



CYBERSECURITY AND INFRASTRUCTURE SECURITY AGENCY

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# HOUSE STYLE GUIDELINES

JUNE 2021

# Table of Contents

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Introduction | House Style

Logo

Color Palettes

Fonts

Photos

Trademarks and Identities

Templates

Covers

Fact Sheets

Slides

Email Signature

Business Cards

Envelopes and Labels

Certificates

CISA ExecSec Templates

# Introduction | House Style

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Similar to the DHS House Style Guide, the design elements, or visual language, that make up our house style attempt to convey – through imagery, color and appearance – the qualities that represents CISA’s ability to be innovative and proactive in our mission of partnering with industry and government to understand and manage risk to our Nation’s critical infrastructure.

CISA has a unique opportunity to clearly define our brand as the federal leaders in our unique mission space. CISA has a critical need to establish a single identity – **one voice** - that can be fully leveraged to convey our services, products, offerings and value to customers. This brand must convey “what we do” and “who we do it for,” not only in words but visually as well.

## **CISA’s single brand must:**

- Resonate with key external audiences.
- Reflect CISA’s current and developing activities, programs and initiatives.
- Be easily incorporated into daily operational practices for consistent use throughout CISA.
- Provide a common language, look and feel that empowers staff to tell CISA’s story.

Ultimately, the goal of any style guide is to help convey the agency message in a clear, simple, and consistently professional way. With that in mind, please consider the following tips for good design when constructing any agency communications:

## **OVERALL**

- Make a deliberate order to eye navigation.
- White space, or rather blank space, is needed to keep design clean and uncluttered.
- Simplify everything.

## **TEXT AND GRAPHICS**

- Left align text and stick to DHS-approved fonts.
- Emphasize no more than three words on a page. If everything is emphasized, nothing is emphasized.
- Story comes first, then the graphic follows.
- What goes together, stays together.
- The goal of Illustration is to make information more digestible, not more to chew on.

## **COLORS**

- Aim for two or three colors in a layout.
- Gray is a good neutral color for balance.
- Aim for high contrast to improve legibility.

# Introduction | House Style

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This style guide is a living document and needs to be refreshed occasionally. The guide is just that — a guide. It is by no means written in stone and encompassing of every situation needed for the CISA brand. However, please try to keep within the spirit of what the guide is attempting to provide. If there is a better way of doing things, make a note of it, and send us an email for consideration for the next iteration. We welcome comments. We want to know what works and what needs a bit of work.

This House Style Guide provides guidance for the production, review, and release of printed and published materials across CISA and to the public. It also reflects DHS Management Directives 109-02 “Review of DHS Internal Publications” and 123-06 “Use of the Department of Homeland Security Seal.”

For questions on CISA’s branding guidance or this Style Guide, please email: [Branding@cisa.dhs.gov](mailto:Branding@cisa.dhs.gov)

For further branding guidance, please refer to the DHS Style Guides: <http://dhsconnect.dhs.gov/Resources/Brand>

# Logo



The full color logo with DHS blue text is the default for most applications. It is designed to be placed on a light color background and should be used in all four color publications/presentations/formats.



The logo with gray is designed to be placed on a dark color background.



The one color logo with DHS blue text is an alternate workmark for those that prefer a monochromatic design. It is designed to be placed on a light color background.



The one color logo with white text is an alternate logo for those that prefer a monochromatic design. It is designed to be placed on a dark color background.

## NOTE: Logo Alternative

The logo may also be replaced by writing out Cybersecurity and Infrastructure Security Agency. However, such use is intended for footers only and is not in lieu of using the logo in a publication.

**The CISA logo and its use is managed by CISA External Affairs. Furthermore, any co-branding with the CISA logo needs to be cleared by CISA External Affairs, particularly outside co-branding.**

## Where to Find Logo

[External Affairs Resources - CISA Branding and Templates - All Documents \(sharepoint.com\)](#)

## Formats

**.PNG** - Raster image similar to JPG but supports transparent background. For smaller uses.

Do not enlarge or image will pixelate. Can be inserted directly into MS Office applications.

**.EPS and PDF** - Vector files that can also be used as high quality images. Safe to enlarge as necessary. Will not pixelate. Can be inserted directly into MS Office applications.

## Minimum Size



Minimum  
Print Size  
0.625"

## Minimum Clearspace Around Logo



Surround the logo with at least half an inch of clearspace. This isolates the logo from competing graphic elements.



# Logo

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## DO NOT...

- Do not skew, stretch, or tilt the logo. Take care to size the logo proportionately.



- Do not pair other logos or organizations next to the CISA logo or previous logos. We are one agency, not a sum of its parts.



Random  
Services  
Division



**CISA**  
CYBER+INFRASTRUCTURE

- Do not crowd the logo next to other objects and text. Allow adequate clearspace around the logo, roughly 0.5”.



Amus molorer feriori tatio.  
Ci destionsequo in es vel et  
labor aut aut autessit anda  
doluptas se nostes dolor  
ant laccust pro officiisciis  
excerioresti te ipisci autatiu  
riorit odi adi dolum.



Amus molorer feriori tatio. Ci destionsequo  
in es vel et labor aut aut autessit anda.

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**NOTE:** By default, MS Word will compress images to enable smaller file sizes. This means the high resolution logos stored on Sharepoint will look fuzzy after saved in Word, or if copied and pasted from Word for use in other applications. Please make sure to deactivate that function in Word if high resolution is needed or acquire a fresh logo from Sharepoint if needed in another application. The latter option is preferable.

# Color Palettes

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## PRIMARY | DHS Blue, Light Gray, Dark Gray, Light Blue, Red, Green

DHS Blue

<b>PMS</b>	301 C
<b>CMYK</b>	100 45 0 37
<b>RGB</b>	0 82 136
<b>HEX</b>	#005288

DHS Gray

<b>PMS</b>	420 C
<b>CMYK</b>	0 0 0 28
<b>RGB</b>	192 194 196
<b>HEX</b>	#C0C2C4

DHS Dark Gray

<b>PMS</b>	Black U
<b>CMYK</b>	0 0 0 79
<b>RGB</b>	90 91 93
<b>HEX</b>	#5A5B5D

DHS Light Blue

<b>PMS</b>	641 U
<b>CMYK</b>	100 16 0 27
<b>RGB</b>	0 120 174
<b>HEX</b>	#0078AE

DHS Red

<b>PMS</b>	186 C
<b>CMYK</b>	0 100 79 20
<b>RGB</b>	196 18 48
<b>HEX</b>	#C41230

DHS Green

<b>PMS</b>	7737 C
<b>CMYK</b>	56 0 100 27
<b>RGB</b>	94 151 50
<b>HEX</b>	#5E9732

- **Pantone Matching System (PMS) Colors**  
PMS is the professional standard for correct reproduction of specific colors in printed materials.
- **Cyan Magenta Yellow Black (CMYK) Colors**  
CMYK values represent a mix of pigments, giving the closest match to respective PMS color when printing full color process.
- **Red Green Blue (RGB) Colors**  
RGB is a color model for mixing colors of light to be used on an electronic display.
- **Hexadecimal Colors**  
HEX is the hexadecimal notation of RGB colors (noted as #RRGGBB) and is primarily for web use.

## US GOVERNMENT COLORS | Old Glory Blue/Red

Old Glory Blue

<b>PMS</b>	294 C
<b>CMYK</b>	100 92 30 23
<b>RGB</b>	0 40 104
<b>HEX</b>	#002868

Old Glory Red

<b>PMS</b>	186 C
<b>CMYK</b>	17 100 86 7
<b>RGB</b>	191 10 48
<b>HEX</b>	#BF0A30

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### NOTE: 508 Compliance

Section 508 is a federal law mandating that all electronic technology developed, procured, maintained, or used by the federal government be accessible to people with disabilities. That said, please bear in mind contrast of foreground and background colors when developing materials. Contrast can be checked here: <https://webaim.org/resources/contrastchecker/>

# Expanded Color Palette

DHS Primary and Secondary colors are indicated by a star and are required for use in key design elements. Gradient colors may be used for background colors and to create graphic elements, illustrations, and the like.

DHS-Blue	DHS-Gray	DHS-Dark-Gray	DHS-Red	DHS-Light-Blue	DHS-Green
<b>dhs-blue-90</b> #000305 RGB (0,3,5) CMYK (100,40,0,98)	<b>dhs-gray-90</b> #080808 RGB (8,8,8) CMYK (0,0,0,97)	<b>dhs-dark-gray-90</b> #040404 RGB (4,4,4) CMYK (0,0,0,98)	<b>dhs-red-90</b> #080102 RGB (8,1,2) CMYK (0,88,75,97)	<b>dhs-light-blue-90</b> #000507 RGB (0,5,7) CMYK (100,29,0,97)	<b>dhs-green-90</b> #040602 RGB (4,6,2) CMYK (33,0,67,98)
<b>dhs-blue-80</b> #001726 RGB (0,23,38) CMYK (100,39,0,85)	<b>dhs-gray-80</b> #363637 RGB (54,54,55) CMYK (2,2,0,78)	<b>dhs-dark-gray-80</b> #19191a RGB (25,25,26) CMYK (73,67,64,78)	<b>dhs-red-80</b> #37050d RGB (55,5,13) CMYK (0,91,76,78)	<b>dhs-light-blue-80</b> #002231 RGB (0,34,49) CMYK (100,31,0,81)	<b>dhs-green-80</b> #1a2a0e RGB (26,42,14) CMYK (38,0,67,84)
<b>dhs-blue-70</b> #002b47 RGB (0,43,71) CMYK (100,39,0,72)	<b>dhs-gray-70</b> #646566 RGB (100,101,102) CMYK (2,1,0,60)	<b>dhs-dark-gray-70</b> #2f2f30 RGB (47,47,48) CMYK (70,64,62,61)	<b>dhs-red-70</b> #660919 RGB (102,9,25) CMYK (34,99,82,51)	<b>dhs-light-blue-70</b> #003e67 RGB (0,62,90) CMYK (100,31,0,65)	<b>dhs-green-70</b> #314f1a RGB (49,79,26) CMYK (76,44,100,44)
<b>dhs-blue-60</b> #003e67 RGB (0,62,103) CMYK (100,40,0,60)	<b>dhs-gray-60</b> #929395 RGB (146,147,149) CMYK (2,1,0,42)	<b>dhs-dark-gray-60</b> #444547 RGB (68,69,71) CMYK (68,60,57,42)	<b>dhs-red-60</b> #950e24 RGB (149,14,36) CMYK (26,100,91,26)	<b>dhs-light-blue-60</b> #005b84 RGB (0,91,132) CMYK (100,31,0,48)	<b>dhs-green-60</b> #477326 RGB (71,115,38) CMYK (74,33,100,21)
<b>dhs-blue</b> #005288 ★ RGB (0,82,136) CMYK (100,45,0,37)	<b>dhs-gray</b> #c0c2c4 ★ RGB (192,194,196) CMYK (0,0,0,28)	<b>dhs-dark-gray</b> #5a5b5d ★ RGB (90,91,93) CMYK (0,0,0,79)	<b>dhs-red</b> #c41230 ★ RGB (196,18,48) CMYK (0,100,79,20)	<b>dhs-light-blue</b> #0078ae ★ RGB (0,120,174) CMYK (100,16,0,27)	<b>dhs-green</b> #5e9732 ★ RGB (94,151,50) CMYK (56,0,100,27)
<b>dhs-blue-40</b> #3d7ca5 RGB (61,124,165) CMYK (79,44,19,1)	<b>dhs-gray-40</b> #cfd1d2 RGB (207,209,210) CMYK (18,13,13,0)	<b>dhs-dark-gray-40</b> #828284 RGB (130,130,132) CMYK (51,43,41,6)	<b>dhs-red-40</b> #d24b62 RGB (210,75,98) CMYK (14,85,51,1)	<b>dhs-light-blue-40</b> #3d98c1 RGB (61,152,193) CMYK (73,27,12,0)	<b>dhs-green-40</b> #85b063 RGB (133,176,99) CMYK (53,13,79,1)
<b>dhs-blue-30</b> #7aa5c1 RGB (122,165,193) CMYK (54,25,15,0)	<b>dhs-gray-30</b> #dedfe0 RGB (222,223,224) CMYK (12,8,8,0)	<b>dhs-dark-gray-30</b> #a9aaab RGB (169,170,171) CMYK (35,28,28,0)	<b>dhs-red-30</b> #e08493 RGB (224,132,147) CMYK (9,59,27,0)	<b>dhs-light-blue-30</b> #7ab9d5 RGB (122,185,213) CMYK (50,13,9,0)	<b>dhs-green-30</b> #abc994 RGB (171,201,148) CMYK (36,7,52,0)
<b>dhs-blue-20</b> #b8cfde RGB (184,207,222) CMYK (27,10,7,0)	<b>dhs-gray-20</b> #edeeee RGB (237,238,238) CMYK (0,0,0,7)	<b>dhs-dark-gray-20</b> #d1d1d2 RGB (209,209,210) CMYK (0,0,0,18)	<b>dhs-red-20</b> #eebdc5 RGB (238,189,197) CMYK (4,30,11,0)	<b>dhs-light-blue-20</b> #b8d9e8 RGB (184,217,232) CMYK (26,5,5,0)	<b>dhs-green-20</b> #d2e2c6 RGB (210,226,198) CMYK (18,3,25,0)
<b>dhs-blue-15</b> #d6e3ec RGB (214,227,236) CMYK (15,5,4,0)	<b>dhs-gray-15</b> #f5f5f6 RGB (245,245,246) CMYK (0,0,0,4)	<b>dhs-dark-gray-15</b> #e5e5e5 RGB (229,229,229) CMYK (0,0,0,10)	<b>dhs-red-15</b> #f6d9de RGB (246,217,222) CMYK (2,16,5,0)	<b>dhs-light-blue-15</b> #d6e9f2 RGB (214,233,242) CMYK (15,2,2,0)	<b>dhs-green-15</b> #e5eede RGB (229,238,222) CMYK (10,1,14,0)
<b>dhs-blue-10</b> #f5f8fa RGB (245,248,250) CMYK (3,1,1,0)	<b>dhs-gray-10</b> #fcfdfd RGB (252,253,253) CMYK (0,0,0,1)	<b>dhs-dark-gray-10</b> #f8f8f9 RGB (248,248,249) CMYK (0,0,0,2)	<b>dhs-red-10</b> #fdf6f7 RGB (253,246,247) CMYK (0,3,1,0)	<b>dhs-light-blue-10</b> #f5fafc RGB (245,250,252) CMYK (3,0,0,0)	<b>dhs-green-10</b> #f9fbf7 RGB (249,251,247) CMYK (2,0,2,0)
			<b>black</b> #000000   RGB (0,0,0) CMYK (0,0,0,100)	<b>white</b> #ffffff   RGB (255,255,255) CMYK (0,0,0,0)	



# Fonts

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Joanna MT and Franklin Gothic are the primary and secondary fonts for Homeland Security, respectively. The roles of these fonts have been reversed for CISA in an effort to make a cleaner, simpler, and more modernized look and feel. Therefore, the preferred font for most applications will be sans-serif. However, most default DHS templates still use the serif font, and that is acceptable as well.

Per the original DHS style guide, Arial and Times New Roman are alternate fonts in case primary and secondary fonts have not yet been installed.

That said, Franklin Gothic and Joanna MT fonts can be found at: <http://dhsconnect.dhs.gov/Resources/Brand>

## PRIMARY | Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()  
*abcdefghijklmnopqrstuvwxyz*

## SECONDARY | Joanna MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()  
*abcdefghijklmnopqrstuvwxyz*

## Serif & Sans-Serif

Serifs are small decorative flourishes on the ends of some of the strokes that make up letters and symbols. They are commonly used on older styled typefaces designed for printed text. Sans-serif fonts are largely used on electronic displays, lending itself to a more modern look and feel.

This is an example of  
**SANS-SERIF**

This is an example of  
**SERIF**

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### Where to Find Fonts

<http://dhsconnect.dhs.gov/Resources/Brand>

# Photos

Two types of imagery are appropriate for the CISA house style: conceptual and documentary.

**Conceptual** imagery idealizes the cyber and infrastructure elements we protect and our ways of protecting it.

**Documentary** imagery dramatizes our daily activities. These types of images may have a journalistic feel.



## STOCK IMAGES

There are many sources for stock images. However, .MIL and .GOV sites both provide free stock images in exchange for source attribution. Some examples are:

- <https://www.dhs.gov/multimedia/photo>
- <https://www.fema.gov/media-library#{}>
- <https://www.cbp.gov/newsroom/photo-gallery>
- <https://www.navy.mil/Resources/Photo-Gallery/>
- <https://www.af.mil/News/Photos/>
- <https://www.army.mil/photos>

CISA-owned stock can be found on our SharePoint site: [External Affairs Resources - Graphic Support - All Documents \(sharepoint.com\)](#)

Portrait, event and staged photoshoots (for example: watchfloor, infrastructure inspection, incident response, FPS command and control, etc.) are available. Contact CISA External Affairs for additional information.



# Trademarks and Identities

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DHS programs are permitted under Directive 123-08 to seek trademark protection for program names and related logos that incorporate the program name. Directive 123-08 sets forth the policy and procedure for doing so, which entails, approval by a program manager or person with requisite authority, review by DHS HQ Office of Public Affairs and legal review and approval by the DHS Office of General Counsel (OGC).

OGC has developed criteria for seeking trademark registration to ensure that only names/logos of public facing programs with logos that function as the identity of the program and are critical to the effectiveness and success of the program, will be trademarked.

Currently, CISA has trademarks for SAFECOM, National Council of Statewide Interoperability Coordinators (NCWIC), Cyber Corps, Cyber Security Evaluation Tool (CSET), Open Vulnerability and Assessment Language (OVAL), National Initiative for Cybersecurity Careers and Studies (NICCS), etc.

OGC also recommends trademark registration as a legal offensive strategy to provide CISA a legal mechanism to ensure its program names and identities are only used by those authorized and not by those who wish to imply endorsement, sponsorship and special relationship with DHS and CISA.

# Templates | Covers

## Format - POWERPOINT

8.5" x 11"

### Logo

Full Color Logo

### Photo Block

Image cropped to 3.75"x8.5". Placed 1.625" from top edge of page.

### Header

Type: Franklin Gothic Demi 48pt with 44pt Leading  
Color: DHS Blue

### Subheader

Type: Franklin Gothic Medium 34pt  
Color: DHS Blue

### Date

Type: Franklin Gothic Medium 12pt  
Color: DHS Blue

### Office

Type: Franklin Gothic Medium/Book 10pt  
Color: DHS Blue

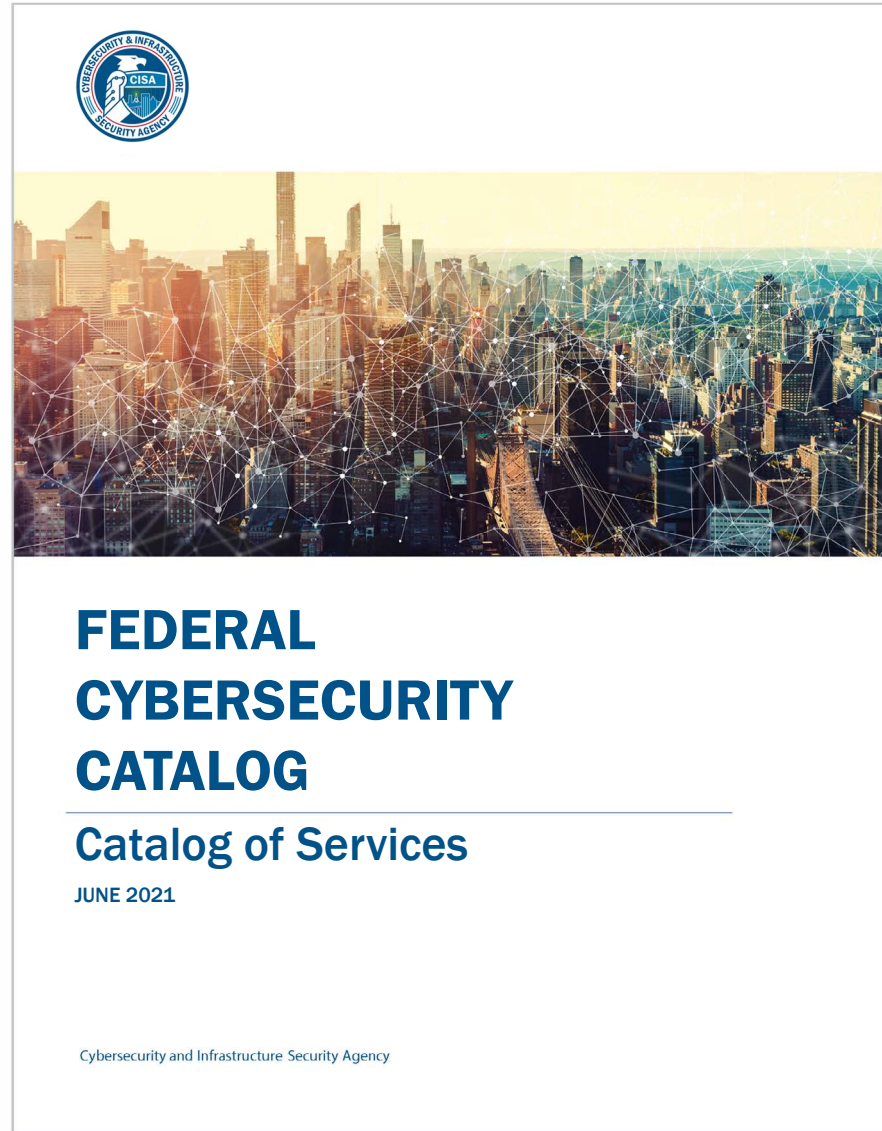
### NOTE: Layout Alternative

Text and background colors can be mixed and matched to customize as needed. For example, blue background with white text. Stick to approved DHS colors and fonts.

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### Where to Find Template

[External Affairs Resources - CISA Branding and Templates](#)  
[- All Documents \(sharepoint.com\)](#)





# Templates | Fact Sheets

## Format - WORD

8.5"x11"

## Header Title

Type: Franklin Gothic - Medium, 28pt

Color: White

## Section Headers

Type: Franklin Gothic - Medium, 14pt

Color: DHS Blue

## Body Text

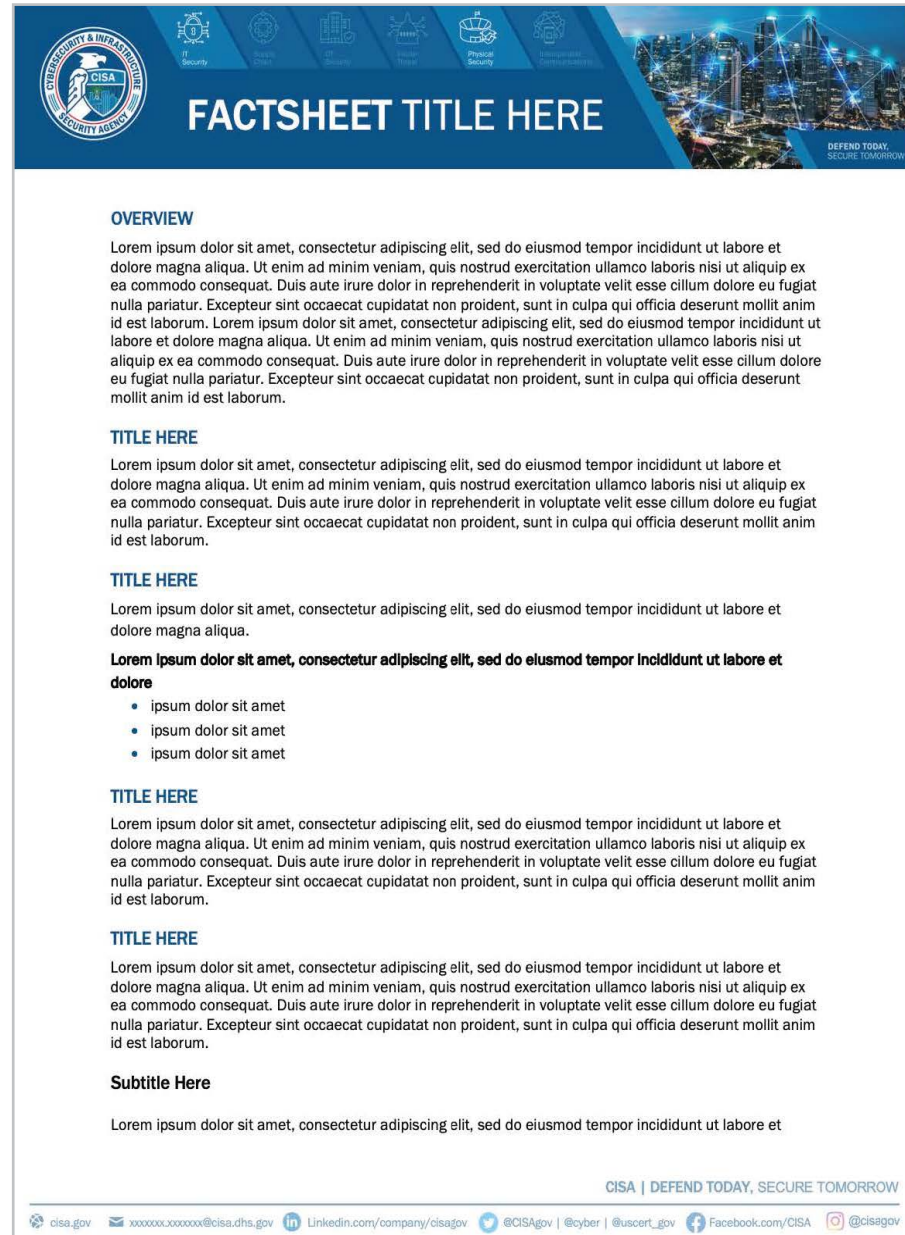
Type: Franklin Gothic - Book, 1.15 leading, 10 pt

Color: Black

Learn what and how to customize in the How-To Instructions included in the factsheet template folder

## Where to Find Template & How-To Instructions

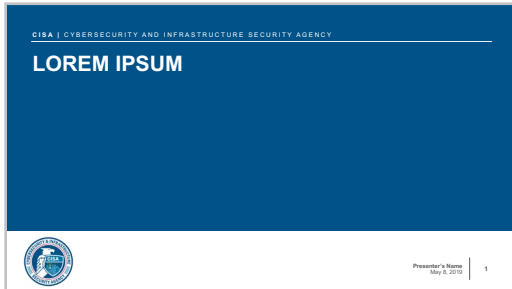
[External Affairs Resources - CISA Branding and Templates - All Documents \(sharepoint.com\)](#)



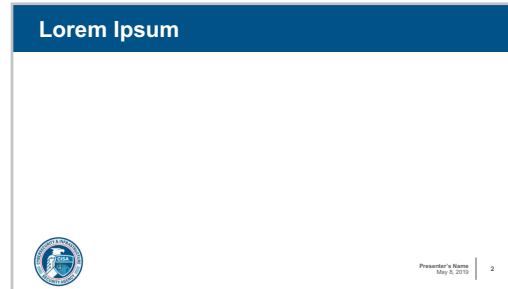


# Templates | Slides

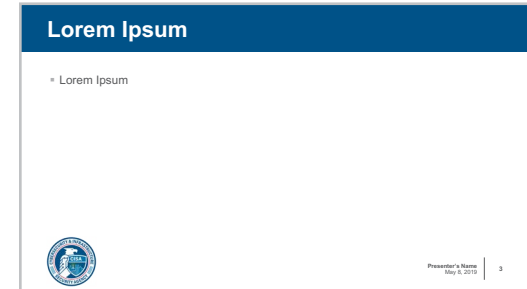
## Main Title



## Title Only



## Title and Content



## Title 2



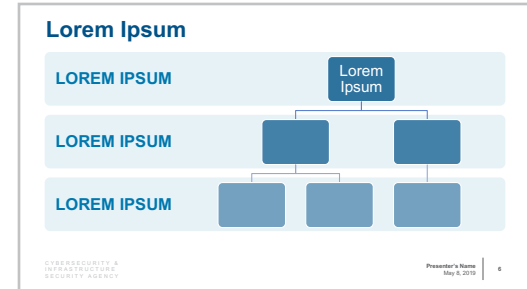
## Table

Table slide template with a dark blue header containing the text "Lorem Ipsum".

LOREM IPSUM	LOREM IPSUM	LOREM IPSUM
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum

The footer includes the CISA seal, the text "CYBERSECURITY & INFRASTRUCTURE SECURITY AGENCY", "Presenter's Name", "May 8, 2018", and the number "5".

## Org Chart



## Contact Info



## Seal Only



## Format - POWERPOINT

7.5"x13.33" (16:9)

## Where to Find Template

External Affairs Resources - CISA Branding and Templates - All Documents ([sharepoint.com](http://sharepoint.com))

# Templates | Email Signatures

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Using consistent email signatures for CISA email accounts creates a brand alignment while relaying your relevant contact information. The following is an example of how your email signature should be implemented:

Thank you,  
FName LName  
Title, Division  
Cybersecurity and Infrastructure Security Agency  
O: ###-###-#### | M: ###-###-#### | fname.lname@cisa.dhs.gov



Thank you,  
FName LName  
*(he/she/they/them)*  
Title, Division  
Cybersecurity and Infrastructure Security Agency  
O: ###-###-#### | M: ###-###-#### | fname.lname@cisa.dhs.gov



# Templates | Business Cards

## Format - BUSINESS CARDS

3.5" x 2" (8.5"x11" - 10 up)

## Preferred Stock

Avery 5371 Business Cards

Crane's Cover - Fluorescent White 110lb

## Logo

Full Color Logo

## Name

Type: Franklin Gothic Medium, 8pt

Color: DHS Blue

## Title

Type: Franklin Gothic Book Italic, 7.5pt

Color: DHS Dark Grey

## Pronouns

Type: Franklin Gothic Book Italic, 6.5pt

Color: DHS Dark Grey

## Department, Address, and Contact Information

Type: Franklin Gothic Book, 7.5pt

Color: DHS Dark Grey

## Where to Find Template

[External Affairs Resources - CISA Branding and Templates - All Documents \(sharepoint.com\)](#)



# Templates | Envelopes and Labels

## #10 Envelope Format - POWERPOINT

9.5"x4.125"

### Preferred Stock

25% Rag Bond, JCP G40 20lb Writing White

### Logo

Full Color Logo

### Department and Return Address

Type: Times New Roman 8.5/8pt

Color: DHS Blue

### Address

Type: Times New Roman 10pt

Color: DHS Dark Grey

## Mailing Label Format - POWERPOINT

5"x3.5" (8.5"x11" - 4 up)

### Preferred Stock

Avery 5168 Labels

### Logo

Full Color Logo

### Department and Return Address

Type: Times New Roman 8.5/8pt

Color: DHS Blue

### Address

Type: Times New Roman 10pt

Color: DHS Dark Grey



## Where to Find Template

[External Affairs Resources - CISA Branding and Templates](#)  
[- All Documents \(sharepoint.com\)](#)

# Templates | Certificates

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## Format - POWERPOINT

8.5"x11"

## Logo

Full Color Logo

## Certificate of Appreciation

Type: Franklin Gothic - Demi, 32pt

Color: DHS Dark Gray

## Body Text

Type: Franklin Gothic - Book, 20pt

Color: DHS Dark Gray

## Recipient Name

Type: Franklin Gothic - Medium 30pt

Color: DHS Dark Gray

## Signature

Type: Franklin Gothic - Book, 12pt

Color: DHS Dark Gray



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## Where to Find Template

[External Affairs Resources - CISA Branding and Templates](#)  
- All Documents (sharepoint.com)



# CISA ExecSec | Templates

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**For official government templates, contact ExecSec:**

<https://dhsconnect.dhs.gov/org/comp/nppd/im/execsec/Pages/Templates.aspx>

**Templates include:**

Briefing Materials

Certificates of Appreciation

Comment Forms

Congressional Actions

Federal Register

Letterhead

Memoranda

Non-Congressional Correspondence

Policy and Governance Templates

Powerpoint Presentations / Slide Decks

Travel and Training Packages

Scheduling Forms

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**DEFEND TODAY.** SECURE TOMORROW.