

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.

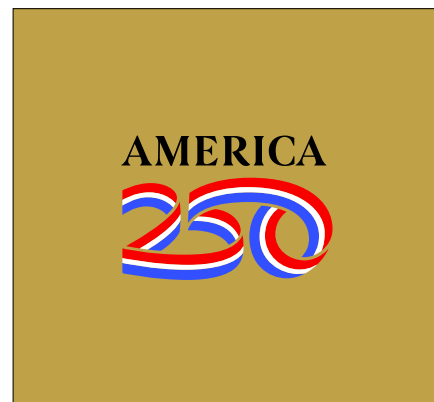
For maximum contrast, use the America250 logo with the black wordmark on white or light-colored backgrounds, as shown in the examples on the top row. Use the America250 logo with the white wordmark on dark-colored backgrounds, as shown in the examples in the middle row.

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.

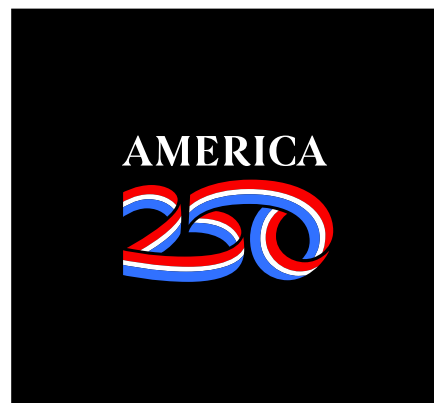
Limited Color Production

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

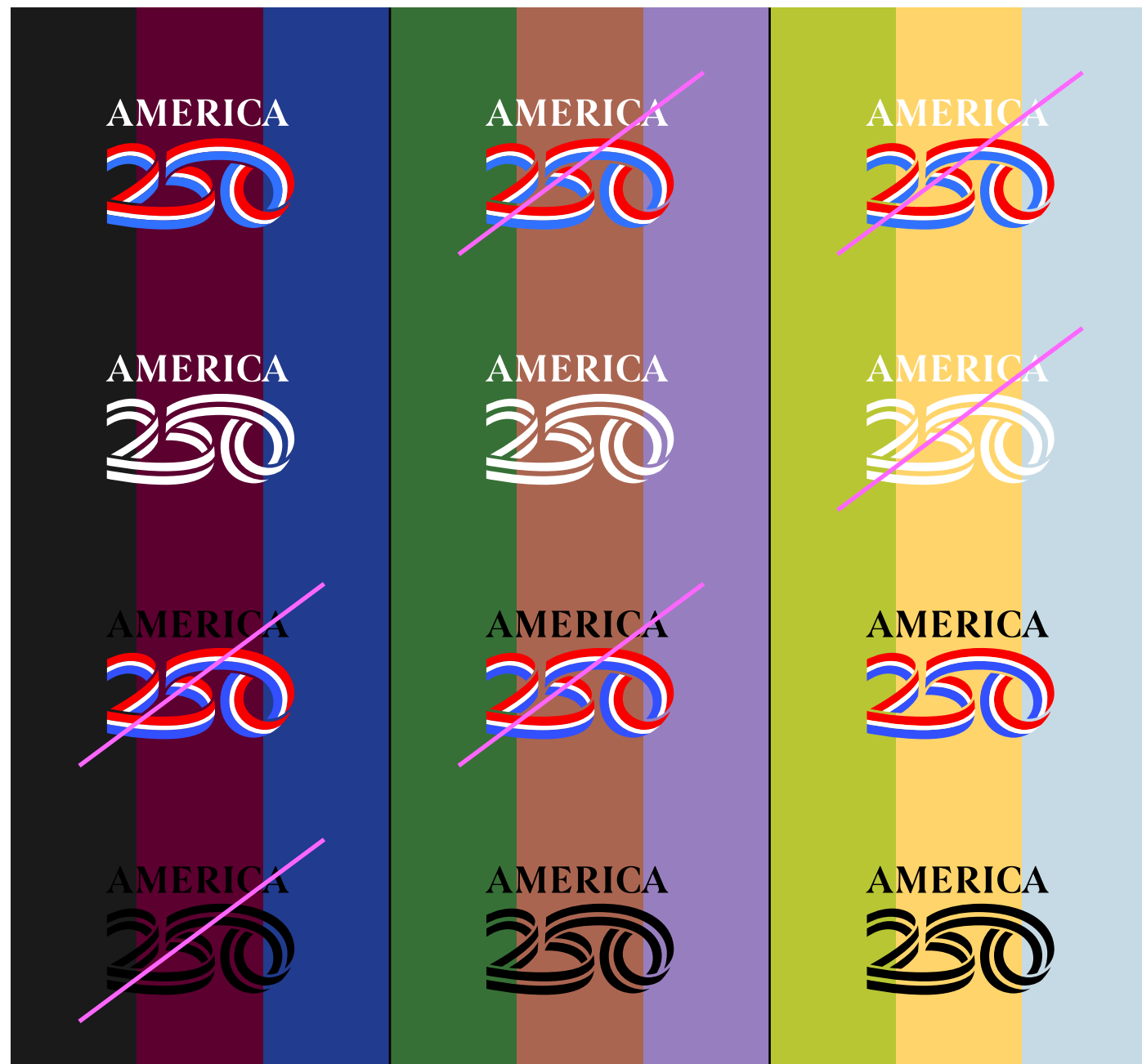
The chart here shows examples of correct logo use against backgrounds other than the America250 secondary color palette.

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

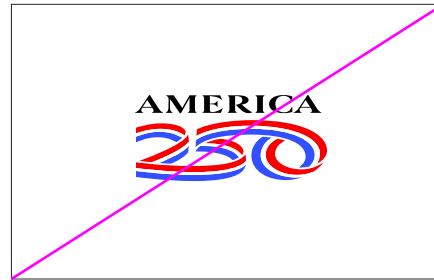
On mid-value backgrounds
Use all-white or all-black logo

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

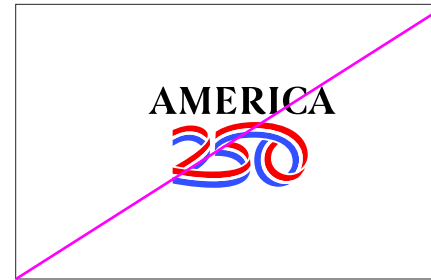
1.10 Incorrect Logo Use

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.



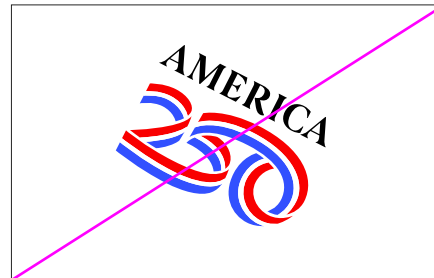
Do not distort the logo



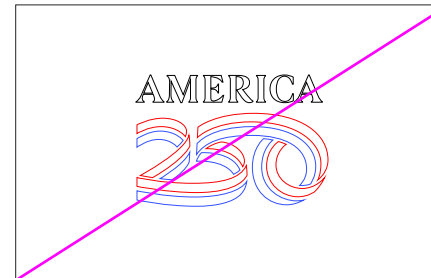
Do not change the proportions of the elements



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



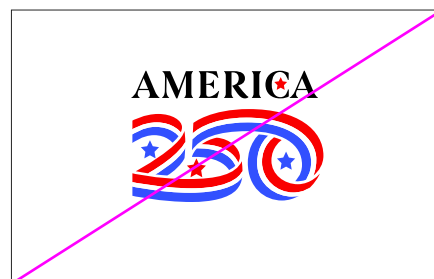
Do not add unapproved text or slogans to the logo



Do not use unapproved colors



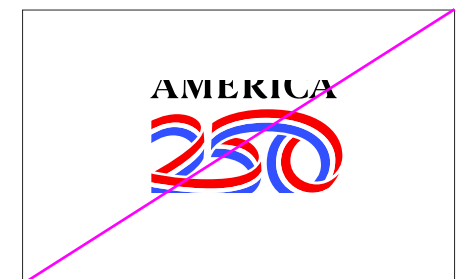
Do not change the relationships of the wordmark



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

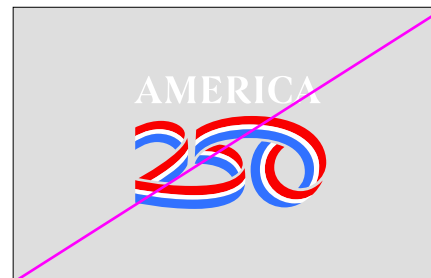
For maximum impact and overall consistency, it is important to protect the value and integrity of the America250 identity by using the logo correctly.

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.



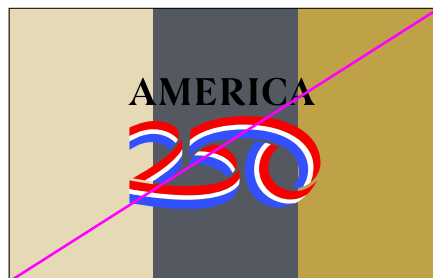
Do not use version with black wordmark on dark-colored backgrounds



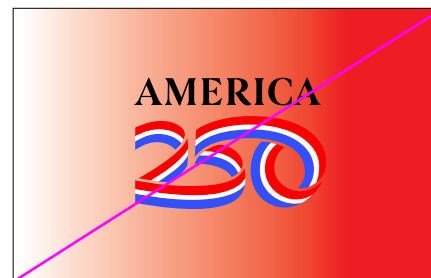
Do not use version with white wordmark on light-colored backgrounds



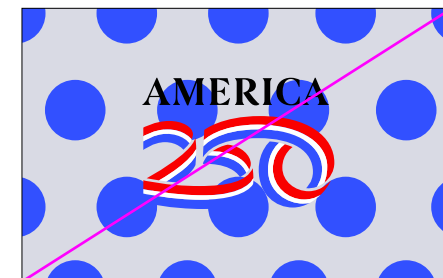
Do not use logo on backgrounds of similar hue or value where there is not enough contrast



Do not place over multiple colors



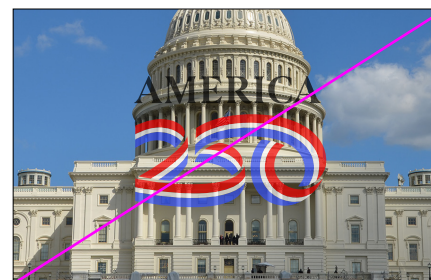
Do not place on backgrounds where contrast with the logo colors is uneven



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.

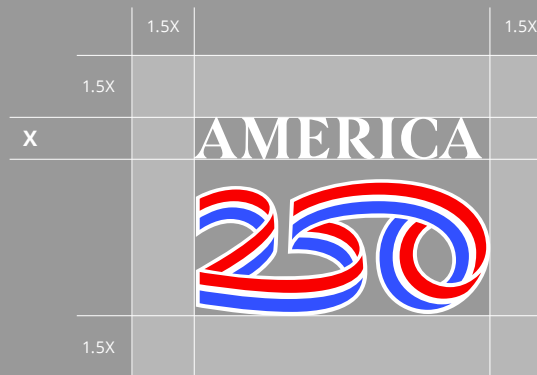
Logo for use on dark-colored backgrounds



Logo for use on light-colored backgrounds



Clear space



Minimum size



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