

0.1

Table of Contents

Table of Contents	0.1
Introduction to Identity Program	0.2

Brand Identity Elements

Basic Elements

America250 Logo	1.1
Primary Logo	1.2
Horizontal Logo	1.3
Logo Color Specifications	1.4
Color Palette	1.5
Logo Use on Backgrounds	1.6
Logo Use on Secondary Color Palette	1.7
Logo Use on Color Backgrounds Other than Secondary Color Palette	1.8
Logo Use on Photography	1.9
Incorrect Logo Use	1.10
Incorrect Logo Use on Color Backgrounds and Photography	1.11
Special Outline Logo	1.12

Typography

Typography	1.13
------------	------

Identity System

Logo Use in Co-branding Lockups	1.14
Logo Use in Co-branding with Government Agencies	1.16
Logo Use in Co-branding Lockups with Designation	1.17
Logo Lockups for State Commissions	1.18

Applications

Digital Applications

Press Release	2.1
Email Signature	2.2
Approach to Logo Use on Presentations	2.3
Video Bug	2.4
Video End Card	2.5
App Icon	2.6
Social Media Avatars	2.7

Environmental Graphics

Logo Use on Flags	2.8
Logo Use on Banners	2.9
Logo Use on Press Wall	2.10

Commemorative Issues

Stamps and Coins	2.11
------------------	------

Promotional Items

Promotional Items	2.13
Use of the 250 Icon	2.14



0.2 Introduction to Identity Program

On July 4, 2026, our nation commemorates the 250th anniversary of the founding of the United States. To honor this historic moment, the visual identity for America250 has been created to invite people—whether as individuals, organizations, or communities—to participate and celebrate together.

Coordinating the America250 visual identity program, from digital media to printed materials, projects a unified character that reinforces the visibility of activities for this historic event and emphasizes the grandness of its scale.

The purpose of these guidelines is to explain the components of the America250 visual identity program, to define its graphic design standards, and to illustrate how these standards are applied.

Many of the standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent visual identity for America250.

By using these resources, the user acknowledges 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.

Brand Identity Elements

Basic Elements	
America250 Logo	1.1
Primary Logo	1.2
Horizontal Logo	1.3
Logo Color Specifications	1.4
Color Palette	1.5
Logo Use on Backgrounds	1.6
Logo Use on Secondary Color Palette	1.7
Logo Use on Color Backgrounds	
Other than Secondary Color Palette	1.8
Logo Use on Photography	1.9
Incorrect Logo Use	1.10
Incorrect Logo Use on	
Color Backgrounds and Photography	1.11
Special Outline Logo	1.12

Typography	
Typography	1.13

Identity System	
Logo Use in Co-branding Lockups	1.14
Logo Use in Co-branding	
with Government Agencies	1.16
Logo Use in Co-branding Lockups	
with Designation	1.17
Logo Lockups for State Commissions	1.18



1.1

America250 Logo

Ribbons signify commemoration, celebration, and purpose. For America250, a flowing red, white, and blue ribbon forms the number 250 as a single continuous path, suggesting unity, cooperation, and harmony. The dynamic, vibrant icon is joined by the name America in an elegant serif lettering to establish a visual identity for this important milestone and beyond.

As the America250 logo will appear on nearly all types of communications—digital media, websites, various print media, and other physical applications—it must remain highly visible and recognizable in all instances.

Always use the original and approved artwork; never alter or attempt to redraw the design or recreate the lettering using computer fonts.



1.2 Primary Logo

The 250 icon and the AMERICA wordmark above it combine to make the primary America250 logo. The full-color version of the logo should be used whenever possible. Note that the 250 icon has a white fill in it that is apparent when the logo appears on both light and dark-colored backgrounds. Using these guidelines for the logo will ensure that it is highly visible and recognizable in all of America250's communications from digital media to printed materials.

Always use the original and approved artwork; never alter or attempt to redraw the design or recreate the lettering using computer fonts.

Please note that the logos for use on light-colored backgrounds and dark-colored backgrounds are different—they are not interchangeable. Always use the appropriate provided artwork.

Clear Space

To ensure its integrity and visibility, the logo should be kept clear from competing text, images, or graphics. The logo must be surrounded by an adequate clear space. For the primary logo, the clear space at minimum is equal to one and a half the height of the wordmark on all sides, as shown in the diagram.

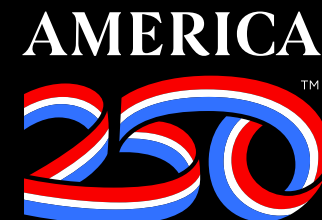
Minimum Size

For the primary logo, the width of the logo should never appear smaller than 0.45" in width when used in print materials, or 32 pixels in width when used in digital formats.

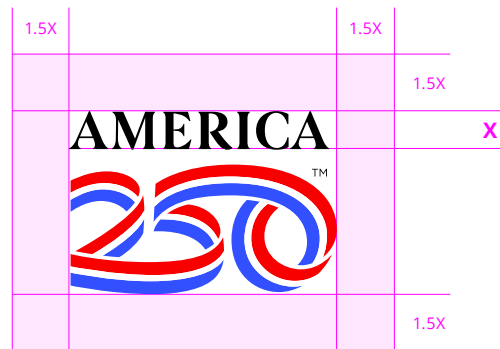
Logo on light-colored background



Logo on dark-colored background



Clear space



Minimum size



0.45" w min for print
(32px for digital)

1.3 Horizontal Logo

Sometimes there may be a need to use the America250 logo in horizontal formats where vertical space is extremely limited. To maximize the legibility of the America250 name in these types of conditions, a special horizontal version of the logo has been provided as artwork. This version should be used only in these very limited cases. Use the full-color version of the logo wherever possible.

Always use the original and approved artwork; never alter or attempt to redraw the design or recreate the lettering using computer fonts.

Please note that the logos for use on light-colored backgrounds and dark-colored backgrounds are different—they are not interchangeable. Always use the appropriate provided artwork.

Clear Space

To ensure its integrity and visibility, the logo should be kept clear from competing text, images, or graphics. The logo must be surrounded by an adequate clear space. For the horizontal logo, the clear space at minimum is equal to one and a half the height of the wordmark on all sides, as shown in the diagram.

Minimum Size

For the horizontal logo, the width of the logo should never appear smaller than 0.95" in width when used in print materials, or 70 pixels in width when used in digital formats.

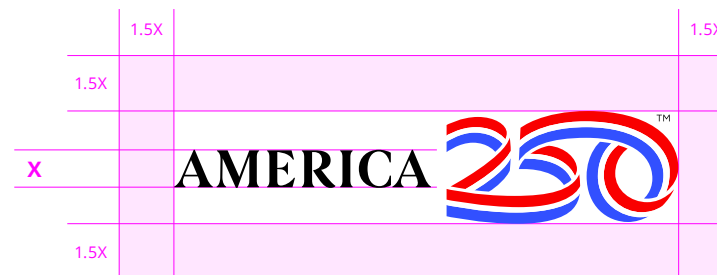
Logo on light-colored background



Logo on dark-colored background



Clear space



Minimum size



0.95" w min for print
(70px for digital)

1.4 Logo Color Specifications

The America250 colors are red, white, and blue. Specific shades of red and blue with a white stripe between them make up the 250 icon with either a black or white "AMERICA" wordmark. For use on light-colored backgrounds, the wordmark is black. For use on dark-colored backgrounds, the wordmark is white. Note that the 250 icon uses a different, lighter blue when on dark-colored backgrounds. Though different, these blues will give the same appearance when the background value varies and will optimize the contrast with each background. Note that the 250 icon has a white fill in it that is apparent when the logo is used on both light and dark-colored backgrounds.

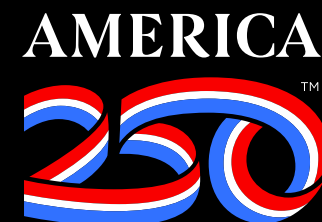
Color Specifications

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.

Logo on light-colored background



Logo on dark-colored background



Red

Pantone® 485 C/U
C0 M100 Y100 K0
R249 G0 B0
HEX: F90000

Black

C0 M0 Y0 K100
R0 G0 B0
HEX: 000000

White

Blue on light colored-background

Pantone® 2935 C/U
C80 M68 Y0 K0
R50 G80 B255
HEX: 3250FF

Light Blue on dark colored-background

Pantone® 285 C/U
C77 M58 Y0 K0
R49 G113 B255
HEX: 3171FF

1.5 Color Palette

Color is an important part of the America250 brand identity system. The shades of red and blue specified at the top along with white are primary brand colors. These three colors when used consistently in both branded environments and communications will ensure continuity and recognition.

The secondary colors shown at the bottom complete the America250 color palette, providing selected hues and neutrals that support the America250 logo colors. These secondary colors are appropriate for backgrounds, for use on charts, graphs or infographics, for highlighting information or for accent colors. The consistent use of this distinctive color palette will reinforce the America250 brand identity while allowing for flexibility over the range of applications required.

Color Specifications

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.

Primary colors

Red

Pantone® 485 C/U
C0 M100 Y100 K0
R249 G0 B0
HEX: F90000

White

Blue

Pantone® 2935 C/U
C80 M68 Y0 K0
R50 G80 B255
HEX: 3250FF

Secondary colors

Dark Blue

Pantone® 295 C/U
C100 M63 Y0 K67
R0 G40 B88
HEX: 002858

Gold

Pantone® 7753 C/U
C27 M32 Y87 K0
R191 G161 B72
HEX: BFA148

Slate

Pantone® 2276 C/U
C34 M15 Y12 K0
R167 G186 B203
HEX: A7BACB

Dark Gray

Pantone® Cool Gray 11 C/U
C63 M52 Y44 K33
R84 G88 B96
HEX: 545860

Gray

Pantone® Cool Gray 7 C/U
C38 M29 Y24 K5
R152 G154 B165
HEX: 989AA5

Light Gray

Pantone® Cool Gray 1 C/U
C10 M7 Y5 K0
R217 G218 B228
HEX: D9DAE4

1.6 Logo Use on Backgrounds

Shown here are examples of the approved logo use on colored backgrounds and photography. Use the full-color logo wherever possible. When placing the logo on colored backgrounds, make sure that the logo has sufficient contrast with the background to ensure visibility.

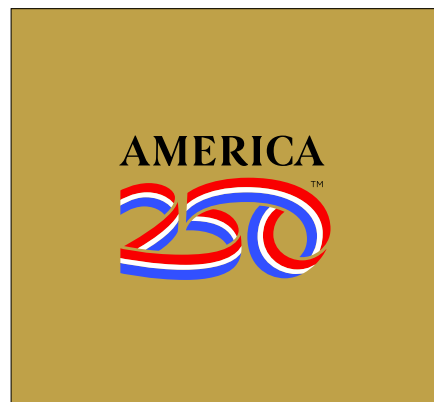
For maximum contrast, use the America250 logo with the black wordmark on white or light-colored backgrounds, as shown in the examples on the top row. Use the America250 logo with the white wordmark on dark-colored backgrounds, as shown in the examples in the middle row.

Please note that the logos for use on light-colored backgrounds, dark-colored backgrounds and the all-black, and all-white logos are different—they are not interchangeable. Always use the appropriate provided artwork.

Limited Color Production

Only when it is not possible to use the full-color logo because of limited color production such as one-color printing, newsprint, or foil-stamping, use the provided all-black or all-white versions of the logo. On dark-colored backgrounds with limited color production, use the all-white version of the logo, as shown in the example on the bottom left. On light-colored backgrounds with limited color production, use the all-black version of the logo, as shown in the example on the bottom middle. As shown on the bottom row far right, the logo may also be produced in metallic silver or gold as done in foil-stamping.

Full-color logo on white or light-colored backgrounds



Full-color logo on black or dark-colored backgrounds



One-color production on dark background



One-color production on light background



Specialty printing—foil-stamping



1.7 Logo Use on Secondary Color Palette

The chart shown here demonstrates how to select the appropriate color version of the logo to use against background colors selected from the America250 secondary color palette.

Use the America250 logo with the white wordmark or all-white logo on dark-colored backgrounds. On light-colored backgrounds, use the America250 logo with the black wordmark or the all-black logo. Against the mid-value colors from the secondary color palette, all the versions of the logo can be used. Always make sure that the logo has sufficient contrast with the background to ensure visibility.

These examples apply to all of the America250 logo configurations.

Please note that the logos for use on light-colored backgrounds, dark-colored backgrounds and the all-black, and all-white logos are different—they are not interchangeable. Always use the appropriate provided artwork.



**On dark-colored backgrounds from
secondary color palette**
Use the version of the logo
with white wordmark and all-white logo

**On mid-value backgrounds from
secondary color palette**
All versions of the logo can be used

**On light-colored backgrounds from
secondary color palette**
Use the version of the logo
with black wordmark and all-black logo

1.8 Logo Use on Color Backgrounds Other than Secondary Color Palette

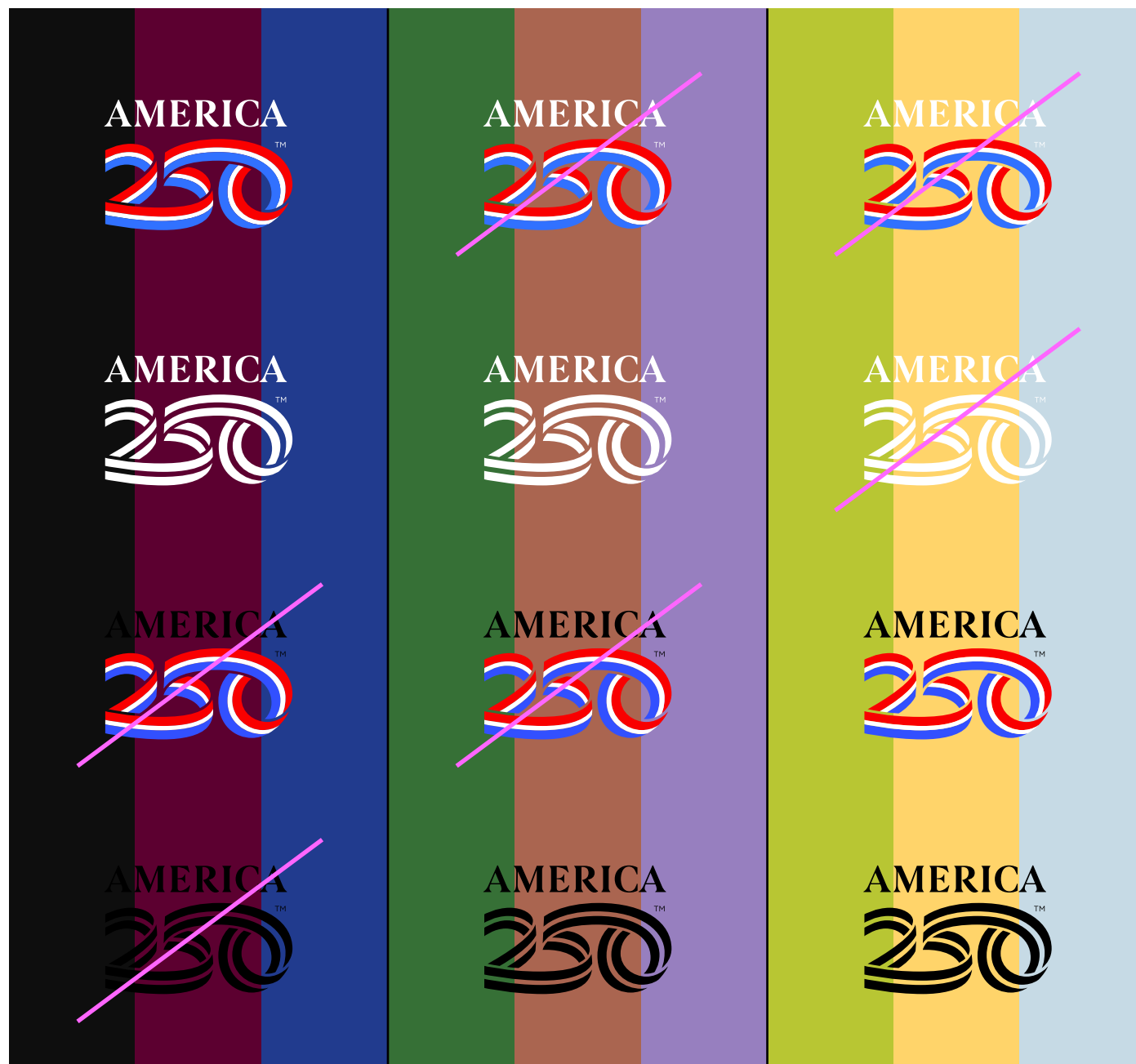
The chart here shows examples of correct logo use against backgrounds other than the America250 secondary color palette.

Use the America250 logo with the white wordmark or all-white logo on dark-colored backgrounds. Use the America250 logo with the black wordmark or all-black logo on light-colored backgrounds. The full-color logo should never be placed on any of the “mid-value colors,” as they do not provide sufficient contrast to the colors of the 250 icon. For these cases, use the approved all-white logo or all-black logo.

Always make sure that the logo has sufficient contrast with the background to ensure visibility.

These examples apply to all of the America250 logo configurations.

Please note that the logos for use on light-colored backgrounds, dark-colored backgrounds and the all-black, and all-white logos are different—they are not interchangeable. Always use the appropriate provided artwork.



On dark-colored backgrounds
Use the version of the logo
with white wordmark and all-white logo

On mid-value backgrounds
Use all-white or all-black logo

On light-colored backgrounds
Use the version of the logo
with black wordmark and all-black logo

1.9 Logo Use on Photography

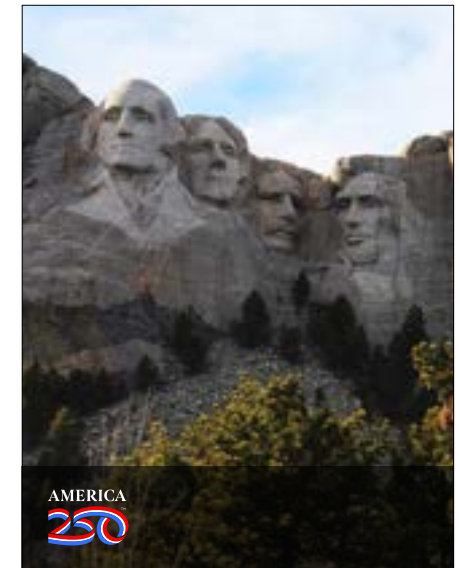
Shown here are examples of the correct ways to use the America250 logo with photography. Photography should be selected carefully for simplicity, clarity, and impact.

Because every image is different, be sure to choose an image whose colors provide strong contrast with the logo. Place the logo in an area of the image that is not visually “busy” in order for the logo to read clearly. When selecting photography of people, it is preferable to find images that look natural rather than posed, and ones that feature people clearly engaged in some appropriate activity rather than simply smiling at the camera. Always use well-composed, high-quality, and high-resolution images.

The full-color logo should be used wherever possible. The America250 logo must always have sufficient contrast with the background. Where there is insufficient contrast, use the logo on a white, black, or semi-transparent bar as shown in the top right example. Where it is necessary to produce the logo in one color — such as one-color newsprint — use the provided all-black or all-white artwork that has been specially created for one-color use.

Images shown on this page are for placement only. Do not use, as these images may be copyrighted.

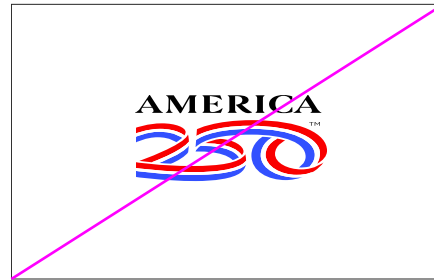
Please note that the logos for use on light-colored backgrounds and dark-colored backgrounds are different—they are not interchangeable. Always use the appropriate provided artwork.



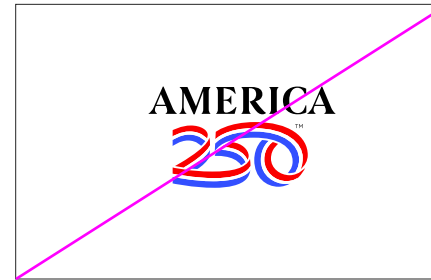
1.10 Incorrect Logo Use

For maximum impact and overall consistency, it is important to protect the value and integrity of the America250 identity by using the logo correctly.

Always reproduce the logo from original artwork files, and avoid improper logo usage such as illustrated here. These examples apply to all logo lockups.



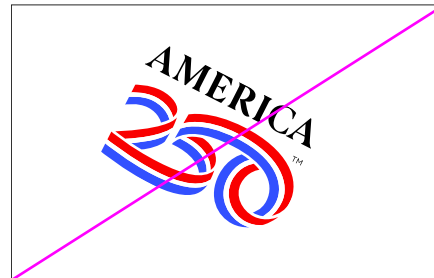
Do not distort the logo



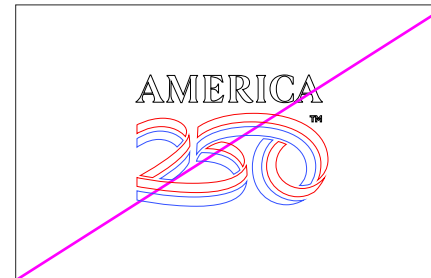
Do not change the proportions of the elements



Do not reposition the logo elements



Do not rotate the logo



Do not outline any area of the logo elements



Do not use unapproved effects on the logo



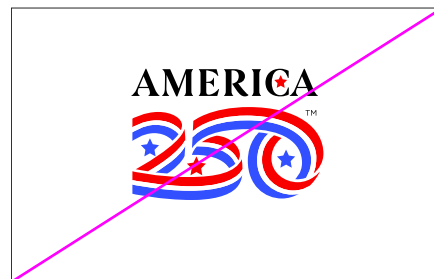
Do not add unapproved text or slogans to the logo



Do not use unapproved colors



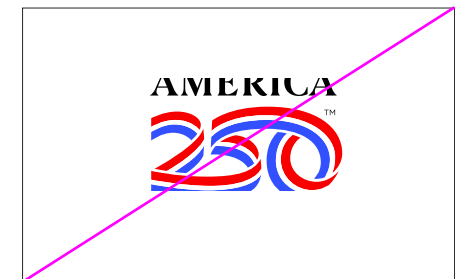
Do not change the relationships of the wordmark



Do not add elements to the logo



Do not change the typeface of the wordmark



Do not crop the logo

1.11 Incorrect Logo Use on Color Backgrounds and Photography

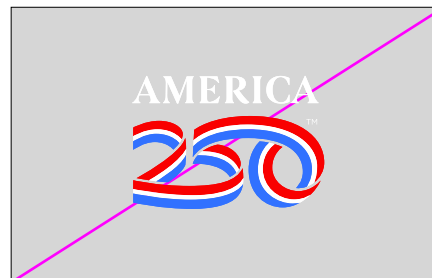
For maximum impact and overall consistency, it is important to protect the value and integrity of the America250 identity by using the logo correctly.

Always reproduce the logo from original artwork files, and avoid improper logo usage such as illustrated here. These examples apply to all logo lockups.

Please note that the logos for use on light-colored backgrounds and dark-colored backgrounds are different—they are not interchangeable. Always use the appropriate provided artwork.



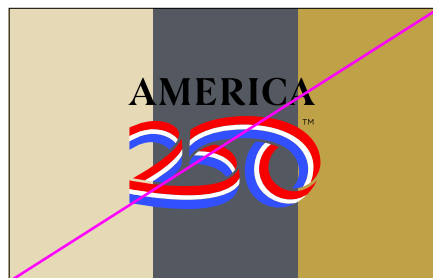
Do not use version with black wordmark on dark-colored backgrounds



Do not use version with white wordmark on light-colored backgrounds



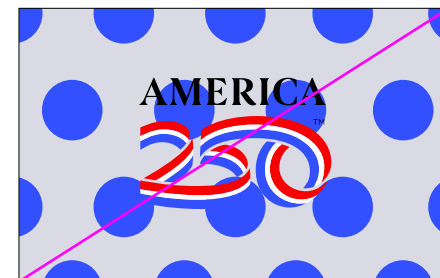
Do not use logo on backgrounds of similar hue or value where there is not enough contrast



Do not place over multiple colors



Do not place on backgrounds where contrast with the logo colors is uneven



Do not place over patterns or textures



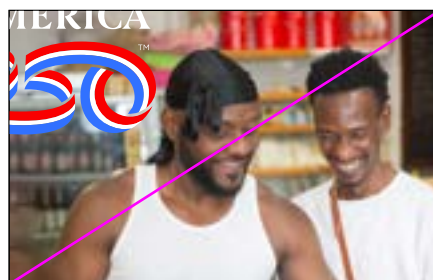
Do not place on American flag



Do not make the logo transparent except for video bugs



Do not place the logo on busy areas



Do not bleed the logo off the edge



Do not add a shape around the logo



Avoid putting the logo where it interferes with faces

1.12 Special Outline Logo

Always use the primary version of the logo wherever possible. However, there may be certain applications where background color or texture, or production methods pose a challenge to the legibility of the logo. For such cases, a special outline version of the logo has been provided to help separate the logo colors from the background and to hold the icon together.

Always use the original and approved artwork; never alter or attempt to redraw the design or recreate the lettering using computer fonts.

Clear Space

To ensure its integrity and visibility, the logo should be kept clear from competing text, images, or graphics. The logo must be surrounded by an adequate clear space. For the special outline version, the clear space at minimum is equal to one and a half the height of the wordmark on all sides, as shown in the diagram.

Minimum Size

For the special outline version, the width of the logo should never appear smaller than 0.45" in width when used in print materials, or 32 pixels in width when used in digital formats.

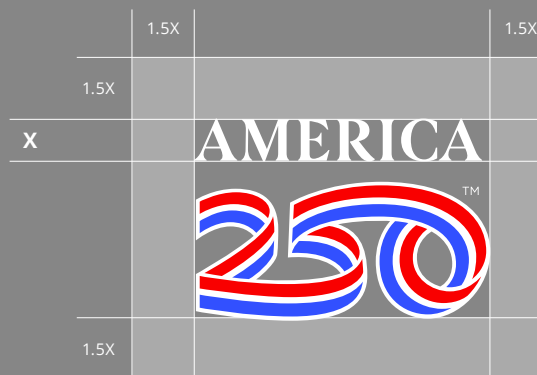
Logo for use on dark-colored backgrounds



Logo for use on light-colored backgrounds



Clear space



Minimum size



0.45" w min for print
(32px for digital)

1.13 Typography

Along with the America250 logo and color palette, using a consistent family of typefaces on all communications visually reinforces the America250 brand identity.

DM Serif Display is the serif typeface for America250, and should be used for titles and headlines in marketing materials, advertising, and environmental graphics.

Completing the America250 typographic system is the sans-serif typeface is Open Sans, which may be used for subheads or body copy in communications such as website, advertising, brochures, publications and documents.

DM Serif Display and Open Sans are free open-source web fonts, which are available for use through Google Fonts.

To avoid unexpected results when sharing files with live type externally where all parties may not have the fonts installed, always export the file as a PDF.

Shown here are the approved weights and styles that may be used.

Serif typography — For headlines

DM Serif Display Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

DM Serif Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

DM Serif Display Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

Sans-serif typography

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

Open Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

Open Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

Open Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@\$%&

1.14

Logo Use in Co-branding Lockups

Specifications for Co-branding lockup — Horizontal configuration

The America250 primary logo can be used with partner logos in the horizontal configuration shown here or the vertical configuration shown on the next page.

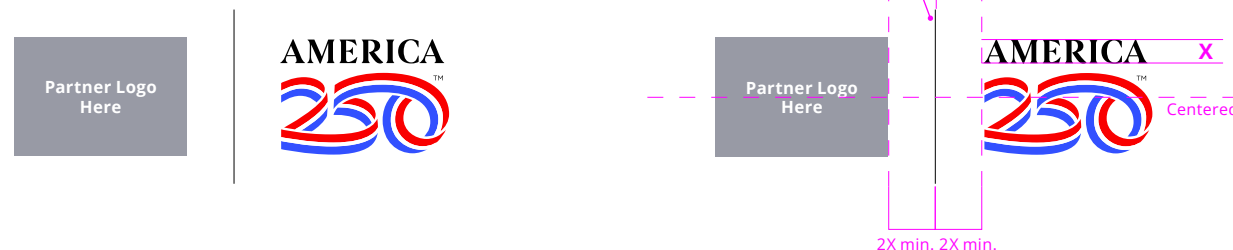
For all partner lockups, it is preferred that the America250 logo appear to the right of any other logos and be of similar visual weight. The line weight separating the two logos equals the crossbar of the A in the wordmark.

For the horizontal co-branding configuration, the dividing line should be 1.5 times the height of the logo. When using the America250 logo alongside the logos of partner organizations, all logos should be approximately the same size in appearance. The logos are center-aligned with each other as shown. Adjustments for optical alignment should be made. Each partner logo will be different, so logical alignment will need to be found for each case to give the appearance that the logos are center-aligned with each other, as shown in the examples at the bottom.

Note that the logo guidelines regarding color, clear space, and minimum size for the primary lockups apply to all lockups shown here.

Always use the original and approved artwork; never alter or attempt to redraw the design or recreate the lettering using computer fonts.

The logo partnership configurations shown are for example only.



Examples of Co-branding lockup — Horizontal configuration

eliminating racism
empowering women
ywca



nextdoor



1.15

Logo Use in Co-branding Lockups

Specifications for Co-branding lockup — Vertical configuration

The America250 primary logo can be used with partner logos in the vertical configuration shown here or the horizontal configuration shown on the previous page.

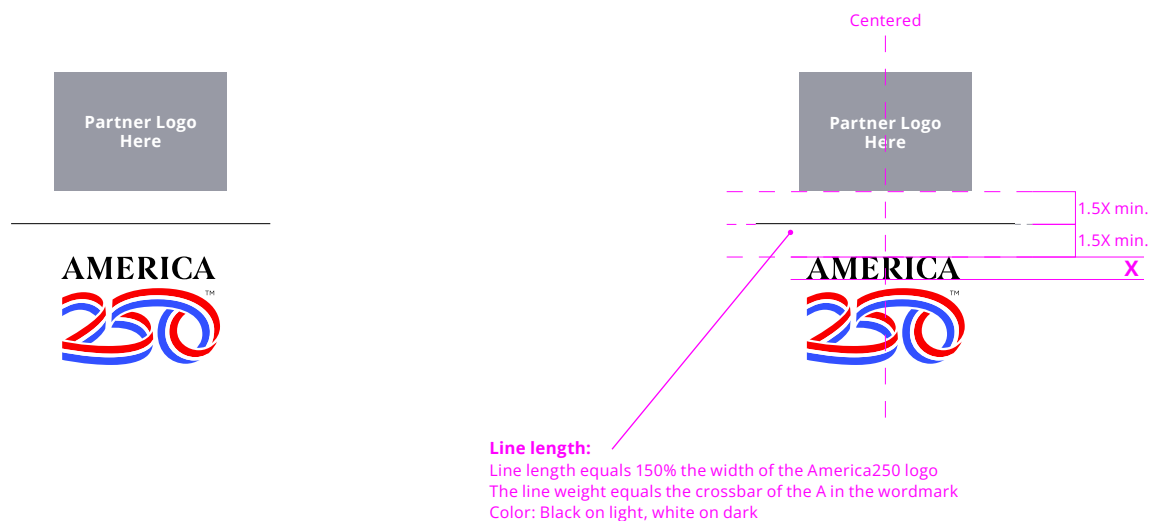
For all partner lockups, it is preferred that the America250 logo appear below any other logos and be of similar visual weight. The line weight separating the two logos equals the crossbar of the A in the wordmark.

For the vertical co-branding configuration, the dividing line should be 1.5 times the width of the logo. When using the America250 logo alongside the logos of partner organizations, all logos should be approximately the same size in appearance. The logos are center-aligned with each other as shown. Adjustments for optical alignment should be made. Each partner logo will be different, so logical alignment will need to be found for each case to give the appearance that the logos are center-aligned with each other, as shown in the examples at the bottom.

Note that the logo guidelines regarding color, clear space, and minimum size for the primary lockups apply to all lockups shown here.

Always use the original and approved artwork; never alter or attempt to redraw the design or recreate the lettering using computer fonts.

The logo partnership configurations shown are for example only.



Examples of Co-branding lockup — Vertical configuration

eliminating racism
empowering women
ywca



nextdoor



1.16 Logo Use in Co-branding Lockups with Government Agencies

The America250 logo can be used with federal agency seals or logos with the primary logo in either of the two configurations shown here.

For all federal agency lockups, America250 logo might appear to the right of or below another federal agency seal or logo and should appear to be of similar visual weight. The line weight separating the two logos equals the crossbar of the A in the wordmark.

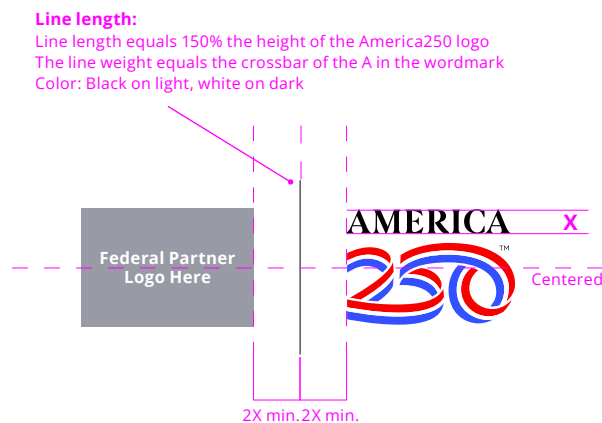
For the horizontal configuration lockup, the dividing line should be 1.5 times the height of the logo. For the vertical configuration lockup, the dividing line should be 1.5 times the width of the logo. When using the America250 logo alongside the logos of federal agency organizations, all logos should be approximately the same size in appearance. Where appropriate, the logos are center-aligned with each other. Each federal agency logo will be different, so logical alignment will need to be found for each case to give the appearance that the logos are center-aligned with each other, as shown in the examples at the bottom.

Note that the logo guidelines regarding color, clear space, and minimum size for the primary lockups apply to all lockups shown here.

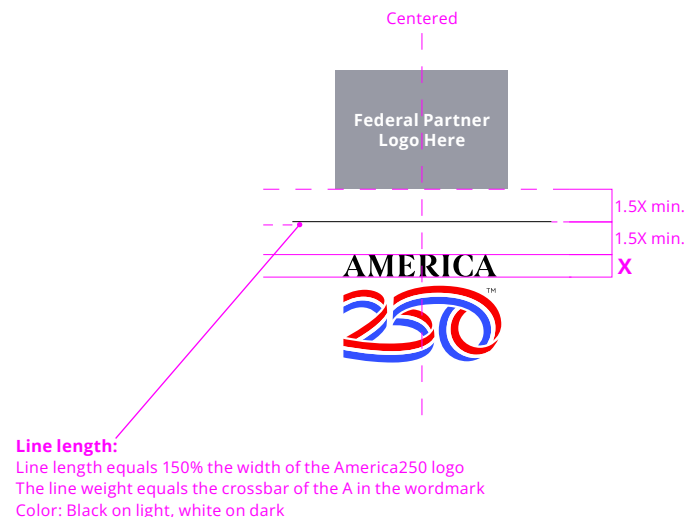
Always use the original and approved artwork; never alter or attempt to redraw the design or recreate the lettering using computer fonts.

The federal partnership configurations shown are for example only.

Specifications for Co-branding lockup with federal agency — Horizontal configuration



Specifications for Co-branding lockup with federal agency — Vertical configuration



Examples of Co-branding lockup with federal agency



Smithsonian



1.17 Logo Use in Co-branding Lockups with Designation

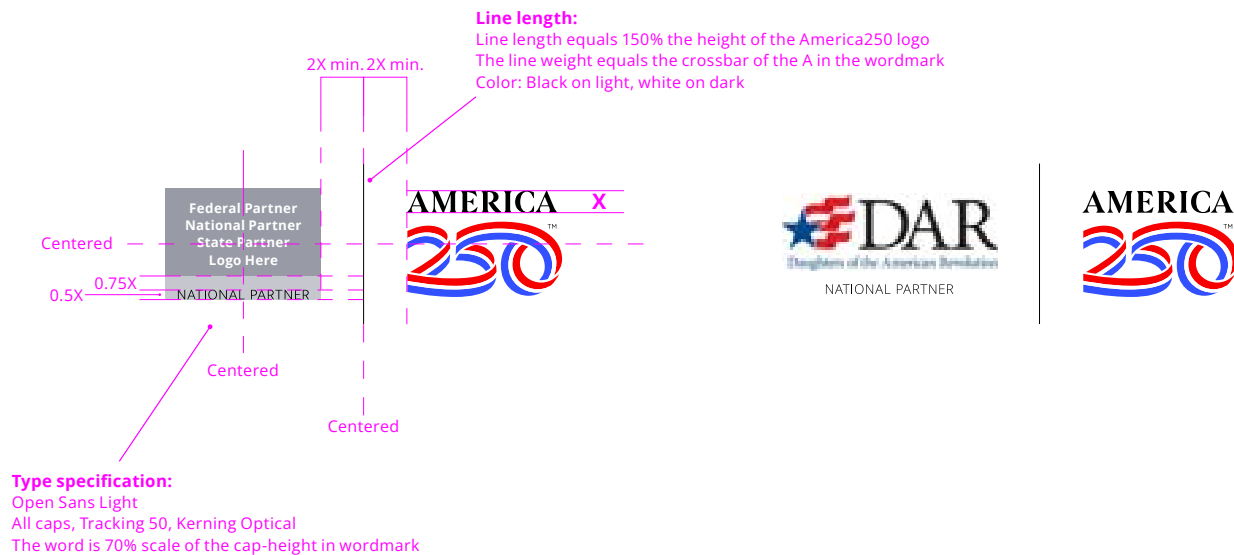
America250 sponsors and partners are encouraged to use a partner designation with the logo where appropriate. Shown here is how the designations for these logos should be configured with the America250 logo and with co-branded lockups.

Note that the logo guidelines regarding color, clear space, and minimum size for the primary lockups apply to all lockups shown here.

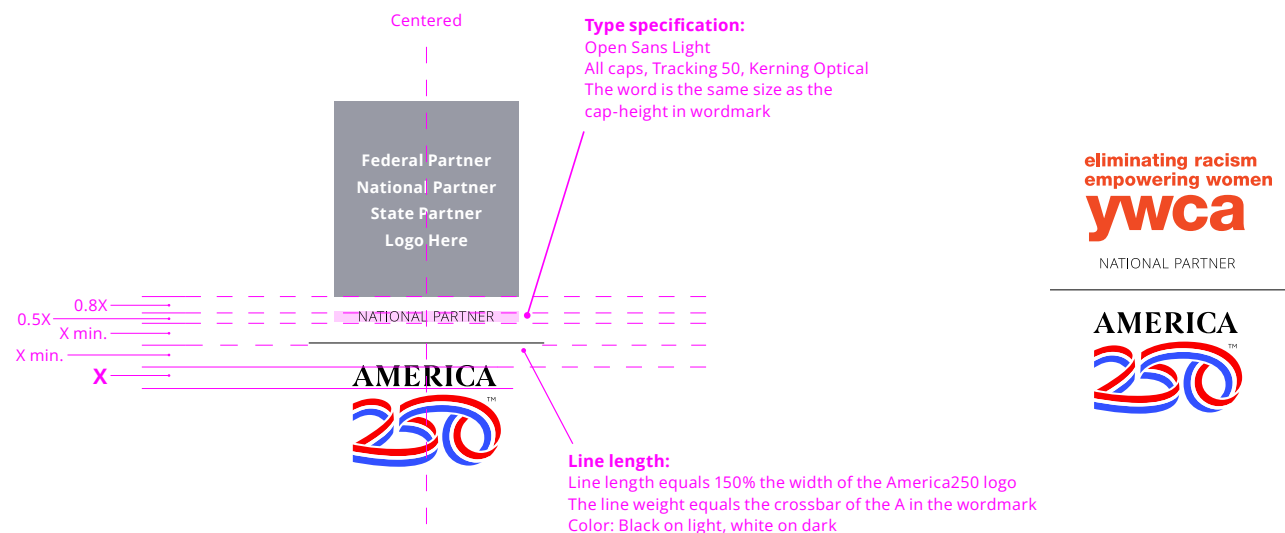
All logo co-branding usage must be reviewed and approved by America250.

The logo partnership configurations shown are for example only.

Specifications for federal partner / national partner / state partner designation lockup — Horizontal configuration



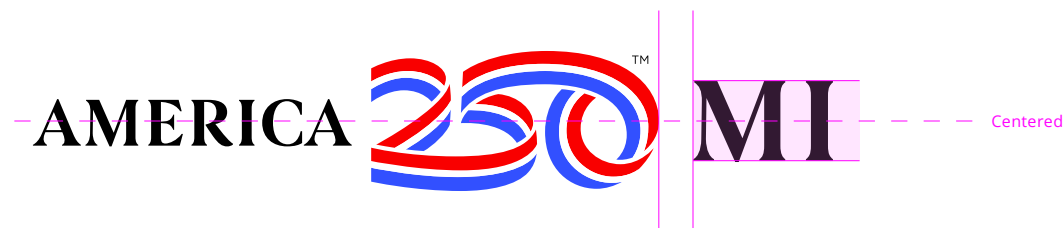
Specifications for federal partner / national partner / state partner designation lockup — Vertical configuration



1.18

Logo Lockups for State Commissions

Specifications for state lockup



When desired, states may add their initials to the America250 logo following the guidance shown here.

Artwork has been provided for state initials. The logo artwork and initials are outlined and should never be altered or recreated. Follow the guidance shown here to create lockups.

Never change the proportional relationships of the elements. Always use the original and approved artwork.

Examples of state lockups

AMERICA 250 PA

AMERICA 250 IN

AMERICA 250 WI

AMERICA 250 WA

AMERICA 250 NE

AMERICA 250 LA

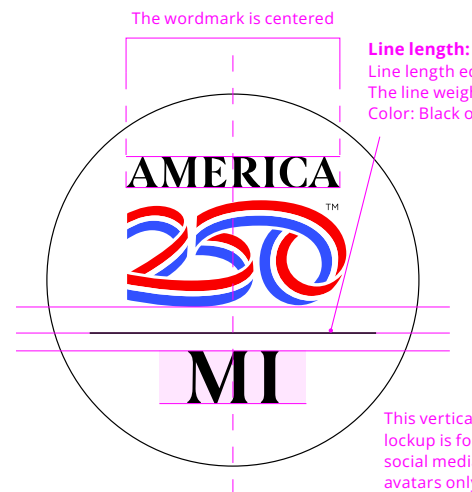
AMERICA 250 UT

AMERICA 250 KS

AMERICA 250 CO

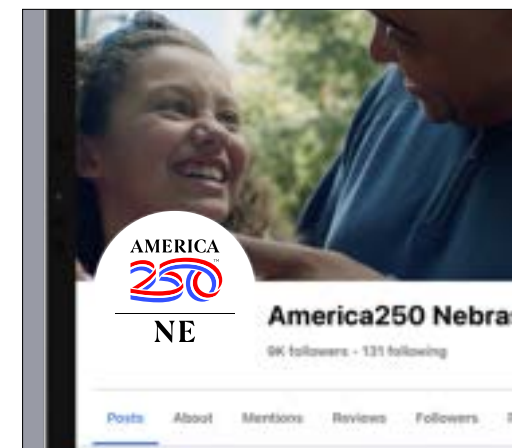
AMERICA 250 OH

Specifications for state lockup when used as social media avatar



Individual commissions *may* spell out their state name within brand guidelines if absolutely necessary

Example of social media avatar



Applications

Digital Applications

Press Release	2.1
Email Signature	2.2
Approach to Logo Use on Presentations	2.3
Video Bug	2.4
Video End Card	2.5
App Icon	2.6
Social Media Avatars	2.7

Environmental Graphics

Logo Use on Flags	2.8
Logo Use on Banners	2.9
Logo Use on Press Wall	2.10

Commemorative Issues

Stamps and Coins	2.11
------------------	------

Promotional Items

Promotional Items	2.13
Use of the 250 Icon	2.14



2.1

Press Release

The press release may be created with a Microsoft Word® template or a form that has a logo and "Press Release" pre-printed. Shown at half size.

Format

Letter: 8.5" x 11"

Type Specifications

Press Release:
Open Sans Bold 12pt
Tracking -5, Kerning Optical

Contact information:
Open Sans Regular 8/12pt
Tracking 0, Kerning Optical

For Immediate Release:
DM Serif Display Regular
All caps, 11/13pt,
Tracking 20, Kerning Optical

Headline:
DM Serif Display Regular
All caps, 18/22pt,
Tracking 20, Kerning Optical

Body Copy:
Open Sans Regular, 12/18pt

Colors

Colors for Microsoft Word®
R249 G0 B0 (red in logo)
R50 G80 B255 (blue in logo)
R0 G0 B0 (wordmark and body copy)

Colors for pre-printed header
Pantone® 485U and 2935U (icon)
Black (wordmark)

Type specification:

Press Release:
Open Sans Bold 12pt
Tracking -5, Kerning Optical


Contact information:
Open Sans Regular 8/12pt
Tracking 0, Kerning Optical

Type specification:

For immediate release:
DM Serif Display Regular
All caps, 11/13pt,
Tracking 35, Kerning Optical

Headline:
DM Serif Display Regular
All caps, 18/22pt,
Tracking 35, Kerning Optical

Body Copy:
Open Sans Regular, 12/18pt

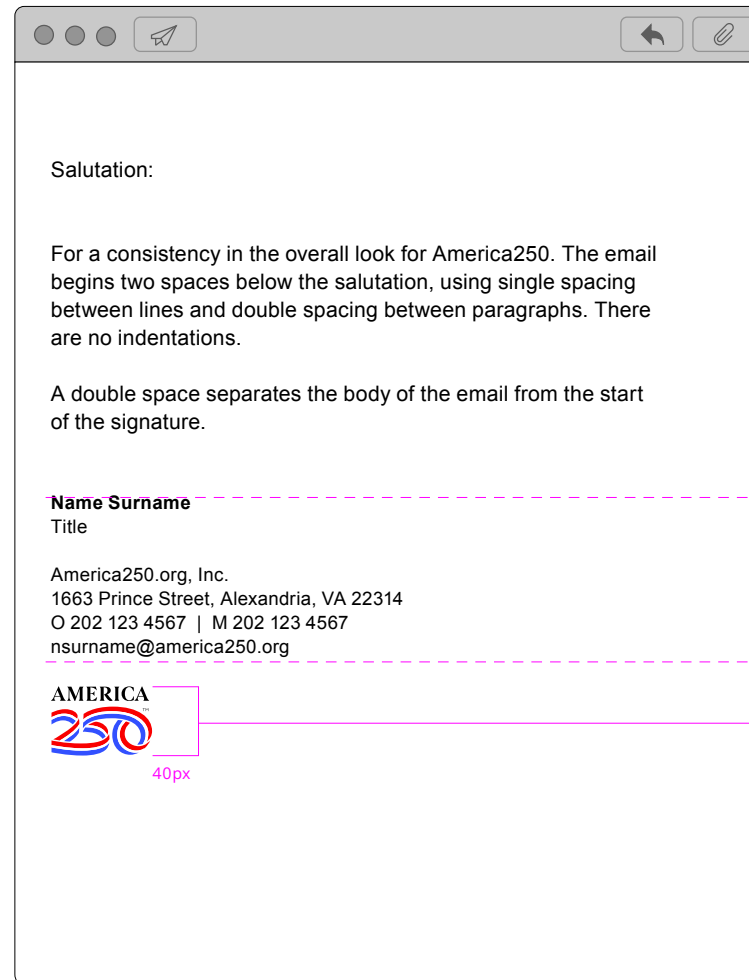
1.25"		1"	1"	
0.85"				
	Press Release		AMERICA 	2.8"
	Contact: Press Contact Name Email: email address Phone: 212 123 4567			
	FOR IMMEDIATE RELEASE 07/04/24			
	LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGET DOLOR ARNEAN MASSA			
	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.			
	Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.			
	Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus.			
	Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget.			
	###			
	6"		1.25"	

2.2

Email Signature

The America250 email signature appears below the body of email correspondence. The signature should remain as live text for ease of copying and the enabling of active hyperlinks for phone numbers and email. Use the America250 logo implemented using HTML and not placed as an attachment. No images, text, or competing graphics should be placed near the signature. The logo should only appear once in the email signature.

Follow the format as shown in the example. Try to reduce text for the contact information to only the most essential elements.



Please note that email programs display type sizes differently. Shown here is an example of the type size relationships. The proportional size relationships between the elements, the colors, and the use of the bold font should remain as shown here.

Type should be sized for legibility, and should not be too large.

Email Signature:
Name: Arial Bold

Title, organization name, address,
phone number, email:
Arial Regular

Logo implemented using HTML. It is not an attachment.

Use similar proportional relationships as shown here. In the example the logo is 40px in height and the email signature is set with Arial 10pt.

2.3

Approach to Logo Use on Presentations

Shown here are examples of how to use the identity on presentation slides. Always place the America250 logo in a prominent position, away from other text and graphics. Presentation slides are sized at 1920x1080px for a 16:9 proportion. When creating presentation slides, use the RGB version of the logo provided for digital use.

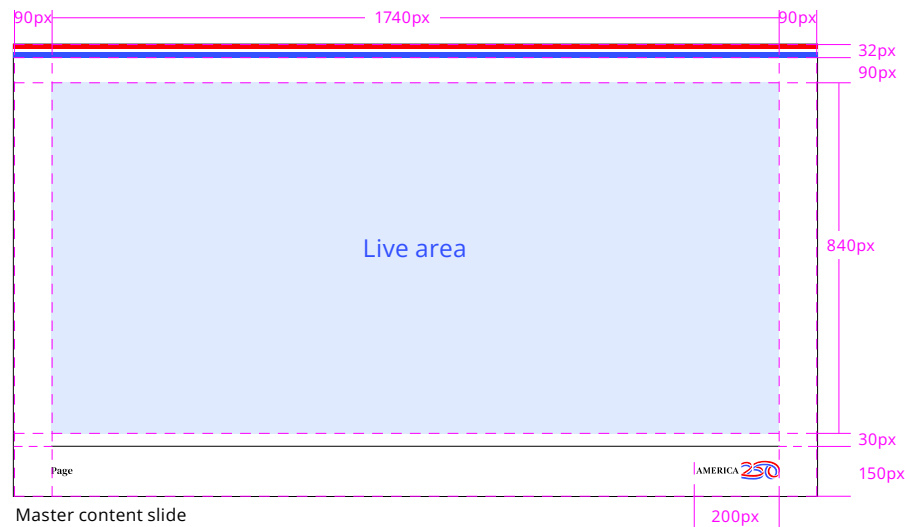
Shown in the top left illustration are the measurements for the master content slide. All content slides should follow this format. The America250 logo appears in the footer, isolated on the bottom right. The footer should appear on all slides except the cover title slides. All content should remain inside the live area shown here, except when using full-bleed images.

Because content for each presentation will vary, the layouts are for reference only and should be adjusted to best suit the content. Always follow the appropriate logo use on backgrounds as shown on pages 1.6-1.8.

Use DM Serif Display or Open Sans for presentation to avoid unexpected results. DM Serif Display and Open Sans are Google fonts available to most parties.

Images shown on this page are for placement only. Do not use, as these images may require additional licenses or permissions.

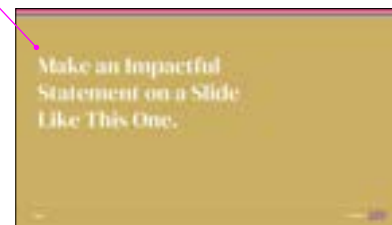
Examples of presentation layout examples



Type sizes are for example only as sizes will vary according to layout. Overall type size should have a consistency throughout the presentation.



Text layout slide example



Text layout slide example



Cover slide example



Cover slide example



Section divider title slide example



Image layout slide example



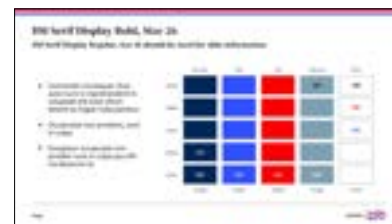
Image layout slide example



Image layout slide example



Full-bleed image slide example



Graphic layout slide example



Graphic layout slide example

The secondary color palette can be used for charts and graphs.

2.4

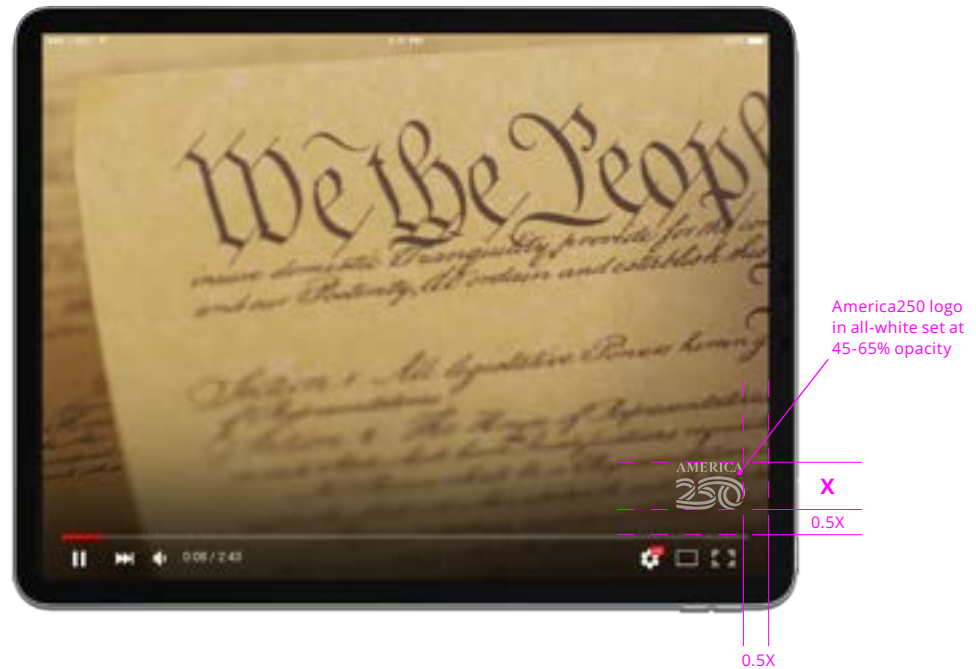
Video Bug

To identify video content, the America250 logo may be used as a video bug. Video bugs are usually located in the corners of the screen, preferably on the bottom right or top right as shown in the examples.

For video bugs, use the all-white version of the logo. Use the logo, screened back to 45-65% opacity, as shown in the examples. This will allow for a subtle, yet visible, identification on dynamic backgrounds.

Always maintain the minimum clear space as specified in these guidelines. For television commercials, be sure to follow the current standards for title-safe areas for television graphics. For online videos, be sure to follow the platform's standards for video bugs.

Example of logo use on video — iPad screen



Example of logo use on video — Mobile screen



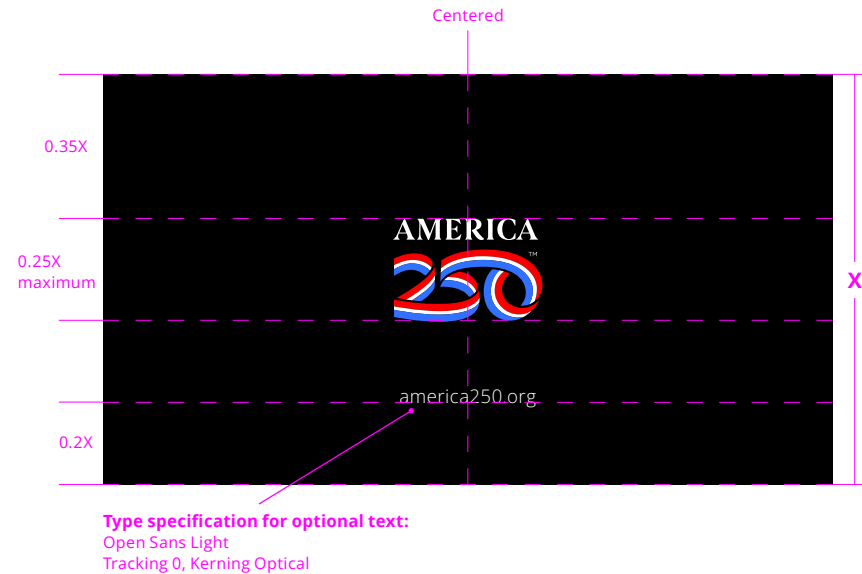
2.5 Video End Card

The America250 logo may be used as a signature at the end of videos. Video signatures may be just the logo with the url or may have an additional call to action with the logo. Shown here are a few examples for video end cards.

For video signatures, centered layouts are preferred, with simple clean graphics in the America250 color palette colors or with a beautiful image sequence. The logo may animate onto the end card in a dynamic way but should always end with the full logo.

Always maintain the minimum clear space as specified in the these guidelines. For television commercials, be sure to follow the current standards for title-safe areas for television graphics. For online videos, be sure to follow the platform's standards for video bugs.

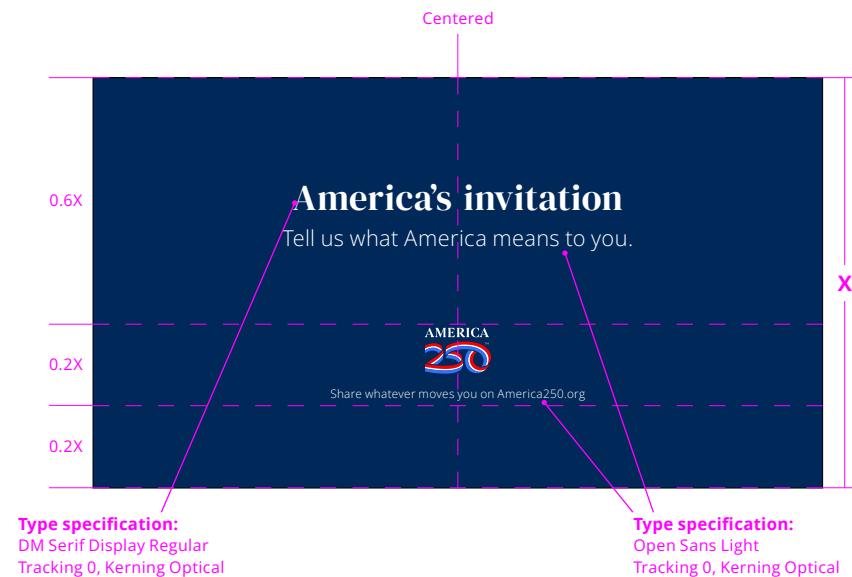
Example of logo use as video end card



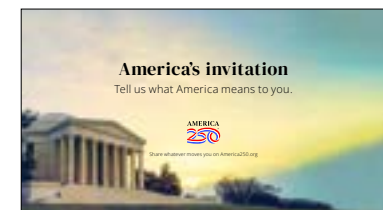
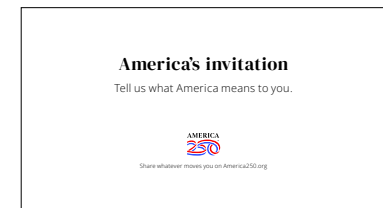
Other examples



Example of logo use as video end card — Use with tagline and text



Other examples



2.6 App Icon

Specifications for logo use as app icon

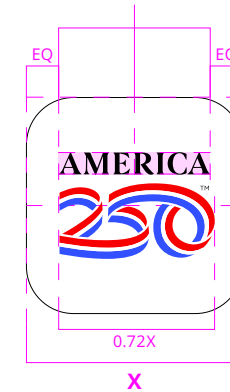
Shown here is the approved version of the America250 logo used as an app icon. Use the full America250 logo for app icons. The full name "America250" should also appear under the app tile.

The proportions with the margins shown here have been designed for current app icon formats. As requirements for app icon specifications may change, be sure to use the most current standards available and the highest quality file type in order to enhance clarity and legibility.

Always use the original and approved artwork; never alter or attempt to redraw the design or recreate the lettering using computer fonts.



The wordmark is centered within the app tile



Example of app icon



2.7 Social Media Avatars

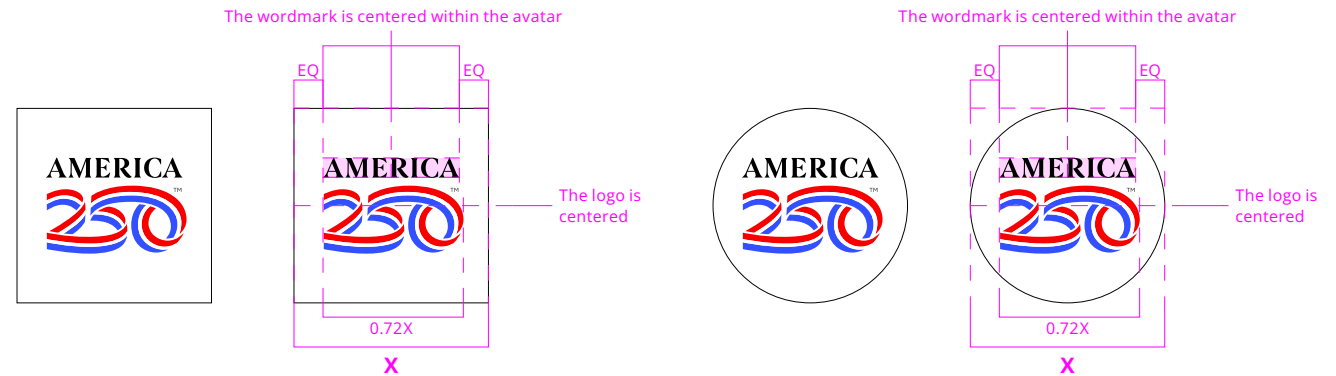
Specifications for logo use as social media avatar

Social media platforms use various shapes to “contain” the icons of their user accounts. Shown here are approved versions of the America250 logo in commonly used avatar shapes. Follow the guidelines shown here along with the platform’s current recommendations.

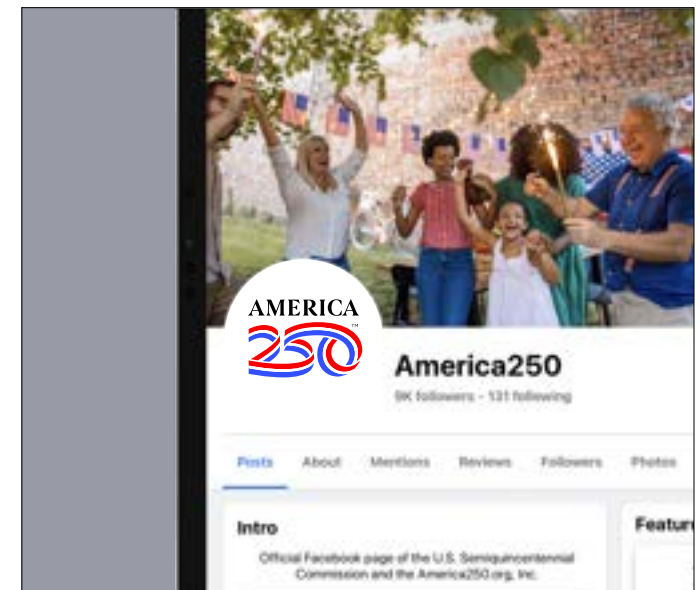
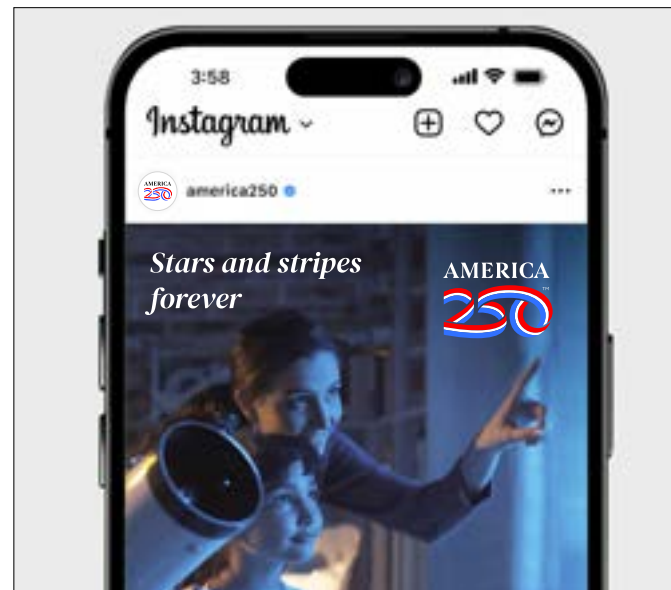
For social media avatars, use the full America250 logo on white background. The full name America250 should also appear nearby on the platform interface to further identify the organization.

Be sure that the image appears neither too large nor too small within the avatar by following the guidance shown here.

Because social media platforms frequently update their requirements for avatar images, make sure to use current standards and use the highest quality file type available to the platform in order to enhance clarity and legibility.



Examples of social media avatars



2.8

Logo Use on Flags

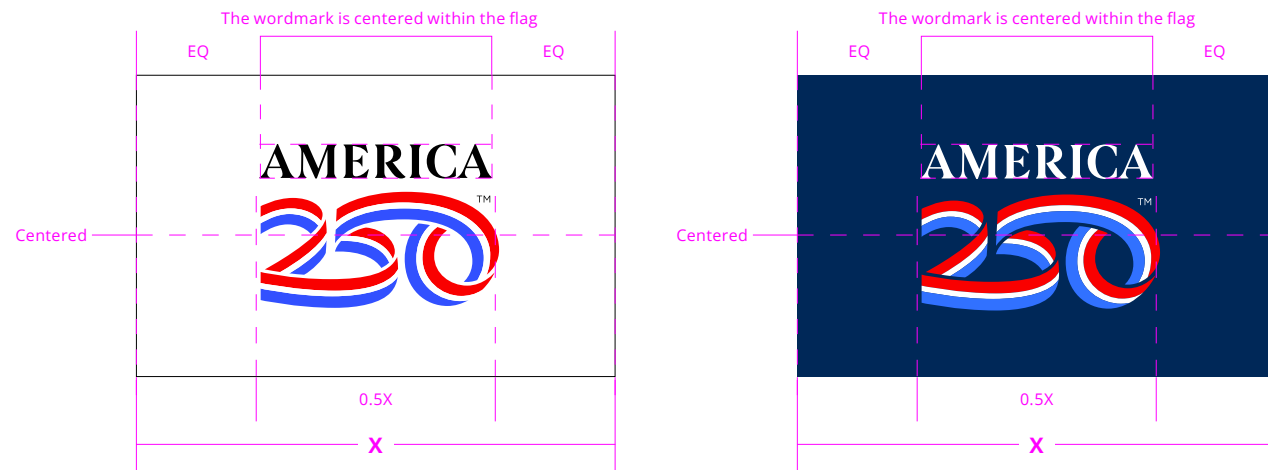
Example of flags

Flags are an appropriate, patriotic context for the America250 logo. The examples shown here demonstrate how the America250 identity might be used on flags. Note that on the flag, as shown here, the full-color version of the logo should be used whenever possible.

Follow the guidelines shown here to determine the size of the logo and its proper position on the flag. This will protect the integrity of the logo while ensuring maximum visibility. Also, follow the proper use of the logo on color backgrounds and photography (see pages 1.6-1.9).



Specifications for logo use on flags



2.9

Logo Use on Banners

Examples of banners

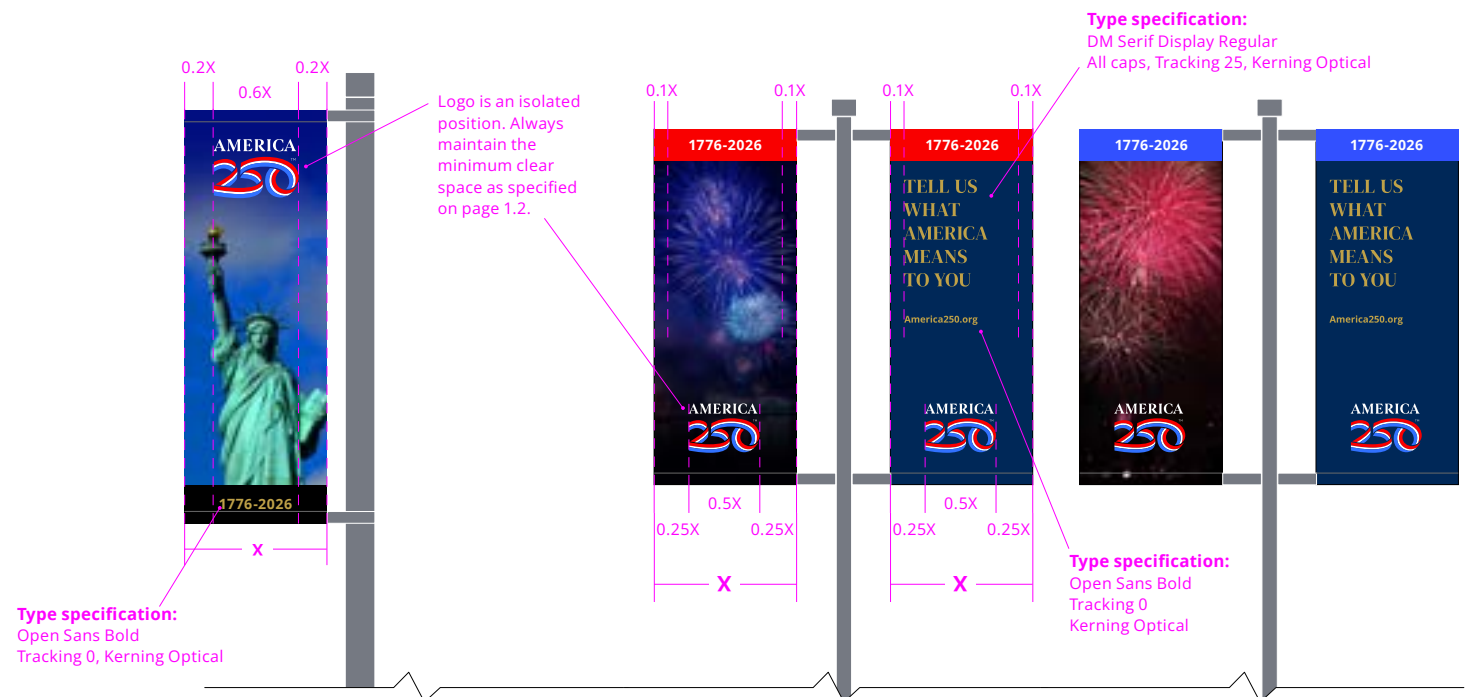
Banners, especially a series of banners with consistent graphics, are an impactful way to use the America250 identity.

The examples shown here demonstrate how the America250 logo might be used on banners along with dramatic imagery and other elements of the America250 identity system.

Always follow the proper use of the logo on color backgrounds and photography (see pages 1.6-1.9).



Specifications for logo use on banners



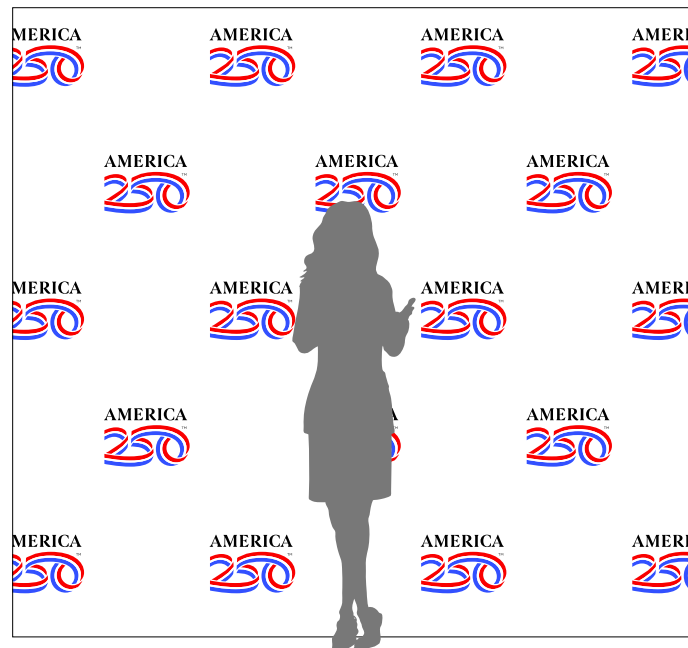
2.10 Logo Use on Press Wall

The America250 logo may be used in a step-and-repeat pattern on press walls to emphasize the visual identity at media events, press conferences and other special events or photo ops. Shown here are examples of how to use the identity on press wall backdrops.

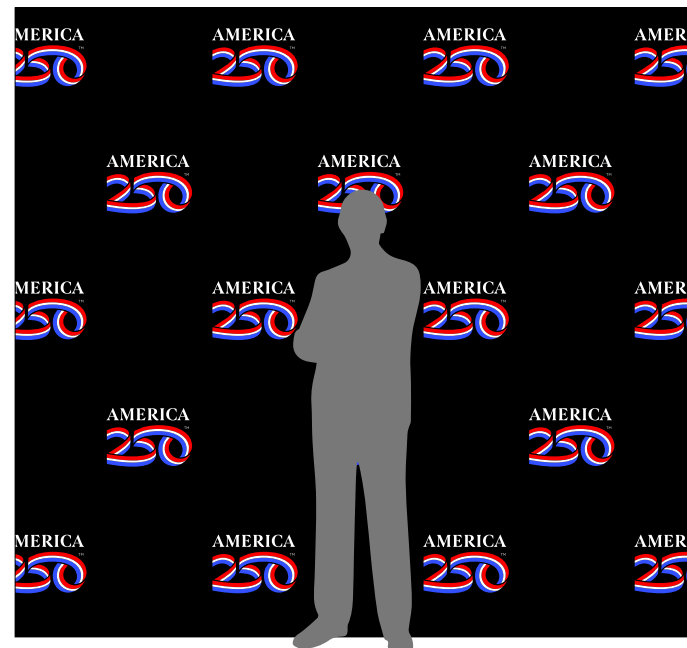
For press walls, the logos are repeated in a step (diagonal) pattern. Press wall patterns may use just the America250 logo or the America250 logo with the logos of other partners. For co-branded press walls, the America250 logo is used with partner logos in an alternating pattern as shown in the bottom example. When using the America250 logo with other logos, the logos should be the same visual size.

Note that when using the logos on a press wall pattern, generous clear space surrounds each logo. The clear space around the logo should be more than the minimum clear space specified in these guidelines.

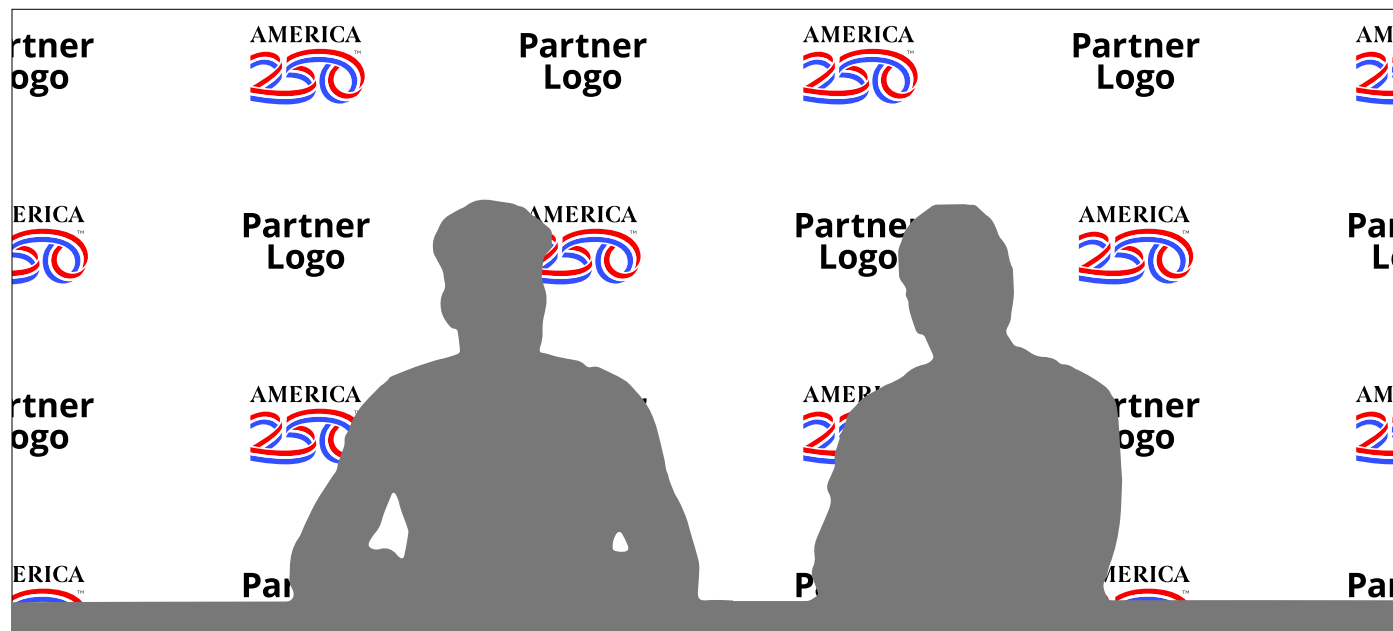
Press wall example with logo on light-colored background



Press wall example with logo on dark-colored background



Press wall example with logo and partner logo



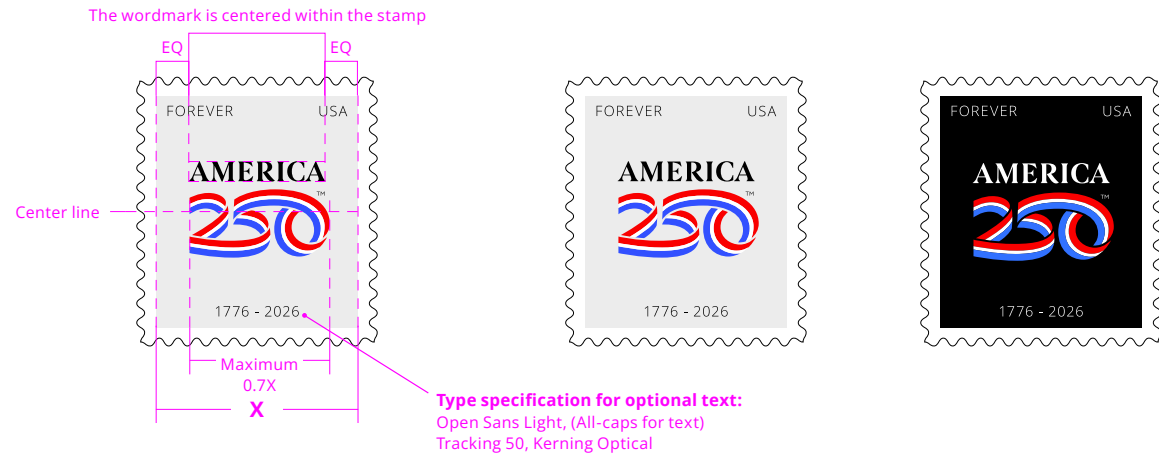
2.11 Stamps and Coins

Specifications for logo use on stamps

Commemorative stamps may be issued for the Semiquincentennial that feature the America250 logo. Shown here are a few examples of how to showcase the logo on stamps.

Always use the logo in a prominent location away from other text and graphics. On stamps that feature the America250 logo on its own, follow the guidelines shown here to determine the general size and position of the logo. This will protect the integrity of the logo while ensuring maximum visibility. For the typography, use the Open Sans family. Please follow the appropriate current guidance from the relevant governmental agency.

Follow the proper use of the logo on color backgrounds (see pages 1.6-1.8).



Example of stamps



2.12 Stamps and Coins

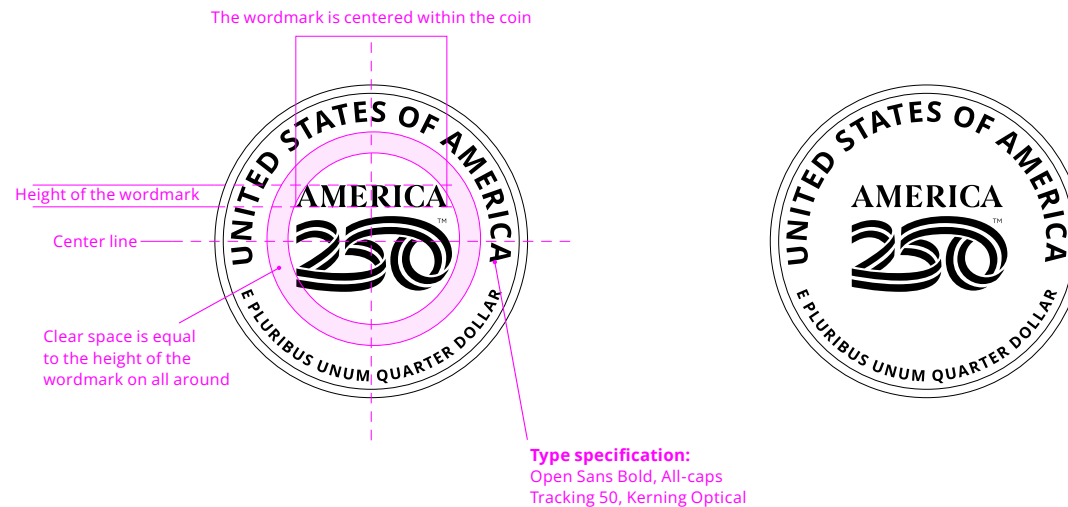
Specifications for logo use on coins

Commemorative coins may be issued for the Semiquincentennial that feature the America250 logo. Shown here is an example of how to showcase the logo on coins.

Follow the guidelines shown here to determine the general size and position of the logo on the coins. This will protect the integrity of the logo while ensuring maximum visibility. Please follow the appropriate current guidance from the relevant governmental agency.

The clear space around the logo is an exception where the type encircling the logo may be a bit closer, as shown in the diagram. The clear space here is equal to the height of the wordmark on all around.

For engraving or stamping, use the single-color version of the logo.



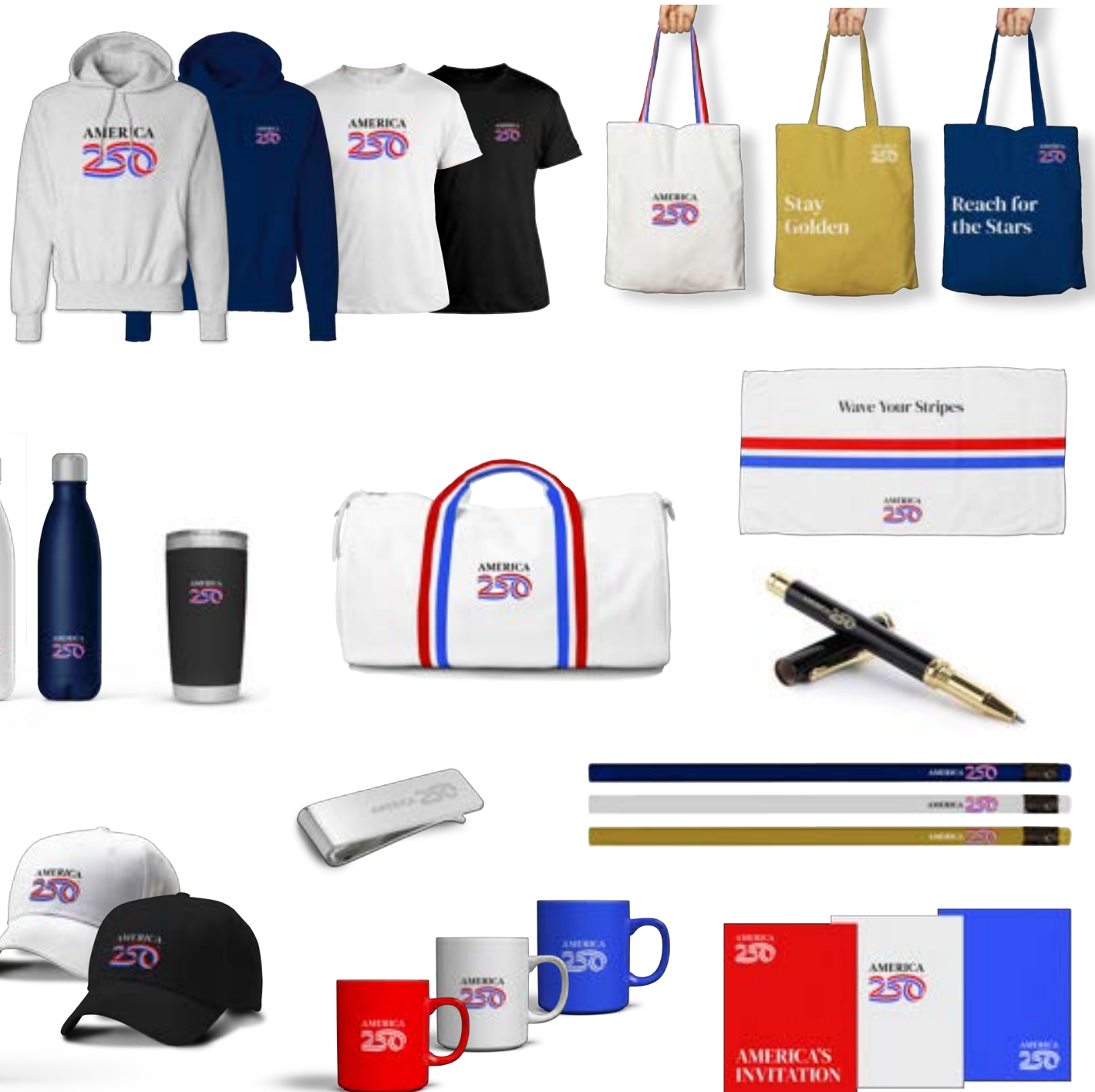
Example of coins



2.13 Promotional Items

Shown here are examples of how the America250 logo can be used on a variety of typical promotional items. Use the full-color version of the logo wherever possible. Note that there is always adequate clear space around the logo.

When centering the logo from right to left within a space always center the wordmark.



2.14

Use of the 250 Icon

Use the full logo —the 250 icon with the name America—whenever possible. However, when creating certain dimensional brand expressions such as a pin or sculpture, using the 250 icon alone may be permissible. The icon alone should be used only in these very limited cases with authorization from America250.

Always use the original and approved artwork; never alter or attempt to redraw the design.

Example of icon use as sculpture



Example of icon use as pin



Example of icon use as VR image



