GRAPHIC Standards
# TABLE OF CONTENTS

## SECTION 1: LOGO USAGE ................................................................. 4-7
   a. Primary Logo Signature ................................................................. 4
   b. Logo Signature Sizes and Proportions ......................................... 4
   c. Clear Zone .................................................................................. 5
   d. Color Options ............................................................................. 5
   e. Co-branding ................................................................................. 6
      1. Co-sponsorship ....................................................................... 6
      2. Co-publication ......................................................................... 6
   f. Tagline Usage ............................................................................. 6
   g. Examples of Unacceptable Usage ................................................. 7

## SECTION 2: FONTS ...................................................................... 8-9
   a. Primary Fonts ............................................................................. 8
   b. Using Fonts ................................................................................ 9

## SECTION 3: COLORS ................................................................... 10-11
   a. Color Palettes ........................................................................... 10
   b. Using Colors ............................................................................. 11

## SECTION 4: IMAGE USAGE ......................................................... 12-13
   a. Image Tone ................................................................................ 12
   b. Image Treatments ...................................................................... 12
   c. Image Samples ........................................................................... 13

## SECTION 5: DESIGN ELEMENTS ............................................... 14-15
   a. Print ........................................................................................... 14
   b. Email .......................................................................................... 15

## SECTION 6: ELECTRONIC DOCUMENT TEMPLATES .................. 16-21
   a. Letterhead .................................................................................. 17
   b. Fax .............................................................................................. 18
   c. Memorandum .............................................................................. 19
   d. PowerPoint .................................................................................. 20
THE COLORADO TRUST GRAPHIC STANDARDS

An important component of effectively establishing The Colorado Trust’s vision and brand is maintaining continuity in how we communicate about ourselves in words, symbols, typography, pictures and printed and electronic materials. This graphic standards manual is designed for use by staff and partners of The Colorado Trust to create a uniform representation of The Trust in a variety of media and other environments. The Trust brand includes a refreshed logo mark, specific typography, a vibrant color palette and full-color photographic images. When used consistently, these elements become a powerful set of tools to communicate our vision to achieve health equity for all Coloradans.
SECTION 1: LOGO USAGE

» A: PRIMARY LOGO SIGNATURE

The Colorado Trust logo is left-justified in most cases and consists of three main elements: the primary icon, “The Colorado Trust” logotype and the tagline “A Health Equity Foundation.” All of these elements must be present for the logo signature to be considered acceptable. The tagline will not be used in cases where the logo is smaller than 1.5” or on the back of a publication.

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.
C: CLEAR ZONE
The Colorado Trust logo should always have an area of open space or "clear zone" around it of at least .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 three 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 four-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.
» **E1: CO-SPONSORSHIP**
Event and display materials sponsored solely by The Colorado Trust will follow The Trust’s graphic standards. Existing display materials will be leveraged as needed.

Event and display materials co-sponsored and/or co-funded will be treated on a case-by-case basis, following review and approval by the Director of Communications.

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» **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 the Director of Communications.

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» **F: TAGLINE USAGE**
The Colorado Trust tagline can be reversed out of either primary color, black or any other solid color from The Trust’s color palettes. In most cases, the tagline 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.
SECTION 2: FONTS

» A: PRIMARY FONTS
The primary fonts used for The Colorado Trust are modern, clean and fresh while also maintaining traditional and historical elements. This is accomplished by combining sans serif and serif fonts. For all text in regular Trust documents, please default to 11-point Cambria font. For forms, templates and designed materials, the Neuzeit and Baskerville fonts are used as headings and sub-headings.

Neuzeit S Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()

Neuzeit S Book Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()

Baskerville Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()

Cambria (11 pt.)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()
B: USING FONTS

Below are examples of how the fonts should be used in collateral design.

Headline or call-outs should mix the **NEUZEIT S BOOK** or **BOOK HEAVY** in all caps with *Baskerville Italic* or *Semi-Italic*.

**NEUZEIT S BOOK HEAVY** in all caps can emphasize a word or words in the copy.

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*At The Colorado Trust, WE BELIEVE* race, ethnicity, income or where we live shouldn’t keep anyone from achieving good health.

That’s why our grantmaking work engages and supports a diverse array of organizations and individuals in communities across Colorado. In doing so, we help to assure all Coloradans have fair and equal opportunities to lead healthy, productive lives.

www.coloradotrust.org

Body copy should utilize **Neuzeit S Book**.
A: COLOR PALETTES

The Colorado Trust color palette is comprised of three groups: the Primary Color Palette, the Secondary Color Palette and the Neutral Color Palette. The Primary Color Palette is to be used on the logo signature. The Secondary Color Palette is used to accent the Primary Color Palette and represents the color choices for collateral materials.

Next to each color swatch below is the Pantone Color Swatch number, the CMYK breakdown, the RGB breakdown and the Web Hex number.
B: USING COLORS

Below are examples demonstrating how all three color palettes work together to create the brand image of The Colorado Trust.
SECTION 4: IMAGE USAGE

» A: IMAGE TONE
Images and photos should reflect a diverse range of individuals, families and groups that represent the health equity vision.

» B: IMAGE TREATMENTS
Images and photos will be used in full color whenever possible in all collateral, including publications and the website. If a photo needs to be converted to a monotone or duotone color, the Neutral Color Palette will be used: Pantone Warm Gray for monotone color for one of a two-color design, or combined with Pantone 451 for duotone color.

Color gels are another way to add interest to images. The Colorado Trust’s Primary and Secondary Color Palettes can be used for this treatment. Gels are created when color fields are placed on top of an image to give an effect of translucent color. The image should only be covered partially and the color gel should serve as a platform for copy.
C: IMAGE SAMPLES
A: PRINT

Below are samples of how to use design elements to create a printed collateral piece.
B: EMAIL
Trust staff are requested to consistently use the signature as illustrated below, particularly when communicating with all external audiences. Also below are examples of The Trust’s Community Connections Blog Highlights and News of Note mastheads.

<table>
<thead>
<tr>
<th>Staff Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE COLORADO TRUST – A Health Equity Foundation</td>
<td></td>
</tr>
<tr>
<td>Phone 303.837.1200</td>
<td>Fax 303.839.9034</td>
</tr>
<tr>
<td><a href="http://www.coloradotrust.org">www.coloradotrust.org</a></td>
<td>Follow us on Twitter</td>
</tr>
</tbody>
</table>

Please consider the environment before printing this email.
The following electronic document templates, available in the Forms section of The Trust’s document management system, SharePoint, are to be used at all times to ensure that The Colorado Trust’s brand image is maintained.

The logo and colors look “greyed out” on the screen when opening the templates. This indicates that the logo has been inserted in the header section of the document, which Microsoft Word automatically pushes to the background. When printing the document or creating an Adobe .pdf file version, the colors will show in full, normal brightness. Placing the logo image in the document header protects it from being deleted, and also prevents the image from being moved by accident. The Website Manager is available to assist with this matter if you have any questions.

It is strongly recommended that any instance in which you wish to send a document created in Word to someone externally, send an Adobe .pdf version of the file instead of the Word file. In Word documents, anything you send to an outside audience can be modified without your approval or awareness, and is thus a potential security vulnerability. With a .pdf file, what you send to them is guaranteed to remain intact and cannot be edited without recreating the entire file (as well as new identifiers/author properties for it). Please speak with the IT Manager or Website Manager if you need assistance learning how to create a .pdf file from a Word document.
A: LETTERHEAD

June 9, 2014

[Click here and type your name]
[Click here and type Organization]
[Click here and type Address]
[Click here and type City, State zip]

Dear [Click here and type name]:

Type in letter text here. Do not tab in the first line of every paragraph. Instead, leave an empty line between every paragraph.

Sincerely,

[Click here and type your name and title]
B: FAX

The documents accompanying this telexcopy transmission may contain information belonging to the sender that is legally privileged. The information is intended for the use of the individual or entity named above. If you are not the intended recipient, you are hereby notified that any disclosures, copying, distribution or the taking of any action in reliance on the contents of this telexcopied information is strictly prohibited. If you have received this telexcopy in error, please immediately notify us by telephone and/or arrange for return of the original documents to us.
MEMORANDUM

TO:  “[Click here and type Contents]”
FROM:  “[Click here and type Contents]”
DATE:  June 9, 2014
SUBJ:  “[Click here and type Contents]”

"[Click here and type Contents]"