

















NARA VISUAL IDENTITY GUIDE

NARA’s visual identity is how we present ourselves to the public through print and online communications. It is important that we safeguard that identity and apply our visual branding consistently to all our products across various media. The cornerstone of our visual brand is our logo, which if used correctly and consistently, serves as a powerful symbol of who we are and what we stand for. These pages provide guidance for protecting and promoting our brand and our visual identity.

<p>Logo</p> 	<p>Colors</p> 	<p>Fonts</p> 	<p>Branding Options</p> 
<p>Organizational Logos</p> 	<p>NARA Program Logos</p> 	<p>Presidential Library Logos</p> 	<p>Other NARA Logos</p> 
<p>Employee Affinity Group Logos</p> 	<p>Pairing NARA Logo with External Logos</p> 	<p>Social Media & Websites</p> 	<p>NARA & Trust Fund Seals</p> 
<p>Nate the Eagle</p> 	<p>Templates</p> 	<p>Video</p> 	<p>History</p> 

Contact

If you have any questions about NARA’s visual brand or the use of our logo, please email our Graphic Design team at visual.service@nara.gov

LOGO

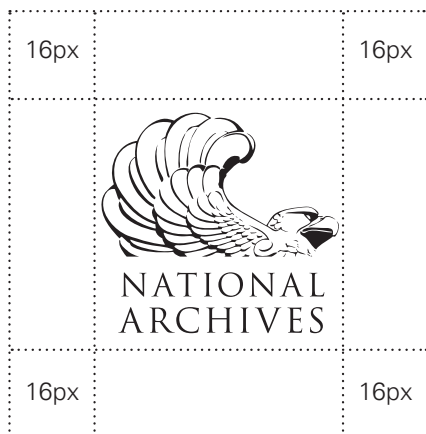
Our logo is the cornerstone of our brand and the most valuable asset we all use to show the world who we are and what we stand for. We all must ensure its proper usage in communicating our message and presenting the visual identity of NARA.

Make sure the logo is legible and distinct if the page design contains many images or has a variety of visual elements. Maintain the clear space around the logo to maximize visual effectiveness.

Sizing and Placement

The logo is flexible, but there is a minimum sizing requirement for its use. The NARA logo should not set any smaller than 36px, and when placed on a web page, it should always be facing into the content. There is no maximum width specified for the logo. In order to preserve legibility and prominence, never use the National Archives logo in widths smaller than .5" (print) and 36 px (digital).

The logo must always be set apart from additional visual elements or text within a layout. Logo placement is key to branding success. We strive to ensure that both our internal and external audiences can easily recognize the National Archives logo. There can be variations on placement, but the logo should appear on every official product. The graphic below provides recommended spacing for placing the NARA logo on print products.



A few NARA offices and affiliated organization have their own logos approved for use in conjunction with the NARA logo. [Click here to see the complete list.](#)

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COLORS (web, digital products, and print)

Logo Color Choices for Print

There are four primary color choices we recommend for the logo: blue, black, gray, and white. When the NARA logo is paired with another logo, the NARA logo color will reflect the dominant color of the paired logo. See the [Approved NARA Program Logos section](#) for examples.

Print primary color choices



Blue
 rgb = 42, 81, 148
 cmyk = 93, 76, 10, 1
 web = 205493
 PMS = 7684



Black
 rgb = 33, 33, 33
 cmyk = 71, 65, 65, 73
 web = 212121
 PMS = Black 3



Gray
 rgb = 174, 176, 181
 cmyk = 33, 26, 23, 0
 web = aeb0b5
 PMS = Cool Gray 6



White
 rgb = 255, 255, 255
 cmyk = 0, 0, 0, 0
 web = fffffff

Web primary colors

The National Archives follows the U.S. Web Design System for guidance on web-safe fonts and colors. All websites should use the USWDS colors. When possible, change the NARA logo color to marry with the dominant paired logo color. See examples in the [Approved NARA Program Logos section](#). For a full list of colors, refer to the U.S. Web Design System guide website: <https://standards.usa.gov/components/colors/>



#112e51
 color-primary-darkest



#212121
 color-base



#323a45
 color-gray-dark



#aeb0b5
 color-gray



#ffffff
 color-white

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FONTS (web, digital products, and print)

Web

For the web, NARA uses fonts recommended by the U.S. Web Design System: Merriweather (serif font) and Source Sans Pro (sans serif font). The USWDS fonts are open source, meet accessibility requirements, and are designed for on-screen legibility.

Merriweather and Source Sans Pro should be used on all digital products (or products that may be uploaded for online use).

The USWDS guide (<https://designsystem.digital.gov/components/typography/>) offers more information about typography and usability.

Color Contrast and Text Accessibility

Guidance on color contrast and text accessibility for digital products shared on websites and social media is found in the USWDS guide (<https://designsystem.digital.gov/components/colors/#text-accessibility>).

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BRANDING OPTIONS

The National Archives brand applies to all organizations within the agency and tells the world that we are united by a common mission.

Master Branding

With master branding, the National Archives brand becomes the brand of each individual organization. There are no other graphic identifiers, and the organization's name is presented in straightforward typography, separated from the NARA logo with a vertical rule and a defined amount of space.

On the web, the NARA logo must link to the National Archives home page — www.archives.gov — and the organization's name must link to their home page.

Logo Pairing

For print products, in most cases, you must use the official NARA master brand. If there is a compelling need to include office branding, follow the Organizational 1 or Organizational 2 guidance listed below. For external organizations, pairing the NARA logo with an organization's identity enhances the brands of both organizations while still clearly giving visibility to our organization's graphic presence. External organizations draw on the considerable brand value of NARA when they pair their logo with the National Archives logo. It's important that both marks are presented to have equal visual weight. [Click here to see examples of paired logos.](#)

For web products: If the NARA logo already exists on your product, the program logo becomes the dominant visual on the page. Pairing isn't necessary.

Master Branding 1



Master Branding 2



Master Branding 3



Organizational 1



Office Name
or activity
Sponsoring event

Organizational 2



Office Name *or* activity
Sponsoring event



Organizational Logos



Archivist of the United States



Archivist of the United States



Office of Equal Employment Opportunity Programs



Office of Equal Employment Opportunity Programs



National Historical Publications and Records Commission



National Historical Publications and Records Commission



Office of General Counsel



Office of General Counsel



Congressional Affairs



Congressional Affairs



Office of the Chief of Staff



Office of the Chief of Staff



Employee Locator SEARCH



Office of the Chief
Operating Officer



Office of the Chief
Operating Officer



Office of the Chief
of Management and
Administration



Office of the Chief
of Management and
Administration



Office of
Innovation



Office of
Innovation



Agency Services



Agency
Services



Research Services



Research
Services



Office of the
Federal Register



Office of the
Federal Register



Legislative Archives,
Presidential Libraries,
and Museum Services



Legislative Archives,
Presidential Libraries,
and Museum Services



Employee Locator SEARCH



Office of the Chief Financial Officer



Office of the Chief Financial Officer



Office of the Chief Acquisition Officer



Office of the Chief Acquisition Officer



Information Services



Information Services



Business Support Services



Business Support Services



Office of Human Capital



Office of Human Capital



Office of the Chief Records Officer for the U.S. Government



Office of the Chief Records Officer for the U.S. Government

Approved NARA Program Logos

Some offices have been granted permission to create and use individual logos. Below is a list of those approved logos.



SEARCH

Employee Locator SEARCH

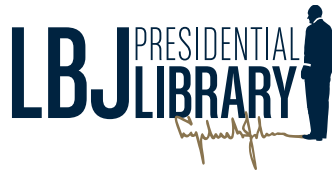


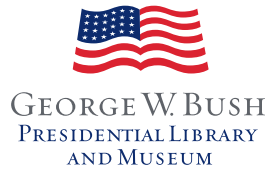
Presidential Library Logos



SEARCH

Employee Locator SEARCH





Barack Obama
Presidential Library

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Other NARA Logos



Employee Affinity Group Logos



Pairing NARA Logo with External Logos

The National Archives logo may be paired with an external organization's logo when there is an approved partnership program. The pairing highlights the collaboration and enhances the brands of both organizations. It is important that both logos are presented to have equal weight.

On the web - The National Archives logo must link to the [National Archives home page](#).

NARA officials who are arranging logo pairings with external organizations participating in official partnership programs must contact the National Archives Communications and Marketing unit for permission and guidance on how to properly pair their logo with that of the National Archives.

Below are a few sample pairings.



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Social Media

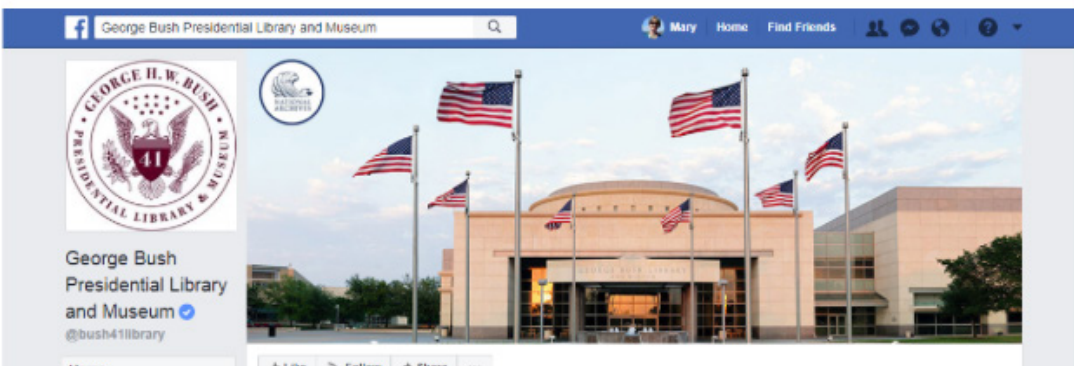
All agency-level social media platforms (those labeled as “US National Archives”) must use a full version of the NARA logo as the profile picture (which also becomes the avatar). Subordinate organizations may use the NARA logo or different graphics as the profile picture, such as approved office or program logos, but the NARA logo should appear prominently in the header/cover photo across the top of the page.

The examples below show options for placing the logo on header/cover photos on different platforms. Placement of the NARA logo will depend on the profile image being used—the composition of the photo will determine the best location. The three options for displaying the logo are: in a white circle upon a transparent bar, in a white circle directly on the photo, and a black, white, or transparent eagle (without the circle) directly on the photo.

Twitter

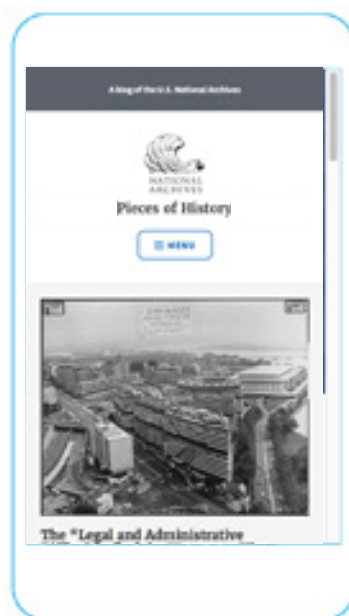
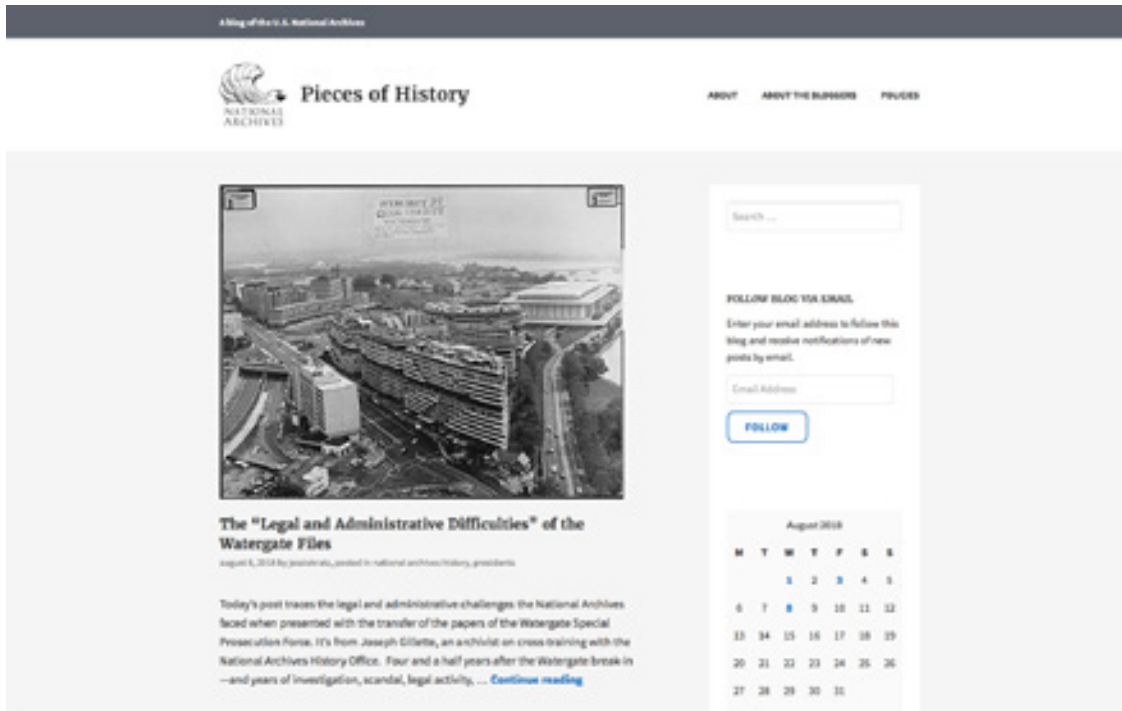


Facebook



Blogs

When setting up a National Archives blog banner, conform to the following visual identity and graphics structure (seen below). The National Archives logo must appear in the upper left-hand corner, and the blog's title should appear to its right, using the U.S. Web Design System fonts.



Websites | Fixed Header and Navigation Bar

Official websites belonging to National Archives organizations should incorporate the Visual Identity header and navigation bar. This bar is deployed at the agency level by the Office of Innovation's web team.



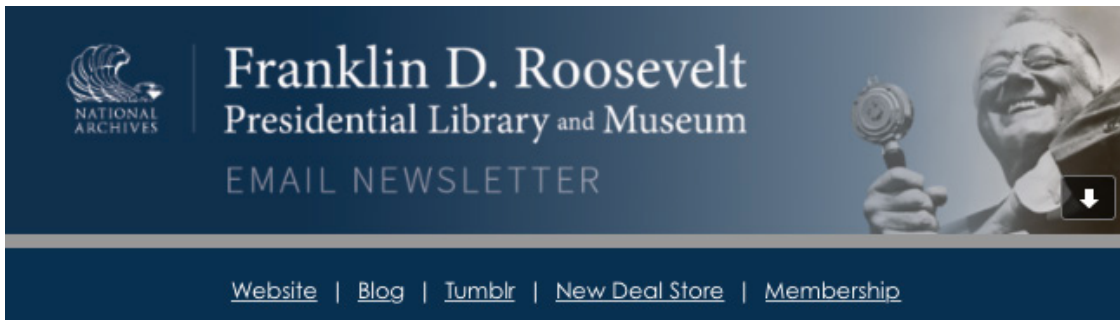
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Newsletters

Newsletter headers should incorporate the National Archives logo, paired when appropriate.

Newsletter headers examples



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NARA AND TRUST FUND SEALS

The National Archives and National Archives Trust Fund seals are historical symbols that should be reserved for ceremonial use or certain administrative forms and NOT USED on digital products or websites. The design of the seal may not be modified. [Link to NARA 110, the use of Official NARA Seals.](#)

The National Archives 1985 seal

Use the National Archives 1985 seal for:

- Authentication of copies of agency records in NARA's physical custody at the Federal records centers.
- Authentication of copies of NARA operational records that have not been accessioned into Record Group 64.
- Official publications such as the Code of Federal Regulations, the Federal Register, reports to Congress, the Strategic Plan, and the Performance and Accountability Report.
- NARA's government vehicles and NARA-owned buildings.
- Other similar NARA official business purposes, as approved. Note: All uses by the public and other Federal agencies require prior approval from the Archivist (or designee). NARA employees must obtain prior approval from the Archivist (or designee) for uses other than official NARA business.



[Link to download is available here.](#)

National Archives Trust Fund Board seal, dated 1941 - Use this seal for Trust Fund documents and publications (examples: letterhead, publications, and the annual report to the Trust Fund Board). Official use requires prior approval from the Trust Fund Branch (XT).



The National Archives 1934 Seal - Use the 1934 seal to authenticate copies of holdings in the legal custody of the National Archives of the United States.



[Link to download is available here.](#)

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NARA AND TRUST FUND SEALS



jpeg



png



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NATE THE EAGLE

Nate the Eagle is NARA's youth branding graphic. This illustration may be used by the National Archives community to promote youth events, but it should never be used as a substitute for the official NARA logo.

Nate the Eagle is available in varying file formats for many different uses. Email graphicdesign@nara.gov for the file type that meets your need.

[Links to download are available here.](#)



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STATIONERY

Professionally Printed Items: Stationery, Business Cards, Envelopes

Once a quarter, a NARA notice from the Communications and Marketing Division is announced for professionally printed official branded stationery and business cards. Standard letterheads and envelopes for Archives I and II are ordered in bulk and do not require individual office requests.

Business Cards / Envelopes

The National Archives business card has been designed to accommodate differences in name length, the number of titles, and inclusion of additional contact information. Once a quarter the Communications and Marketing Division announces a call for printing official NARA stationery, envelopes, and business cards. Follow instructions on the announcement to obtain business cards to obtain business cards.



Envelopes

Similar to the Microsoft Word Letterhead design, NARA business envelopes provide the visual design cues welcoming consumers into the personality of our organization.



TEMPLATE

Letterhead / Memo (Microsoft Word)

Letterhead and memo templates are available Microsoft Word for use when the professionally printed stationery is not appropriate. The design provides simple branding and encourages all units to provide only necessary contact information. Do not produce letterhead with alternate designs.

Letterhead



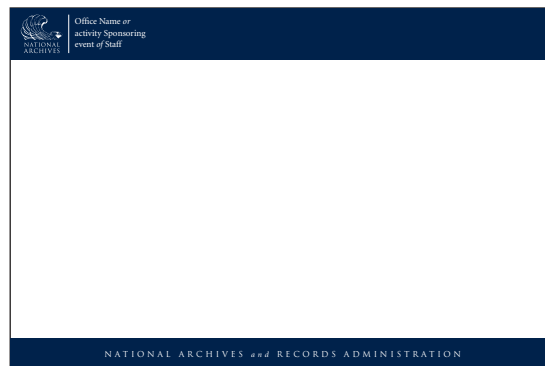
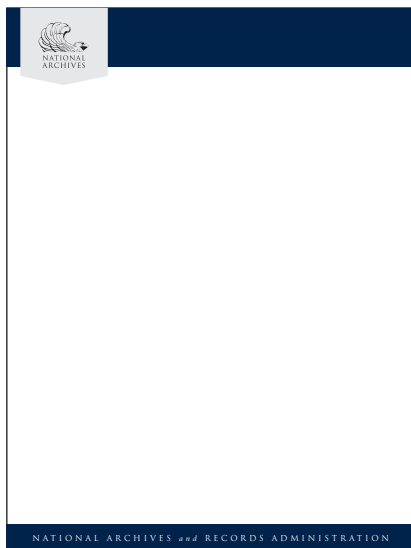
Memo



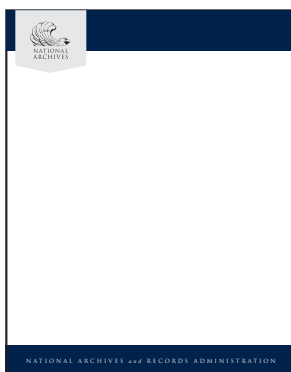
Signage

The National Archives logo should be used in all printed products. Placement of the logo should be considered as part of the design from the beginning, so its presence in the overall design will be more effective. On a multipage product, the logo should always appear on the cover or the front page. It should never be just on the back cover or on an inside page. The words “National Archives and Records Administration” should also appear somewhere on the printed piece, even if the NARA logo is already being used on it. Altering typefaces, watermarks, and colors within the templates is strongly discouraged. We recommend the use of **Merriweather** or **Source Sans Pro** font families.

Posters | [Download](#)



Flyers | [Download](#)



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Digital Signs | [Download](#)



Presentation Slides

These presentation templates ensure a consistent, themed visual message. Altering typefaces, watermarks, and colors within the templates is strongly discouraged. We recommend the use of **Merriweather** or **Source Sans Pro** font families when creating a presentation.

Title page option #1



Title page option #2

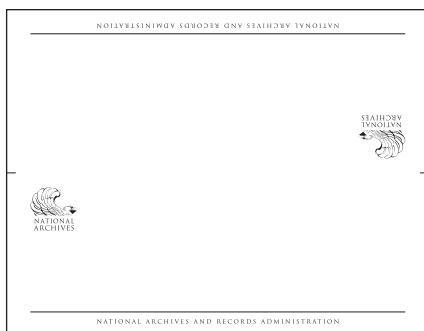


Text page



Table Tent Cards | [Download](#)

These table tent card templates ensure a consistent, themed visual message. [Links to the templates can be found here.](#)



Certificate | [Download](#)

Email Signature Block

The National Archives logo should be used in email signature blocks, along with links to NARA's agency-level social media accounts. To create the standard NARA signature block, [follow these instructions](#). If you need a signature block with paired logos, please contact visual.services@nara.gov.

Standard Logo

First / Last name
 Job Title
 Branch / Division
 Office
 Office Phone:
 Email Address:


Paired Logo

First / Last name
 Job Title
 Branch / Division
 Office
 Office Phone:
 Email Address:



First / Last name
 Job Title
 Branch / Division
 Office
 Office Phone:
 Email Address:



Offices without their own social media accounts or website should use the following agency-level accounts. Offices with their own social media accounts or websites may use their own appropriate links.

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VIDEO

The National Archives logo should be included as a standard title frame when a new video opens and closes. Organizations with approved logos should use paired logos.



Paired logo



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NARA branding needs to be included in the lower third on screen.

Lower third example



Lower third example with a paired logo



HISTORY & SYMBOLISM

Symbolism for the Eagle

The eagle illustration was based on the 12-foot-tall sculptural detail at the outer angles of the pediments on the National Archives Building in Washington, DC. The eagle is a symbol for guardianship, strength, and courage. The wings symbolize moving ahead, swiftness, and protection. Our use of the eagle, the national symbol of the United States, also connects NARA's identity to the Great Seal of the United States.

Brand Promise

The brand is you, and it's all of NARA. It's what NARA stands for and represents the unique work we all perform for our stakeholders, visitors, and global clients providing open access to our nation's history.

Font

The print font selected to accompany the eagle logo visually connects with the inscriptions on the outside of the National Archives Building in Washington, DC. The type selected for print products is called Trajan, and the design is based on the letter forms of Roman square capitals, influenced by the style of the chiseled writings of the Romans during the first century A.D. The letter forms were designed from the inscription at the base of Trajan's Column, from which the typeface takes its name.

TRAJAN REGULAR (only sets in ALL CAPS)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Minion Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Minion Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

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