



SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION

# BRAND GUIDELINES

[Link to full Brand Kit folder](#)





SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION



MESSAGING



# SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION

## OUR WORK

*To celebrate and promote South Carolina's role in the American Revolution by educating, engaging, and inspiring South Carolinians and visitors.*

### CHAMPIONING HISTORY

Our mission is dedicated to ensuring that South Carolina's significant role in the Revolutionary War is recognized in both local and national narratives. Through grant funding, advocacy, and partnerships, we are committed to uncovering untold stories and preserving the existing stories of the unsung heroes from South Carolina who contributed to the founding of our nation. We see the positive impacts of this mission across our communities, including in education, economic development, and civic pride.

### PRESERVING SPACES

There is something special about standing on hallowed ground. The SC250 Commission is continuously working to preserve and make accessible the sites that hold South Carolina's revolutionary stories. Partnering with conservation, archaeology, parks services, and land management groups, we combine resources to identify, preserve, and interpret these sacred spaces for generations to come.

### BUILDING COMMUNITIES

The SC250 Commission is proud to have a local SC250 presence in each of the state's forty-six counties. Our goal is to create a sustainable network of individuals and organizations across each county that will continue the commission's work into perpetuity. It has been inspiring to witness communities enhance their communication, rebuild relationships, and explore new possibilities for their future through the lens of historic heritage tourism and preservation.

### SUPPORTING INITIATIVES

The commission is tasked with identifying and supporting significant projects that highlight South Carolina's Revolutionary history. We achieve this through grant funding, staff support, marketing resources, and partnerships. With strong connections in every county across the state, we recognize the value of directly funding and supporting organizations that are experts in their fields. This approach will lay the groundwork for sustainable initiatives that will endure beyond the commission's duration.

### ALIGNING PARTNERS

SC250 takes pride in its efforts to unite various groups across the state and region that share similar missions. By facilitating collaborations between organizations that have not previously worked together, we aim to create a lasting impact throughout the state. We closely collaborate with state agencies, nonprofit organizations, and county community groups, ensuring effective communication among all parties. This collaboration allows each group to achieve its goals while benefiting from the initiatives we are implementing at the state level.



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# STORIES WE WANT TO TELL

- The community impact this work has - partnerships, relationships, economic growth
- The projects that are taking place because of SC250 grants
- Land preservation/conservation focus
- That SC250 goes until 2033, the big years of focus are 2030-31
- The desire to help tell the full and complete story, the willingness to have “complicated conversations.”
- The resources and content available on the website
- The many partnerships that help make the work possible
- The creation of a new Heritage Tourism product in SC, “Revolutionary South Carolina”
- Carolina Days - menu, tools, and grant funding
- Charleston’s role as one of the four signature cities
- How the SC flag tells the story of the Revolution in SC
- The Revolution was won here - SC’s role in turning the tide of the war



# SUGGESTED TALKING POINTS

- “I didn’t realize how important South Carolina was during the Revolutionary War.”
- The action wasn’t just in Charleston.
- The Revolutionary War in South Carolina wasn’t just decorated soldiers; it was about ordinary people doing extraordinary things, including women, children, and the enslaved.
- Imagine the decisions that had to be made: As a colonist: Do you stay loyal to your homeland, or fight for your freedom? Do you stay back to protect your family, or do you fight for your beliefs? As an African American: Do you align with the British Loyalists or the Patriot colonists, which side offered the best, if any, path to freedom?
- Talk about how it feels to stand on hallowed ground.
- How America/South Carolina is continuously striving for the ideals fought for during the Revolution (freedom, independence, etc)
- How our current roads, bridges, and rivers are the same places where heroes traveled, and independence was fought for.
- Our ancestors went through these struggles so we could have...
- Knowing where you come from makes you feel grounded, connected.
- How knowing history changes you, makes you feel grounded and connected to place.



# TAGLINES

## *It Happened Here.*

This is the place-based tagline. Use this in conjunction with stories related to events, sites, battlefields. This tagline can also be used when discussing the lesser known revolutionary stories.

## *Our Stories are Your Stories.*

This is the people-based tagline. Use this when talking about the human centered stories of the revolution. This tagline can be a way to help those who may not feel this is “part of their story” find relevance in South Carolina’s revolutionary history.

## *Be a Part of It.*

This is the action-based tagline. Use this when encouraging the audience to take part in something. Attend an event, visit the website, share their stories. This tagline is used broadly in the SC250 messaging as a call to action.

## *Where the Revolution Was Won*

This tagline speaks to the fact that the Southern Campaigns played a key role in Britain’s decision to surrender at Yorktown. It is a bolder statement that is used to show pride.

## *Huzzah!*

This is fun phrase that is used to engage kids and crowds. It helps serve as an entry for audiences that might not be familiar or interested in Revolutionary War history.



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# HIGHLIGHTED VISITABLE SITES

Visit the [website](#) for a full list of sites

- Fort Moultrie (Charleston County)
- Old Exchange & Provost Dungeon (Charleston County)
- Drayton Hall (Charleston County)
- Middleton Place (Dorchester County)
- Colonial Dorchester State Historic Site (Dorch. County)
- Old Sheldon Church Ruins (Beaufort County)
- Historic Georgetown (Georgetown County)
- Francis Marion Tomb (Berkeley County)
- North Augusta Arts & Heritage Center (Aiken County)
- Lexington County Museum (Lexington County)
- Cayce Historical Museum (Lexington County)
- Fort Watson (Clarendon County)
- Sumter County Museum (Sumter County)
- Eutaw Springs Battlefield (Orangeburg County)
- Historic Camden & Camden Battlefield (Kershaw County)
- Isaac Hayne Tomb (Colleton County)
- Cowpens National Battlefield (Cherokee County)
- Kings Mountain National Military Park (York County)
- Ninety Six National Historic Site (Greenwood County)
- Musgrove Mill State Historic Site (Laurens County)
- Walnut Grove Plantation (Spartanburg County)
- Historic Brattonsville (York County)
- Hanging Rock Battlefield (Lancaster County)
- Andrew Jackson State Park (Lancaster County)
- Blackstock Battlefield (Union County)
- Fort Thicketty (Cherokee County)
- Fishing Creek Battlefield (Chester County)
- Indian Town Presbyterian (Williamsburg County)



SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION

# HIGHLIGHTED HISTORIC CHARACTERS

- Francis Marion
- Thomas Sumter
- Kate Barry
- Emily Geiger
- Dicey Langton
- Tony Small
- Jim Capers
- Henry & John Laurens
- Isaac Hayne



SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION



LOGOS



## ORIGINAL COMMISSION LOGOS

There are two original commission logos. The seal version (preferred) and the horizontal version. Be aware of background colors when using both logos and choose reversed versions when needed. [Click here for original SC250 logos.](#)  
NOTE: Each county has their own customized versions of these two logos. [Click here for county versions.](#)





## UPDATED ORIGINAL COMMISSION LOGOS

These versions of the SC250 logo have been simplified for clarity and resizing. They can be used later in the campaign when there is already awareness of the 250th. These logos do well smaller scale. [Click here for updated SC250 logos.](#)



SC250



SC250



## REVOLUTIONARY SOUTH CAROLINA LOGOS

“Revolutionary South Carolina” is the brand extension that will live on when the Commission sunsets in 2033. It is the tourism facing brand of the commission and can be used for initiatives that are not necessarily related to the 250th national commemorations of 2026, but speak more to the full period of Revolutionary history in South Carolina. Use the version with the SC250 seal when creating awareness for the commission’s work, especially during 2026. [Click here for Revolutionary SC logos.](#)



*Revolutionary*  
SOUTH CAROLINA

*Revolutionary*  
SOUTH CAROLINA



*Revolutionary*  
SOUTH CAROLINA

*Revolutionary*  
SOUTH CAROLINA



# EXPANDED REVOLUTIONARY SOUTH CAROLINA LOGOS



*Revolutionary*  
SOUTH CAROLINA



*Revolutionary*  
SOUTH CAROLINA



*Revolutionary*  
SOUTH CAROLINA



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# TYPOGRAPHY



## SC250 TYPE USAGE

# HEADLINES

Franchise - All caps, loose tracking (50 in Adobe)

*Headlines*

American Scribe - use large enough to ensure legibility

## SUBHEADERS

Franchise - All caps, loose tracking (50 in Adobe)

### BODY TITLES

**P22 Mackinac Pro Bold, regular tracking**

*Body Emphasis*

*P22 Mackinac Pro Bold, italic*

Body Copy

P22 Mackinac Pro Medium

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## SUBSTITUTE FONTS

When Adobe fonts are not available

### HEADLINES

**Oswald Bold**

Body Copy

**Playfair**



SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION

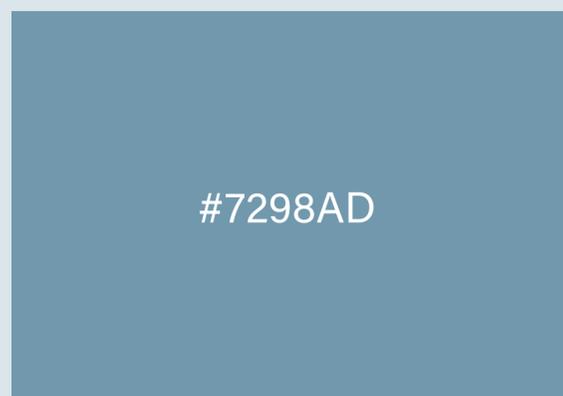
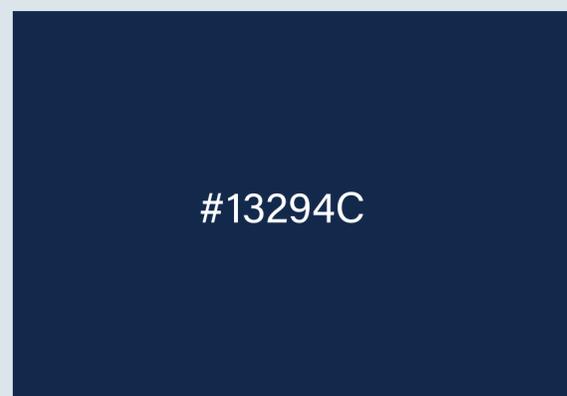


COLOR PALETTE

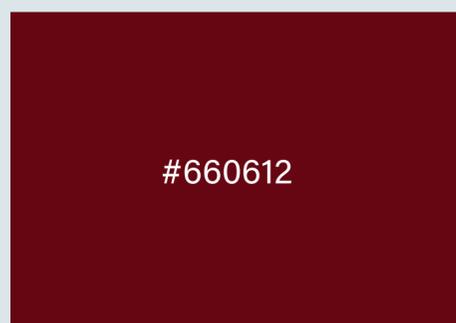
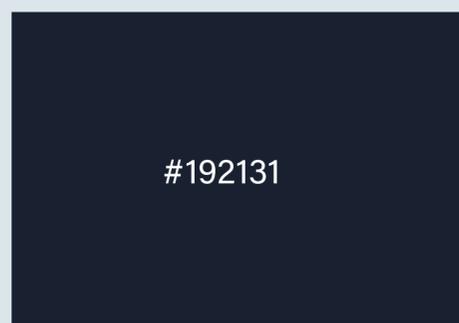


## SC250 COLOR USAGE

# PRIMARY COLOR PALETTE



# SECONDARY COLORS





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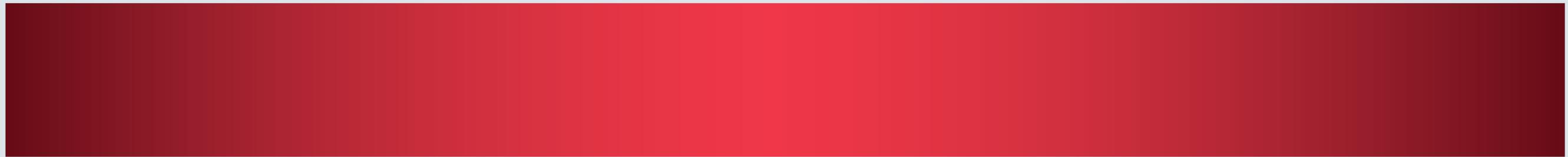
GRAPHIC ELEMENTS



## SC250 GRAPHIC ELEMENTS

# GRADIENTS

[Click here for full graphic elements folder.](#)



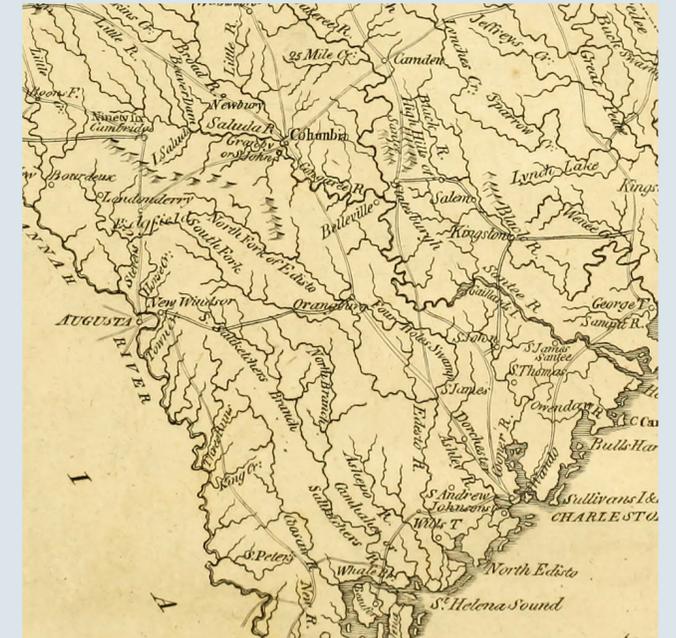
# ELEMENTS





SC250 GRAPHIC ELEMENTS

# BACKGROUNDS



# HISTORIC IMAGES





SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION



PHOTOS & VIDEO



## SC250 IMAGE LIBRARIES

Explore the links below for SC250 brand-aligned photos and video clips that you may use for print and digital collateral. [Photos.](#) [Videos.](#)



**PHOTO LIBRARY**



**VIDEO LIBRARY**



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EXAMPLES



# SC250 BRANDED EXAMPLES

## 250<sup>TH</sup> PLANNING GUIDE

# Revolutionary SOUTH CAROLINA

South Carolina was the site of hundreds of battles, skirmishes, and other heroic events during the Revolutionary Era. Our role in the Southern Campaign of the Revolutionary War was essential in securing independence for the thirteen colonies. We invite you to dig into the places where South Carolina's Revolutionary story unfolded. Use this guide to help you plan your visit to attend events, get involved, and experience history firsthand.

**PLANNING RESOURCES**

- REVVIVING REVOLUTION** [www.revvivingrevolution.com](http://www.revvivingrevolution.com)
- SC250.COM**
- THE LIBERTY TRAIL**

**SCREVVIVAR.COM**

Follow the American Revolution through Discover SC's interactive map, featured historic sites, and themed travel itineraries. Whether you're planning a day trip or a longer adventure, this site helps you find places to visit, stories to learn, and unique ways to experience history. You'll also find listings of local events and tips for shopping, dining, and accommodations, no matter where you travel in South Carolina.

**SC250.COM**

Consider this your starting point to explore South Carolina's significant role in the American Revolution. Discover historic locations, upcoming events, and compelling stories that allow you to experience the full narrative of South Carolina during this pivotal time. Visit the website for more details on events, opening tools, planning resources, and stories, as well as information on how you can get involved locally.

**THE LIBERTY TRAIL**

The Liberty Trail provides visitors with a curated driving experience that connects them to some of South Carolina's most significant Revolutionary War sites. Travelers can explore historic sites, preserved landmarks, and the stories of everyday heroes who shaped American independence. The journey transforms learning into an unforgettable and enriching road trip across our beautiful state.

Prepared and Edited by the South Carolina American Revolution Bicentennial Commission, working in partnership with the 250th anniversary of the American Revolution in South Carolina.

## Historic Points of Interest

of the many visitable sites that help tell the story of the American Revolution.

**PLANTATION - CHARLE**  
The site of the Battle of Monmouth, the first tactical battle of the Revolutionary War, where the British and Continental armies met on June 28, 1776.

**KEY - CAMDEN**  
The site of the Battle of Camden, a decisive British victory over the Continental Army on September 8, 1781.

**HILL STATE HISTORIC SITE**  
The site of the Battle of the Clouds, a minor battle between British and Patriot forces in 1780.

**WYTHEVILLE - WYTHEVILLE**  
The site of the Battle of Wytheville, a Patriot victory over British forces in 1781.

**ANDREW JACKSON STATE PARK - LANCASTER**  
The site of the Battle of the Clouds, a minor battle between British and Patriot forces in 1780.

**COLONIAL BOWEN STATE HISTORIC SITE - DANFORTHVILLE**  
The site of the Battle of the Clouds, a minor battle between British and Patriot forces in 1780.

**TE PLANNING**  
Use this guide to help you plan your visit to attend events, get involved, and experience history firsthand.

**ANNUAL EVENTS**  
A list of events celebrating the 250th anniversary of the American Revolution, including the South Carolina Bicentennial Festival and the Revolutionary War Living History Festival.

**Be A Part of It. LEARN MORE AT SC250.COM**

## Our Stories Are Your Stories.

# Revolutionary SOUTH CAROLINA

South Carolina played a unique and pivotal role in the American Revolution. Our history embodies the American story of ingenuity, resilience, and the relentless and ongoing pursuit of independence. Whether it's a visit to one of our historic battlegrounds or discovering your ancestral roots, we invite you to discover your South Carolina story as we commemorate the 250th anniversary of America's Independence from Britain.

**Be A Part of It - SC250.com**

## WHERE THE REVOLUTIONARY WAR WAS WON

# Revolutionary SOUTH CAROLINA

### It Happened Here.

South Carolina's Revolutionary history embodies the American story of ingenuity, resilience, and the relentless and ongoing pursuit of independence told through the diverse voices of those who shaped it. Whether it's a visit to one of our historic battlegrounds or discovering your ancestral roots, we invite you to discover your South Carolina story as we commemorate the 250th anniversary of America's Independence from Britain.

**LEARN MORE AT SC250.COM**

## OUR STORIES ARE YOUR STORIES

South Carolina's Revolutionary War story is of thousands of personal tales of courage, cunning, passion, and loyalty. Revolution was not distant; it was lived. Explore how ordinary people displayed extraordinary courage and discover the spirit of our South Carolina for yourself.

**VISIT OUR WEBSITE TO:**

- Attend an event
- Visit a historic site
- Plan your visit
- Trace your roots
- Sign up for our newsletter
- Read the blog
- Apply for a grant
- Support our work
- Teach the history
- Attend a meeting
- Follow us on social

**SC250 AMERICAN REVOLUTION**

# Revolutionary SOUTH CAROLINA

## Our Stories Are Your Stories.

South Carolina was home to more Revolutionary conflicts than any other state. Our history embodies the American story of ingenuity, resilience, and the relentless and ongoing pursuit of freedom. Whether it's a visit to one of our historic battlegrounds or discovering your ancestral roots, we invite you to discover your South Carolina story as we commemorate the 250th anniversary of American Independence.

**VISIT SC250.COM**

**Revolutionary SOUTH CAROLINA**

It Happened Here.

LEARN MORE AT SC250.COM

## Be A Part of It

**SC250.COM**

We're on a mission to celebrate and promote South Carolina's role in the American Revolution by educating, engaging, and inspiring South Carolinians and visitors. Visit our website to learn more about the sites and stories that helped build a nation, to plan your next visit, and to get connected to people and resources that can help you "Be a Part of It!"

# GET REVOLUTIONARY!

**SC250 AMERICAN REVOLUTION**



SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION



CONTACT INFO



SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION

# OUR MARKETING TEAM

[Link to full Brand Kit folder](#)



authenticiTY  
BRAND STRATEGIES

**LOGO USE & BRANDING QUESTIONS OR REQUESTS:**

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**PHOTO & VIDEO QUESTIONS OR REQUESTS:**

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**MEDIA QUESTIONS OR REQUESTS:**

pr@authenticitybrandstrategies.com



SOUTH CAROLINA AMERICAN REVOLUTION SESTERCENTENNIAL COMMISSION

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