

25 *of* U.S.

DESIGNING A NATION, TOGETHER

www.copa.design

3443 Edward Ave. // Santa Clara, CA 95054 // (408) 933-9900



wearecopa



Copa Design



Objective

Logo Construction & Concept

The goal of the project is to create a commemorative logo for the **250th anniversary of US independence**, with strong emotional appeal.

Exploring visual and artistic graphic movements throughout time.

The idea is to tell this **rich and vast story** through design and artistic movements **throughout the years**, intertwining the US with graphic design. This reflects the importance of graphic design in American life and its **impact and relevance to the world**.

www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)

 [Copa Design](https://www.linkedin.com/company/copa-design)



The Manifesto

Creating the Manifesto and Tagline

We developed a manifesto, an **ode to the American people** and their **history of resilience**, in order to guide the creative process and arrive at a tagline that conveyed **all the passion, resilience, and enthusiasm** of this highly relevant nation.

The text was conceived with passion and enthusiasm.

www.copa.design



“Faces, cultures, and personalities.

One brick at a time, over more than two centuries, building a legacy with no end. Men and women who were proudly born on this land or who arrived with their families to build what we now call home.

For 250 years, they have been designing their own destiny, always in pursuit of a better place in the future.

With resilience, they have endured wars, major crises, disasters, and events that changed the course of history yet never stopped the masterpiece being built by a diverse people with completely different origins, careers, beliefs, and goals.

They are the designers of life of their own destinies and they never stop, because a nation cannot stand still.

And it is with this same spirit that **Copa Design** stands alongside those who dare to do more, to build, to shape their own path on the great blank canvas that is the **United States of America**.

We use design to give form to dreams, legacies, and success to represent effort and ambition. More than a **powerful creative tool**, design has the ability to build.

To build beauty. To build solutions. To build companies.
To build successful brands.

Above all, **to build a country—our country**.

250 Years Designing a Nation, Together.

www.copa.design

 [wearecopa](#)

 [Copa Design](#)



The Tagline

Creating the Manifesto
and Tagline

Designing a Nation, Together

Research

A dive into American history and way of life

After developing the concept, creating the manifesto and the tagline, research began.

History studies the actions of human beings in time and space.

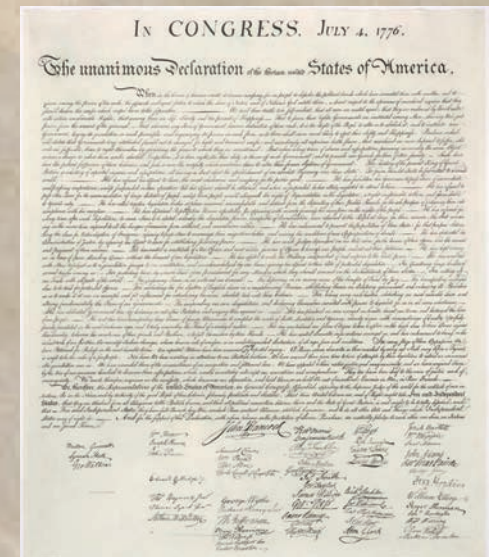
First, we studied, understood, and comprehended the historical event, its icons, and symbols.

Declaration of Independence (1819), by John Trumbull

www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)

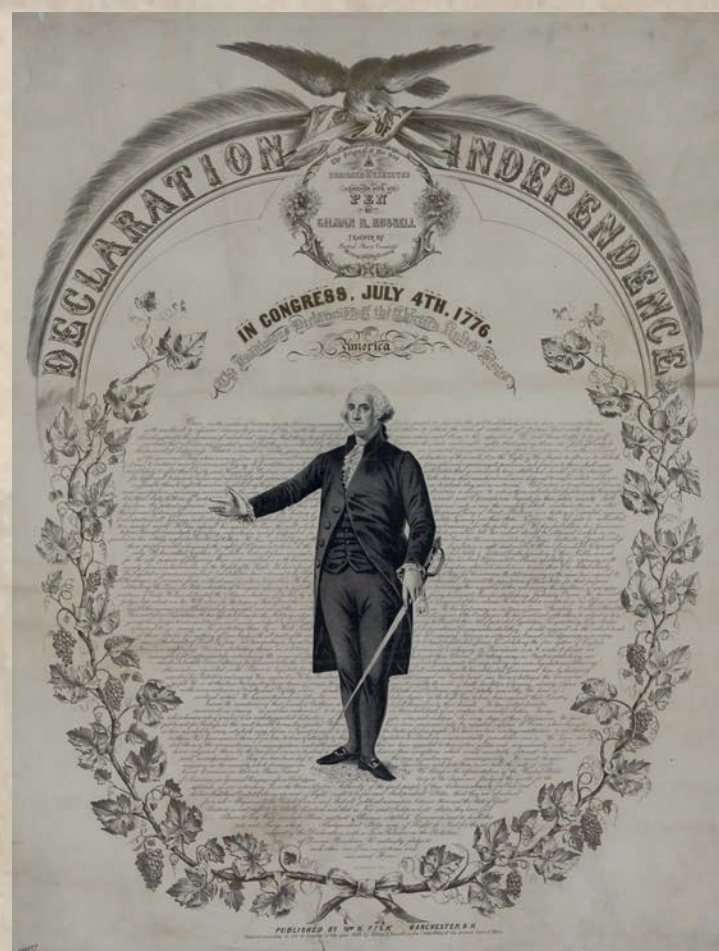
 [Copa Design](https://www.linkedin.com/company/copa-design)



The American Way of Life is a cultural and concept that defines the way of life in the United States, based on the value placed on work, free enterprise, liberalism, and social advancement through individual effort.

It is strongly linked to democracy and the pursuit of happiness

Visually, our research focused on icons and symbols that represent this style, which permeates and influences not only everyone who is or chooses to be part of this nation, but also marks the entire world.



www.copa.design



www.copa.design



The Brand

The result after
our research and
development

The brand works with a well-defined concept that speaks of **250 years of the U.S.**, but also incorporates its people, which can also be interpreted as **250 years of us**, the people, the fundamental things, what really matters.

All kinds of people, ethnicities, races, colors, and creeds, but only one people, who continue designing a nation, together.

www.copa.design

 [wearecopa](#)

 [Copa Design](#)



25 *of* U.S.

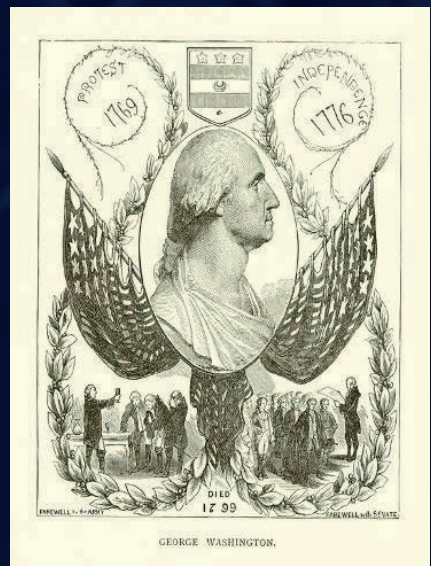
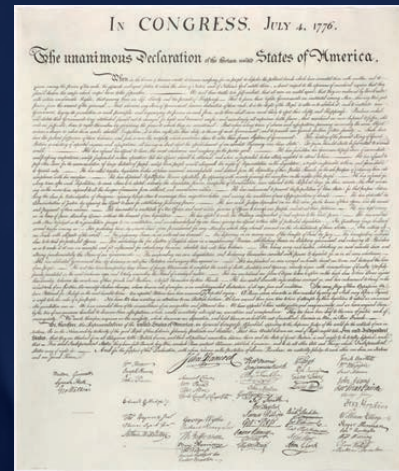
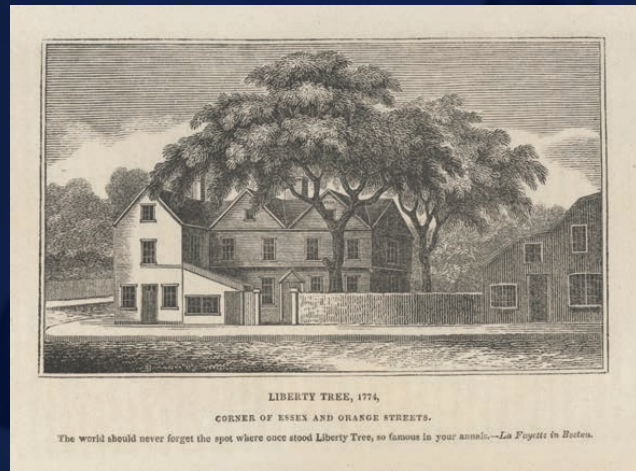
DESIGNING A NATION, TOGETHER

www.copa.design



Timeline

The concept of redesigning the brand was developed, each representing an important period in American history



1776

Independency Era

Inspired by colonial printmaking, handmade typography, and the visual language of revolution.

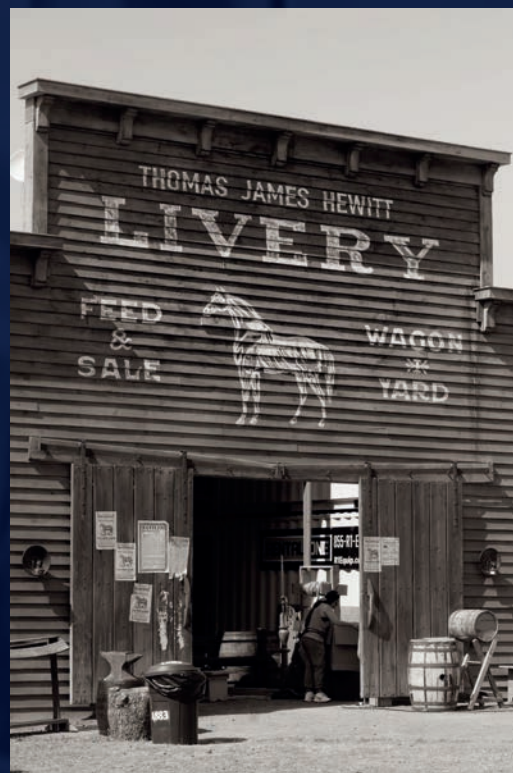
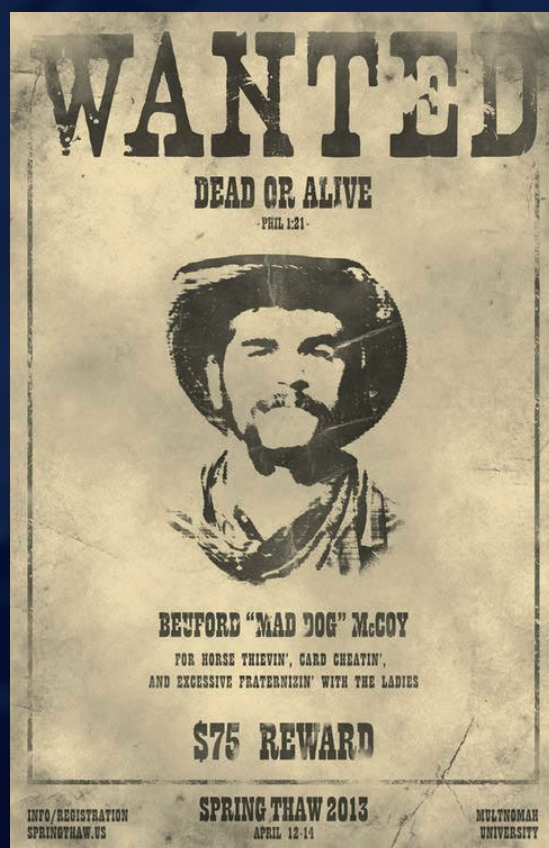
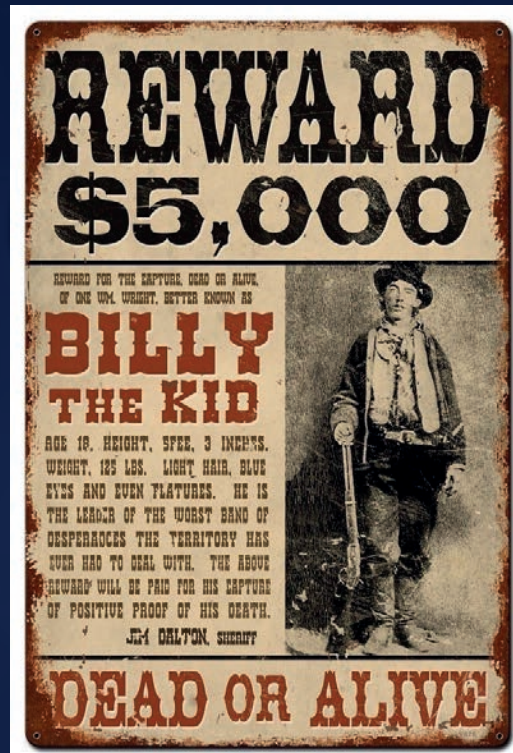
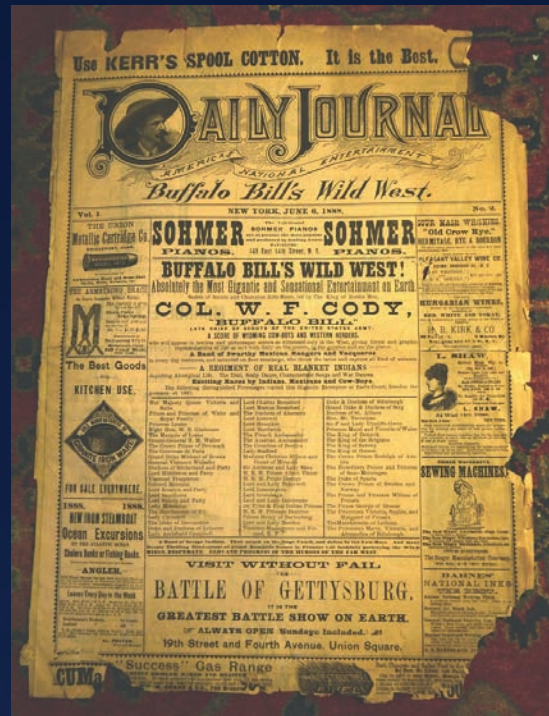
Early American design mixed. European influence with a growing national identity.



www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)

 [Copa Design](https://www.linkedin.com/company/copa-design)



1860 Frontier & The Industrial Era

Bold wood type, engraved posters, railroad graphics, and frontier signage reflected a rapidly expanding nation shaped by industry, migration, and the myth of the American West.

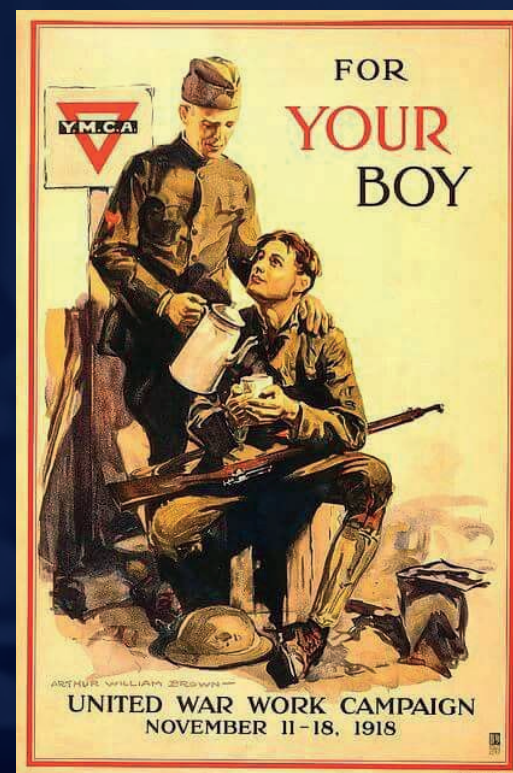
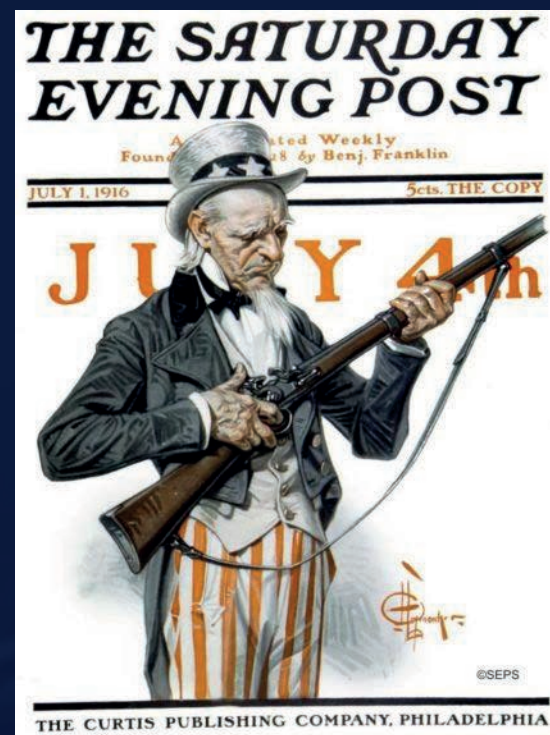
250 of US

DESIGNING A NATION TOGETHER

www.copa.design

 [wearecopa](#)

 Copa Design



1910

Early Modern America

Inspired by early advertising, industrial typography, newspaper graphics, and the rise of metropolitan culture.

American design began shifting from ornament to modern communication, shaped by factories, skyscrapers, and mass media.



250

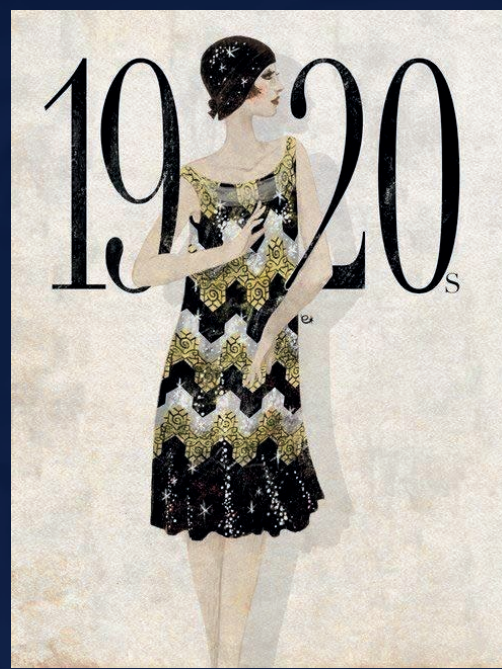
of US

DESIGNING A NATION, TOGETHER

www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)

 [Copa Design](https://www.linkedin.com/company/copa-design)



1920

Jazz Age & Early Modernism

Inspired by jazz culture, silent cinema, magazine illustration, and the rise of modern advertising.

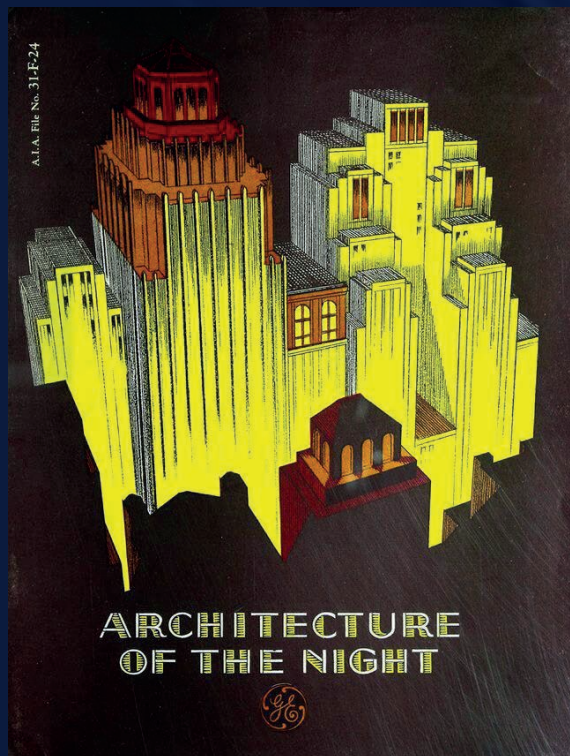
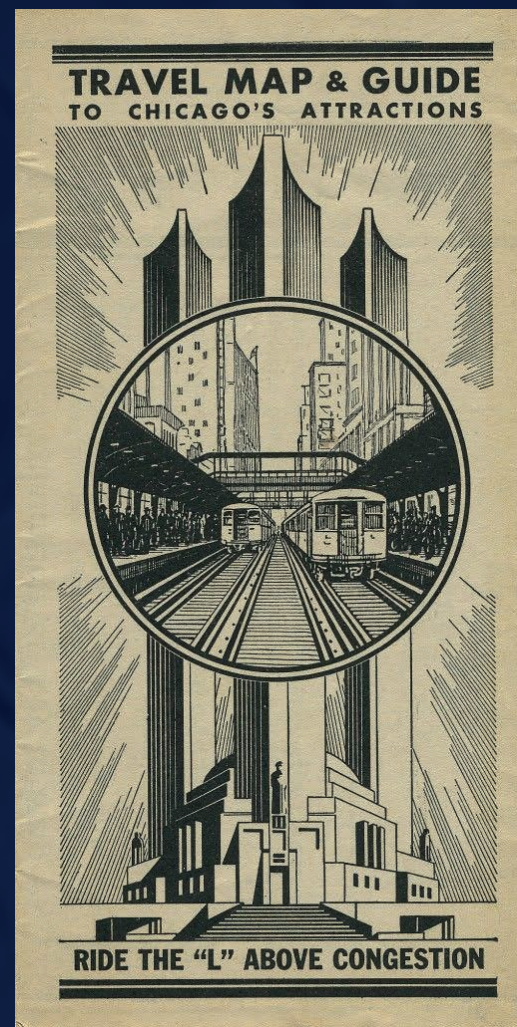
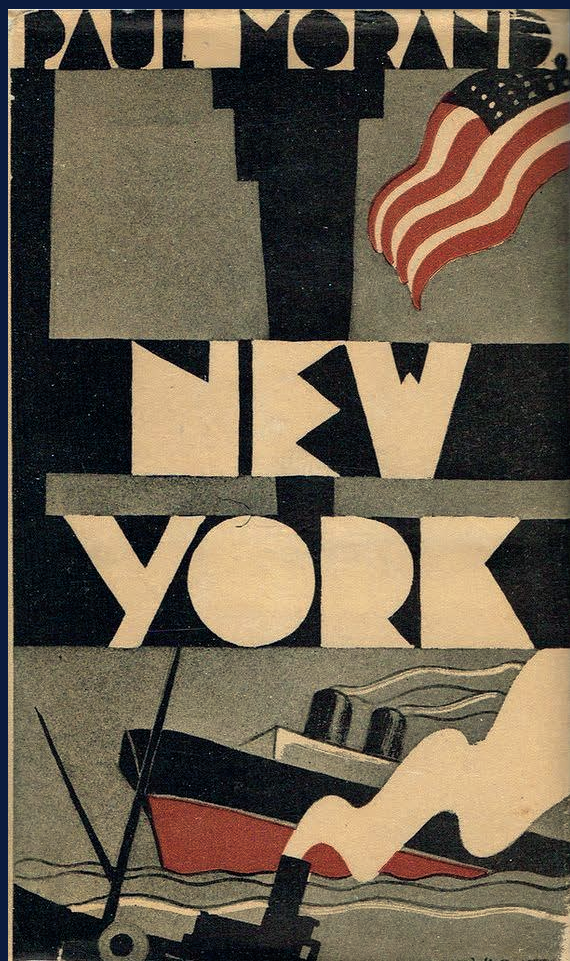
American design embraced elegance, rhythm, and urban sophistication as cities, nightlife, and mass media rapidly expanded.



DESIGNING A NATION, TOGETHER

www.copa.design





1930

Art Deco & Urban Modernity

Geometric elegance, luxury, and optimism defined the machine age.

Skyscrapers, jazz culture, and modern advertising transformed American visual identity.

25 of US

DESIGNING A NATION, TOGETHER

www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)

 [Copa Design](https://www.linkedin.com/company/copa-design)



1940

Wartime Graphics

Strong typography, patriotic posters, and simplified illustration became tools of communication, unity, and mass persuasion during World War II.



DESIGNING A NATION, TOGETHER



1950

Mid-Century Modern

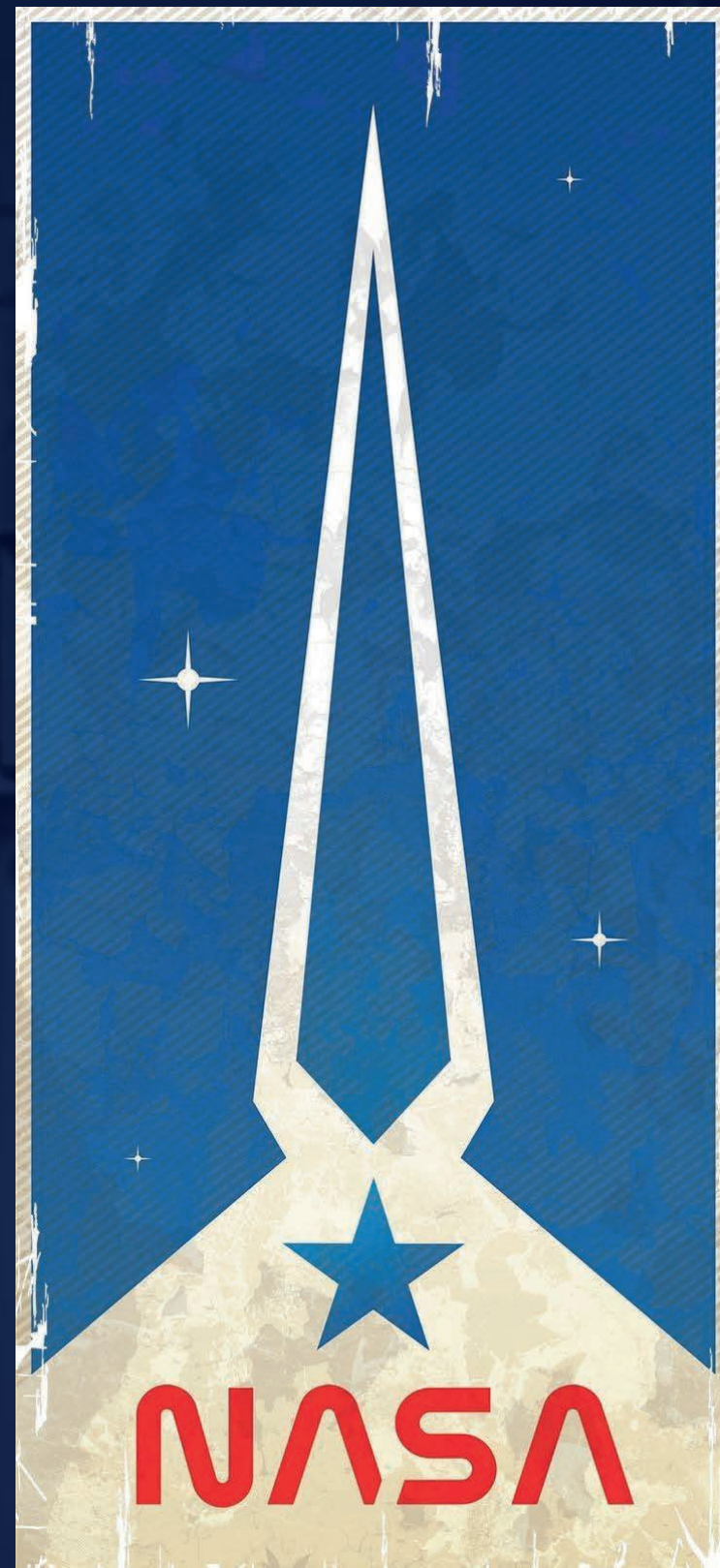
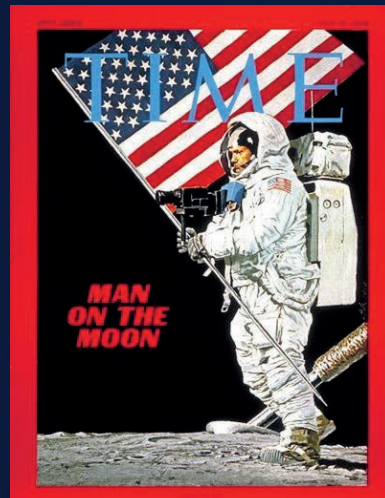
Clean lines, atomic shapes, optimistic colors, and modernist thinking reflected the rise of suburbia, consumer culture, and postwar innovation.

www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)



 [Copa Design](https://www.linkedin.com/company/copa-design)



1960

Space Age

Futuristic forms, bold contrasts, and experimental graphics captured the excitement of the space race and television culture.

250

of US

DESIGNING A NATION, TOGETHER

www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)

 [Copa Design](https://www.linkedin.com/company/copa-design)



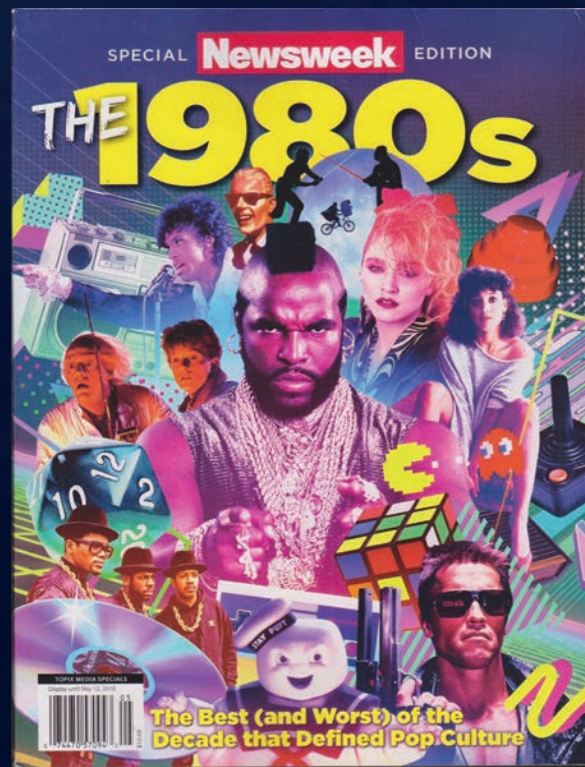
1970

Retro & Counterculture

Warm palettes, curved typography, psychedelic influence, and handmade aesthetics expressed individuality, freedom, and a more human-centered design language.



DESIGNING A NATION, TOGETHER



1980 Neon Expression

Vibrant colors, Memphis-inspired shapes, music television, and commercial pop culture pushed graphic design toward excess, energy, and visual impact.

www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)



DESIGNING A NATION, TOGETHER

 [Copa Design](https://www.linkedin.com/company/copa-design)



1990

Street Culture & Digital Rebellion

Graffiti, skate culture, hip-hop aesthetics, and early digital experimentation created a raw, expressive visual language influenced by youth culture and urban identity.

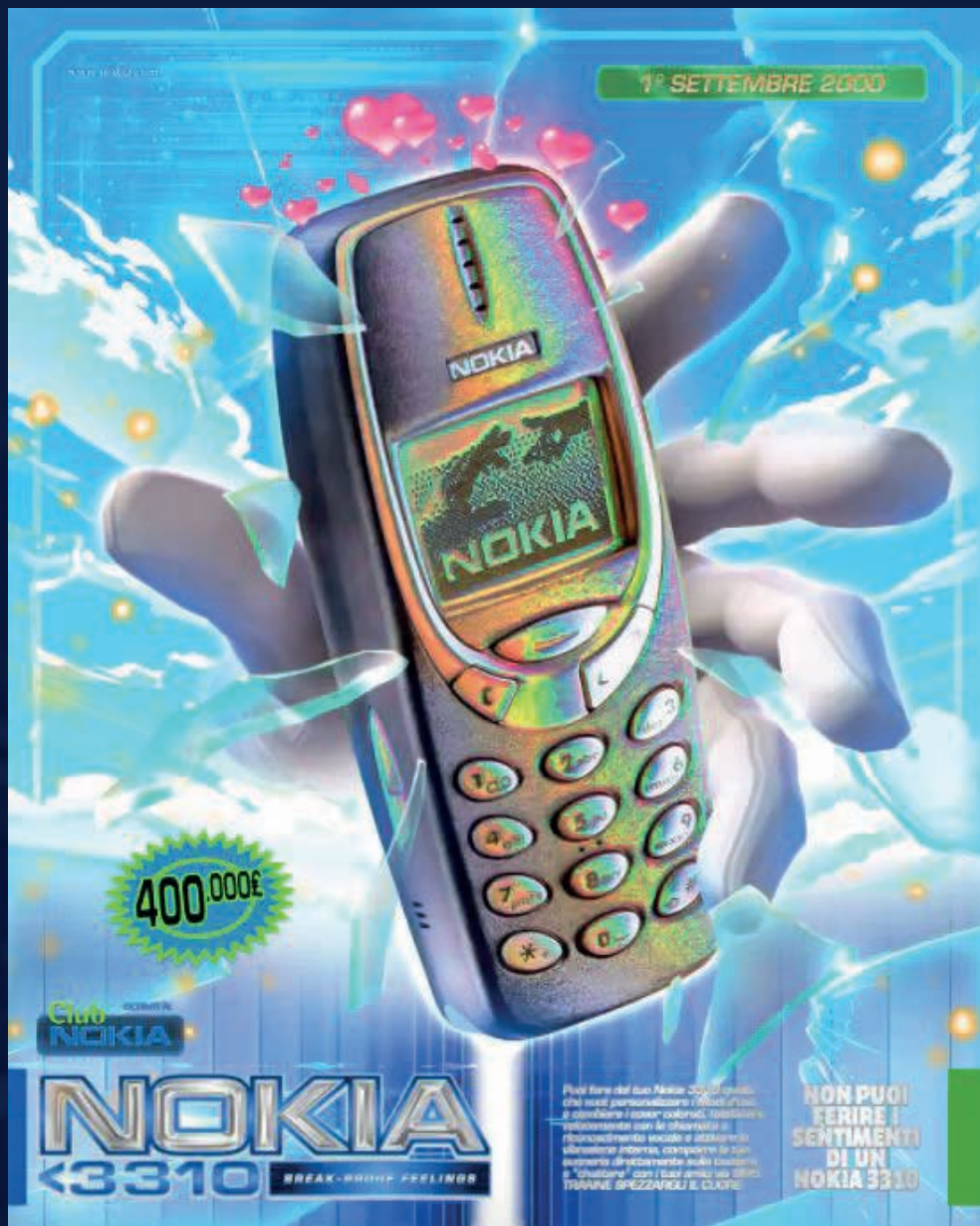
www.copa.design

 [wearecopa](https://www.instagram.com/wearecopa)



DESIGNING A NATION, TOGETHER

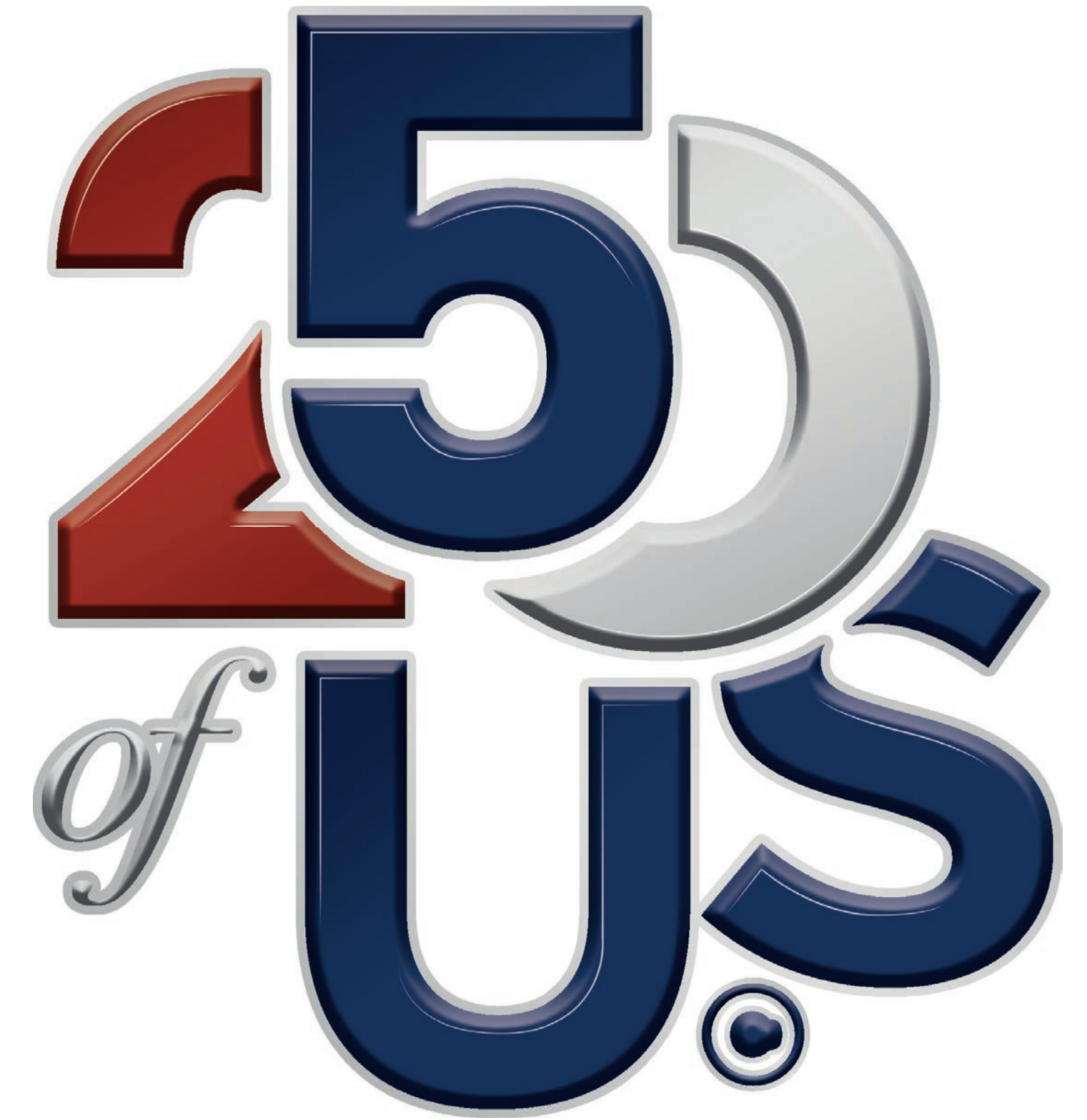
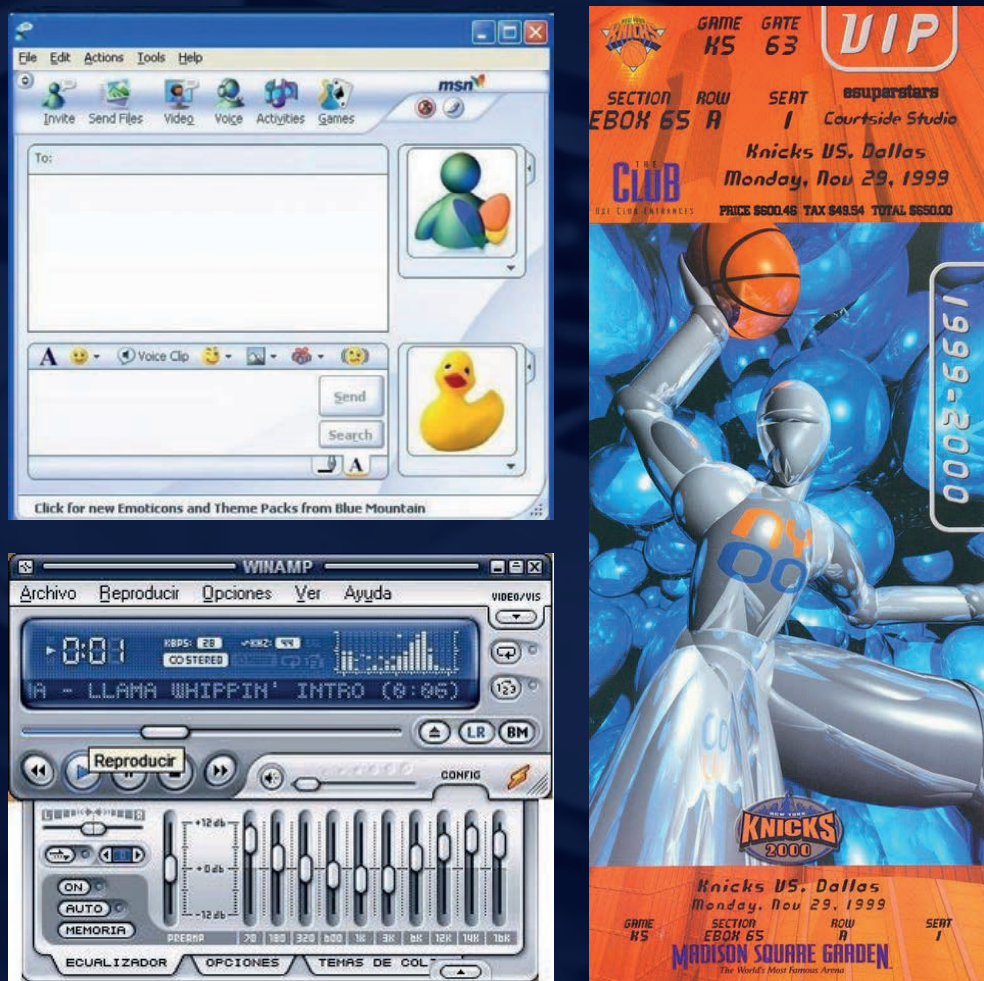
 [Copa Design](https://www.linkedin.com/company/copa-design)



2000

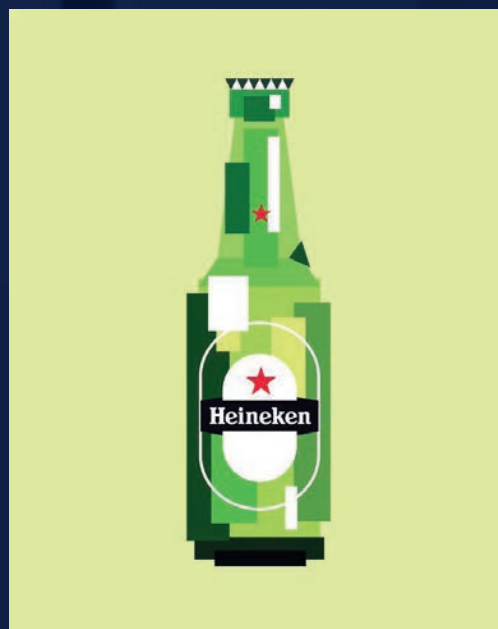
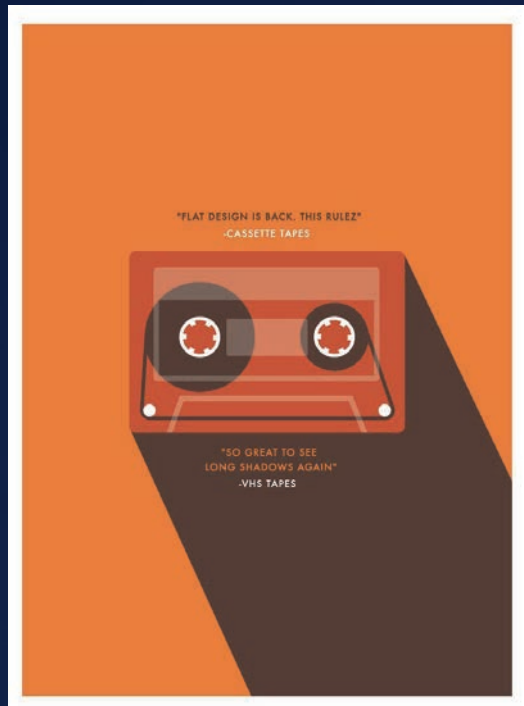
Web 2.0 & Corporate Optimism

Glossy effects, gradients, chrome textures, and polished branding reflected the rise of the internet economy, tech companies, and global digital culture.



DESIGNING A NATION, TOGETHER

www.copa.design

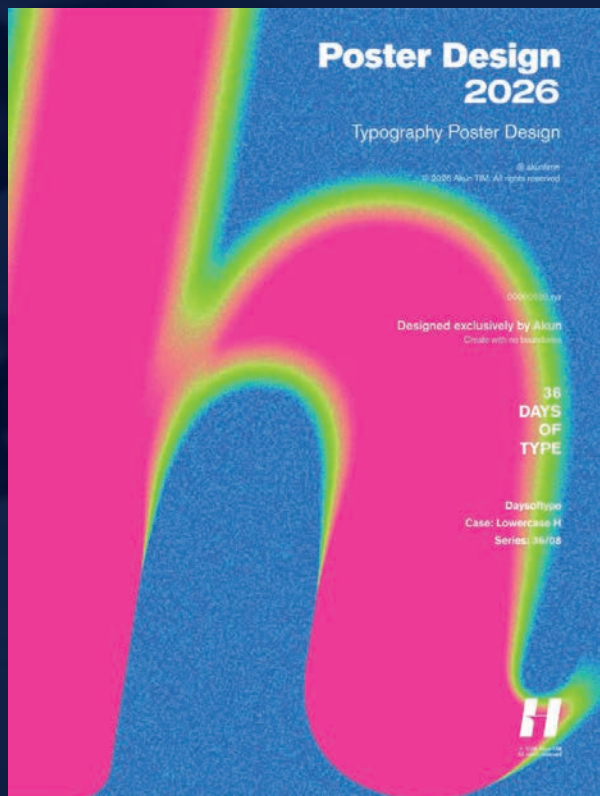


2010

Flat Design & Connected Interfaces

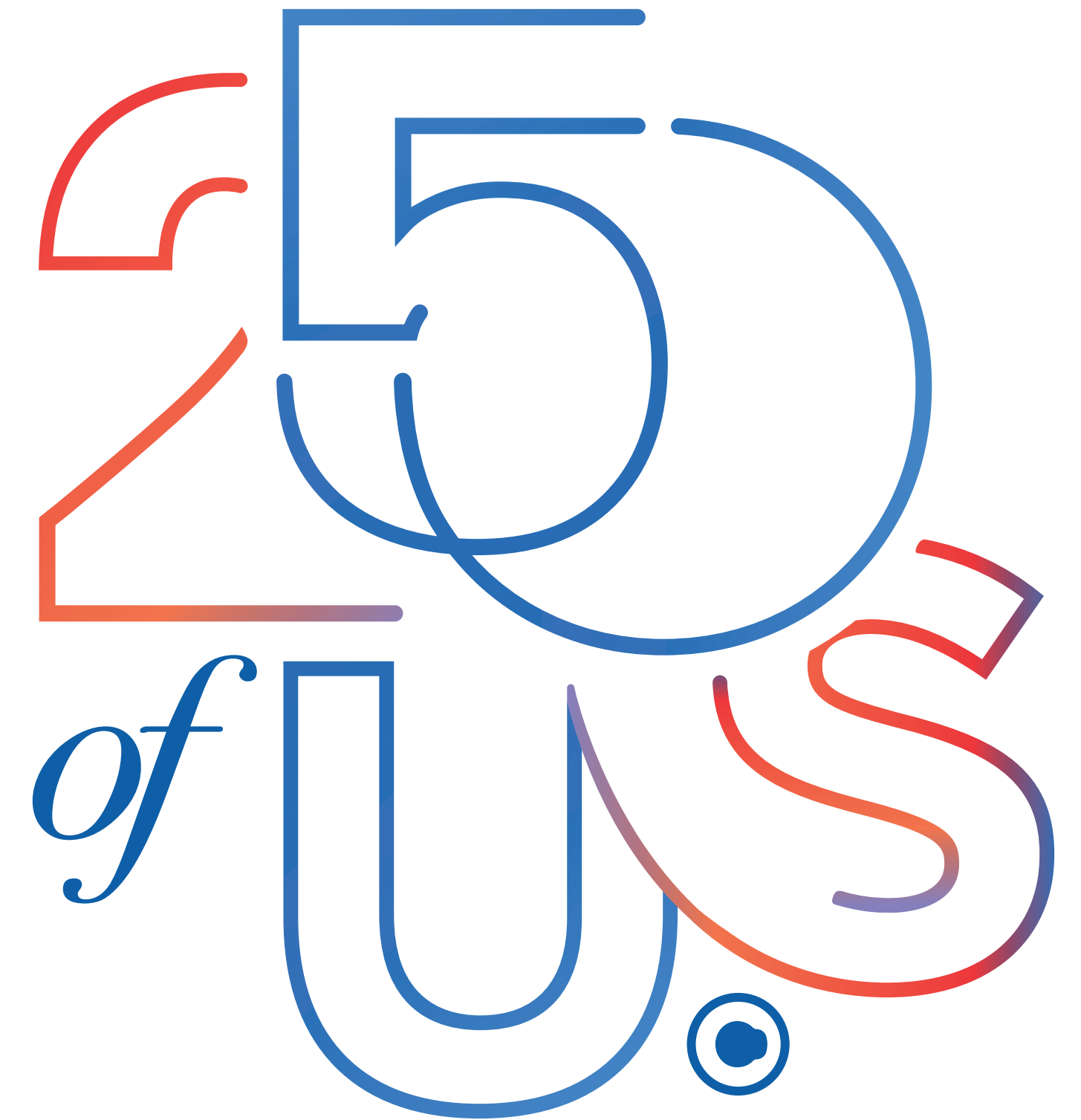
Minimal layouts, responsive systems, and simplified icons emerged alongside smartphones, apps, and the growing influence of social platforms.





2020 Neo-Digital Gradient & Fluid Minimalism

Soft gradients, adaptive systems, AI-driven visuals, and flexible identities define a digital era shaped by motion, immersion, and constant transformation.



DESIGNING A NATION, TOGETHER

2026

Celebrating 250 Years of U.S

Copa Design creates a commemorative logo to celebrate the 250th anniversary of the founding of the United States of America.



DESIGNING A NATION, TOGETHER

The Future Is Still Being Designed

For **250 years**, generations of Americans have **shaped the story of a nation** through courage, creativity, hard work, and the pursuit of **something better**.

■ The story continues.

At **Copa Design**, we believe every organization, entrepreneur, and individual has the opportunity to **leave a meaningful mark on the world**.

Thank you for exploring this journey with us.

Explore the Full Project



Copa Design

Branding • Visual Identity • Graphic Design
Helping organizations align perception with the value they deliver.

www.copa.design

3443 Edward Ave. // Santa Clara, CA 95054 // (408) 933-9900

 [wearecopa](https://www.instagram.com/wearecopa)

 [Copa Design](https://www.linkedin.com/company/copa-design)