NORTH DAKOTA

250

LOGO GUIDE

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LOGO GUIDE

This manual serves as a foundational guide to maintaining your brand identity. It includes all of the elements needed – logos, typefaces, colors and more – to create a consistent tone, look, and feel for all of the State Historical Society of North Dakota's ND250 marketing and communication materials. These guidelines are for the use of the ND250 Commission and associated vendors. Reference this document for appropriate logo usage.

ND250 LOGO

PRIMARY LOGO

The look and feel of this logo is identified by three components: the logomark, color palette and typography. These elements have been designed with care and bring together a consistent, meaningful image to your audience.

ND250 LOGO WITH OUTLINE

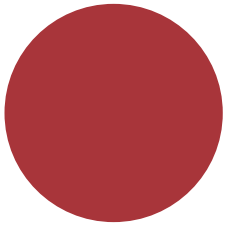
ND250 LOGO - 1 COLOR BLACK

ND250 LOGO - 1 COLOR WHITE

LOGO VARIATIONS

The logo variations include the ND250 logo with an outline, as well as single-color versions in black and white. These logo variations should be used in situations where the background may interfere with logo visibility or when a simplified design is required.

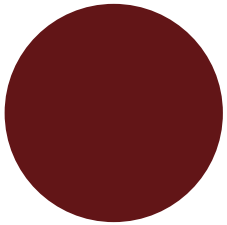
COLORS



Rustic Brown

PANTONE 1807 C
#a8353a

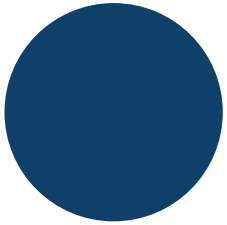
C 24 R 168
M 91 G 53
Y 78 B 58
K 16



Darkened Rustic Brown

PANTONE 1807 C 40%
#5b1417

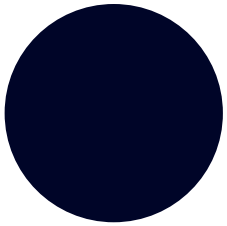
C 24 R 91
M 91 G 20
Y 78 B 23
K 60



Freshwater Blue

PANTONE 541 C
#0e406a

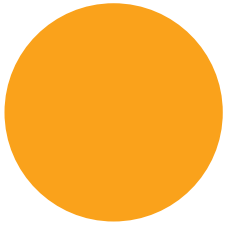
C 100 R 14
M 78 G 64
Y 32 B 106
K 22



Darkened Freshwater Blue

PANTONE 541 C 40%
#04101b

C 100 R 4
M 78 G 16
Y 32 B 27
K 80



Golden Wheat

PANTONE 137 C
#faa21b

C 0 R 250
M 42 G 162
Y 100 B 27
K 0

COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will reinforce the cohesiveness of the brand and enhance the brand personality.

Minimum Size

(h) 0.75”

SIZING REQUIREMENTS

To ensure the legibility of the logo, we recommend the minimum height of the logo is at least 0.75” tall. Always proportionately scale the logos and leave clear space around the logo to isolate it from competing graphic elements. Clear space is approximated by the size of the sun at its current size in the logo.

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

PRIMARY TYPEFACE — UNBOUNDED BOLD

Unbounded is a rounded, geometric sans-serif font with a modern and friendly aesthetic. Designed with inclusivity and flexibility in mind, it supports a wide range of languages and scripts, making it versatile and easy to read.

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