

The Global Embassy of Culture Brand Guideline Controls



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The Global Embassy of Culture™



Contact Information

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Mission Statement and Vision

The Global Embassy of Culture™ exists to foster worldwide unity through the pillars of Friendship and Sharing. We believe culture is the bridge to peace, and every design element represents our commitment to global heritage, cooperation, and transparency.

A Whole World of Friends

The Global Embassy of Culture™ (TGEOC) at The United States Presidential Service Center® ([USPSC](#)) and US Presidential Culinary Museum® ([USPCM](#)) enjoy each other's business friendship and fun-filled nature.

The Global Embassy of Culture™ serves as a sanctuary and stage for humanity's shared soul, where art, history, customs, and business converge to celebrate the beauty of our differences and the harmony of our common dreams. Through immersive exhibitions, cross-cultural exchanges, and peace-building opportunities it empowers individuals to become cultural diplomats in their communities—bridging continents with compassion and creativity.

No one is truly from the United States—not in the ancient-rooted sense. This land is a mosaic stitched from migrations, hopes, and the bold leap of those who move here daily from 205 countries and territories, each bringing language, food, fashion, art, rituals, and entrepreneurial fire.

We are not a monolith—we are a melting pot, a gumbo, a jazz riff of human stories remixing daily in boardrooms, kitchens, galleries, and classrooms. The United States isn't a bloodline—it's a belief: that from many, we become one. And that unity isn't sameness—it's strength drawn from dazzling diversity.

Logo Usage

The Global Embassy of Culture™ logo is a symbol of trust, collaboration, and integrity. It must be used with care, consistency, and respect. Do not modify, distort, or alter the colors or orientation.

Color Palette

Primary Colors:

Navy Blue

Gold

Crimson Red

Sky Blue

Olive Green

Typography

Preferred fonts for all official materials are:

- Titles and Headings: Georgia, Bold
- Body Text: Calibri or Times New Roman, Regular

Maintain a clean, legible presentation with clear hierarchy.

Core Values: FRIENDSHIP and SHARING

These words should appear prominently in select designs and messaging. They may be integrated into banners, headers, and social graphics. Always capitalize them to emphasize their importance.

Transparency Commitment

The Global Embassy of Culture™ is committed to full transparency in all operations. We share our financial statements, operational expenses, and donations openly. Our members and partners can expect accountability at every level. We expect this booklet to grow to 20 to 60 pages as we add more annually. We welcome input and ideas.

Color Specifications

Below are the official color codes for both digital (RGB) and print (CMYK) use:

Navy Blue: RGB(0, 51, 102) / CMYK(100, 70, 0, 60)

Gold: RGB(255, 204, 0) / CMYK(0, 20, 100, 0)

Crimson Red: RGB(153, 0, 0) / CMYK(0, 100, 100, 40)

Sky Blue: RGB(102, 204, 255) / CMYK(60, 0, 0, 0)

Olive Green: RGB(85, 107, 47) / CMYK(20, 0, 60, 70)