

Gaspee Days

Brand Book & Marketing Guide



Gaspee Days
COMMITTEE

Terms of Use

Use of these assets is intended for approved marketing materials provided only upon written consent by an authorized representative of Gaspee Days Committee, Inc. (“GDC”). The star-circled schooner logo, “Gaspee Days”, “Gaspee Days Committee”, and “First Blow for Freedom” are copyrighted and trademarked as legal property of Gaspee Days Committee, Inc. Any misuse of said materials may fall subject to legal action.

Brand Logos



Committee Logo

Used for most internal and external materials including stationary, social, and event marketing. Never alter, frame, or apply effects.



Schooner Logo

Used only for print media and typically accompanied by the text “presented by the GDC,” or, “in partnership with,” in reference to partner or non-run events.



Schooner Reversed

Used only for print media and typically accompanied by the text “presented by the GDC,” or, “in partnership with,” in reference to partner or non-run events.



Bi-Color Schooner

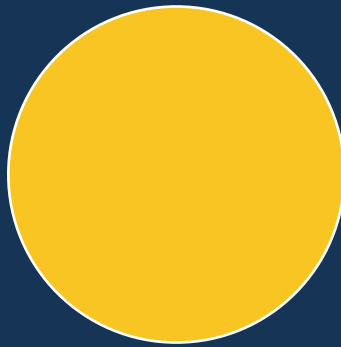
Used only for print media and typically accompanied by the text “presented by the GDC,” or, “in partnership with,” in reference to partner or non-run events.

Brand Colors



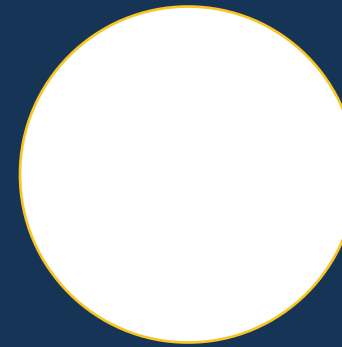
Patriot Blue

CMYK 93 69 22 37
RGB 22 52 85
HEX #163455



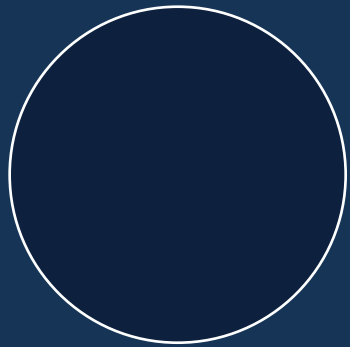
Star Spangled

CMYK 0 20 100 0
RGB 248 197 34
HEX #F8C522



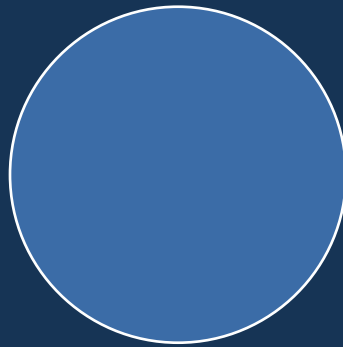
Bright White

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF



Patriot Blue*

CMYK 100 80 20 50
RGB 13 32 61
HEX #0D203D



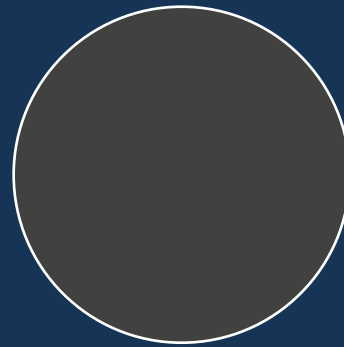
Saltwater Bay

CMYK 80 50 0 0
RGB 59 108 167
HEX #3B6CA7



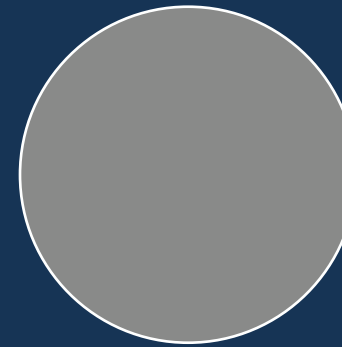
Burning Ember

CMYK 0 60 100 0
RGB 231 121 43
HEX #E7792B



Gunpowder

CMYK 0 0 0 85
RGB 65 65 65
HEX #414141



Ash

CMYK 0 0 0 50
RGB 137 137 137
HEX #898989



Smoke

CMYK 0 0 0 15
RGB 215 215 215
HEX #D7D7D7

Brand Fonts

Satisfy

For header fonts, typically in Golden Star over Patriot Blue. Most commonly used to highlight event titles or punch words on external print & digital publications.

COPPERPLATE

USED IN THE COMMITTEE LOGO DENOTING THE MODERN EVOLUTION OF “COMMITTEE” IN GOLDEN STAR. MAY ALSO BE USED FOR SUB-HEADERS AND AS SOME BODY TEXT ON SOME EVENT MARKETING.

Boxer Script

To appear only in the committee logo, highlighting the words “Gaspee Days” in white to mimic a historic cursive font.

Politica

Used to write all body copy, preferably in white and expanded by one-point whenever possible. Also used for the corporation copyright mark .

Samples

Gaspee Days / May 22 – June 13

For the safety and wellbeing
of our friends, families, and
neighbors in the community:



Keep 3 Feet or Mask up!



© Gaspee Days Committee, Inc.

250th Gaspee Kickoff Gala

A NIGHT OF
HISTORICAL
MERRIMENT

Thursday, February 24 ★ Rhodes-on-the-Pawtuxet ★ [Click for Tickets & Details](#)

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★ GASPEE DAYS ★

Fall Festival

September 11 & 12 ★ Pawtuxet Park

ARTS & CRAFTS

Sat & Sun at 10 am

BLOCK PARTY

Saturday at 6 pm

© Gaspee Days Committee, Inc.

Join us for our **First Annual** Fall Event

Gaspee Days Fall-Out!

Saturday October 12 ★ noon to 5 pm ★ Pawtuxet Park, Warwick

Live Music, Brews & Food

