



Primary

Secondary

The primary logo should be used with a transparent background so the red and blue colors remain clear and visible across applications. When background colors or images reduce legibility, use the secondary logo with a solid container to create separation. Always keep clear space, use approved colors, and never stretch, rotate, or alter the design.

Typeface

LOOKOUT POINT SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

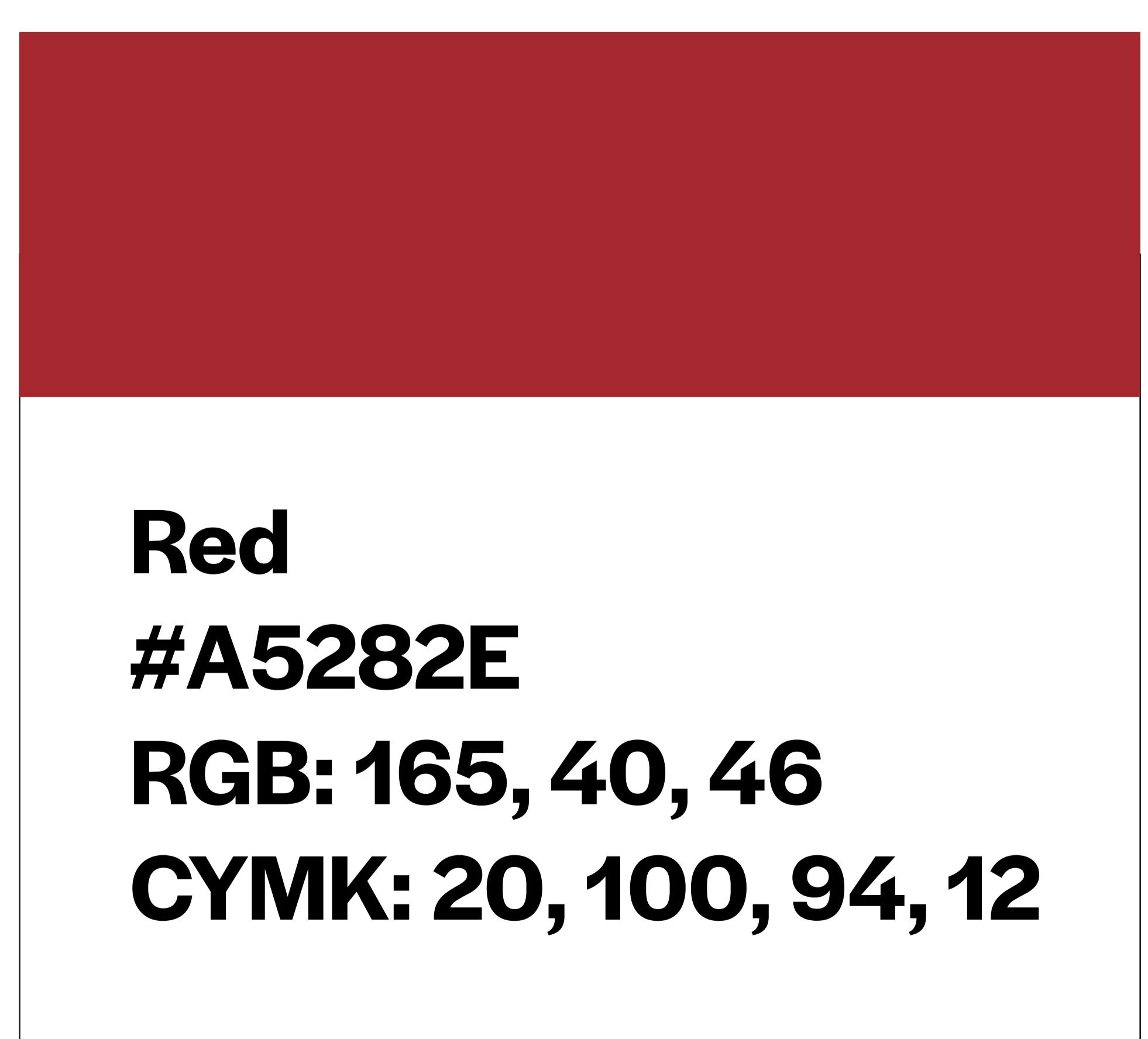
Should be used for headlines and accent text. Its all-caps style gives a bold, authoritative tone best suited for emphasis rather than long copy.

Halyard Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

A classic, timeless font with a fresh touch. Use as the primary typeface for body text / large paragraphs. If unavailable, substitute with a clean sans serif such as Arial, Helvetica or Work Sans.

Color Palette



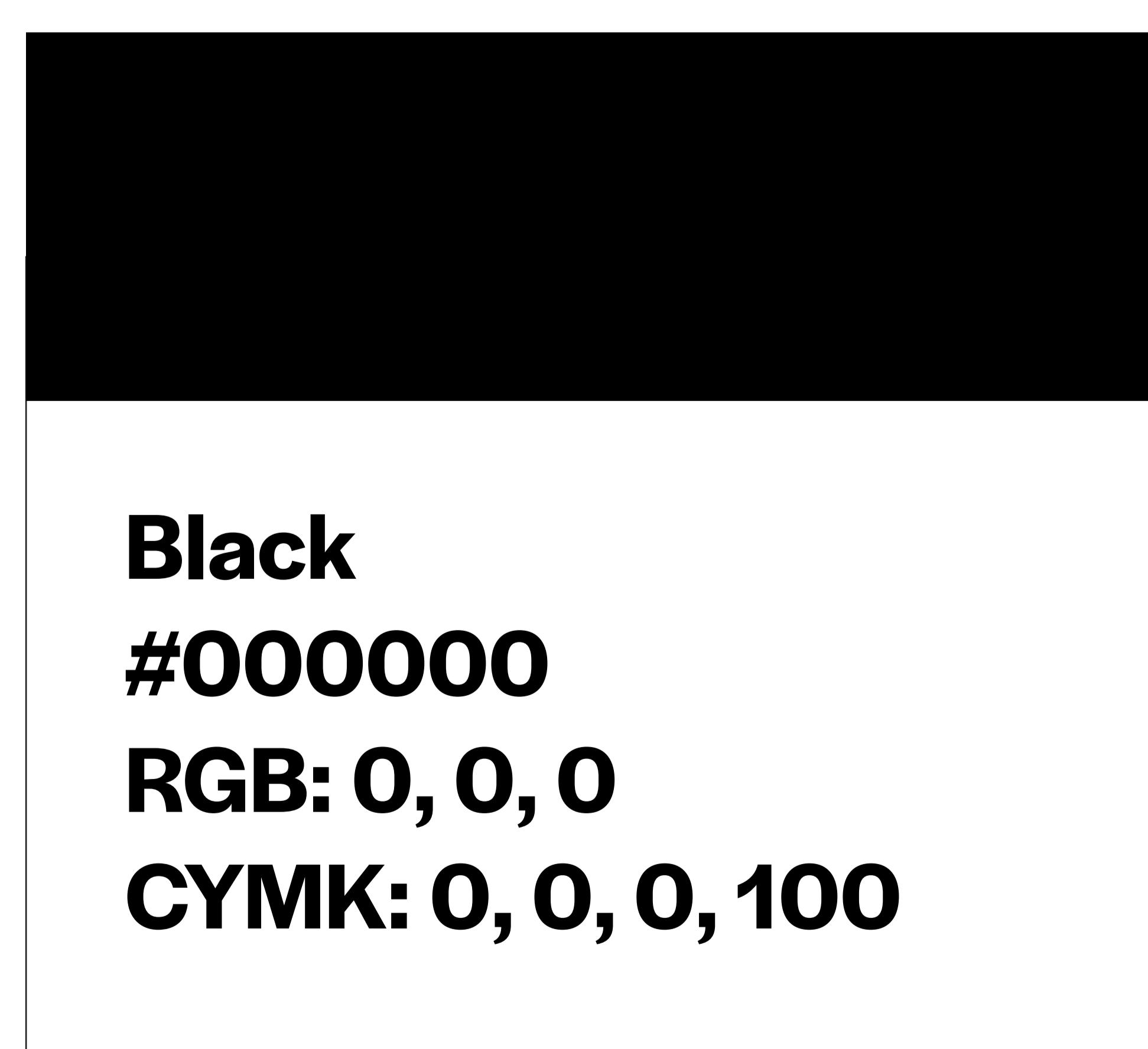
Red
#A5282E
RGB: 165, 40, 46
CYMK: 20, 100, 94, 12



Blue
#004262
RGB: 0, 66, 98
CYMK: 100, 71, 39, 26



White
#FFFFFF
RGB: 255, 255, 255
CYMK: 0, 0, 0, 0



Black
#000000
RGB: 0, 0, 0
CYMK: 0, 0, 0, 100

The logo uses a simple palette of red, white, and blue to honor the 250-year celebration. Whenever possible, use the full-color logo (primary or secondary). Black or white alternatives are provided for special cases where color reproduction is limited or visibility is an issue.