

# NEW YORK AT 250: DIGITAL ENGAGEMENT GUIDE

**NYS 250 WEBPAGE:** [HTTPS://NYSM.NYSED.GOV/REVOLUTIONARYNY250](https://nysm.nySED.gov/revolutionaryny250)

**AMERICA 250 WEBPAGE:** [HTTPS://AMERICA250.ORG/](https://america250.org/)

**PRIMARY HASHTAGS:** #NYREV250 #AMERICA250NY

**SECONDARY HASHTAGS:** #AMERICA250 #NEWYORKHISTORY

## COMMISSION INFORMATION:

Co-Chair | New York State Education Department

Co-Chair | New York State Parks, Recreation and Historic Preservation

[Full list of 250th Commemoration Committee](#)



## KEY NYS 250 AGENCY PARTNERS:

Department of State, Empire State Development, I LOVE NY, NYS Council on the Arts, NYS Canal Corporation, Office of General Services.

## READY TO USE CONTENT & FRAMING SUGGESTIONS:

- [New York State 250th Commemoration Field Guide](#) Interpretive Themes:
  - Indigenous History is New York's History
  - Choose Your Side
  - Power of Place
  - We the People
  - Unfinished Revolutions
  - Changing Interpretations of the Revolution
- Point to [statewide 250th events directory](#) for more engagement opportunities
- [Submit a local 250th event](#)
- Elevate student voice or individual research

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## OFFICIAL LOGO FILES



NY250\_LOGO\_4-COLOR.SVG



NY250\_LOGO\_4-COLORS.JPG



NY250\_LOGO\_4-COLORS.PNG

The New York State 250th Commemoration Commission requires that organizations and individuals send a request to use the logo via email so it can track usage.

Email [devin.lander@nysed.gov](mailto:devin.lander@nysed.gov) to request permission.

.EPS files are also available and can be requested via email.

Any organization or individual utilizing these logos must adhere to the brand guidelines.

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## OFFICIAL LOGO BRAND GUIDELINES

The America 250 New York logo has been created to be used in a wide variety of contexts and with a diverse array of audiences, from teachers and students to travelers and history aficionados.



## COLOR PALETTE

Preference for the America 250 New York logo is to be utilized in color. If needed, the logo can appear in white or black.

**PANTONE: 2765**

**CMYK: 100 / 98 / 31 / 50**

**RGB: 21 / 17 / 69**

**HEX: 151145**

**PANTONE: 206**

**CMYK: 12 / 100 / 77 / 2**

**RGB: 209 / 31 / 63**

**HEX: D11F3F**

## TYPOGRAPHY

The America 250 New York logo utilizes the typeface **Adobe Caslon Pro semibold**.

Caslon was first used in the early 18<sup>th</sup> Century and was used for the first printings of the American Declaration of Independence and the Constitution. Caslon remains to this day a popular and easily readable and identifiable typeface.