

## About this Guide

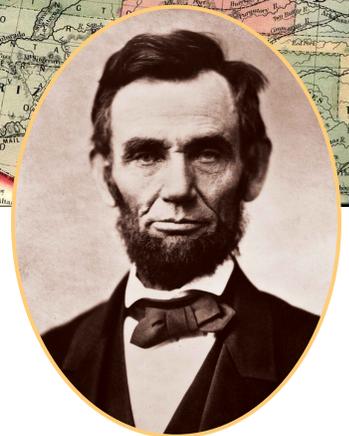
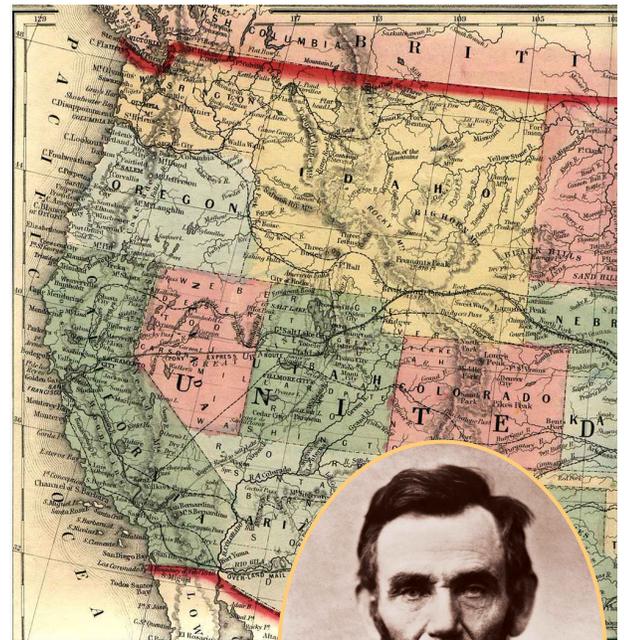
This guide is intended for use throughout the entire “Get Territorial: Idaho at 150” commemoration. We hope you will reference the guide when crafting communications, planning events, marketing, developing advertising, and copywriting. It is intended to help set the tone to effectively and consistently communicate the attributes of the “Get Territorial: Idaho at 150” commemoration.

## Brand Attributes

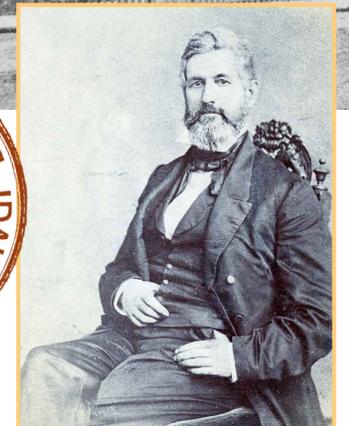
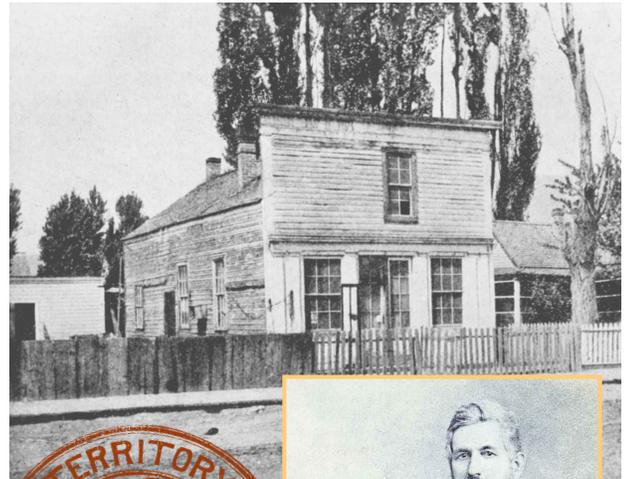
- Through public programming that will include exhibits, publications, outreach, etc., the Idaho Territorial Sesquicentennial (Idaho at 150) will dynamically connect Idahoans with their rich territorial history.
- The Idaho at 150 program commemoration will be based on sound scholarship to provide a genuine experience highlighting collections, educational opportunities, and services.
- Idaho at 150 will showcase Idaho's unique and significant history.
- Idaho at 150 programs will engage diverse audiences through accessible activities available to people throughout the state.
- Idaho at 150 will enhance the value of history through lasting legacy projects.

## Key Messages

- March 4, 2013 marks the 150th anniversary of the creation of Idaho Territory. “Get Territorial: Idaho at 150” is a grassroots effort among state agencies, communities, and individuals across the state to educate Idahoans about their heritage and commemorate the 150 milestone.
- Idaho at 150 will shape our state by helping people of all ages explore and appreciate the territorial roots of contemporary Idaho and create lasting legacies for the future.
- For more information, visit [www.history.idaho.gov](http://www.history.idaho.gov), a portal to events, programs, and resources for the commemoration of the anniversary of territorial creation.



In 1863 President Abraham Lincoln signed the bill creating Idaho Territory, an area originally larger than the state of Texas.



Idaho's first territorial legislature met in this building in Lewiston. President Lincoln appointed William Wallace to serve as the first governor of the new territory.

**Get Territorial**  
*Idaho at 150*



# Guidelines for use of the official Idaho Sesquicentennial logo and tagline

The “Get Territorial: Idaho at 150” tagline and the circular “Idaho at 150” logo are available free of charge for use in commemorating Idaho’s territorial sesquicentennial, which will occur in 2013.

To maintain consistency, please use only the approved logo files shown in this guide but do not use logos directly from the guide. Instead, download digital versions from the Idaho at 150 website at [www.history.idaho.gov](http://www.history.idaho.gov). Please use the following guidelines to ensure the integrity and legibility of the logo and tagline. If you encounter a logo application requiring special treatment, please contact Fred Fritchman at the Idaho State Historical Museum at [fred.fritchman@ishs.idaho.gov](mailto:fred.fritchman@ishs.idaho.gov) or 208-334-2120, x 16.

## Tagline: “Get Territorial: Idaho at 150”

The tagline is meant to be used as a headline on advertisements and banners. It is not mandatory that your advertising include the tagline. It may be used either with or without the “Idaho at 150” subheading. It need not be used in the typefaces provided, but if both the tagline and subhead are used, it appears best if the subhead is about 2/3 the height of the headline letters.

The official art for the tagline should not be reduced to a height of less than 1/4.”

To ensure legibility of the tagline, be sure to provide sufficient contrast between the color of the tagline and that of the background. The tagline is provided in blue, black, and reverse versions, depending on file format.

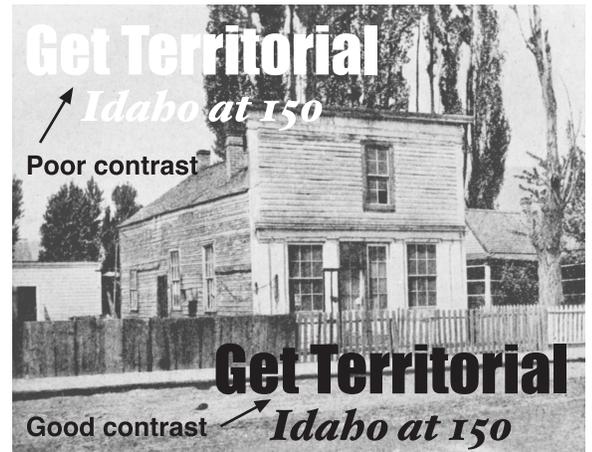
1/4” (.25) — **Get Territorial**  
*Idaho at 150*

**Official tagline art**  
**Get Territorial**  
*Idaho at 150*



**Official tagline art**  
**Get Territorial**  
*Idaho at 150*

**Tagline in Times typeface** 3/3 — **Get Territorial**  
2/3 — *Idaho at 150*



## Logo: “Idaho at 150”

The logo is intended to signify connection with the sesquicentennial commemoration for publicizing events, on banners and publications, and on souvenir merchandise.

For legibility, the Idaho at 150 logo should not be reduced to a diameter of less than 3/4” or .75” when used in full color or 1-color versions. When used in a reverse or negative version, it should not be reduced to a diameter of less than 7/8” or .875.”

Also for legibility, it is important to maintain clear space around the logo. A clear space equalling the height of the word “IDAHO” in the “IDAHO AT 150” at center of the logo is sufficient. In situations where this is not possible, please use your best judgment.



**Reverse logo**  
7/8” (.875) —



## Logo File Formats and Applications

File extension	Type of file	Application
.eps	Vector graphic	Eps format is recommended for print materials and vector-based artwork. The logo will be set against the image behind it. Vector-based artwork is scalable and can be used for print collateral and where larger logo sizes are needed, e.g. signs, trade show banners, displays, vehicle wraps, billboards.
.tiff	Bitmap image	Tiffs are high quality bitmap images recommended for 4 color process commercial printing. This file type will set the logo against a white field.
.jpg	Compressed bitmap image	Jpegs are pixel-based compressed bitmap images and can be used for print collateral including brochures and print ads as well as web and television applications. This file type will set the logo against a white field.

### Things To Avoid

To maintain the integrity of the circular Idaho at 150 and tagline logos:

- Use only approved, supplied logo files.
- Avoid altering the logo in any way, or using a logo that appears to be altered.
- Avoid using a logo if you are unsure if it has been altered or not.
- Avoid re-sizing separate parts of the logos as they were designed as single images.
- Avoid modifying the layout or composition of the logos.
- Do not change the color relationship within the logo.
- Do not deviate from the approved logo colors.



- Do not re-size the logos in a non-proportionate way.

