



Brand Guidelines

The Findlay-Hancock County America 250 (AM 250) logo represents our community’s participation in the United States Semiquincentennial celebration. Consistent use of this logo helps unify events, organizations, and businesses under one shared celebration..

By downloading or using this logo, you agree to follow the Logo Guidelines below:

Proper Logo Use

The logo is intended to support community events and promotional efforts connected to AM 250, and unite our community in celebration of our shared history, progress, and civic pride.

To ensure consistency across the community, please follow these simple guidelines:

- Do:**
- Use the official provided logo files
 - Maintain original colors
 - Keep proportions intact
 - Leave adequate spacing around the logo

- Don't:**
- Stretch, distort, or rotate the logo
 - Change the colors
 - Add effects (drop shadows, bevels, etc.)
 - Alter or remove elements

Colors

Logo / Primary Colors

PMS REFLEX BLUE #0054AA	PMS 298 #27AAE1	PMS 279 HEX #6398D1	PMS 186 #E31937
RGB 0, 57, 133	RGB 39, 270, 225	RGB 99, 152, 209	RGB 227, 25, 55
CMYK 96, 74, 0, 0	CMYK 70, 15, 0, 0	CMYK 61, 31, 0, 0	CMYK 0, 100, 81, 4



Font Selection



Public Sans
Public Sans Bold



Georgia Pro

Co-Branding with Your Organization

The Findlay-Hancock County AM 250 logo may be used alongside your organization’s logo on promotional materials, signage, social media, websites and event materials.

When used together:

- Maintain clear space between logos
- Keep the AM 250 logo proportional and legible

If you are unsure whether your use aligns with these guidelines, we are happy to help.

Please contact Sarah Foltz, The Alliance at sfoltz@findlayhancockalliance.com or 419-422-3313.