



South Dakota - America 250

Logo and Branding Guidelines

South Dakota - America 250 logo

Full Color

Should be used with white background



GRAYSCALE

Grayscale logos should ONLY be used when printing in black and white. DO NOT use in digital applications.



South Dakota - America 250 Colors



RBG: 40 / 43 / 40
CMKY: 70 / 62 / 66 / 67
HEX: #282B28
PANTONE: 426 C



RBG: 137 / 80 / 55
CMKY: 33 / 70 / 79 / 27
HEX: #895037
PANTONE: 7581 C



RBG: 191 / 112 / 58
CMKY: 21 / 62 / 88 / 6
HEX: #BF703A
PANTONE: 7572 C



RBG: 204 / 142 / 73
CMKY: 19 / 46 / 82 / 2
HEX: #CC8E49
PANTONE: 7510 C



RBG: 224 / 176 / 107
CMKY: 12 / 31 / 67 / 0
HEX: #E0B06B
PANTONE: 7508 C



RBG: 137 / 127 / 66
CMKY: 45 / 39 / 87 / 14
HEX: #897F42
PANTONE: 5825 C



RBG: 169 / 196 / 182
CMKY: 35 / 12 / 30 / 0
HEX: #A9C4B6
PANTONE: 5513 C



RBG: 199 / 207 / 179
CMKY: 23 / 11 / 32 / 0
HEX: #C7D0B3
PANTONE: 559 C



RBG: 252 / 248 / 242
CMKY: 0 / 1 / 3 / 0
HEX: #FCF8F2

Typography

HEADLINE TYPEFACE

DIRK TEST BOLD

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ALTERNATIVE HEADLINE TYPEFACE

CALIBRI BOLD

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

BODY COPY TYPEFACE

DIRK TEST REGULAR

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ALTERNATIVE SUBHEAD & BODY COPY TYPEFACE

CALIBRI REGULAR

ABCDEFGHIJKLMN

OPQRSTUVWXYZ