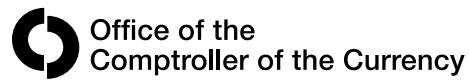
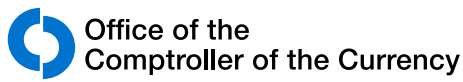


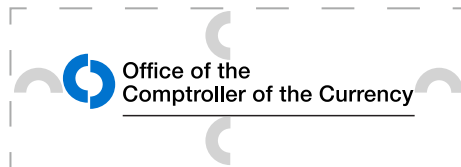
Office of the Comptroller of the Currency's (OCC) visual identity standards ensure a consistent look and feel for print, multimedia, and other material that includes a visual element. These standards address color, typography, as well as symbol and seal use. OCC employees and contractors may download visual identity elements from OCCnet. Vendors requiring these electronic files may contact DesignServices@occ.treas.gov.

OCC Identity Elements

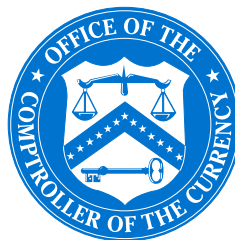


The OCC signature is defined as the OCC symbol with the text "Office of the Comptroller of the Currency" stacked on two lines and a single rule below, aligned with the text. No other text may be incorporated into the OCC signature. It may have either an OCC blue or black OCC symbol. The text and rule will always be black. Two variations include a reference to the "U.S. Department of Treasury," and a horizontal format. Signatures referencing the "U.S. Department of Treasury" require approval by OCC's Deputy Comptroller for Public Affairs and are typically only used for external agency websites or recruiting material. The horizontal format displays the text of the Signature on one line instead of two in situations when the stacked signature does not fit. The OCC symbol generally should not stand alone without the text.

Always leave at least one circle's diameter of empty space on all sides of the identity.



Clear spacing refers to the minimum amount of space that must be kept clear of all other elements in the vicinity of the signature. The purpose of clear spacing is to give the OCC signature the visual emphasis it deserves. The amount of clear spacing around the OCC signature or symbol should be equivalent to the diameter of half of the OCC symbol's circle in the signature in use as noted in this image. Retain the same ratio of clear space if resizing the signature or symbol.



The OCC bureau seal was originally created as a requirement of the National Currency Act of 1863 and is the official visual representation of the agency. It was updated for the agency's 100th anniversary in 1963 and can appear in OCC colors such as in these examples. Further manipulation of the bureau seal such as shading should only be applied by the OCC's Office of Public Affairs.

OCC Visual Identity Guidelines

Primary OCC Colors

Color plays a key role in our audiences' continued recognition of the OCC's corporate identity. Using consistent application of these colors in print products reinforces the OCC's visual identity. The OCC uses the Pantone Matching System (PMS) for specifying, matching, and controlling colors. Secondary OCC colors generally only apply to OCC websites and are governed by the OCC web standards.



PANTONE
285

Pantone 285

RGB R=0 G=90 B=202
CMYK C=85 M=50 Y=0 K=0
HEX 005ACA



PANTONE
295

Pantone 295

RGB R=0 G=29 B=79
CMYK C=100 M=83 Y=33 K=32
HEX 001D4F



PANTONE
422

Pantone 422

RGB R=152 G=153 B=155
CMYK C=35 M=28 Y=28 K=0
HEX 98999B



PANTONE
116

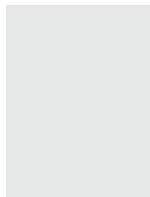
Pantone 116

RGB R=152 G=153 B=155
CMYK C=0 M=18 Y=100 K=0
HEX FFCE00

Secondary OCC Colors



HEX #0072C6



HEX #E6E6E6



HEX #000000



HEX #FFFFFF



HEX #F68E32

OCC Typography

Using consistent type is an important component of the OCC visual identity. The official OCC fonts for print products are highly readable, work well together, and offer a range of design solutions.

Body Copy

Times New Roman should be used for body text throughout all communications. Text should be set in upper and lower case with a flush left alignment. Avoid justified text.

Times New Roman Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Headlines

Headlines will be set in Helvetica Bold. Headline text should be 22 percent larger in point size than body text.

Helvetica Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Subheads

Subheads should be set using Helvetica Regular. Subhead text should be 9 percent larger in point size than body text.

Helvetica Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890