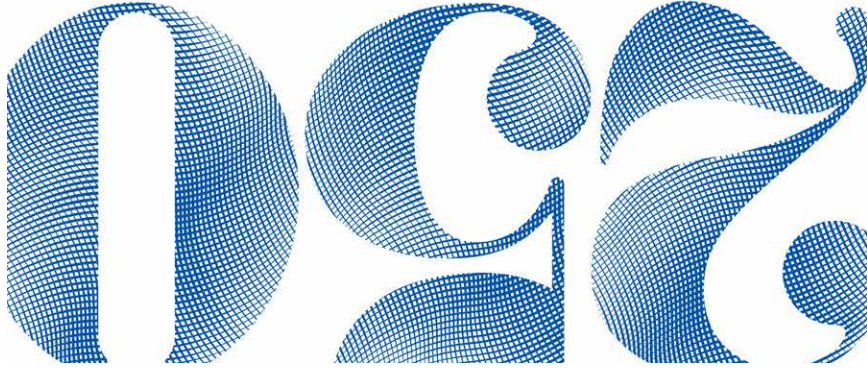




AMERICA **250** BRAND IDENTITY
LOGO & BRANDING GUIDELINES



These guidelines have been developed to preserve the integrity and consistency of the America250 brand. To ensure consistency, you must use the logo properly and as designed.

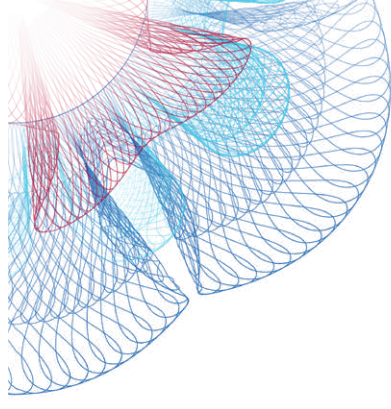
By using these resources, you acknowledge receipt and agreement with America250's licensing terms and agreements. Use of these resources may also be covered by America250's Terms of Use and Privacy Policies. Unless specifically indicated as resources for use by third parties, all images and variations are intended for example only and do not constitute a grant of rights to use any photograph, drawing or image.

THEMES

Celebrate the diversity
of American life and our
common humanity

Deepen our understanding
of American history to strive
towards our highest ideals

Inpire a new movement
of civi engagement to build
our collective future



AMERICA**250** ENGRAVED LOGOS:

FULL COLOR



This is the preferred engraved mark. Steel Blue, Inventors Red on a White background.

A250_AAA_2Color_SteelBlue
OnWhite_Engraved

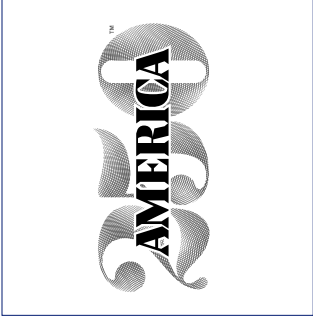


This is the secondary engraved mark. Electric Blue, White on a Lunar Blue background.

A250_AAA_2Color_ElectricBlueOn
LunarBlue_Engraved

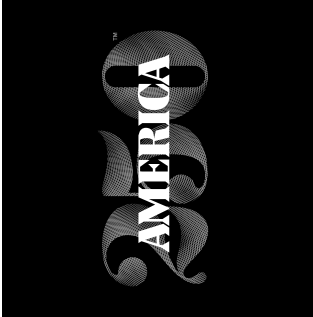
GRAYSCALE

Grayscale logos should ONLY be used when printing in black and white. DO NOT use in digital applications.



Grayscale On White Background

A250_AAA_Grayscale_OnWhite
Background_Engraved



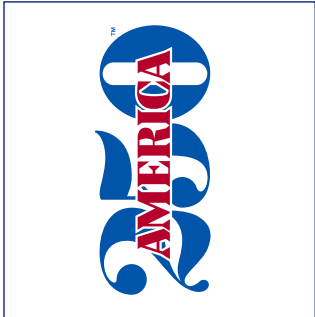
Grayscale On Black Background

A250_AAA_Grayscale_OnBlack
Background_Engraved

AMERICA**250** SOLID LOGOS:

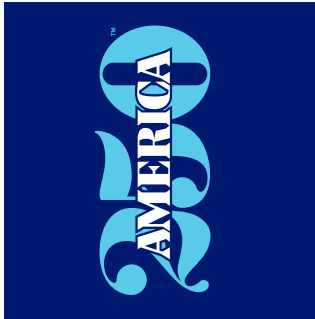
Use the solid color logos when the engraved logo cannot be supported in execution.

FULL COLOR



This is the preferred solid mark. Steel Blue, Inventors Red on a White background.

A250_AAA_2Color_SteelBlue
OnWhite_Solid



This is the secondary solid mark Electric Blue, White on a Lunar Blue background.

A250_AAA_2Color_ElectricBlue
OnLunarBlue_Solid

GRAYSCALE

Grayscale logos should ONLY be used when printing in black and white. DO NOT use in digital applications.



Grayscale On White Background

A250_AAA_Grayscale_OnWhiteBackground_Solid



Grayscale On Black Background

A250_AAA_Grayscale_OnBlackBackground_Solid

AMERICA**250** LOGO: SMALL SCALE

This logo is ideal for small scale usage.

				
LUNAR BLUE A250_AAA_LunarBlue_Small	INVENTORS RED A250_AAA_Inventors Red_Small	STEEL BLUE A250_AAA_SteelBlue_Small	ELECTRIC BLUE IS ONLY AAA COMPLIANT WHEN PAIRED WITH LUNAR BLUE A250_AAA_ElectricBlue onLunarBlueBackground_Small	BLACK A250_AAA_Black_Small
				
WHITE ON LUNAR BLUE A250_AAA_White_Small	WHITE ON INVENTORS RED A250_AAA_White_Small	WHITE ON STEEL BLUE A250_AAA_White_Small	LUNAR BLUE A250_AAA_LunarBlue_Small	WHITE ON BLACK A250_AAA_White_Small

AMERICA**250** LOGO: HORIZONTAL

This logo is ideal for small scale usage.



TWO COLOR: WHITE BACKGROUND
A250_AAA_Horizontal_2ColorLogoWhiteBkg



TWO COLOR: LUNAR BLUE BACKGROUND
A250_AAA_Horizontal_2ColorLogoLunarBlueBkg



LUNAR BLUE
A250_AAA_Horizontal_LunarBlue



STEEL BLUE
A250_AAA_Horizontal_SteelBlue



INVENTORS RED
A250_AAA_Horizontal_InventorsRed



ELECTRIC BLUE IS ONLY AAA COMPLIANT
WHEN PAIRED WITH LUNAR BLUE
A250_AAA_Horizontal_Electric
BlueOnLunarBlue



WHITE ON LUNAR BLUE
A250_AAA_Horizontal_WhiteOnLunarBlue



WHITE ON STEEL BLUE
A250_AAA_Horizontal_WhiteOnSteelBlue



WHITE ON INVENTORS RED
A250_AAA_Horizontal_WhiteOnInventorsRed



LUNAR BLUE ON ELECTRIC BLUE
A250_AAA_Horizontal_
LunarBlueOnElectricBlue



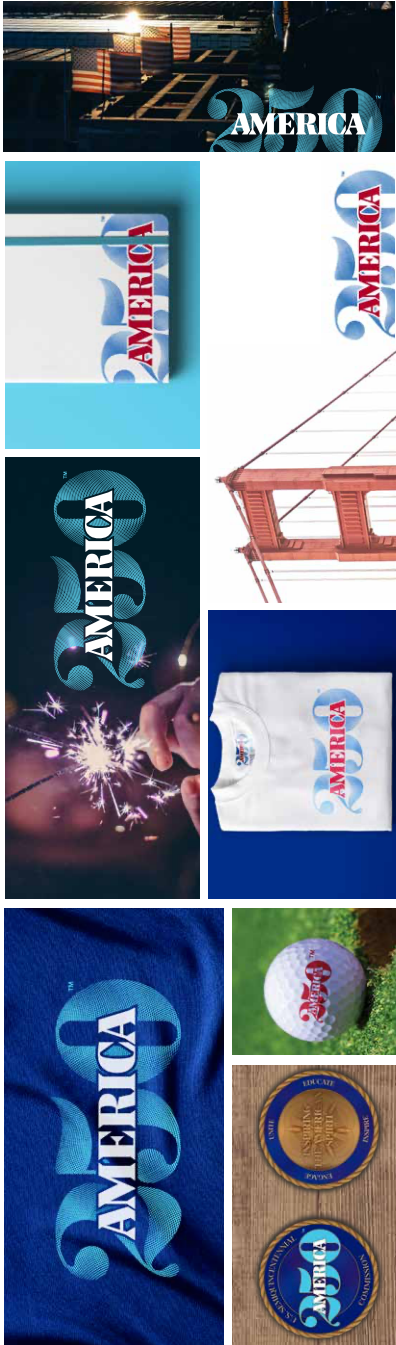
WHITE ON BLACK
A250_AAA_Horizontal_WhiteOnBlack



BLACK
A250_AAA_Horizontal_Black

AMERICA**250** LOGO: USAGE

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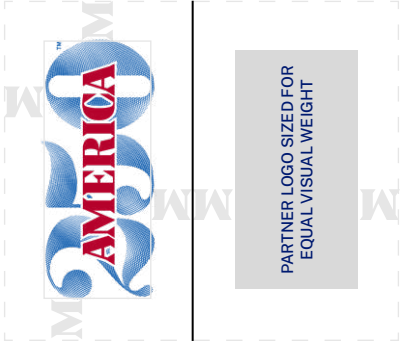
ICONIC

For simple usage of the logo, it should maintain clear space from other elements and be the focus of the collateral.

CROPPED

The America250 logo can be cropped to add a sense of modernity to our compositions and communications.

AMERICA**250** LOGO: PARTNERSHIPS



HORIZONTAL FORMAT

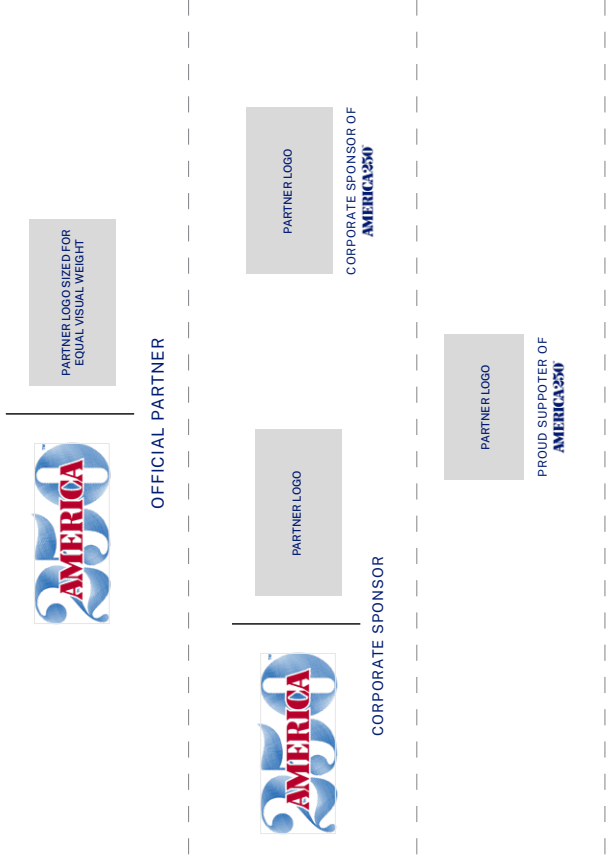
When placing a partnership logo next to the America250 logo, be sure to respect the exclusion zone and clear space for a clean, on-brand impression that respects both entities.

CLEAR SPACE

The clear space is the perimeter that surrounds the logo marked with the "M" extracted from the America250 logo itself. No other element is allowed within this area at any time or for any reason.

ALTERNATIVE VERTICAL FORMAT

AMERICA**250** LOGO: PARTNERSHIPS TIERING



AMERICA250 LOGO: IMPROPER USAGE

IMPROPER USAGE



DON'T add a drop shadow to any piece of the logo.

IMPROPER USAGE



DON'T change the proportions & placement between AMERICA and 250.

IMPROPER USAGE



DON'T create new color combinations.

IMPROPER USAGE



DON'T tailor colors in the logo to align with a single event (St. Patrick's Day).

IMPROPER USAGE



DON'T add drop shadows to the logo when placed on imagery. If the logo is illegible, choose a legible color combination from the logo suite.

IMPROPER USAGE



DON'T add drop shadows to the logo when placed on imagery. If the logo is illegible, choose a legible color combination from the logo suite.

IMPROPER USAGE



DON'T stretch the logo or distort the logo.

IMPROPER USAGE



DON'T alter colors within a single logo.

BRAND COLOR PALETTE

Our colors are a modern remix of the classic red, white and blue. They intertwine and showcase the infinite expressions of the American spirit.

Avoid splitting compositions that are red vs. blue to avoid appearing to favor one political party.

A photograph of an astronaut in a white spacesuit standing on the lunar surface, with the Earth visible in the background.

LUNAR BLUE

662c

RGB
R0 G26 B112

CMYK
C100 M87 Y0 K36

HEX
001A70

A black and white photograph of President John F. Kennedy and Vice President Lyndon B. Johnson standing together outdoors.

STEEL BLUE

300c

RGB
R0 G84 B170

CMYK
C96 M74 Y0 K0

HEX
0054AA

A photograph of the Statue of Liberty in New York City, with a blue color overlay.

ELECTRIC BLUE

305c

RGB
R89 G203 B232

CMYK
C56 M0 Y7 K0

HEX
59CBE8

A photograph of a person's head and shoulders in profile, with a background of out-of-focus red lights (bokeh).

INVENTOR'S RED

200c

RGB
R181 G0 B43

CMYK
C0 M100 Y76 K13

HEX
B5002B

TYPOGRAPHY

From bold and imposing to clean and modern — our typography system captures 250 years of American lettering. It's designed to make our communications accessible and inspiring to all.

HEADLINE TYPEFACE

BLACKER PRO DISPLAY

Blacker Pro Display ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Blacker Pro Display should be used in all high level creative executions by partners to ensure an optimal brand expression. Blacker Pro Display must be purchased for commercial use.

Blacker Pro Display ExtraBold is our default headline typeface.

ALTERNATIVE HEADLINE TYPEFACE

GEORGIA

GEORGIA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For partners or entities that are unable to purchase Blacker Pro, Georgia can be used as an alternative to create a similar impression.

SUBHEAD & BODY COPY TYPEFACE

PUBLIC SANS

Public Sans was designed by the United States government and is accessible to the public, making it inherently democratic.
Public Sans SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Public Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Public Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Public Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

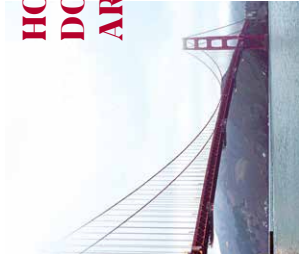
Public Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Public Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Public Sans ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Public Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY: USAGE



**HOW
DONATIONS
ARE USED:**

All donations will support our effort to invite, involve and inspire the nation.

**INSPIRING THE
AMERICAN SPIRIT**



YOU ARE INVITED

THURSDAY MARCH 26, 2009
5:00PM - 6:30PM
Lincoln Center, New York City
A B&W Project
All ticket proceeds benefit the American Spirit Foundation



Suggesting content, messaging, and programming ideas for the celebration

EXAMPLE HIERARCHY

HEADLINE

SUBHEAD

Aceatecto volorepernam ese-
quaeserum cus.Ullam eossim-
pero core nisimentus soluptat
facepernam ius ulectur aut aut
dis mil eature porestorum cori-
tat estrum seque non cor se min
rende vid unt, ipsam, quat autem
quiatin ihillac epetique pro vella-
borio. Omniendae dolent.
Ximenimus, volumque cusam,
volupta cum aborem quistio te
cusa derro omnis doluptas inullab
orerate magni re, sum fugiasit
acit quatur, commist am ania

40 pt
Blacker Pro Display
Extrabold, All-Caps

16 pt Public Sans
SemiBold, All-Caps

10 pt Public Sans
Regular, Sentence Case

BRAND COLOR PALETTE/AAA COMPLIANT COMBINATIONS

This chart shows color contrast pairs that meet levels of accessibility compliance per the Web Content Accessibility Guidelines (WCAG). When designing information and graphics that involve multiple colors, these combinations ensure the contrast ratio needed to meet the highest level of WCAG compliancy. Only use the combinations designated with a AAA. For further information on accessibility, please visit: www.w3.org/TR/WCAG21.	LUNAR BLUE	STEEL BLUE	ELECTRIC BLUE	INVENTOR'S RED	WHITE
	#001A70		AAA		AAA
	#0054AA				AAA
	#59C8E8				
	#B5002B				AAA
	HEX #	#001A70	#0054AA	#59C8E8	#B5002B
					#FFFFFF



FOR MORE INFORMATION, PLEASE CONTACT:

info@america250.org