



# VISUAL BRAND STYLE GUIDE

15 FEBRUARY 2025

## MOTIVATED BY A DESIGNER COLLECTIVE

The marketing and iconography members of the 50501 Movement on Discord have developed the following design elements to be used in visual communication. This is an ever-evolving document (much like our Constitution) intended to give guidelines for visual solidarity to all those who want to protect democracy and the rule of law in America by opposing executive overreach and the dismantling of our fundamental rights.

Social and political movements, especially those in the media age, have always relied on strong iconography and colors. From the red and blue colors of the binary American political leading parties to Palestinian flags in bios to indicate solidarity, iconography helps identify and build support, as well as indicating it to oppositions.

***THE COLOR REVOLUTIONS WERE NAMED AS SUCH FOR A GOOD REASON.***



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## CIRCLE BADGE



## NUMBER STACK

501  
501

501  
501

## FONTS

### LEXEND DECA

[ LOGO ]

<https://fonts.google.com/specimen/Lexend+Deca>

### LEMON MILK

[ HEADERS ]

<https://www.dafont.com/lemon-milk.font>

### WORK SANS

[ BODY TEXT ]

<https://fonts.google.com/specimen/Work+Sans>

## COLORS

### PRIMARY

#### BLUE

[ WEB ]	[ PRINT ]
HEX	CMYK
#274CC0	88 / 76 / 0 / 0
RGB	PMS
39 / 76 / 192	285 C

### NEUTRAL

#### DARK GRAY

[ WEB ]	[ PRINT ]
HEX	CMYK
#C8C8C8	21 / 16 / 17 / 0
RGB	PMS
200 / 200 / 200	COOL GRAY 2 C

#### RED

[ WEB ]	[ PRINT ]
HEX	CMYK
#AF3F43	23 / 87 / 73 / 12
RGB	PMS
175 / 63 / 67	194 C

#### LIGHT GRAY

[ WEB ]	[ PRINT ]
HEX	CMYK
#F8F7F9	2 / 2 / 1 / 0
RGB	PMS
248 / 247 / 249	COOL GRAY 1 C

### SECONDARY

#### MAROON

[ WEB ]	[ PRINT ]
HEX	CMYK
#5E1A43	53 / 96 / 44 / 40
RGB	PMS
94 / 26 / 67	525 C

#### YELLOW

[ WEB ]	[ PRINT ]
HEX	CMYK
#F19E38	3 / 43 / 89 / 0
RGB	PMS
241 / 158 / 56	1375 C

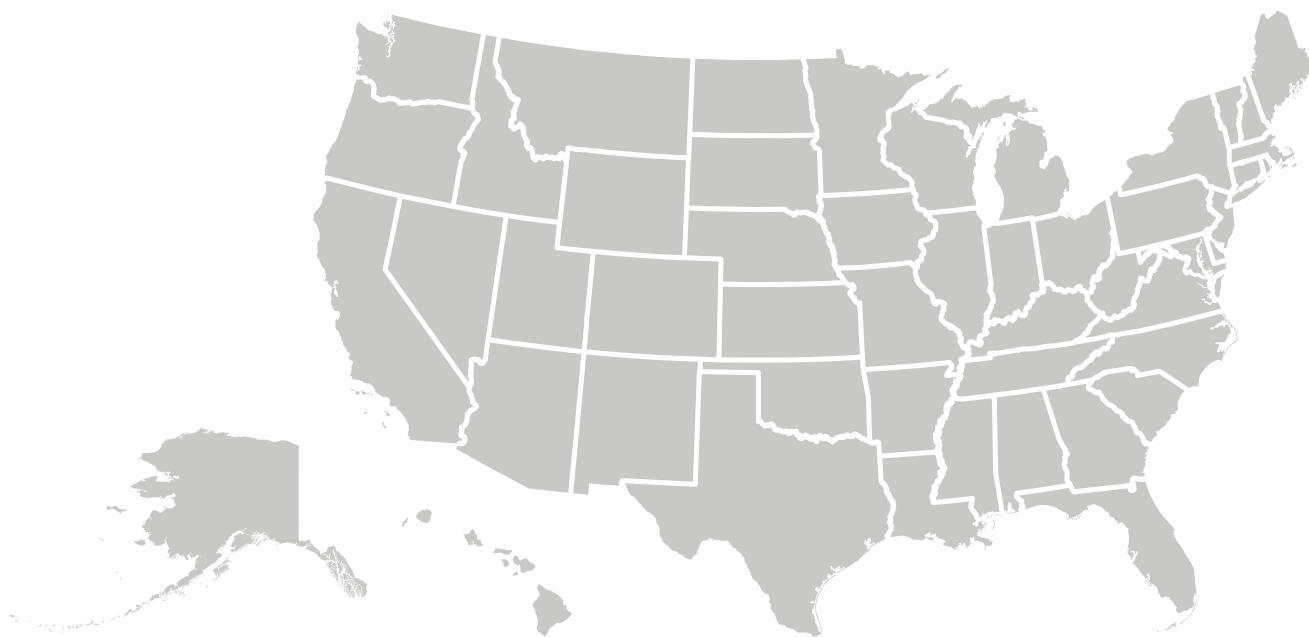
#### PURPLE

[ WEB ]	[ PRINT ]
HEX	CMYK
#6B4682	68 / 84 / 19 / 5
RGB	PMS
107 / 70 / 130	267 C

#### GREEN

[ WEB ]	[ PRINT ]
HEX	CMYK
#94B97D	46 / 11 / 64 / 0
RGB	PMS
148 / 185 / 125	367 C

## US MAP & PINS



## EMOJI SEQUENCES



## EMBLEM



## INDIVIDUAL STATE ICONS / PINS

