Biden for President campaign is a scrappy, grassroots movement ready to restore 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.

Biden President is our official logo, but we have many other logos and designs that represent our brand and our vision for America. While this is an abbreviated guide, our full guidelines can also be requested at design@joebiden.com.

**COLORS**

The colors of our campaign represent our pride in being the America we always knew we could be but had fallen short so many times. Instead of giving up, we want to build upon the dream for a better America. We believe that Joe, what Joe stands for, and the leadership he brings can take us there.

- **Biden Blue**
  - PMS 286 C
  - CMYK 100/84/12/4
  - RGB 35/63/148
  - HEX #233F94

- **Honest Red**
  - PMS 2347 C
  - CMYK 6/98/100/1
  - RGB 225/6/0
  - HEX #E10600

- **Shell White**
  - PMS 1-1 C
  - CMYK 2/1/3/0
  - RGB 247/246/242
  - HEX #F7F6F2

- **Joe Navy**
  - PMS 2766 C
  - CMYK 100/100/6/60
  - RGB 20/27/77
  - HEX #141B4D

- **Coral of the Year**
  - PMS 032 C
  - CMYK 0/83/65/0
  - RGB 239/82/83
  - HEX #EF5253

- **Amtrak Grey**
  - PMS 427 C
  - CMYK 14/10/11/0
  - RGB 216/218/217
  - HEX #D8DAD9

- **Collar Blue**
  - PMS 2707 C
  - CMYK 22/10/0/0
  - RGB 192/211/236
  - HEX #C0D3EC

- **Delaware Bay Blue**
  - PMS 2142 C
  - CMYK 52/29/0/0
  - RGB 114/163/243
  - HEX #72A3F3

- **Sea Gold**
  - PMS 610 C
  - CMYK 14/12/70/0
  - RGB 223/208/109
  - HEX #DFD06D

- **Rehoboth Beach Peach**
  - PMS 475 C
  - CMYK 0/14/21/0
  - RGB 255/223/197
  - HEX #FFDFC5

**FONTS**

- **HEADERS**
  - Brother 1816 Black
  - Brother 1816 ExtraBold

- **SUBHEADERS**
  - Brother 1816 Bold

- **ASIDES**
  - Marydale Black

- **BODY COPY**
  - Brother 1816 Book
  - FreightText Pro Medium

Our official campaign font is Brother 1816 and can be found at Adobe Fonts. *Asides should only be used in instances of decorative/handwritten notes and never as headers or body copy.

Updated 03/25/2020
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