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

Inspire a new movement of civic engagement to build our collective future

Celebrate the diversity of American life and our common humanity
AMERICA250 ENGRAVED LOGOS:

FULL COLOR

- This is the preferred engraved mark. Steel Blue, Inventors Red on a White background.
  - A250_AAA_2Color_SteelBlueOnWhite_Engraved

- This is the secondary engraved mark Electric Blue, White on a Lunar Blue background.
  - A250_AAA_2Color_ElectricBlueOnLunarBlue_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_Engraved

- Grayscale On Black Background
  - A250_AAA_Grayscale_OnBlackBackground_Engraved
AMERICA250 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.
  A250_AAA_Grayscale_OnWhiteBackground_Solid
  A250_AAA_Grayscale_OnBlackBackground_Solid
This logo is ideal for small scale usage.
**AMERICA250 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_ElectricBlueOnLunarBlue

- **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
For simple usage of the logo, it should maintain clear space from other elements and be the focus of the collateral.
**Clear Space**
The clear space is the perimeter that surrounds the logo marked with the “M” extracted from the America 250 logo itself. No other element is allowed within this area at any time or for any reason.

**Horizontal Format**
When placing a partnership logo next to the America 250 logo, be sure to respect the exclusion zone and clear space for a clean, on-brand impression that respects both entities.

**Alternative Vertical Format**
AMERICA250 LOGO: PARTNERSHIPS TIERING

- OFFICIAL PARTNER
- CORPORATE SPONSOR
- PROUD SUPPORTER OF AMERICA250
- PROUD SUPPLIER OF AMERICA250
**DON'T** add drop shadows to any piece of the logo. If the logo is illegible, choose a legible color combination from the logo suite.

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

**DON'T** create new color combinations.

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

**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.

**DON'T** stretch the or distort the logo.

**DON'T** alter colors within a single logo.
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.
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.

**TYPOGRAPHY**

**HEADLINE TYPEFACE**

**BLACKER PRO DISPLAY**

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.

**PUBLIC SANS**

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

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**

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**TYPOGRAPHY: USAGE**

**EXAMPLE HIERARCHY**

**HEADLINE**

[Image of Golden Gate Bridge]

40 pt
Blacker Pro Display
Extrabold, All-Caps

**SUBHEAD**

Aceatet volopernam esse-
queserum cus.Ullam eossim-
pero core nisimentus soluptat
Tacaperam ius ullectur aut aut
dis mil eature poerestorum cori-
tat estrum seque non car se min
rende vid unt, ipsam, quat autem
quiait inihillac epelique pro velt-
borio. Omniendae dolent.
Ximenimus, volumque cusam,
voluta cum aborem quistio te
cusa derro omnis doluptas inulab
oraret magmi re, sum fugiasit
acit quatur, conmin am ania

**HOW DONATIONS ARE USED:**

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

**INSPIRING THE AMERICAN SPIRIT**

[Image of a 250 year old American flag]

16 pt Public Sans
SemiBold, All-Caps

[Image of a 250 year old American flag]

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 compliance.

Only use the combinations designated with a AAA. For further information on accessibility, please visit: www.w3.org/TR/WCAG21.

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<th>ELECTRIC BLUE</th>
<th>INVENTOR’S RED</th>
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