

The PrintWise Visual Identity Guide was developed to define the visual elements of the PrintWise change management awareness campaign to maintain a recognizable appearance that is consistent with the campaign brand.

THE PrintWise MARK

The PrintWise mark was developed by the GSA Office of Communications & Marketing, in coordination with the Print Management Program Office and GSA Customer Accounts & Research, in attempt to visually classify all official communications collateral issued for the PrintWise awareness campaign. The duotone mark uses one of the approved toner-efficient fonts, Garamond. The tittle above the second “i” has been replaced with a leaf to symbolize one of the program’s key messages, sustainability, and uses spot-color PANTONE® 364. A greyscale version has been created for single-color applications. All logo files can be downloaded in a variety of formats at www.strategicsourcing.gov/pcmfd.



* PrintWise leaf 4-color spot-color: PANTONE® 364
Process: C65 Y0 M100 K42 RGB: R56 G124 B43 Hex#: 3A7728



* PrintWise leaf greyscale spot-color: PANTONE® 431
Process: C0 Y0 M0 K64 RGB: R106 G115 B123 Hex#:6A737B



THE PrintWise SIGNATURE

The primary PrintWise tagline is “Changing the Way Government Prints.” It reemphasizes that changing behavior is the most essential element to realize cost and resource savings when printing and copying within the federal government. The tagline should be included at all times when using the mark, except when the tag’s resolution or viewability is compromised. The signature uses the approved sans-serif font, Century Gothic, and spot-color PANTONE® 431 (64% black).

CLEARSPACE & USAGE

The PrintWise mark should always be surrounded white space of at least 1/2 the height of the mark. The mark should always be on background field of white--no other color. Examples of improper use:



PRINT MANAGEMENT APPROVED TYPES

Although the PrintWise mark uses Garamond, the Print Management Program Office has determined the three most toner-efficient fonts available in standard Microsoft® applications.

Garamond

Century Gothic

Times New Roman

