

# PDCA STYLE GUIDE

 Public Diplomacy Council of America

## OUR STORY

### OUR STORY

The two premier professional associations for U.S. public diplomacy are joining forces under the name of the Public Diplomacy Council of America.

Most of the United States' foreign relations now happen in the public sphere, where U.S. programs to advance foreign policy and promote cross-national ties take place. Public diplomacy is key to advancing U.S. global interests. Until now two small Washington nonprofits have represented the cross-section of public diplomacy advocates: the Public Diplomacy Council and the Public Diplomacy Association of America.

The Public Diplomacy Council of America (PDCA) unites the two legacy organizations under a broad mission: to encourage excellence and honor achievement in the professional practice, academic study, and advocacy for public diplomacy. Its members come from many sectors—foreign affairs agencies, academia, defense, media, nonprofits, and private enterprise—and from around the world.

## OUR MISSION & VISION

### MISSION

To encourage excellence and honor achievement in the professional practice, academic study, and advocacy for public diplomacy

### VISION

Public diplomacy is

- widely understood and supported by the American public
- totally integrated into the U.S. foreign policy making process
- implemented by well-trained and well-resourced professionals using the best practices and most advanced technologies available.

# OUR VALUES & LOGO SYMBOLISM

## VALUES

To guide the branding of the new organization, Public Diplomacy Council of America, a joint committee was formed to create imagery that would project the mission and vision. In discussion, committee members used key words below to express values and attributes of the PDCA. These values were incorporated into the design:

<b>Communication</b>	<b>Listening</b>	<b>Learning</b>
<b>Multilayered</b>	<b>Professional</b>	<b>Past, Present, Future</b>
<b>Connecting</b>	<b>Understanding</b>	<b>Building</b>
<b>Inclusive</b>	<b>Innovative</b>	<b>Interactive</b>
<b>Welcoming</b>	<b>Diverse</b>	<b>Rebirth, Renewal</b>

## THE SWIRL

Public Diplomacy at its best focuses on listening as well as conveying compelling messages. At the center of the swirl is a single quotation mark—a reminder of the important foundation both sharing and listening play in Telling America's Story. The swirl symbolizes multilayered connections, dynamic conversations, innovative ideas, diverse inclusivity, engaging learning, as well as a fresh rebirth and renewal of the organization. With the three layered rings, the swirl also signifies a past, present, and future flow of public diplomacy in general, and the work of the PDCA specifically. The swirl also evokes a globe where all are welcome.

## THE GOLD STAR

Gold symbolizes many things in different societies, among them wisdom, optimism, and a marker of excellence. The inclusion of the gold star in the PDCA logo is a recognition of the valuable and high standard of public diplomacy work done by our members.

# LOGO VERSIONS

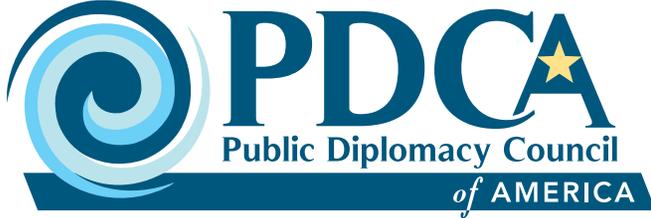
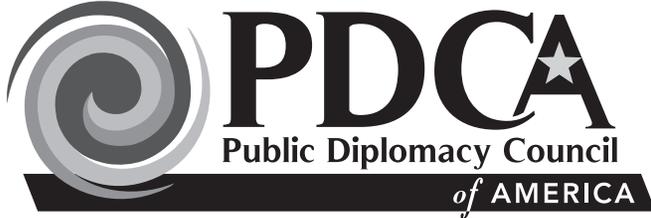
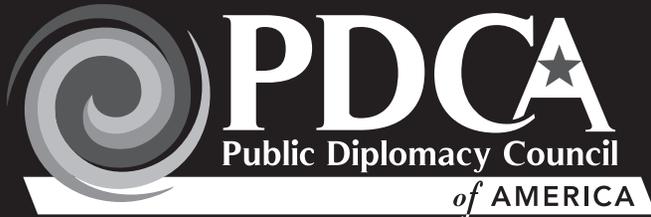
- 1. Full Color Version:**  
For primary use
- 2. Grayscale Version:**  
For use when it looks better  
against a certain background  
color
- 3. White Version:**  
For use when the  
background is dark or when  
other logo colors clash

Logo Pack includes these file  
formats: png | jpg | pdf

PNG: raster image,  
transparent background,  
best for web usage

JPG: raster image, white  
background, okay for web  
and print usage

PDF: vector image,  
transparent background,  
best for print usage

	<p>PRIMARY LOGO</p> <p>The primary logo is the main logo to represent our brand. It is used whenever possible, and should be given room to breathe. It is the most inclusive logo and includes the swirl. It is horizontal, with a 3:1 height to width ratio.</p>
FULL COLOR	
GRAYSCALE	
WHITE	

## SECONDARY LOGO

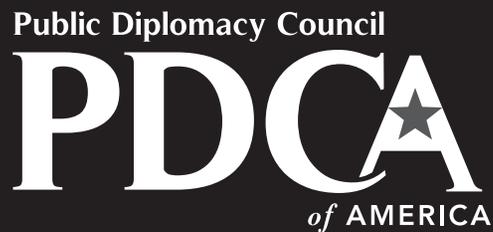
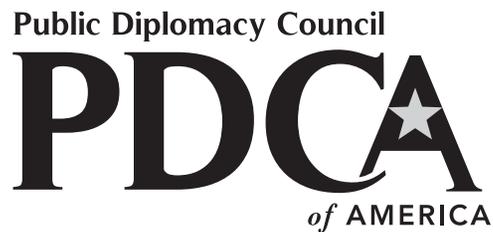
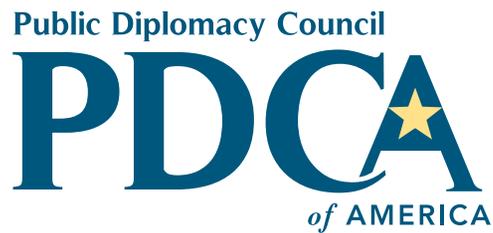
The secondary logo is available as needed for a lighter, more compact stacked version of the primary logo. It does not include the swirl. It has a 2:1 height to width ratio, which fits better in some scenarios.

## SEAL LOGO

The seal logo is also known as a logo submark or brandmark. It has a circular 1:1 height to width ratio, and works well for social media icons and Zoom profile images, among other uses.

## FAVICON

The favicon is a mini-mark of the logo. It has a 1:1 height to width ratio, and provides a final branded touch to a website. Favicons can be seen on the tabs of a website browser.



# TYPOGRAPHY & FONTS

To help provide a consistent, unified look, the PDCA logo typefaces Timeless and Avenir should be used. “PDCA” and “Public Diplomacy Council of” is in Timeless Bold, “America” is in Avenir Heavy. The two typefaces together, with four font variations create a cohesive look for the brand.

## Alternative fonts:

If Timeless and Avenir are not available for supporting text, the following alternative fonts may be used:

Timeless > Goudy Old Style

Avenir > Corbel

## SERIF TYPEFACE (PRIMARY)

### TIMELESS BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890,.?!**

### TIMELESS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.?!

## SANS-SERIF TYPEFACE (SECONDARY)

### AVENIR HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890,.?!**

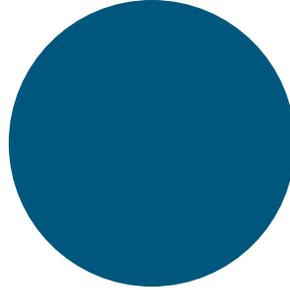
### AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.?!

# COLORS

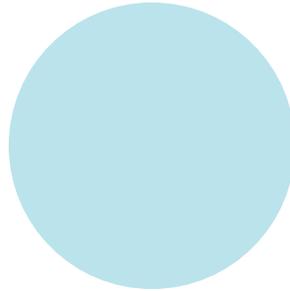
The PDCA color palette was created with the organization's foundation in U.S. public diplomacy at its core. Blues symbolize many things in different societies, among them unity, stability, depth, and understanding. Primary Blue is a hat tip to the American flag. The blues used in our logo have an additional brightness in hue to evoke both a classic and modern feel.

Gold symbolizes many things in different societies, among them wisdom, optimism, and a marker of excellence. The inclusion of the gold star in the PDCA logo is a recognition of the valuable and high standard of public diplomacy work done by our members.



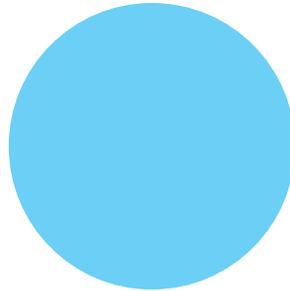
## PRIMARY BLUE

CMYK: 100, 54, 24, 23  
RGB: 0, 88, 126  
Hex: #00587E



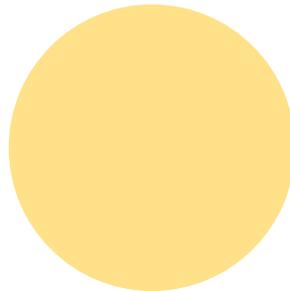
## SWIRL TEAL

CMYK: 25, 0, 7, 0  
RGB: 187, 228, 235  
Hex: #BBE4EB



## SWIRL BLUE

CMYK: 50, 0, 0, 0  
RGB: 109, 207, 246  
Hex: #6DCFF6



## STAR GOLD

CMYK: 0, 10, 55, 0  
RGB: 255, 225, 137  
Hex: #FFE189