

U.S. Department of Homeland Security Style Guide

Designer: Nino Arbasetti



Table of Contents

1. Typography
2. Color Palette
3. Logo
4. Voice
5. Imagery
6. Graphic Treatment
7. UI Elements I
8. UI Elements II



Typography

Kanit

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ? () [] & @ % \$ + - ' " *

H1 HD Desktop: 40px

H1 Mobile: 20px

H2 HD Desktop: 34px

H2 Mobile: 18px

H3 HD Desktop: 26px

H3 Mobile: 16px

Montserrat

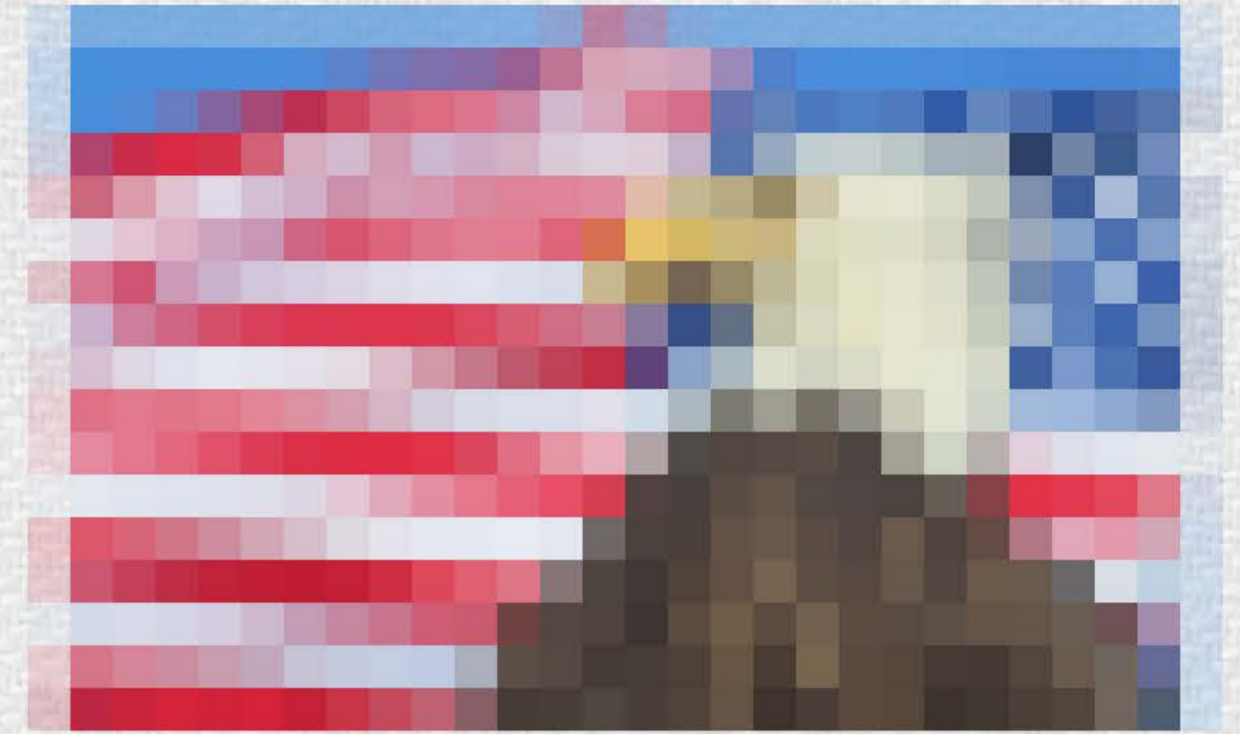
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ? () [] & @ % \$ + - ' " *

Body Text HD Desktop: 20px

Body Text Mobile: 14px



Color Palette



DHS Deep Blue
#113F5B | C:97 M:73 Y:42 K:31



DHS Khaki
#D9D3A9 | C:15 M:11 Y:38 K:0



DHS Dark Blue
#2E56A6 | C:90 M:74 Y:1 K:0



DHS White
#FFFFFF | C:0 M:0 Y:0 K:0



DHS Light Blue
#4A96D9 | C:68 M:31 Y:0 K:0



DHS Black
#000000 | C:75 M:68 Y:67 K:90



Logo



NO
Do not apply a gradient to the logo.



NO
Do not rotate the logo.



NO
Do not distort the logo.



NO
U.S. Department of
Homeland Security
Do not stack the logo and wordmark.



NO
Do not use an outline of the logo.



NO
Do not change the logo color.



YES
Do use the logo to the left of the wordmark.

U.S. Department of
Homeland Security



NO
Do not change the typeface of the wordmark.

U.S. Department of
Homeland Security



NO
Do not use colors other than the
brand palette.



NO
Do not use the logo on a
duotoned image.



YES
Do use the logo on an image.



Voice

Trustworthy Conclusive
Dependable Clear
Credible Definitive
Approachable Consistent



Imagery



Graphic Treatment



UI Elements I

Checkboxes



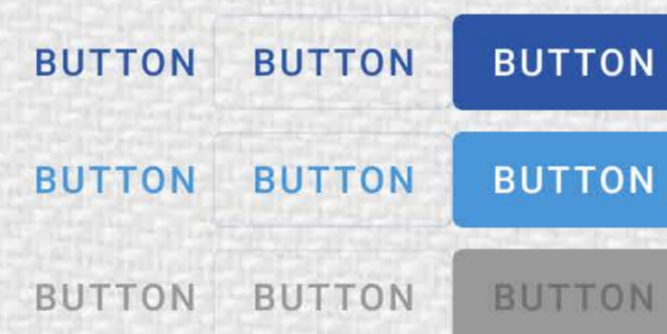
Radio Buttons



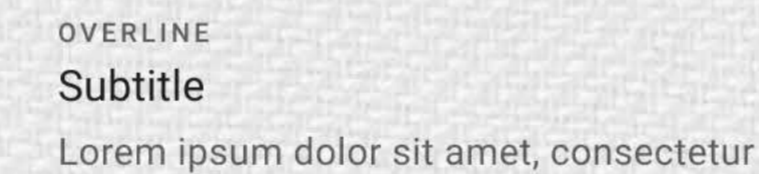
Toggle Switches



Buttons



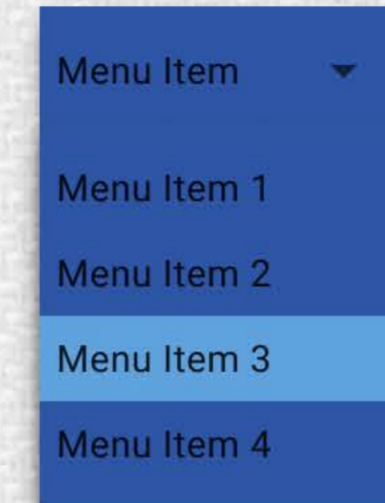
Lists



Sliders



Dropdown Lists



Pagination



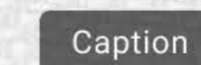
Breadcrumbs



Progress Bars



Tooltips



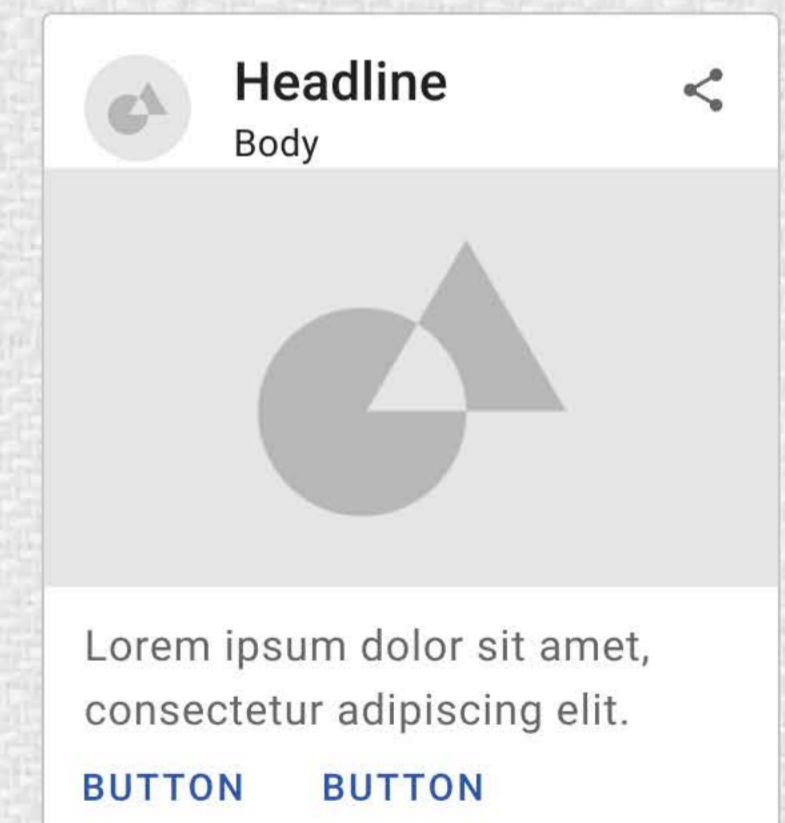
Tabs



Notifications



Cards



UI Elements II

Text Fields

Enter Something...

Enter Something...

Accordions

Accordion Heading ▾

Accordion Heading ▲

Body

Iconography



Search Field

Search Cancel

Modal Window

Discard draft?

BUTTON BUTTON

Date and Time Picker

May 2021 > < >

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Time 09:41

