



AMERICA 250

BRANDING &

STYLE GUIDE

BRAND GUIDE

PRIMARY CAMPAIGN LOGO

The **Marion Celebrates America 250** campaign features two logo marks designed to ensure brand flexibility across all digital and print platforms. These variations allow for seamless integration into diverse layouts while maintaining a consistent visual narrative for our historic anniversary. By using the appropriate version for each placement, you help uphold the prestige of the celebration.

HERO LOGO ON DARK



HERO LOGO ON LIGHT



ONE-COLOR VARIANTS



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SECONDARY CAMPAIGN LOGO

The **Marion Celebrates America 250** seal offers a contained alternative to the primary campaign logo.

Its circular design is ideal for merchandise or official stamps where a compact, symmetrical, badge-like footprint is required. This seal is the best choice for any application where the mark needs to stand alone as a bold, self-contained emblem.

SECONDARY LOGO ON LIGHT



SECONDARY LOGO ON DARK



LOGO SAFE CLEARANCE

Think of the 'safe zone' as the logo's personal space. To keep the branding clean and professional, please do not crowd the logo with other text, images, or page edges. The minimum clear space should be equal to the height of the 'M' in America. This 'breathing room' ensures the logo is always the first thing people see and prevents it from getting lost in busy layouts.



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LOGO DON'TS

A logo is the most valuable asset and serves as a visual identity of a campaign. A logo's power lies in its consistency. Every time the mark is altered or obscured, it weakens the professional image and confuses audiences. Ensure that this campaign's brand remains instantly recognizable and maintains its intended impact across all media by avoiding these examples.

X DON'T TILT OR
USE AT AN ANGLE



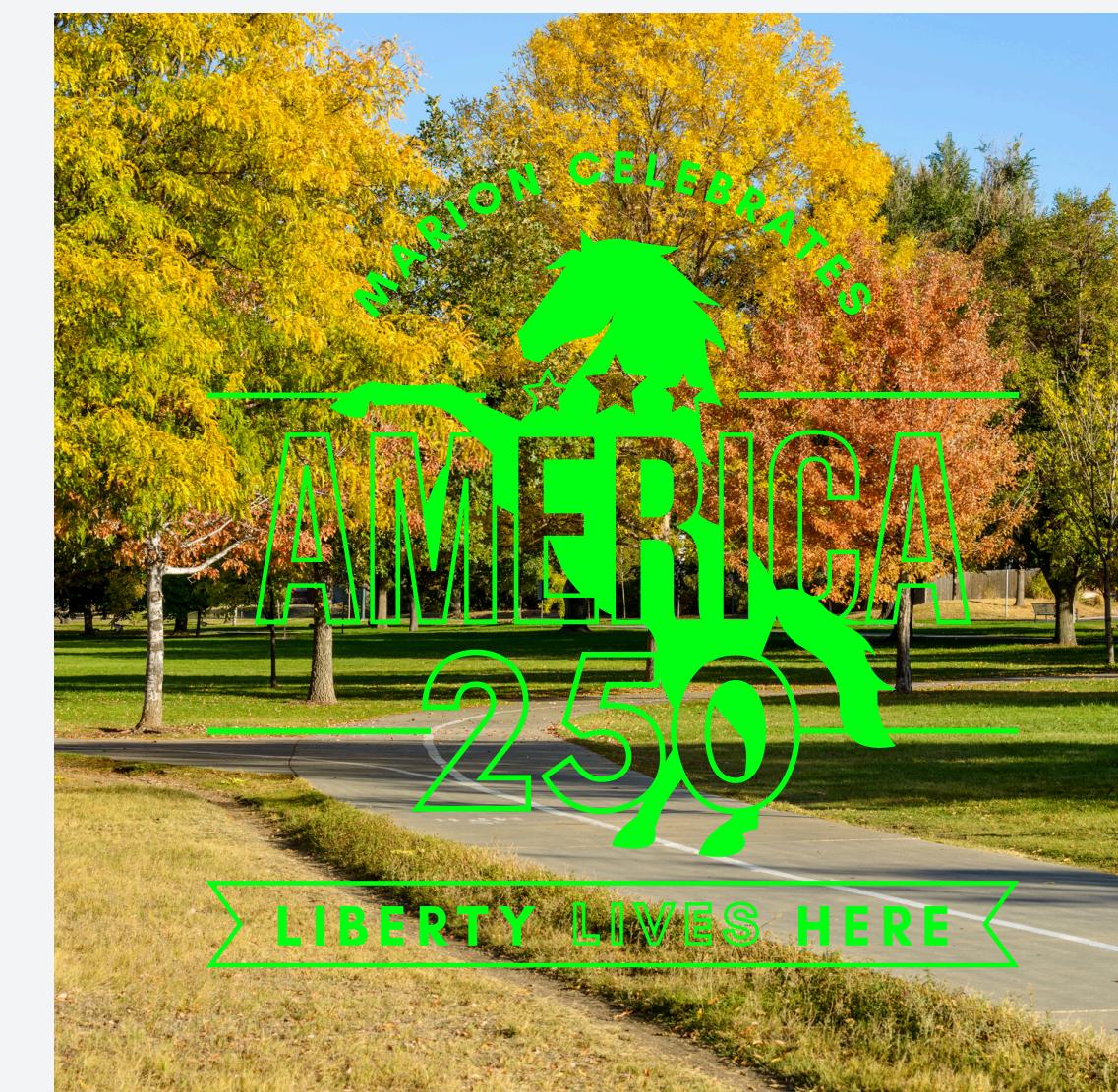
X DON'T DISTORT
OR STRETCH



X DON'T USE
SIMILAR COLORS



X DON'T ALTER
LOGO COLORS



X DON'T
REARRANGE



X DON'T USE ON BUSY
BACKGROUNDS



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CAMPAIGN COLORS

The **Marion Celebrates America 250** colors are chosen to feel proud and inviting. **Liberty Blue (#0A254C)** provides a classic historical foundation, while **Patriot Red (#DA1E3F)** adds a celebratory energy. **Accent Cyan (#72CDF4)** offers a fresh accent, complemented by **Base Gray (#E5E5E5)** for subtle balance. Always use these exact hex codes to ensure a consistent look across all campaign materials.



LIBERTY BLUE

#0A254C

CMYK:

100,88,40,41

PATRIOT RED

#DA1E3F

CMYK:

8,100,76,1

ACCENT CYAN

#72CDF4

CMYK:

49,2,0,0

BASE GRAY

#CCCCCC

CMYK:

19,15,16,0

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CAMPAIGN TYPOGRAPHY

To maintain a cohesive voice for the ***Marion Celebrates America 250*** campaign, we use a pairing of two distinct typefaces. Bebas Neue is our bold choice for headlines, providing a strong, condensed look that demands attention. For subheads and body copy, Glacial Indifference offers a clean, modern geometric feel that ensures legibility across all platforms. Consistently applying these fonts across your designs ensures our messaging remains professional, unified, and easy to read.

HEADLINE - BEBAS NEUE | LETTER SPACING 40

HEADLINES

SUBHEADS - GLACIAL INDIFFERENCE | LETTER SPACING 220

SUBHEADS

BODY COPY - GLACIAL INDIFFERENCE

BEBAS NEUE

[HTTPS://FONTS.GOOGLE.COM/SPECIMEN/BEBAS+NEUE](https://fonts.google.com/specimen/Bebas+Neue)

GLACIAL INDIFFERENCE

[HTTPS://WWW.FONTSQLREL.COM/FONTS/GLACIAL-INDIFFERENCE](https://www.fontsquirrel.com/fonts/glacial-indifference)



THANK YOU FOR YOUR PARTNERSHIP

in celebrating America's historic 250th anniversary.

We appreciate your commitment to these standards
as we bring this celebration to our community.