FULBRIGHT

Building Lasting Connections for a More Peaceful World

What's in the brand?

- New mission-driven language that motivates passionate and accomplished people of all backgrounds
- A new look, which includes an updated logo, color palette, and typeface that retains the spirit of the historic Fulbright stretched globe logo while creating a clean, modern look

Why a new brand?

- The Fulbright Program continues to play a critical role in creating mutual understanding between the United States and countries around the world. We have refreshed the Fulbright Program brand to make it easier for Fulbright's complex and broad network of supporters and partners to articulate the Program's features and benefits consistently and effectively.
- The Fulbright Program is elite, but not elitist. We have refreshed our image and messaging to most effectively attract talented and passionate students, scholars, and professionals from all backgrounds.
- The Fulbright Program's greatest strength is in the network it creates—a community for collaboration that lasts long after an individual Fulbrighter's program ends. Fulbright is prestigious program, but its mission is what motivates people of all walks of life to apply.

What's new about the brand?

- Putting Fulbright's mission front and center, and conveying the Program's prestige without being elitist
- Emphasizing impact: mutual understanding, exchange of knowledge, and solutions to complex global challenges.
- Using storytelling to showcase how Fulbrighters come from all backgrounds and communities to illustrate the diversity of the United States or their home country.
- Articulating benefits for Fulbrighters—advancing their careers, building lasting connections, and making a difference in the world—to appeal to diverse and talented applicants who reflect the United States
- The logo's format is easier to use on digital platforms, particularly social media–which is where most Fulbright communication, including recruitment, happens.

How did we get here?

- More than 100 interviews with every corner of Fulbright's global network, including current Fulbrighters, alumni, higher education leaders, policymakers, binational commissions, and other stakeholding partners
- A nationally representative survey of over 1,000 U.S. college students
- An analysis of Fulbright's coverage in U.S. news media
- Continuous engagement with stakeholder groups in the United States and abroad

Instructions for Use of the Fulbright Logo

The following instructions are intended to provide consistency in the use of the Fulbright Program logo on promotional and informational publications and other material by authorized organizations, described below. Authorized organizations are encouraged to use the logo on all appropriate material related to the Fulbright Program. For additional information on use of the Fulbright logo, please contact Fulbright@state.gov.

Authorized Use/Users:

1. The logo may be used on all Fulbright branded communications, digital and printed materials—everything from prepared remarks for Program leadership to social media posts and brochures for potential applicants, applications, stationery, pamphlets, brochures, posters, lapel pins, business cards, name tags, conference folders and other products used in the course of conducting the business of the Fulbright Program. It should be used in ways commensurate with the prestige of the Fulbright program. It should not be produced as a decal or sticker or by any other method, which would enable it to be used by, unauthorized individuals or organizations.

2. Only authorized organizations may use the logo. These include but are not limited to the United States Department of State, Public Affairs Sections of United States Embassies, binational Fulbright Commissions/Foundations and cooperating agencies (for their Fulbright programs only).

3. The Fulbright logo may be used for Fulbright programs only. It may not be used for other U.S. Government exchange programs or for other non-Fulbright exchange programs managed by Fulbright Commissions/Foundations, cooperating agencies, etc.

4. Other organizations may apply for the right to use the logo; their requests will be considered on a case-by-case basis. It is possible that permission would be granted for a specific Fulbright purpose or project conducted by an organization other than one of the "core" organizations described above.

The Fulbright Visual Identity Standards document contains definitive guidance concerning the authorized placement of the logo, as well as guidance on approved colors and typeface to be used with the logo.

Logo files for digital or print application: [Download](#)

Click on link to download files. If they open in your browser and you would like to save them to your computer, right-click on the link and select Save Link As.

FULBRIGHT

Fulbright Visual Identity Standards

This is a standards guide for the use of the Fulbright Program's logo and visual identity.

Version 1.0

About the Brand Guide

To mark its 70th anniversary, the Fulbright Foreign Scholarship Board and the Fulbright Program's leadership at the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) undertook a brand-strengthening effort that included input from Fulbright alumni, current Fulbright Students and Scholars, private-sector and NGO partners, binational commissions around the globe, leaders in higher education, potential Fulbrighters, and many others. This Brand Guide is the result of that process.

This guide was crafted for use by Fulbright leadership and staff, including at ECA and the Department of Education, at binational commissions and embassies, as well as any people or organizations that administer the Program, partner with Fulbright, or otherwise use the Fulbright brand in their work. You can use it to create Fulbright-branded communications, digital and printed materials—everything from prepared remarks for Program leadership to social media posts and brochures for potential applicants.

It contains the visual elements of the Fulbright brand—such as the logo, color palette, and typeface—alongside guidance for using them.

To access a digital version of the guide, where you can download its contents for use in your work, please visit fulbrightsource.net. If you have any questions about the content, its use or other tools that might be useful in your work, please contact Fulbright@state.gov.

Table of Contents | Fulbright Visual Identity Standards

1

Brand Colors

This section contains our brand colors and guidance for using them to create on-brand collateral.
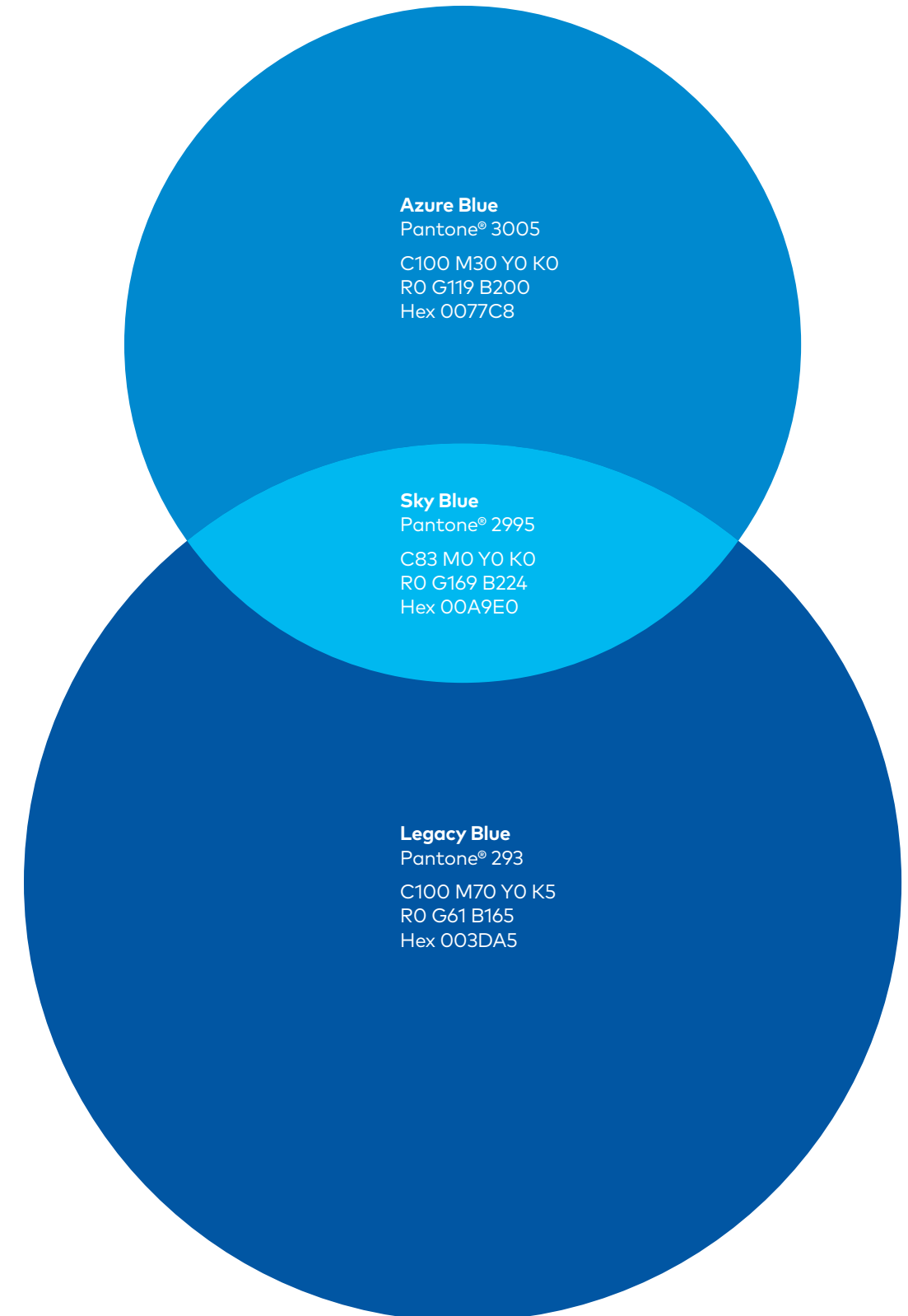
Primary Colors | 1.1

The primary color palette is composed of three distinct shades of blue. These three colors serve as a foundational palette that will work universally across the Fulbright brand, ensuring consistency and reflecting our brand.

The color blue represents aspiration, energy, and ideas. It is also steadfast, representing strength and prestige.

Legacy Blue is our core color and should be used distinctly in applications that require more of a corporate or academic tone. Use Legacy Blue when only one color is available to represent the Fulbright brand.

Reproduce Brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

Azure Blue
Pantone® 3005

C100 M30 Y0 K0
R0 G119 B200
Hex 0077C8

Sky Blue
Pantone® 2995

C83 M0 Y0 K0
R0 G169 B224
Hex 00A9E0

Legacy Blue
Pantone® 293

C100 M70 Y0 K5
R0 G61 B165
Hex 003DA5

Neutral Colors | 1.2

Neutrals work well for more subtle or elegant uses. They can also help bring balance by toning down contrast levels in both the dark and light colors. For example, Light Gray works well with all of the colors in the primary palette, and can create a helpful transition between white and the blue of the primary palette.

When you reproduce the color black in CMYK, there may be a need for either a basic black or a rich black. When you need rich black, please refer to the build to the right. If you need a one-color black, then use only 100 percent black shown in the comparison below.
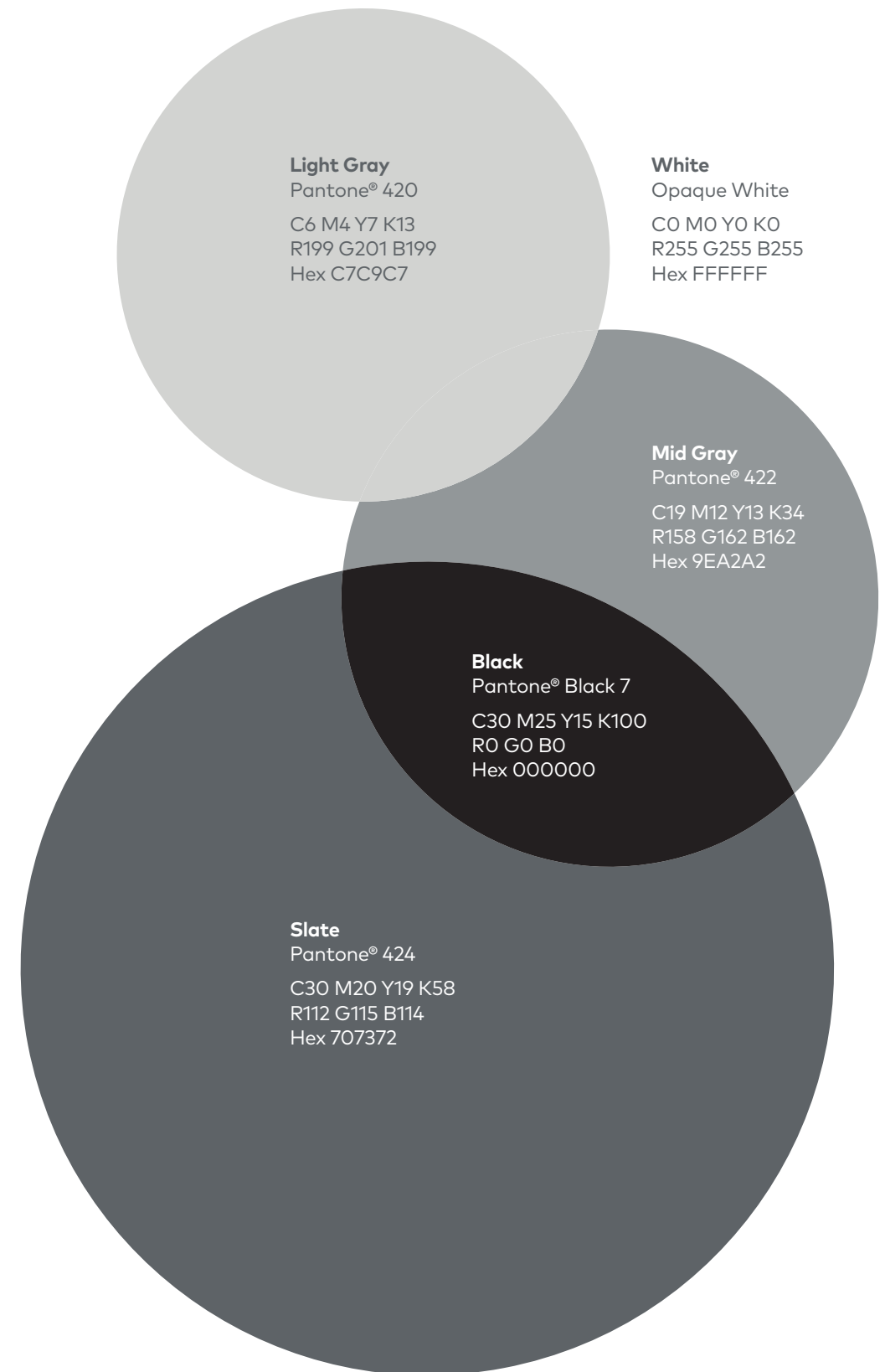
Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

RICH BLACK VS. BASIC BLACK

● **Rich Black**   C30 M25 Y15 K100

● **Basic Black**   C0 M0 Y0 K100

Light Gray
Pantone® 420

C6 M4 Y7 K13
R199 G201 B199
Hex C7C9C7

White
Opaque White

C0 M0 Y0 K0
R255 G255 B255
Hex FFFFFF

Mid Gray
Pantone® 422

C19 M12 Y13 K34
R158 G162 B162
Hex 9EA2A2

Black
Pantone® Black 7

C30 M25 Y15 K100
R0 G0 B0
Hex 000000

Slate
Pantone® 424

C30 M20 Y19 K58
R112 G115 B114
Hex 707372

Secondary Colors | 1.3

The secondary color palette adds flexibility and variety to the primary brand colors. You can use this palette throughout branded communications to highlight, complement, and accent the primary colors. The secondary colors can also add intensity or create subtlety, depending on the application.

Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

Tiger
Pantone® 1665
C0 M79 Y100 K0
R220 G68 B5
Hex DC4405

Orange
Pantone® 151
C0 M60 Y100 K0
R255 G130 B0
Hex FF8200

Yellow
Pantone® 123
C0 M19 Y89 K0
R255 G199 B44
Hex FFC72C

Brick
Pantone® 7421
C18 M100 Y45 K67
R101 G29 B50
Hex 651D32

Cardinal
Pantone® 193
C2 M99 Y62 K11
R191 G13 B62
Hex BF0D3E

Pink
Pantone® 1905
C0 M47 Y9 K0
R245 G155 B187
Hex F59BBB

Purple
Pantone® 2685
C90 M99 Y0 K8
R51 G0 B114
Hex 330072

Ultra Violet
Pantone® 7670
C80 M74 Y0 K0
R86 G82 B148
Hex 565294

Lavender
Pantone® 7444
C27 M21 Y0 K0
R182 G184 B220
Hex B6B8DC

Navy
Pantone® 7463
C100 M63 Y12 K67
R0 G43 B73
Hex 002B49

Ocean
Pantone® 7468
C90 M18 Y7 K29
R0 G115 B152
Hex 007398

Turquoise
Pantone® 7467
C97 M0 Y30 K0
R0 G163 B173
Hex 00A3AD

Pine
Pantone® 5473
C86 M20 Y32 K51
R17 G94 B103
Hex 115E67

Olive
PANTONE® 576
C54 M5 Y94 K24
R120 G157 B74
HEX #789D4A

Mint
Pantone® 359
C40 M0 Y50 K0
R161 G216 B132
Hex A1D884

2

Brand Typography

This section defines our primary brand typeface and instructions for using it.

Primary Typeface | 2.1

FF Mark is the primary typeface for the Fulbright brand. It is available in multiple weights and allows for maximum flexibility on all communications. The four core typeface weights are FF Mark Std Light, Regular, Medium and Bold—though you can use any weight or italic of the FF Mark typeface family on brand material. FF Mark is a modern, sans-serif typeface with precisely drawn characters and strong geometric lines. The legibility of FF Mark makes it extremely flexible; its uses range from small captions to large signage.

For functionality, we suggest using the OpenType format. This will allow for greater flexibility and easier integration in Adobe® and Microsoft® layout programs.

FF Mark can be purchased as individual typefaces or in multiple typeface volumes at www.fontshop.com.

For digital applications, web sites, or when FF Mark is not available, we suggest the use of the free typeface Google font Montserrat. Montserrat is available at fonts.google.com.

FF Mark Std Regular

AaBb123

Google Montserrat Regular

AaBb123

FF Mark Std Bold
Size: 34
Leading: 36
Tracking: -20

FF Mark Bold & Medium are headline weights.

FF Mark Std Regular
Size: 30 pt
Leading: 32
Tracking: -30

FF Mark Regular is the basic body copy weight.

FF Mark Std Regular
Size: 21 pt
Leading: 23
Tracking: -30

Regular and Light can be used for captions and small bodies of text.

FF Mark Std Light
Size: 16 pt
Leading: 20
Tracking: -30

Light can also be used when a large or small piece of type needs a delicate treatment

FF Mark

Secondary Typeface | 2.2

Hoefler Mercury is the secondary typeface for the Fulbright brand. It is available in multiple weights and allows for maximum flexibility on all communications. The four core typeface weights are Hoefler Mercury Roman, Italic, Bold, and Bold Italic—though you can use any weight or italic of the Hoefler Mercury typeface family on brand material. Hoefler Mercury is a flexible serif typeface with precisely drawn characters and modern angles making it incredibly well-suited for both body copy and headline treatments.

For functionality, we suggest using the OpenType format. This will allow for greater flexibility and easier integration in Adobe® and Microsoft® layout programs.

Hoefler Mercury can be purchased as individual typefaces or in multiple typeface volumes at www.typography.com.

For digital applications, web sites, or when Hoefler Mercury is not available, we suggest the use of the free typeface Google font Source Serif. Source Serif is available at fonts.google.com.

Hoefler Mercury Roman
AaBb123

Google Source Serif
AaBb123

Hoefler Mercury Bold
Size: 29
Leading: 36
Tracking: -20

Hoefler Mercury Bold & Semi Bold are headline weights.

Hoefler Mercury Roman
Size: 25 pt
Leading: 32
Tracking: -30

Hoefler Mercury Roman is the basic body copy weight.

Hoefler Mercury Italic
Size: 21 pt
Leading: 23
Tracking: -20

Hoefler Mercury Roman Italic can be used to provide emphasis or highlight copy.

Hoefler Mercury Roman
Size: 16 pt
Leading: 20
Tracking: -30

Hoefler Mercury Roman can also be used when a large or small piece of type needs a unique call-out style.

Mercury

3

The Logo

This section contains our primary logo, along with its variations and guidance for proper use.

The Fulbright logo is the primary symbol of the Fulbright brand, representing the impact that Fulbright's global network creates through lasting connections.

The logo itself is a perfect circle, representing the globe. The F-shaped latitude and longitude lines stretch across the globe to create multiple facets, a reminder that Fulbright is connecting people and nations throughout the world.

The logo colors are shades of blue that get brighter as they ascend, visualizing how Fulbright works toward a more peaceful world: one connection at a time.
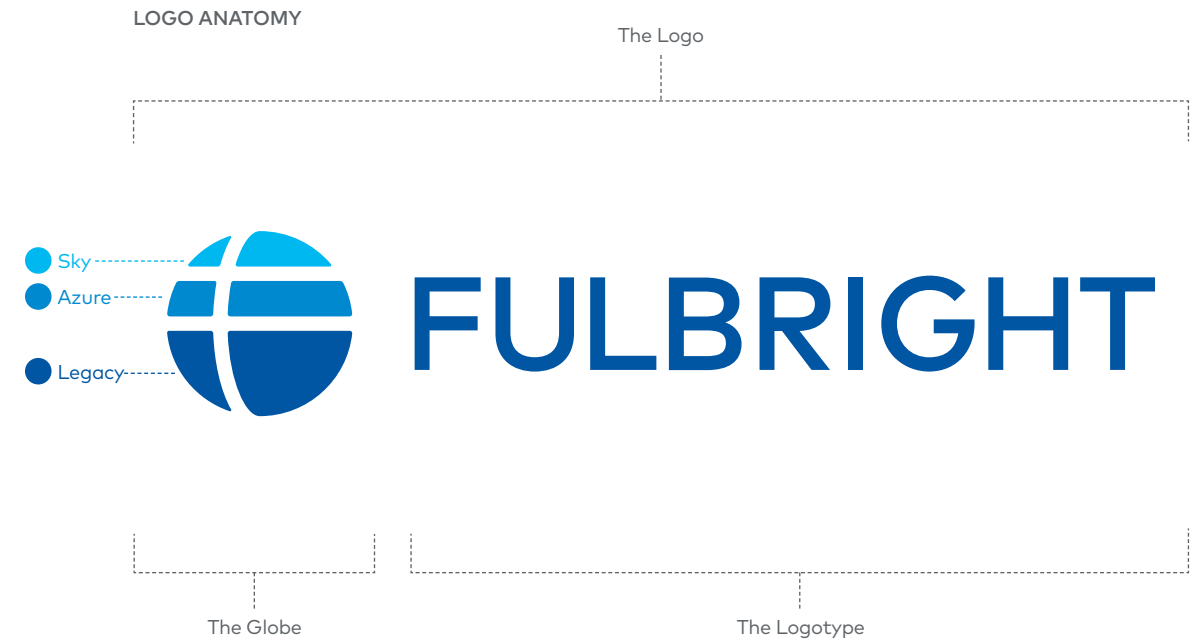
The Fulbright logo is the most fundamental visual component of our brand. To maintain a strong and consistent visual identity, it must be used correctly at all times.

The primary logo is made up of two specific parts: the globe and the logotype. The standard color use on the primary logo includes all three primary colors: Legacy Blue, Azure Blue and Sky Blue. If you're only able to use one color in branded materials, use the Legacy Blue. Please see the color use section (page 28) for proper color use on the Fulbright logo.

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

LOGO ANATOMY

The Logo

Sky
Azure

Legacy

FULBRIGHT
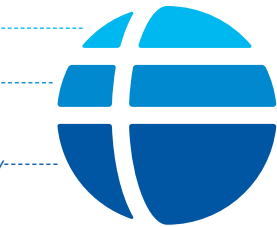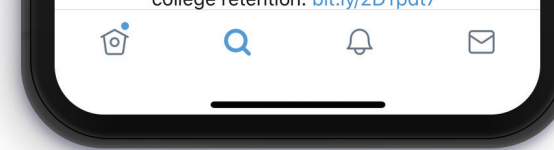
The Globe

The Logotype

FULBRIGHT

The Primary Logo

Fulbright Globe | 3.4

You can also use the Fulbright globe separately from the primary logo. The globe is well suited for social media and wherever a more iconic representation of the Fulbright brand is warranted. To maintain a strong and consistent visual identity, you must use it correctly at all times.

The use of color on the Fulbright Globe should follow all of the logo color use guidelines (page 28).

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

Sky
Azure
Legacy

The Fulbright Globe

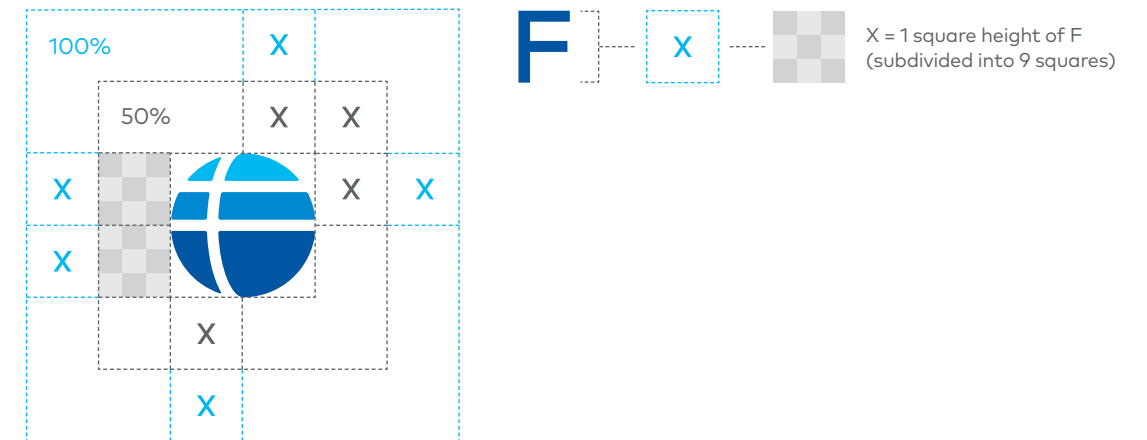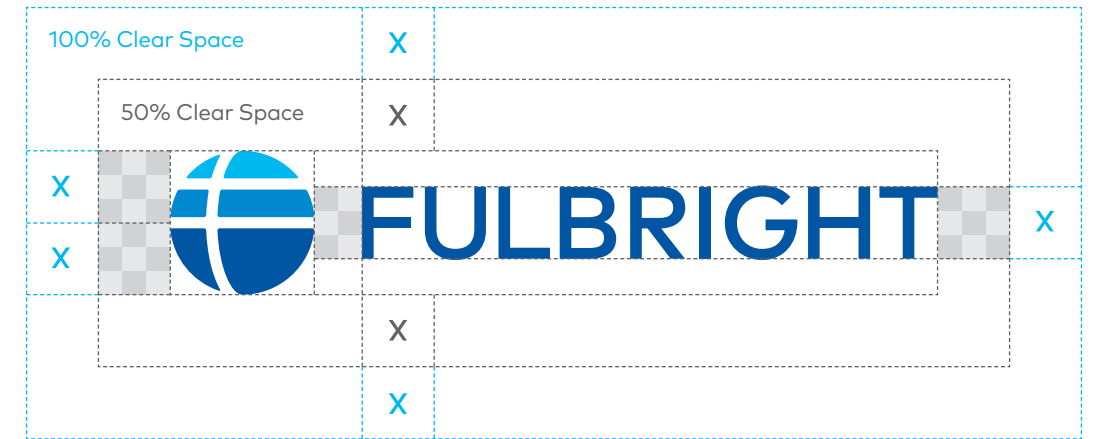Examples of social media icon use

Using the Fulbright Logo | 3.6

SPACING & SIZE

To preserve the integrity of the Fulbright logo, always maintain a minimum amount of clear space around it. This isolates the logo from other graphic elements that may divert attention. The clear space (on all logo versions) is defined as 'X', which is the height of the 'F' in the logotype. Make sure to maintain this space as the logo is proportionally enlarged or reduced in size. In special circumstances when 100 percent of clear space (2X) is not available or possible, use the second option of 50 percent (X) clear space.

There are no predetermined sizes for the Fulbright logo. Position and size should be determined based on the aesthetics, function and available space. However, please observe the minimum size guide shown here whenever you use smaller sizes. The ideal small size for the Fulbright logo is set at 1.5 inches wide (38.1 mm) but should never be smaller than 1.0 inch wide (25.4 mm).

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

CLEAR SPACE

100% Clear Space

X

50% Clear Space

X

X

FULBRIGHT

X

X

X

X

100%

X

50%

X

X

X

X

X

X

X

X

F

X

X = 1 square height of F
(subdivided into 9 squares)

MINIMUM SIZE

FULBRIGHT

FULBRIGHT

1.5 inches wide (38.1 mm)
Ideal Small Size

1 inch wide (25.4 mm)
Minimum Size

The Fulbright logo and all Fulbright logo extensions should always use the full-color logo. If the logo needs to be used in one color, then the logo should appear in Legacy Blue or Black. You can also use the logo in white whenever color or contrast makes it necessary. This also applies to the globe usage alone.

The logo examples shown on the following page represent examples of proper color use with the Fulbright logo.

Reproduce the Fulbright logo in Pantone® spot colors or CMYK when available. CMYK values should be used for digital printing, and RGB and HEX values should be used for all screen-based applications. For specific brand color values to use when reproducing the logo (using PANTONE®, four-color process, or RGB), refer to the brand color section (page 5).

If color reproduction is not available or is not a viable option, you can reproduce the logo in solid black, or reversed in white on a color background.

When the Fulbright logo is placed on a photograph, the image behind the logo must provide enough contrast to make the logo clearly visible.

You can also use specialty printing techniques such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

Full-color logo

White logo (on legacy blue)

One-color logo (legacy blue)

Secondary Color Use

One-color logo (black)

Incorrect use of the Fulbright logo compromises its integrity and effectiveness. The examples of logo misuse shown here are not comprehensive; they represent only a small sample of possible misuses. Always follow the logo use rules outlined in this brand guide.

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

DO NOT change the colors of the Fulbright logo except as specified.

DO NOT change the proportions of the Fulbright logo.

DO NOT obscure the Fulbright logo in any way.

DO NOT move or separate any part of the Fulbright logo.

DO NOT enclose the Fulbright logo in a shape or space.

DO NOT use the Fulbright logo on a low-contrast color.

DO NOT add any other type to the Fulbright logo.

DO NOT add any other graphic elements to the Fulbright logo.

DO NOT use the Fulbright logo on a busy or low-contrast photograph.

DO NOT rotate or skew any part of the Fulbright logo.

DO NOT add outlines or effects to the Fulbright logo.

DO NOT create a lock-up; always use approved artwork.

Accessibility and 508 Compliance

The Fulbright Program is committed to accessibility.

Designs created for the Fulbright Program must comply with Section 508 of the Rehabilitation Act, effective June 21, 2001, which requires U.S. federal departments and agencies that develop, procure, maintain, or use electronic and information technology to assure that these technologies provide access to information and data to people with disabilities.

Fulbright Program videos, web pages, websites and mobile applications created and/or maintained by the U.S. Department of State or cooperative agreement recipient organizations must be compliant with Section 508 of the Rehabilitation Act, which addresses accessibility of content to persons with disabilities. It states that they must be 508 compliant " ... unless an undue burden would be imposed on the department or agency." Even if there is an "undue burden," the U.S. Department of State and recipient organizations must provide accessible alternatives for all non-accessible content that they publish.

Specific requirements for videos and websites are detailed in the Communications Guidance for ECA Recipient Organizations document. Additional resources and guidance for accessibility in design can be found in the ECA/PASC Design Guide. This includes guidance on minimum font sizes and color contrast requirements.

Section 146 of the J. William Fulbright Foreign Scholarship Board Policies

(Adopted March 17, 2016)

Section 146: Provisions for Use of the Fulbright Logo

146.1 Use by authorized organizations and individuals
The Board encourages authorized organizations and individuals to use the official Fulbright logo on all appropriate print and digital material related to the Fulbright Program. The Fulbright logo should always be used in ways commensurate with the prestige of the Fulbright Program. Grantees may not use the Fulbright logo for personal fundraising or solicitation of gifts, as outlined in Sections 444.4, 544.4, 645.4, 745.4, 844.4, 944.4.

A. Authorized organizations include, but are not limited to: the U.S. Department of State and U.S. embassies and consulates worldwide; Fulbright implementing partners; Fulbright Commissions; Fulbright partner governments; home and host institutions for Fulbright grantees; and Fulbright private sector partners (e.g., National Geographic).

B. Fulbright grantees and alumni may use the Fulbright logo in publications and other work directly related to their Fulbright projects.

C. Grantees and alumni may also use the logo to promote their Fulbright affiliation for professional purposes (e.g., business cards, CVs/resumes) and on social media sites (e.g., blogs, LinkedIn profiles, etc.).

146.2 Use by other organizations or individuals (not listed)
Requests from external organizations and individuals not directly affiliated with the Fulbright Program to use the logo must be approved in writing from the Board and will be considered on a case-by-case basis. The Board will consider such requests keeping in mind that the Fulbright logo should always be used in ways commensurate with the prestige of the Fulbright Program.

146.3 Sale of items with the Fulbright logo
Under special circumstances, and only with express prior written consent from the Board, organizations (including authorized organizations, as listed above) may sell items bearing the Fulbright logo.

The Fulbright Brand Guide is a resource for all staff members at the U.S. Department of State and implementing partner organizations who are creating public promotional materials for official Fulbright Program communications platforms. Fulbright Commissions, other Program partners, and members of the media may also use this guide for instructions on the use of the Fulbright Program logo. The goal of this brand and identity guide is to ensure consistency and proper use of all Fulbright brand elements in the Program's recruitment and marketing products, expanding on existing guidance provided by the J. William Fulbright Foreign Scholarship Board policies.

We hope this guide helps you create engaging and consistent designs for the Fulbright Program. If you have any questions, please email the U.S. Department of State's Fulbright Outreach Team within the Office of Academic Exchange Programs at: Fulbright@state.gov. Media inquires may be directed to: ECA-Press@state.gov. General information about the Fulbright Program may be found at eca.state.gov/fulbright.