

Brand at a Glance

Updated May 2024

This guide is a quick sheet of foundational tools to get started in expressing the DNC 2024 brand.



Logo

Link to [Logo Files](#)



THE SQUARE LOCK UP emphasizes the event mark, with details arranged within the width of the mark below. The three-stripe flag and the Chicago star should always be in Biden-Harris Red.

THE VERTICAL LOCK UP equally emphasizes the mark and the event name. The three-stripe flag and the Chicago star should always be in Biden-Harris Red.

Styling notes

The Chicago star is used to provide space in horizontal text treatments. Additional styling details forthcoming.

AUGUST 19-22 * CHICAGO

Primary Logo

The 2024 DNCC logomark consists of three main elements: a customized vertical “DNC” monogram reminiscent of state lollipops used at the convention, a three-striped mark reflective of the American flag (and the Biden-Harris campaign), and horizontal 2024 numerals.



Usage Guidelines

- Use Democracy Blue (in either the logo or the background) to represent the DNCC brand. Refer to color pairing options to the right.
- In full color, the three-striped mark should always be set in red.
- On site, all logo images should have associated alt tags.



Colors

Link to [Color Accessibility Chart](#)

Primary colors should be used most often. As best practice, secondary colors work best when paired with primary colors. Ensure all text is accessible.

PRIMARY

Democracy Blue Hex #083A90 RGB 8, 58, 144	Biden-Harris Red Hex #FF343E RGB 255, 52, 62	Cream Hex #FEF9EC RGB 254, 249, 236	White Hex #FFFFFF RGB 255, 255, 255
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SECONDARY

Biden-Harris Blue Hex #1D58BA RGB 29, 88, 186	Chicago Blue Hex #73BCFF RGB 115, 188, 255	Soft Blue Hex #C7DCFE RGB 199, 220, 254	Blue Almost Black Hex #050E1E RGB 5, 14, 30
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Vertical Lockup

Usage Guidelines

The vertical lockup, which includes the full event name, date, and location, is useful in placements that require this information to be read quickly.

- The vertical lockup can be translated so that all attendees are welcomed.
- The event title is in Decimal Semibold, and the event date and host city are in Decimal Medium.
- When translating the text, **DO NOT** change the logomark. The “DNC 2024” text is custom.
- Ensure that all text is legible (including the date and location) when this lockup is used.



Clearance

Usage Guidelines

- Adequate space must be given around 2024 DNCC logomark to provide focus and brand consistency.
- Maintain a minimum “D-height” distance around the logomark in all placements



Panoramic Lockup

Usage Guidelines

The panoramic lockup, which includes the full event name, date, and location, is useful in placements that require this information to be read quickly.

- This lockup can be translated so that all attendees are welcomed.
- The event title is in Decimal Bold, and the event date and host city is in Decimal Medium.
- When translating the text, **DO NOT** change “2024” or stripes graphic. The “2024” layout is custom.
- Ensure that all text is legible (including the date and location) when this lockup is used.



Horizontal Layout

The horizontal layout of the 2024 DNCC logomark is a secondary version of the logo. Currently used in the footer of the convention website, and in the exterior window stick displays of the United Center.

Usage Guidelines

- Do not adjust the spacing between letters, the mark, and numerals.
- Use only the color combinations to the right.



White



Democracy Blue



Blue Almost Black

Do's and Don'ts

The 2024 DNCC logomark should be placed in designated brand colors, and legibility should be maintained. Do not place lockups in ways that cannot be read. Do not use off-brand colors, and DO NOT distort, adjust, or adapt the logomark.

