



Brand Guidelines

America 250-Ohio, March 2025



About America 250-Ohio

In 2026, the United States will celebrate its semiquincentennial, which is the 250th anniversary of the Declaration of Independence. Each state has been encouraged to create a celebration and commemoration of this anniversary to reflect the unique character and contributions of each state to the nation over the past 250 years. Ohio is fully embracing this opportunity. The Ohio Commission for the Semiquincentennial (aka America 250-Ohio Commission or AM 250-OH) was created by the Ohio legislature and launched on March 1, 2022.

The charge of the AM 250-OH Commission is “...to plan, encourage, develop, and coordinate the commemoration of the two hundred fiftieth anniversary of the founding of the United States and the impact of Ohioans on the nation’s past, present, and future.” — Ohio Revised Code (149.309). More information can be found at America250-Ohio.org.

Our vision is to raise awareness, instill pride, and lead the strategic direction to showcase Ohio’s contribution to the nation.

Our purpose is to honor, recognize, celebrate, and highlight Ohio’s indispensable contributions to our nation’s past, present and future.





Our Name

America 250-Ohio is to be spelled with

- The full spelling of “America”.
- A dash between “250” and “Ohio”.

The word “semiquincentennial” should be capitalized when associated with America 250-Ohio’s formal name, i.e. the Ohio Commission for the United States Semiquincentennial. Otherwise it should be lowercase.

Abbreviation

America 250-Ohio can be abbreviated to AM 250-OH. Please note that both “AM” and “OH” is capitalized in the abbreviation only.

Program Names and their Abbreviations

Some program names can be abbreviated after their full name is used at least once, prior to the abbreviation.

- Ohio Goes to the Movies – OGTTM
- Trails & Tales Statewide Tourism Trails – Trails & Tales
- Revolutionary War Veterans Graves Identification and Recognition Project
- 250 Buckeye Train & Transportation Festival - 250 Buckeye Train.
- Next Gen Citizens – NXGC
- Heritage Trees: Planting History
- America 250-Ohio Communities – AM 250-OH Communities
- Underground Railroad Gathering – UGRG
- Ohio’s Homecoming & Picnic
- Under-Told Stories
- 4th Grade History Pass

Community Recognition

America 250-Ohio Community names should be capitalized. The word “community” and “communities” should be capitalized if it follows our name (full or abbreviated)

Name Usage



Correct usage

Our primary logo is not to be transparent*, stretched, cropped or compressed. The size of this logo should not be reduced below 96x96 (px) or approximately 1" x 1" size ratio.

The clear space surrounding the logo is to be 1/4" (0.25) or 24 pixels out from the top, bottom, and from the middle of the ribbon.

A logo overlay can be applied to a non-competitive (not overly busy) background using a .png transparent version of the AM 250-OH logo.

The same rules of use apply to specialized logos and community logos as well.

*A transparent logo may be used as a subtle background element, but not as the primary use.



Incorrect use of logo due to stretching.

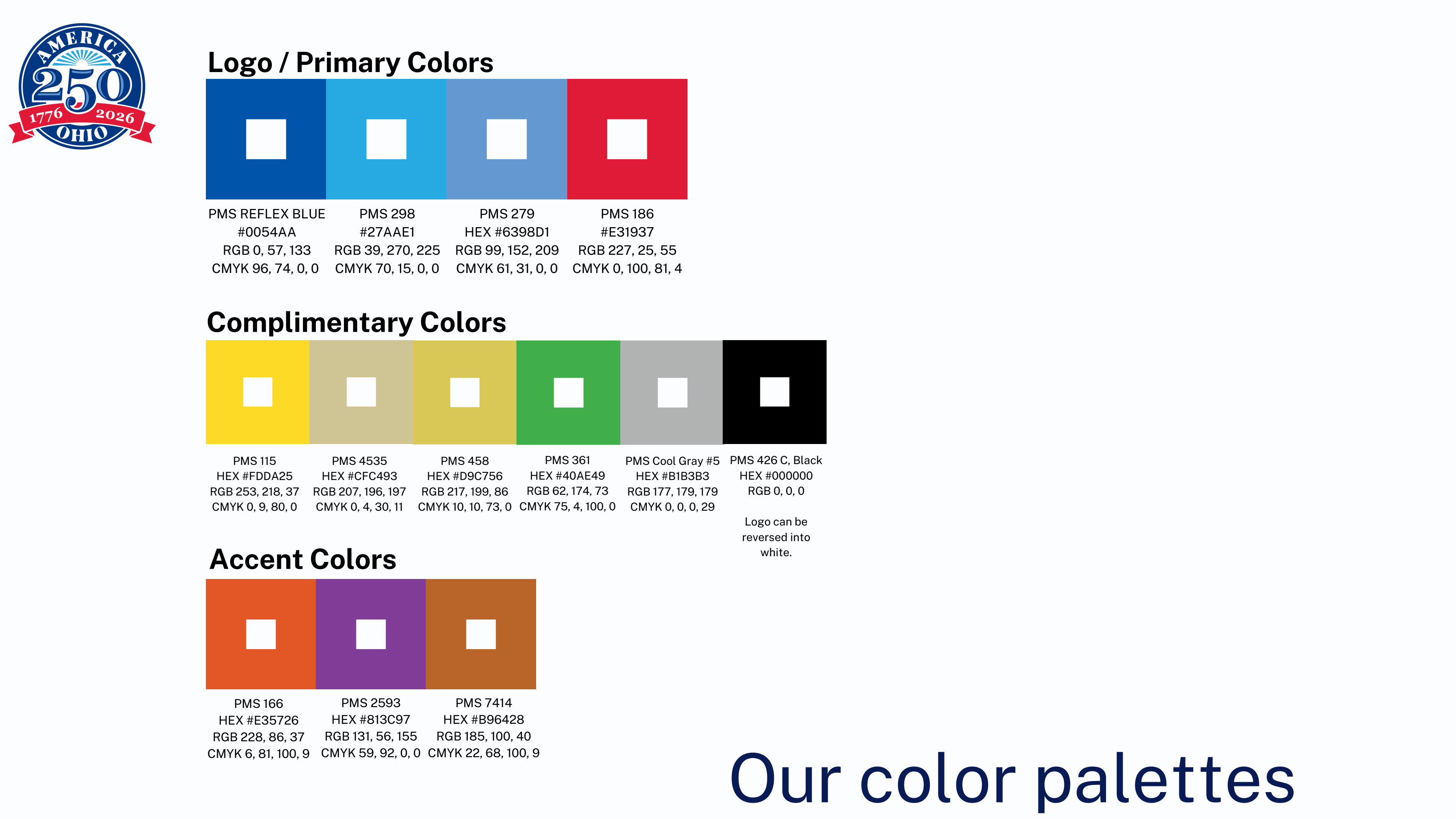


Incorrect use of logo due to compression/cropping.

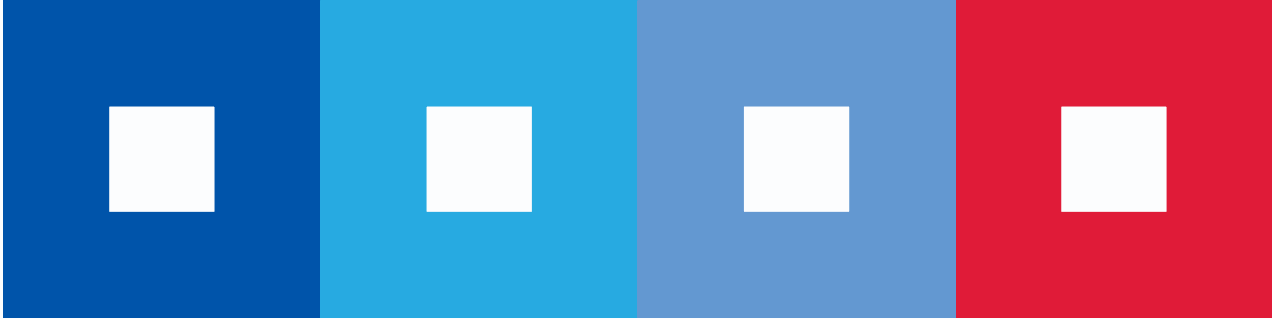


Incorrect use of logo due to the tails of the ribbon being cut off.

Our logo



Logo / Primary Colors



PMS REFLEX BLUE

#0054AA

RGB 0, 57, 133

CMYK 96, 74, 0, 0

PMS 298

#27AAE1

RGB 39, 270, 225

CMYK 70, 15, 0, 0

PMS 279

HEX #6398D1

RGB 99, 152, 209

CMYK 61, 31, 0, 0

PMS 186

#E31937

RGB 227, 25, 55

CMYK 0, 100, 81, 4

Complimentary Colors



PMS 115

HEX #FDDA25

RGB 253, 218, 37

CMYK 0, 9, 80, 0

PMS 4535

HEX #CFC493

RGB 207, 196, 197

CMYK 0, 4, 30, 11

PMS 458

HEX #D9C756

RGB 217, 199, 86

CMYK 10, 10, 73, 0

PMS 361

HEX #40AE49

RGB 62, 174, 73

CMYK 75, 4, 100, 0

PMS Cool Gray #5

HEX #B1B3B3

RGB 177, 179, 179

CMYK 0, 0, 0, 29

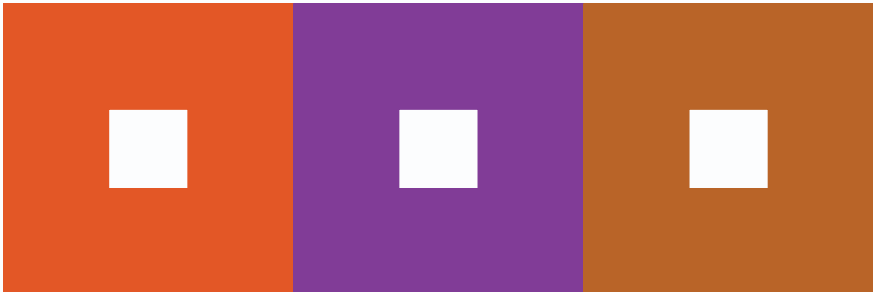
PMS 426 C, Black

HEX #000000

RGB 0, 0, 0

Logo can be
reversed into
white.

Accent Colors



PMS 166

HEX #E35726

RGB 228, 86, 37

CMYK 6, 81, 100, 9

PMS 2593

HEX #813C97

RGB 131, 56, 155

CMYK 59, 92, 0, 0

PMS 7414

HEX #B96428

RGB 185, 100, 40

CMYK 22, 68, 100, 9

Our color palettes



Our ask

We ask that anything created with the intention to publish, or print are sent to us prior for review at am250ohcommunities@ohiohistory.org

Public Sans

Public Sans Bold

Public Sans was designed by the United States government and is accessible to the public, making it inherently democratic.

Georgia Pro

Georgia Pro is used for community names and other select words.

Text sizing

Page

Header

Size: 1918 x 1080 px

Font Style: Raleway Font Size (H1)

- Computer: 50 px
- Tablet: 32 px
- Mobile: 26 px

Body Text

Header Font (H2): Raleway

- Computer: 50 px
- Tablet: 32 px
- Mobile: 26 px

Font

Font Style: Work sans

- Computer: 16 px
- Tablet: 14 px
- Mobile: 12 px

Blog

Header (H5) Size: 1918 x 1080 px

Body Text

Font Style: Work sans / Public Sans

Font Size

- Computer: 16 px
- Tablet: 14 px
- Mobile: 12 px

News

Header Size: 1918 x 1080 px

Font

Font Style: Raleway Font Size (H1)

- Computer: 50 px
- Tablet: 32 px
- Mobile: 26 px

Digital Font Selection