



THE
COLORADO
TRUST

GRAPHIC *Standards*

SECTION 1: LOGO USAGE

» A: PRIMARY LOGO SIGNATURE

The Colorado Trust logo is left-justified in most cases and consists of two main elements: the primary icon and “The Colorado Trust” logotype. Both of these elements must be present for the logo signature to be considered acceptable.

This primary logo signature has been custom created and should never be recreated or re-typeset. To maintain consistency and create a strong visual identity, use the primary logo signature in its digital format, downloadable from The Trust's website.



» B: LOGO SIGNATURE SIZES AND PROPORTIONS

In general, the logo signature must maintain a minimum size of 1" wide and 0.3261" high, and a maximum size of 2.132" wide and 0.6953" high. The proportion of the logo signature has also been carefully calculated and the balance of size relationships between elements should always be maintained. Correct proportions are shown below.

ACCEPTABLE MINIMUM SIZE



ACCEPTABLE MAXIMUM SIZE



NOT ACCEPTABLE SIZE



ACCEPTABLE PROPORTION

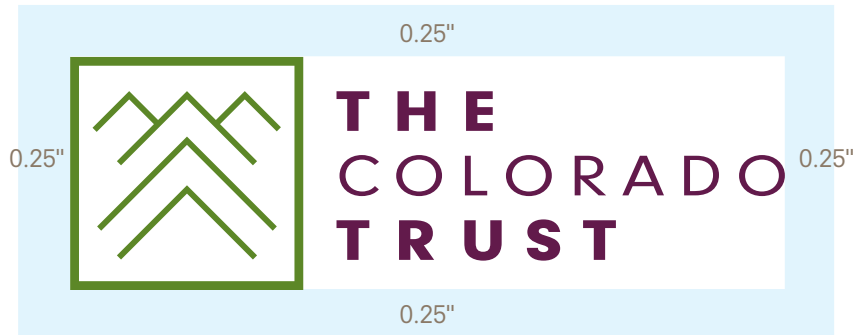


NOT ACCEPTABLE PROPORTION



» C: CLEAR ZONE

The Colorado Trust logo should always have an area of open space or "clear zone" around it of at least 0.25". No other graphic or typographic elements should fall within the "clear zone" around the signature.



» D: COLOR OPTIONS

The Colorado Trust logo signature is comprised of two colors. Spot color printing is the preferred option; however, four-color process printing may be used when spot color reproduction is not available and/or economically feasible. Each color is shown below as a Pantone® spot color and its 4 color CMYK conversion. The logo may also be used in all black, or any other solid color from The Trust color palettes; or reversed out of black, or any other solid color from the color palettes, in all white.

2-COLOR (PANTONE)



■ PANTONE 576 ■ PANTONE 511

4-COLOR (CMYK)



■ C:49 M: 0 Y: 100 K: 39 ■ C: 60 M: 100 Y: 45 K: 30

BLACK



REVERSED



» E1: CO-SPONSORSHIP

Events and display materials sponsored solely by The Colorado Trust will follow The Trust's graphic standards. Existing display materials will be leveraged as needed.

Events and display materials co-sponsored and/or co-funded will be treated on a case-by-case basis, following review and approval by Christie McElhinney, Vice President of Communications and Public Affairs.

» E2: CO-PUBLICATION

The Colorado Trust produces many publications each year. If fully funded by The Colorado Trust, these materials will follow The Trust's graphic standards. The Colorado Trust logo will always be the most prominent logo and/or appear first on the cover of the publication.

If the publication is co-funded, the design will be treated on a case-by-case basis, following review and approval by Christie McElhinney, Vice President of Communications and Public Affairs.

» F: TAGLINE USAGE

The Colorado Trust tagline should always be reversed out of the primary green (PMS 576), black or any other solid color from The Trust's color palettes. In most cases, the "A" in "Achieving" should be left-justified to line up with the left side of the logo signature.

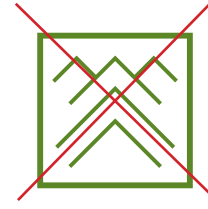


» G: EXAMPLES OF UNACCEPTABLE USAGE

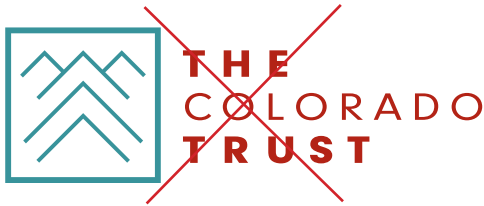
Below is a quick reference of examples that show unacceptable usage of the logo signature.



Never flip the logo.



Never use just part of the logo.
Elements of the logo are not to be separated.



Never change the colors of the logo.



Never distort the logo.