National Museum
of American Diplomacy

Brand Guide

Contents

About Us

Mission

Name Guidance

Mission

The National Museum of American Diplomacy tells the story of the history, practice, and challenges of American diplomacy.

Through exhibitions and programs, we inspire the American public to discover diplomacy and how it impacts their lives every day. No other museum brings diplomatic history to the forefront in its exhibits, and no other institution is solely dedicated to collecting items of diplomacy.

Name Guidance

The National Museum of American Diplomacy was previously called the U.S. Diplomacy Center until 2019.

Use "the National Museum of American Diplomacy (NMAD)" in first instance and "NMAD" or the museum in each instance after

Pronounce NMAD /nʌ- mæd/ or "nuh–mad"

- **DO** use article "the" when referring to the museum
- **DO** use "the National Museum of American Diplomacy (NMAD)" in first instance of reference on a page
- **DO** use "NMAD" or "the museum" after the full name is used

- **DO NOT** use "NMAD" prior to reference
- **DO NOT** use "the NMAD"
- **DO NOT** use "The Museum"
- **DO NOT** use the "Museum of Diplomacy" or "National Diplomacy Museum" or any other iterations of reference

Logo

Our Logo

Download .zip at **diplomacy.state.gov/about−nmad/press**

Logo Anatomy

The most prominent feature is the American bald eagle supporting the shield, or escutcheon, which is composed of 13 red and white stripes, representing the original states, and a blue top which unites the shield and represents Congress. The motto, *e pluribus unum* (out of many, one), alludes to this union. The olive branch and 13 arrows denote the power of peace and war, which is exclusively vested in Congress. The constellation of stars denotes a new state taking its place and rank among other sovereign powers.

Next to the seal is the National Museum of American Diplomacy signature in Libre Baskerville.

Color Versions

Color versions of the logo are preferred to show the detail of the seal.
Use the appropriate color depending on the background of the design.

Horizontal Blue Text Logo

Horizontal White Text Logo

Vertical Blue Text Logo

Vertical White Text Logo

Grayscale & White Versions

In cases where a color version of the logo cannot be used, please use one of the approved grayscale or white versions depending on the design.

Horizontal Grayscale Logo

Horizontal All White Logo

Vertical Grayscale Logo

Vertical All White Logo

DO

- **Leave space around the logo.** Always leave the logo some room to breathe.

- **Use the blue, horizontal version when possible.**

- **Check color contrast.** Use the appropriate version to create the highest contrast for viewers.

DON'T

- **Crop the logo.** Always use the logo with both the seal and the signature.

- **Alter the logo.** Do not add any embellishments such as drop shadows or change the color. Only use approve versions.
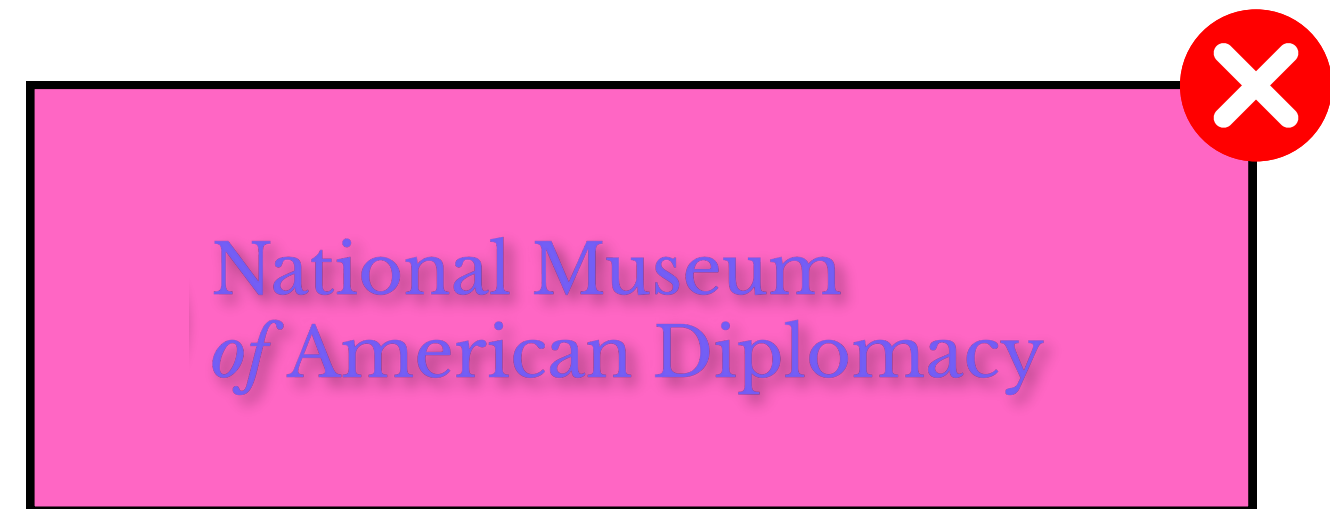
Colors

NMAD Blue

Primary Colors

Supporting Colors

Blue + Black Gradient

NMAD Blue

The NMAD blue is the primary color used on print and digital materials. This shade of blue is approachable and engaging. It reflects our brand as a knowledgeable institution that can be a trusted source of information.

When printing, the Pantone or CMYK color should be used. The web color #00597 should be used in all digital designs and online products.

NMAD BLUE
PANTONE 2145 C
CMYK 100, 71, 0, 2
HEX #005597

Colors

Primary Colors

In addition to the NMAD blue,
red, yellow, cyan can be used
as accents. Khaki is often
used as a background color.
Dark gray should be used for
text.

Always use a contrast checker
before pairing colors.

RED
PANTONE 178 C
CMYK 0, 66, 88, 0
HEX #FF5C56

KHAKI
PANTONE 7499 C
CMYK 0, 4, 18, 0
HEX #FFFAF1

DARK GRAY
PANTONE 2336
CMYK 33, 4, 0, 72
HEX #484848

NMAD BLUE
PANTONE 2145 C
CMYK 100, 71, 0, 2
HEX #005597

YELLOW
PANTONE 113 C
CMYK 0, 9, 80, 0
HEX #FBD958

CYAN
PANTONE 901 C
CMYK 75, 0, 7, 0
HEX #169DD6

LIGHT GRAY
PANTONE 2334 C
CMYK 10, 1, 0, 40
HEX #6E6E6E

Supporting Colors

Additional designs, such as infographics, often require a larger variety of colors.

Use these colors to extend your palette when necessary.

BROWN
HEX #97352D
CMYK 27, 89, 86, 24

ORANGE
HEX #F47A55
CMYK 0, 65, 70, 0

DARK BLUE
HEX #2C3B87
CMYK 98, 92, 13, 2

LIME GREEN
HEX #90C844
CMYK 48, 0, 96, 0

MEDIUM GREEN
#1FAF60
CMYK 48, 0, 96, 0

PURPLE
#6F2A7D
CMYK 11, 66, 0, 51

Blue + Black Gradient

Using the NMAD blue with a black gradient overlay can be used to elevate printed or digital materials.

Black should be a pure black #00000, starting at 27% opacity, ending at 0% opacity.

Typography

Typefaces

Sans Serif: DM Sans

Serif: Libre Baskerville

Notes on Typefaces

Typefaces

Our main typefaces are DM Sans and Libre Baskerville.

The clean, contemporary sans serif DM Sans is complemented by the historical, but modernly-adapted, serif Libre Baskerville.

Libre Baskerville works best as large headings. DM Sans should be used for body text and when serif fonts cannot be legible.

Both fonts are available under the Open Font License and can be downloaded from Google Fonts.

DM Sans

Libre Baskerville

DM Sans

DM Sans is a low–contrast geometric sans serif design, intended for use at smaller text sizes.

DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry (UK), who started from the Latin portion of Indian Type Foundry's Poppins.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!()&" " ' '

Regular | *Regular Italic*

Bold | ***Bold Italic***

Libre Baskerville

Libre Baskerville is a web font optimized for body text (typically 16px.) It is based on the American Type Founder's Baskerville from 1941, but it has a taller x–height, wider counters and a little less contrast, that allow it to work well for reading on–screen. The type was designed by Pablo Impallari, an Argentinian type designer based in Rosario.

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890,.!()&" " ' '

Regular   *Regular Italic*

Bold

Contact Us

For additional information about marketing, branding, or communications, please email **nmad-press@state.gov**

diplomacy.state.gov

National Museum *of* **American Diplomacy**