Bismarck, ND
Sesquicentennial
Branding Guidelines

MARCH 2022
Then and Now. It’s the People more than the Place.
Bismarck, ND

150 anniversary (Sesquicentennial)

1872 - 2022
“You can dream, create, design, and build the most wonderful place in the world. But it requires people to make the dream a reality.”

Walt Disney
Then and Now
LOGO COLOR VARIATIONS

PRIMARY LOGO - DEEP BLUE

REVERSED

BLACK
The White Space Around The Logo

The space helps keep the logo separate from other elements, so that the viewer is drawn to the branding and doesn’t confuse it with other images.
Brand Colors
Primary Colors

- **HEX**: 0C233F, 808080, 000000, 242828
- **RGB**: 12, 35, 63, 128, 128, 128, 0, 0, 0, 255, 255, 255
- **CMYK**: 98, 83, 46, 52, 52, 43, 43, 8, 75, 68, 67, 90, 0, 0, 0

**Uses**

Primary brand colors are the main, consistent colors used in all graphics, publications, signage, etc. Primary brand color rarely change because they are central to the brand’s visual identity.
PRIMARY COLORS

DEEP BLUE

GREY

BLACK

WHITE
Secondary Colors

<table>
<thead>
<tr>
<th>HEX</th>
<th>B08047</th>
<th>E2E1E0</th>
<th>9E8B70</th>
<th>E8E3DA</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>176, 128, 71</td>
<td>226, 225, 224</td>
<td>61, 139, 112</td>
<td>232, 227, 218</td>
</tr>
<tr>
<td>CMYK</td>
<td>28, 49, 82, 8</td>
<td>10, 8, 9, 0</td>
<td>38, 40, 58, 6</td>
<td>8, 8, 12, 0</td>
</tr>
</tbody>
</table>

Uses

Secondary brand colors act as a complimentary color pallet to the primary brand colors. These colors are updated more frequently and often change to reflect strategy trends and marketing goals.
SECONDARY COLORS

AUTUMN

LIGHT GREY

TAN

TAN
Brand Typography
Montserrat
PRIMARY FONT

"The quick brown fox jumps over the lazy dog"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Thin
Extra Light
Regular
Semibold
Extrabold
“The quick brown fox jumps over the lazy dog”
Brand Stationery
Celebrate the Sesquicentennial Anniversary of Bismarck, North Dakota with Business Cards to represent the City’s major achievement.

**Business Card**

**BUSINESS CARD IDEA #01**

Size: 200x350mm  
Paper: Premium #05  
Finish: Glossy

John Smith  
CITY STAFF

221 NORTH 5TH ST. BISMARCK, ND 58505  
ADDRESS@BISMARCKND.GOV  
701.355.0000
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis efficitur mattis quam a iaculis. Ut a suscipit arcu, id elementum lacus. Phasellus sem nibh, ornare id nulla id, congue vulputate risus. Praesent tincidunt massa diam, eu tincidunt est vehicula et. Praesent in sapien tincidunt, suscipit massa in, bibendum ipsum.

John Smith
Envelope

DESIGN IDEA #01

Size: 4 1/8 x 9 1/2 inches
Paper: 24lb.
Finish: Bright White

City of Bismarck
P.O. Box 503
Bismarck, ND 58506
Drinkware
FOR CONSUMERS TO PURCHASE
Tote Bags

FOR CONSUMERS TO PURCHASE
Hats

FOR CONSUMERS TO PURCHASE
Shirts

FOR CONSUMERS TO PURCHASE
Celebrating a “Then and Now” theme showcasing how much Bismarck has changed in the past 150 years.
Celebrating a “Then and Now” theme showcasing how much Bismarck has changed in the past 150 years.
“It’s about history”

CITY OF BISMARCK
221 N 5TH
BISMARCK, ND 58506-5503

WWW.BISMARCKND.GOV