identified as the U.S. flag. The proportion of the flag must remain consistent. Do not scale the flag horizontally or vertically; only keep the horizontal-vertical aspect ratio locked when you are resizing the flag for publications, signage, or online use.



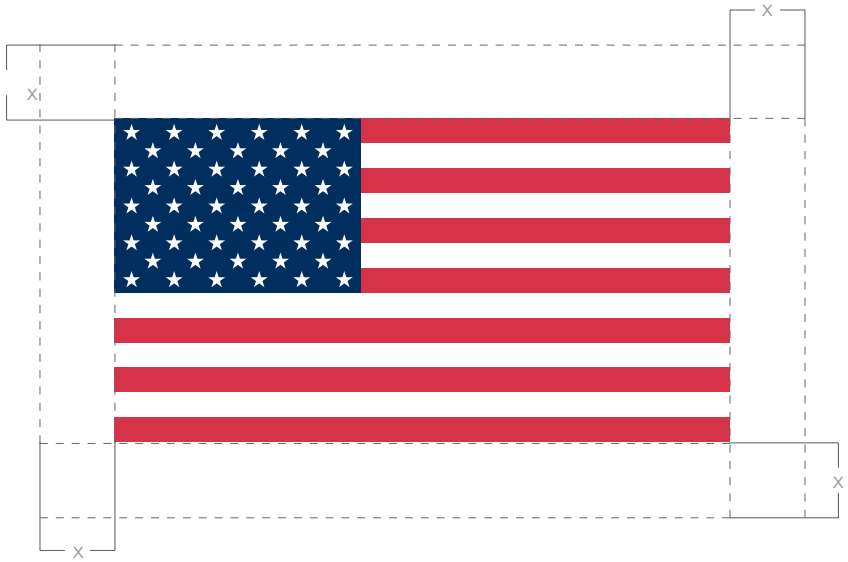
ORIENTATION

The flag must always appear in absolute horizontal or absolute vertical orientation. When displayed horizontally or vertically the union is always at the top-left.



SPACE AROUND THE FLAG

Always reserve a cushion of open space around the U.S. flag. The height of 3 flag stripes, known as the x-height, is the minimum amount of clear space to provide around the flag. This includes, for example, space between the flag and other logos, flags, text, color fields, and the edge of a page, screen, or printed area.

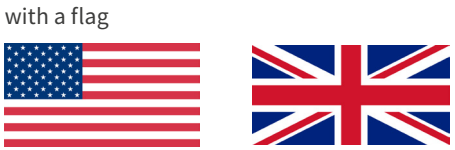


SIZE OF THE FLAG

The U.S. flag should be the same size as other logos, flags, and seals. When placing the flag close to other logos or seals it is important that they are proportional in size (not same in size). Owing to the fact that logos, seals and flags vary in their shapes and proportions there is no golden rule for making them appear the same size. Simply matching lengths or widths will make logos of different shapes appear unproportioned to one another. A good starting point is to scale images so that they have approximately the same area.

with a circle

with a flag

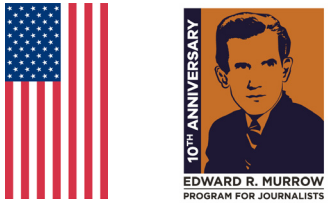


with rectange

with square

with vertical

with vertical



PLACEMENT OF THE FLAG

The guidelines here should not be interpreted as a mandate that USG information products be a lineup of logos. This is only a guideline for placement when logos are being used to represent sponsorship or involvement by multiple entities. As you will see in examples on the following pages a group of logos is rarely the main part of an information product and they are usually subordinate to the main visual element.

Horizontal

In a horizontal line of logos, the U.S. flag should be the first icon on the left followed by the State Department seal or, in the event of use of both the U.S. and the host-country flag, the U.S. and host-country flags should enjoy equal prominence, followed by the State Department seal.

Vertical

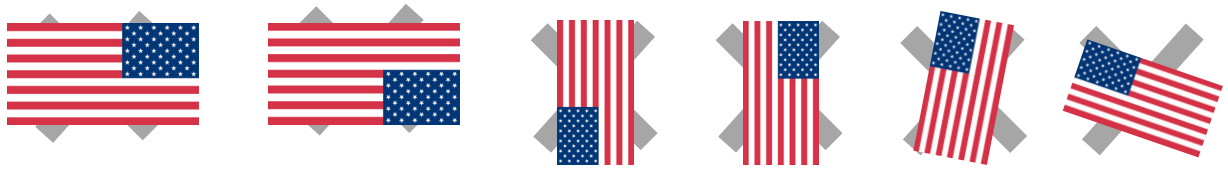
In a vertical line of logos, the U.S. flag should be the first icon on the top followed by the State Department seal or, in the event of use of both the U.S. and the host-country flag, the U.S. and host-country flags should enjoy equal prominence, followed by the State Department seal.

Grouping

When used with other Department or foreign seals and implementing partner logos, the icons should be located together as one element. Within this group, the flag must be placed according to the vertical and horizontal guidelines above.

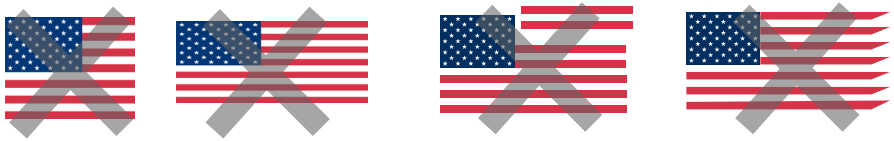
INCORRECT USES OF THE FLAG

Incorrect Orientation



The flag must always have the Union in the upper left corner, and may not be rotated from the horizontal or vertical orientation.

Incorrect Scaling

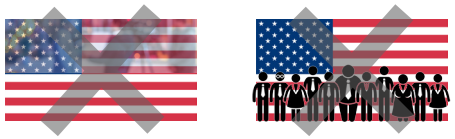


The flag may not be scaled in only one direction, may not be presented in shapes other than a rectangle, and must always be shown in its full form.

Incorrect Variations

Abstractions or wavy versions are not permitted.

Overlays



Placing the flag over or under a photo or artwork is not permitted.

Text

Placing text on the flag is not permitted.

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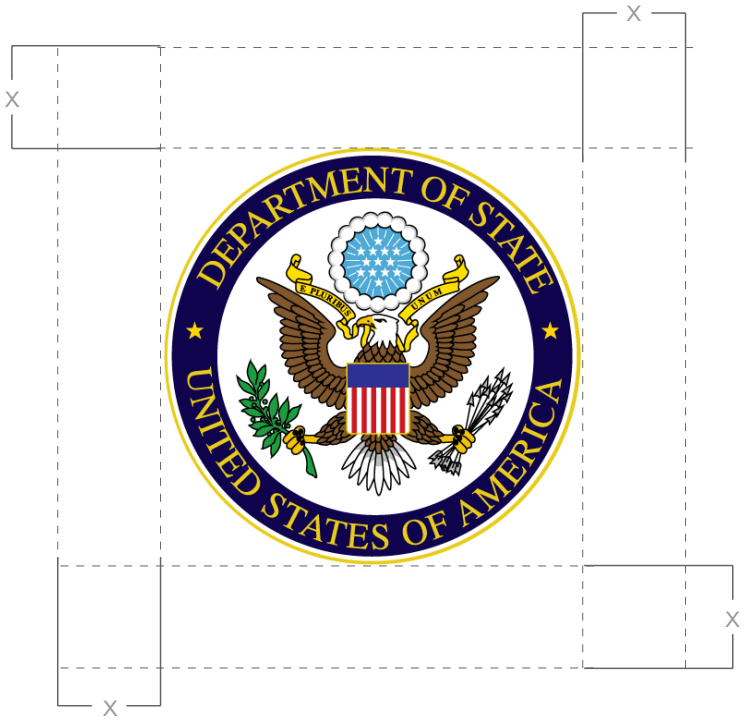
The Seal

SEAL SPECIFICATIONS

All ECA print designs should be clearly identified as Department of State materials by utilizing the agency seal in the design. The seal incorporates specific colors and typography that must be followed in order to maintain its integrity at all times.



Colors

The RGB, CYMK, and Pantone equivalents of these colors are provided below. These are the only colors that can be used to make up the U.S. Department of State Seal. As always, you should proof all print jobs for color consistency.

RED

COLOR CODES

CMYK : 11,100,99,3
Pantone : 2035 C
RGB : 208,19,25

BLUE

COLOR CODES

CMYK : 100,96,35,37
Pantone : 275 C
RGB : 35,35,77

DARK BLUE

COLOR CODES

CMYK : 100,94,40,58
Pantone : 5255 C
RGB : 25,26,56

YELLOW

COLOR CODES

CMYK : 9,13,91,0
Pantone : 604 C
RGB : 240, 210,28

BROWN

COLOR CODES

CMYK : 32,58,81,33
Pantone : 7575 C
RGB : 140,92,49

CORRECT VERSIONS OF THE SEAL

There are two true Department of State Seals, one with text and one without. Full color, blue, gold, monchrome, and white are all accepted color forms. The approved files can all be downloaded from this document. Always use the full seal.

FULL COLOR
WITH TEXT

download zip

FULL COLOR
WITHOUT TEXT

download zip

BLUE
WITHOUT TEXT

download zip

GOLD
WITHOUT TEXT

download zip

BLACK
WITH TEXT

download zip

BLACK
WITHOUT TEXT

download zip

WHITE
WITH TEXT

download zip

1) Full Color Version
For primary use

2) Black & White Versions
For use when the background is a solid color or when other logo colors clash.

3) Blue & Gold Versions
For use when the background color is not colored and matches other elements in the design. This version is typically used for certificates and event invites.

Zip file includes these formats:
.eps | .ai | .png | .jpg

COLOR USE

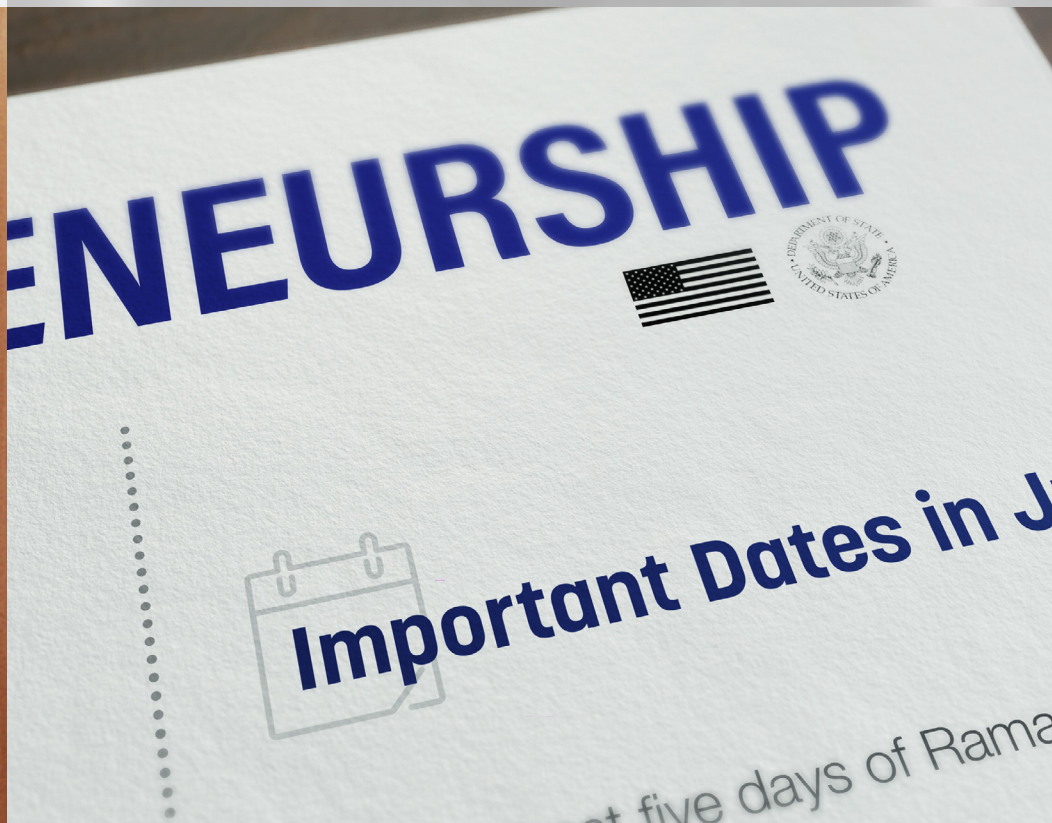
The given blue, gold, white, and black seals are certified for use. These four options would be preferable for material with backgrounds that vary in color. Examples of possible seal and color combinations are included here.

Designers should ultimately use their judgement and choose the version that works best with the design product to ensure that the seal is well pronounced.

WASHINGTON
circle
WASHINGTON
circle
WASHINGTON
circle

Education
USA

Global Teaching
DIALOGUE
July 11, 2016
#k12Global


ENEURSHIP
Important Dates in J
five days of Rama

Scale

The seal should be clearly and easily identified as the U.S. Department of State seal. The proportion of the seal must remain consistent. Do not scale the seal horizontally or vertically only; keep the horizontal-vertical aspect ratio locked when you are resizing the seal.

ORIENTATION

The seal must always appear in absolute horizontal orientation. The seal cannot appear in vertical oreintation.

INCORRECT USES OF THE SEAL

Incorrect Orientation

The seal must always have the eagle facing up and may not be rotated from the horizontal or vertical orientation.

Incorrect Scaling

The seal may not be scaled in only one direction, may not be presented in shapes other than a circle, and must always be shown in its full form.

Overlays

Placing the seal over or under a photo or artwork is not permitted.

Text

Placing text on the seal is not permitted.

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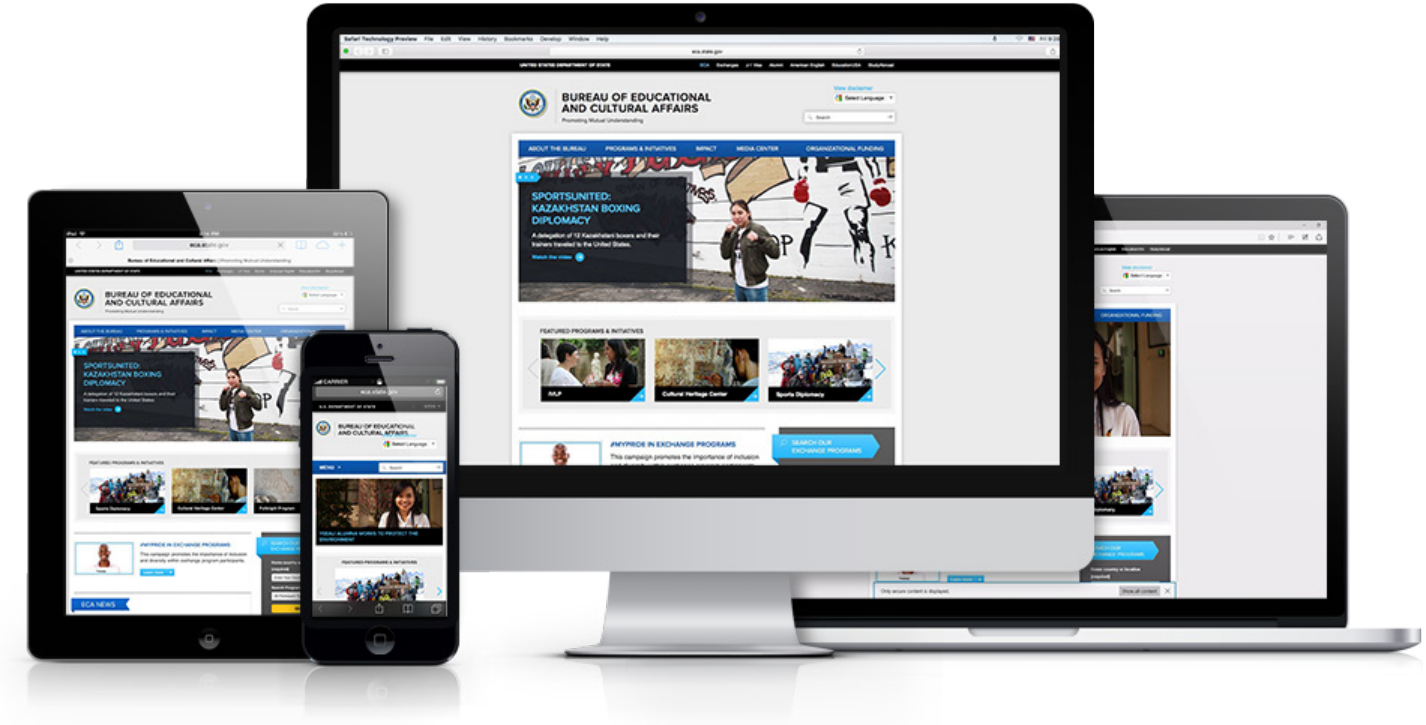
Website

The U.S. flag and U.S. Department of State seal must be prominently placed on each program web page or website dedicated to an ECA-funded program, typically in the footer. An example of this can be seen in the footer of ECA.state.gov. Review Section 1 of this document for additional flag and seal design guidelines.

All new websites, including program application materials (if applicable), must utilize mobile-responsive design. ECA Program web pages, websites and mobile applications, including those maintained by recipient organizations, must be compliant with Section 508 of the Rehabilitation Act. For a more detailed list of information on what is required for websites to be Section 508 compliant, visit the WebAIM Accessibility Checklist.

For additional requirements and recommendations regarding ECA websites please visit our website.



Social Media

Facebook

The State Department seal does not have to be a program's profile picture, but placing the program's logo as the Facebook profile picture is highly recommended (180x180 pixels). Use an RGB .png file for best results.The cover image (851x315 pixels) can and should be changed out regularly. When selecting a cover image chose a clear rich-colored image that positively highlights the program.

Image size

Profile Picture: 180x180 pixels
Cover Image: 851x315 pixels

Twitter

The Twitter profile picture is not required to be the Department of State Seal, but it is highly recommended that it be the program's specific logo (400x400 pixels). Use an RGB .png file for best results. You are encouraged to change out the large header image regularly (1500x1500 pixels). The header image should be a large, captivating image.

Image size

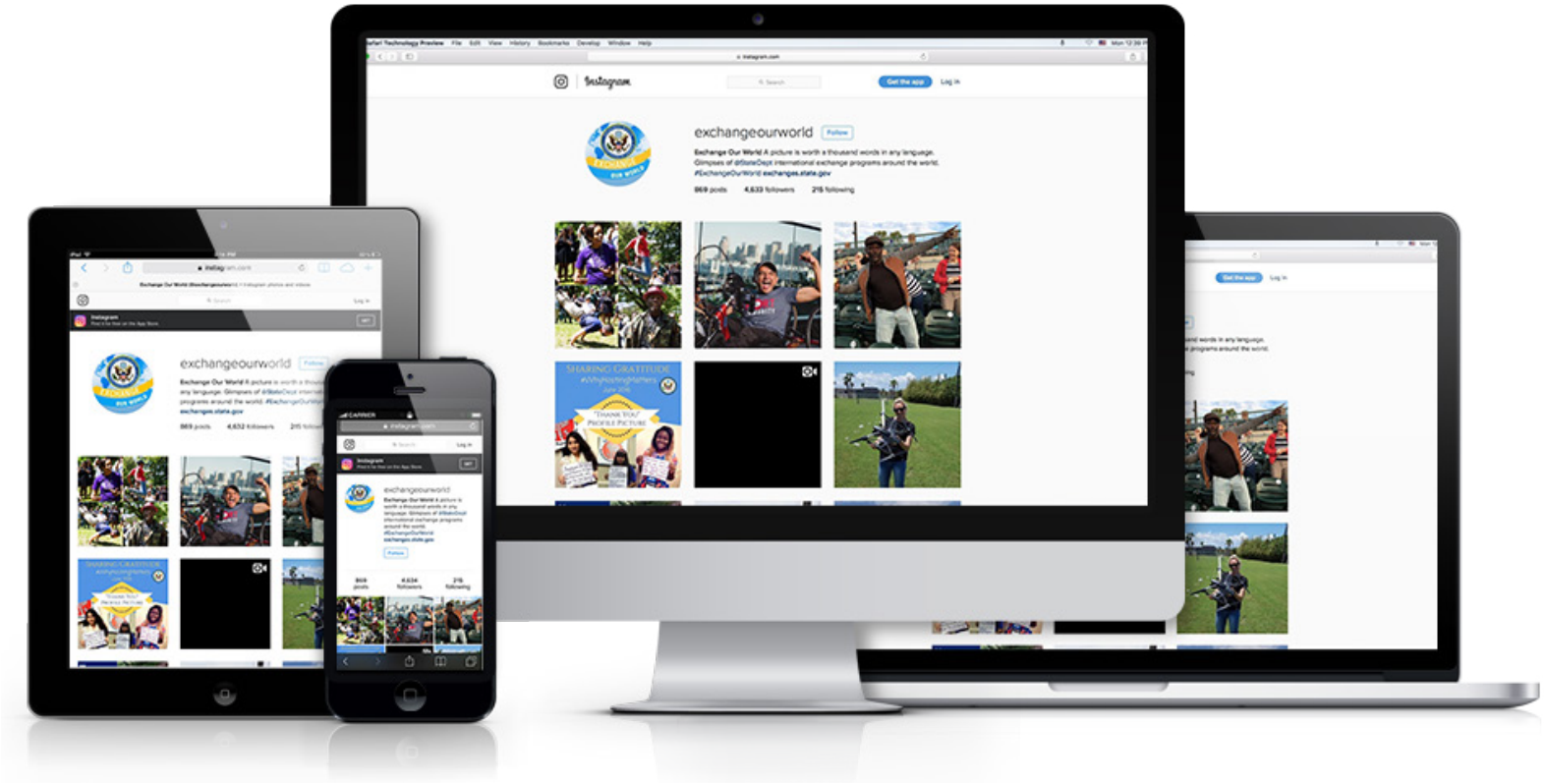
Profile Picture: 400x400 pixels
Cover Image: 1500x500 pixels

Instagram

The Instagram profile image is not required to be the Department of State Seal, but it is highly recommended that it be the program's specific logo (110x110 pixels). When selecting a profile image for Instagram, chose a rich-colored image that positively highlights the program or initiative.

Image size

Profile Picture: 110x110 pixels



YouTube

The YouTube channel profile picture is not required to be the Department of State Seal, but it is highly recommended that it be the program's specific logo (800x800 pixels). The channel art (2560x1440 pixels) should be changed out regularly. When selecting a thumbnail, chose a rich-colored image that positively highlights the program or initiative. It's best to maintain a consistent look and feel of thumbnail images as the videos may be pulled into ECA websites.

Image size

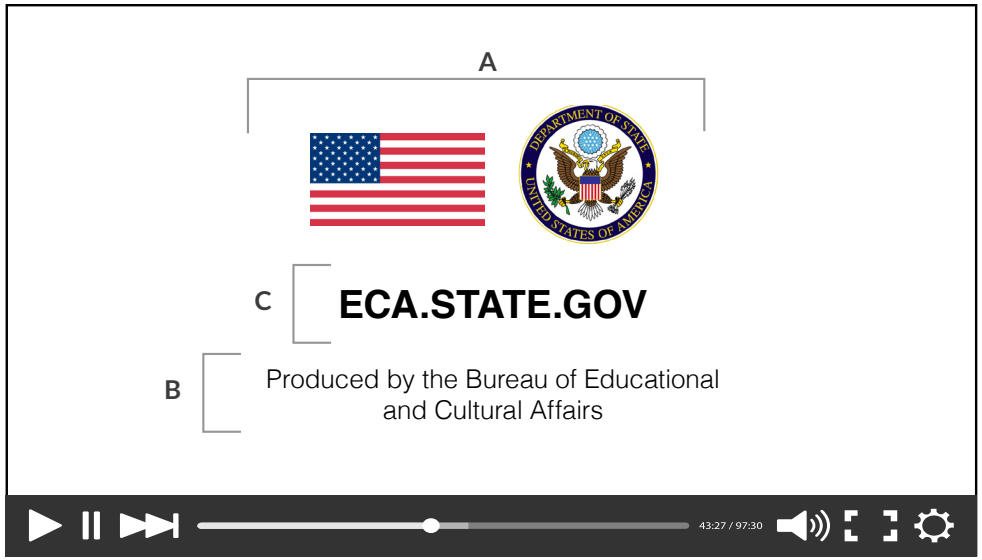
Profile Picture: 800x800 pixels

Channel Art: 2560x1440 pixels

Video

In order to create a consistent design to all ECA program videos, a standard outro should be placed at the end of every video. Outro video file templates are available on the ECA website. The flag, seal, and program logo should be included as seen on these examples. A link about the program or campaign should typically be included as a call to action.

To comply with federal 508 compliance, closed captioning must accompany every video including videos published on Facebook, Twitter, YouTube, etc. For further instructions on video requirements please refer to the ECA Communications Guidance.



A: Flag before seal (proportional in size)

B: Producer of video

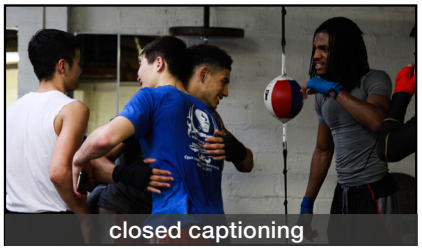
C: link to find more information

D: program logo either after seal or above

E: all videos must have closed captioning on YouTube and Facebook

D

E



Photo

Photography is a key element in ECA's brand and can be used in a variety of communication tools. Photos on social media can be branded with the State Department seal, U.S. flag and/or program logo as shown below. However, it is not required. It is best practice to accompany every photo with a caption that tells the viewer the who, what, where, when, and why of the subject matter. If the photo was not taken by ECA it should have a photo credit. Take photos in diverse places that will visually help the viewer see our exchange programs, and capture moments when you feel like participants are discovering something new about themselves, their culture, or other people's cultures (such as food or dancing). For premium quality, remember to place the light source in front of the object or subject you are capturing. If the light is behind the subject or object, the subject or object may be dark or turn into a silhouette.

04 508 Compliance in Design

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508 Compliance in Design

Section 508 of the Rehabilitation Act Effective June 21, 2001, requires Federal departments and agencies that develop, procure, maintain, or use electronic and information technology to assure that these technologies provide access to information and data to people with disabilities.

ECA Program videos, web pages, websites and mobile applications created and/or maintained by recipient organizations must be compliant with Section 508 of the Rehabilitation Act, which addresses accessibility of content to persons with disabilities. It states that they must be 508 compliant"...unless an undue burden would be imposed on the department or agency." Even if there is an "undue burden," the U.S. Department of State and recipient organizations must provide accessible alternatives for all non-accessible content that they publish. Specific requirements for videos and websites are detailed in the Communications Guidance for ECA Recipient Organizations document. Additional resources for design are located below.

Resources

1. Accessibility Through Design
2. A Designer's Guide to Accessibility and 508 Compliance
3. What is 508 Compliance?
4. Section508.gov

Text Ⓣ

In order to design for accessibility text or 'body copy' cannot be smaller than 10 point font.The minimum point size is important in order to decrease strain on the eye for those with visual impairments. However, body copy should not be excessively large. Paragraphs and longer portions of information should not go above 12 pt font.

In compliance with Section 508, san serif type is preferred over serif typefaces. Examples of both are shown below. Serif typefaces much like smaller type can put strain on the eyes and prevent people from being able to read your content. Avenir, Lato, Arial, Helvetica are all examples of sans serif typefaces. This does not mean that serif typefaces like Times cannot be used, but just be conscious when picking typefaces for digital use.

10 point font, Times Regular (serif)

10 point font, Helvetica (sans serif)

10 point font, Avenir (sans serif)

AVENIR BOOK

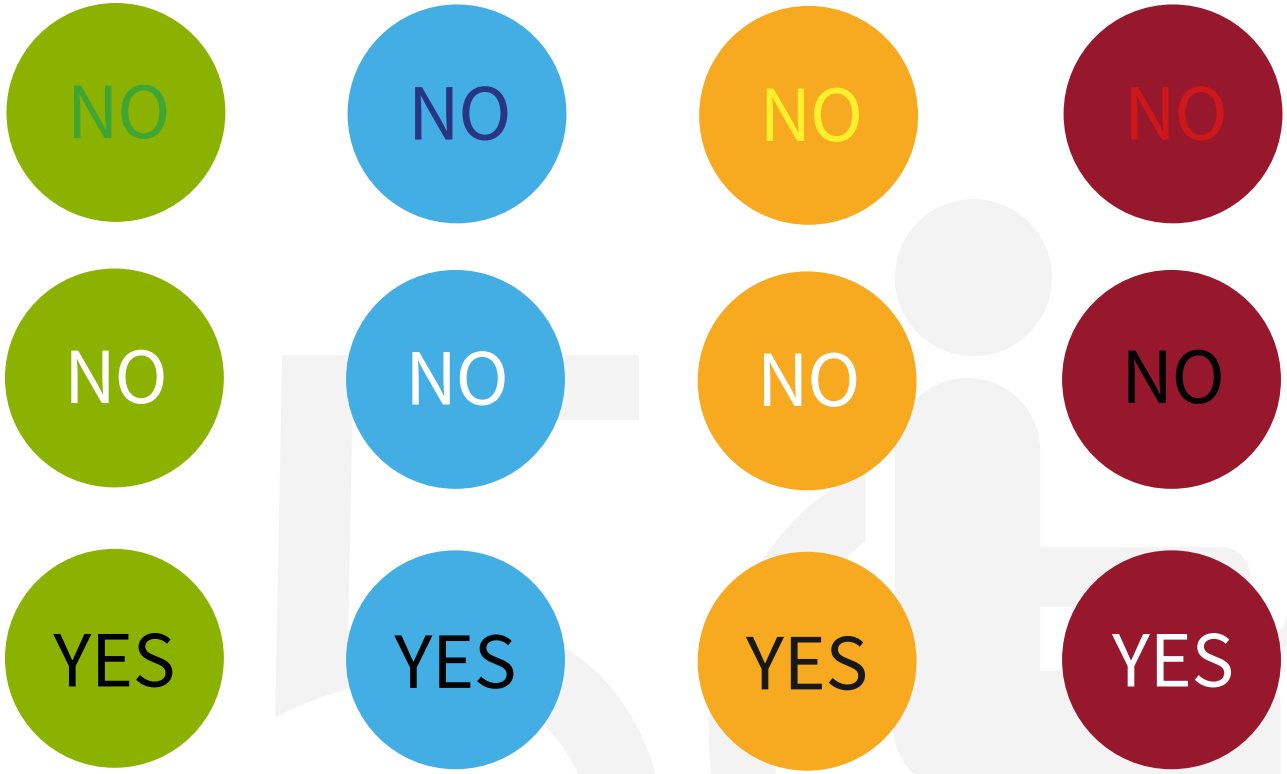
LATO REGULAR

ARIAL REGULAR

HELVETICA LIGHT

Color

Color much like text can have a significant effect on the readability of your web content. Contrast is a key aspect of 508 compliance. As shown below, there must be significant contrast when placing type, objects or symbols over a colored background. Picking two oranges or blues to be placed on top of one another does not fit within 508 compliance. Similar shades of colors are also not allowed, for example red text over a pink background. Create as much contrast as possible when designing. When in doubt print your document or webpage out in black and white to see if the text or objects are readable and clear. Colors contrast for accessibility can be checked on websites such as WebAim.



05 ECA Program and Initative Logos

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ZERO1 AMERICAN ARTS INCUBATOR
Addressing community issues through cross-cultural art collaborations

download zip

AMERICAN FILM SHOWCASE

download zip

ALUMNI ACTION CORPS

download zip

ALUMNI TIES
ALUMNI THEMATIC INTERNATIONAL EXCHANGE SEMINARS

download zip

AMERICAN AE ENGLISH

download zip

AMERICAN voices

download zip

AWEP
African Women's Entrepreneurship Program

download zip

CENTERSTAGE℠

download zip

CLS
CRITICAL LANGUAGE SCHOLARSHIP PROGRAM

download zip

Collaboratory

download zip

Community Solutions

download zip

CONGRESS-BUNDESTAG VOCATIONAL YOUTH EXCHANGE

download zip

download zip

download zip

download zip

download zip

download zip

download zip

download zip

download zip

download zip

download zip

Hubert H. Humphrey Fellowship Program

download zip

International Exchange Alumni

download zip

International Education Week

download zip

INTERNATIONAL WOMEN OF COURAGE

download zip

International Visitor Leadership Program

IVLP

U.S. Department of State

download zip

J-1 VISA

EXCHANGE VISITOR PROGRAM

download zip

MANDELA WASHINGTON FELLOWSHIP

FOR YOUNG AFRICAN LEADERS

download zip

PROGRAM FOR JOURNALISTS

EDWARD R. MURROW

download zip

NSLI FOR YOUTH

Scholarships to Study Language Abroad

download zip

OUR CITIES OUR CLIMATE

A BLOOMBERG PHILANTHROPIES - U.S. DEPARTMENT OF STATE PARTNERSHIP

download zip

onebeat

download zip

PROFESSIONAL FELLOWS

download zip

SisterCities INTERNATIONAL

download zip

SOLIDARITY CENTER AFL-CIO

download zip

SportsUnited

download zip

USA Study Abroad

download zip

STUDY OF THE U.S. INSTITUTES

download zip

Teachers of Critical Languages Program
关键语言教师项目 برنامج معلمي اللغات الحرجة

download zip

TECHGirls

download zip

TECHWOMEN

download zip

USTL
UNITED STATES TIMOR-LESTE (USTL) SCHOLARSHIP PROGRAM

download zip

Young African Leaders Initiative

download zip

Kennedy-Lugar Youth Exchange and Study YES

download zip

Young Leaders of the Americas Initiative

download zip

Youth Leadership Program

download zip

YSEALI Young Southeast Asian Leaders Initiative

download zip

Global Sports Mentoring Program
An Initiative of the U.S. Department of State

download zip

Empower Women through Sports

download zip

THANK YOU.

CONTACT

ECA Office of Public Affairs and Strategic Communications

eca_pasc@state.gov