

VERMONT 250TH ANNIVERSARY

LOGO USAGE GUIDE

Use the following guidelines to make sure you're using the logo correctly in the right situations, and to help make sure your brand stays consistent.

PRIMARY LOGO - VERTICAL - COLOR



PRIMARY LOGO - HORIZONTAL - COLOR



1-COLOR



GRAYSCALE



SOCIAL ICON



LOGOTYPE



VERMONT 250TH ANNIVERSARY

LOGO COLOR PALETTE



PMS: 281 C
C: 100 M: 77 Y: 0 K: 68
R: 0 G: 21 B: 75
#00154B



PMS: 2297 C | C: 29 M: 0 Y: 91 K: 0
R: 193 G: 216 B: 68 | #C1D844



PMS: 368 C | C: 66 M: 0 Y: 84 K: 0
R: 91 G: 187 B: 96 | #5BBB60



PMS: 2227 C | C: 60 M: 0 Y: 29 K: 0
R: 91 G: 196 B: 192 | #5BC4C0



PMS: 2171 C | C: 67 M: 18 Y: 0 K: 0
R: 63 G: 167 B: 222 | #3FA7DE



PMS: 2539 C | C: 53 M: 92 Y: 0 K: 0
R: 140 G: 59 B: 150 | #8C3B96



PMS: 7425 C | C: 24 M: 100 Y: 55 K: 0
R: 193 G: 36 B: 89 | #C12459



PMS: 2348 C | C: 0 M: 91 Y: 70 K: 0
R: 239 G: 61 B: 74 | #EF3D4A

CMYK & PMS: Color profiles for printed materials. **RGB & HEX(#):** Color profiles for digital materials.

TYPOGRAPHY

Brandon Grotesque Medium

Brandon Grotesque Black

Brandon Grotesque Regular

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DIFFERENT FILE TYPES

- **EPS:** This vector illustration file can be scaled to any size and should be used when creating most printed pieces — business cards, brochures, advertisements, signage, and any promotional pieces (hats, mugs, etc).
- **JPG:** Use for anything web related — website, email marketing, social media; also use in PowerPoint.
- **PNG:** Uses are similar to JPEG, though PNG files have a transparent background so they can be placed on top of color blocks or images.
- **SVG:** These vector-based files scale to any size and have a transparent background. Ideal for web use.

PRIMARY LOGO:

The 250th logo was designed to be very flexible and to work on most backgrounds, both light and dark.

It is important to take care in placing the 250th logo as to not cover key subject matter.

