

ABBREVIATED BRAND GUIDELINES

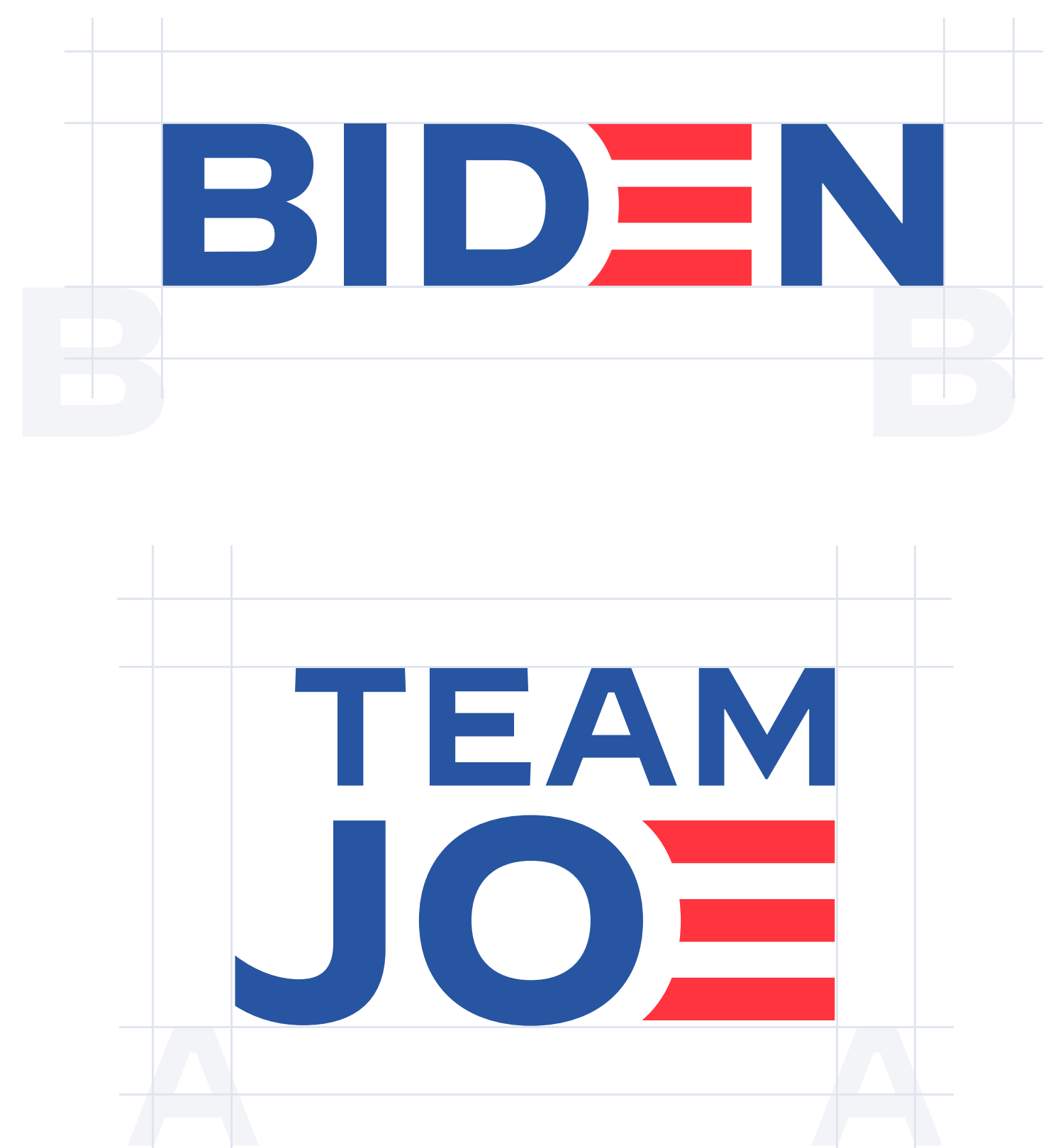
Now that we're in the general election and it's time for a brand refresh. This is the solid foundation that we will use to help Joe Biden become the 46th President of the United States.

Biden for President campaign is a scrappy, grassroots movement fighting in the battle for 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.

LOGO USES

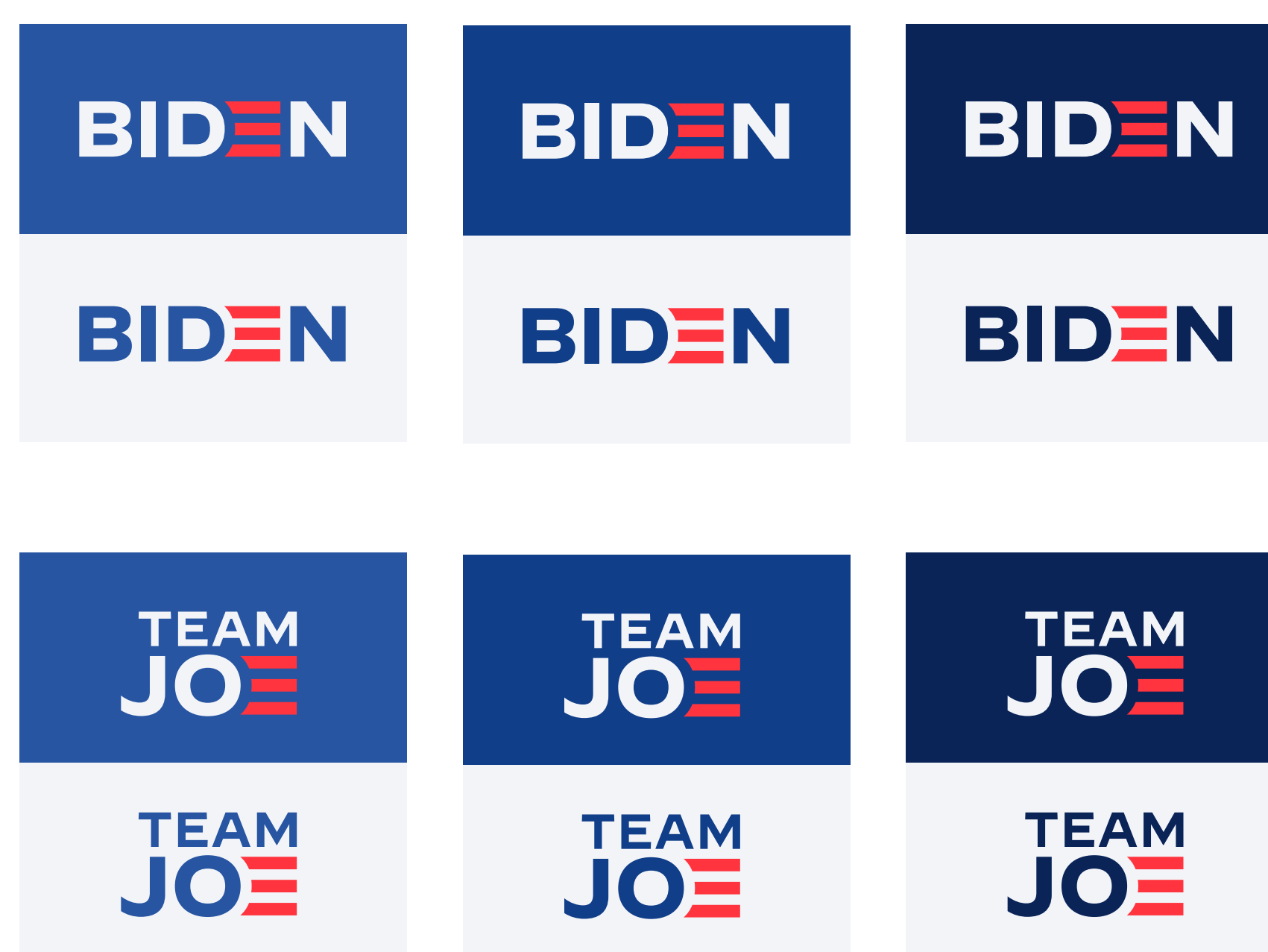
Size and placement

Our external logos exist in two versions – Biden and Team Joe. Always size and place the logo correctly, for consistency. Never alter the logo, or relationship within its parts. Try to keep the clear space free from disturbing elements, shown here as the top-half height of the B in BIDEN or the top-half height of the A in TEAM.



Color combinations

Our primary logo can be used with one of our three main blue colors with red on white/light backgrounds. On dark backgrounds the logo should be used in off-white with red. The E in Biden should always be used as red unless authorized by Biden for President Design Team.



FONTS

Our main typefaces are Decimal and Mercury, but in applications such as Google Docs, we use Helvetica Neue. Decimal is a timeless font that transcends its forms to celebrate its ideas, while Mercury, originally designed for newspapers, was reimagined into a strong digital typeface.

Decimal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Mercury

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

BRAND COLORS

As part of our brand refresh, we are adopting new Biden official colors. Please be sure to transition to these new colors in all spaces, print and digital. This eight color palette includes a softer red, and more variations of our blues to ensure maximum versatility.

BRAND USAGE

By using our brand logos, colors, assets you agree to the terms set forth in our Biden for President Graphics' Limited License found on the next page.

Off-White

HEX #F2F4F8
PMS BRIGHT WHITE
CMYK 4%, 2%, 1%, 0%

Amtrak Grey

HEX #E0E5EF
PMS 663 C
CMYK 11%, 6%, 2%, 0%

True Red

HEX #FF343E
PMS Warm Red C
CMYK 0%, 91%, 75%, 0%

Climate Green

HEX #27A27A
PMS 339 C
CMYK 79%, 12%, 67%, 1%

Joe Navy

HEX #0A2458
PMS 540 C
CMYK 100%, 92%, 35%, 32%

Biden Blue

HEX #113E88
PMS 661 C
CMYK 100%, 87%, 17%, 4%

Union Blue

HEX #2755A2
PMS 300 C
CMYK 92%, 75%, 2%, 0%

Delaware Bay Blue

HEX #819ECE
PMS 7451 C
CMYK 50%, 31%, 2%, 0%

ABBREVIATED BRAND GUIDELINES

Now that we're in the general election and it's time for a brand refresh. This is the solid foundation that we will use to help Joe Biden become the 46th President of the United States.

BIDEN FOR PRESIDENT GRAPHIC'S LIMITED LICENSE

The Biden for President's logos, and all designs, text, graphics, pictures, information, data, video, sound files, other files and the selection provided to you by us (collectively, the "Licensed Materials") are the proprietary property of Biden for President and are protected by U.S. and international copyright laws. You are granted a limited, non-sublicensable license to access and use the Licensed Materials intended by us for your use for your informational, non-commercial and personal use only to show your support for Biden for President and Joe Biden. Such license is subject to the Terms and Conditions found at <https://joebiden.com/terms/> and does not include: (a) any resale or commercial use of the Licensed Materials therein; (b) the reproduction, distribution, public performance or public display of any Licensed Materials, except as permitted herein; (c) modifying or otherwise making any derivative uses of the Licensed Materials, or any portion thereof without our prior written permission; (d) any use by any for-profit entity; or (e) any use of the Licensed Materials other than for their intended purpose. Any use of the Licensed Materials other than as specifically authorized herein, without the prior written permission of Biden for President, is strictly prohibited and will terminate the license granted herein. Such unauthorized use may also violate applicable laws including without limitation copyright and trademark laws and applicable communications regulations and statutes. Unless explicitly stated herein, nothing in these terms shall be construed as conferring any license to intellectual property rights, whether by estoppel, implication or otherwise. This license is revocable at any time.

**ALL
LOGOS**

**SAMPLE
GRAPHICS**

**COLORS &
FONTS**

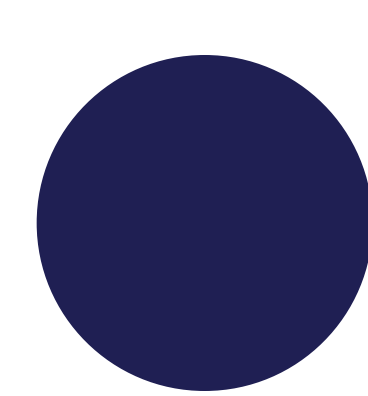
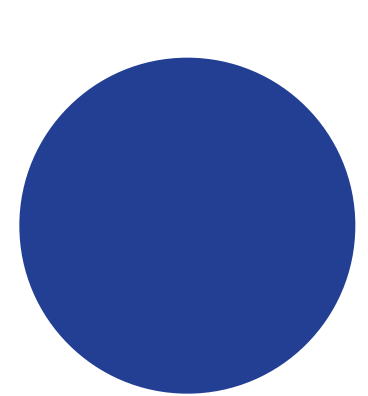
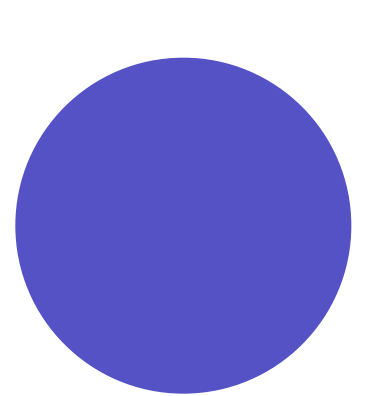
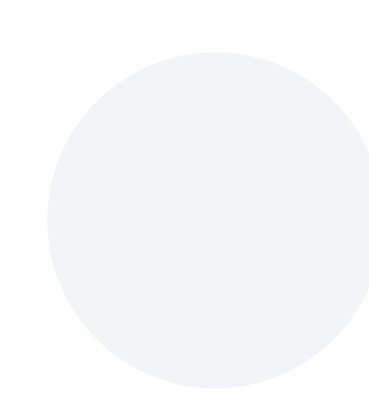
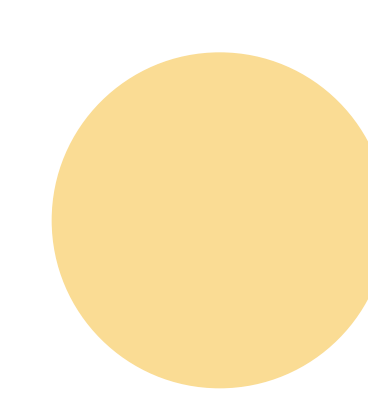
**PHOTO
GALLERY**

ABBREVIATED
BRAND GUIDELINES

Now that we’re in the general election and it’s time for a brand refresh. This is the solid foundation that we will use to help Joe Biden become the 46th President of the United States.

ADDITIONAL COLOR PALETTE - JILL BIDEN

As part of our brand refresh, we are sharing Jill Biden official brand colors. Please be sure to transition to these new colors in all spaces, print and digital. This five color palette includes two gradient variations that combine well with photo overlays to promote Dr. Biden’s programs.

| | | | | |
|---|---|--|---|---|
|  |  |  |  |  |
| Jill Navy | Jacobs Blue | Lavendar | Off-White | Glow Gold |
| HEX #1F1F53 | HEX #233F94 | HEX #5452C4 | HEX #F2F4F8 | HEX #FADC94 |
| PMS 2766 C | PMS 7687 C | PMS 2726 C | PMS BRIGHT WHITE | PMS 1205 C |
| CMYK 100%, 98%, 36%, 33% | CMYK 100%, 89%, 6%, 0% | CMYK 76%, 74%, 0%, 0% | CMYK 4%, 2%, 1%, 0% | CMYK 2%, 12%, 49%, 0% |

Gradient 1

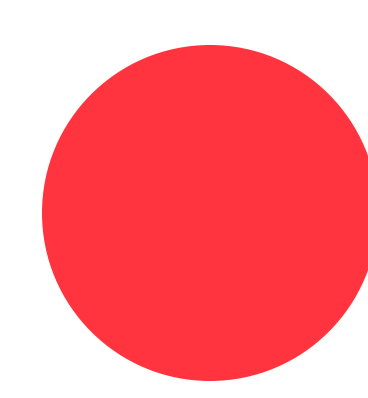
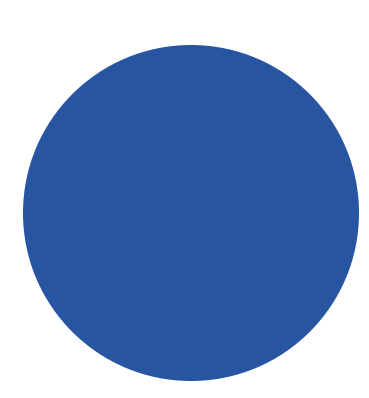
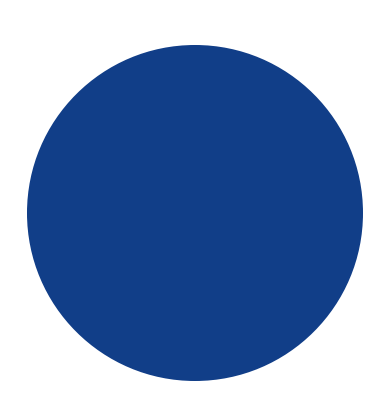
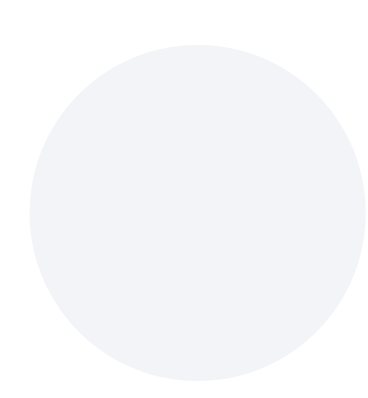


Gradient 2



ADDITIONAL COLOR PALETTE - SENATOR KAMALA HARRIS

While Senator Harris’ new color palette is synonymous with the campaign colors, it is the unique combination of colors into a smooth gradient that produce her radiant brand palette. Her programs and designs are not limited to this palette but are available for use as often as needed.

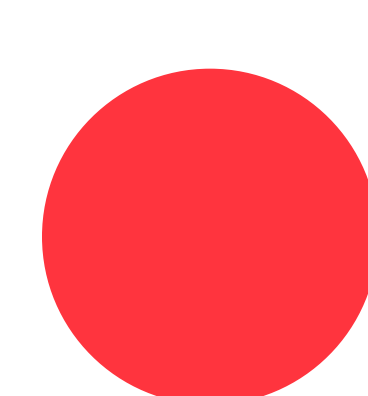
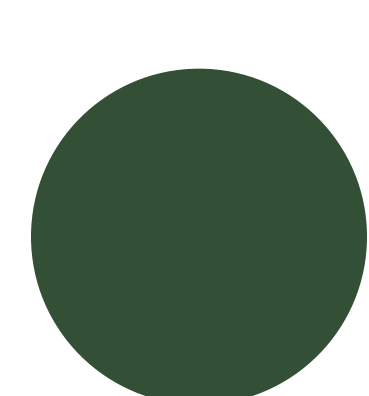
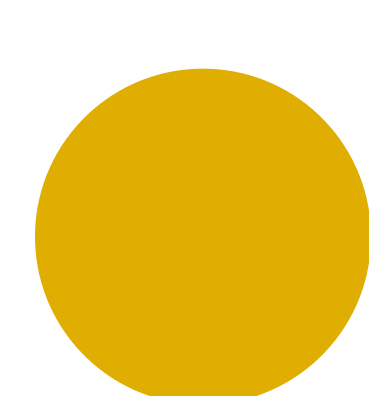
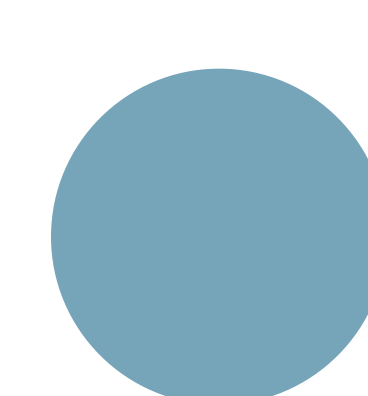
| | | | |
|---|---|---|---|
|  |  |  |  |
| True Red | Union Blue | Biden Blue | Off-White |
| HEX #FF343E | HEX #2755A2 | HEX #113E88 | HEX #F2F4F8 |
| PMS Warm Red C | PMS 300 C | PMS 661 C | PMS BRIGHT WHITE |
| CMYK 0%, 91%, 75%, 0% | CMYK 92%, 75%, 2%, 0% | CMYK 100%, 87%, 17%, 4% | CMYK 4%, 2%, 1%, 0% |

Gradient 1



ADDITIONAL COLOR PALETTE - TRUTH OVER LIES SERIES

This palette and combination of colors is limited to the Truth over Lies series (merchandise and additional promotional materials).

| | | | |
|---|---|---|---|
|  |  |  |  |
| Unity Over Division | Truth Over Lies | Hope Over Fear | Science Over Fiction |
| HEX #FF343E | HEX #334F35 | HEX #DFAE00 | HEX #76A5B9 |
| PMS Warm Red C | PMS 7735 C | PMS 124 C | PMS 549 C |
| CMYK 0%, 91%, 75%, 0% | CMYK 75%, 45%, 81%, 43% | CMYK 14%, 31%, 100%, 0% | CMYK 56%, 24%, 21%, 0% |