



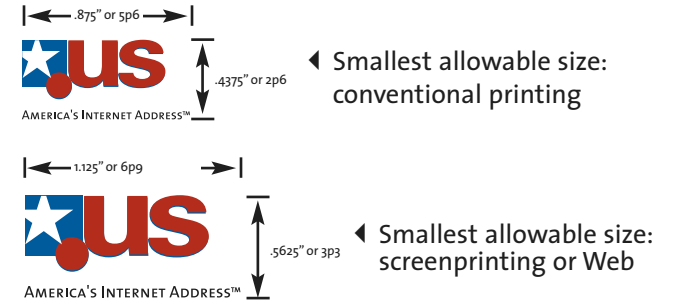
AMERICA'S INTERNET ADDRESS™

Brand Identity Guidelines

Our visual identity symbolizes and represents what we offer to our clients and stakeholders — integrity, trust, quality and security. In order to promote .US, we must portray a unified corporate image while providing flexibility for unique promotion of our lines of business, services, and products. A unified image will

preserve and promote .US's identity as we establish ourselves in the marketplace and continue to grow. If a consumer looks at any form or marketing materials, whether it is collateral, print advertising, direct marketing initiatives, or online promotions, and recognizes it as a .US product, our will goal will be achieved.

This guide provides information on the design elements that create .US's visual identity — the logo, color palette, and typefaces. The guidelines presented must be followed for all internal and external communications, including print publications, presentations and online communications.



To ensure that the integrity of the logo and the .US brand is maintained, the following guidelines detail the acceptable uses of the logo, size and clear space requirements, and examples of unacceptable uses of the logo and modifications to the logo.

Acceptable use of the logo

The .US logo displays best on a white background. If it is placed on a photograph, color background, or other artwork, the background must be of a value at least 50% lighter than the red or blue of the logo. If the logo is placed over a photograph, the background area over which the logo is being placed must be of a value at least 50% lighter than the red or blue of the logo. Avoid the “postage-stamp” effect of placing the logo on a white block or square on an otherwise dark or bright background.

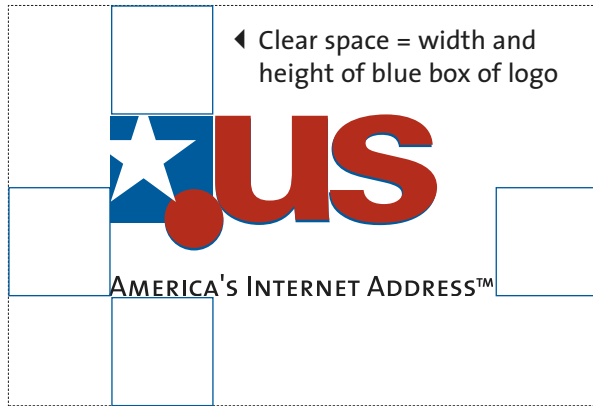
Other forms of the logo

One form of the logo includes the tagline “America’s Internet Address™.” This tagline should appear as part of the .US logo, and not by itself. The tagline must be part of the image itself and not added using text.

Versions of the logo with and without the tagline are available as black and white, 3-color and 4CP. All logofiles have been created using Adobe Illustrator, and have been saved as .eps files with type saved as outlines.

Size

Please see the diagrams, above, for the minimum reproduction sizes for conventional printing and for screenprinting, Web, or any application with low resolution.



◀ Do not place the logo on a dark background.



◀ Do not subjugate the logo.

America's Internet Address



◀ Do not add a tagline or other text to logo.



◀ Do not stretch or expand the logo.

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◀ Do not add any effects to the logo.

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Minimum clear space requirements

For maximum impact, the .US logo must be surrounded by clear, open space equal to the size of the square box in the logo.

Unacceptable use of the logo

In general, any use that makes the logo difficult to read or degrades the integrity of the logo is unacceptable. Please see some examples, above.

Do not place the logo on a dark background.

The background color must be significantly lighter than the red and blue logotype. The .US logo displays best on a white background.

Do not place the logo on a busy background.

Placing the logo on a busy background compromises the readability and integrity of the logo.

Do not rotate the logo.

Rotating the logo degrades the importance of the mark.

Do not subjugate the logo.

Unless .US is a subcontractor doing work for an entity that deserves higher billing, never present the logo smaller or less prominent than any other.

Unacceptable modifications to the logo

As a general rule of thumb, the .US logo should never be modified. The following is a list of “don’ts” that should always be observed:

Do not add a tagline or other text to the logo.

Do not modify the color of the logo in any way.

Please see page 4 for color standards.

Do not stretch or expand the logo to make it wider or taller.

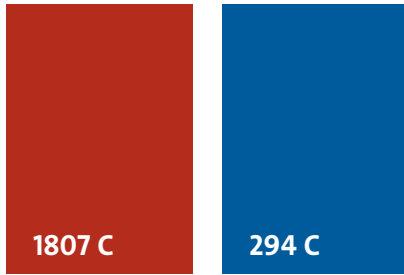
Please scale the logo proportionately when it is imported into any document.

Do not add any effects to the logo.

Do not add drop shadows, glowing effects or modify proportions or dimensions of the logo in any way.

Do not use the star or any other symbol to represent .US

The entire logo is the only acceptable logo.



PANTONE®

4-color reproduction

	C	M	Y	K
1807 C:	0	91	94	30.5
294 C:	100	56	0	18

RGB

	R	G	B
1807 C:	153	37	41
294 C:	15	69	136

Hexadecimal

1807 C:	992529
294 C:	0F4588

For color matching, please use Pantone color whenever possible or use the values supplied here.
Do not depend on your screen to match these colors accurately.

Sabon
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 !@#\$%^&*()_+
 1234567890

SABON, ROMAN SMALL CAPS
Sabon Italic
Sabon Bold
Sabon Bold Italic

TheSans 5
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 !@#\$%^&*()_+
 1234567890

THEsans 5, CAPS
TheSans 5, Italic
TheSans 7, Bold
THEsans 7, BOLD CAPS
TheSans 7, Bold Italic

The preferred typefaces for .US are the Sabon and TheSans families of type. Sabon is generally used for body copy, and TheSans is used for headings and subheads.



- ◀ Headline is set with TheSans Bold, flush left. Text is set solid, with tracking set to +1.
- ◀ Subhead is set with TheSans Bold, flush left. Text is set solid, with tracking set to +1. Allow one line space between subhead and body copy.
- ◀ Text is set using Sabon. Text is set with leading open to approximately 25% additional distance from height to lead. For example, 12 point type is set on 15 point lead. Tracking set tight: on 12 point type, close tracking to -4. Space before formatting for body copy set 12/15 should allow .12 in place of a hard return between paragraphs. There are no indents at the beginning of the paragraph, as the space between paragraphs indicates paragraph breaks.