

FedRAMP

BRANDING GUIDANCE

June | 2017



FedRAMP

FedRAMP BRANDING GUIDANCE

Executive Summary

This document provides guidelines on the use of the FedRAMP name and logo on all FedRAMP marketing and collateral materials. General guidelines are provided first, followed by more specific guidelines for the two major uses of the FedRAMP mark:

- Designation of FedRAMP 3PAO accreditation
- FedRAMP Compliance

FedRAMP BRANDING GUIDANCE

Document Revision History

DATE	DESCRIPTION	AUTHOR
12/01/2012	Original Release	FedRAMP PMO
11/17/2014	Updated branding guidance to highlight proper use of new FedRAMP logo. Removed specific logos for 3PAOs or types of authorizations.	FedRAMP PMO
06/06/2017	Updated branding guidance to highlight proper use of new FedRAMP logo, color palette, fonts and icons.	FedRAMP PMO

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FedRAMP Overview

FedRAMP is a government-wide program that provides a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services. This approach uses a “do once, use many times” framework that will save cost, time, and staff required to conduct redundant agency security assessments.

The objective of FedRAMP is threefold:

- Ensure that information systems/services used government-wide have adequate information security;
- Eliminate duplication of effort and reduce risk management costs; and
- Enable rapid and cost-effective procurement of information systems/services for federal agencies.

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General Guidelines

1. The FedRAMP logo refers to the FedRAMP name and FedRAMP approved logo detailed in this document.
2. The FedRAMP PMO will authorize an entity's ability to use the FedRAMP logo. The authorization will detail the specific circumstance(s) when an organization can use the FedRAMP logo.
3. The FedRAMP logo may never be used in any manner that would imply government endorsement of a company, its products, or its services. Neither the logo nor the FedRAMP name may be used in any other company name, product name, service name, domain name, or website title.
4. The logo may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
5. The logo may never be used in a manner that would disparage FedRAMP or any government body.
6. Abbreviation of the Federal Risk Authorization Management Program must always appear as FedRAMP.
7. Authorized organizations are responsible for the proper use of the FedRAMP logo as outlined in this document. This includes but is not limited to the use by any representatives, such as advertising agencies, system integrators, resellers, partners, etc.

FedRAMP BRANDING GUIDANCE

Color Palette

If multicolor printing is available, please use the color scheme below.

Primary Color Palette



CMYK:
100/84/41/37
RGB:
17/46/81



CMYK:
5/100/78/0
RGB:
227/28/61



CMYK:
72/66/65/73
RGB:
33/33/33

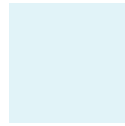


CMYK:
66/55/45/20
RGB:
91/97/107



CMYK:
33/26/23/0
RGB:
174/176/181

Secondary Color Palette



CMYK:
10/0/2/0
RGB:
225/243/248



CMYK:
36/0/2/0
RGB:
155/218/241



CMYK:
69/0/5/0
RGB:
2/191/231



CMYK:
75/16/8/0
RGB:
0/166/210



CMYK:
91/54/20/3
RGB:
4/107/153



CMYK:
95/74/14/2
RGB:
31/84/147



CMYK:
13/100/99/3
RGB:
205/32/38



CMYK:
26/100/99/24
RGB:
152/27/30

Gradient



↑
Secondary Blue
CMYK:
95/74/14/2
RGB:
31/84/147

↑
Primary Blue
CMYK:
100/84/41/37
RGB:
17/46/81



FedRAMP

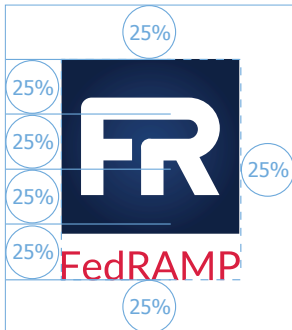
Logo Text



Primary Red
CMYK:
5/100/78/0
RGB:
227/28/61

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Logo Usage



Clear Space

We require the minimum amount of clear space to be equal to .25% of the height of the logo you use. No other graphic elements, such as text or images, can appear in this area. We require this clear space since the Promotional Logo frequently appears within materials using complex imagery, such as other logos, graphic devices, and text.



Grey-Scale Printing

If gray-scale printing is used, the logo must be printed using the color scheme below.

Gradient



Secondary Blue
CMYK: 0/0/0/85 RGB: 0/50/98

Primary Blue
CMYK: 0/0/0/100 RGB: 0/31/71

Logo Text



Primary Red
CMYK: 33/26/23/0 RGB: 174/176/181

Improper Logo Usage

Adhering to these guidelines is an integral part of creating a successful, memorable brand. Proper usage of the logo must be exercised in order to align all branded products. Do not alter the logo in any way. Here are some common mistakes.



FedRAMP

Cropping elements



FedRAMP

Disrupting the clear space



FedRAMP

Distorting the shape



FedRAMP

Disrupting the orientation



FedRAMP

Causing elements to overlap



Separating the elements

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Optional Uses of FedRAMP Logo

The FedRAMP logo can use the text “FedRAMP” or stand alone as mark in the following ways:

Official approved
FedRAMP logo



FedRAMP

Additional logo and color logo usage options:



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No text option



Logo usage on dark background



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Typography

When designing an original product that reflects the FedRAMP brand, this primary set of fonts should be used. These typefaces offer variety, while adhering to the elements established in the FedRAMP brand.

HEADER | Gill Sans

Gill Sans Light
Gill Sans Light Italic
Gill Sans Regular
Gill Sans Semi Bold
Gill Sans Semi Bold Italic

Gill Sans Bold
Gill Sans Bold Italic
Gill Sans Ultra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 !?(){}|:;

BODY TEXT | Calibri

Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 !?(){}|:;

MAIN HEADER

Sub-Header

Sub Sub-Header

Ipsae peliqua: Spelige ndaerep edigent asped mod et hitatia epedit eaque plique por aut vendeli quationseria ne cone nonseque omniat valoris serestio dit, ommo corro culpa sim fugiani musantor sa vel moluptati tem es voleste culpari tatur, si doluptatur raturecti sed modi autem ra nimi, ilignihil molecte moditatibus eumquia:

- Aaut molendi as denisqui nobis etur sectoruptiam.
- Soloreror sit, cus et que parum a commolu ptasimus et dempel iurerrumquis inveni.
- Modis iliquo odicte sam quati ut volorectur siminverupti a dent prore rest, voluptat aut opti.

Inci occus consequi bearum et im qui totatempor mi, volupta tibus aut enemqui aspientis dusae. Itae dunt labo. Ur, expe pro ducit, ut est, officid quia coris dendaep udicius evellorerero doluptam vel iunt et asperum volopro.

1. Voluptate od ex eario. Itatur, quiae natus sit mod evelit omnisquia id quia dolescia dis
2. Doluptibus, id ullaccusam iunt ernatur sanis voluptaquia sunt expe nus eos mod quatem

Il is moditat atesse perchitis eatem re, ex erspriet dellorem quis et ma id ut pa sim apelibu sanditin nos nisinve rferibus, con reium solupturero occaborehent perit rempeliscid ere perum imus, omnitis aut eos sent.

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PowerPoint Template Style and Usage



Slide Header:

Gill Sans Bold
Size: 18pt
Color: Primary blue
C 100 | M 84 | Y 41 | K 37

Body Text Header:

Gill Sans Semi - Bold
Size: 16pt
Color: Primary red
C 5 | M 100 | Y 78 | K 0

Body Text:

Calibri Regular
Size: 14pt
Color: Primary dark gray
C 72 | M 66 | Y 65 | K 73



CMYK:
100/84/41/37
RGB:
17/46/81



CMYK:
5/100/78/0
RGB:
227/28/61

Icon Style and Usage



Primary Icon Style

Please use this primary icon style for your graphic needs:

Background:
Secondary Blue
C 69 | M 0 | Y 5 | K 0

Elements:
White
C 0 | M 0 | Y 0 | K 0

Secondary Icon Style



Secondary Blue
C 69 | M 0 | Y 5 | K 0



Background:
Primary Blue
C 100 | M 87 | Y 34 | K 25

Elements:
Secondary Blue
C 69 | M 0 | Y 5 | K 0



Background:
Primary Blue
C 100 | M 84 | Y 41 | K 37

Elements:
White
C 0 | M 0 | Y 0 | K 0



Lighter Gray
C 66 | M 55 | Y 45 | K 20

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FedRAMP Logo Review Policy

- Use of the FedRAMP logo in conjunction with qualified products or services (i.e. an approved 3PAO) does not require approval.
- The FedRAMP PMO must approve any major educational or promotional campaigns that feature the FedRAMP logo prior to use. The submitted materials will be reviewed for consistency with these guidelines within two (2) weeks of receipt of the materials. Materials should be submitted to the FedRAMP Director at info@fedramp.gov with the following in the subject line: “FedRAMP Branding Review.”

Logo Violations

The FedRAMP PMO actively monitors proper use of the FedRAMP logo. This includes but is not limited to the use by any representatives such as advertising agencies, system integrators, resellers, partners, etc. The following explains the general course of action for addressing logo violations:

1. Anyone who misuses the logo will be contacted in writing or by telephone.
2. The FedRAMP Program Management Office will provide a distinct timeframe to correct the error(s). The timeframe will be dependent upon the medium in which the violation appeared and the severity of the violation.
3. Follow-up will be conducted to ensure that the error(s) has been corrected.

Failure to make the required changes may result in termination of a stakeholder’s participation in FedRAMP and/or legal action.

Questions about Using the FedRAMP Logo

If you have questions regarding the use the FedRAMP logo, please contact the FedRAMP PMO at info@fedramp.gov.

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FedRAMP in Promotional Materials

This section outlines the messages that FedRAMP believes are important to convey regarding the benefits of the program. The government incorporates three messages into its materials and recommends those meeting the guidelines outlined in this document do the same, to the extent possible. The messages are:

The goal of FedRAMP is to:

- Accelerate the adoption of secure cloud solutions through reuse of assessments and authorizations
- Increase confidence in the security of cloud solutions
- Achieve consistent security authorizations using a baseline set of agreed upon standards for cloud solution
- Ensure consistent application of existing security practices
- Increase confidence in security assessments
- Increase automation and near real-time data for continuous monitoring

Major benefits of FedRAMP

- Increases re-use of existing security assessments across agencies
- Saves significant cost, time and resources – do once, use many times
- Improves real-time security visibility
- Provides a uniform approach to risk-based security management
- Enhances transparency between government and cloud service providers (CSPs)
- Improves the trustworthiness, reliability, consistency, and quality of the Federal security authorization process

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Third Party Assessment Organization (3PAO) Use of FedRAMP Logo

FedRAMP allows the use of the FedRAMP logo for FedRAMP accredited 3PAOs under the following conditions:

1. You must be a FedRAMP accredited 3PAO and maintain that accreditation in order to use the FedRAMP logo.
2. An accredited FedRAMP 3PAO can refer to themselves in the following ways:
 - Accredited FedRAMP 3PAO
 - Accredited FedRAMP Third Party Assessment Organization
 - FedRAMP 3PAO
 - FedRAMP Third Party Assessment Organization
3. An organization can use the official FedRAMP logo to designate themselves as an Accredited 3PAO.
4. FedRAMP accredited 3PAOs receive an official letter from the FedRAMP PMO designating their authorization to use the FedRAMP logo in the manner described above.

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Cloud Service Provider (CSP) Use of FedRAMP Logo

FedRAMP allows the use of the FedRAMP logo for CSPs that have met the FedRAMP requirements and are deemed FedRAMP compliant by the FedRAMP PMO. In order to use the FedRAMP logo, a CSP must have their completed security authorization package available for Federal Agency leveraging within the FedRAMP secure repository.

FedRAMP Compliant CSPs

1. A CSP with this level of authorization can refer to their product or service in the following ways:
 - Meet the FedRAMP security requirements
 - Utilized a FedRAMP accredited 3PAO
 - Granted an Authority to Operate by [Federal Agency(ies)].
2. The use of the official FedRAMP logo must clearly align with the product or service named within the assessment materials used to earn the Agency ATO.