

Brand Graphic Guidelines

For Revolution NJ Partner Communications



RevolutionNJ

ENGAGE THE PAST. SHAPE THE FUTURE.

PROUD PARTNER

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Welcome Revolution NJ Partners

A Revolution NJ Partner is an organization that is contributing to NJ's Commemoration of the 250th Anniversary of the American Revolution and related historical and heritage tourism efforts.

Partners are able to use the Revolution NJ logo to indicate that their organization and efforts have been endorsed by Revolution NJ.

This style guide shows how to use the Revolution NJ brand elements in your communications. Please adhere to the guidelines for all digital and traditional media.



RevolutionNJ

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RevolutionNJ

1776 • 2026 | ENGAGE THE PAST. SHAPE THE FUTURE.

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Primary logo

The logo consists of three parts: icon, name, and tagline. When all three are presented as a unit, they are called a lockup. Lockups can have different formulations.

Typically, they appear as vertical and horizontal. A vertical formulation stacks the logo, name, and tagline on top of each other. A horizontal formulation shifts the logo to one side of the name and tagline. Either formulation can be used, depending on design requirements and constraints.



Recommended space around logo is relative to the size of the capital "N" in NJ.

A.



B.



[Link to Revolution NJ Partner Logos](#)

Primary logo



Knockout logo can be placed on any color except white.
It works best when placed over colors that offer more contrast.



Example of knockout logo over photo.



[Link to Revolution NJ Partner Logos](#)

Logo don'ts

Do not distort logo in any way.



Do not add anything to logo.



Do not change colors.



When using the logo over an image:



If logo is used over a photo make sure it is legible with enough contrast to stand out.

Avoid busy backgrounds.

Horizontal logo

The logo consists of three parts: icon, name, and tagline. When all three are presented as a unit, they are called a lockup. Lockups can have different formulations. Typically, they appear as vertical and horizontal. A vertical formulation stacks the logo, name, and tagline on top of each other. A horizontal formulation shifts the logo to one side of the name and tagline. Either formulation can be used, depending on design requirements and constraints.



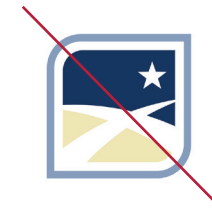
Recommended space around logo



Single color: Black



Knockout logo can be placed on any color except white. It works best when placed over colors that offer more contrast.



Revolution NJ partners should not separate the icon from the rest of the lockup.

Color palette

Primary colors

BUFF

PMS 7499 C
C6 M7 Y35 K0
R241 G228 B178
HEX f1e4b2

BLUE

PMS 534 C
C98 M85 Y36 K27
R28 G53 B94
HEX 1c355e

BLUE GRAY

PMS 535 C
C47 M32 Y13 K0
R141 G158 B188
HEX 8d9ebd

Secondary colors

BLACK

PMS BLACK C
C0 M0 Y0 K100
R0 G0 B0
HEX 000000

DARK GRAY

PMS BLACK 5 C
C52 M78 Y53 K74
R62 G43 B46
HEX 3E2B2E

MED. GRAY

PMS COOL GRAY 8 C
C44 M34 Y29 K10
R136 G139 B141
HEX 888B8D

LIGHT GRAY

PMS COOL GRAY 1 C
C10 M7 Y5 K0
R217 G217 B214
HEX D9D9D6

WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX ffffff

Highlight color

RED

PMS 186 C
Co M97 V77 K22
R184 G18 B55
HEX b81237

Contacts

Crossroads of the American Revolution and the New Jersey Historical Commission are partners in planning New Jersey's Commemoration of the 250th Anniversary of the American Revolution.

For questions about the Revolution NJ brand, email us at info@revnj.org

