

Graphic Standards

General Guidelines for Usage of the GovWorks® Logo

- Remember, this logo represents the GovWorks brand. By using this logo, you can help increase awareness of your products and services available through GovWorks. Along with this privilege comes the responsibility of using the logo correctly to maintain brand integrity.
- The GovWorks logo is a trademark, and you must indicate this with the appropriately placed trademark symbol and statement: *The GovWorks® logo is a trademark of the U.S. Department of the Interior.*
- This file contains the GovWorks logo with versions that are four-color, spot color, black and white, and reverse for both coated and uncoated paper.

GovWorks Logo Guidelines

- In addition to the guidelines, use good judgment to preserve the integrity of the GovWorks logo. Carefully consider size, reproduction techniques, placement and aesthetic quality.
- Do not use the GovWorks logo on any items that may depict GovWorks services or GovWorks in an irresponsible or negative manner.
- The GovWorks name and logo are not a typeface – they are artwork. Never use the logo within a headline or body copy.

Design Guidelines

- Do not alter or redraw the logo in any way.
- Always present the logo in complete form.
- Do not link or add other elements.
- Never encircle the logo with a graphic shape or boundary such as starbursts, circles, or ellipses.
- Never use the logo in a field of color that would contrast with the logo, resulting in reduced visibility.
- Do not try to typeset or re-create the logo.

Size

- The minimum clearance surrounding the logo should be equal to the height of the “G” in the logo.
- When printed four-color, the logo should appear no smaller than 7/8” wide.
- When printed as spot color, the logo should appear no smaller than 3/4” wide.
- When printed in black, the logo should appear no smaller than 3/4” wide.

Color

- Printing the GovWorks logo in color is preferred. However, if this is not cost-effective, the approved black-and-white version of the logo is acceptable.
- Never use the one-color logo in a single Pantone® or process color.
- Do not print the GovWorks logo in any other colors or combinations.
- Logos suitable for nearly every printing process are provided. Make sure to select the correct file for your use.
- When printing the logo, use the colors indicated in the chart below, depending on the process.

Acceptable Artwork

4/C process or PMS



Black and white



Reverse



	Spot color on uncoated paper	Spot color on coated paper	Process color
Silver	PMS (uncoated) 438 CVU	PMS 438 CV	C72 : M69 : Y79 : K0
Green	PMS (uncoated) 343 CVU	PMS (coated) 343 CV	C100 : M0 : Y69 : K60