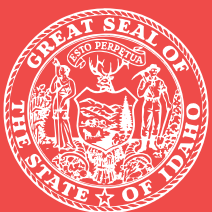


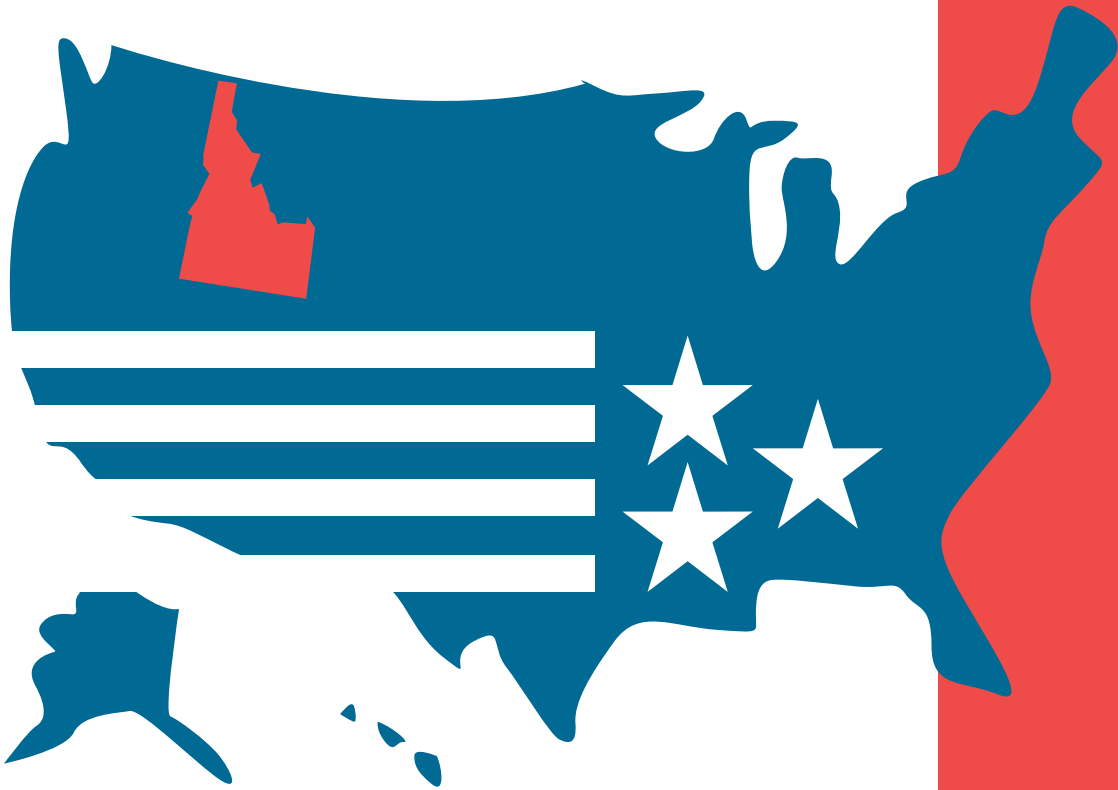


Idaho's Commemoration of America's 250th Anniversary

BRANDING GUIDELINES



IDAHO STATE
HISTORICAL
SOCIETY



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Idaho's Enduring Spirit

The year 2026 marks a significant milestone in American history as the nation celebrates its 250th anniversary. Across the United States, communities are coming together to commemorate this momentous occasion, reflecting on the past, celebrating the present, and envisioning the future. Idaho, known for its breathtaking landscapes, vibrant culture, and resilient spirit, joins in this nationwide celebration with its own unique twist, emphasizing the importance of multigenerational connections across seven generations. In the heart of the American West, the state of Idaho prepares to commemorate the nation's 250th anniversary, America250. While the milestone is historic, Idaho's celebration takes on a unique character, focusing on the power of generational stories and connections that span seven generations. As the state gears up for this momentous occasion, it embraces its rich history and the profound importance of passing down traditions, values, and experiences from one generation to the next.

Idaho's America250 commemoration is a tribute to the enduring spirit of its people, the richness of its heritage, and the importance of multigenerational connections that span seven generations. Through this celebration, Idaho not only honors its past but also looks forward with optimism and determination, envisioning a future where the bonds of community and family continue to shape the destiny of the Gem State for generations to come. Idaho's America250 commemoration is a celebration of generational stories and connections that have shaped the state's identity. It's a reminder that the past seven generations' experiences, wisdom, and values continue to guide the path forward. As the nation reaches this historic milestone, Idaho stands as a testament to the enduring power of storytelling and the profound impact of multigenerational bonds in creating a legacy that will endure for generations to come.

Why it Matters to Idahoans

America250 in Idaho provides an opportunity for Idahoans to participate in commemorating the ideals of the American Revolution—equality, liberty, and justice. America250 in Idaho advances Idahoans' knowledge of our great state, fostering a shared sense of pride, belonging, and ownership in shaping the state's future. America250 in Idaho ensures a legacy for future generations. By commemorating Idaho's significance, we preserve and pass down a wealth of historical, cultural, and natural heritage to inspire and educate those yet to come.

Why it Matters to America

As America approaches its 250th anniversary, reflections on pivotal moments become essential in commemorating its rich history. The American Revolution, a catalyst for liberty, stands as a cornerstone event, igniting a fervor for independence symbolized by the Declaration of Independence. The visionaries behind these seminal documents, the Founding Fathers, embodied resilience, forging a nation on democratic ideals. Commemorating America's 250th anniversary provides an opportunity to honor sacrifices, celebrate enduring freedom, and reaffirm defining values.



MISION

To advance the ideals of the American Revolution - equality, liberty, and justice—through meaningful community engagement and recognize, appreciate, and commemorate Idaho’s journey in America’s legacy.

VISION

To celebrate American history and the invaluable contributions of Idahoans to our region, nation, and world.



VALUES

Heritage: Honoring and amplifying Idaho’s unique historical significance, natural beauty, and cultural heritage within the broader American story.

Education: Fostering opportunities through historical and educational resources and events.

Respect: Honoring and respecting the various perspectives, experiences, and contributions of individuals and communities across Idaho.

Resilience: Highlighting stories of perseverance, self-governance, civic responsibility, and resilience that have contributed to the state and nation’s progress.

Patriotism: Fostering a deep sense of patriotism and honor by emphasizing Idaho values and the ideals of the American Revolution—equality, liberty, and justice.



PRESERVING IDAHO’S HISTORICAL LEGACY

America250 in Idaho offers a platform to honor and preserve the state’s historical significance, emphasizing its role in shaping the nation’s story and ensuring Idaho’s unique contributions to America’s growth are recognized and cherished for future generations.

HONORING OUR FOUNDING IDEALS

America250 in Idaho celebrates the spirit of freedom echoing the principles of the American Revolution, honoring the foundations upon which our nation was built, and promoting the enduring values of liberty and justice.



CONTINUING THE REVOLUTION’S LEGACY

Commemorating Idaho in alignment with the ideals of the American Revolution serves as a call to continue the revolution’s unfinished business—advancing equality, liberty, and justice. It inspires ongoing efforts to ensure that these foundational principles persist and evolve for future generations of Idahoans.

AMERICA250 IN IDAHO FOCUS AREAS

NATURAL BEAUTY

Idaho is blessed with some of the most breathtaking landscapes in the United States, including beautiful mountain peaks, pristine alpine lakes, stunning waterfalls, expansive wilderness areas, and national monuments. Idaho's natural wonders captivate visitors and residents alike. The America250 in Idaho commemoration would celebrate the state's remarkable scenery, encourage outdoor recreation, and raise awareness of the importance of preserving our great outdoors.

HISTORICAL SIGNIFICANCE

America's rich history, with a special emphasis on the American Revolution, should be celebrated during this milestone anniversary. From the Native American tribes that inhabited what would become the United States to those individuals who fought for America's founding during the Revolutionary War to the intrepid explorers and pioneers who settled the American West and Idaho, to the entrepreneurs across all industries, and the philanthropists, educators, and leaders who have shaped the Gem State since it joined the Union in 1890, Idaho's history is intertwined with the story of America's growth. Highlighting Idaho's historical milestones and those of the broader United States would deepen our understanding of the challenges and triumphs that shaped our nation.

AGRICULTURAL IMPORTANCE

Idaho is a leader in American agriculture. Though famous for our Grown in Idaho® Potatoes, the state's agricultural products span multiple industries. Idaho farmers, ranchers, and producers contribute substantially to the nation's economy through wheat, barley, sugar beets, hops, onions, beef, sheep, wine, dairy, and other agricultural products. Recognizing Idaho's agricultural significance during the 250th anniversary would acknowledge the state's role in feeding America.

EDUCATION, ARTS, & HUMANITIES

Idaho's past and present are a mosaic representing artistic expression and the vast array of human experience. By developing educational programming and supporting the arts and humanities, we will empower Idahoans' hearts and minds and encourage critical thinking for learners of all ages.

TRADITIONS & HERITAGE

Idaho has long been home to Native American tribes and the descendants of European, Hispanic, Basque, African American, and Asian American immigrants. The America250 in Idaho commemoration will recognize the positive contributions of these communities to Idaho and its people.

ECONOMIC IMPACT

Idaho is a leader in economic momentum, driving innovation, job creation, and financial security. The state's industries, including agriculture, manufacturing, technology, and tourism, play a significant role in America's prosperity. Celebrating Idaho during America's 250th anniversary will highlight our economic strength, attracting investment, opportunity, and continued business development.

VISUAL IDENTITY






Registered Trademark-Service Mark description:

America (blue) is in all capital letters with a medium-width sans serif typeface at the top of the logo, left-justified. Below, left, is the number 250 (blue) in a script-style typeface. Next to 250 are the letters ID (red), representing the state of Idaho. To the left of the wording are 4 horizontal stripes and three vertical 5-point stars, proportionally scaled to the top and bottom of the logo area, representing Idaho's place as the 43rd state. There is a white space buffer between the D and the horizontal stripes that would intersect. At the bottom of the logo is the tagline "Idaho's Journey, America's Legacy" (gray) in all capital letters, sans serif typeface.

By using the logo, tagline, and brand assets (collectively referred to as "Materials") provided by the Idaho State Historical Society as part of America250 in Idaho, you agree to the outlined terms and conditions.

Logo Elements

 <p>#006B96 C: 87% R: 0 M: 16% G: 107 Y: 0% B: 150 K: 41%</p>	 <p>#F04B4B C: 0% R: 240 M: 86% G: 75 Y: 71% B: 75 K: 0%</p>
 <p>#333333 C: 0% R: 51 M: 0% G: 51 Y: 0% B: 51 K: 80%</p>	

The full-color logo design should be used whenever possible. The single-color logo is an alternative for high-contrast backgrounds and special applications, like plaques and certain signage. The logo must always be scaled to 3-inch diameter or more to ensure legibility.



*If scaled below 3 inches, remove the tagline at the bottom of the logo.



Avoid: Competing backgrounds or backgrounds with primary brand colors.



Avoid: Scaling the logo disproportionately.



Avoid: Changing the primary and secondary branding colors.



Avoid: Downsampling or using low resolution versions of the logo.



Avoid: Removing or modifying elements of the logo.



Avoid: Scaling logo to less than three inches in width.

Typefaces

To ensure brand uniformity, the Arial typeface is to be applied to any A250 in Idaho-specific documents, including presentations, letterhead, and press releases.


[Arial Regular]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

[Arial Bold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Templates

	Logo Centered and scaled to three inches
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June , 2024America250 in IdahoPage < # > of < # >	Footer in brand gray, 11pt.

Guidelines for Brand Use

The America 250 in Idaho logo is to be used with initiatives relating to the America 250 in Idaho commemoration. The logo is representative of all projects, events, and exhibits. While participating agencies are encouraged to use the logo and likeness for A250 in Idaho, the branding guidelines must be followed to ensure accuracy and consistency. All items relating to A250 in Idaho should be tied to the outlined focus areas.

The America250 in Idaho logo is a registered trademark of the Idaho State Historical Society.

Social Media

Logo use guidelines for social media are essential to maintain brand integrity and recognition across digital platforms. When incorporating the logo into social media profiles, always use the appropriate version optimized for each platform's dimensions to ensure a professional appearance. Avoid any alterations or modifications to the logo, including changing colors or stretching, to preserve its authenticity and consistency throughout the brand's online presence. **Use the hashtag: #america250inidaho for all applicable social posts. When possible, promote visitation to the A250 in Idaho website (america250.idaho.gov).**

Print Materials

The A250 in Idaho logo can be used in all print materials relating to A250 in Idaho agency and legacy initiatives. Always use the logo in its original, high-resolution format to ensure clarity and sharpness—and prioritize full-color. Avoid resizing the logo disproportionately, as this can distort its proportions and reduce its impact. Additionally, maintain a clear space around the logo to prevent visual clutter and increase visibility. Ensure that the logo's colors are consistent with the brand's official color palette and refrain from altering them. When placing the logo alongside other elements, maintain a balance to avoid overwhelming the design. Lastly, always refer to the brand's official style guide to ensure adherence to specific logo usage rules and restrictions. Following these guidelines will guarantee that the logo remains an effective and recognizable representation of the brand on printed materials.

Web/Digital

Ensure that the logo is in a web-friendly format like PNG or SVG, allowing for scalability without losing quality. Optimize the logo's file size to minimize loading times and enhance user experience on websites and digital media. Finally, always provide a clickable link back to the homepage when the logo is used as a navigation element to improve website traffic.

Letterhead/Presentations

When using the logo on letterheads, maintain a clean and uncluttered design to ensure the logo stands out prominently at the top of the page. Keep the logo size appropriate to avoid overwhelming the letter content while still ensuring it remains easily recognizable. For presentations, place the logo strategically on each slide, such as the corner or bottom, to reinforce brand presence without distracting from the content. Ensure the logo's colors and proportions remain consistent across all materials to uphold brand identity. The accompanying brand typeface should be used in conjunction with templates and presentations specific to the initiative. Paper copies of letters and presentations should be printed from the source digital file, not copied.

Signage/Exhibits

When using the logo on plaques and signage, opt for a size visible from a distance and proportional to the space to maintain readability and impact. Select materials and finishes that complement the logo's aesthetics while ensuring durability and longevity in various weather conditions. Maintain color accuracy and adhere to the brand's official color palette to reinforce brand recognition and consistency. Additionally, consider the environment where the plaques and signage will be displayed to ensure the logo blends harmoniously with the surroundings and leaves a lasting impression.

1. Ownership and Rights:

The Materials, including the logo, tagline, and any associated designs, graphics, or intellectual property, are the exclusive property of the Idaho State Historical Society and are protected by copyright, trademark, and other applicable laws. User acknowledges that the Idaho State Historical Society retains all rights, title, and interest in and to the Materials.

2. Permitted Use:

User is granted a non-exclusive, non-transferable, revocable license to use the Materials solely for the purpose of promoting or referencing Idaho's Journey, America's Legacy or its products and services, and for no other purpose. Any use of the Materials beyond this scope requires express written permission from the Idaho State Historical Society.

3. Logo Usage:

The logo must be used in its original form and proportions, without any alterations, modifications, or distortions. User may not change the color, typography, or design of the logo.

The logo must have clear and sufficient spacing around it to ensure visibility and legibility.

4. Tagline Usage:

The tagline ("Idaho's Journey, America's Legacy") must be used accurately and in its entirety, without any alterations.

The tagline must be accompanied by the logo whenever possible.

5. Brand Usage:

User agrees to use the Materials in a manner that is consistent with America250 in Idaho's brand guidelines and image. The Materials must not be used in any way that could harm the reputation, goodwill, or integrity of the with America250 in Idaho or the Idaho State Historical Society.

6. Prohibited Uses:

User may not use the Materials in any way that is unlawful, defamatory, misleading, or infringing on the rights of any third party. User may not use the Materials for any commercial purposes other than those explicitly stated in these terms.

7. No Endorsement:

The use of the Materials does not imply an endorsement, sponsorship, or affiliation with the Idaho State Historical Society unless expressly authorized in writing.

8. Termination:

The Idaho State Historical Society reserves the right to terminate or modify the license to use the Materials at any time and for any reason. Upon termination, User agrees to immediately cease all use of the Materials and to remove them from all platforms, materials, and communications.

9. Indemnification:

User agrees to indemnify, defend, and hold harmless the Idaho State Historical Society from any claims, liabilities, damages, or expenses arising out of or related to User's use of the Materials.

10. Changes to Terms:

The Idaho State Historical Society reserves the right to modify these terms and conditions at any time. Users are encouraged to review the terms periodically.

11. Governing Law and Jurisdiction:

These terms and conditions shall be governed by and construed in accordance with the laws of the State of Idaho. Any disputes arising under or in connection with these terms shall be subject to the exclusive jurisdiction of the courts of the State of Idaho.

MEDIA ENGAGEMENT

Press Releases & Media Advisories

Participating agencies and key stakeholders are encouraged to reach out to media partners across the state to promote agency projects, public programming, exhibits, and community engagement relating to A250 in Idaho. Initiatives that specifically tie into A250 in Idaho should be branded as such using the guidelines below.

- A250 in Idaho agency initiatives must be branded with the A250 in Idaho press release template featuring the commemorative logo and approved messaging points.
- Any legacy projects relating to A250 in Idaho should be reviewed and sent in a joint effort with the Idaho State Historical Society and the Office of the Governor.
- Copy the Governor’s communications team on all A250 in Idaho-related press releases.

Templates

This press release template must be used for all press releases relating to A250 in Idaho initiatives. The template has pre-approved language that will not change and should be included for each release. The “Agency Initiative Information” portion should contain details specific to the agency program, event, project, exhibit, etc.

Use this space to enter the date of the release and the primary and secondary contacts for the press release. This information is specific to your agency’s communications lead.

Contact Info.

The release body should include details about your agency’s initiative and how it relates to Idaho’s commemoration of America’s 250th anniversary.

Release Body

The release footer should be consistent with all releases. The top portion should include your agency’s release footer with the pre-approved A250 in Idaho release footer below.

Footer

Designated A250 Spokespersons

Each A250 in Idaho participating agency should have its own designated spokesperson to speak on specific agency initiatives. Any inquiries regarding the overall A250 in Idaho commemoration should include the Idaho State Historical Society’s Public Information Officer and the Office of the Governor. Agencies speaking about their role in the A250 in Idaho commemoration should use pre-approved language and messaging provided.



For Immediate Release

Date: Release Date

Contact: Your agency contact

[Press Release Title]
as Part of America250 in Idaho Commemoration

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On July 4, 2026, our nation will commemorate the 250th anniversary of the founding of the United States. The Congressional America250 Caucus, established by Congress in 2016, includes Idaho’s US Congressmen Mike Simpson and Russ Fulcher and US Senators Jim Risch and Mike Crapo.

This is a unique opportunity for Idaho to participate in a national commemoration that embraces Idaho’s role in American history and underscores the state’s commitment to the fundamental values of freedom and self-governance that shaped America. Learn more at america250.idaho.gov.



America250.Idaho.Gov



IDAHO STATE
**HISTORICAL
SOCIETY**

The A250 in Idaho commemoration was developed by the Idaho State Historical Society in partnership with:



PHIL McGRANE
IDAHO SECRETARY OF STATE



Idaho
Commission
for Libraries



America250 in Idaho is a multi-year commemoration of Idaho's role surrounding the nation's 250th anniversary in 2026. The Office of the Governor, the Idaho State Historical Society, and participating state agencies are leading an effort to commemorate this national milestone through agency projects that tie into A250 themes, in addition to legacy projects that will have a long-lasting impact on Idaho. For more information, visit America250.Idaho.Gov.