



## 250th Anniversary Logo (ASL Approved)

16 JAN 2025

HQDA OCPA-AMVID



## Official Logo

The Army's 250th anniversary in 2025 is marked with a unique logo that emphasizes the power and enduring strength of the U.S. Army, as represented by the battle-hardened star and broken circle that for much of its history signaled the presence of U.S. Army forces in defense of freedom and democracy around the world.

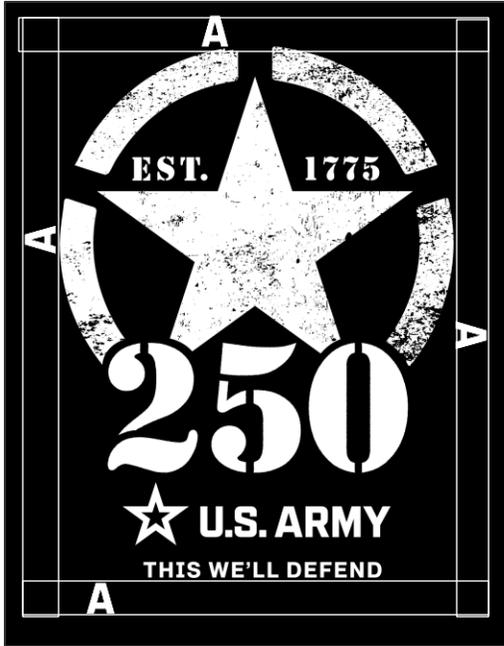
## Usage Guidance

The logo is designed as an addition to existing Army branding. The fonts, colors and arrangements of the graphic elements may not be changed. We have provided several versions of the logo that will work in a variety of applications, including digital and print. Please

- No overlapping the Army Birthday 250 Logo.
- Guidance on permissible colors is synonymous with that of the Army Logo. The full color versions may appear on Army Green, Field 02; the all white versions can appear on Army Black, Army Green, Gray 01.
- Clear space around the logo is the height of the "A" in U.S. Army. Nothing can be closer to the logo than that distance.
- The Army Birthday 250 Logo cannot be separated, stretched, or altered in any way.

**For commercial products bearing Army marks, including the 250th Birthday Logo, please visit the Army Trademark Licensing Program website at [www.army.mil/ATLP](http://www.army.mil/ATLP).**

## Clear Space

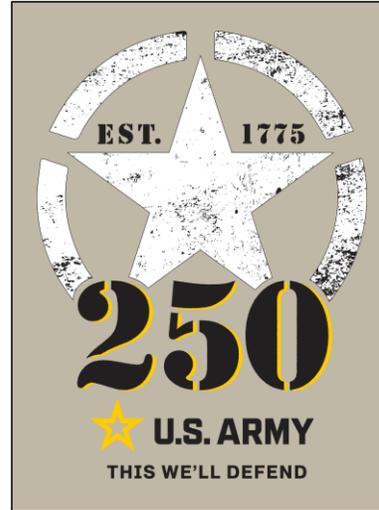


The height of the "A" in U.S. Army. Nothing can be closer to the AB250 Logo than that distance.

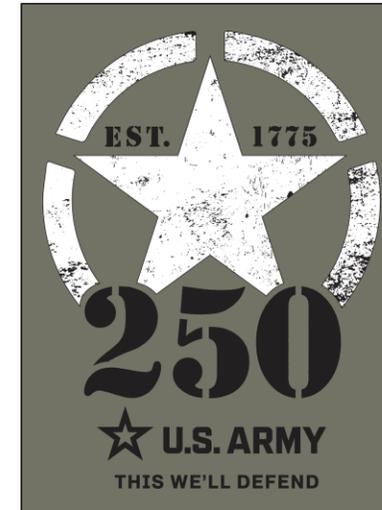
## Logo Background Usage



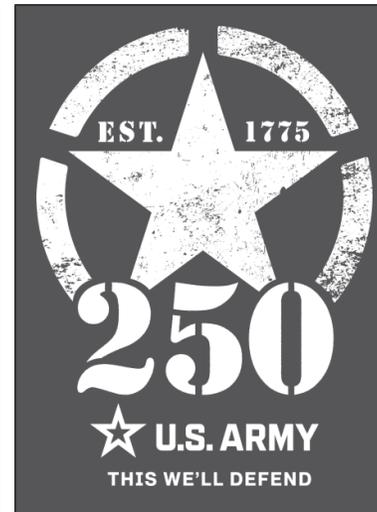
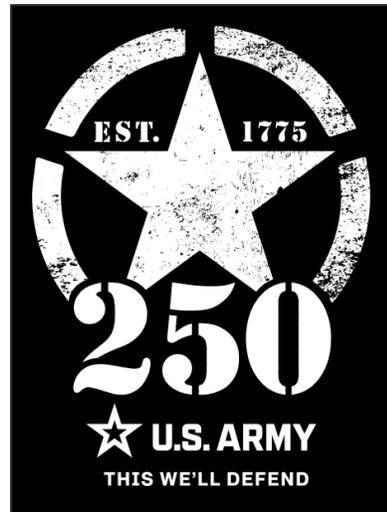
Full Color (Gold): Army Green



Full Color (Black): Field 02

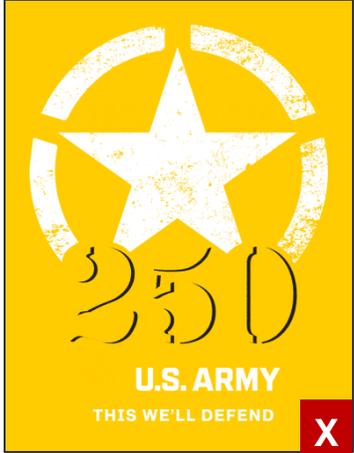


B&W: Field 01



All white:  
Army Black  
Army Green  
Gray 01

# Logo: Things to Avoid



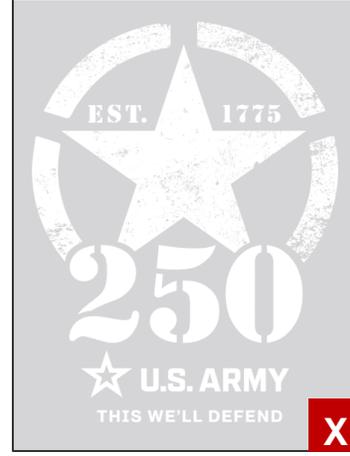
Do not place the full color logo on Army Gold background



Do not place any version of the logo on light backgrounds like White or Gray 02



Do not place the B&W logo on dark backgrounds like Army Black or Army Green



Do not place the all white logo on light backgrounds like White or Gray 02



Do not stretch the logo in any way



Do not add drop shadows to any version of the logo



Do not rearrange the elements of the logo

## Usage with Army Logo



The Army Birthday 250 logo includes the Army Logo, so do not use the Army Logo in the same visual space.

## File Versions

Each logo version has several different file types, sizes and color spaces. The enclosed files are 72 dpi which are appropriate for most uses.

### PNG: Portable Network Graphic

- Transparent background (embedded alpha channel)
- Works well in digital applications using RGB color (websites, PPT slides, social media, video)
- Generally, not suitable for print applications that require CMYK color

There are higher resolution PNGs and other file formats in the PA Portal for limited distribution for official, but not commercial purposes. <http://spr.ly/6000ay2iE>

**All licensees are authorized to use the new Army Birthday 250 Logo immediately!**

If you have any questions, please feel free to email the Army Trademark Licensing Program at:

[<usarmy.trademark-licensing@army.mil>](mailto:usarmy.trademark-licensing@army.mil)

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