



## BRAND GUIDELINES

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## LOGO



The 50 BUILT logo represents one continuous stripe that unites the '5' and the '0'. The stripe is inspired from 'Old Glory' and its continuous flow shapes the number 50. This link signifies the unity and importance of all 50 states.



The stripe that houses the 'BUILT' text takes its cues from industrial machinery name badges that often exhibit a model, serial number and location of where the machinery was built.

The 50 BUILT logo will ALWAYS either be RED (PMS 485) or WHITE. It will never be any other color, shade or include any type of gradient or texture. White on dark backgrounds and red on light or neutral backgrounds. If the background color contrasts the red or is complimentary, white will be used.

## COLOR



'50 BUILT RED' or 'PMS485 is used in contrast with WHITE in all 50 BUILT branding and collateral. Red and white take obvious cues from the stripes of the United States of America's flag. It also represents warning and a call for action. It demands attention. It is used in factories around the world to deliver important safety messages. The color combo of red and white is meant to be clean and easily readable, without clutter.



In contrast to the RED & WHITE branding collateral, references to shades of textured grey are used throughout 50 BUILT to represent manufacturing's industrial nature. From concrete to steel, to machinery and pollution, it is all a part of the manufacturing industry and is a subtle theme throughout the 50 BUILT brand.





**TYPEFACE**

Futura is the only type family used for 50 BUILT branding. Futura has a long history in manufacturing’s visual history and was the typeface of choice when designing machinery name badges, instruction manuals and factory signage. It is highly legible, iconic & grabs your attention.

**FUTURA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

Futura Bold is used in all caps as a title or subject line. Kerning for all caps is set from 25-50 depending on the application, but will never be set to a negative.

**FUTURA BOOK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Futura Book is the text font for 50 BUILT and is used in all web based and printed collateral for its clarity and character.

Futura is the workhorse of typefaces, much like manufacturing is the workhorse of the United States of America.

**HAND TYPE**



Hand crafted typography is used throughout 50 BUILT’s branding. It contrasts the industrial, machine-like, look of Futura by focusing on the human element. Machinery and factories are the foundation of manufacturing and the industrial age, but it is humans that innovate the way in which we manufacture. It is humans that are ultimately effected by the shifts in manufacturing habits and outsourcing.



Hand done type takes the edge off and allows our visitors to relate more to the 50 BUILT brand and mission.

Bringing the hand-done type reminds us that behind every machine there is a human. It reminds us there should be more to our decision of what product to buy than margins, costs and endorsements; it’s about supporting the country which supports you.

