THE COLORADO TRUST

A Health Equity Foundation

GRAPHIC *Standards*

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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.

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 .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.

TWO-COLOR (PANTONE)

THE COLORADO TRUST
A Health Equity Foundation

PANTONE 5483 PANTONE 484
WARM GRAY 10

FOUR-COLOR (CMYK)

THE COLORADO TRUST
A Health Equity Foundation

C:62 M:0 Y:21 K:31 C:0 M:95 Y:100 K:29
C:0 M:14 Y:28 K:55

BLACK

THE COLORADO TRUST
A Health Equity Foundation

REVERSED

THE COLORADO TRUST
A Health Equity Foundation

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.

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 prominant 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.

F: TAGLINE USAGE

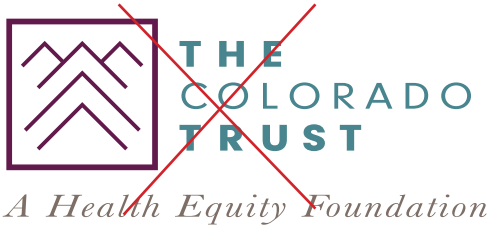
The Colorado Trust tagline can be reversed out of either primary color, black or any other solid color from The Trust's color palettes. In most cases, the tagline should be left-justified to line up with the left side of the logo signature.

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

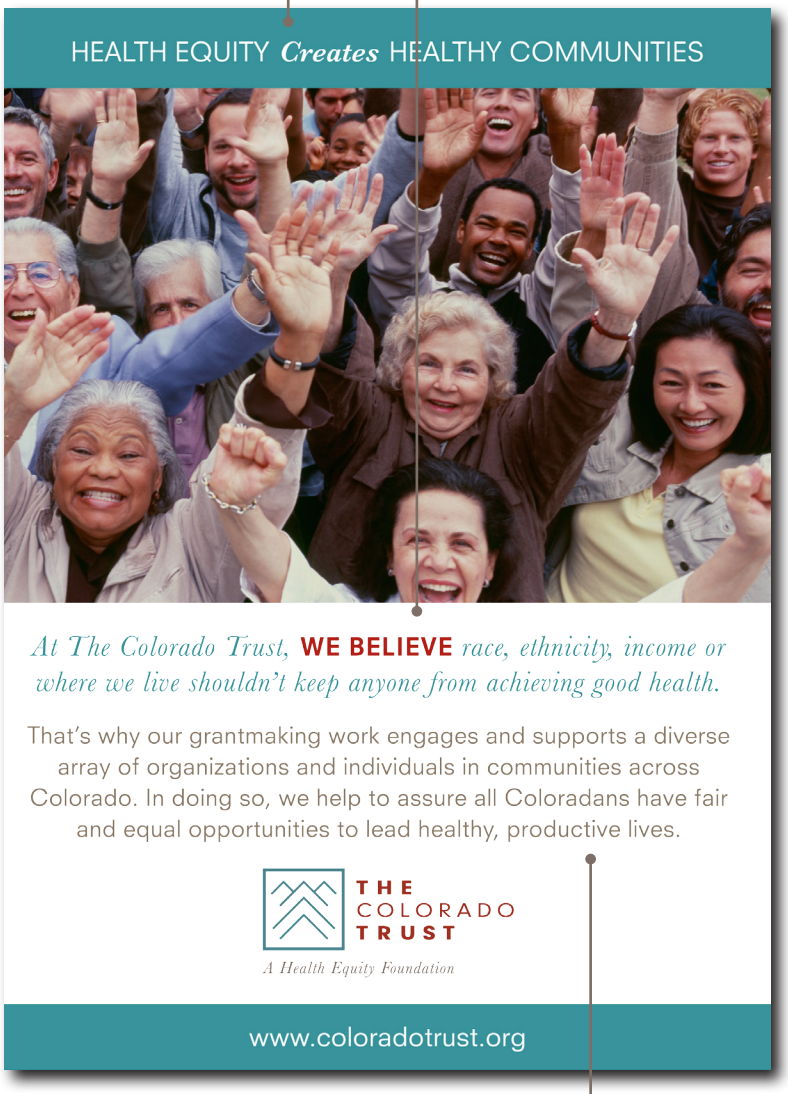
1234567890@#$%^&*!?/:;.”{}[]()

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.



Body copy should utilize Neuzeit S Book.

SECTION 3: COLORS

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.

PRIMARY COLOR PALETTE

PANTONE 5483
C 62, **M** 0, **Y** 21, **K** 31
R 56, **G** 147, **B** 155
WEB HEX # 38939b

PANTONE 484
C 0, **M** 95, **Y** 100, **K** 29
R 179, **G** 35, **B** 23**WEB**
HEX # b32317

SECONDARY COLOR PALETTE

PANTONE 505
C 50, **M** 100, **Y** 100, **K** 25
R 118, **G** 33, **B** 35
WEB HEX # 762124

PANTONE 511
C 60, **M** 100, **Y** 45, **K** 30
R 99, **G** 27, **B** 75
WEB HEX # 621a4b

PANTONE 7413
C 0, **M** 53, **Y** 100, **K** 4
R 236, **G** 137, **B** 29
WEB HEX # eb8923

PANTONE 652
C 50, **M** 25, **Y** 0, **K** 10
R 115, **G** 153, **B** 198
WEB HEX # 7299c6

PANTONE 583
C 23, **M** 0, **Y** 100, **K** 17
R 175, **G** 189, **B** 34
WEB HEX # afbd22

PANTONE 576
C 49, **M** 0, **Y** 100, **K** 39
R 92, **G** 135, **B** 395
WEB HEX # 5c8727

NEUTRAL COLOR PALETTE

WARM GRAY 10
C 0, **M** 14, **Y** 28, **K** 55
R 138, **G** 121, **B** 103
WEB HEX # 8a7967

PANTONE 451
C 33, **M** 28, **Y** 58, **K** 0
R 180, **G** 170, **B** 126
WEB HEX # b4aa7e

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.

Monotone: Pantone Warm Gray 10

Duotone: Pantone Warm Gray 10 combined with Pantone 451.

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.

THE COLORADO TRUST
A Health Equity Foundation

FACT SHEET

VISION *All Coloradans have fair and equal opportunities to lead healthy, productive lives regardless of race, ethnicity, income or where we live.*

The Colorado Trust is a health foundation dedicated to achieving health equity. We believe all Coloradans should have fair and equal opportunities to lead healthy, productive lives regardless of race, ethnicity, income or where we live. Partnering with communities, we can advance fair opportunities for all Coloradans to be healthy.

Trust health equity grant strategies include:

- **Health Equity Learning Series** – increasing knowledge and awareness of health equity through presentations from experts discussing factors that affect disparities and solutions that advance health equity.
- **Policy & Advocacy** – advancing health equity policy solutions through a field-building approach.
- **Data & Information** – monitoring inequities in health outcomes and social determinants through data collection and analysis to inform stakeholders and advance health equity.
- **Community-based Participatory Grantmaking** – advancing health equity in partnership with Colorado communities.

Environmental Scan

In 2012, The Colorado Trust undertook an environmental scan to engage community members and learn more about the extent to which health inequity affects access to health in Colorado. During the scan, we asked Coloradans to describe the key issues and gaps in health care service delivery and the solutions for addressing them. We also asked them to consider what it would take to create the ability to advance and sustain these efforts in their communities. In addition to these questions about health services and systems, we asked participants to consider the data and information that would help them understand the factors that contribute to health outcomes, and the types of policies that might provide Coloradans with the best opportunities to make choices that allow them to live a long, healthy life.

After gathering, analyzing and thoroughly discussing the scan findings, The Colorado Trust is re-focusing its vision to more intently address health disparities and to create health equity in Colorado.

Statewide Telephone Survey

Do you personally believe there are differences in health care that people receive in Colorado, based solely on their race, ethnicity, income or where they live?

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.

Staff Name | Title
THE COLORADO TRUST – *A Health Equity Foundation*
Phone 303.837.1200 | **Fax** 303.839.9034
www.coloradotrust.org | Follow us on Twitter | Follow us on Instagram

Please consider the environment before printing this email.

SECTION 6: ELECTRONIC DOCUMENT TEMPLATES

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

1600 SHERMAN STREET
DENVER, CO 80203-1604
WWW.COLORADOTRUST.ORG

PHONE 303-837-1200
TOLL FREE 888-847-9140
FAX 303-839-9034

DEDICATED TO ACHIEVING HEALTH EQUITY FOR ALL COLORADANS

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

1600 SHERMAN STREET
DENVER, CO 80203-1604
WWW.COLORADOTRUST.ORG

PHONE 303-837-1200
TOLL FREE 888-847-9140
FAX 303-839-9034

DEDICATED TO ACHIEVING HEALTH EQUITY FOR ALL COLORADANS

FAX

To:	[Click **here** and type name]	**From:**	[Click **here** and type name]
Fax:	[Click **here** and type fax number]	**Pages:**	[Click **here** and type # of pages]
Phone:	[Click **here** and type phone number]	**Date:**	6/9/14
Re:	[Click **here** and type subject of fax]	**CC:**	[Click **here** and type name]

☐ Urgent ☐ For your review ☐ Please comment ☐ Please recycle ☐ Please reply

● Comments: Select this text and delete it or replace it with your own. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

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C: MEMORANDUM

THE COLORADO TRUST
A Health Equity Foundation

1600 SHERMAN STREET
DENVER, CO 80203-1604
WWW.COLORADOTRUST.ORG

PHONE 303-837-1200
TOLL FREE 888-847-9140
FAX 303-839-9034

DEDICATED TO ACHIEVING HEALTH EQUITY FOR ALL COLORADANS

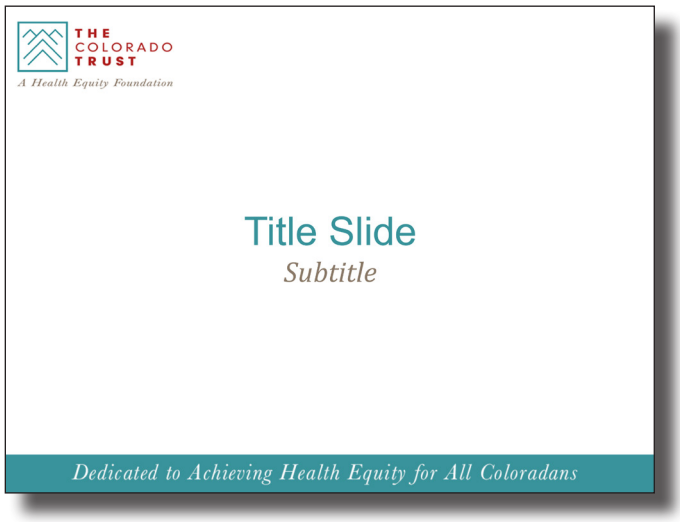
MEMORANDUM

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]"

D: POWERPOINT