

UPDATED FEBRUARY 2026

Brand & Style Guidelines

Standards for brand consistency, including approved assets, usage rules, & design best practices



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Welcome

This document serves as a foundational resource for maintaining a cohesive, accessible, and professional brand identity across all touchpoints. Whether you're crafting internal materials, engaging the public, or building digital assets, these guidelines offer clear direction on how to apply GovRAMP's visual system with consistency and purpose.

Inside, you'll find everything from logo usage and color standards to typography hierarchies and accessibility considerations. As GovRAMP continues to evolve, this guide will grow alongside it, serving as both a design toolkit and a shared reference point for teams, collaborators, and creative partners alike.

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About GovRAMP

A quick snapshot of who GovRAMP is, what we stand for, and the purpose behind our program

Our Story

GovRAMP was founded in 2020 to meet a growing need: helping state and local governments confidently assess the security of the cloud solutions they use. At the time, there was no standard process to verify cybersecurity across vendors—making it difficult for agencies to know which services were truly secure.

What started as an effort to serve state and local governments has since grown. Today, GovRAMP supports public agencies across all levels of government, including higher education and K-12 schools, by offering a standardized, transparent approach to cloud security.

GovRAMP is a 501(c)(6) nonprofit membership organization made up of service providers, third party assessors, and government officials. Our members work in communities across the country, united by a shared mission: to strengthen cybersecurity and protect the public through collaboration, education, and verified security standards.





What Drives Us

BRAND ATTRIBUTES

- Trusted & transparent
- Thought leader
- Collaborative connector
- Adaptive & flexible
- Innovative & forward-thinking
- Service-oriented
- Community-driven

BRAND PROMISE

Pioneers in streamlined security.

MISSION

GovRAMP’s mission is to make cybersecurity easier to understand, easier to implement, and more consistent across government. We do this by educating our community, supporting policy development, and providing a common framework that helps service providers prove they meet trusted security standards. Our work empowers governments to make informed technology decisions that protect the public and reduce risk.

VISION

We envision a future where all levels of government—local, state, federal, and education—can confidently adopt secure cloud solutions. GovRAMP provides a clear path for service providers to meet security expectations and helps governments evaluate those solutions based on real evidence, not guesswork. By bringing together public and private sector partners, we help build a more resilient and responsive cybersecurity ecosystem that protects people, data, and services across the country.



The Logo

Approved assets and instructions for consistent placement, sizing, and color treatment

Primary Logo

The refreshed GovRAMP logo brings greater consistency and balance to the brand's visual identity. The wordmark is set in Lato, with custom refinements for a more tailored, professional feel. Both "Gov" and "RAMP" appear in Civic Navy for a unified, streamlined presentation. The original icon has been slightly refined to better complement the type, with adjusted stroke weight and corner treatments that improve clarity and reinforce visual harmony across all sizes and formats.



The Primary Logo Lockup

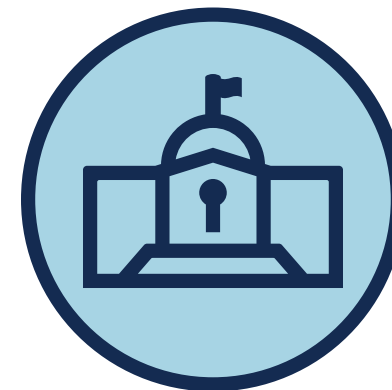
Secondary Logos

GovRAMP's secondary logos are provided for situations where the primary horizontal logo won't fit or won't read clearly. The Stacked Logo lockup should be used in narrow layouts, centered compositions, or space-limited placements where a balanced, compact mark is needed. The standalone Icon version is reserved for very small applications or places where the full wordmark isn't practical, such as social avatars, favicons, or small corner placements.

These versions are approved logo assets and should be treated as complete lockups. The Stacked Logo lockup uses the same refined wordmark and icon details as the primary logo, simply arranged for a different layout. The Icon mark uses the refined icon on its own and should not be paired with type or modified to "rebuild" the full logo. Do not recreate, rearrange, or adjust spacing. Maintain clear space, use only approved colorways, and choose the version that stays most legible in context.



The Stacked Logo lockup



The Icon

Clear Space

Clear space ensures that the GovRAMP logo maintains its visual impact and legibility across all applications. By keeping a consistent margin of space around the mark, we prevent overcrowding and protect the logo from competing elements like text, images, or graphic backgrounds. This breathing room reinforces the logo’s strength and professionalism, while also ensuring it remains clear and recognizable in both large-scale and compact formats.



Logo Alignment

When aligning the logo to text elements, such as a date or program title, it is recommended to align the baseline of the wordmark to the baseline of the text rather than the bottom of the icon. This allows the eye to flow naturally and read the information the text provides.

These buffer and alignment rules are simple but essential steps in preserving GovRAMP’s brand integrity.



Aligning Text Elements

Color Variations

For single-color use, apply the approved one-color logo files only. When the logo appears on dark backgrounds, use the reversed version so it stays clear and readable. Choose the option that provides the strongest contrast in the layout, and do not create custom recolors, outlines, or effects.



The Primary Logo Lockup - Reversed



The Primary Logo Lockup - Monotone

Logo Misuse

Here are some general guidelines for how the logo should not be used.

In addition to the misuse examples shown, it's best practice to avoid adding effects like bevels, glows, or drop shadows to the logo. If a shadow is necessary for visibility, use it minimally and only when absolutely required.



Never crop the logo



Never try to recreate the logo with alternate typefaces



Never distort the logo



Never rotate any part of the logo



Never use unapproved color combinations (even within the brand palette)



Never outline the logo



Never resize the icon without resizing the wordmark



Never remove the outer ring from the icon



The Colors

Primary and secondary brand colors, along with best practices for maintaining legibility, contrast, and consistency

Primary Palette

GovRAMP’s primary palette features Civic Navy and Pale Azure, a pairing that balances professionalism with approachability. Civic Navy grounds the brand in authority and trust, while Pale Azure introduces a fresh, accessible tone. Clear Vista, the brand’s neutral, supports both colors with a crisp, high-contrast base that allows content and visuals to breathe.

CIVIC NAVY
CMYK: 100, 87, 39, 37
RGB: 20, 42, 80
Hex: #142a50

PALE AZURE
CMYK: 33, 4, 7, 0
RGB: 166, 212, 227
Hex: #a6d4e3

CLEAR VISTA
CMYK: 2, 1, 1, 0
RGB: 247, 248, 248
Hex: #f7f8f8

The Accent

Summit Blue serves as GovRAMP’s primary accent, adding a vivid, energetic note to the system. Reserved for interactive and attention-driving elements such as links, buttons, and calls-to-action, it draws focus without overpowering the core palette.

SUMMIT BLUE
CMYK: 92, 78, 1, 0
RGB: 46, 81, 161
Hex: #2e51a1

Secondary Palette

The secondary palette builds on the primary system with a natural, cohesive set of hues: Pine, Sage, Mint, and Frost. These colors evoke growth, guidance, and calm, reinforcing GovRAMP’s role as a steady, supportive presence in the cybersecurity space. Each tone is designed to complement the core palette without competing for attention.

PINE CMYK: 85, 58, 67, 64 RGB: 17, 46 44 Hex: #112e2c	SAGE CMYK: 40, 20, 52, 0 RGB: 161, 177, 139 Hex: #a1b18b
MINT CMYK: 24, 11, 30, 0 RGB: 195, 205, 182 Hex: #c3cdb6	FROST CMYK: 11, 1, 2, 0 RGB: 223, 238, 244 Hex: #dfeef4

Color & Accessibility

Accessibility considerations are essential when combining colors for maintaining inclusive, user-friendly experiences. Thoughtfully selected contrast pairings not only ensure ADA compliance but also enhance readability, support content hierarchy, and improve overall user engagement. GovRAMP’s approved palette combinations have been tested to meet WCAG standards, with special attention given to how colors perform across digital and print environments. These pairings are designed to work reliably in core use cases like buttons, headers, backgrounds, and data visualizations—especially where clarity is critical.

The color combinations on this page demonstrate how text, both large and small, will appear, and will meet WCAG standards as shown and reversed.

Remember: when expanding beyond these pairings, always run new color combinations through a reputable contrast checker to ensure ADA compliance and maintain visual clarity across all touchpoints.

Pale Azure + Civic Navy

CONTRAST RATIO = 8.93 : 1

Civic Navy + Clear Vista

CONTRAST RATIO = 13.37 : 1

Summit Blue + Clear Vista

CONTRAST RATIO = 7.03 : 1

Pale Azure + Summit Blue

CONTRAST RATIO = 4.69 : 1

Sage + Civic Navy

CONTRAST RATIO = 6.27 : 1

Mint + Civic Navy

CONTRAST RATIO = 8.71 : 1

Frost + Civic Navy

CONTRAST RATIO = 12.06 : 1

Pine + Clear Vista

CONTRAST RATIO = 13.46 : 1

Pine + Sage

CONTRAST RATIO = 6.31 : 1

Pine + Mint

CONTRAST RATIO = 8.77 : 1



The Typography

Font selections and usage guidance, including sizing, spacing, and hierarchy across layouts

Primary Typeface: Lato

Lato is a humanist sans-serif typeface known for its warmth, clarity, and versatility. Originally designed to feel transparent when used in body copy, it also carries enough structure to command attention in headlines. In the GovRAMP system, Lato is used across primary communications: bold weights anchor hero messaging and headers, while regular weights maintain rhythm and legibility in longer-form content. Its approachable yet professional tone helps the brand feel grounded, clear, and confidently modern.

Download from Google Fonts here:
<https://fonts.google.com/specimen/Lato>

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Thin	Jump frogs vex bad luck with quirky zen charms.	Italic	Jumpy koalas quiz brave men with slick dance.
Thin Italic	Quiz nymphs braid cold javelin's quirky vortex.	Bold	Quick jolt brings fuzzy warmth to vexed champ.
Light	Bright wizards jump fake lynx over cold quagmire.	Bold Italic	Zany owls flit quickly, jumping brave hedges.
Light Italic	Six jumping dwarves vex bold crater queen joy.	Black	Jocks vexed Paul with big fuzzy marker quiz.
Regular	Glam quiz show perplexed funky jive band trio.	Black Italic	Fizzy drinks help quench brave jolt of humor.

Secondary Typeface: Roboto Serif

Roboto Serif brings a touch of crafted elegance to the GovRAMP brand. Designed with readability in mind, its classic serif forms offer both familiarity and structure without feeling too formal. In this system, Roboto Serif is used sparingly but intentionally—appearing in subheadlines, CTAs, and supporting design elements like pull quotes and captions. It introduces contrast and hierarchy, helping important content stand out while adding depth and a subtle nod to GovRAMP’s educational and institutional roots.

Download from Google Fonts here:
<https://fonts.google.com/specimen/Roboto+Serif>

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Thin	Jump frogs vex bad luck with quirky zen charms.	Medium Italic	Fizzy drinks help quench brave jolt of humor.
Thin Italic	Quiz nymphs braid cold javelin’s quirky vortex.	SemiBold	Waltz big, vex jumpy nymphs over dark fjord.
ExtraLight	Bright wizards jump fake lynx over cold quagmire.	SemiBold Italic	Lazy dogs jump high over vexing burnt maze.
ExtraLight Italic	Six jumping dwarves vex bold crater queen joy.	Bold	Vexing blizzards jump quirky koala dome.
Light	Glam quiz show perplexed funky jive band trio.	Bold Italic	Jack’s funky vibe helps quiz bold gym nerds.
Light Italic	Jumpy koalas quiz brave men with slick dance.	ExtraBold	Chill wizard jokes vex quirky bomb expert.
Regular	Quick jolt brings fuzzy warmth to vexed champ.	ExtraBold Italic	Bold squirrels vex jumpy frog in hazy pond.
Italic	Zany owls flit quickly, jumping brave hedges.	Black	Wicked javelin bursts frog quiz with pomp.
Medium	Jocks vexed Paul with big fuzzy marker quiz.	Black Italic	Giddy vampires howl, jinx box of quirky zest.

Type Specimen

This page shows the GovRAMP type styles in action, using sample copy to demonstrate how each paragraph style is meant to look and behave. Use it as a quick visual reference when building the upcoming one-sheet and multi-page document templates, so headings, body text, captions, and supporting text stay consistent from page to page. When in doubt, match what you see here and stick to the established styles rather than creating new formatting.

For consistency, use an ampersand (&) in place of “and” in all H-level styles (H1–H4) as well as Hero copy and Pull Quotes (PQ).

HERO
Lato - Black, 72pt,
+10 Tracking

Trust & Verify

H1
Lato - Black, 36pt,
+10 Tracking

Cybersecurity Assurance You Can Rely On

H2
Roboto Serif - Italic, 22pt

A clear, consistent path for assessing cloud service providers

H3
Lato - Semibold, 18pt,
+10 Tracking

Standards-based reviews that support smarter decisions

H4
Lato - Bold, 11pt,
+10 Tracking

BUILT FOR STATE, LOCAL, TRIBAL, & TERRITORIAL GOVERNMENT NEEDS

PARAGRAPH
Lato - Regular, 10pt,
+10 Tracking

GovRAMP helps public sector teams evaluate cloud services with a shared set of security requirements and a review process built for real-world use. By aligning providers and agencies around the same expectations, GovRAMP reduces guesswork, supports procurement, and strengthens confidence in the systems communities depend on.

CAPTION
Roboto Serif - Italic, 9pt

Example copy for layout only. Replace with program- and audience-specific content.

PULL QUOTE
Roboto Serif - Italic, 20pt

“GovRAMP gave us a consistent way to assess vendors & explain our requirements clearly, without slowing work down.”



The Visual Library

A curated set of visual assets, with guidance for applying them across print, web, and social platforms

Stock Imagery

When selecting new stock, the overall look should feel clean, bright, and people-first. Prioritize diverse people and inclusive representation across age, race, and gender. Favor business-casual to professional attire, simple environments, and subtle cues of government or civic work (conference rooms, microphones, notebooks, laptops, presentations). Choose images with clear focal points and a bit of open space for headlines or overlay text.

To match that look, focus on moments that feel active but unforced. Aim for modern workplace and public-sector settings with natural light, soft depth of field, and a calm, confident mood. Subjects should be professionals in action: talking one-on-one, collaborating in small groups, presenting in trainings, or participating in meetings and conferences, with friendly, engaged expressions. Avoid dark “hacker” tropes, heavy tech clichés (padlocks, neon code overlays), or anything that reads tense, dramatic, or gimmicky.



Digital Templates

These social templates keep things simple, bold, and easy to scan. Use clear hierarchy with a large Lato headline as the main focus, plus Roboto Serif - Italic as an accent line or word for emphasis (typically set in a secondary GovRAMP blue that has enough contrast against the background). Backgrounds are usually a deep blue gradient with a subtle, oversized GovRAMP icon watermark, or a clean white layout with a soft watermark behind the copy. The GovRAMP icon watermark should appear consistently on every post, with the exception of profile and email banners.

Keep the logo consistent in placement (typically top-left or top-center), and leave generous margins so posts feel calm, not crowded. Copy should stay tight. Aim for 2–3 short headline lines, and if you include supporting text, keep it to a few lines max. When a CTA is needed, use the rounded button style with the arrow and keep it in the same position across posts. Photography, when used, should feel consistent with the visual library: bright, professional, people-focused, and lightly treated so the text stays readable (soft overlay, clean crop, no busy backgrounds). Avoid extra embellishments, too many type styles at once, or long paragraphs that fight the layout.



Iconography

These icons are simple, modern line illustrations built as circular “badges.” Each one uses consistent line weight, clean geometry, and minimal detail for quick recognition at a glance. They’re designed to feel friendly and clear while still reading as professional, with a dark-blue field, a light-blue outline icon, and a matching outer ring.

Use the icons to support content in presentations and documents, like section markers, callouts, feature lists, or step-based layouts. Keep them at a size where the line work stays crisp, and use them consistently within a layout (same diameter, aligned to the same grid, with comfortable padding around each badge). Do not alter the artwork. That includes changing colors outside approved icon files, editing shapes, adjusting stroke weight, adding outlines, shadows, glows, gradients, or effects, or stretching, rotating, cropping, or placing them on busy backgrounds that reduce contrast.





The Membership Badges

Rules & examples for how GovRAMP membership badges should be displayed, what they mean, & what they should never imply.

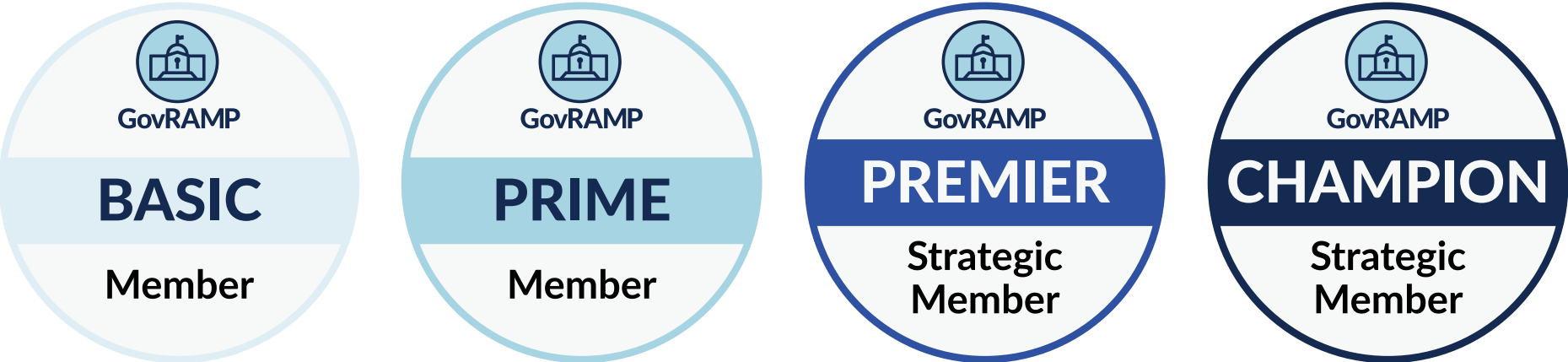
Private & Public Sector Member Badges (Membership)

These badges indicate membership in GovRAMP, not a product security verification or authorization outcome. Public Sector Member Badges reflect either an organization-level membership (the agency, school district, institution, or tribal/territorial entity is the member) or an individual-level membership (a government or education professional is the member, separate from their employer). Private Sector Member Badges reflect an organization-level, tiered membership for companies participating in the program. Use these badges only in ways that accurately represent who holds the membership, and avoid any placement or wording that suggests membership equals “verified,” “authorized,” or otherwise security-approved status.

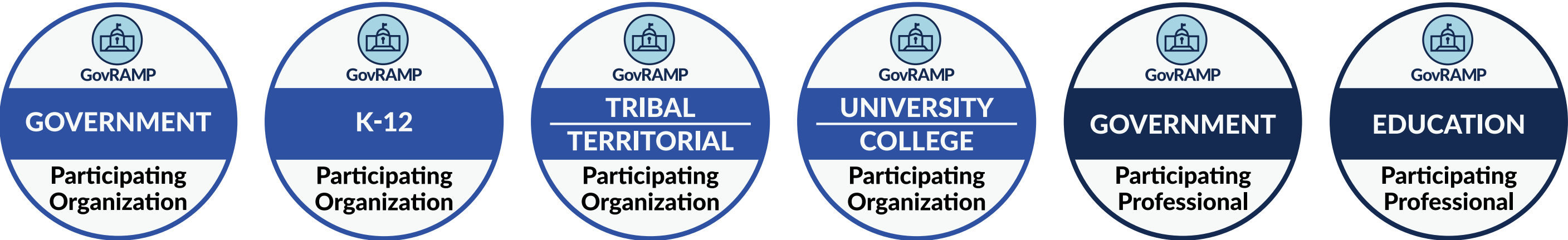
BADGE CATEGORY	REPRESENTS	APPROVED USES	PROHIBITED USES
PUBLIC SECTOR — ORGANIZATION-LEVEL	The organization (agency, department, school district, university, tribal/territorial entity) holds an active GovRAMP public-sector membership.	• Organization websites (about, footer, membership, security pages) • Procurement documentation (RFPs, RFIs) • Strategic plans, reports, organizational communications • Official press releases • Organization-level social media	• Personal LinkedIn profiles or resumes • Individual email signatures • Contractor/vendor use • Any use implying an individual — not the entity — is the member
PUBLIC SECTOR — INDIVIDUAL LEVEL	An individual government or education professional holds an independent GovRAMP membership separate from their employer.	• LinkedIn profiles • Resumes/CVs • Personal websites or portfolios • Professional bios/speaker profiles • Email signatures (if allowed by employer)	• Organization websites • Procurement submissions • Any use implying their employer is a GovRAMP member • Contractor/consultant use
PRIVATE SECTOR — ORGANIZATION-LEVEL (TIERED)	A private-sector company (service provider, 3PAO, consultant, advisory firm) holds an active GovRAMP membership at its designated tier.	• Corporate websites (trust/security pages, about pages, footer) • Sales decks and marketing collateral • Proposal and procurement submissions • Corporate social media channels • Press releases	• Personal LinkedIn profiles • Subsidiaries/affiliates not included in the membership • Contractor/consultant use • Any use implying GovRAMP security verification (Core/Ready/Authorized) unless earned

The Membership Badges

Private Sector Member Badges



Public Sector Member Badges, Organization & Individual Levels



Organization-Level Status Badges (Product Status)

These badges communicate a product’s status within the GovRAMP verification pathway. They should be used only for the specific product covered (and within the scope of that status), and never in a way that implies the organization itself is Authorized, Ready, or verified. Because the statuses have different meanings and levels of assurance, they must be presented with accurate context, especially for Progressing Snapshot, which indicates participation and an initial snapshot score, not a verified security status. Avoid using status badges on unrelated products, by entities not covered, or alongside claims and placements that overstate what the status means.

BADGE CATEGORY	REPRESENTS	APPROVED USES	PROHIBITED USES
GOVRAMP AUTHORIZED – VERIFIED PRODUCT	This product has achieved the highest level of GovRAMP verification following a full security assessment and authorization.	• Corporate websites (trust/security pages) • Product marketing collateral • Procurement submissions (RFPs, RFIs) • Security/compliance documentation • Press releases and official announcements	• Use on products not holding Authorized status • Use by subsidiaries or affiliates not covered by the authorization • Any implication that the organization itself – not the product – is Authorized
GOVRAMP PROVISIONALLY AUTHORIZED – VERIFIED PRODUCT	The product has been conditionally authorized with defined requirements for final authorization.	• Trust/security pages • Product briefs and datasheets • Procurement documentation • Press releases acknowledging provisional status	• Use implying full Authorization • Claims of complete verification • Use outside the scope of the provisionally authorized product
GOVRAMP READY – VERIFIED PRODUCT	The product has completed preparation and initial verification steps establishing readiness for a full assessment.	• Trust/security pages • Early-stage procurement conversations • Product one-sheets and security summaries	• Use implying Authorization or Provisional Authorization • Claims of full security validation • Use by products that have only initiated, but not completed, readiness verification
GOVRAMP CORE – VERIFIED PRODUCT	The product has met the baseline GovRAMP Core security requirements, representing a foundational level of verification.	• Product pages and trust centers • Procurement documentation where Core requirements apply • Security/compliance materials • Corporate social media with proper context	• Claims that Core status equates to Ready/Authorized • Use suggesting that Core alone satisfies higher impact levels • Placement implying full security validation equivalent to Authorization
GOVRAMP PROGRESSING SNAPSHOT – PARTICIPATING PRODUCT	The product is participating in the GovRAMP Progressing Security Snapshot Program and has received an initial snapshot score. This is not a verified security status.	• Trust page sections referencing ongoing improvement • Product roadmaps and security transparency materials • Introductory procurement conversations (with clear qualification) • Corporate social posts highlighting participation (not verification)	• Any implication of security verification • Placement alongside Verified Product badges • Use in competitive claims or assertions of equivalence to Core/Ready/Authorized • Procurement submissions requiring verified GovRAMP status

The Membership Badges

Organization-Level Status Badges





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