

Brand Guidelines



The 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 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.



Main Logo, Primary Colors



Icon, Primary Colors



GovRAMP

Logo, Stacked, Primary Colors

The Colors

CIVIC NAVY CMYK: 100, 87, 39, 37 RGB: 20, 43, 81 Hex: #142a50	PALE AZURE CMYK: 33, 4, 7, 0 RGB: 167, 212, 228 Hex: #a6d4e3
CLEAR VISTA CMYK: 2, 1, 1, 0 RGB: 247, 248, 249 Hex: #f7f8f8	

Primary Palette

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

PINE CMYK: 85, 58, 67, 64 RGB: 17, 47, 44 Hex: #112e2c	SAGE CMYK: 40, 20, 52, 0 RGB: 161, 178, 140 Hex: #a1b18b	MINT CMYK: 24, 11, 30, 0 RGB: 196, 206, 183 Hex: #c3cdb6	FROST CMYK: 11, 1, 2, 0 RGB: 223, 239, 245 Hex: #dfeef4
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Secondary Palette

The Typography

Lato (Regular, Heavy)
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
1 2 3 4 5 6 7 8 9 0

Roboto Serif - Italic (Medium)
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
1 2 3 4 5 6 7 8 9 0

The Icons

