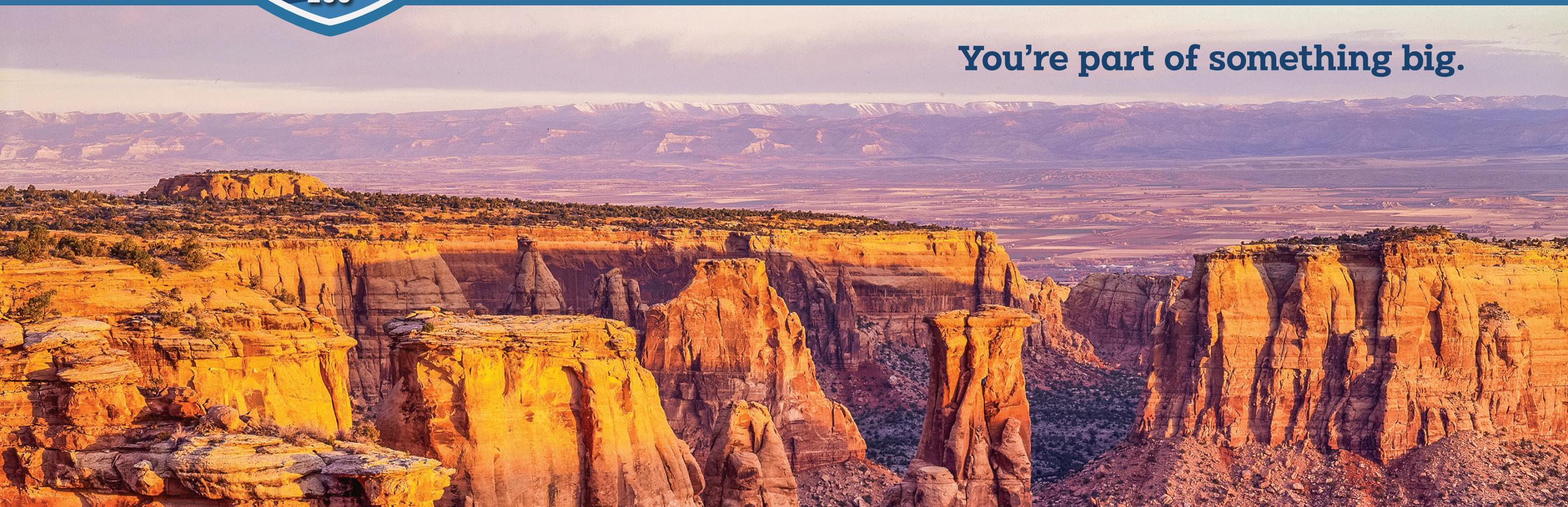




# AMERICA 250 | COLORADO 150

Brand Guidelines

**You're part of something big.**



## BRAND GUIDELINES USAGE

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 America 250 - 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.



## LOGO USAGE

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 America 250 - Colorado 150 logo:

**ALWAYS LEAD WITH AM250 - CO150 LOGO**  
Even with more than one partner

### SIZING

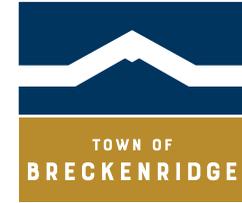
Keep approximately equal

### HORIZONTAL SPACING

Maintain a space between graphics that equals one half of the America 250 - Colorado 150 logo

### VERTICAL SPACING

Maintain a space between graphics that equals one quarter of the America 250 - 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

Available to purchase

### 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

## ALTERNATIVE FONTS

Free to download

### 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*



## **You're part of something big.**

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.

**COLORADO 1876 – 2026**

Refer to this chart for correct file formats for proper reproduction of the America 250 - Colorado 150 logo.

# QUICK GUIDE TO LOGO FILE FORMATS



FILE FORMAT	COLOR PROFILES	VECTOR / BITMAP	DIGITAL / PRINT	TRANSPARANCY
 <b>JPG</b>	 <b>RGB</b>	<b>B</b> BITMAP	 <b>DIGITAL</b>	<b>NO</b>
 <b>PNG</b>	 <b>RGB</b>	<b>B</b> BITMAP	 <b>DIGITAL</b>	<b>YES</b>
 <b>EPS</b>	 <b>RGB</b>  <b>CMYK</b>	<b>V</b> VECTOR	 <b>PRINT</b>	<b>YES</b>
 <b>PDF</b>	 <b>RGB</b>  <b>CMYK</b>	<b>V</b> VECTOR	 <b>DIGITAL</b>  <b>PRINT</b>	<b>YES</b>
 <b>SVG</b>	 <b>RGB</b>	<b>V</b> VECTOR	 <b>DIGITAL</b>	<b>YES</b>

## 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
 <b>PDF</b>  <b>CMYK</b>	 <b>PDF</b>  <b>RGB</b>	 <b>PDF</b>  <b>CMYK</b>	 <b>PDF</b> OR  <b>EPS</b>  <b>CMYK</b>	 <b>PDF</b>  <b>RGB</b>  <b>CMYK</b> <small>CONFIRM WITH VENDOR</small>