FDA
U.S. FOOD & DRUG
ADMINISTRATION

FDA Visual Identity Guidelines

September 27, 2016

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

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.

Section Title   Page Title

Detailed instructions and rules for each page.

Visual representation of the rules explained in the blue box.

Advice & best practices when using this guide.

FDA Visual Identity Guidelines

1. BRAND STYLE

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 <u>cannot</u> be altered.

Brand Architecture

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

FDA U.S. FOOD & DRUG
ADMINISTRATION

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

FDA Logo   Monogram

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.

5/6 Modular Grid System

5✕

6✕

½✕   ½✕
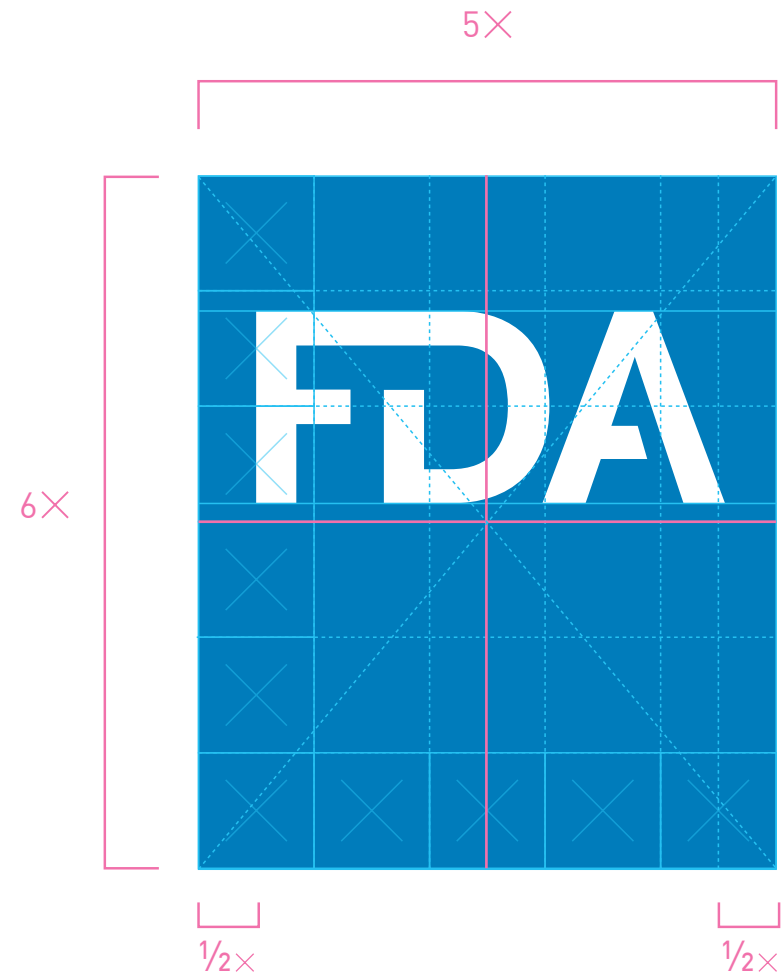
FDA Logo Wordmark

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.

U.S. FOOD & DRUG
ADMINISTRATION

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.

6

5✕

6✕

FDA U.S. FOOD & DRUG ADMINISTRATION

Full Color

Black & White

FDA U.S. FOOD & DRUG ADMINISTRATION

FDA U.S. FOOD & DRUG ADMINISTRATION

FDA Logo   Monogram **and** Wordmark Hierarchy

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.

Primary Logo

Secondary Logo

FDA Logo Clear Space

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.

FDA U.S. FOOD & DRUG
ADMINISTRATION

Monogram
x = cap height of FDA Acronym

Getting It Right

Clear space should be maximized whenever possible.

FDA

FDA Logo Minimum Size

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 mm
(Logo at actual size.)

FDA Logo   Logo Backgrounds

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.
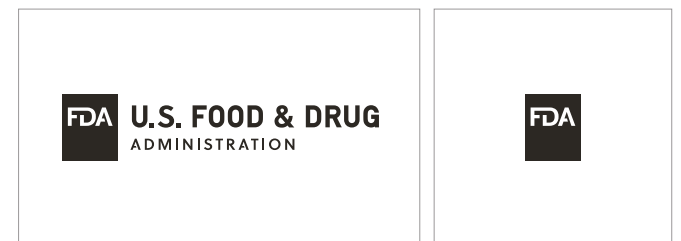
Black backgrounds
Use FDA White Logo

White backgrounds
Use the FDA Blue Logo
Use FDA Black Logo

Image background
Use FDA White Logo

White Logo
Black background

FDA Blue Logo
FDA Black Logo

White background
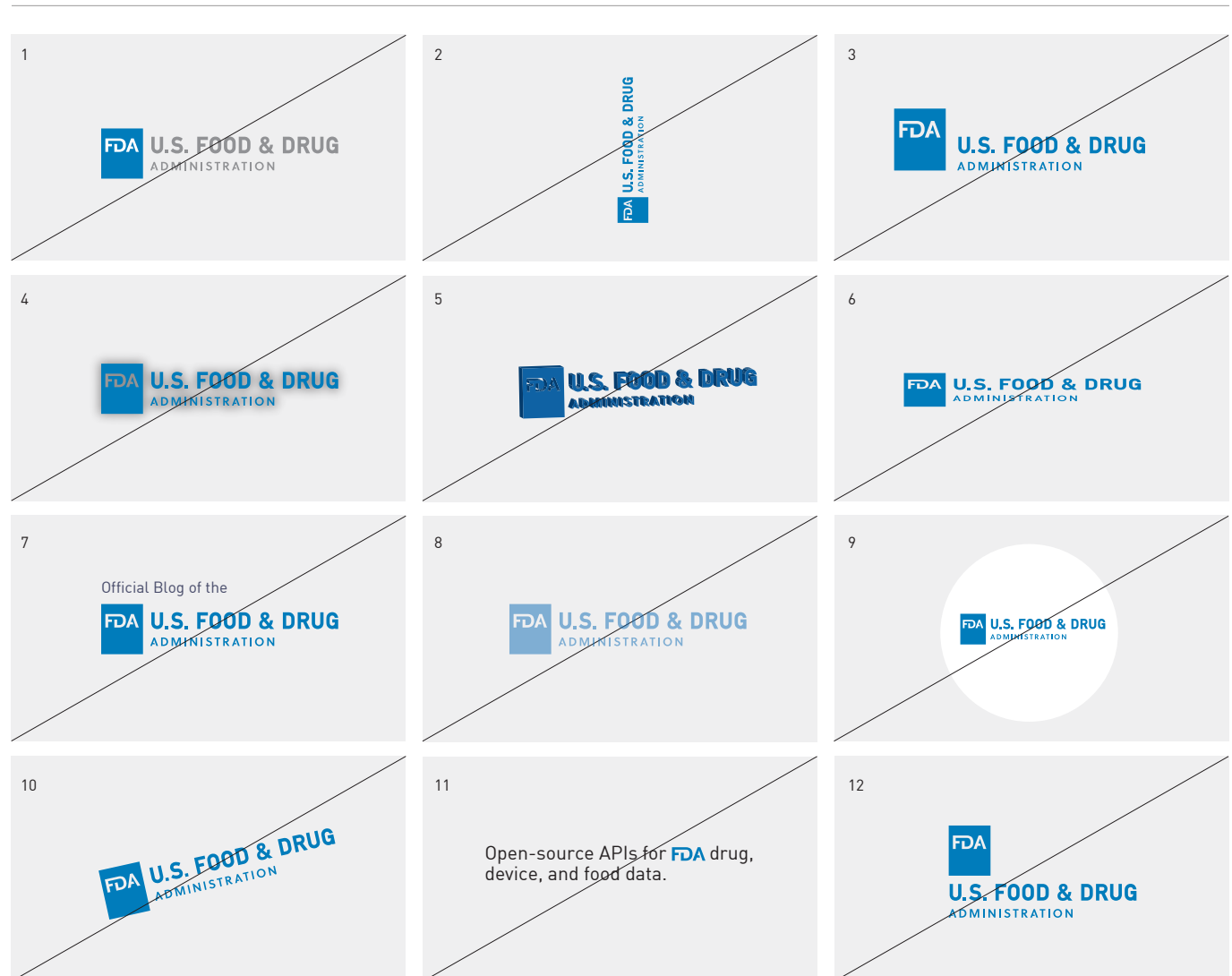

White Logo
Image Background

FDA Logo   Primary Logo Incorrect Use

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

FDA Logo Secondary Logo Incorrect Use

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).

1

2

3

4

5

6

7

8

9

Getting it Right

1   Never change the color of the background block
2   Never rotate logo elements
3   Never reposition the accronym 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

FDA Lock-up Office/Center

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 = 1/6 height of the monogram

FDA **U.S. FOOD & DRUG**
ADMINISTRATION

OFFICE/CENTER NAME

2✕

Tertiary Level Lock-up
x = 1/6 height of the monogram

Office/Center names is flush left within the second box

FDA **U.S. FOOD & DRUG**
ADMINISTRATION

OFFICE/CENTER NAME
SECOND TIER OFFICE/CENTER OR DIVISION NAME

4✕

FDA Lock-up   Offices/Centers

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).

FDA U.S. FOOD & DRUG ADMINISTRATION

One Tier Office Lock-up

FDA U.S. FOOD & DRUG ADMINISTRATION
OFFICE OF FOODS & VETERINARY MEDICINE

FDA U.S. FOOD & DRUG ADMINISTRATION
CENTER FOR FOOD SAFETY & APPLIED NUTRITION

FDA U.S. FOOD & DRUG ADMINISTRATION
OFFICE OF GLOBAL REGULATORY OPERATIONS & POLICY

FDA U.S. FOOD & DRUG ADMINISTRATION
CENTER FOR VETERINARY MEDICINE

FDA U.S. FOOD & DRUG ADMINISTRATION
OFFICE OF MEDICAL PRODUCTS & TOBACCO

FDA U.S. FOOD & DRUG ADMINISTRATION
CENTER FOR BIOLOGICS EVALUATION & RESEARCH

FDA U.S. FOOD & DRUG ADMINISTRATION
OFFICE OF OPERATIONS

FDA U.S. FOOD & DRUG ADMINISTRATION
CENTER FOR DEVICES & RADIOLOGICAL HEALTH

FDA U.S. FOOD & DRUG ADMINISTRATION
OFFICE OF POLICY, PLANNING, LEGISLATION and ANALYSIS

FDA U.S. FOOD & DRUG ADMINISTRATION
CENTER FOR DRUG EVALUATION & RESEARCH

FDA U.S. FOOD & DRUG ADMINISTRATION
OFFICE OF REGULATORY AFFAIRS

FDA U.S. FOOD & DRUG ADMINISTRATION
CENTER FOR TOBACCO PRODUCTS

FDA U.S. FOOD & DRUG ADMINISTRATION
NATIONAL CENTER FOR TOXICOLOGICAL RESEARCH

FDA Lock-up   Office/Center Color

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.

Outline

Fill

FDA **U.S. FOOD & DRUG** ADMINISTRATION
OFFICE OF GLOBAL REGULATORY OPERATIONS & POLICY

FDA **U.S. FOOD & DRUG** ADMINISTRATION
OFFICE OF GLOBAL REGULATORY OPERATIONS & POLICY

FDA **U.S. FOOD & DRUG** ADMINISTRATION
OFFICE OF GLOBAL REGULATORY OPERATIONS & POLICY

FDA **U.S. FOOD & DRUG** ADMINISTRATION
OFFICE OF GLOBAL REGULATORY OPERATIONS & POLICY

Primary Lockup

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.

FDA monogram only
x = 1/6 height of the monogram

2X   2X   2X

Getting It Right

HHS logo should always be larger than the FDA monogram, as shown.

White Lockup   Full Color Lockup   Black & White Lockup

FDA Lock-up   Vertical HHS Lock-up

Secondary Lockup

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.

FDA Monogram only with HHS Logo
x = 1/6 height of the monogram
n = height of the letters in the HHS logo
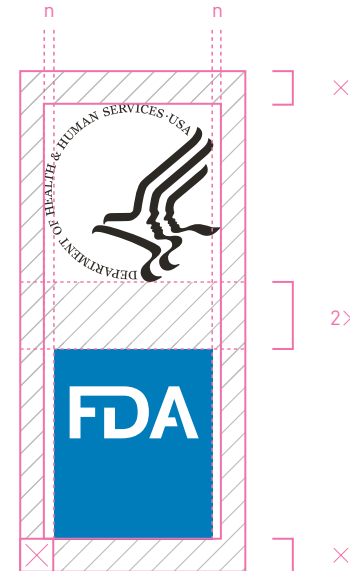
Full Color	Black & White	White

FDA Lock-up   HHS **and** Office/Center Lock-up

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.

FDA monogram only
x = 1/6 height of the monogram

2x   2x   2x

FDA **U.S. FOOD & DRUG**
ADMINISTRATION

x

x

2x

OFFICE OF GLOBAL REGULATORY OPERATIONS & POLICY

FDA Lock-up Co-Branding/Partnerships Lockup

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

FDA Logo
Primary Mark

Use
This is the FDA logo lock-up and is the preferred application. Use this primary FDA logo when prominent visual brand communication is desired.

Example: Handbook, Brochure
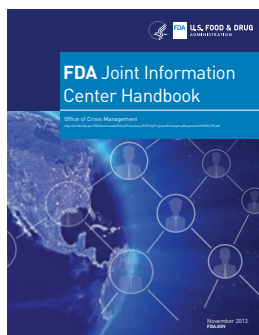
FDA Monogram
Secondary Mark

Use
Use when making simple, declarative, brand-forward statements.

Example: Social Media (Pinterest)

2. CO-BRANDING & PARTNERSHIPS

INTRODUCTION

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
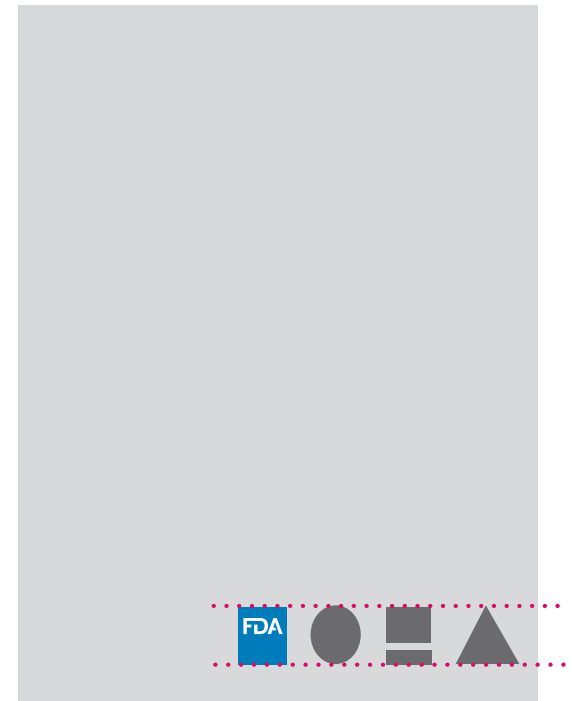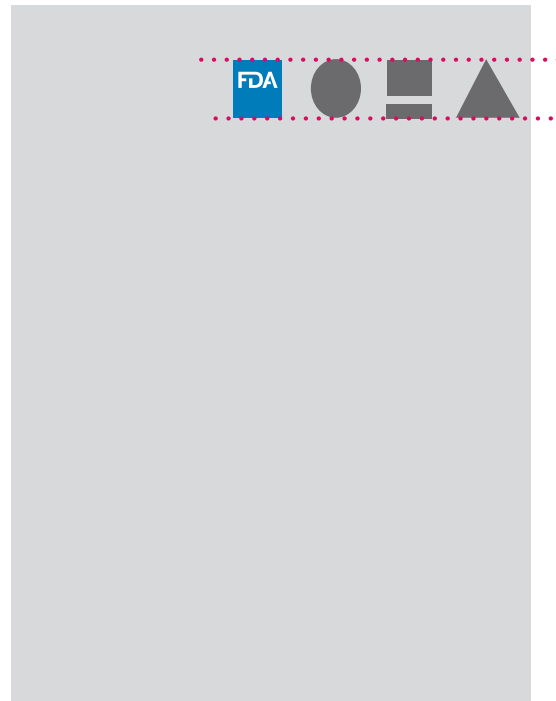
FDA Co-Branding and Partnerships   FDA Monogram with HHS logo

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.
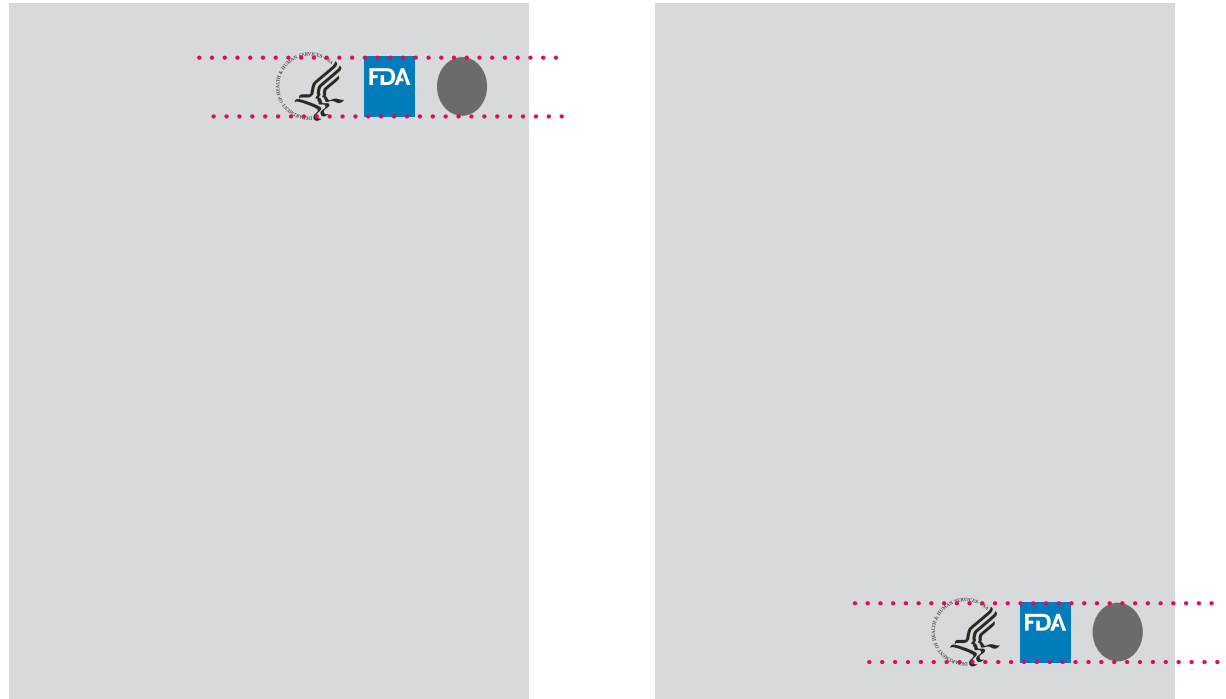
3. **TYPOGRAPHY**

INTRODUCTION

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.

FDA Typography   Primary Typeface

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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

Black
Headlines larger than 25 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

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.

GEORGIA

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

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

Bold Italic

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.

Din FF

Type Weights

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

Suggested Weights

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

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

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
Use appropriate leading

Subheads, 9pt and below
Leading size: +2pt

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

Best Practices

Uppercase, Bold

FDA Joint Information Center Handbook — Lowercase, Regular

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ex. — Lowercase, Regular

It is recommended that all body copy
be flush left, unjustified.

Morbi non volutpat libero. Morbi
vestibulum ultrices ullamcorper.
Nullam orci ligula, mollis at massa id,
feugiat **FDA** vulputate ante.   morbi
arcu purus, mattis a massa eget,
tincidunt aliquam massa. Sed pharetra
suscipit condimentum. Quisque luctus
eget purus vitae fermentum. Curabitur
id odio mollis, eleifend dolor auctor,
placerat metus. Donec id tellus lectus.

Do not insert the FDA logo into body text.

Morbi non volutpat libero. Morbi
vestibulum ultrices ullamcorper.
Nullam orci ligula, mollis at massa id,
feugiat vulputate ante. Morbi arcu
purus, mattis a massa eget, tincidunt
aliquam massa. Sed pharetra suscipit
condimentum. Quisque luctus eget
purus vitae fermentum. Curabitur id
odio mollis, eleifend dolor auctor,
placerat metus. Donec id tellus.

Do not set text flush right.

Morbi non volutpat libero. Morbi
vestibulum ultrices ullamcorper.
Nullam orci ligula, mollis at massa id,
feugiat vulputate ante. Morbi arcu
purus, mattis a massa eget, tincidunt
aliquam massa. Sed pharetra suscipit
condimentum. Quisque luctus eget
purus vitae fermentum. Curabitur id
odio mollis, eleifend dolor auctor,
placerat metus.

Do not center text.

Morbi non volutpat libero. Morbi
vestibulum ultrices ullamcorper.
Nullam orci ligula, mollis at massa id,
feugiat vulputate ante. Morbi arcu
purus, mattis a massa eget, tincidunt
aliquam massa. Sed pharetra suscipit
condimentum. Quisque luctus eget
purus vitae fermentum. Curabitur id
odio mollis, eleifend dolor auctor,
placerat metus. Donec id tellus lectus.

Don't justify text, it can create visual gaps
within the paragraph.

Morbi non volutpat libero. Morbi
vestibulum ultrices ullamcorper.
Nullam orci ligula, mollis at massa id,
feugiat vulputate ante. Morbi arcu
purus, mattis a massa eget, tincidunt
aliquam massa. Sed pharetra suscipit
condimentum. Quisque luctus
eget purus vitae fermentum. Curabitur
id odio mollis, eleifend dolor auctor,
placerat metus. Donec id tellus lectus.

Don't use more than one font size
within body text.

Morbi non volutpat libero. Morbi
vestibulum ultrices ullamcorper.
Nullam orci ligula, mollis at massa id,
feugiat vulputate ante. Morbi arcu
purus, MATTIS A MASSA EGET,
tincidunt aliquam massa. Sed pharetra
suscipit condimentum. Quisque luctus
eget purus vitae fermentum. Curabitur
id odio mollis, eleifend dolor auctor,
placerat metus. DONEC id tellus lectus.

Don't use more than one font style,
weight or color in a sentence.

4. **COLOR PALETTE**

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.

FDA Color Palette   Specifications

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.

FDA Primary Colors

Color Palette Equivalents	CMYK	RGB	Hex
FDA Blue	95 / 41 / 6 / 0	0 / 124 / 186	#007CBA
FDA Dark Blue	100 / 94 / 24 / 23	34 / 44 / 103	#222C67
FDA White	N/A	N/A	#FFF
FDA Black	66 / 64 / 67 / 67	46 / 41 / 37	#2E2925
Gray	0 / 1 / 0 / 43	160 / 160 / 163	#A0A0A3
Gold	2 / 22 / 100 / 8	229 / 182 / 17	#E5B611
Red	9 / 100 / 79 / 2	214 / 0 / 54	#D60036

FDA Color Palette   Percentages

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

DOMINANT COLOR
FDA Blue

60%

SECONDARY COLOR
FDA Dark Blue
White

30%

8% ACCENT   **Gray / Black**

2% TERTIARY   **Red / Gold**
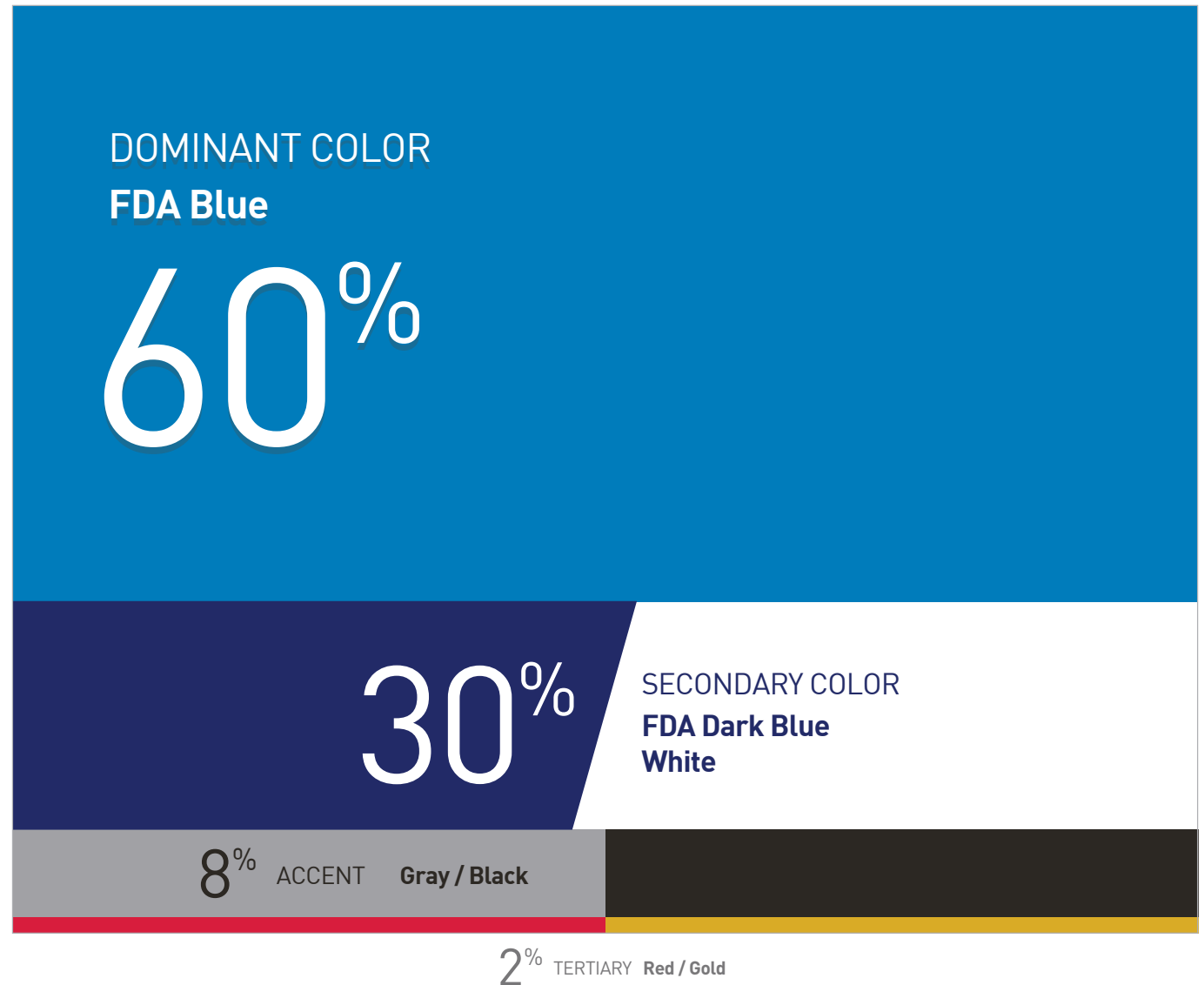
FDA Color Palette Gradient

This FDA blue blend comprises the
FDA Blue and White colors.

FDA Blue
Pantone 746 C
100%
No Angle

50%

White
#FFF
100%
No Angle
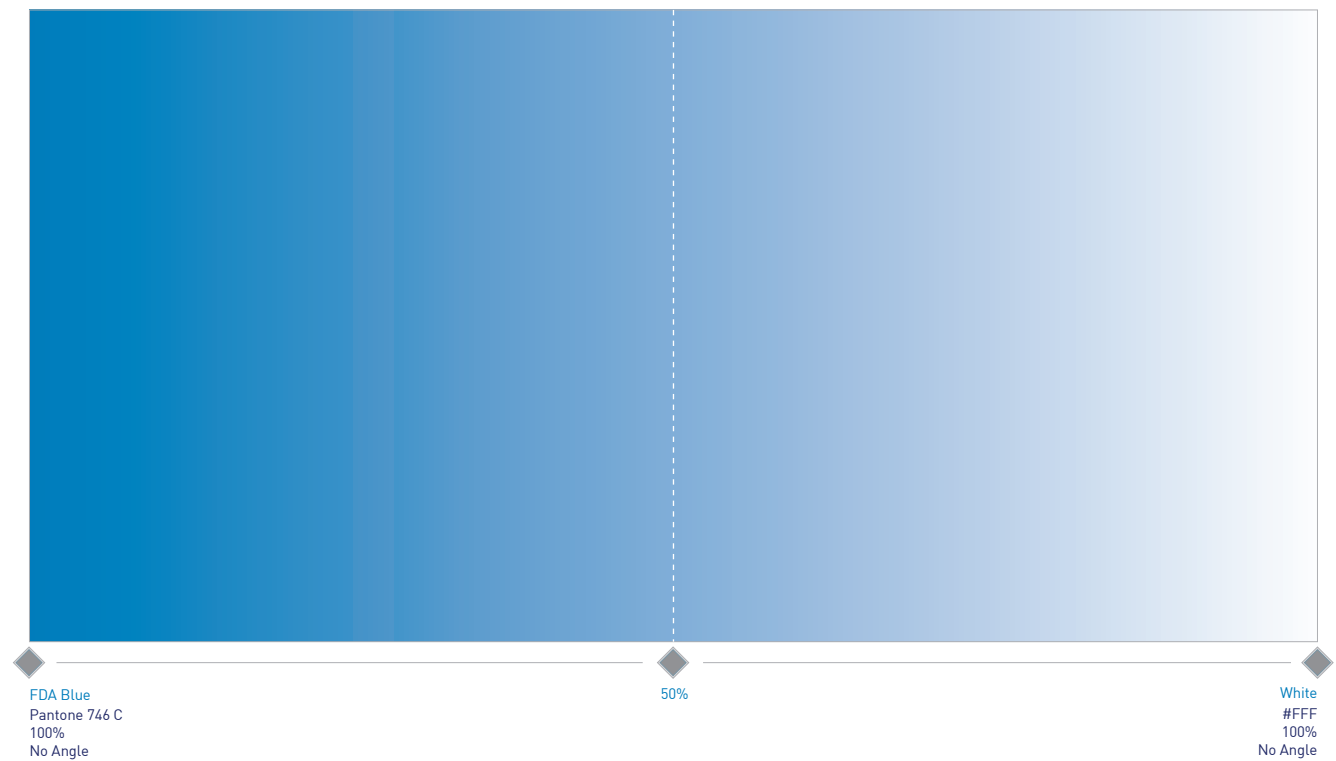
5. **IMAGERY**

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.

FDA Imagery   Photography

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.
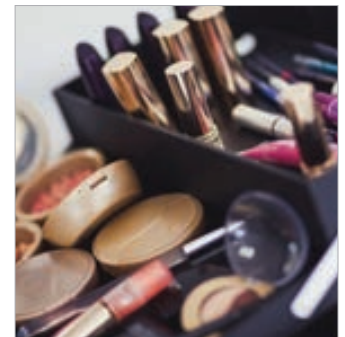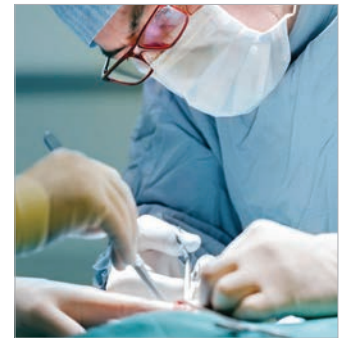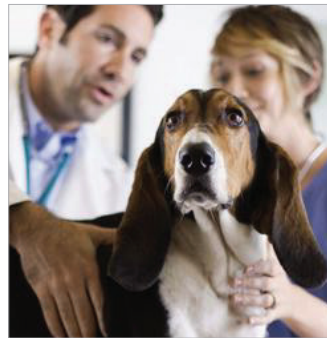
FDA Imagery   Incorrect Usage

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
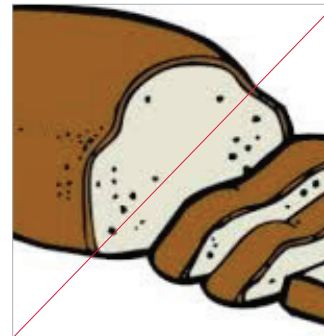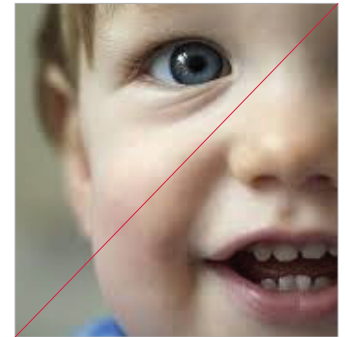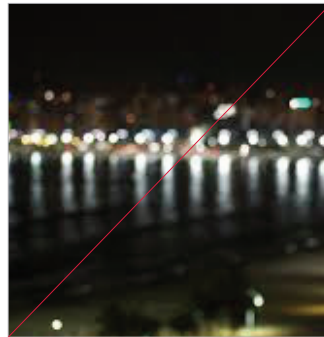
6. **GRAPHIC ELEMENTS**

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.

FDA Graphic Elements   Logo - Top Clear (Protected) Space

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.

FDA U.S. FOOD & DRUG
ADMINISTRATION

Content

www.fda.gov

7. COMMUNICATIONS

INTRODUCTION

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.

FDA Communications Letterhead

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.

FDA U.S. FOOD & DRUG ADMINISTRATION

U.S. Food & Drug Administration
10903 New Hampshire Avenue
Silver Spring, MD 20993
www.fda.gov
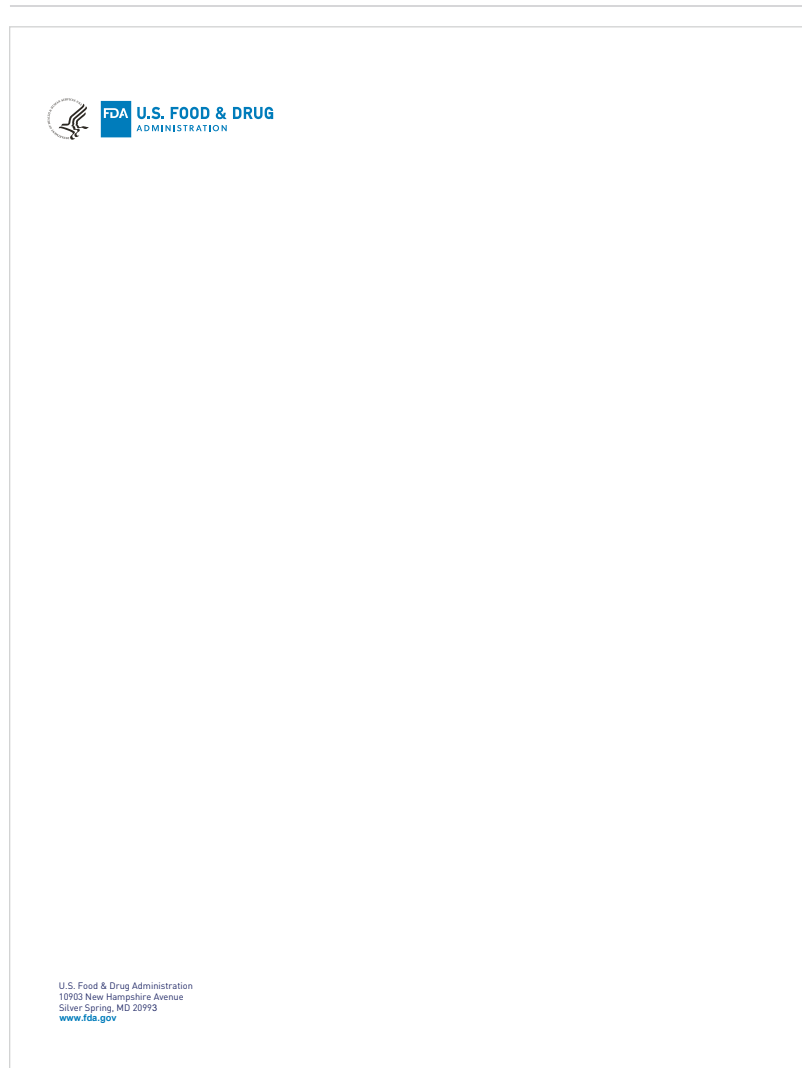
Sample shown not actual size.

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)

FDA U.S. FOOD & DRUG ADMINISTRATION
OFFICE OF THE COMMISSIONER

U.S. Food & Drug Administration
10903 New Hampshire Avenue
Silver Spring, MD 20993
www.fda.gov

Sample shown
with Office/Center Lockup

FDA Communications   Fact Sheet

FDA Fact Sheet Template (using no-color 1-tier lock-up)

FDA Fact Sheet Template (using color 1-tier lock-up)

FDA Communications News Release

Logo Area

Contact Information

Article Headline

Body

FDA Communications Publication Templates

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.
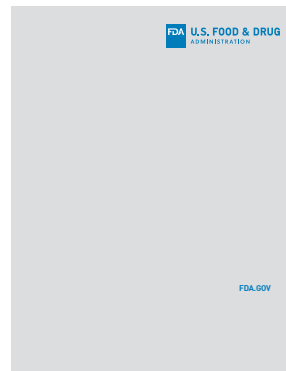
Example of a lettersize layout

Example of a lettersize cover design

Example of a trifold brochure layout

Example of a trifold brochure cover design

Example of a custom-size layout

Example of a custom-size layout

FDA Communications PowerPoint Presentations

Designed with the ease of printing in mind, PowerPoint presentations are set on a white background. They should be short, image-heavy and text-light.

Cover Page (with graphic) optional

Title Page

Section Divider Page

Quote Text Page

Two Column Text Page

Three Column Text Page

Image with Text Page

Product Image Page

Large Statement Page
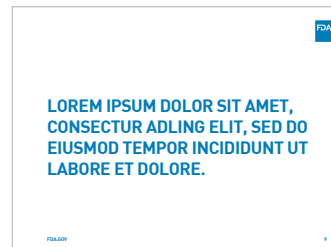
Last Page

Interior Page Template/ FDA Monogram Placement
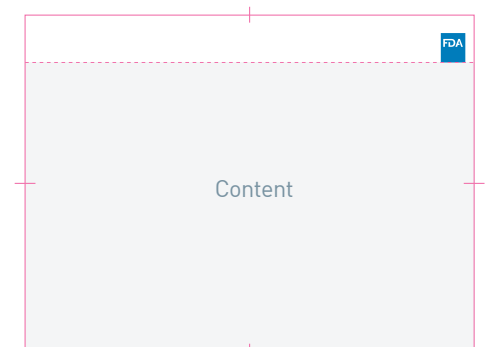
Content

FDA Communications   Television and Live Feed/Streaming

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

FDA Communications   Videos

FDA-branded video shall comply with all
Visual Identity guidelines for logos, color,
sizing, fonts, and other guideance 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 .

7.7.1   FDA Visual Identity Guidelines

FDA Communications Envelope

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 U.S. FOOD & DRUG
ADMINISTRATION

U.S. Food & Drug Administration
10903 New Hampshire Avenue
Silver Spring, MD 20993
www.fda.gov
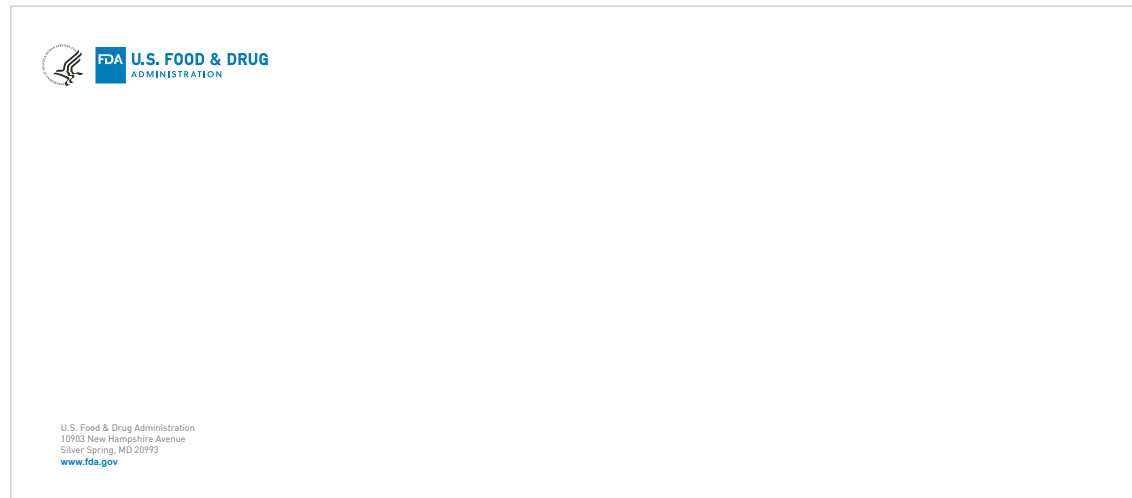
Sample shown not actual size.
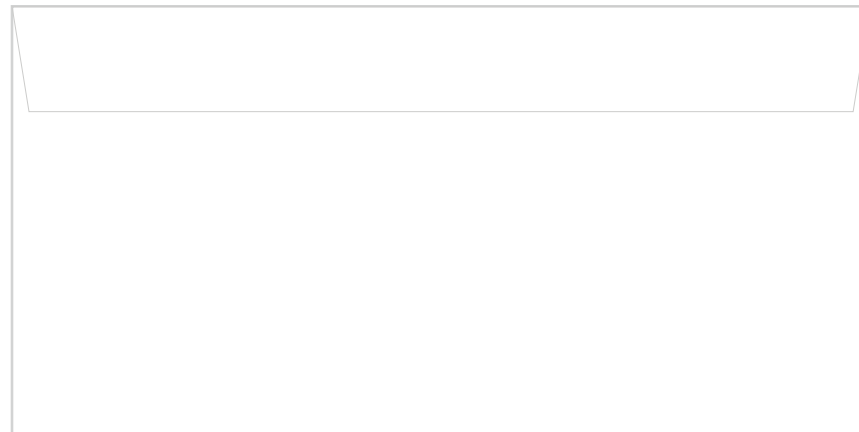
FDA Communications Email Signature

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

FDA Communications Business Cards

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).

Front
Standard card
with HHS Lockup
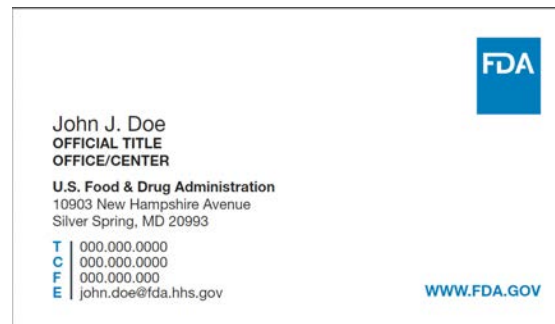
Back
Standard Card

FDA Logo
Front: FDA Blue, and FDA White logo.
Back: FDA Monogram in FDA Blue

Note: ORA Investigator and Special Agent Badged Employees Only
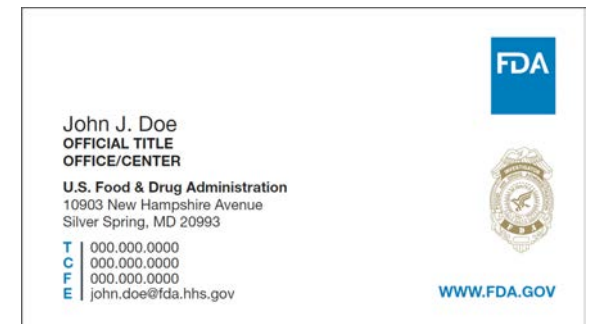
Front

Investigator
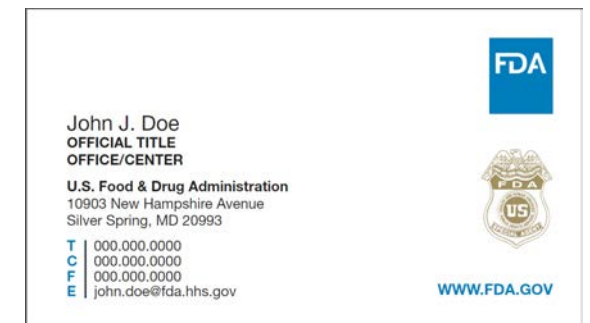
Front

Special Agent

FDA Communications Stationery Products
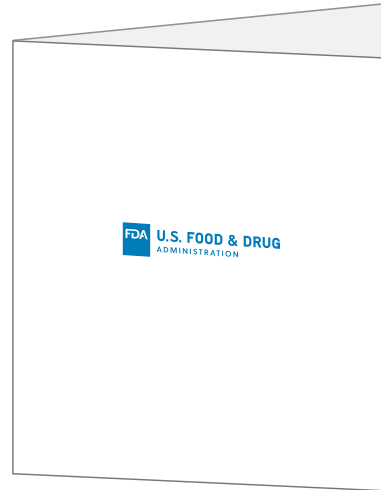
Folder

Alternate Folder

First, Last Name

OFFICIAL TITLE
OFFICE/CENTER

Name Badge

John J. Doe

OFFICIAL TITLE
OFFICE/CENTER
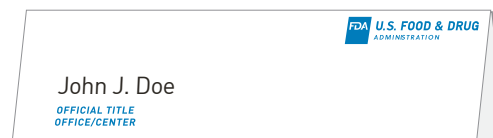
Table Tent

Invitation, Note Card and
Thank You Card

One signature certificate

Two signature certificate

FDA Communications Signage

Entry to the WO campus
Washington, DC

Outdoor Signage

Street Signage

BUILDING
32
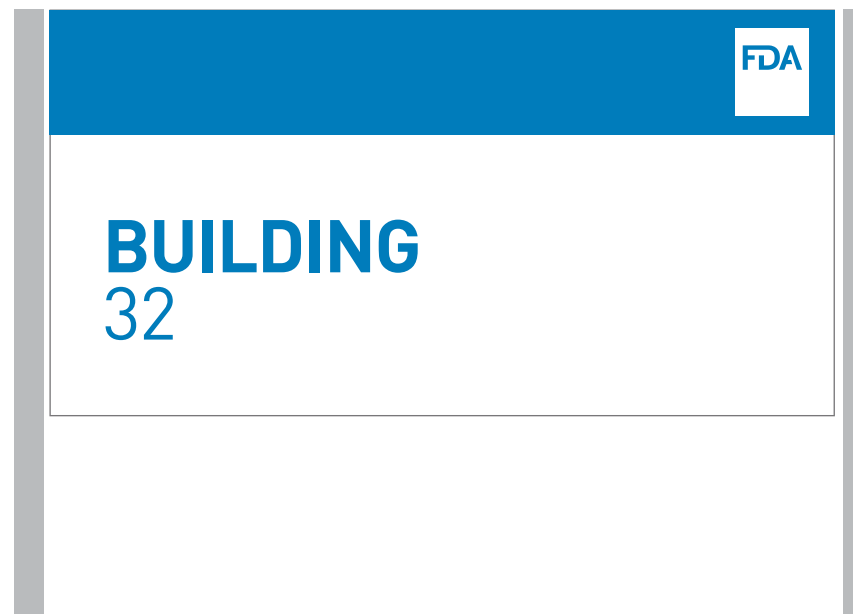
FDA Communications Exhibits Style

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

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.

Header Module

This bi-weekly newsletter provided by the Office of Health and Constituent Affairs at the Food and Drug Administration (FDA) is intended to inform you of FDA-related information on a variety of topics, including new product approvals, significant labeling changes, safety warnings, notices of upcoming public meetings, proposed regulatory guidances and opportunity to comment, and other information of interest to patients and patient advocates. Subscribe or update your subscriber preferences.

FDA U.S. FOOD & DRUG ADMINISTRATION

Office of Health & Constituent Affairs
PATIENT NETWORK NEWS
VOLUME 5 | NUMBER 17 | AUGUST 19, 2015

2 Rows with Label Module

PRODUCT SAFETY

IMAGE

Achieving Zero Contains Hidden Drug Ingredient
The Food and Drug Administration (FDA) is advising consumers not to purchase or use Achieving Zero, a product promoted and sold for weight loss on various websites such as www.amazon.com.

FDA laboratory analysis confirmed that Achieving Zero contains sibutramine. Sibutramine is a controlled substance that was removed from the market in October 2010 for safety reasons. The product poses a threat to consumers because sibutramine is known to substantially increase blood pressure and/or pulse rate in some patients and may present a significant risk for patients with a history of coronary artery disease, congestive heart failure, arrhythmias, or stroke. This product may also interact, in life-threatening ways, with other medications a consumer may be taking. More information

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 it is performing strongly across a wide range of performance measures. At the same time, FDA has implemented a range of initiatives to promote access to safe and effective medical devices for American patients.

These improvements include those to 510(k) and premarket approval (PMA) review times along with a reduction in Investigational Device Exemption (IDE) review times of almost a full year-which means many devices investigated in the United States now reach the market a full year sooner than they did at the beginning of this decade. Performance in FDA's review of novel, moderate risk devices has also improved markedly, demonstrating the success of FDA's efforts to expand use of its de novo review pathway. More information
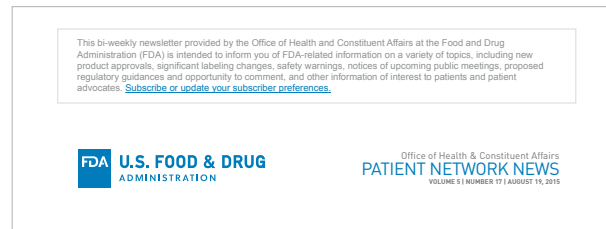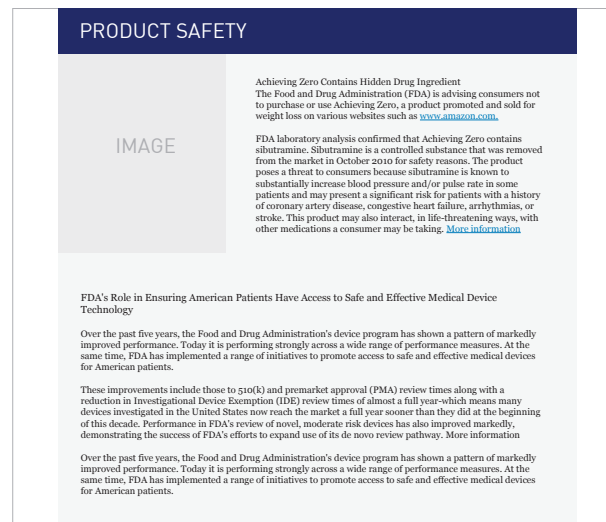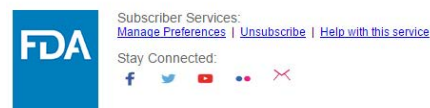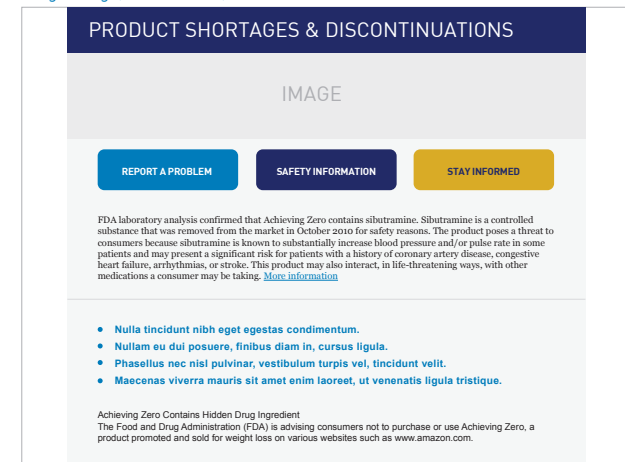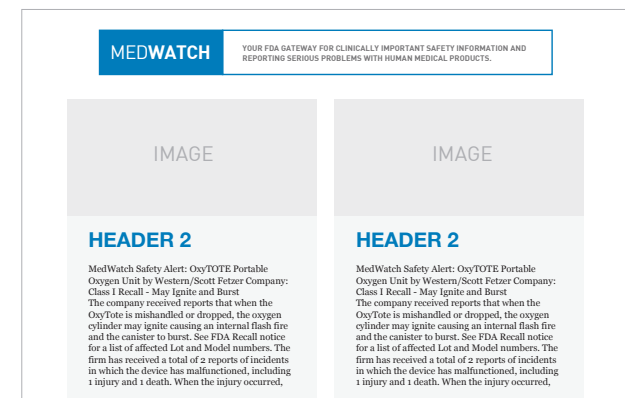
Over the past five years, the Food and Drug Administration's device program has shown a pattern of markedly improved performance. Today it is performing strongly across a wide range of performance measures. At the same time, FDA has implemented a range of initiatives to promote access to safe and effective medical devices for American patients.

Footer Module

FDA

Subscriber Services:
Manage Preferences | Unsubscribe | Help with this service

Stay Connected:

Large Image, action items, and Label Module

PRODUCT SHORTAGES & DISCONTINUATIONS

IMAGE

REPORT A PROBLEM   SAFETY INFORMATION   STAY INFORMED

FDA laboratory analysis confirmed that Achieving Zero contains sibutramine. Sibutramine is a controlled substance that was removed from the market in October 2010 for safety reasons. The product poses a threat to consumers because sibutramine is known to substantially increase blood pressure and/or pulse rate in some patients and may present a significant risk for patients with a history of coronary artery disease, congestive heart failure, arrhythmias, or stroke. This product may also interact, in life-threatening ways, with other medications a consumer may be taking. More information

- **Nulla tincidunt nibh eget egestas condimentum.**
- **Nullam eu dui posuere, finibus diam in, cursus ligula.**
- **Phasellus nec nisl pulvinar, vestibulum turpis vel, tincidunt velit.**
- **Maecenas viverra mauris sit amet enim laoreet, ut venenatis ligula tristique.**

Achieving Zero Contains Hidden Drug Ingredient
The Food and Drug Administration (FDA) is advising consumers not to purchase or use Achieving Zero, a product promoted and sold for weight loss on various websites such as www.amazon.com.

Co-Brand Label and double column Module

MEDWATCH   YOUR FDA GATEWAY FOR CLINICALLY IMPORTANT SAFETY INFORMATION AND REPORTING SERIOUS PROBLEMS WITH HUMAN MEDICAL PRODUCTS.

IMAGE

IMAGE

HEADER 2

MedWatch Safety Alert: OxyTOTE Portable Oxygen Unit by Western/Scott Fetzer Company: Class I Recall - May Ignite and Burst
The company received reports that when the OxyTote is mishandled or dropped, the oxygen cylinder may ignite causing an internal flash fire and the canister to burst. See FDA Recall notice for a list of affected Lot and Model numbers. The firm has received a total of 2 reports of incidents in which the device has malfunctioned, including 1 injury and 1 death. When the injury occurred,

HEADER 2

MedWatch Safety Alert: OxyTOTE Portable Oxygen Unit by Western/Scott Fetzer Company: Class I Recall - May Ignite and Burst
The company received reports that when the OxyTote is mishandled or dropped, the oxygen cylinder may ignite causing an internal flash fire and the canister to burst. See FDA Recall notice for a list of affected Lot and Model numbers. The firm has received a total of 2 reports of incidents in which the device has malfunctioned, including 1 injury and 1 death. When the injury occurred,
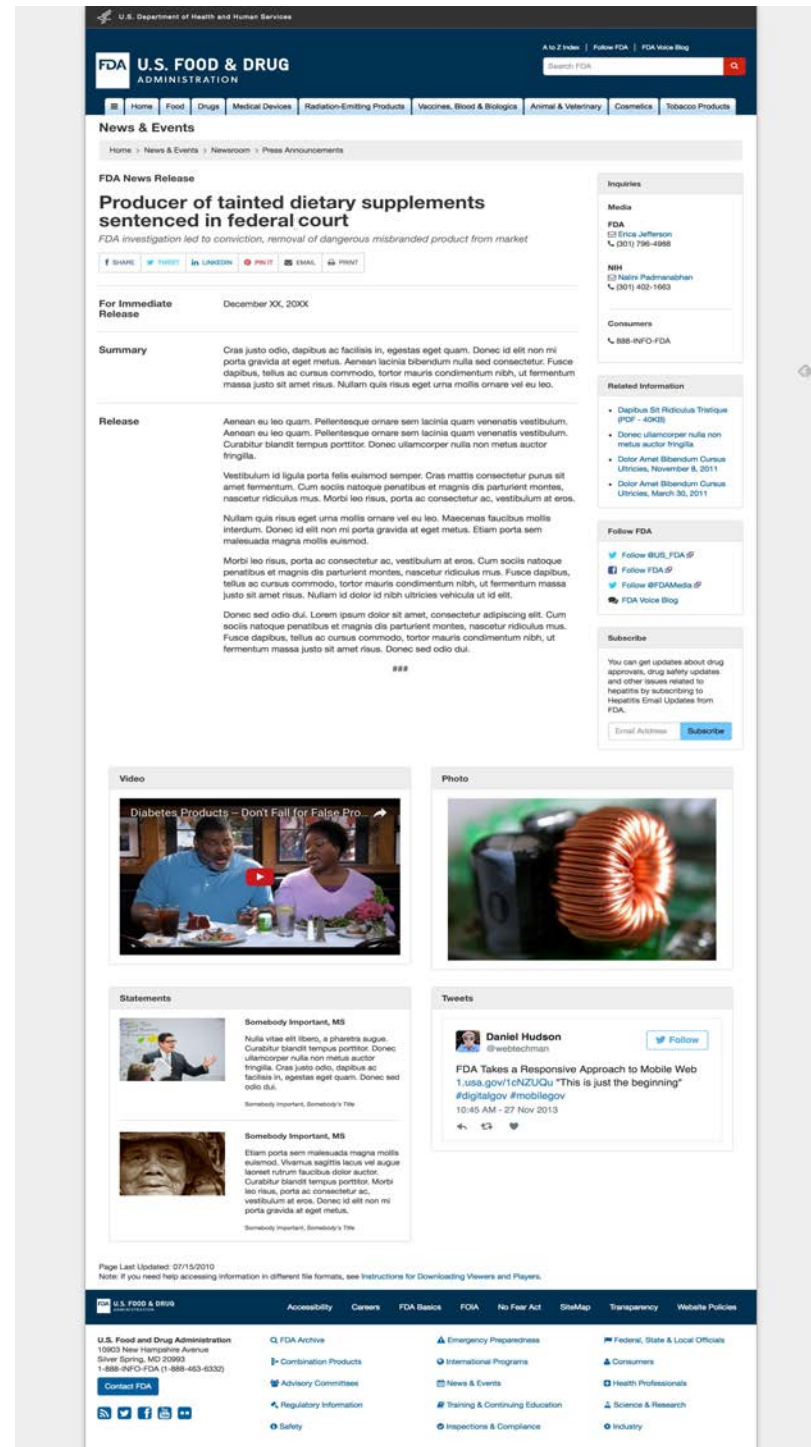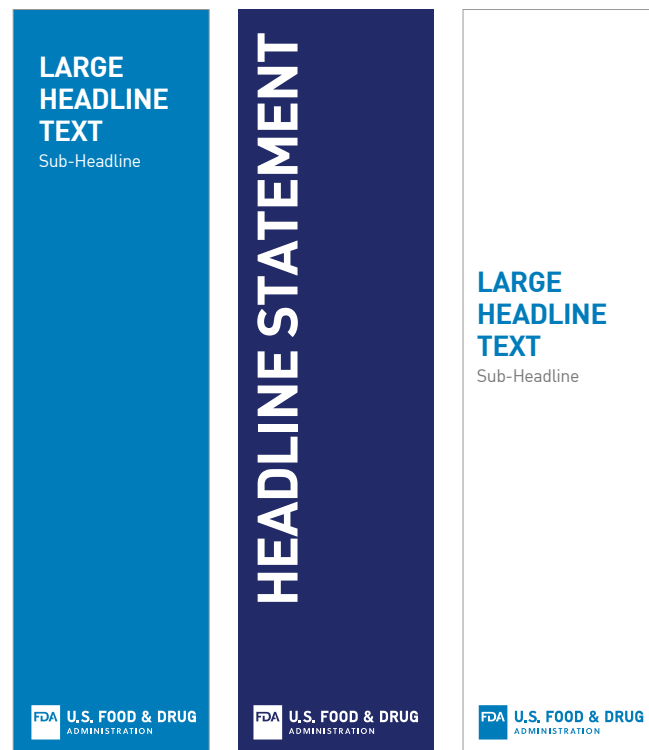
FDA Communications Website

This is a mockup of the logo living on the current website.

FDA Communications   Web Banner Ads

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.

Vertical

LARGE HEADLINE TEXT
Sub-Headline

FDA U.S. FOOD & DRUG ADMINISTRATION

Example 1

HEADLINE STATEMENT

FDA U.S. FOOD & DRUG ADMINISTRATION

Example 2

LARGE HEADLINE TEXT
Sub-Headline

FDA U.S. FOOD & DRUG ADMINISTRATION

Example 3

Horizontal

HEADLINE
Sub-Headline

LEARN MORE

FDA U.S. FOOD & DRUG ADMINISTRATION

HEADLINE
Sub-Headline

FDA U.S. FOOD & DRUG ADMINISTRATION

Example 1 (Top)

Example 2

Rectangular

HEADLINE
Sub-Headline

FDA U.S. FOOD & DRUG ADMINISTRATION

FDA U.S. FOOD & DRUG ADMINISTRATION

Example 1 (Top)

Example 2

FDA Communications Mobile UI

App Launch Icon

Smart Phone, UI
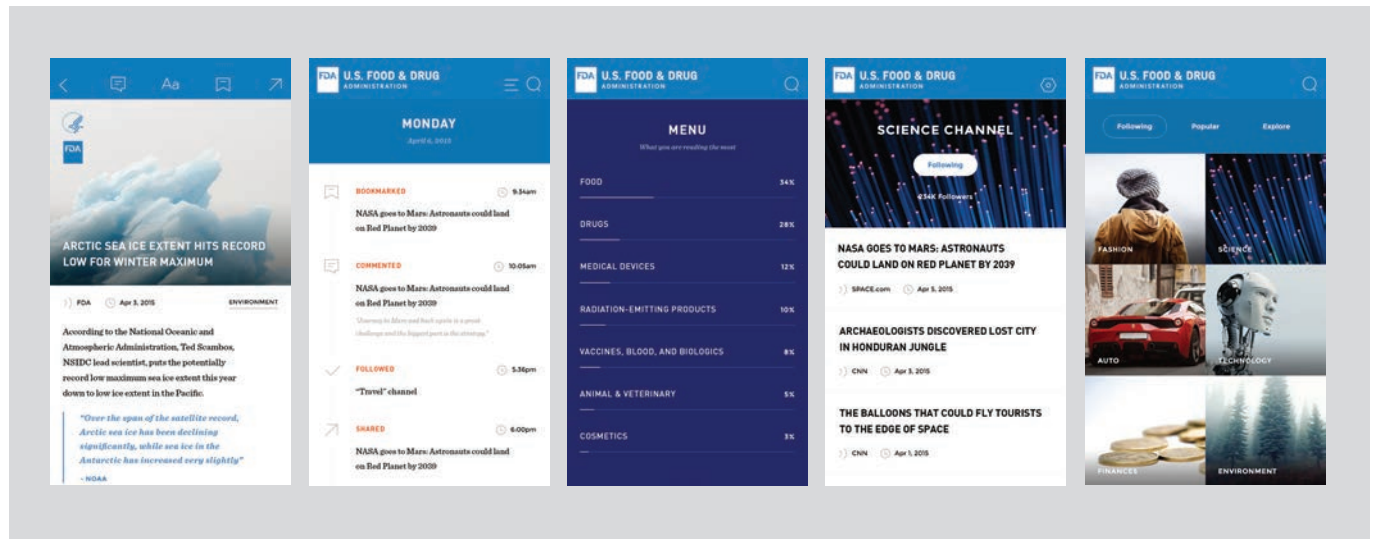
FDA Communications Social Media

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:

	Small	Medium	Large	Extra Large
Facebook	32 x 32	50 x 50	–	180 x 180
Twitter	24 x 24	48 x 48	73 x 73	128 x 128
YouTube	36 x 36	–	88 x 88	800 x 800
Flickr	24 x 24	48 x 48	–	–
Pinterest	36 x 36	48 x 48	–	–
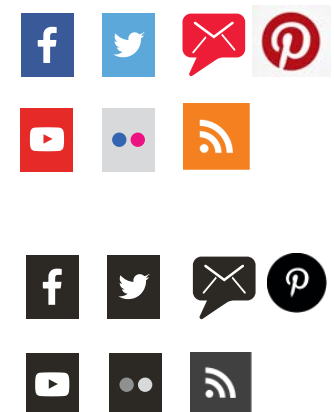
FDA Communications Twitter

8. **EXAMPLE APPLICATIONS**

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.
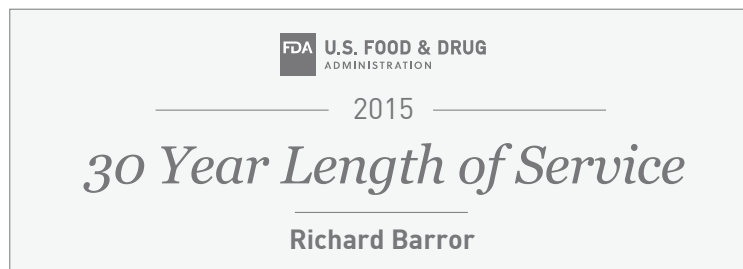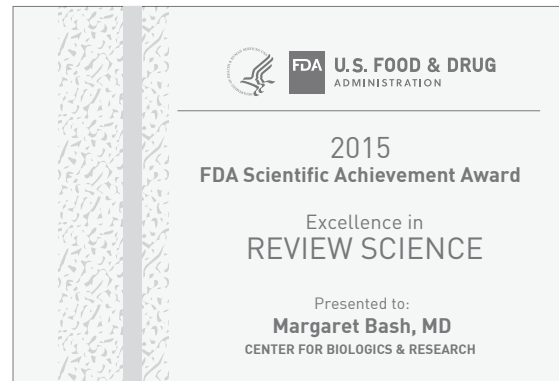
FDA Example Applications   Stamp

FDA Example Applications   Signage

FDA Best Practices   Wearables
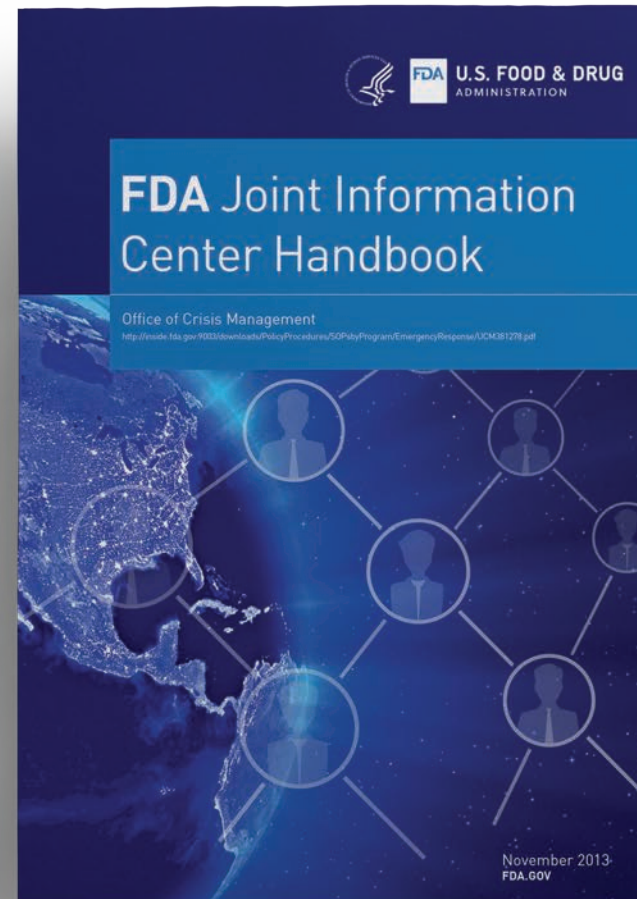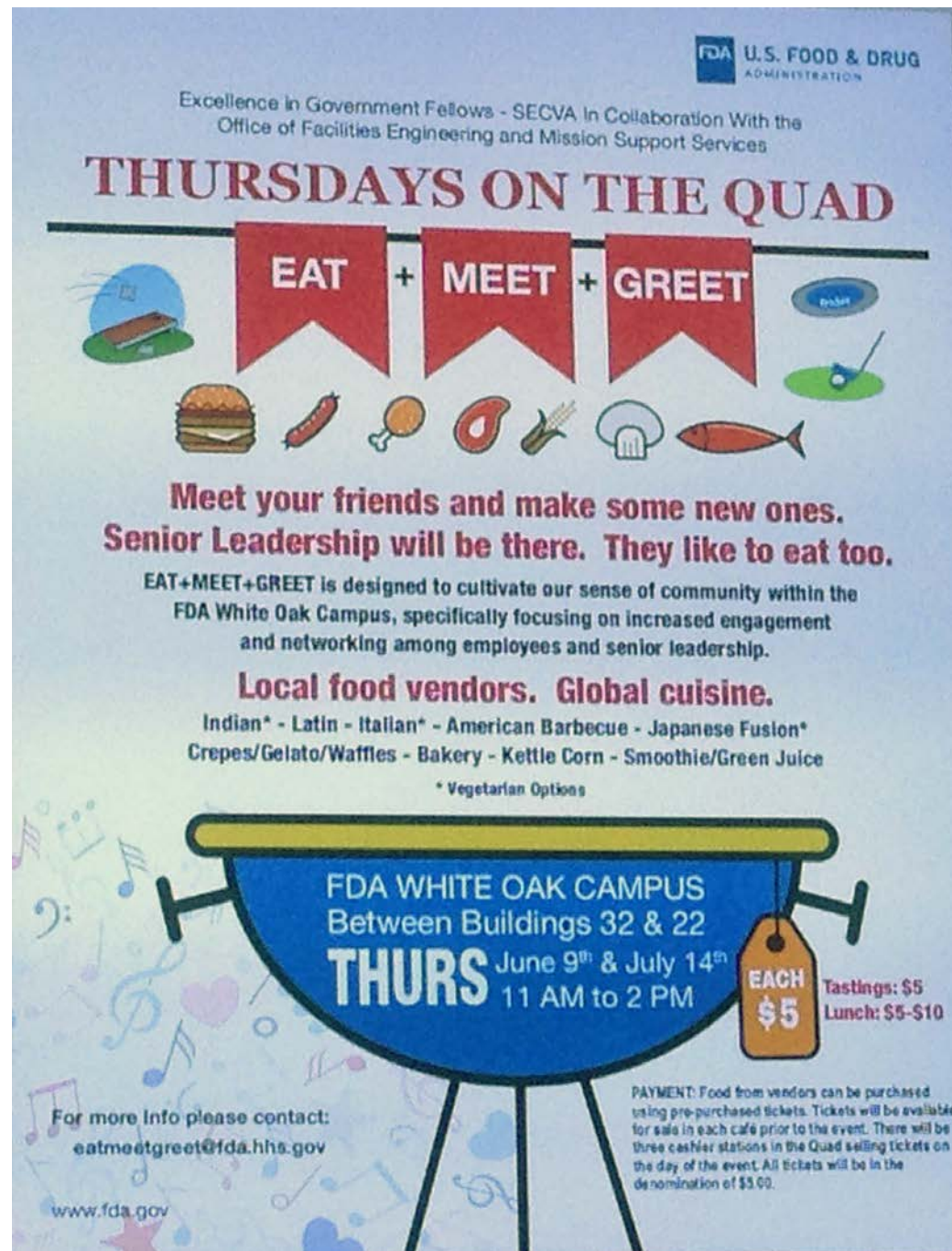
FDA baseball cap
Lab coat

FDA Example Applications   Items

Tshirt/Polo
Briefcase/Messenger Bag
Coffee Mug

FDA Example Applications   Handbook

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