



VERMONT
250TH
ANNIVERSARY

**BRAND
GUIDELINES**

place.

APRIL 2024



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Introduction

The Vermont 250th Anniversary logo has been created to commemorate a special milestone in our state's history. The 14 lines in the logo represent our state becoming the 14th in the Union. The logo, and all of its diverse elements, represents the uniqueness of our many communities coming together. We offer an open invitation for more inclusivity and a path forward to shape our future for a better tomorrow.





Primary Logos

The Vermont 250th Anniversary logo encompasses a comprehensive logo system to function in all situations. With primary, logotype and icon designations, the format best suited for each application can be found within the logo kit and explained in the VDTM VT250 2pg Logo Guide.



PRIMARY — VERTICAL



PRIMARY — HORIZONTAL

The Primary Vermont 250th Anniversary logo, either vertical or horizontal, should be used in nearly all instances. The logo was specifically designed to be flexible and to work on most backgrounds.



Graphic Elements

The Vermont 250th Anniversary logo encompasses a comprehensive logo system to function in all situations. With primary, logotype and icon designations, the format best suited for each application can be found within the logo kit and explained in the VDTM VT250 2pg Logo Guide.



LOGO TYPE

The Primary Vermont 250th Anniversary logo, either vertical or horizontal, should be used in nearly all instances. In an instance where the Primary Vermont 250th Anniversary logo can not be used due to spacial reasons or limited printing capabilities, the logotype version may be used, but needs to be cleared by the Vermont Department of Tourism and Marketing : JaneDoe@FPOVermont.org



STATE ICON

The Vermont 250th Anniversary State logo icon was developed for use as a Social Media Icon. Any other usage needs to be cleared by the Vermont Department of Tourism and Marketing : JaneDoe@FPOVermont.org



Logo Usage



DO:

- KEEP PROPORTIONS
- SCALE UP/DOWN APPROPRIATELY
- MAINTAIN COLOR
- PLACE IN APPROPRIATE SPOT
- USE APPROPRIATE FILE FORMATS FOR EACH APPLICATION

DON'T:

- COVER UP KEY SUBJECT MATTER
- STRETCH
- DISTORT
- CHANGE COLOR
- COMPRESS
- OVERLAY ILLEGIBLY
- CHANGE WORDING





Logo Usage





Logo Usage

These are example applications of the Vermont 250th Anniversary logo. Any other usage, besides primary logo usage, needs to be cleared by the Vermont Department of Tourism and Marketing:
JaneDoe@FPOVermont.org





Typography

Typography is a strong supporting element of the Vermont 250th Anniversary logo. For this reason, a specific typeface has been selected to support the logo. The following fonts have been selected for print, digital, and supporting copy usage.

BRANDON GROTESQUE MEDIUM

The quick brown fox jumped over the lazy dog.

BRANDON GROTESQUE BLACK

The quick brown fox jumped over the lazy dog.

BRANDON GROTESQUE REGULAR

The quick brown fox jumped over the lazy dog.

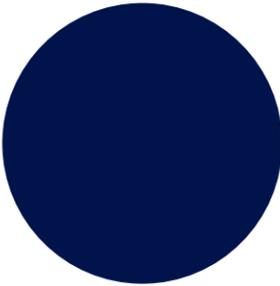


Brand Colors

The following color palette has been developed specifically to support the logo. This complimentary color palette includes a range of warm and cool tones.

PRIMARY

SECONDARY



DARK BLUE

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



BRIGHT GREEN

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



GREEN

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



TEAL

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



BLUE

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



VIOLET

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



RED

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



ORANGE

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



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