

# Define American: Brand Guidelines



**Warm Red**

C 0  
M 73  
Y 77  
K 2

R 249  
G 66  
B 58

HEX F9423A



**White**

C 0  
M 0  
Y 0  
K 0

R 255  
G 255  
B 255

HEX FFFFFFFF



**288**

C 100  
M 80  
Y 30  
K 0

R 33  
G 51  
B 104

HEX 203367

The Define American brand utilizes a patriotic palette of red, white and blue. White and blue are the main colors for backgrounds, while red is to be used as an accent color.



C 0  
M 0  
Y 0  
K 15

R 217  
G 217  
B 214

HEX D9D9D6

The secondary color palette can be used to support the primary color palette in collateral. Any piece of collateral should have primary palette colors before including these colors.



C 40  
M 30  
Y 0  
K 80

R 36  
G 42  
B 56

HEX 232937

Primary logo



Abbreviated logo



The wordmark is held within a flexible container, which consists of a bracket and a question mark.

When the word lockup inside changes, the height of the bracket and question mark can both expand or decrease. However, only the bracket can expand or decrease in width—the width of the question mark remains consistent.

Extended logo



Primary logo



Abbreviated logo



When the background color is switched to blue, the question mark remains red.

Extended logo





Logo should switch to all-white against a photographic background.

Logo Clear Space

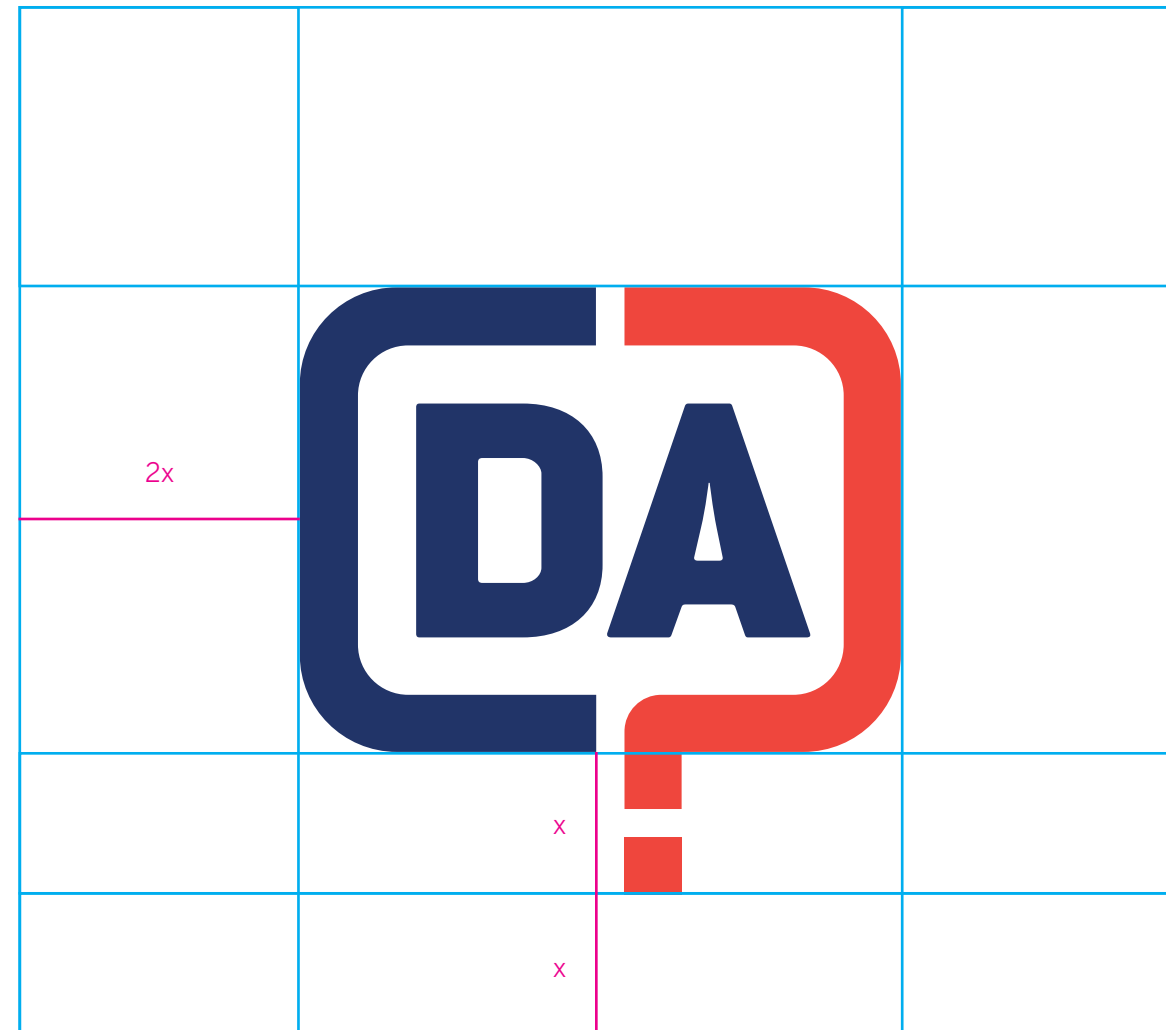


Logo Clear Space

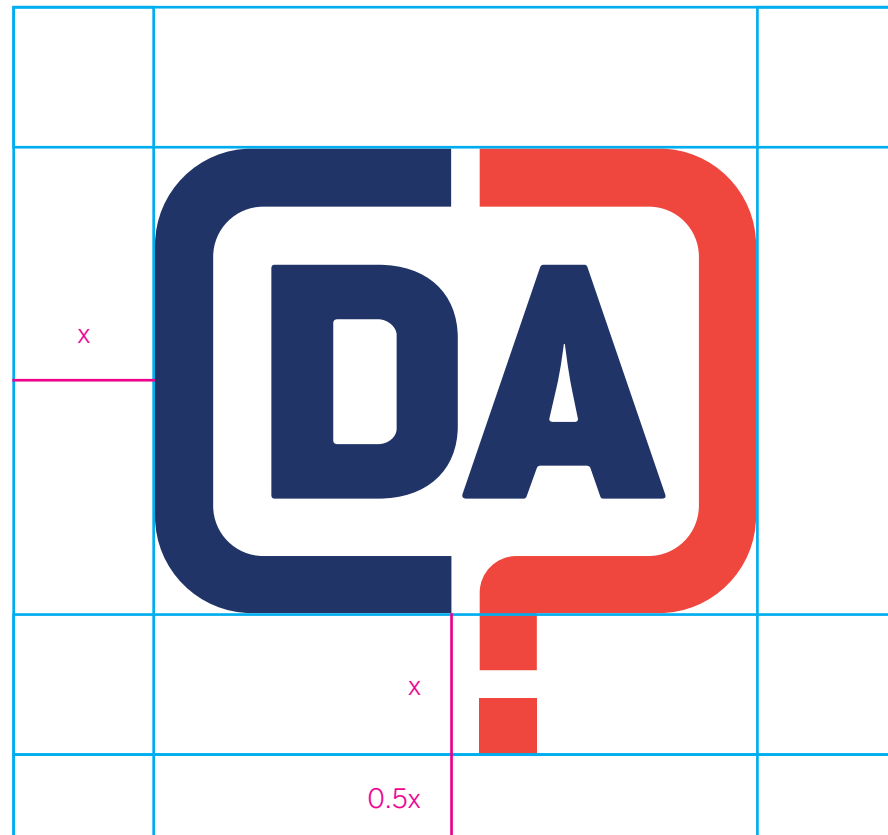




Logo Clear Space



Logo Clear Space



Social Media Avatar



On smaller applications, such as the social media avatar, clear space around the abbreviated logo can be tighter.

Extended logo for larger scale



For smaller applications (such as the website), use the alternate version of the extended logo where the thickness of the container has been adjusted accordingly.

Extended logo for smaller scale



Stacked 'How Do You' lockup

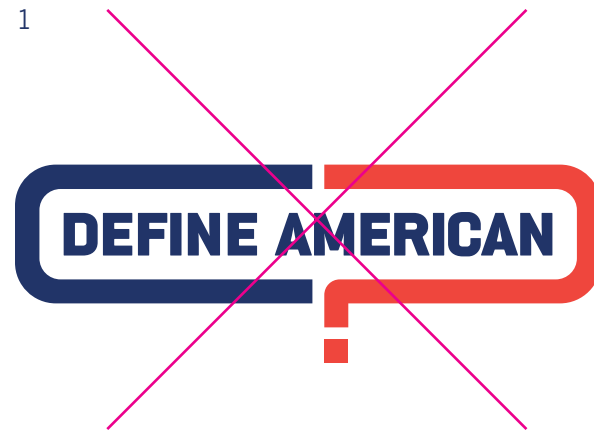


Extended 'How Do You' lockup



The usage of these alternate versions of the logo should be limited to collateral such as posters and t-shirts.

1



2



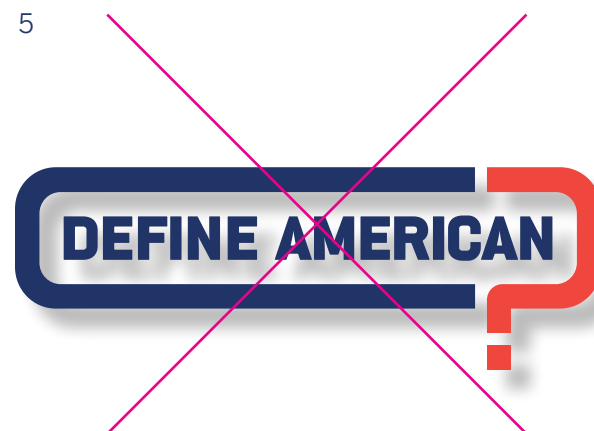
3



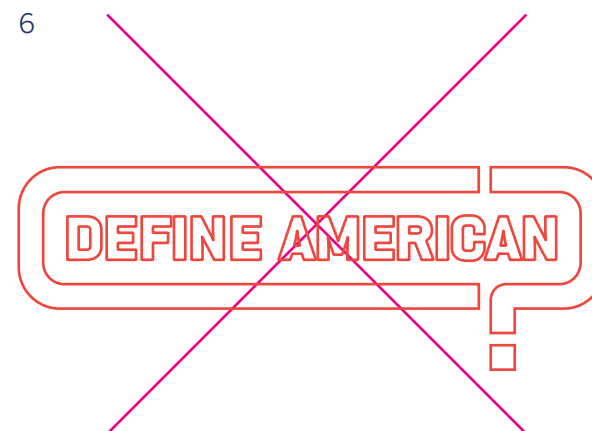
4



5



6



1. Do not adjust width of question mark.
2. Do not type out wordmark—it has been customized, and should also be in all caps.
3. Do not tilt logo at an angle.
4. Do not use non-brand colors for the logo.
5. Do not use the drop shadow effect.
6. Do not outline logo.

H1  
Conduit ITC Black

# Get Involved

Conduit is the typeface used for the wordmark in the logo—it should also be utilized for main headlines and sub-headlines. Body copy should be set in Benton Sans.

H2  
Conduit ITC Extra Bold

## Join the Conversation.

Body  
Benton Sans Book

It's time for a new conversation about immigrants and identity in America. Why do people come to this country? What does it mean to be undocumented? What does it mean to be a good citizen?