



BOSTON 250

Brand Assets & Executions

BRAND GOALS

EXPAND BRAND AWARENESS

From revolution to revolutionary, Boston is where it all begins. Talk about a messaging platform designed to put a city in the spotlight. Tourism, talent, and industry - our goal is to radically reintroduce Boston to those stuck on outdated stereotypes.

SURPRISE & DELIGHT

Think Boston can be summed up by a Dunkies order, a “pahk the cah” accent, and a bad attitude? Nuh ah, no way. Boston 250 give us license to show up in unexpected ways, telling the true stories of a city of champions, past, present, and future.

ACTIVATIONS & EXPERIENTIAL

We want Boston 250 to be everywhere, in every neighborhood, and on every corner. Our goal is a full calendar of IRL Boston 250 experiences of all sizes and shapes - block parties, pop-ups, satellite fireworks watch parties, and more.

BRAND

CITY *of* BOSTON



Boston has never been satisfied with the status quo. It's in our DNA to go boldly into the unknown, to run contrary to what's customary, to imagine a better way and then make it so.

For more than 250 years, bucking tradition has been a Boston tradition.

This is a city where old sits seamlessly alongside new, tradition doesn't get in the way of innovation, and cultural movements spring from our soil. For two and a half centuries, we have been a beacon to ordinary citizens brave enough to change the course of history.

We are, and will always be, a city of everyday revolutionaries.

This is about more than commemorating a fixed point 250 years ago. It's about Boston's past, present, and future. It's about unearthing the history that went unrecognized, in order to understand how and why we find ourselves at another turning point in the story of America.

It's about doing what we've always done: be the bellwether of change for a nation in need of a reason to believe our best days are ahead of us.



From the original City Seal, sketched by John R. Penniman in 1823, we lift the earliest official branded typography of the City of Boston.

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With heritage typography as our anchor to the past, a flexible, agile, and expansive set of fonts is used for the numerals, a nod to the ephemeral nature of time.

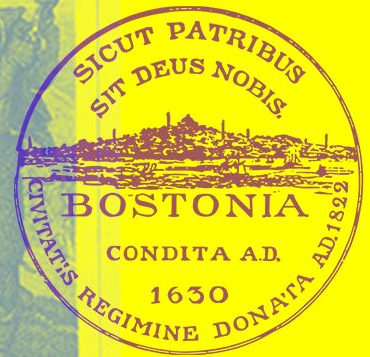


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FROM REVOLUTION TO REVOLUTIONARY.

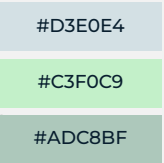
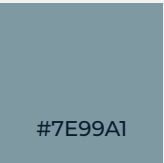
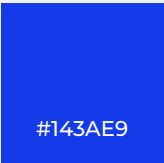
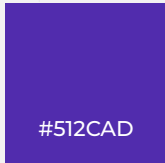
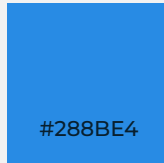
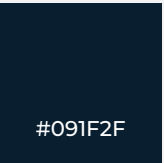
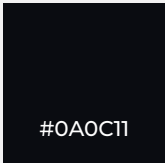
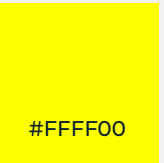
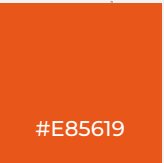
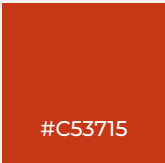
A layered, textured, open-source approach to imagery illustrates the juxtaposition of ordinary and extraordinary; old and new; legacy and modernity; tradition and revolution - all in a single frame.

Not a fan of this painting? We get it - one-size fits all isn't our thing, either. Your version, your call.



BRANDING

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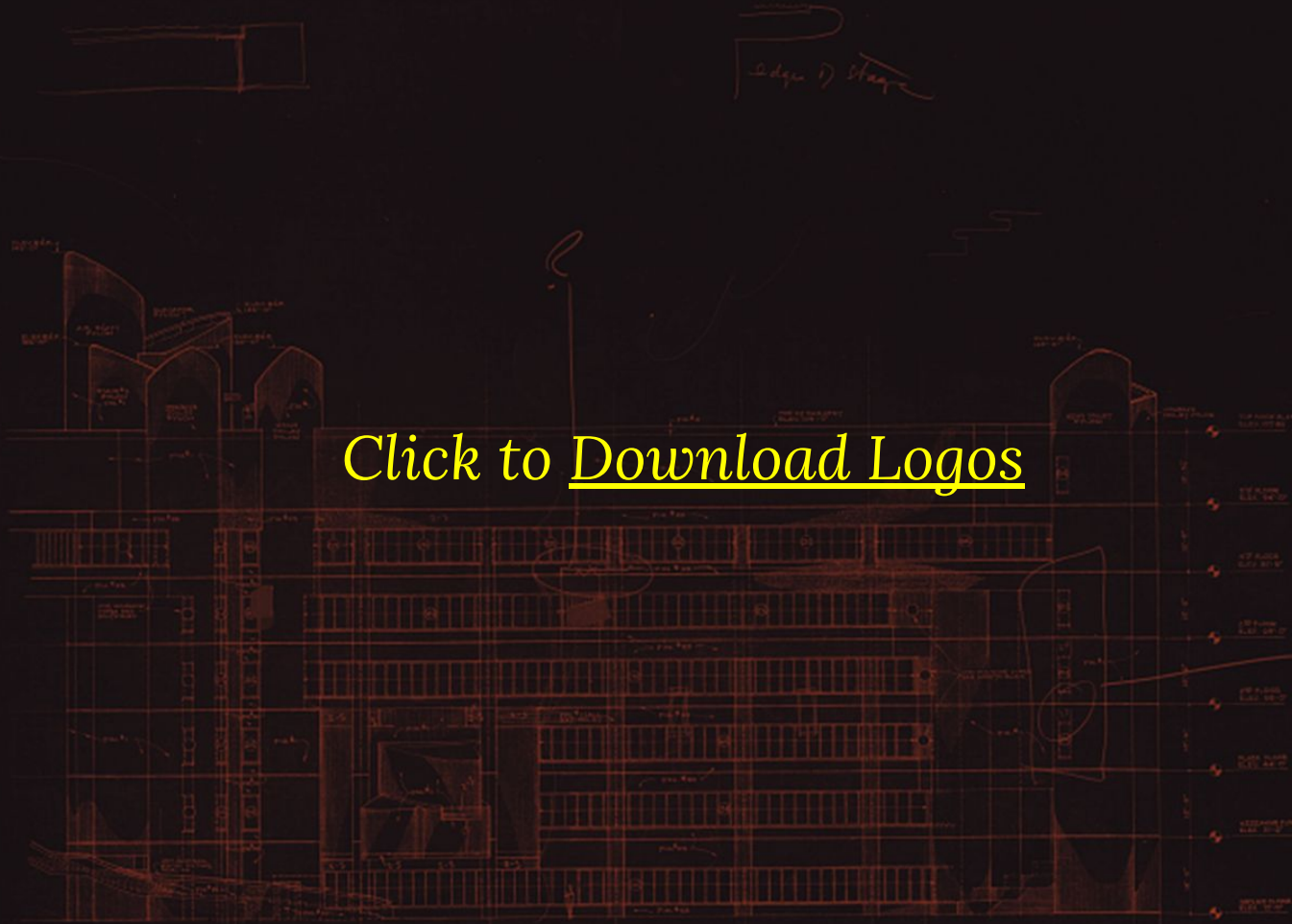
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detail 3



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Not a fan of this painting? We get it - fixed and inflexible isn't our thing, either. Your version, your call.





THANK YOU

HAVE QUESTIONS? REACH OUT:

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CITY of **BOSTON**