

[Back to Original](#)

SCOPE

These guidelines provide GSA contract and schedule holders direction on the restricted use of the GSA Star Mark logo on promotional materials.

Questions or clarifications about the use of the GSA Star Mark should be directed to the Office of Marketing, Communications Division, at (703) 605-5640.

By clicking on ACCEPT below, I attest that I have read the GSA Star Mark Logo Policy. I will be directed to the GSA Logo Download site, and I agree to be bound by and comply with GSA Star Mark Logo Policy guidelines and the provisions of the General Services Administration Acquisition Regulation (GSAR) clause 552.203-71, Restrictions on Advertising.

Accept

GUIDELINES IN THIS DOCUMENT

This policy applies to the use of the GSA Star Mark, including all GSA registered Star Mark logos, namely the Schedule, Contract Holder and GSA Advantage! logos, on all contractor produced materials, including advertising and other promotional writing, presentations, correspondence, websites, and business cards.

GSA Star Mark Logo Policy for GSA Contract/Schedule Holders

and other non-GSA Entities

1. General Guidance

Current Multiple Award Schedules Program and/or GSA contract holders are permitted to use the GSA Schedule and/or Contract Holder logo(s). These logos include the GSA Star Mark along with an identifier, namely the word "Schedule," "Contract Holder," or "Advantage!" Only GSA schedule holders registered on GSA *Advantage!* may display the GSA *Advantage!* logo. Contractors can use only the logos as set forth below on their commercial materials. The GSA logo(s) should never take prominence over the contractor's name or logo on contractor-produced materials. Except for the limited exception to link a webpage directly to the GSA portal, contractors are not permitted to use the GSA Star Mark without an identifier.

Contractors must only use the logos that include the GSA Star Mark along with an identifier:



Contractors are reminded of the following clause incorporated in their GSA contracts:

GSAM 552.203-71 RESTRICTION ON ADVERTISING (SEP 1999)

The contractor shall not refer to the GSA schedule or contract in commercial advertising or similar promotions in such a manner as to state or imply that the product or service provided is endorsed or preferred by The White House, the Executive Office of the President, or any other element of the Federal Government, or is considered by these entities to be superior to any other products or services. Any advertisement by the contractor, including price-off coupons, that refers to a military resale activity, shall contain the following statement: "This advertisement is neither paid for nor sponsored, in whole or in part, by any element of the United States Government."

The U.S. General Services Administration (GSA) Star Mark is a registered mark

with the U.S. Patent and Trademark Office and is **only for the official use of the GSA**. Contractors are not authorized to use the GSA Star Mark alone.



2. Web Pages

The GSA Schedule or Contract Holder logos cannot be displayed on the main page of any GSA contractor's website unless **all** contractor products and services on succeeding pages are part of the contractor's GSA schedule or contract. If not, the GSA Contract Holder logo or Schedule logo must be placed on the web page referencing the applicable GSA contract product or service.

Contractor websites may not display the GSA Star Mark without the "Contract Holder" and/or "Schedule" and/or "Advantage!" identification, except to link visitors directly to the GSA Portal, gsa.gov. In instances where the GSA Star Mark is used for such purposes the link is to be **clearly** identified.

The use of logos displayed with any type of animation (Flash, 3-D, etc.) is strictly prohibited.

3. Promotional Materials, Flyers and/or Presentations, etc.

GSA "Schedule", "Contract Holder" or GSA "*Advantage!*" logos may only be displayed on advertising or promotional materials that promote items on a GSA schedule or contract.

4. Business Cards

GSA does not recommend placement of the GSA "Schedule", "Contract Holder" or GSA "*Advantage!*" logos on contractor business cards. However should contractors wish to display them on business cards, only the GSA "Schedule", "Contract Holder" or GSA "*Advantage!*" logo is permitted and shall not be located near the contractor's logo. Logos should be positioned so the contractor's logo takes prominence. The GSA "Schedule", "Contract Holder" or GSA "*Advantage!*" logo is to be placed in the lower-right-hand corner of the card and must be less prominent

than the contractor's logo.

5. Contractor Catalog

The GSA "Schedule", "Contract Holder" or GSA "*Advantage!*" logos cannot be displayed on the cover of any vendor catalog unless **all** item(s) in the catalog are under a GSA schedule or contract. If not, the GSA "Schedule", "Contract Holder" or GSA "*Advantage!*" logos must be placed to the right of the applicable item.

6. Graphic Standards

Color: Consistent use of color promotes maximum recognition for the GSA Star Mark.

Primary colors: PANTONE 541 C. This is the preferred color for the GSA Star Mark and should be used wherever possible, with the GSA name reversed out in white. Use PANTONE 2945 U when printing on uncoated stock. Because uncoated stock absorbs more ink, causing a slight variation in color, PANTONE 2945 U enables a closer color match to GSA Blue. PANTONE 541 C is for use on coated paper. The "Schedule", "Contract Holder", and contract number text should be 70% black.

2-color: When GSA Blue is not one of the two colors, one color should be black. The star mark should be reproduced as a 70% tint of black, with the GSA name reversed out in white. The GSA Star Mark may not be reproduced in any other color.

Single color: Materials printed in a single color should be either Pantone 541C Blue or black. When using black, if the work is professionally printed, the GSA Star Mark should be 70% black. Reproducing the GSA Star Mark in solid black is allowed only for laser-printed jobs.

Clear space: The GSA Star Mark should always be surrounded with at least a minimum area of clear space. The distance between the GSA Star Mark and other graphic elements (typography, charts, photos and illustrations, etc.) should be no less than ½ the height of the GSA Star Mark. Use as much clear space as possible, but never less than the minimum.

Background color: The preferred color behind the GSA Star Mark is white. The GSA Star Mark must never be reversed out. Note: The GSA lettering within the Star Mark is always white, not translucent.

Minimum size: To ensure that the GSA logos are always clear as presented, they should never be reproduced smaller than ½ inch. This requirement is to ensure that the word "Schedule", "Contract Holder", and "Advantage!" (and the contract number, if shown) is legible.

