



# FedRAMP

## Branding Guidance

December 17, 2014

## **Executive Summary**

This document provides guidelines on the use of the FedRAMP name and logo on all FedRAMP marketing and collateral materials. General guidelines are provided first, followed by more specific guidelines for the two major uses of the FedRAMP mark:

- Designation of FedRAMP 3PAO accreditation
- FedRAMP Compliance

## Document Revision History

Date	Page(s)	Description	Author
12/01/2012		Original Release	FedRAMP PMO
11/17/2014		Updated branding guidance to highlight proper use of new FedRAMP logo. Removed specific logos for 3PAOs or types of authorizations.	FedRAMP PMO

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## **FedRAMP Overview**

FedRAMP is a government-wide program that provides a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services. This approach uses a “do once, use many times” framework that will save cost, time, and staff required to conduct redundant agency security assessments.

The objective of FedRAMP is threefold:

- Ensure that information systems/services used government-wide have adequate information security;
- Eliminate duplication of effort and reduce risk management costs; and
- Enable rapid and cost-effective procurement of information systems/services for federal agencies.

## General Guidelines

1. The FedRAMP mark refers to the FedRAMP name and FedRAMP approved logo detailed in this document.
2. The FedRAMP PMO will authorize an entity's ability to use the FedRAMP mark. The authorization will detail the specific circumstance(s) when an organization can use the FedRAMP mark.
3. The FedRAMP mark may never be used in any manner that would imply government endorsement of a company, its products, or its services. Neither the mark nor the FedRAMP name may be used in any other company name, product name, service name, domain name or Web site title.
4. The mark may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
5. The mark may never be used in a manner that would disparage FedRAMP or any government body.
6. Abbreviation of the Federal Risk Authorization Management Program must always appear as FedRAMP.
7. The Service Mark <sup>SM</sup> must be used with the first time the word FedRAMP appears in materials and:
  - There shall be no space between the word FedRAMP and the <sup>SM</sup> symbol;
  - The <sup>SM</sup> symbol should always be in superscript;
  - The <sup>SM</sup> symbol shall be repeated in a document for each chapter title or Web page.
  - The <sup>SM</sup> symbol shall appear with the FedRAMP logo each time it is used
8. Authorized organizations are responsible for the proper use of the FedRAMP mark as outlined in this document. This includes but is not limited to the use by any representatives such as advertising agencies, system integrators, resellers, partners, etc.

## Layout and Design Requirements When Using the FedRAMP Logo

### Clear Space

We require that a clear space of .333 inches remain around the graphic box that houses the FedRAMP logo. No other graphic elements, such as text and images can appear in this area. We require this clear space since the Promotional Mark frequently appears within materials using complex imagery such as other marks, graphic devices and text.

### Minimum Size

The mark may be resized, but the proportions must be maintained. If the FedRAMP logo is made larger, the mark’s fidelity must be maintained (i.e. the logo cannot become pixilated or otherwise lose image quality). For legibility in print, the logo may not be reproduced smaller in width than .70 inches and in height smaller than .35 inches.

### Coloring

If multicolor printing is available that the logo must be printed using the color scheme below.

	Pantone	C	M	Y	K	R	G	B
Primary Blue	282 C	100	87	37	51	0	31	71
Secondary Blue	654 C	100	86	35	26	0	50	98
Primary Red	193 C	8	100	77	1	187	19	62
Secondary Red	1805 C	19	99	89	10	184	35	47
Logo Text	Black 6 C	0	0	0	100	35	31	32

### Gradient

Primary Blue  Secondary Blue

Primary Red  Secondary Red



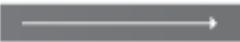
## FedRAMP<sup>SM</sup> Branding Guidance

If grey-scale printing is used, the logo must be printed using the color scheme below.

	C	M	Y	K	R	G	B
Primary Blue	0	0	0	100	0	31	71
Secondary Blue	0	0	0	85	0	50	98
Primary Red	0	0	0	60	128	129	132
Secondary Red	0	0	0	68	81	81	81
Logo Text	0	0	0	100	35	31	32

### Gradient

Primary Blue  Secondary Blue

Primary Red  Secondary Red



## Optional Uses of FedRAMP Mark

The FedRAMP mark can use the text “FedRAMP” and “Federal Risk Authorization Management Program” in the following ways:

### No text



### Text Below the mark



or



### Text to the right of the mark



Or





## FedRAMP Mark Review Policy

- Use of the FedRAMP mark in conjunction with qualified products or services (i.e. an approved 3PAO) does not require approval.
- The FedRAMP PMO must approve any major educational or promotional campaigns that feature the FedRAMP mark prior to use. The submitted materials will be reviewed for consistency with these guidelines within two (2) weeks of receipt of the materials. Materials should be submitted to the FedRAMP Director at [matthew.goodrich@gsa.gov](mailto:matthew.goodrich@gsa.gov) with the following in the subject line: "FedRAMP Branding Review."

## Mark Violations

The FedRAMP PMO actively monitors proper use of the FedRAMP mark. The following explains the general course of action for addressing mark violations:

1. Anyone who misuses the mark will be contacted in writing or by telephone.
2. The FedRAMP Program Management Office will provide a distinct timeframe to correct the error(s). The timeframe will be dependent upon the medium in which the violation appeared and the severity of the violation.
3. Follow-up will be conducted to ensure that the error(s) has been corrected.

Failure to make the required changes may result in termination of a stakeholder's participation in FedRAMP and/or legal action.

## Questions about Using the FedRAMP Mark

If you have questions regarding the use of the FedRAMP mark, please contact the FedRAMP PMO at [info@fedramp.gov](mailto:info@fedramp.gov).

## FedRAMP in Promotional Materials

This section outlines the messages that FedRAMP believes are important to convey regarding the benefits of the program. The government incorporates three messages into its materials, and recommends those meeting the guidelines outlined in this document to do the same, to the extent possible. The messages are:

The goal of FedRAMP is to:

- Accelerate the adoption of secure cloud solutions through reuse of assessments and authorizations
- Increase confidence in the security of cloud solutions
- Achieve consistent security authorizations using a baseline set of agreed upon standards for cloud solution
- Ensure consistent application of existing security practices
- Increase confidence in security assessments
- Increase automation and near real-time data for continuous monitoring

Major benefits of FedRAMP

- Increases re-use of existing security assessments across agencies
- Saves significant cost, time and resources – do once, use many times
- Improves real-time security visibility
- Provides a uniform approach to risk-based security management
- Enhances transparency between government and cloud service providers (CSPs)
- Improves the trustworthiness, reliability, consistency, and quality of the Federal security authorization process

## **Third Party Assessment Organization (3PAO) Use of FedRAMP Mark**

FedRAMP allows the use of the FedRAMP mark for FedRAMP accredited 3PAOs under the following conditions:

1. You must be a FedRAMP accredited 3PAO and maintain that accreditation in order to use the FedRAMP mark.
2. An accredited FedRAMP 3PAO can refer to themselves in the following ways:
  - Accredited FedRAMP 3PAO
  - Accredited FedRAMP Third Party Assessment Organization
  - FedRAMP 3PAO
  - FedRAMP Third Party Assessment Organization
3. An organization can use the official FedRAMP logo to designate themselves as an Accredited 3PAO.
4. FedRAMP accredited 3PAOs receive an official letter from the FedRAMP PMO designating their authorization to use the FedRAMP logo in the manner described above.

## **Cloud Service Provider (CSP) Use of FedRAMP Mark**

FedRAMP allows the use of the FedRAMP mark for CSPs that have met the FedRAMP requirements and are deemed FedRAMP compliant by the FedRAMP PMO. In order to use the FedRAMP mark, a CSP must have their completed security authorization package available for Federal Agency leveraging within the FedRAMP secure repository.

### **FedRAMP Compliant CSPs**

1. A CSP with this level of authorization can refer to their product or service in the following ways:
  - Meet the FedRAMP security requirements
  - Utilized a FedRAMP accredited 3PAO
  - Granted an Authority to Operate by [Federal Agency(ies)].
2. The use of the official FedRAMP mark must clearly align with the product or service named within the assessment materials used to earn the Agency ATO.