



NATIONAL RECONNAISSANCE OFFICE

14675 Lee Road
Chantilly, VA 20151-1715

4 August 2014

Mr. John Greenewald, Jr.

[REDACTED]
(via email)

Re: F14-0086

Dear Mr. Greenewald:

This is in response to your request dated 18 June 2014, received in the National Reconnaissance Office (NRO) on 19 June 2014. Pursuant to the Freedom of Information Act (FOIA), you are requesting "a copy of all current style guides utilized by your agency."

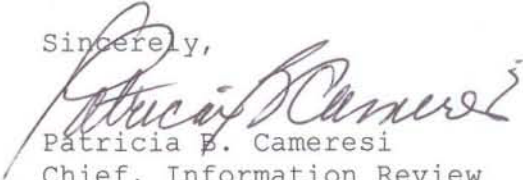
We have processed your request in accordance with the FOIA, 5 U.S.C. § 552, as amended. After a thorough search of our records and databases, we located one sixteen page document that we believe is responsive to your request. This document is being released to you in full.

The FOIA authorizes federal agencies to assess fees for record services. In this case, no assessable fees were assessed in processing your request.

You have the right to appeal this determination by addressing your appeal to the NRO Appeal Authority, 14675 Lee Road, Chantilly, VA 20151-1715 within 60 days of the date of this letter. Should you decide to do so, please explain the basis of your appeal.

If you have any questions, please call the Requester Service Center at (703) 227-9326 and reference case number **F14-0086**.

Sincerely,


Patricia E. Cameresi
Chief, Information Review
and Release Group

Enclosure: NRO Brand Style Guide

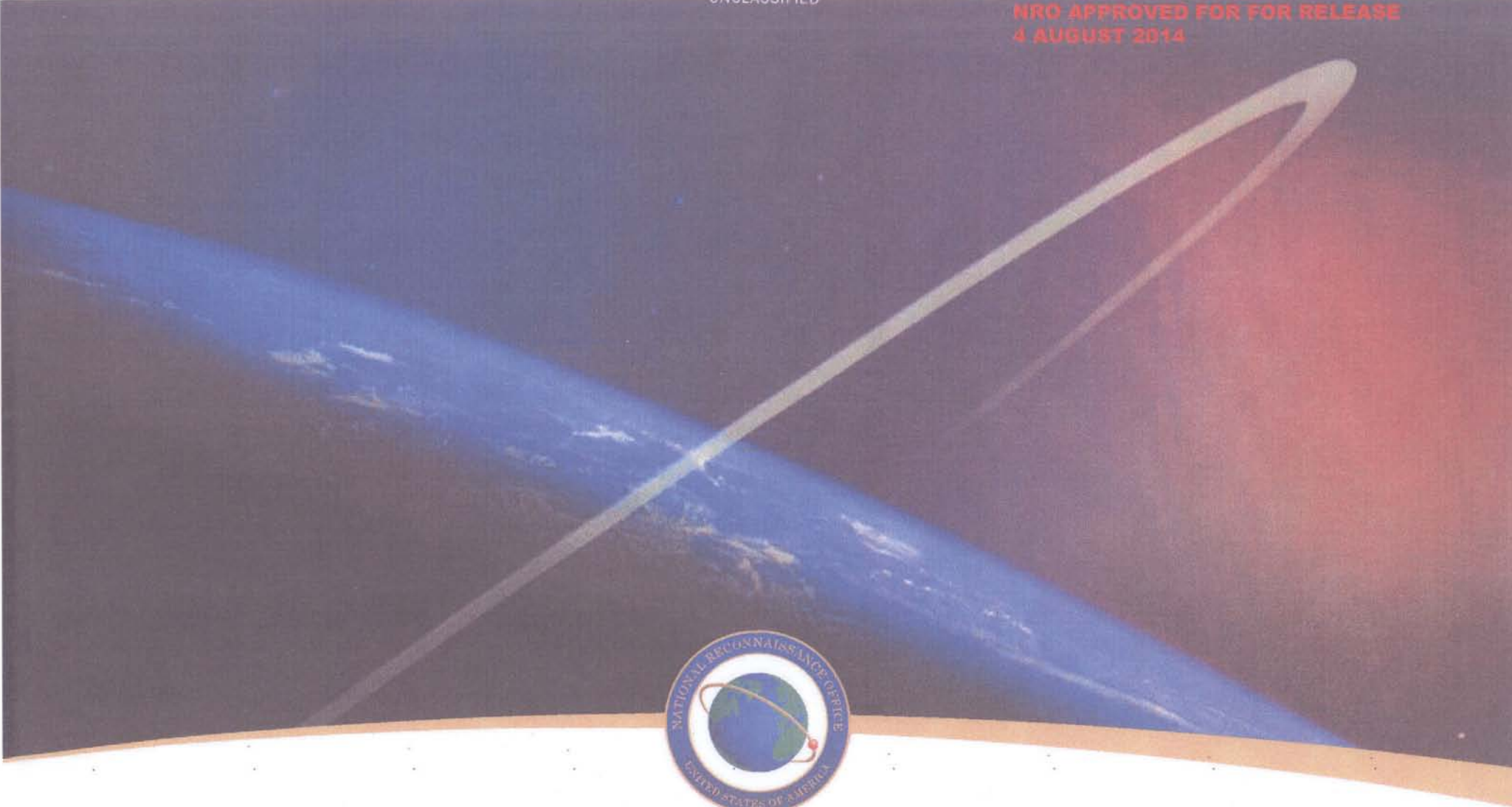
This document is made available through the declassification efforts
and research of John Greenewald, Jr., creator of:

The Black Vault



The Black Vault is the largest online Freedom of Information Act (FOIA)
document clearinghouse in the world. The research efforts here are
responsible for the declassification of hundreds of thousands of pages
released by the U.S. Government & Military.

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NATIONAL RECONNAISSANCE OFFICE

Brand Style Guide

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The Logo

The NRO logo is the key visual element of the NRO Brand. Certain standards should be considered when using the logo and are outlined in this style guide. Misuse of the NRO Logo will reduce its effectiveness as the NRO's identity in the Intelligence Community and the public at large.

The NRO Logo consists of several visual elements that reflect the work of the National Reconnaissance Office. To provide visual consistency, the elements of the logo must always appear in a fixed relationship to each other.

The NRO Logo is constructed as a seal. With the strong outer ring of contrasting blue and gold colors, the NRO Logo is clearly visible on almost all light or dark backgrounds. In addition, the logo works well with color gradients, photo-realistic imagery, and digital artwork. The full color logo can be used on almost all media applications, therefore a reverse style logo is not needed.



Full Color

For print material, web, animation, and video production



Black and White

Limited Use: for engravings, embossing, and small-scale applications



Full Color Use on Multiple Backgrounds

The Full Color logo will present clearly on almost any background without need for adjustment

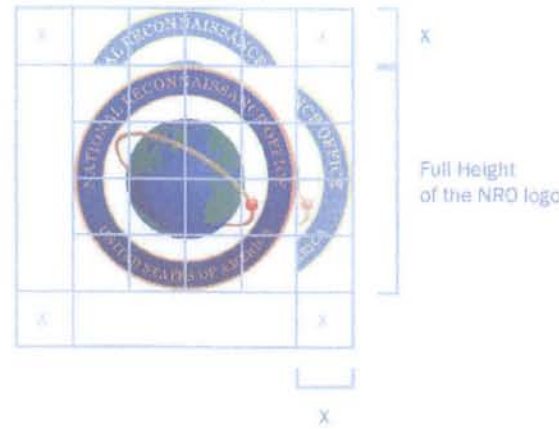
1.0 The NRO Logo

Clear Space

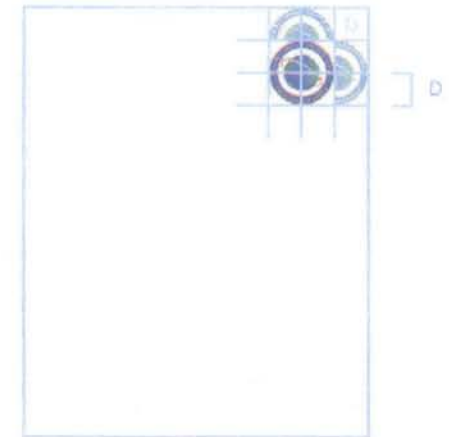
To ensure visibility, the NRO Logo should always be placed within a zone of clear space that is equal to or greater than X, where X is one quarter the height of the logo. No other text or graphic elements should appear within this space unless otherwise specified in this guide.

The Curve (See 2.3 Graphic Elements) will be paired with the logo in some instances, and is therefore an exception to the clear space requirement.

In addition, the clear space requirement applies to the distance from the edge of a page, web browser window, or screen. Edge spacing should be equal to or greater than D, where D is one half the height of the logo. For video, always keep the NRO Logo within the title safe area.



Logo Clear Space
 $X = \frac{1}{4}$ Logo Height



Sample Page Edge Clear Space
 $D = \frac{1}{2}$ Logo Height

Minimum Size

To ensure legibility, the NRO Logo should never be reproduced at a size smaller than 0.5 inches (for hi-res print), 95 pixels (for web), and 115 pixels (for video).



Minimum Print Size
0.5 inches



Minimum Web Size
95 px



Minimum Video Size
115 px

1.1 Clear Space & Minimum Size

What to Avoid

Consistent presentation of the NRO Logo is essential for recognition and brand integrity. Therefore, it is very important that the official NRO Logo is not altered or misused. Never attempt to use the NRO Logo in a way that makes it seem insignificant or diminishes its impact. The examples here demonstrate uses of the logo that should always be avoided.



DO NOT
flip the logo



DO NOT
rotate the logo



DO NOT
alter the colors of
the logo



DO NOT
rearrange or remove
elements of the logo

White Space

The "white space" within the NRO Logo is an essential part of the logo's appearance. The white space should never be treated as a transparent background that takes on the color or imagery behind the logo. Nor should the white space be substituted for black or another color for any reason.



DO NOT
level or emboss the logo
or apply glows/shadows to
elements within of the logo



DO NOT
alter the "white
space" within
the logo



DO NOT
distort, skew, crop, or
reshape the logo



DO NOT
run text overtop of
the logo.

Glow & Shadows

It is acceptable to apply glows and shadows to the NRO Logo as long as they are applied only to the logo as a whole (the glow/shadow only appears outside the outermost gold edge of the logo). Glows and shadows should never appear inside the logo. See the examples to the right for how not to apply glows/shadows.

1.2 Logo Misuse

NATIONAL RECONNAISSANCE OFFICE

The NRO Name

To alleviate issues on small or thin applications, where the legibility of the NRO Logo may be compromised, the NRO Name style has been created. The NRO Name can be used on signage, covers, video lower thirds, web banners, etc.

The NRO Name consists of the written words, "National Reconnaissance Office," in the core typeface (Avante Garde, 2.2 Typography) paired with the Beam element (2.4 Graphic Elements). This allows the Brand style to be conveyed even in a small, thin space. The NRO Logo should be present with the NRO Name whenever possible (3.0 External Style).

Do not recreate the NRO Name type treatment. The text has been specifically styled (tracking/kerning) for impact and recognizability.

Name Spacing

The NRO Name's two elements, the type and the Beam, are spaced in a particular relationship. The height of the type is the distance between the baseline of the type and the Beam. This spacial relationship may be changed where necessary on environmental graphics or very small applications.

Clear Space

To ensure visibility, the NRO Name should always be placed within a zone of clear space that is equal to or greater than X, where X is the height of the type and the Beam at proper spacing. No other text or graphic elements should appear within this space unless otherwise specified in this guide.

Full Color

Type in NRO Blue and the Beam Element in Orbit Gold
(For print material, web, animation and video production)



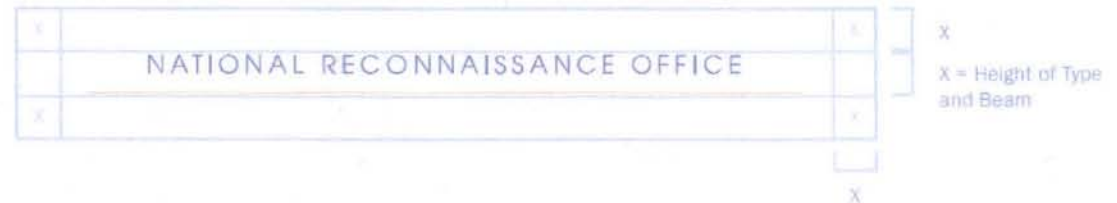
White Type

Alternate style for dark backgrounds within the Brand Color System



Black and White

Limited Use for engravings, embossing, and small-scale applications



1.3 The NRO Name

Brand Colors

The Brand Color System is used to create color consistency and reflect the mission of the NRO. Many of the colors can be seen in the NRO Logo. The Brand Colors are broken into three categories: primary, secondary, and tertiary. Each of these categories demonstrate how often the colors should be used.

Primary Colors

The Primary Colors: NRO Blue, Orbit Gold, and Pure White, are the strongest colors and the most clear expression of the Brand. Primary Brand Colors are to be used on all branded communication products. These colors are bold and work well for large areas of color, titles, and graphic elements (2.2-2.5).

Secondary Colors

The Secondary Colors: Meridian, Light Gold, and Steel Grey, are for use as subtle accents, titles, and graphics on branded materials.

Tertiary Colors

The Tertiary Colors: Vapor, Nimbus, Green, and Red, are to be used sparingly for smaller accents and background graphics. (For example see the Vapor-colored brackets in the diagrams to the right).

See Color Combination (2.1) for how to use colors together.

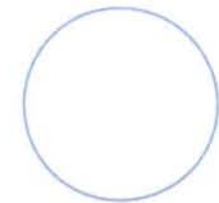
Primary Brand Colors



NRO Blue
CMYK 100/75/15/30
RGB 0/61/113
HEX 003D71 | PMS 2955 C



Orbit Gold
CMYK 10/30/100/0
RGB 231/178/34
HEX E6B122 | PMS 124 C



Pure White
CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF

Secondary Brand Colors



Meridian
CMYK 79/33/0/20
RGB 19/119/173
HEX 1377AD | PMS 3015 C



Light Gold
CMYK 5/5/20/0
RGB 241/233/207
HEX F1E9CF | PMS 7499 C



Steel Grey
CMYK 88/14/5/47
RGB 98/120/137
HEX 627859 | PMS 7545 C

Tertiary Brand Colors



Vapor
CMYK 15/0/0/3
RGB 205/230/243
HEX CDE6F3
PMS 291 C



Nimbus
CMYK 3/0/0/30
RGB 181/187/192
HEX B49BBF
PMS 429 C



Green
CMYK 42/9/77/13
RGB 141/170/91
HEX 8DAA5B
PMS 384 C



Red
CMYK 0/100/90/20
RGB 198/20/37
HEX C41425
PMS 201 C

2.0 Color System

Brand Color Combinations

Shown here are examples of strong and subtle color combinations using the Brand Colors.

For cover designs, posters, video graphics and other communications meant to be eye-catching, a strong color combination is preferred. These combinations suggest using the bold primary colors with some secondary accents.

For letterhead, web, layout, and other text-heavy or informative communications, a subtle color combination is preferred. These combinations use the Pure White with an abundant use of the secondary colors and accents of primary and tertiary colors.

What to Avoid

Though most colors in the NRO Brand Color System work well together, there are some combinations that should be avoided because they do not embody the look of the Brand.

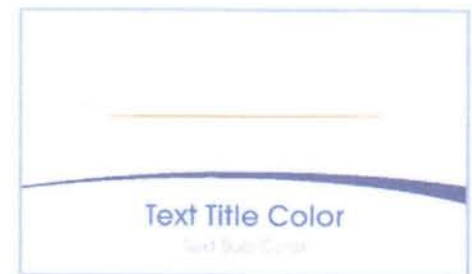
Avoid using the secondary and tertiary colors in large areas of color. Avoid placing the lighter colors such as Light Gold, Vapor, Nimbus and Orbit Gold on top of each other. Avoid using color combinations that incorporate only one of the primary colors. Secondary and tertiary colors are not strong enough to convey the Brand look alone.

Green and Red should only be used as small accents, such as a text highlight. Avoid using them for large areas of color.

Strong Color Combinations



Subtle Color Combinations



Combinations to Avoid



2.1 Color Combination

Print Fonts

Avante Garde is the primary typeface used for the National Reconnaissance Office Name and is also the primary title typeface for NRO Brand Communications. This typeface is available on the NMIS system and includes a variety of weights and styles including: book, medium, and italic versions.

Franklin Gothic is the primary sans serif typeface intended for body copy and subtitling. This typeface is available of the NMIS system and includes a wide variety of weight and styles including: book, medium, bold, heavy, condensed, and italic versions.

Book Antiqua is a serif typeface intended for body copy.

It is important to limit the use of Avante Garde when designing. Avante Garde is a strong, recognizable typeface and should be used for short, impactful sections of text, such as titles and headlines. For copy use Franklin Gothic or Book Antiqua as an alternative.

Web & Video Fonts

The Brand fonts are important to maintaining the visual integrity of the NRO Brand but they will not be universally available to the non-NMIS audience. When designing for web, use a basic sans serif set beginning with Arial and Helvetica for body text.

For video, avoid using the lighter versions of the typefaces as there could be issues with text visibility due to scanning.

Both Arial and Helvetica are also acceptable choices when the Brand fonts are not available for use.

Primary Title &
Subtitle Fonts

Avante Garde Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?

Avante Garde Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?

Avante Garde Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?

Primary Subtitle &
Body Copy Fonts

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?

Alternative Body
Copy Font

Book Antiqua Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?

2.2 Typography

The Curve

The Curve is the secondary brand element (after the NRO Logo). The Curve represents several aspects of the mission of the NRO (without being a literal depiction) including satellite orbits and the curvature of the earth.

Curve Use

The Curve shape should not be distorted or altered. Only use the specified colors for the Curve element in a design: Orbit Gold, NRO Blue, Pure White, and Light Gold. This will ensure recognizability and visual integrity.

Gradients can be used with the Curve Element. Be careful when using a gradient that includes transparency, as background colors will show through and change the Curve's appearance. Only two colors (typically, an approved color and pure white or a transparency) should be used when applying a gradient.

It is important to limit the use of the Curve Element to only one use per page, webpage, or video design. The Curve should never have text or other graphics placed over top with the exception of the NRO Logo. See below.

Logo Interaction

If the Curve falls within the NRO Logo's clear space, there is a certain relationship that must be used. The NRO Logo should never be obstructed by the Curve. The NRO logo can be placed to the left, center, or right of the Curve.

No other logos other than the official NRO Logo should be placed on the Curve.



The Curve



Acceptable Colors

Orbit Gold, NRO Blue, Pure White, and Light Gold
(Orbit Gold should be used whenever possible)



Gradients

Gradients should not incorporate more than two colors.



Acceptable Logo Locations on the Curve

Only one logo should be used on the Curve: left, center, or right.

2.3 Graphic Elements - Curve

The Beam

The Beam Element is a simple element to pair with text as a horizontal divider. It is used in the NRO Name Element (1.4) and is simple enough to be used more than once in a design.

Beam Use

Use only approved colors for the Beam including: Orbit Gold, NRO Blue, Pure White, and Light Gold.

Do not distort or alter the shape of the Beam vertically, however the Beam can be extended horizontally to fit into designs. Do not rotate the Beam so that it appears at any angle other than horizontal.

Gradients should not be used with the Beam as it already appears to fade at the edges.

The Beam is built to be more versatile than the Curve and can be used more freely with graphics and text. Whenever possible, keep at least two line heights (of the particular line spacing you are using) above and below the Beam when using the Beam as a divider for body text.

Text should not sit directly on the Beam or overlap it.



The Beam



Acceptable Colors

Orbit Gold, NRO Blue, Pure White, Light Gold, and Steel Grey (Orbit Gold should be used whenever possible)

This is sample text for demonstration only. This is sample text for demonstration only. This is sample text for demonstration only. This is sample text for demonstration only.

This text would be invisible and is here only to demonstrate the line height. This text would be invisible and is here only to demonstrate the line height. This text would be invisible and is here only to demonstrate the line height.

This is a new set of sample text for demonstration only.

2 line heights above

2 line heights below

Beam Clear Space with Text

2 line heights or greater above and below the Beam when using with text.

2.4 Graphic Elements - Beam

Curve Misuse

Do not alter or distort the shape of the Curve.

Do not crop the Curve unevenly.

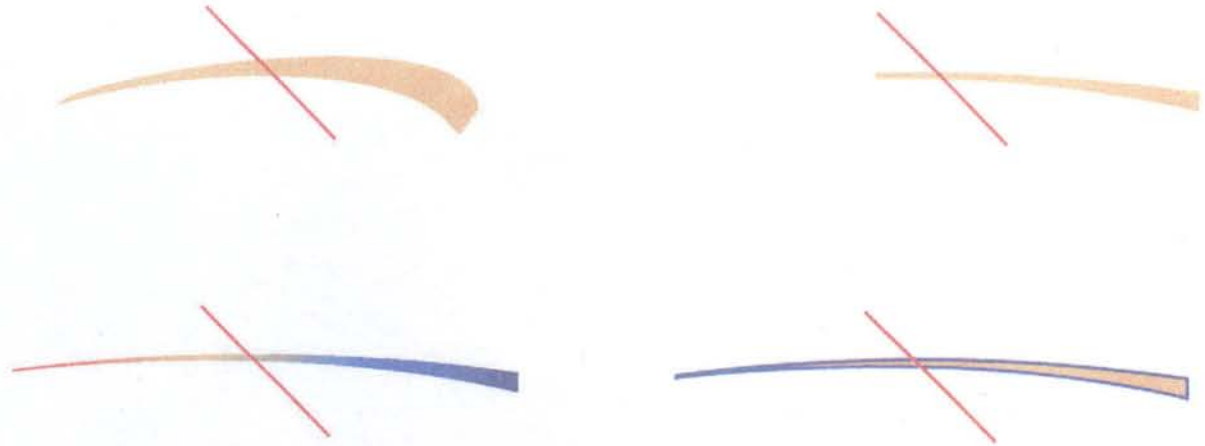
Do not use unapproved colors or gradients.

Do not add strokes to the Curve.

Do not rotate the Curve to any orientation than horizontal or vertical.

Do not flip the Curve.

Do not place logos or other graphics on the Curve.



Beam Misuse

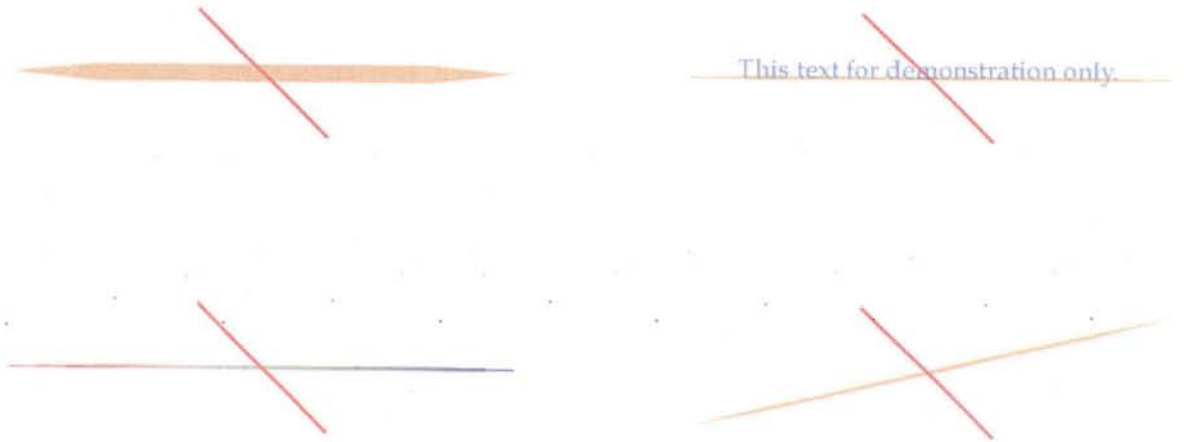
Do not distort the Beam vertically.

Do not place text over or flush with the Beam.

Do not use unapproved colors or gradients.

Do not add strokes to the Beam.

Do not rotate the Beam to any orientation other than horizontal.



2.5 Graphic Elements - Misuse

Official External Grid Layout

The Curve element is recommended to be used on all official external communications. It functions as a divider between areas of content but is also the main visual of the brand style. To provide flexibility, there are many variations for placement of the Curve. Samples of standard External layout with grid are shown (designs are not restricted to these layouts though they are recommended). The NRO logo should be in a prominent location and follow the logo placement/clear space & minimum size guidelines (sections 1.1, & 2.3 (logo interaction)). Imagery area is shown in grey.

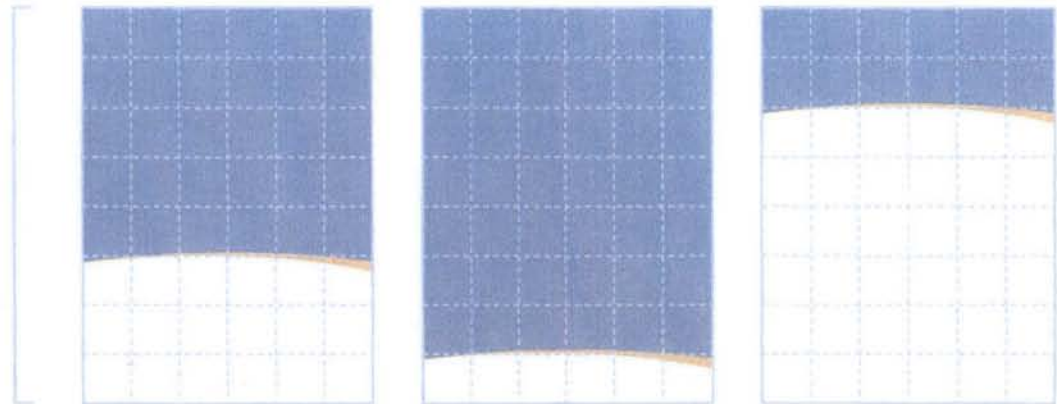
The Curve should not fall across the horizontal center of the document. It should not divide the document into equal halves.

For very thin horizontal applications, where the Curve would divide the design in equal halves or lose its impact, the Curve may need to be presented vertically. Use of the vertical presentation of the Curve should be very limited. Shown in example below.

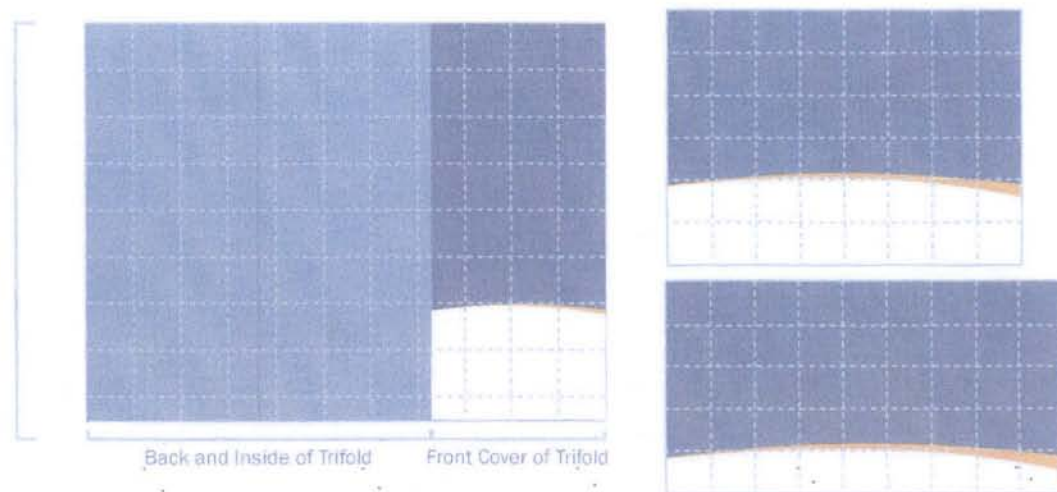
Bleeds

Whenever possible a printed document featuring the Brand should "bleed" off the page (the print runs right to the page edge with no margin present). Print margins are acceptable if there is no access to printers capable of achieving full bleed. Print margins must be an even width around the entire document (such as 1/8" margin on all sides).

Standard
Portrait Print
Grid with various
placements



Standard
Landscape Print,
Tri-fold, & Video
Grid



Limited Use:
Environmental Print
Banner Grid, left and
right orientations



3.1 Official External Style - Grid & Bleeds

Internal Style

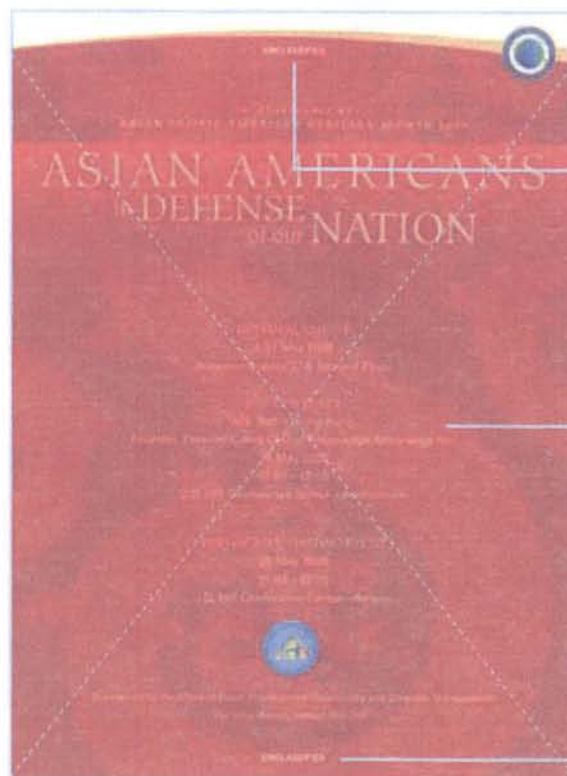
Though internal NRO products are not meant for outside use, many products still reach other organizations inside and outside the Intelligence Community. The NRO Internal Style was created to convey a clear, recognizable message that a product was created by the NRO.

The Curve Element, NRO Logo, and Brand Colors (Pure White) are used in a specific relationship on internal NRO products. When used together, these elements form a stylized header that is distinctly recognizable and more impactful than the use of the NRO Logo alone. The flyer example on the right demonstrates the use of the Internal Style as it should appear on internal products.

The NRO Logo is placed along the Curve in the upper right on the design and following logo clear space guidelines (1.1).

The Internal Style Header is meant for use on printed documents, publications, and signage.

For video and multimedia, an NRO branded slate should be applied using the External Style design guidelines (3.0 External Style) and shown preceding the content. Internal websites, sharepoint pages, and web banners should not include an Internal Style Header.



Internal Style Header

Clear Classification Markings placed below the Internal Style Header (use appropriate color contrast; use approved Brand Colors whenever possible)

Main Product Design

Clear Classification Markings



Internal Style Header

The Curve, NRO Logo, and Pure White color block form the Internal Style Header. The grey block represents the main product content.

4.0 Internal Style

Standard Internal Grid Layout

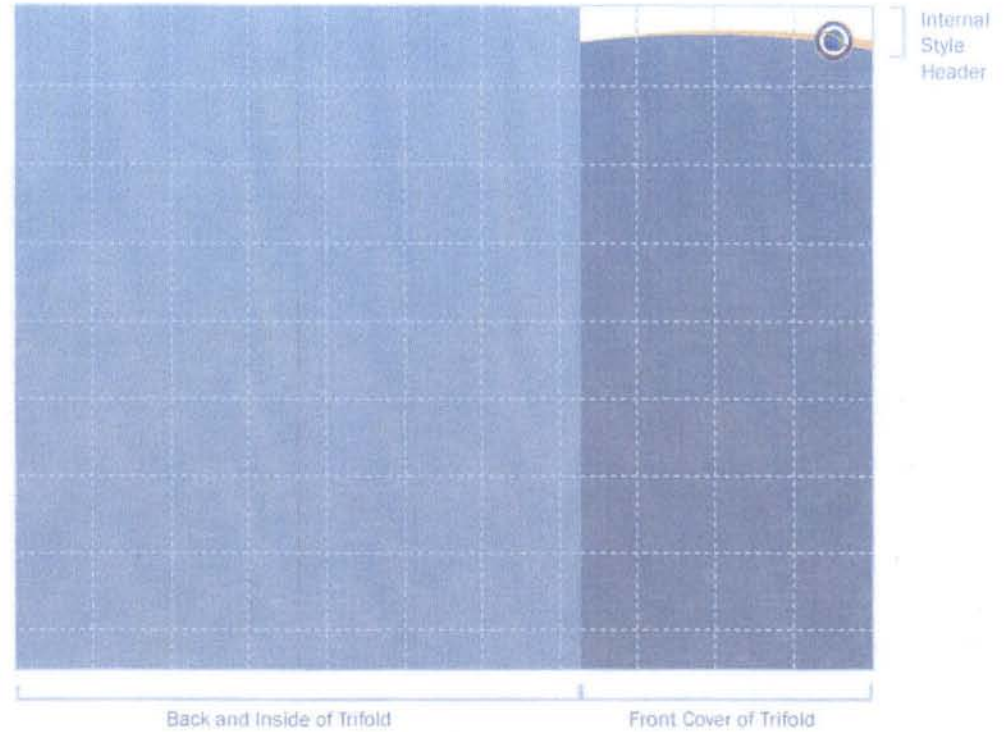
Unlike the flexibility of the Official External Style, the Internal Style is built on consistency. The Internal Style Header must always be placed at the top of printed documents. Samples of standard Internal layout with grid are shown. The main document area is shown in grey.

Words or imagery should not appear above the Curve element, including Classification marks. Classification marks should be placed directly beneath the center apex of the Curve.

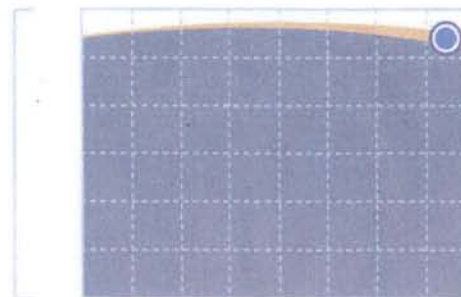
Bleeds

Be mindful when using the Internal Style Header on a document without full page bleed (with print margins). The NRO Logo should follow the clear space requirement from the edge of the print margin as if it were the page edge (1.1 Logo Clear Space).

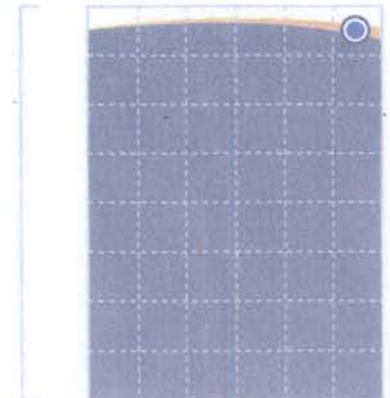
Standard
Tri-Fold Print



Standard
Landscape Print



Standard Portrait
Print Grid



4.1 Internal Style - Grid & Bleeds