



OASIS+ Identifier Style Guide

VERSION 1

Identifier



Contract Type



OASIS+ Colors



Black
CMYK: 0|0|0|100
RGB: 35|31|32



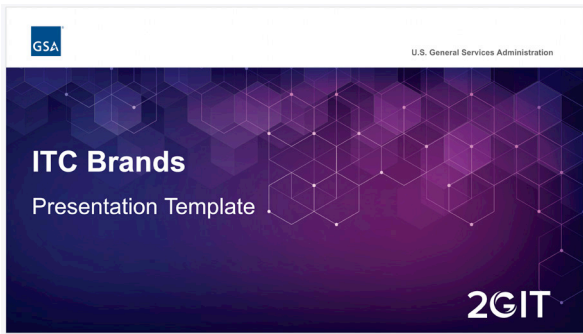
Blue
CMYK: 85|50|0|0
RGB: 29|117|188

Usage



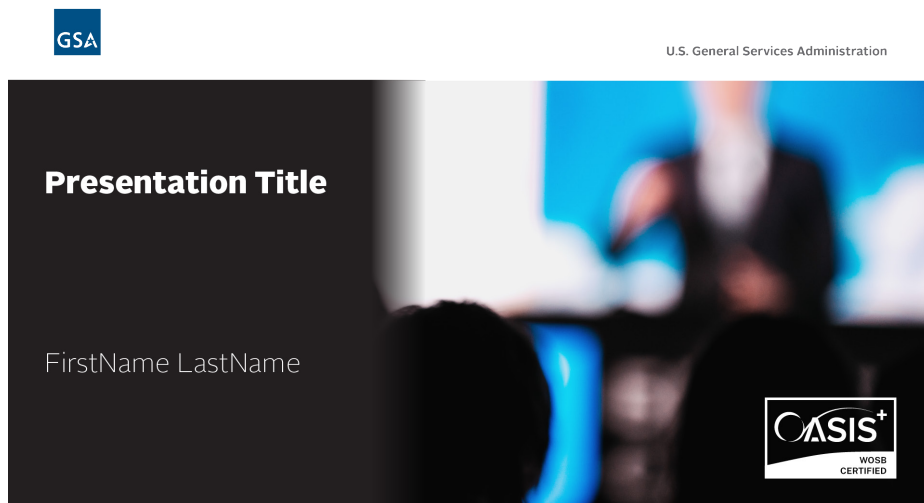
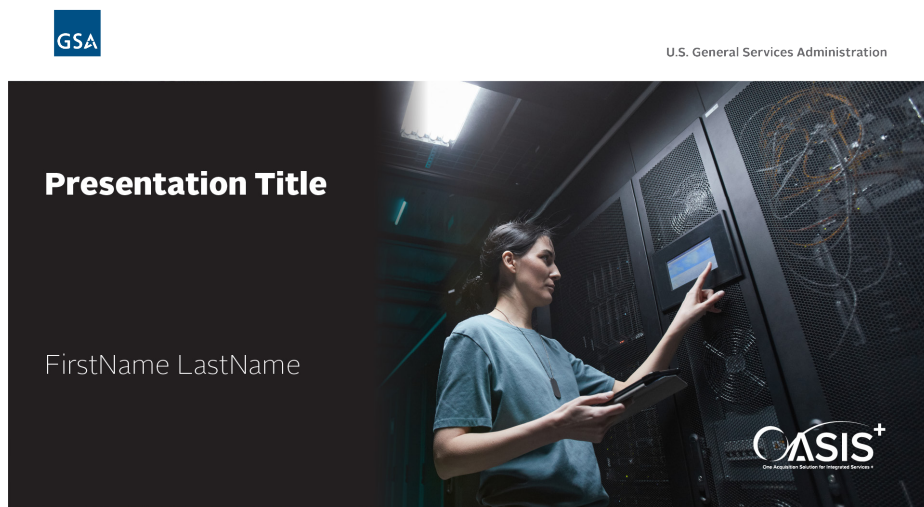
GSA Branding
The OASIS+ visual identifier is designed to accompany the GSA Star Mark and coordinate with the GSA Style Guide. Your primary guide for creating communications material is the GSA Style Guide.

The OASIS+ visual identifier is not a replacement for the Star Mark. You must still follow the GSA branding standards on all marketing materials.



Placement
When using the OASIS+ visual identifier, the height should always be equal to or smaller than the GSA Star Mark and should be placed beneath the GSA branding bar.

When utilizing the contract type identifier, spell out the leading contract name in any written language.



Usage

The only absolute rule for reports, stationery, and official presentations is that the top band should always be white to provide a consistent background and position for the GSA identifier used.

The Star Mark is our official government mark for official and administrative communications, outreach, marketing, and promotional communications.

The OASIS+ visual identifier is only used in conjunction with the Star Mark and not by itself.

The placement of the OASIS+ visual identifier can go anywhere on the page that works with the design. The examples to the left are just a starting point.

Use images for maximum impact, and extend images to the edges of the page (left and right, and optionally, the bottom).

Use a combination of bold bands of color and striking imagery.

Overlay text on images if there are substantial and definite areas of color that function as negative space and do not disturb the image's subject.