



AMERICA 250 | COLORADO 150

Brand Guideline

You're part of something big.



This document offers information and guidance on the America 250 - Colorado 150's brand elements and their usage. Please follow these guidelines when preparing communications of any kind, including flyers, brochures, newsletters, media releases, reports, social media posts, internal and external communications. These guidelines will help eliminate guesswork while ensuring proper execution of the brand essence and integrity.

PRIMARY LOGO

The Colorado 150 logo celebrates the vibrancy of our state as a badge of honor. The colors are inspired by the Colorado flag and pair well with the America 250 palette. Our logo features the Colorado C, recognizable from the state's tourism marketing. The diverse landscape illustrated in the badge nods to the prominent fourteener, Mount Sneffles, the Grand Mesa, Maroon Bells, Red Rocks, the Black Canyon and the Colorado plains. The bright blue sky expresses the endless hope and possibilities of Colorado.



Only use official design files supplied, not to be stretched, compressed, or manipulated in any way.

Please ensure the logo is always 0.35” tall or larger for print and 50 pixels tall or larger for screen or web use.



LOGO MISUSE EXAMPLES



SAMPLE PARTNER LOGO LOCK-UP

When using partner logo
in combination with
The Colorado 150 logo:

ALWAYS LEAD WITH CO150 LOGO
Even with more than one partner

SIZING
Keep approximatly equal

HORIZONTAL SPACING
Maintain a space between
graphics that equals one half
of the Colorado 150 logo

VERTICAL SPACING
Maintain a space between
graphics that equals one quarter
of the Colorado 150 logo



SAMPLE BRAND LANGUAGE, TAGLINE, AND HEADLINE OPTIONS

Say it because you can:
Semiquincentennial.
Sesquicentennial.
Sesquisemiquincentennial.

In 2026, America will celebrate our 250th anniversary of the Declaration of Independence. At the same time, Colorado will celebrate our 150th anniversary of entering the Union. We invite you to pause, reflect, and honor what has made Colorado such a cherished place in this country of ours. How are we like every other American, and what makes us distinct as citizens of Colorado? Let’s come together to commemorate our collective journey and look ahead to the trails we’ll forge next.

You’re part of something big.
AMERICA 250 | COLORADO 150

A Milestone View.
You give
our stories
altitude.
This state belongs
to you and me.

THE TRAIL TOGETHER.

Resilient & Remarkable.

**Honoring the
Peaks and Valleys.**

COLLECTIVELY COLORADO.

PRIMARY COLORS



SKY BLUE

CMYK: 56/0/7/0 RGB: 92/201/230 HEX: 5cc9e6

MOUNTAIN BLUE

CMYK: 84/51/19/2 RGB: 50/113/158 HEX: 32719e

INDIGO BLUE

CMYK: 95/78/32/18 RGB: 36/67/111 HEX: 24436f

CHILI RED

CMYK: 8/98/100/1 RGB: 220/41/39 HEX: dc2927

SECONDARY COLORS



SNOW WHITE

CMYK: 4/4/2/0 RGB: 242/239/242 HEX: f2eff2

LIGHT BLUE

CMYK: 31/4/0/0 RGB: 170/215/243 HEX: aad7f3

SUNNY YELLOW

CMYK: 3/1/97/0 RGB: 253/236/6 HEX: fdec06

TOURISM ORANGE

CMYK: 0/36/100/0 RGB: 251/173/24 HEX: fbad18

Clab Font Family

Clab is a modern slab serif typeface that celebrates Colorado's western heritage with a modern flair toward the future. The Clab font family contains 18 styles to accommodate multiple uses like headlines and copy.

My Fonts Clab Font 

Sample Headline: Clab Bold

You're part of something big.

Sample Headline: Clab Semi Bold

THE TRAIL TOGETHER.

Sample Headline: Clab Regular

This state belongs to you and me.

Sample Body copy: Clab Light

In 2026, America will celebrate our 250th anniversary of the Declaration of Independence. At the same time, Colorado will celebrate our 150th anniversary of entering the Union.

Bebas Neue Pro

Bebas Neue Pro has clean lines, elegant, condensed shapes, and provides uniform, easy-to-read options that are perfect for conveying detailed and technical information. We recommend it for data graphics, charts and call-outs.

My Fonts Bebas Neue Pro 

Sample Title: Bebas Neue Pro Bold

COLORADO 150

Sample Headline: Bebas Neue Pro Bold


Over the years, a shared history.

Sample Call-out: Bebas Neue Pro Book

In the News

Roboto Slab Font Family

Roboto Slab is a free font family option from Google fonts. It's modern slab serif fonts that celebrates Colorado's western heritage with a modern flair toward the future. Roboto Slab contains 9 styles to accommodate multiple uses and is a comparable font replacement for Clab.

Google Font Roboto Slab 

Bebas Neue Bold

Bebas Neue Bold is a free font available at Google fonts. Its clean lines, elegant, condensed shapes, and provides uniform, easy-to-read options that are perfect for conveying detailed and technical information. We recommend it for data graphics, charts and call-outs. This is a comparable font replacement for Bebas Neue Pro, but only includes a bold version.

Google Font Bebas Neue 

Sample Headline: Roboto Slab Black

You're part of something big.

Sample Headline: Roboto Slab Semi Bold

THE TRAIL TOGETHER.

Sample Headline: Roboto Slab Regular

This state belongs to you and me.

Sample Body copy: Roboto Slab Light

In 2026, America will celebrate our 250th anniversary of the Declaration of Independence. At the same time, Colorado will celebrate our 150th anniversary of entering the Union.

Sample Title: Bebas Neue Pro Bold

COLORADO 150

Sample Headline: Bebas Neue Pro Bold

Over the years, a shared history.

HEADLINE:
CLAB BOLD

SUBSTITUTE FONT:
ROBOTO SLAB BLACK

COPY:
CLAB LIGHT

SUBSTITUTE FONT:
ROBOTO SLAB LIGHT

END DATA POINT:
BEBAS NEUE PRO BOLD

SUBSTITUTE FONT:
BEBAS NEUE BOLD






















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COLORADO 1876 – 2026












FILE FORMAT GUIDE

Refer to this chart for correct file formats for proper reproduction of the Colorado 150 logo.

QUICK GUIDE TO LOGO FILE FORMATS				
				
FILE FORMAT	COLOR PROFILES	VECTOR / BITMAP	DIGITAL / PRINT	TRANSPARANCY
 JPG	 RGB	B BITMAP	 DIGITAL	NO
 PNG	 RGB	B BITMAP	 DIGITAL	YES
 EPS	 RGB  CMYK	V VECTOR	 PRINT	YES
 PDF	 RGB  CMYK	V VECTOR	 DIGITAL  PRINT	YES
 SVG	 RGB	V VECTOR	 DIGITAL	YES

OUTPUT

For general recommendations only. Please check with the output provider to see what file format they require.

OFFSET PRINTING	INK-JET PRINTER	LASER PRINTER	MERCHANDISE PRINTING	OUTDOOR BANNERS
 PDF  CMYK	 PDF  RGB	 PDF  CMYK	 PDF OR  EPS  CMYK	 PDF  RGB  CMYK CONFIRM WITH VENDOR