

Ohio Bicentennial

**Identity Graphic
Standards Manual**



1803  2003



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Be a Part of It!

Ohio Bicentennial : **Brand Identity**
(Recommended Minimum Size)

P.3

Ohio Bicentennial : **Brand Mark** (Recommended Minimum Size – 1 1/16" width)



Ohio Bicentennial : **Brand Mark with Tagline** (Recommended Minimum Size – 1 1/16" width)



Be a Part of It!

Line Art (solid black)

Brand Mark



Brand Mark with Tagline



Be a Part of It!

Grayscale

Brand Mark



Brand Mark with Tagline



Be a Part of It!

Color Alternatives

Brand Mark – 2 color (Only acceptable with PMS 293 blue and 186 red)



Brand Mark – 1 color (Preferred one color use with 293 blue or 186 red)



Limited color use

Please use grayscale logo or line art (black) version of Brand when you are unable to use red or blue color.*

*It is permissible to use the the logo on print jobs that are limited to one color when that color is not red or blue.

Reversed Identity (Line Art)

The Brand Identity never reverses. It should be outlined by an outer white shape allowing the image to print positive over a white background.

Brand Mark (Line Art)



Brand Mark with Tagline (Line Art)



Reversed Identity (Color)

The Brand Identity never reverses. It should be outlined by an outer white shape allowing the image to print positive over a white background.

Brand Mark (Color)



Brand Mark with Tagline (Color)



Primary Color Palette



Red Blue Black

Secondary Color Palette



Navy Green Yellow Beige Gray

Pantone Color Specifier

Pantone 186	Pantone 293	Pantone Process Black	Pantone 281	Pantone 349	Pantone 122	Pantone 454	Pantone 421
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RGB Color Specifier

R 181	R 0	R 0	R 0	R 21	R 247	R 211	R 178
G 0	G 65	G 0	G 28	G 85	G 205	G 207	G 177
B 39	B 173	B 0	B 77	B 43	B 42	B 186	B 174

Process Color Specifications

C 0	C 100	C 0	C 100	C 100	C 0	C 8	C 0
M 91	M 60	M 0	M 72	M 0	M 18	M 6	M 0
Y 76	Y 0	Y 0	Y 0	Y 83	Y 83	Y 15	Y 0
K 6	K 10	K 100	K 38	K 47	K 0	K 0	K 30

Ohio Bicentennial : **Brand Mark Block**

Recommended (minimum size : 1-3/8" width x 1 1/2" height)

Primary Color Version



Secondary Color Version



Alternatives (minimum size : 1-3/4" width)

Primary Color Version



Not recommended for use with secondary colors.

Recommended Typefaces

Myriad Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Typefaces

Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Caslon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Caslon Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Caslon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

CASLON SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Decorative Headlines

Bickham Script 400

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1234567890

COPPERPLATE 33BC

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z

1234567890

Examples:

	Headings	Subheadings	Body text	Quotes & notes
Recommended	ACaslon Bold	Myriad 700	Myriad 400 Helvetica	<i>ACaslon Italic</i> <i>Myriad 400 Italic</i>
Alternative	Myriad 700 ACASLON SEMIBOLD SC	ACaslon Bold COPPERPLATE 33 Helvetica Bold	ACaslon Regular	ACaslon Regular <i>Helvetica Italic</i>

Decorative Headings & Titles

Bickham Script
COPPERPLATE 33 BC



Location: <http://www.ohio200.com>

Ohio Bicentennial



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★ Education

★ Celebration

★ Information

★ Commemoration



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