Now that we’re in the general election and it’s time for a brand refresh. This is the solid foundation that we will use to help Joe Biden become the 46th President of the United States.

Biden for President campaign is a scrappy, grassroots movement fighting in the battle for the soul of the nation. In our efforts to lead a united campaign and a united country, we share our brand guidelines with our supporters who can show their #TeamJoe pride using our design assets right along with us.

**LOGO USES**

*Size and placement*

Our external logos exist in two versions – Biden and Team Joe. Always size and place the logo correctly, for consistency. Never alter the logo, or relationship within it’s parts. Try to keep the clear space free from disturbing elements, shown here as the top-half height of the B in BIDEN or the top-half height of the A in TEAM.

*Color combinations*

Our primary logo can be used with one of our three main blue colors with red on white/light backgrounds. On dark backgrounds the logo should be used in off-white with red. The R in Biden should always be used as red unless authorized by Biden for President Design Team.

**BRAND COLORS**

As part of our brand refresh, we are adopting new Biden official colors. Please be sure to transition to these new colors in all spaces, print and digital. This eight color palette includes a softer red, and more variations of our blues to ensure maximum versatility.

**BRAND USAGES**

By using our brand logos, colors, assets you agree to the terms set forth in our Biden for President Graphics’ Limited License found on the next page.
ABBREVIATED BRAND GUIDELINES

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ABBREVIATED
BRAND GUIDELINES

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### ADDITIONAL COLOR PALETTE - JILL BIDEN

As part of our brand refresh, we are sharing Jill Biden official brand colors. Please be sure to transition to these new colors in all spaces, print and digital. This five color palette includes two gradient variations that combine well with photo overlays to promote Dr. Biden’s programs.

- **Jill Navy**
  - HEX: #1F1F53
  - PMS: 2766 C
  - CMYK: 100%, 98%, 36%, 33%

- **Jacobs Blue**
  - HEX: #233F94
  - PMS: 7687 C
  - CMYK: 100%, 89%, 3%, 0%

- **Lavendar**
  - HEX: #5452C4
  - PMS: 2726 C
  - CMYK: 76%, 74%, 0%, 0%

- **Off-White**
  - HEX: #F2F4F8
  - PMS: BRIGHT WHITE
  - CMYK: 4%, 2%, 1%, 0%

- **Glow Gold**
  - HEX: #FADC94
  - PMS: 1205 C
  - CMYK: 2%, 12%, 49%, 0%

#### Gradient 1

#### Gradient 2

### ADDITIONAL COLOR PALETTE - SENATOR KAMALA HARRIS

While Senator Harris’ new color palette is synonymous with the campaign colors, it is the unique combination of colors into a smooth gradient that produces her radiant brand palette. Her programs and designs are not limited to this palette but are available for use as often as needed.

- **True Red**
  - HEX: #FF33B3
  - PMS: Warm Red C
  - CMYK: 0%, 91%, 75%, 0%

- **Union Blue**
  - HEX: #2756A2
  - PMS: 300 C
  - CMYK: 52%, 73%, 2%, 0%

- **Biden Blue**
  - HEX: #113E88
  - PMS: 641 C
  - CMYK: 100%, 87%, 17%, 4%

- **Off-White**
  - HEX: #F2F4F8
  - PMS: BRIGHT WHITE
  - CMYK: 4%, 2%, 1%, 0%

#### Gradient 1

### ADDITIONAL COLOR PALETTE - TRUTH OVER LIES SERIES

This palette and combination of colors is limited to the Truth over Lies series (merchandise and additional promotional materials).

- **Unity Over Division**
  - HEX: #FF33B3
  - PMS: Warm Red C
  - CMYK: 0%, 91%, 75%, 0%

- **Truth Over Lies**
  - HEX: #334F35
  - PMS: 7335 C
  - CMYK: 75%, 45%, 81%, 43%

- **Hope Over Fear**
  - HEX: #DFA0D0
  - PMS: 124 C
  - CMYK: 14%, 31%, 100%, 0%

- **Science Over Fiction**
  - HEX: #76A5B9
  - PMS: 589 C
  - CMYK: 56%, 24%, 21%, 0%