

INSTRUCTIONS FOR USE OF THE FULBRIGHT LOGO



On March 4, 1993, the J. William Fulbright Foreign Scholarship Board (FSB) approved the logo shown above as the official logo of the Fulbright Program.

The following instructions are intended to provide consistency in the use of the logo on promotional and informational publications and other material by authorized organizations, described below. The Board encourages authorized organizations to use the logo on all appropriate material related to the Fulbright Program. For additional information on use of the Fulbright logo, please contact the Office of Academic Exchange Programs or the FSB staff.

Authorized Use/Users:

1. The logo may be used on applications, stationery, pamphlets, brochures, posters, lapel pins, business cards, name tags, conference folders and other products used in the course of conducting the business of the Fulbright Program. It should be used in ways commensurate with the prestige of the Fulbright program. It should not be produced as a decal or sticker or by any other method, which would enable it to be used by, unauthorized individuals or organizations.
2. Only authorized organizations may use the logo. These include but are not limited to the United States Department of State, Public Affairs Sections of United States Embassies, binational Fulbright Commissions/Foundation and cooperating agencies (for their Fulbright programs only).
3. The Fulbright logo may be used for Fulbright programs only. It may not be used for other U.S. Government exchange programs or for other non-Fulbright exchange programs managed by Fulbright Commissions/Foundation, cooperating agencies, etc.
4. Other organizations may apply for the right to use the logo; their requests will be considered on a case-by-case basis. It is possible that permission would be granted for a specific Fulbright purpose or project conducted by an organization other than one of the “core” organizations described above.

Ink/Color:

The Department of State and the FSB recognize that different inks are used by different printers, here in the United States as well as abroad. We therefore are not specifying a particular ink brand name or number.

5. In addition to black, white may be used on colored paper. Also, gold and silver **foil** may be used on certificates or special documents.

6. Authorized users of the logo should use colors, which may be described as clear, strong and pure.
7. The logo must be one color, i.e., the word “Fulbright” and the globe cannot be two different colors.
8. Color must be applied as in the above sample, i.e., letters and globe must be “filled-in”, not simply outlined in color.

Font:

9. The typeface, *Friz Quadrata*, has been modified by the designer, and must be used as is. No other typeface can be used.

Size/Placement:

10. The size of the logo should be in proportion to the page or the product on which it appears. On an 8 ½ by 11" page, the logo should be about 1 ½ " wide (4 centimeters on an ordinary sheet of stationery). For lapel pins, the size should not be less than 5/8" or 1.5 centimeters.
11. The globe must be of the specified proportion to the name “Fulbright.” The proportion must be maintained as the size of the logo increases or decreases, i.e., neither the globe nor the name can be made independently smaller or larger.
12. The logo must be used as a logo only, not as part of any text, headline, title or other design. It may not be used, for example, on the cover of a booklet as part of the title, “The Fulbright Program.”
13. The logo must be used upright, i.e. not placed on a slant or on its side or in any other position.
14. The logo should not be used abutting other logos or designs but remain distinctly separate. It can be used, for example, on the bottom of a page if another logo is used at the top. Or it may be used in the top right-hand corner of a page (or left-hand corner) if another logo is to be used in the opposite corner.