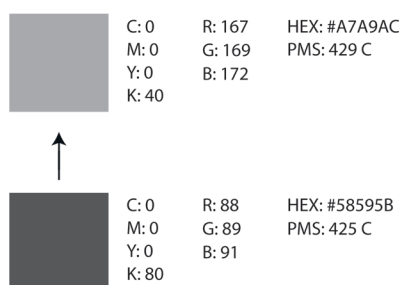
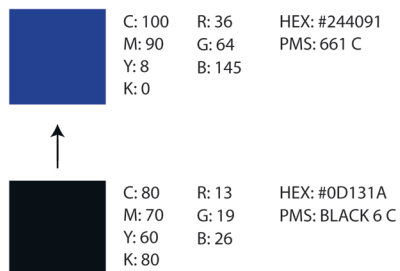




COLOR PALETTE

For color matching, use the Pantone or CMYK values supplied.
Do not depend on your screen to match these colors accurately.



LOGO TYPES

The logos in this section are the primary graphic elements of the .US brand. Consistent application and precise production of the logo is absolutely essential. Any variation of the logo diminishes the visual identity of the brand.

To ensure that the integrity of the logo and the .US brand is maintained, the following guidelines detail the acceptable uses of the logo, size and clear space requirements and examples of unacceptable uses of the logo &/or modifications to the logo. The .US logos must include the trademark symbol (TM) at all times.

ACCEPTABLE USE OF THE LOGO

Different versions of the logo are available depending on where the logo will be placed. The preferred version is: .US + America's Address logo. Do not alter or change the colors of the logo for any reason. The .US logo & .US logo + tagline displays best on a white background. If it is placed on a photograph, color background or other artwork, the background must be of a value at least 25% lighter than the darkest part/lower half of the logo.

CLEARSPACE

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the .US brand.



The clearspace minimum is equivalent to the diameter of the “dot” regardless of the size at which the logo is reproduced.

LOGO USAGE GUIDELINES

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:

1. No element of the logo artwork may be recreated, deleted, cropped or reconfigured.
2. A minimum of clearspace must be maintained on the perimeter surrounding logo artwork as outlined in the Clearspace section.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of the artwork.
4. Logo artwork should always appear upright.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
7. Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.

LOGO USAGE DON'TS

1. Do not change the logo's orientation.
2. Don't bevel or emboss logo.
3. Don't change the logo colors.
4. Don't crop the logo in any way.
5. Don't use patterns inside the logo or place images within the logo.
6. Don't present the logo in “outline only”