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Homeland
Security

October 12, 2018

SENT VIA E-MAIL TO: john@greenewald.com

John Greenewald
The Black Vault
27305 W. Live Oak Road
Suite #1203
Castaic, CA 91384

Re: **2018-HQFO-01162**

Dear Mr. Greenewald:

This is the final response to your June 28, 2018, Freedom of Information Act (FOIA) request to the Federal Emergency Management Administration (FEMA) for a copy of all current style guides utilized by DHS. On June 29th 2018, FEMA referred 38 pages of responsive records to our office for processing and direct response to you.

We are granting these records are under FOIA, 5 U.S.C. § 552, and DHS FOIA regulations at 6 C.F.R. Part 5. After carefully reviewing the responsive documents, I determined that they are appropriate for public release. The documents are enclosed in their entirety; DHS has claimed no deletions or exemptions.

Provisions of FOIA allow DHS to charge for processing fees, up to \$25, unless you seek a waiver of fees. In this instance, because the cost is below the \$25 minimum, there is no charge

If you need any further assistance or would like to discuss any aspect of your request, please contact the analyst below who processed your request and refer to **2018-HQFO-01162**. You may send an e-mail to foia@hq.dhs.gov, call 202-343-1743 or toll free 1-866-431-0486, or you may contact our FOIA Public Liaison in the same manner.

Sincerely,

A handwritten signature in black ink that reads "Lashawn Schmidt".

Lashawn Schmidt
FOIA Program Specialist

Enclosure(s): 38 pages of responsive records

U.S. Department of Homeland Security
House Style Guidelines



Homeland Security

October 2003

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Introduction

The design elements, or visual language, that make up our house style attempt to convey — through imagery, color and appearance — the qualities that we want the Department of Homeland Security to be known for: being innovative and proactive in our mission and being accessible and direct with our public.

We are entrusted with the relentless protection and defense of America, its ideals, its way of life and its people. We are the trusted and authoritative partner to the state, local and private sector entities that share our mission. We are a 21st-century form of government and proud to protect our homeland.

And our communications must reflect our convictions.

The following pages introduce the foundations of our house style. The hallmarks of this visual language are the distinctive color palettes, the complementary typefaces, standardized uses of imagery and consistent placement of our signature. Our house style will ensure maximum recognition and a clean, contemporary look for all our communications.

These house style guidelines should be used in conjunction with the Seal and Signature Usage Guidelines, which provide more detailed information on usage of the DHS signature and its variations.

Branding and Our House Style

Our house style is a major component of our branding system. The objectives of our branding system are fourfold: to focus and build impact for the Department of Homeland Security, a modern and nonbureaucratic form of government; to unify and strengthen the department; to help state and local entities, as well as the general public, understand the role and structure of the department; and to streamline communication.

Our branding system must be clear from the public's perspective and make minimal use of acronyms, because an abundance of acronyms hampers clarity and directness.

Our branding system is not the same as our organizational chart. No more than two levels have been branded because too many layers and too many symbols suggest traditional government bureaucracy and an unfocused organization.

Every DHS communication must be branded with one — and no more than one — of the following signatures.



DHS Signature — For use on communications emanating from the cabinet level, the five directorates, or programs, locations and centers not directly linked to one of the Public Facing Entities shown below.



Public Facing Entities Signatures — For use on communications emanating from these organizations with high public visibility and interaction.



Public Facing Entities Signatures, Endorsed — Please refer to The Coast Guard Correspondence Manual or contact The Office of Government and Public Affairs of the U.S. Secret Service for more information on using these signatures.

Primary Color Palette

The Homeland Security signature should be reproduced in full color — Homeland Security Blue, Gray, Green, Light Blue and Red — whenever possible. The colors of the signature serve as the source for our house style color palettes.

Our primary color palette contains Homeland Security Blue and Gray from the signature and adds Dark Gray and White. These colors should be employed throughout our communications and are equivalent to the

PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.

	Pantone®	C	M	Y	K	Video			Web		
						R	G	B	R	G	B
Homeland Security Blue	2955 C	100	45	0	37	0	47	128	0	51	102
Homeland Security Gray	Cool Gray 6 C	0	0	0	28	176	177	179	153	153	153
Homeland Security Dark Gray	Cool Gray 11 C	0	0	0	79	54	54	54	51	51	51
Homeland Security White		0	0	0	0	255	255	255	255	255	255

Secondary or Support Palette

The other colors from the Seal — Homeland Security Red, Light Blue and Green — make up our secondary color palette, which are used to enhance our communications in backgrounds, headlines and other supporting design elements.

Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

Typography

Typography plays a major role in shaping a brand because it helps create a consistent look and feel. For all Homeland Security communications, one typeface — Joanna MT — is preferred. This typeface has been chosen because it complements the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

ITC Franklin Gothic has been selected as a secondary or complementary font for Joanna MT. It may be used for headlines, subheads, captions and other supporting text.

When ITC Franklin Gothic is not available on your computer, you may substitute Arial for ITC Franklin Gothic.

Joanna MT

abcdefghijklmnopq

rstuvwxyz

1234567890\$&?{ }

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC Franklin
Gothic Book

abcdefghijklmnopq

rstuvwxyz

1234567890\$&?{ }

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Imagery — Introduction

Imagery is an integral and vital part of Department of Homeland Security communications. Visual imagery — specifically photography — conveys the spirit and energy of our homeland and helps bring its essence to life.

Since imagery will be used in applications from print to the Web, we must ensure that it consistently captures the best of our homeland, our employees and our commitment to proactive protection.

Following our house style will ensure that our communications will have a recognizable look and feel.

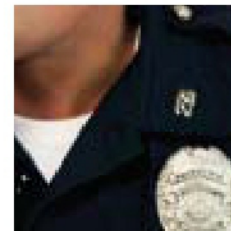
Two types of imagery are appropriate for our house style: conceptual and documentary. Conceptual imagery idealizes the homeland we protect and our ways of protecting it. Documentary imagery dramatizes our daily activities; these types of images may have a journalistic feel.

When preparing or selecting imagery, keep in mind these characteristics, which represent the essence of who we are.

Trustworthy	Reassuring	Authoritative
Accessible	Proactive	Protective
Resourceful	Innovative	Aggressive
Determined	Committed	

These imagery guidelines can also be provided to photographers to help them create original imagery for the DHS.

Please also consult the “Grid System” portion of these house style guidelines for a more complete understanding of how to use imagery in designs and layouts.



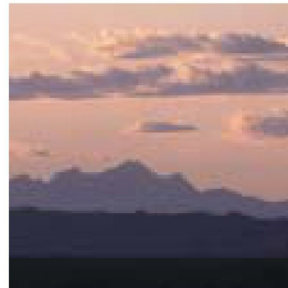
Conceptual Imagery — What We Protect

As these examples suggest, conceptual imagery highlights the natural attributes of the homeland we protect. Idealized portraits of our national symbols are also part of this image category.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



Getty Images ID# **ab64993**



Getty Images ID# **rbv1_67**



Getty Images ID# **AA0408844**



Getty Images ID# **200025559-001**



Getty Images ID# **thic0020841**



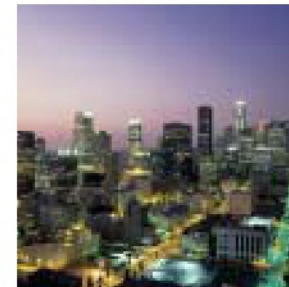
Getty Images ID# **E008263**



Getty Images ID# **ngs0_7916**



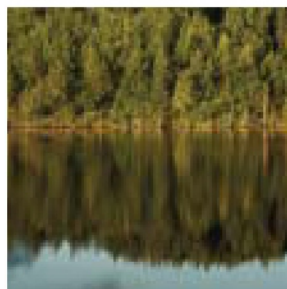
Getty Images ID# **ba19596**



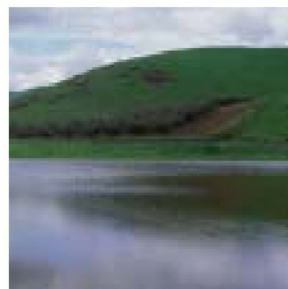
Getty Images ID# **ab68106**



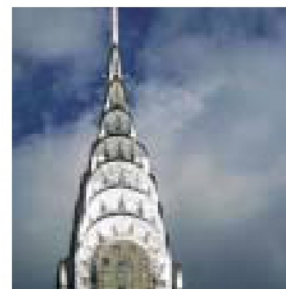
Getty Images ID# **TR002823**



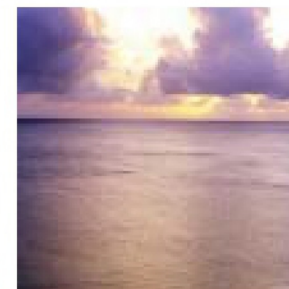
Getty Images ID# **ngs0_8509**



Getty Images ID# **E014045**



Photonica ID# **dv685038**



Getty Images ID# **bot54543**



Getty Images ID# **ngs0_680**

Conceptual Imagery — How We Protect the Homeland

In conceptual images that show how we protect the homeland, our actions and our homeland's protective infrastructure have been abstracted from specific, identifiable places, activities or people. This abstraction process makes this imagery different from the imagery that documents our daily activities.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



Photonica ID# 05978000211



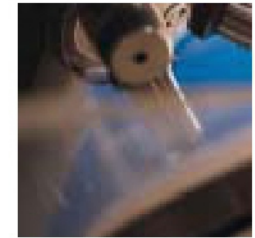
Photonica ID# 05978000273



Photonica ID# 06539000049



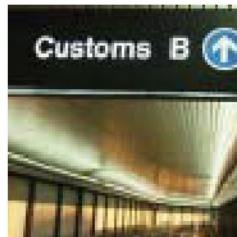
Photonica ID# 05978000318



Getty Images ID# dv093019



Photonica ID# 06553000051



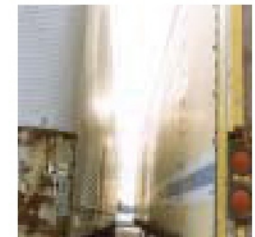
Getty Images ID# tr001757



Photonica ID# 304200045



Getty Images ID# 10186263



Photonica ID# 06581000085



Getty Images ID# ec6696-001



Photonica ID# 629200020



Photonica ID# bd9428-001



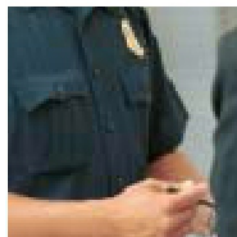
Photonica ID# 602600115



Getty Images ID# dv635051



CBP Images ID# 117_5fuh60_5f270



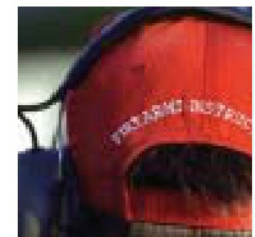
CBP Images ID# cia_5f01_5fhires



CBP Images ID# cia_5f08_5f270



Getty Images ID# dv738029



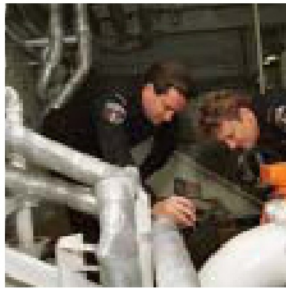
Getty Images ID# fi_5f11_5f270

Documentary Imagery — Our Daily Activities

This type of imagery documents our daily activities; these types of images may have a journalistic feel. Our actions and interactions with the public are of an amazingly wide variety and so our documentary imagery will range correspondingly from the mundane to the dramatic.

Please consider the intentions of the communication when selecting an appropriate image.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



CBP Images ID# **cis_5f07_5f270**



CBP Images ID# **pfw_5f10_5f270**



CBP Images ID# **crazy_5f13_5f270**



CBP Images ID# **china_5fmed**



CBP Images ID# **b_5f06_5f270**



CBP Images ID# **ridge_5foperation_5_fpredat**



CBP Images ID# **ci_5f13_5f270**



CBP Images ID# **srt_5f11_5f270**



CBP Images ID# **hs_5f07_5fhighres**



FEMA Image ID# **LA_1437_87**



FEMA Image ID# **Montana%20fire Granite%20Cr1**



CBP Images ID# **ci_5f05_5hires**



FEMA Image ID# **ok_0202_1401_08**



FEMA Image ID# **pr_11_96_16**



FEMA Images ID# **WA_Ridge_072403_1**

Cropping Images

Dynamic cropping can add drama to an image. Unusual colors or lighting, extreme close-ups and interesting angles may be emphasized through creative cropping. The focus of the image may be significantly altered and convey a different message than the non-cropped image.

By eliminating specific, identifiable places, activities or people from an image, cropping can be a way of making a conceptual image from a documentary image. This process is demonstrated in the first example below.

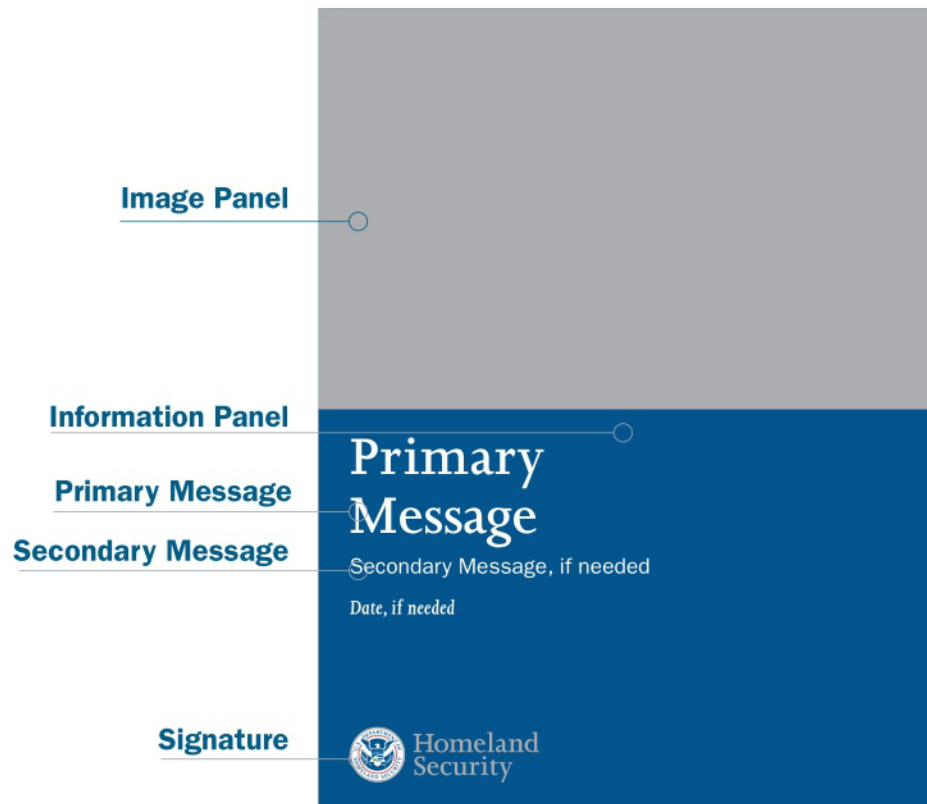


DHS Grid System Components — Introduction

The front-facing element of DHS communications — whether a brochure cover or a website homepage — follows a basic grid system. This grid system organizes the house style components in a consistent fashion, enhancing the public’s recognition of what is and is not a DHS communication while streamlining design decisions.

The DHS Grid System is made up of four essential components:

- The image panel
- The information panel
- Primary and secondary messages
- The signature



The grid splits the front-facing element of a communication horizontally into two halves.

One half is the image panel. This image panel may contain a photograph or a color field in a color selected from the house style primary or secondary palette.

The other half is the information panel, which contains a short primary message in large type and, if needed, below the primary message, a secondary message in smaller type. If needed, a date can be added below the message(s).

The signature is always placed at the bottom of the information panel and aligns flush left with the message type. The signature clearspace, at minimum, must be respected at all margins.

The placement of the image and information panels can be switched to add variety to our communications. For some communications, the information panel will be more appropriate above the image panel.

DHS Grid System Components — Examples

Examples of various grid options.

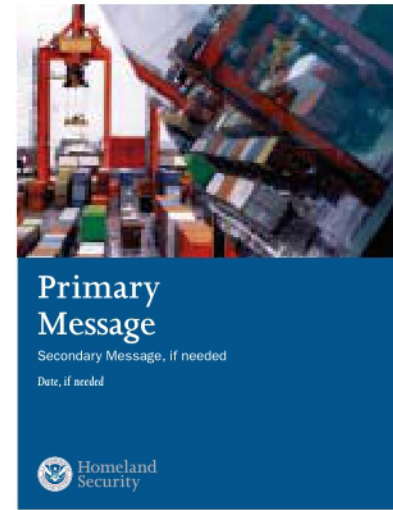
- 1) 8.5" x 11" cover option with image panel on bottom
- 2) Slim Jim cover option with image panel on bottom
- 3) 8.5" x 11" cover option with image panel on top
- 4) Slim Jim cover option with image panel on top
- 5) 5.5" x 8.5" cover option with image panel on top
- 6) 8.5" x 11" cover option with image and message panels appearing in solid DHS Dark Gray
- 7) 8.5" x 11" cover option with image panel on bottom in solid DHS Red
- 8) 5.5" x 8.5" cover option with image panel on bottom in solid DHS Light Blue image panel



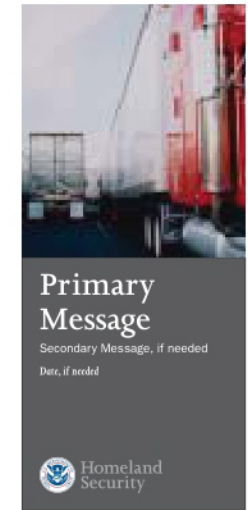
1



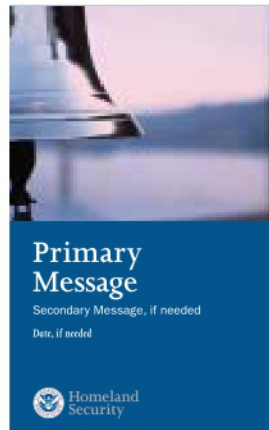
2



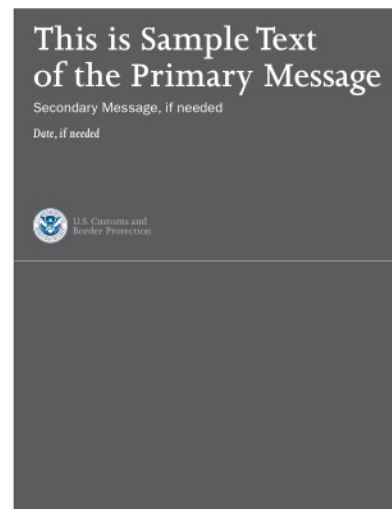
3



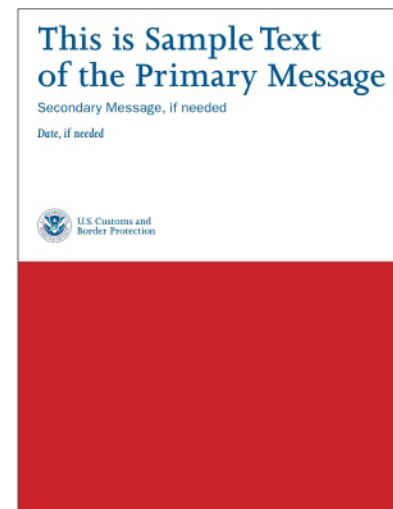
4



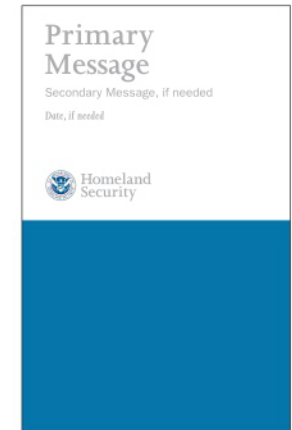
5



6



7



8

Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on top.

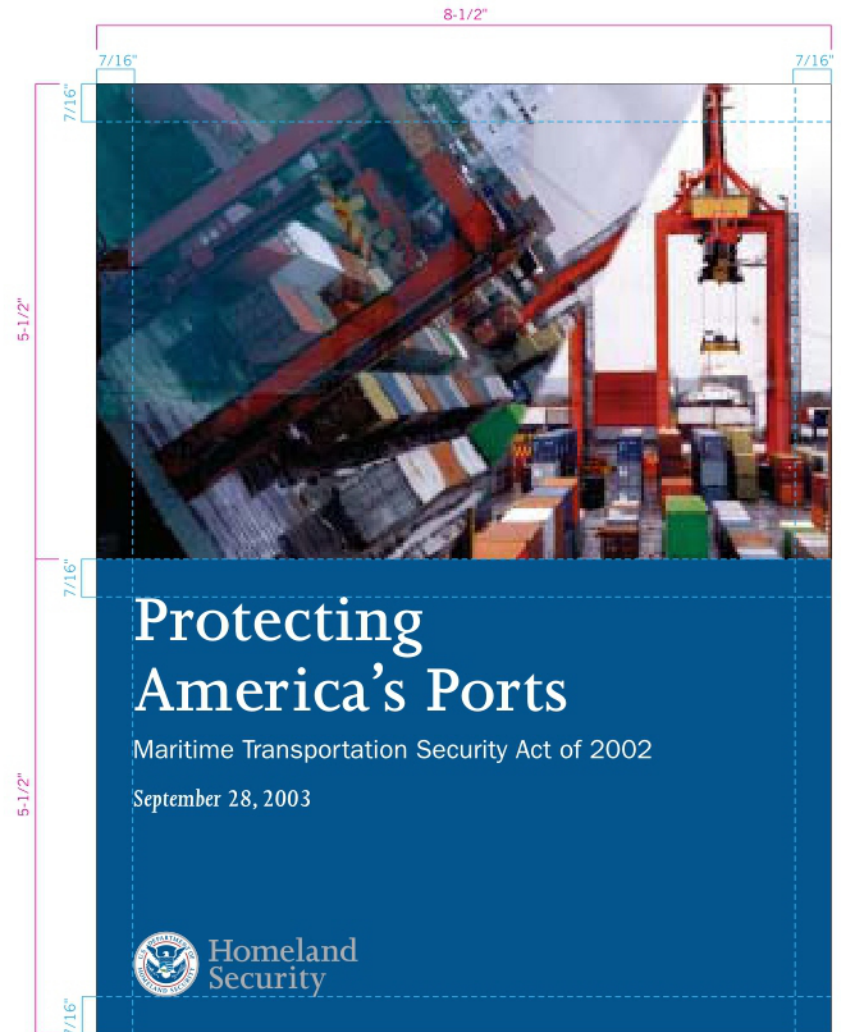
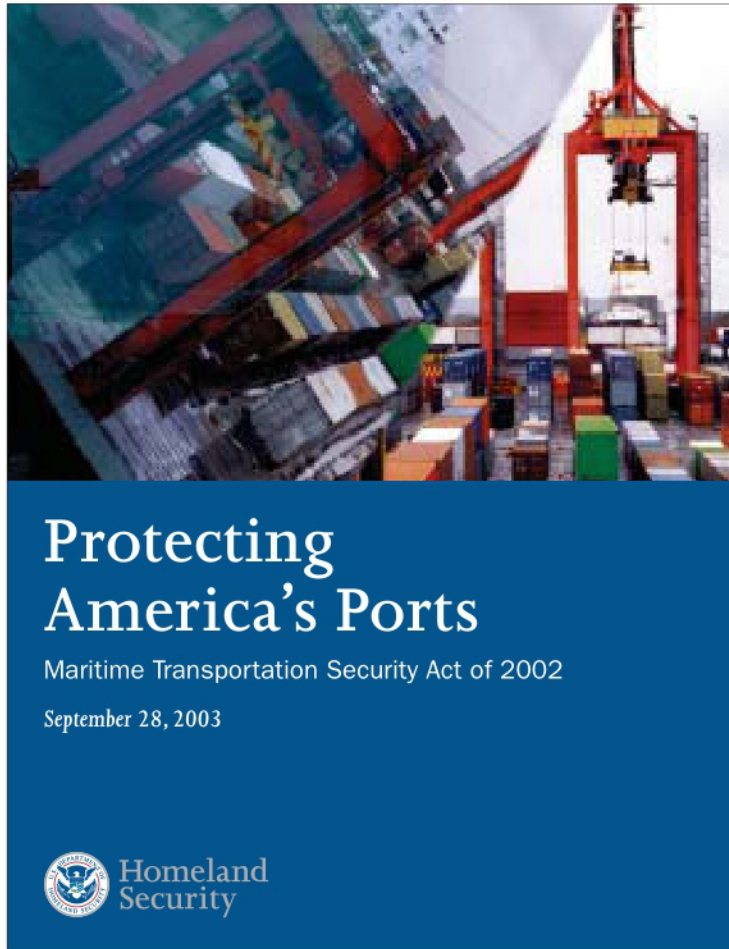
Information Panel
DHS Blue (PMS 2955)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT
Semibold Italic 22pt
leading 40pt

Signature
seal 3/4"



Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on the bottom.

Information Panel

DHS White

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

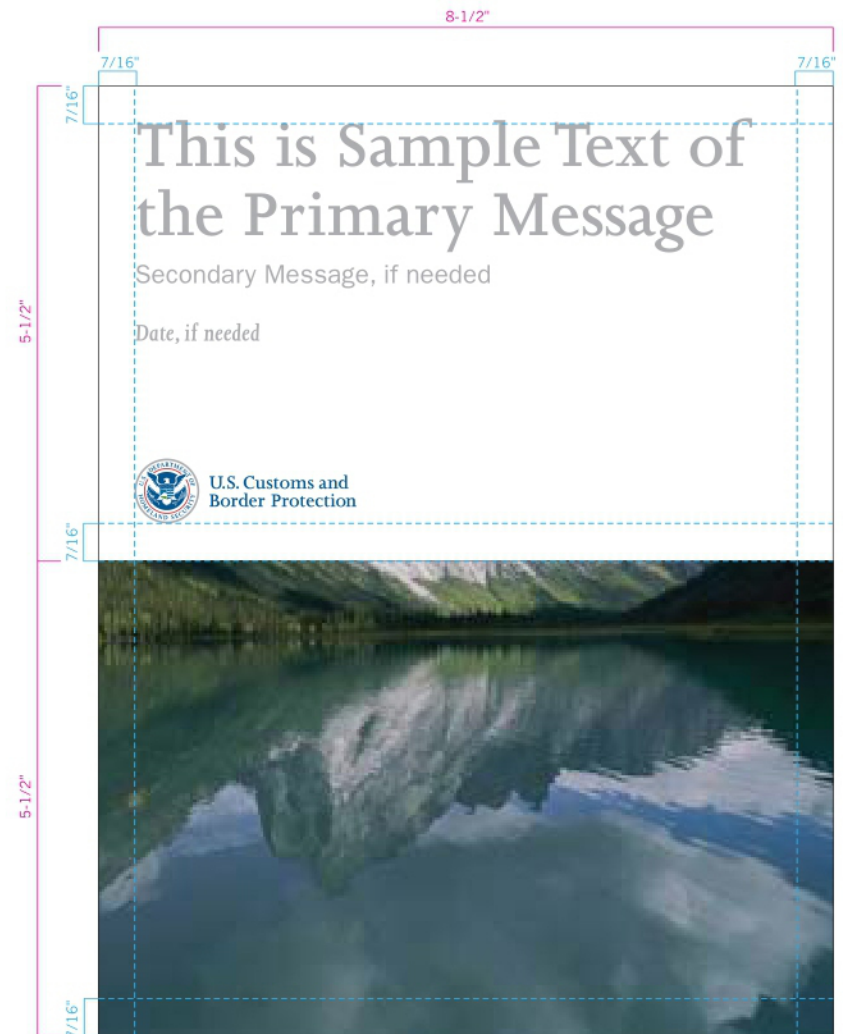
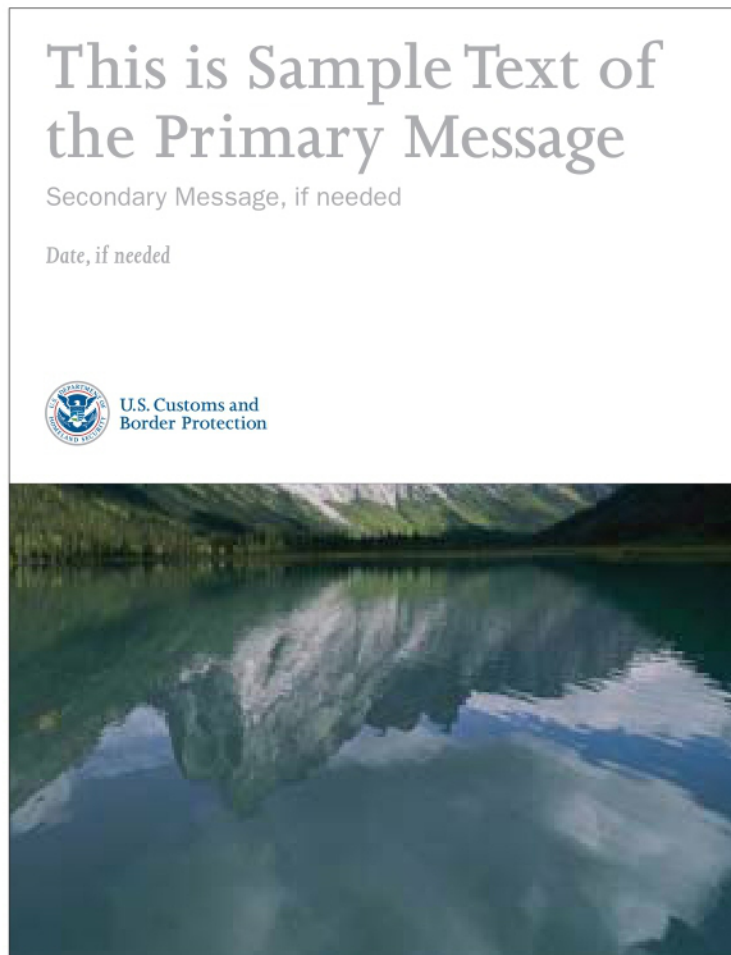
ITC Franklin
Gothic Book 22pt
leading 40pt

Date

Joanna MT
Semibold Italic 22pt
leading 40pt

Signature

seal 3/4"



Grid Example 8.5" x 11"

If the communication needs to be more proprietary, a modifier may be added to the information panel before the primary message.

This modifier may only be a program, location or center name. See page 20 of "The Department of Homeland Security Seal and Signature Usage Guidelines" for more information on Level IV branding.

Information Panel

DHS White

Program Name

Joanna MT
Semibold Italic 30pt
leading 58pt

Primary Message

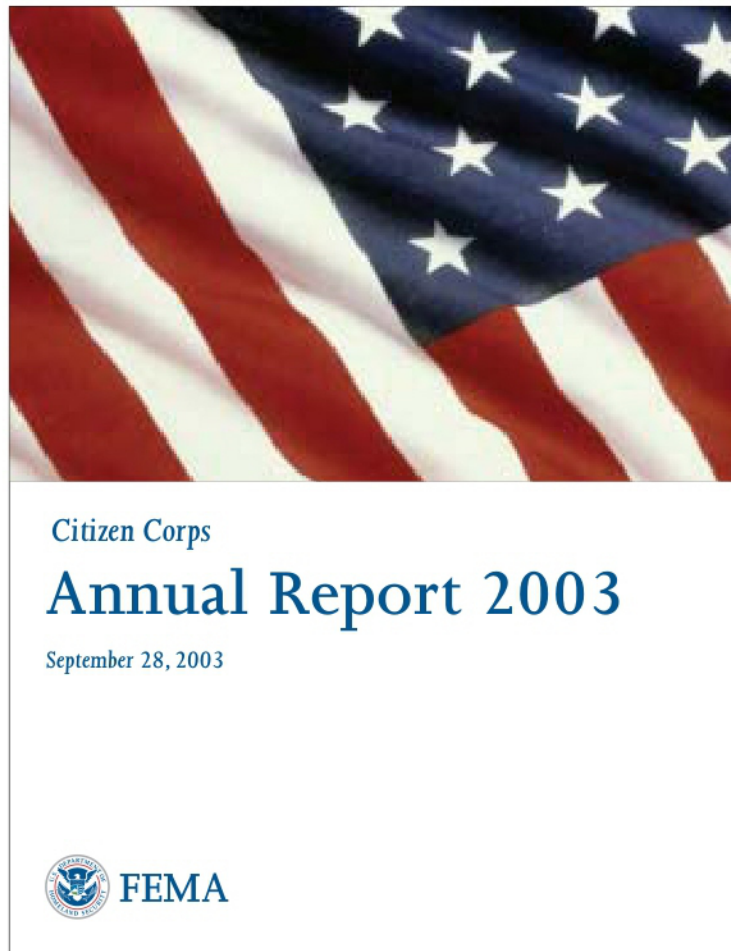
Joanna MT
Semibold 58pt
leading 58pt

Date

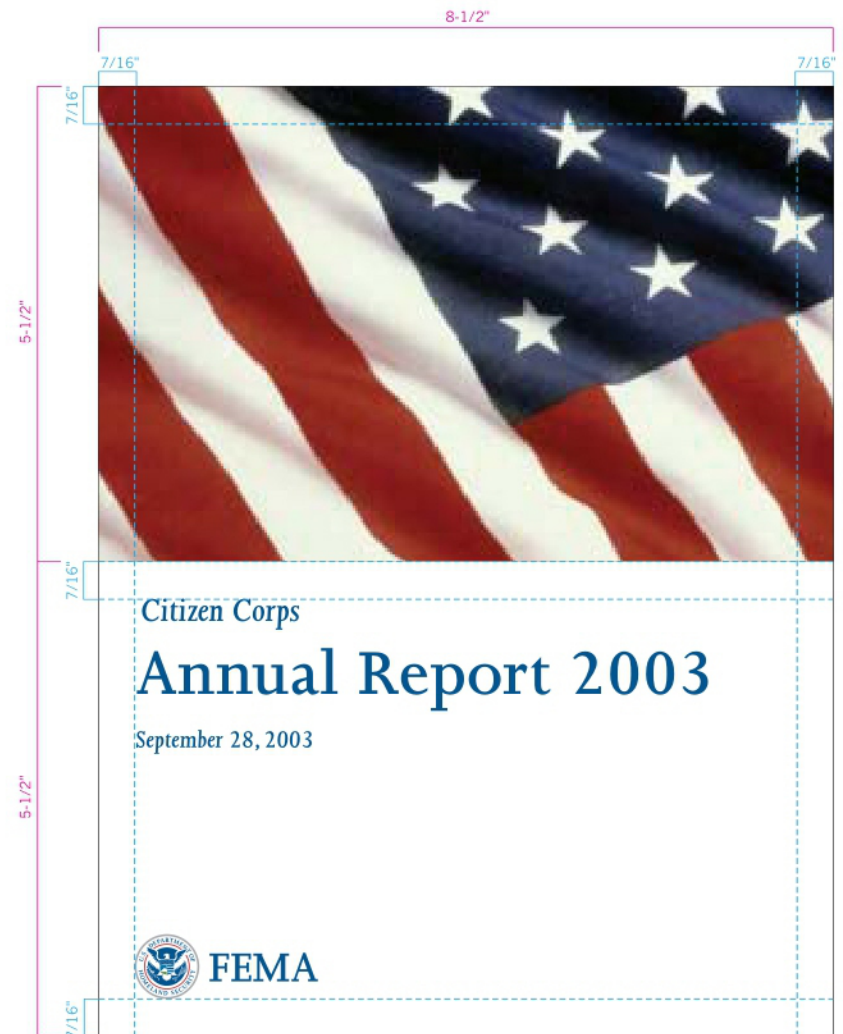
Joanna MT Italic 22pt
leading 40pt

Signature

seal 3/4"



Below are examples of 8.5" x 11" grids with a primary message modifier.



Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on top.

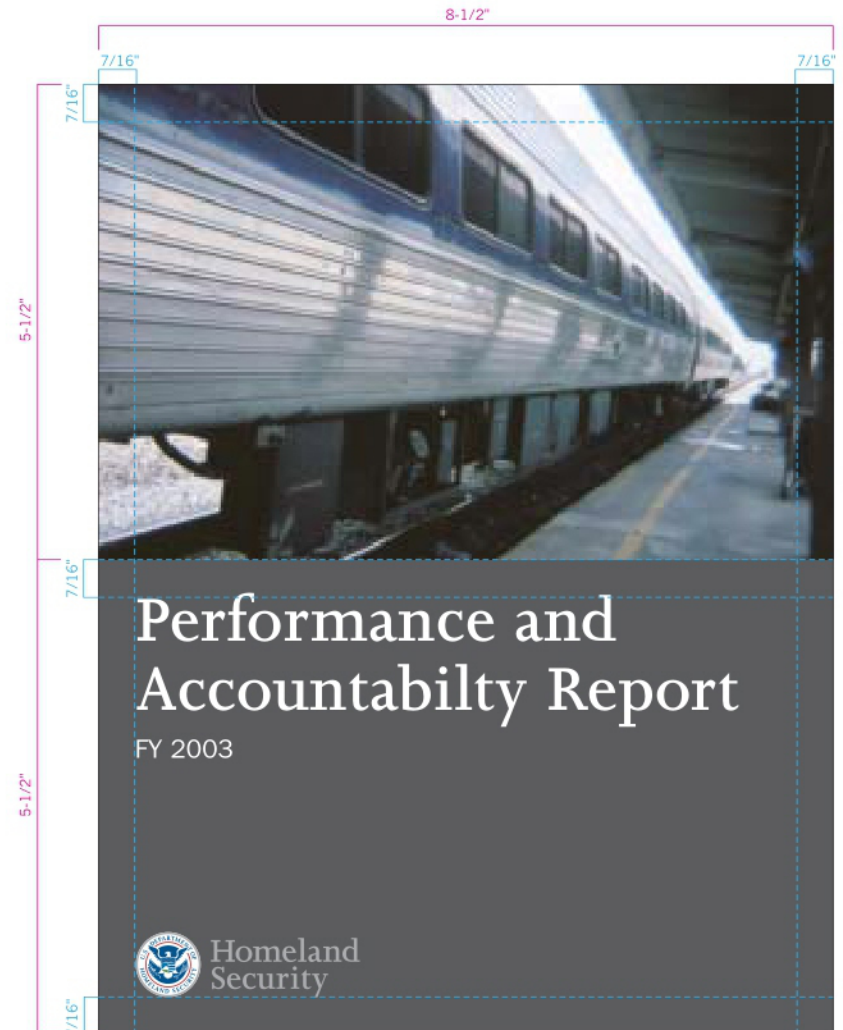
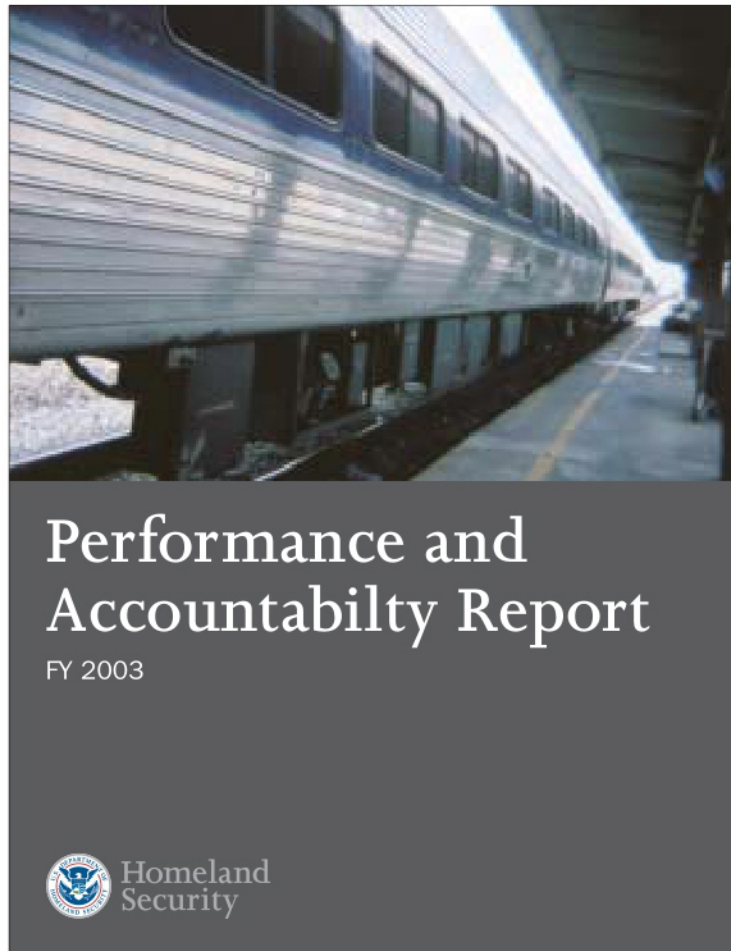
Information Panel
DHS Dark Gray
(PMS Cool Gray 11)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"



Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid for one-color application.

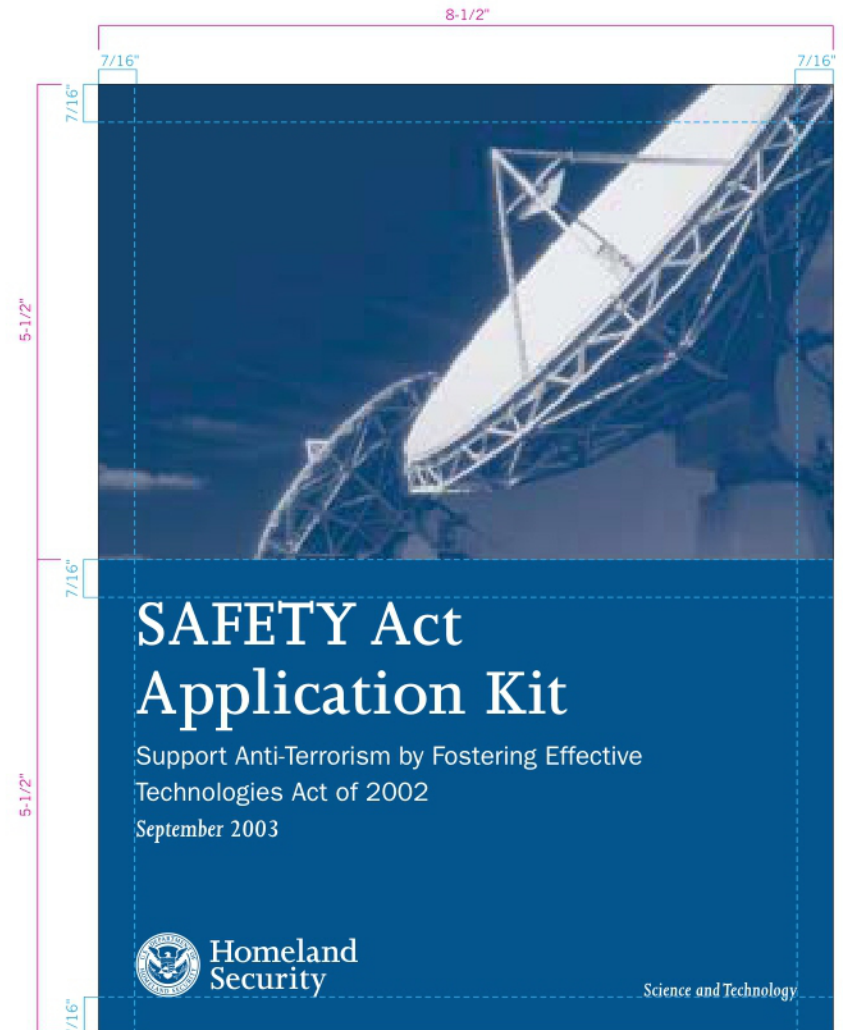
Information Panel
DHS Blue (PMS 2955)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"



Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

Image Panel

DHS Gray
(PMS Cool Gray 6)

Information Panel

DHS Blue (PMS 2955)

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

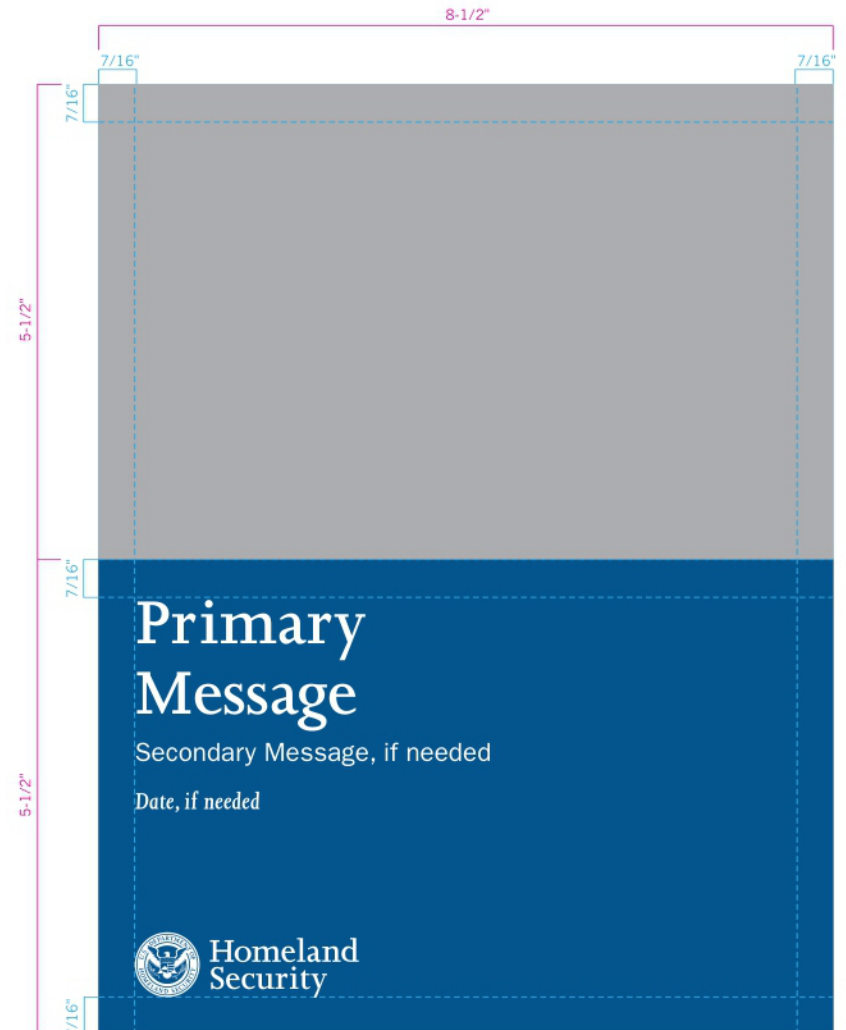
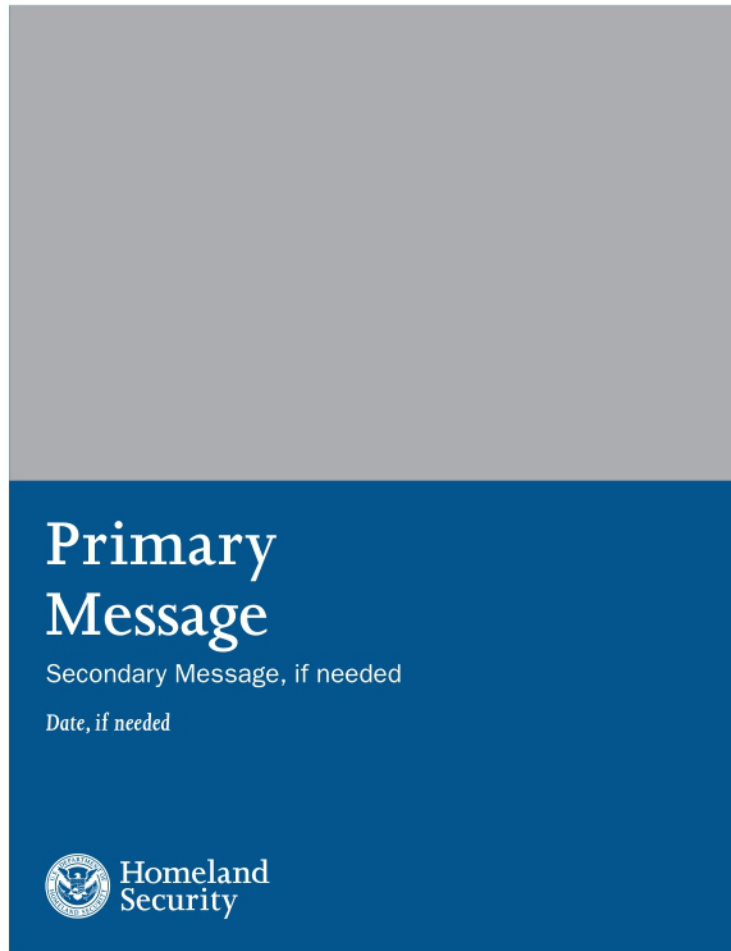
ITC Franklin
Gothic Book 22pt
leading 40pt

Date

Joanna MT Italic 22pt
leading 40pt

Signature

seal 3/4"



Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel

DHS Light Blue
(PMS 307)

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

ITC Franklin
Gothic Book 22pt
leading 40pt

Date

Joanna MT Italic 22pt
leading 40pt

Signature

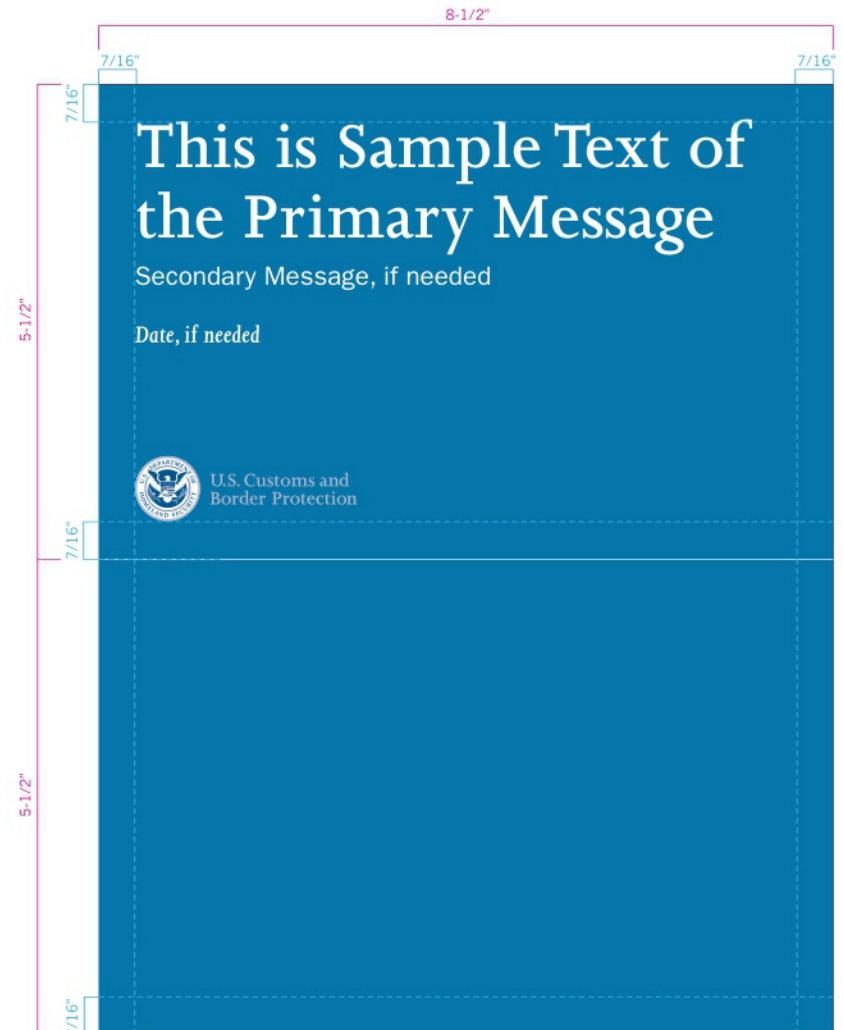
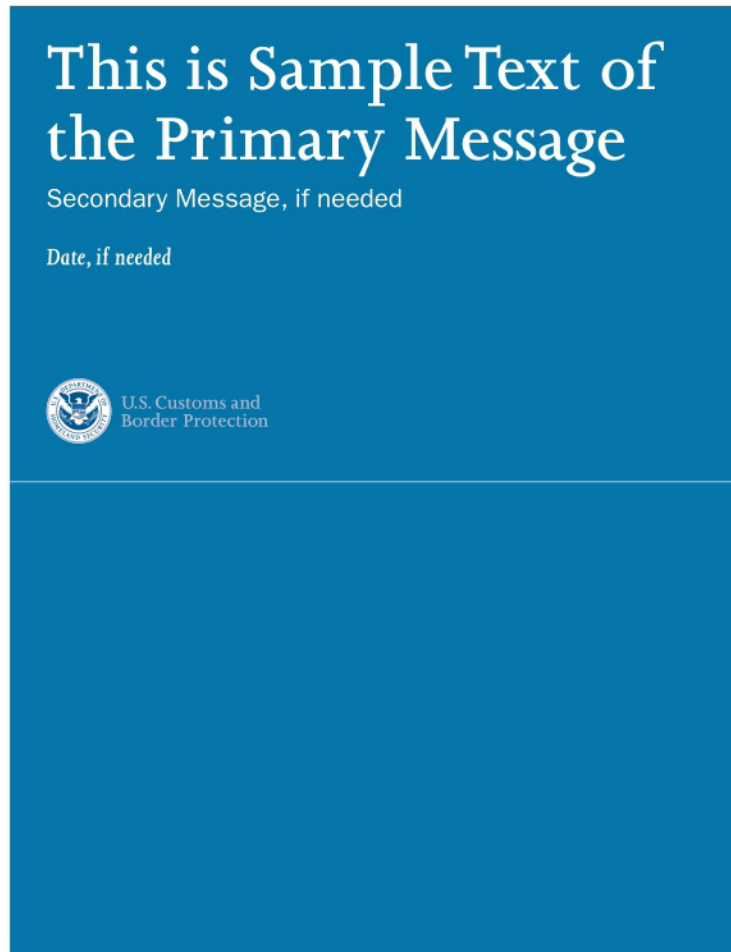
seal 3/4"

Divider Rule

DHS White

Image Panel

DHS Light Blue
(PMS 307)



Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel

DHS White

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

ITC Franklin
Gothic Book 22pt
leading 40pt

Date

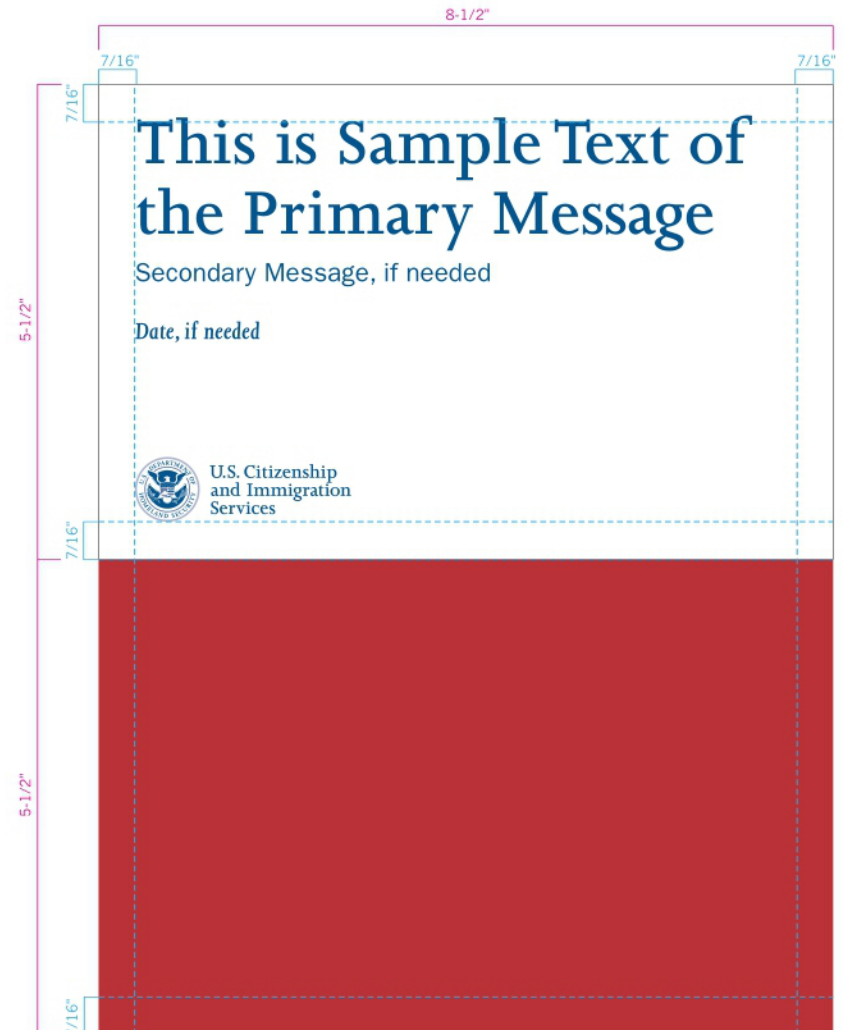
Joanna MT Italic 22pt
leading 40pt

Signature

seal 3/4"

Image Panel

DHS Red
(PMS 187)



Grid Example 8.5" x 11"

Example of an 8.5" x 11" 4-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel

DHS White

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

ITC Franklin
Gothic Book 22pt
leading 40pt

Date

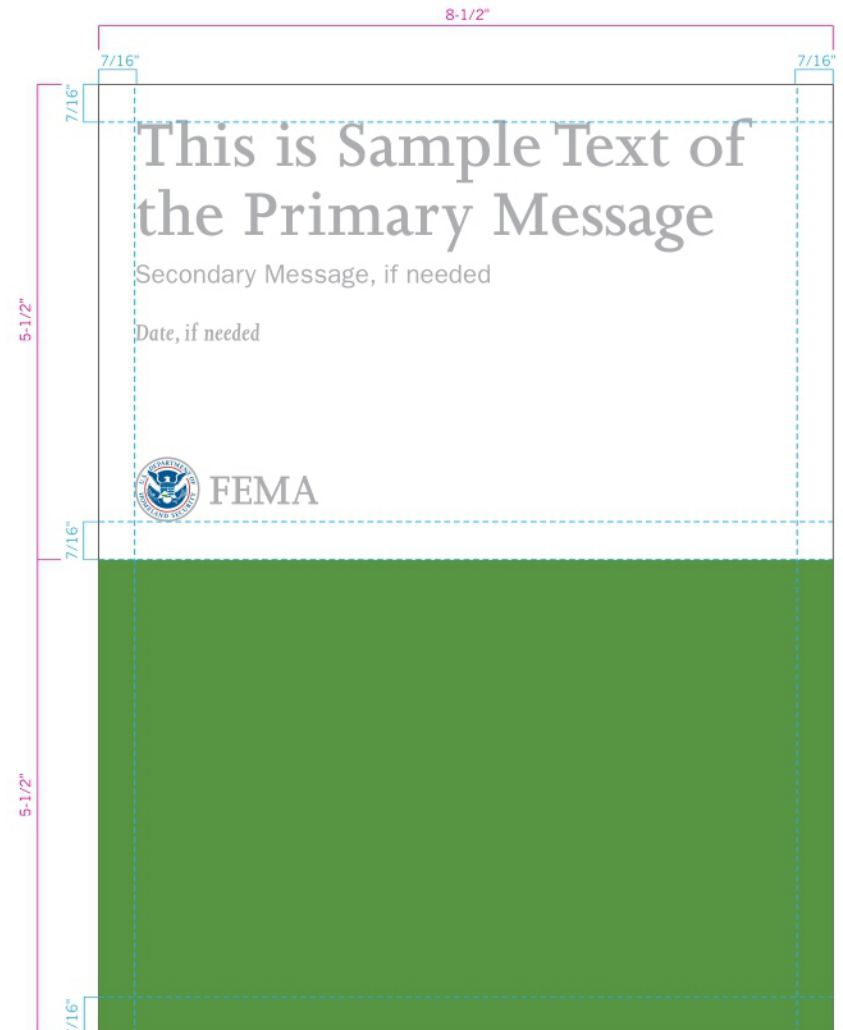
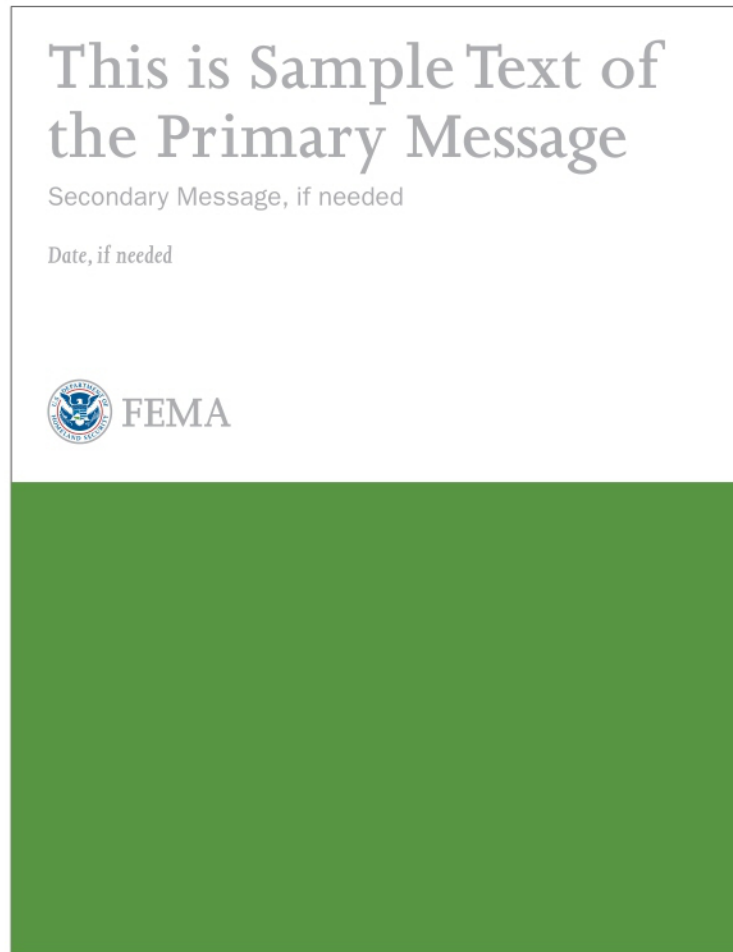
Joanna MT Italic 22pt
leading 40pt

Signature

seal 3/4"

Image Panel

DHS Green
(PMS 370)



Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Image Panel

DHS Light Blue
(PMS 307)

Information Panel

DHS Light Blue
(PMS 307)

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

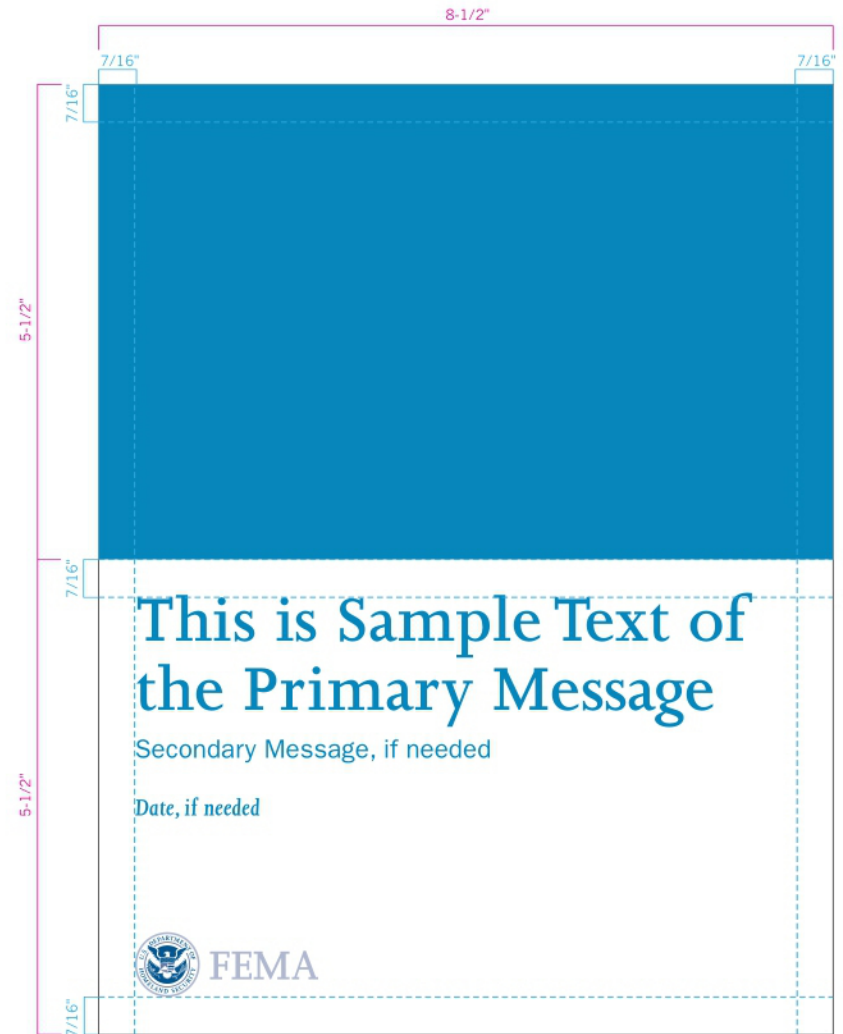
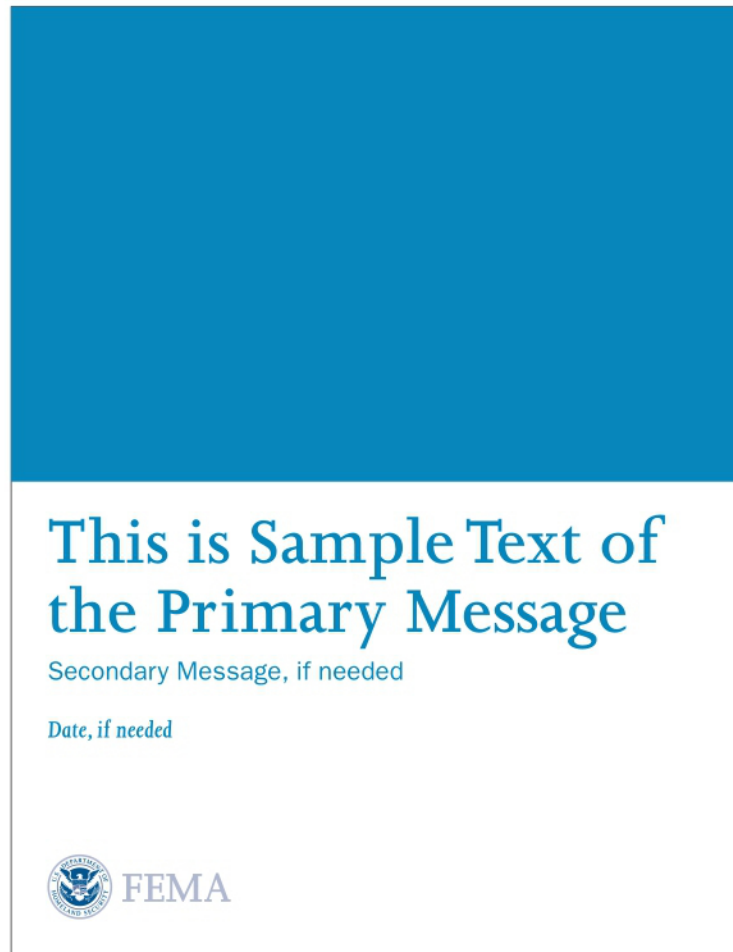
ITC Franklin
Gothic Book 22pt
leading 40pt

Date

Joanna MT Italic 22pt
leading 40pt

Signature

seal 3/4"



Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on top.

Information Panel

DHS Dark Gray
(PMS Cool Gray 11)

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

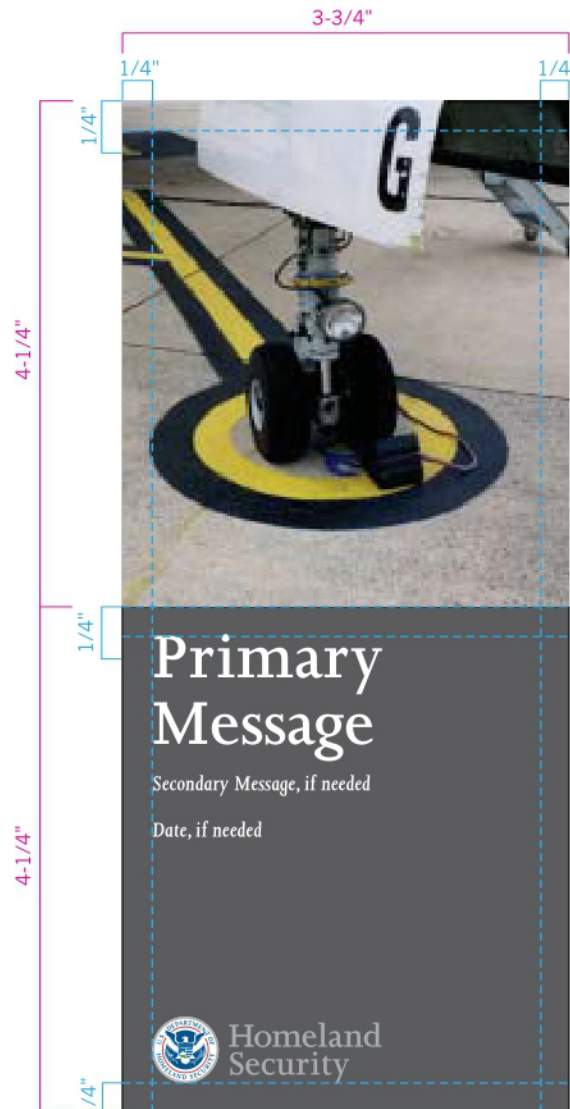
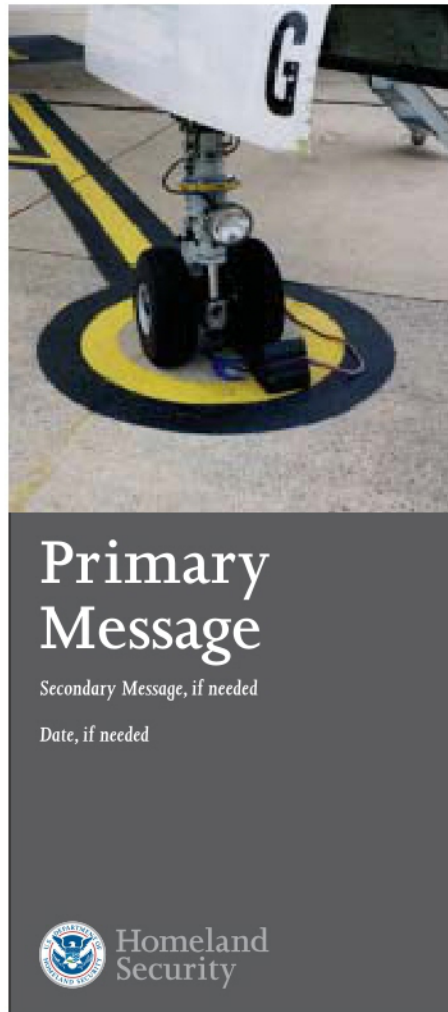
ITC Franklin
Gothic Book 22pt
leading 40pt

Date

Joanna MT Italic 22pt
leading 40pt

Signature

seal 9/16"



Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on bottom.

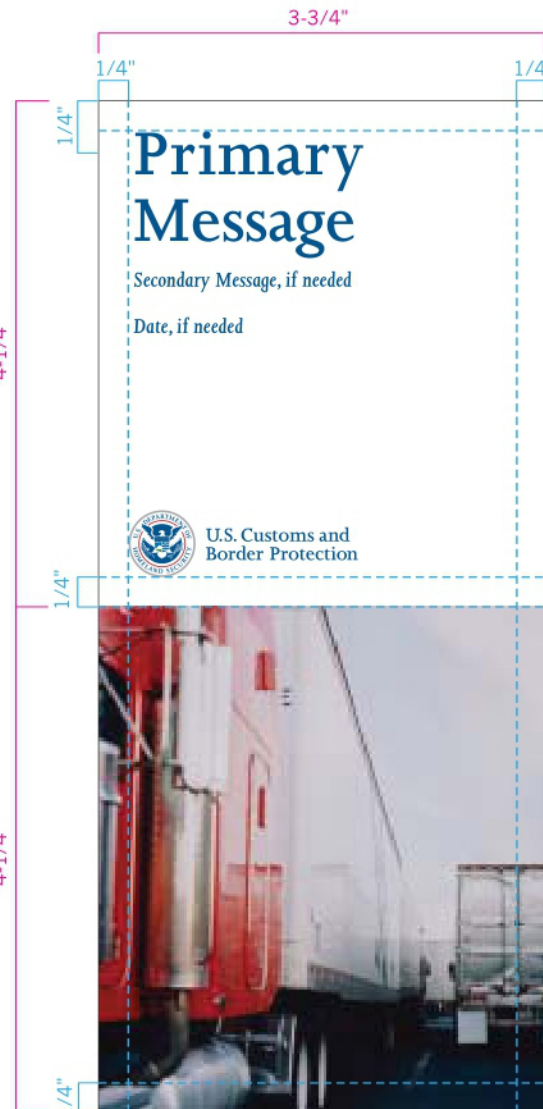
Information Panel
DHS White

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 9/16"



Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid two-color application.

Image Panel

DHS Gray
(PMS Cool Gray 6)

Information Panel

DHS Blue (PMS 2955)

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

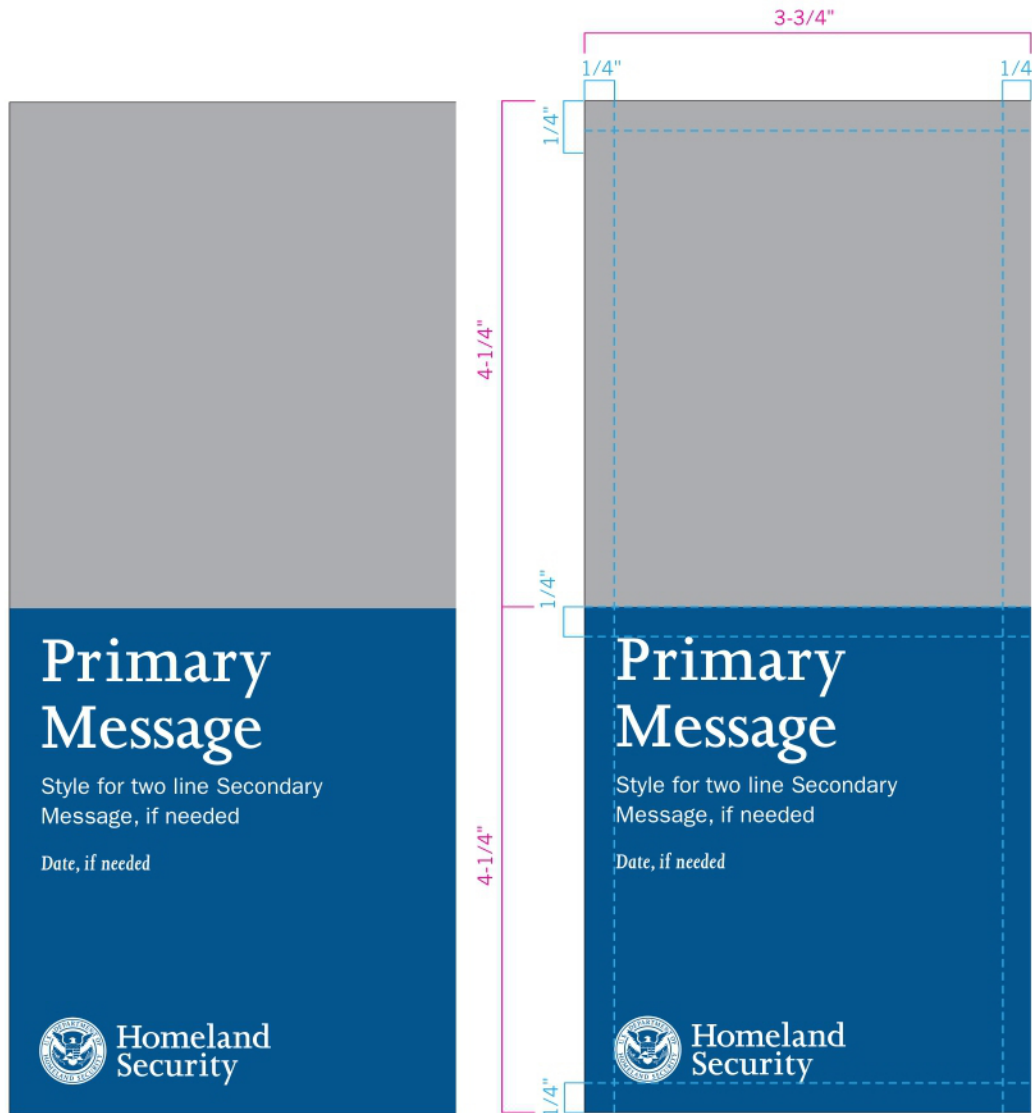
ITC Franklin
Gothic Book 22pt
leading 40pt

Date

Joanna MT Italic 22pt
leading 40pt

Signature

seal 9/16"



Grid Example 5.5" x 8.5"

Example of a 5.5" x 8.5" grid one-color application.

Image Panel

DHS White

Information Panel

DHS Blue (PMS 2955)

Primary Message

Joanna MT
Semibold 58pt
leading 58pt

Secondary Message

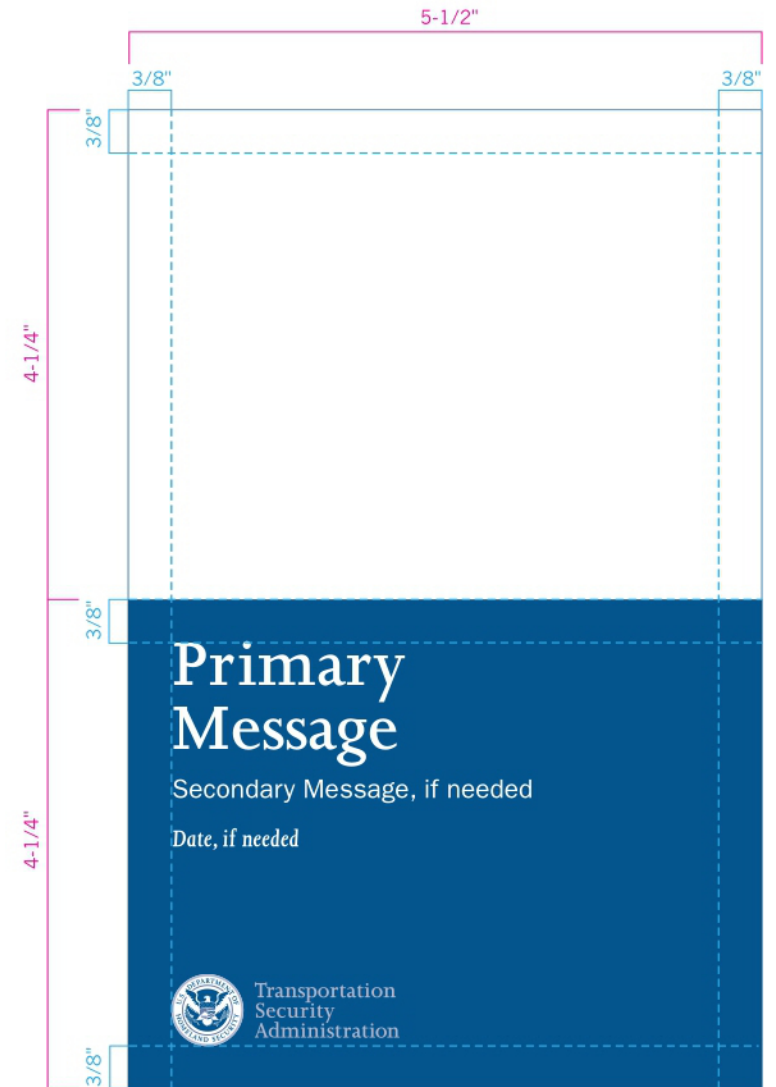
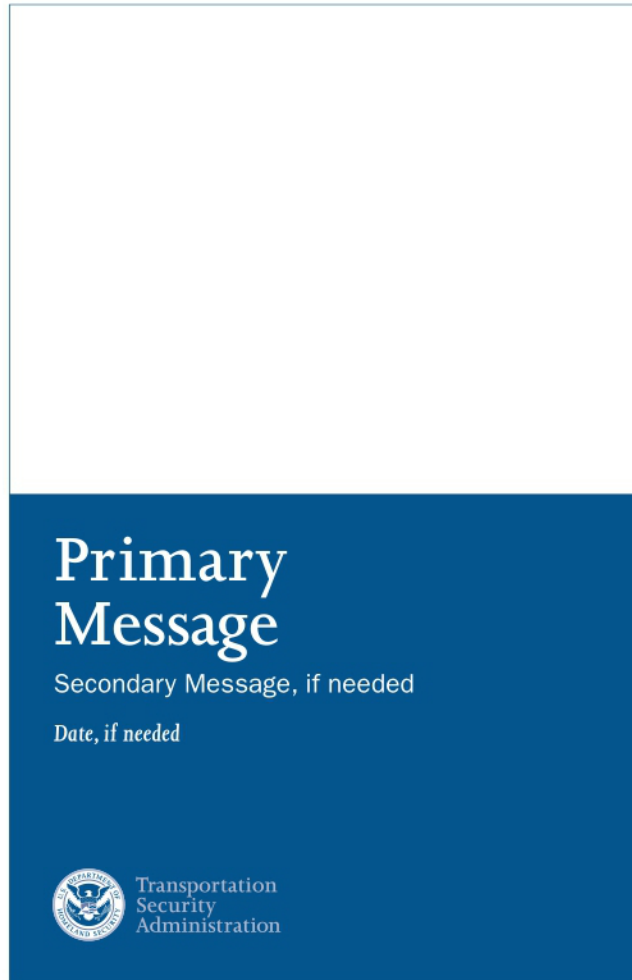
ITC Franklin
Gothic Book 22pt
leading 40pt

Date

Joanna MT Italic 22pt
leading 40pt

Signature

seal 5/8"



Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Caption — Quote

Joanna MT Italic 11pt
leading 13pt

Caption — Attribute

Joanna MT Regular 11pt
leading 13pt

Caption — Remarks...

Joanna MT Regular 8pt
leading 9.5pt

Copy

Joanna MT Regular 11pt
leading 13pt
Single line space
between paragraphs

Page Header

Joanna MT
Semibold 36pt
leading 40pt

Page Subhead

Joanna MT
Regular 20pt
leading 36pt

Date

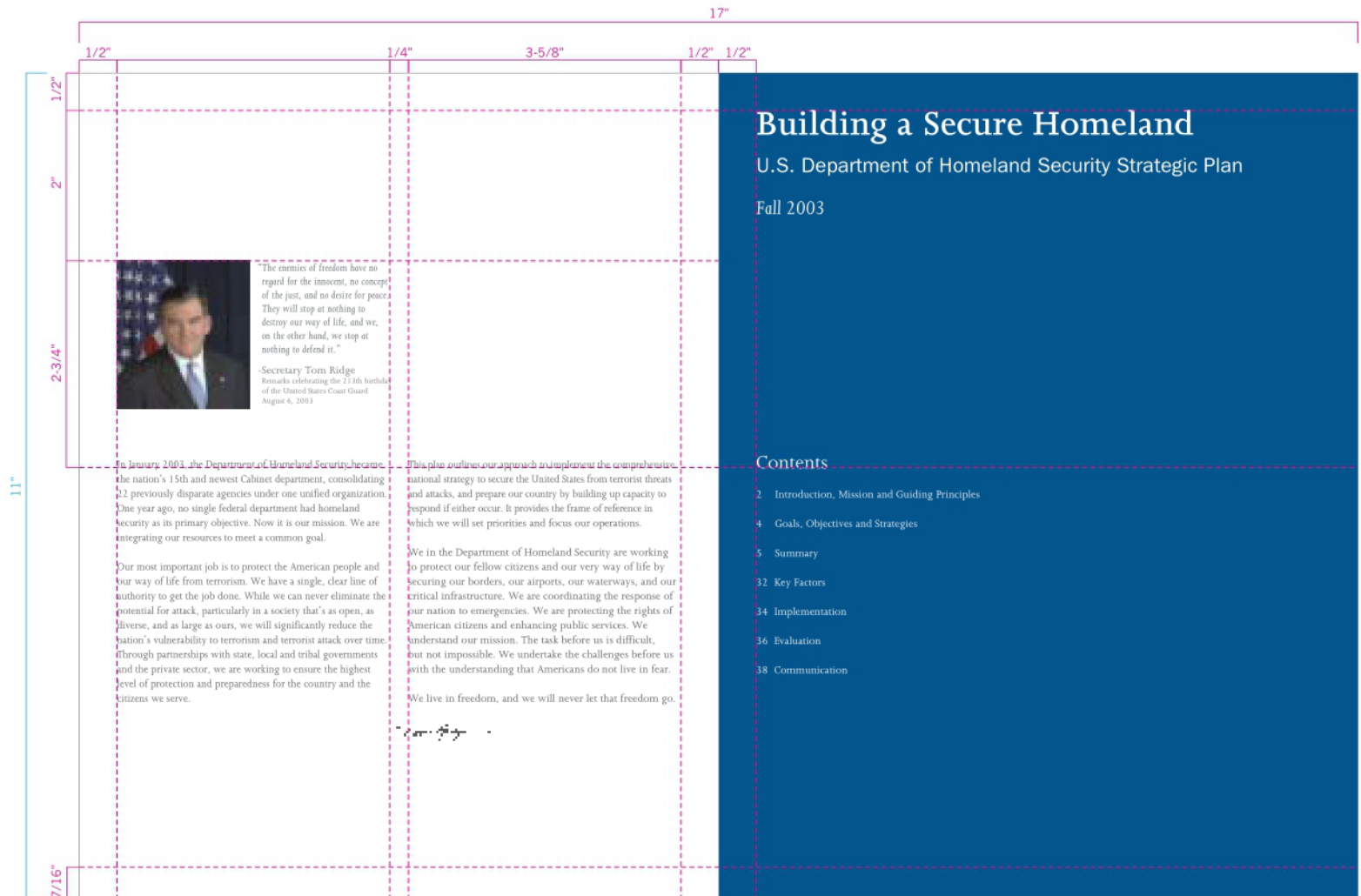
Joanna MT Italic 20pt
leading 40pt

Contents

Joanna MT
Semibold 20pt
leading 28pt

Contents Listings

Joanna MT
Regular 11pt
leading 28pt



Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Page Header
 Joanna MT
 Semibold 36pt
 leading 40pt

Page Subhead
 Joanna MT
 Regular 20pt
 leading 36pt

Copy Header
 Joanna MT
 Regular 20pt
 leading 24pt

Copy
 Joanna MT
 Regular 11pt
 leading 13pt



Grid Example 8.5" x 11" — Brochure Interior Spread

Sample Text Page 1.0

Example of an interior spread for an 8.5" x 11" brochure, using 2-column grids.

Page Header

Joanna MT
Semibold 36pt
leading 40pt

Page Subhead

Joanna MT
Regular 20pt
leading 36pt

Callout

Joanna MT
Regular 14pt
leading 20pt

Copy Subhead

Joanna MT
Regular 11pt
leading 13pt

Copy

Joanna MT
Regular 11pt
leading 13pt

Caption — Quote

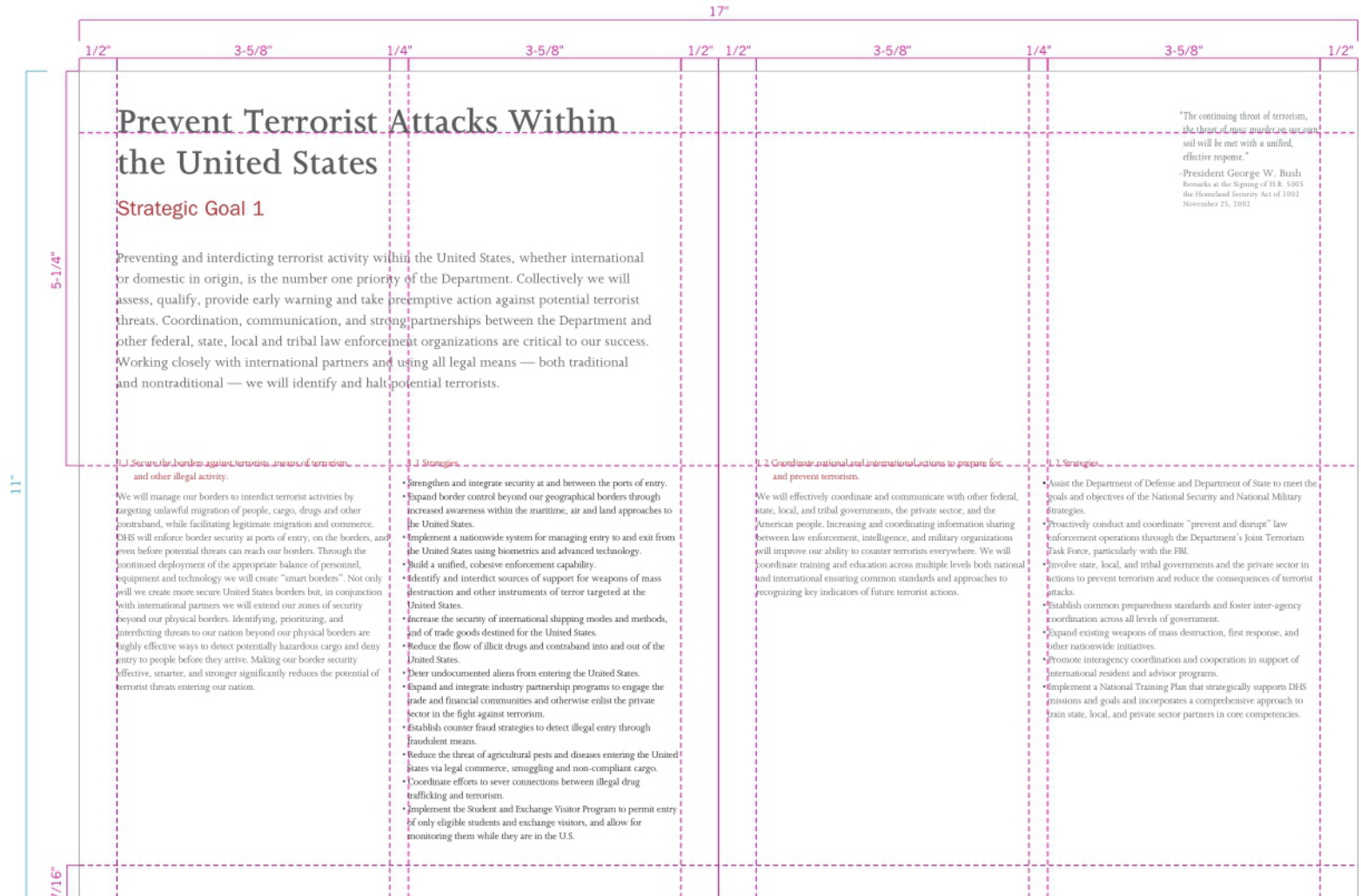
Joanna MT Italic 11pt
leading 13pt

Caption — Attribute

Joanna MT Regular 11pt
leading 13pt

Caption — Remarks...

Joanna MT Regular 8pt
leading 9.5pt



Grid Example 8.5" x 11" — Brochure Interior Spread

Sample Text Page 2.0

Example of an interior spread for an 8.5" x 11" brochure, using 3- and 4-column grids.

Page Header

Joanna MT
Semibold 36pt
leading 40pt

Page Subhead

Joanna MT
Regular 20pt
leading 36pt

Callout

Joanna MT
Regular 14pt
leading 20pt

Copy Subhead

Joanna MT
Regular 11pt
leading 13pt

Copy

Joanna MT
Regular 11pt
leading 13pt

Caption — Quote

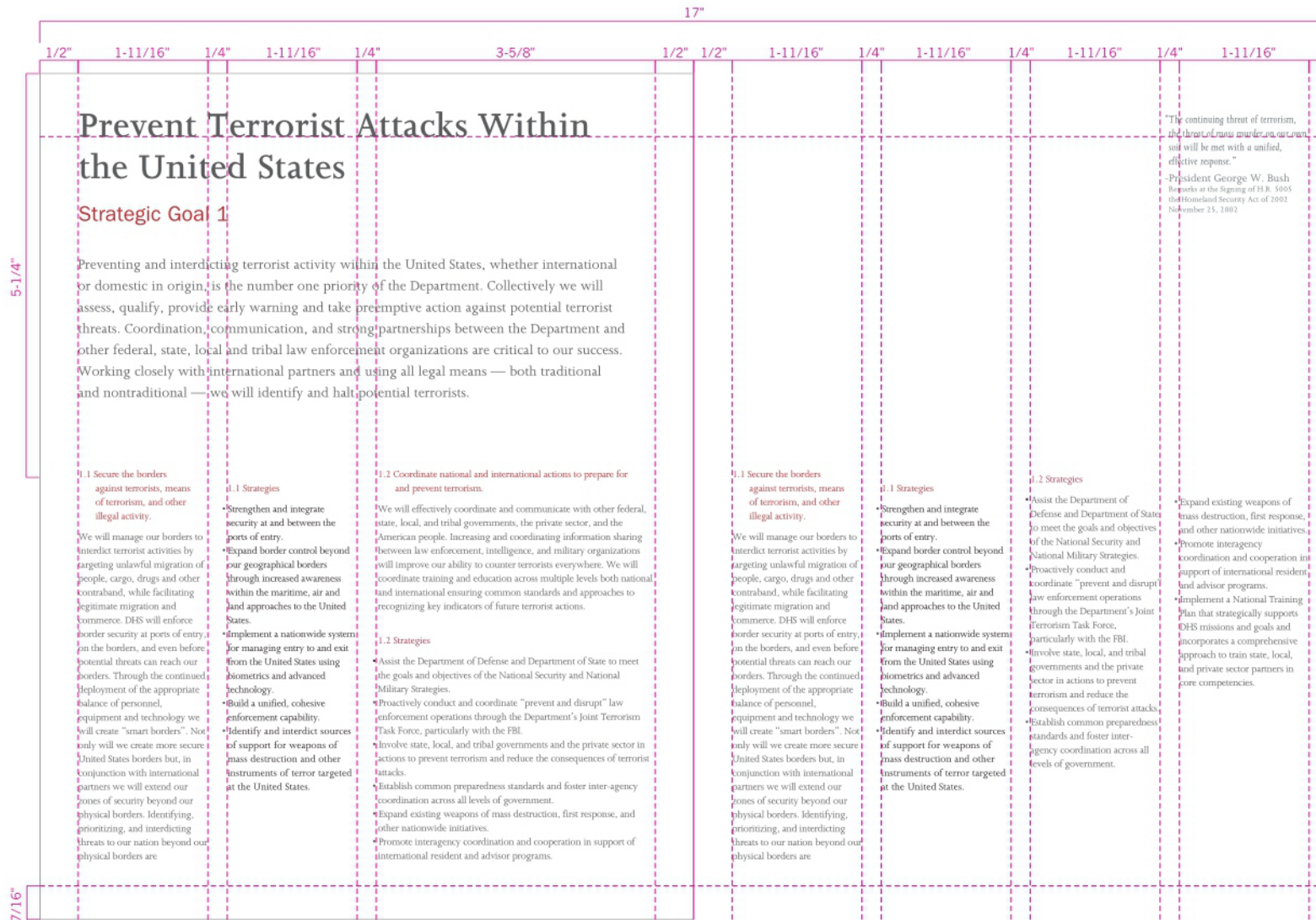
Joanna MT Italic 11pt
leading 13pt

Caption — Attribute

Joanna MT Regular 11pt
leading 13pt

Caption — Remarks...

Joanna MT Regular 8pt
leading 9.5pt



Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Copy Subhead

Joanna MT
Regular 11pt
leading 13pt

Copy

Joanna MT
Regular 11pt
leading 13pt

Photo Caption

Joanna MT Italic 8pt
leading 9.5pt

17"

1/2" 3-5/8" 1/4" 3-5/8" 1/2" 1/2" 1/2"

11"

5-1/4"

1/4"

7/16"

5.3 Save lives and reduce injuries and property damage associated with fishing, maritime transportation, and recreational boating.

We will reduce deaths and injuries in the maritime environment by taking preventative measures, and responding directly to situations of imminent danger. We will answer calls for help, assist mariners in distress, and protect property in imminent danger. We will diminish maritime accidents and reduce closures of waterways due to hazardous ice conditions.

5.3 Strategies

- Reduce maritime passenger, maritime worker, and recreational boating fatalities and injuries, through preventative measures such as carriage requirements, regulation of recreational boating manufacturers, safety inspections, investigations of mishaps, and other activities.
- Respond to calls for help, assist mariners in distress, and protect property in imminent danger.
- Develop and employ an integrated corporate safety management system, bridging across individual programs which contribute to the safety goal.
- Employ a systematic, risk-based process for prioritization/allocation of effort and resources in safety programs focusing on reducing risk.
- Reduce the number of collisions, allisions, and groundings in our nation's navigable waters.

5.4 Protect the marine environment and living marine resources.

We will partner with other nations, federal agencies, state, local, and tribal governments, and responsible sectors of the maritime industry, to ensure the quality of our marine resources are protected. The ability to use unpolluted waters for transportation and recreation is vital to the safety of our citizens and the economy of our nation. We will maintain an uncompromising commitment to the stewardship of our national living marine resources through the highest caliber enforcement of fisheries laws and regulations supporting the national policy.

5.4 Strategies

- Reduce the quantity of chemicals and oils spilled into the water and the quantity of marine-generated debris entering the water.
- Ensure compliance with all applicable federal regulations that provide stewardship of living marine resources and their environments.
- Increase access to and use intelligence information to improve the effectiveness and efficiency of surveillance, monitoring, and interdiction operations.
- Improve coordination and effectiveness of law enforcement and other efforts to protect the ocean environment and marine species by developing and maintaining bilateral and regional agreements with other nations, federal agencies, state and local governments, and responsible sectors of the shipping industry.

Grid Example 11" x 17" — Newsletter Cover

Example of an 11" x 17" newsletter cover.

BLUE BANNER

Volume 39...

Joanna MT
Semibold Italic 15pt

TITLE SECTION

Signature

seal sized 7/8"

Today

Joanna MT
Semibold 169.5pt

TINTED PANEL

Heads

Joanna MT
Semibold Italic 20pt
leading 25pt
space after 36pt

Body

Joanna MT
Regular 11pt in
preferred color
DHS Dark Gray
leading 15pt

In This Issue

Joanna MT
Semibold Italic 20pt
leading 25pt
space after 36pt

Contents Type

ITC Franklin
Gothic Book 11pt
leading 15pt

FEATURE STORY

Headline

ITC Franklin
Gothic Demi 23pt
leading 23pt

Subhead or Byline

Joanna MT
Semibold Italic 15pt in
preferred color
DHS Dark Gray
leading 30pt

Body

Joanna MT
Regular 11pt in
preferred color
DHS Dark Gray
leading 15pt



Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 4- and 1-column grids.

Header (left page)

Joanna MT
Regular 32pt

Caption

Joanna MT
Italic 9pt
leading 10.5pt

Copy Heads

ITC Franklin
Gothic Medium 11pt
leading 15pt

Copy

Joanna MT
Regular 11pt in preferred color
DHS Dark Gray
leading 15pt

Large Callout (right page)

Joanna MT
Regular 58pt
leading 58pt

The grid layout is defined by the following dimensions and column widths:

- Overall Dimensions:** 11" wide, 17" high.
- Left Page Header:** 1" high, 11" wide.
- Left Page Grid Columns (from left to right):** 3/4", 2-3/32", 3/8", 2-3/32", 3/8", 2-3/32", 3/8", 2-3/32", 3/4".
- Right Page Image:** 8-1/2" wide, 13-3/4" high.
- Right Page Callout:** 8-1/2" wide, 1-1/4" high.
- Left Page Text Columns:** Each column contains placeholder text in various sizes and weights, including headers, copy, and callouts.
- Left Page Images:** Four small images are placed within the grid, each with a caption below it.
- Right Page Callout:** A large multi-line callout is positioned at the bottom of the right page, overlapping the image area.

Certificate

Example of Department of Homeland Security Certificate of Achievement.

Signature

Alternate version with seal sized 2-5/16"

Certificate of Achievement

Joanna MT
Italic 36pt
leading 34pt

In recognition...

Joanna MT
Regular 20pt
leading 24pt
space above 16.5

Person's Name

Joanna MT
Regular 30pt
leading 36pt
Tracked + 40 Illustrator
+ 08 Quark

this / day of

Joanna MT
Regular 20pt
leading 32pt

Date

Joanna MT
Semibold 20pt
leading 32pt

Tom Ridge

Joanna MT
Regular 20pt



Certificate

Example of Department Endorsed Public Facing Entity Certificate of Achievement.

Federal Law Enforcement Training

Joanna MT
Italic 50pt
leading 56pt

Signature

Alternate version with seal sized 1-3/4"

Person's Name

Joanna MT
Regular 30pt
leading 36pt

has been appointed...

Joanna MT
Regular 20pt
leading 24pt
space above 16.5

Honorary Instructor

Joanna MT
Regular 36pt
leading 55pt

this / day of

Joanna MT
Regular 20pt
leading 32pt

Date

Joanna MT
Semibold 20pt
leading 40pt

Director

Joanna MT
Regular 12pt
leading 13pt



Certificate

Example of Public Facing Entity Certificate of Achievement.

Signature

Alternate version with seal sized 1-15/16"

This Certificate of Achievement...

Joanna MT
Regular 20pt
leading 20pt

Person's Name

Joanna MT
Regular 30pt
leading 44pt
space above 16pt
Tracked + 40 Illustrator
+ 08 Quark

this / day of

Joanna MT
Regular 20pt
leading 32pt

Date

Joanna MT
Semibold 20pt
leading 32pt

by the Office of...

Joanna MT Regular
type 20pt
leading 24pt

Tom Ridge

Joanna MT
Regular 20pt

11"

1-15/16"

3-3/16"

1-1/4"

8-1/2"

1/2"

Transportation Security Administration

This Certificate of Achievement has been awarded to

Person's Name

this 25th day of October 2003

by the Office of Transportation Security Policy in recognition of his/her outstanding support in performing duties toward the fulfillment of the Aviation and Transportation Security Act.

Jane Doe, Asstant Administrator
Transportation Security Policy