FedRAMP ᴿᴹ

Branding Guidance

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

- Designation of FedRAMP 3PAO accreditation
- FedRAMP Security Authorization

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 logos 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 name and marks may never be used in any manner that would imply government endorsement of a company, its products, or its services. Neither the marks nor the FedRAMP name may be used in any other company name, product name, service name, domain name or Web site title.

4. The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.

5. The marks may never be used in a manner that would disparage FedRAMP or any government body.

6. Abbreviation of the Federal Risk and Authorization Management Program must always appear as FedRAMP.

7. The Service Mark ^{SM} 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 ^{SM} symbol;
   - The ^{SM} symbol should always be in superscript;
   - The ^{SM} symbol shall be repeated in a document for each chapter title or Web page.
   - The ^{SM} symbol shall appear with the FedRAMP logo each time it is used

8. Authorized organizations are responsible for the proper use of FedRAMP marks as outlined in this document. This includes but is not limited to the use by any representatives such as ad agencies and implementation contractors.

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 1.19 inches and height than 1.12 inches for print. Lettering legibility inside the mark must be maintained on the Web.

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
FedRAMP Blue	2935 C	100	46	0	0	0	118	192
FedRAMP Dark Blue	2955 C	100	45	0	37	0	82	136
FedRAMP Red	1807 C	0	100	96	28	181	18	27

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

	C	M	Y	K		R	G	B
FedRAMP Blue	0	0	0	60		128	130	133
FedRAMP Dark Blue	0	0	0	100		35	31	32
FedRAMP Red	0	0	0	80		88	89	91

FedRAMP Marks Review Policy

- Use of FedRAMP marks 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 marks 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 PMO at info@FedRAMP.govn with the following in the subject line: "FedRAMP Materials Requiring Review".

Mark Violations

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

1. Anyone who misuses the marks 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 time frame 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 Marks

If you have questions regarding the use the FedRAMP marks, please contact the FedRAMP PMO at 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 a baseline set of agreed upon standards for cloud solution approval in or outside of FedRAMP
- 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 Marks

FedRAMP allows the use of the FedRAMP marks 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 3PAO 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. Accredited 3PAOs can use the FedRAMP logo as well as the FedRAMP 3PAO logo below.

4. FedRAMP accredited 3PAOs will 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 Marks

FedRAMP allows the use of specific FedRAMP marks (detailed below) for FedRAMP participating CSPs that have either an Agency ATO with the use of a FedRAMP accredited 3PAO or a Provisional Authorization granted by the Joint Authorization Board. Both of these security authorizations require an independent assessment by a FedRAMP accredited 3PAO. In order to use these FedRAMP marks, a CSP must have their completed security authorization package available for Federal Agency leveraging within the FedRAMP secure repository.

Agency ATO with FedRAMP 3PAO

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].

2. A CSP that has an Agency ATO with FedRAMP 3PAO can further designate their service or product with the logo below.

3. CSPs meeting the above criteria may place next to, above, below, or in contextual text any specific agency granted ATO.

4. The use of the FedRAMP marks noted above must clearly align with the product or service named within the assessment materials used to earn either the FedRAMP Provisional Authorization or Agency ATO.

FedRAMP Provisional Authorization

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 the Joint Authorization Board (or JAB).

2. A CSP that has a FedRAMP Provisional Authorization can further designate their service or product with the logo below.

3. CSPs meeting the above criteria may place next to, above, below, or in contextual text any specific agency granted ATO.

4. The use of the FedRAMP marks noted above must clearly align with the product or service named within the assessment materials used to earn either the FedRAMP Provisional Authorization or Agency ATO.