

» 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 0.9239” 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.



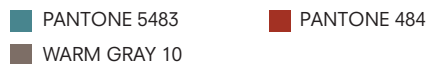
» D: COLOR OPTIONS

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)



A Health Equity Foundation



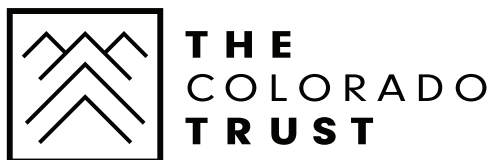
TWO-COLOR (PANTONE)



A Health Equity Foundation



BLACK



A Health Equity Foundation

REVERSED



A Health Equity Foundation

» E1: CO-SPONSORSHIP

Event and display materials sponsored by The Colorado Trust will follow The Trust’s graphic standards. Existing display materials will be leveraged as needed.

» E2: CO-PUBLICATION

The Colorado Trust produces or supports the creation of several publications each year. If fully funded by The Colorado Trust, these materials typically 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 Communications Department.

» 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.

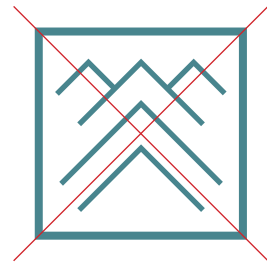


» G: EXAMPLES OF UNACCEPTABLE USAGE

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.