COLORADO CHILDREN'S
• CAMPAIGN •

Brand Standards

2025 - 2026

OUR BRAND

Our brand is one of the most precious assets we have as an organization, and being intentional in how we use it is essential in fostering the kind of reputation we want to establish.

While this is obviously true when it comes to our visual brand – logo, colors, fonts, and style – it is equally important in how we tell the story of who we are and why we matter. Clarity of message and consistency of language are the cornerstones of establishing a compelling brand for the Colorado Children's Campaign.

The following guidelines provide instruction on how to use our brand – both the visual and verbal elements of expression. While they don't cover every possible use case, they reflect the intent behind the brand, giving the designer, spokesperson, writer, or presenter the information they need to represent the organization with ease and confidence.

COLORADO CHILDREN'S CAMPAIGN

OUR NAME

The full name of our organization is the Colorado Children's Campaign. We use that in its full form when we introduce ourselves in any form of communication (including email). Only after we have used the full name in a communication may we shorten our name by using The Campaign. Never do we abbreviate to "CCC".

EVERY DAY. FOR EVERY KID.

OUR TAGLINE

Our tagline is a critical element of our brand. It speaks to our ongoing commitment to all children in Colorado and is an evolution of our prior tagline.

The tagline is most typically locked-up with the logo but can be used as a stand-alone line when using the complete lock-up is not appropriate (either too small to be legible or use of the tagline is more compelling in a different location, e.g. on the opposite side from the logo on a water bottle or baseball cap).

Never should the tagline be altered in phrasing or used as a headline.

Our Logo

The Colorado Children's Campaign logo serves as the cornerstone of our brand identity, embodying our mission through purposeful design and symbolism. The distinctive "C" at the heart of our logo represents the C's in the name Colorado Children's Campaign.

The vibrant colors within the logo reflect the depth of our work and the diversity of the children and families we serve. The overlapping colors signify the intersection of our focus areas and the connectedness across all our efforts.

This visual representation captures the collaborative nature of our work and reinforces our belief that meaningful change for children happens when different areas of expertise and passion come together with common purpose.

Configurations

Our logo has two configurations: a horizontal version and a stacked version.

The horizontal format is the preferred logo and should be used in most instances. We use the vertical format only when layout or space require it.

We have versions of our logo with and without the tagline. We strive to use the version with the tagline in all instances except when size makes the tagline illegible.

Use only the approved logo files. Never attempt to recreate any element of the logo or alter it in any way.

Horizontal (preferred)

Vertical (alternate)

Black, White and Gray logos
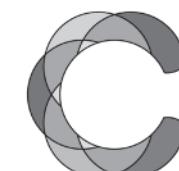
Clear space

Our logo should never be crowded by imagery or other graphic elements; it requires clear space around it to make it stand out within its environment.

Defined clear space for our logo by using the x-hight of the C from Colorado and establishing a perimeter around the edges of the logo free from other elements.

x-hight

Minimum size

To preserve legibility of our logo, never produce logos smaller than the size shown ere for print and digital environments*

*Logos are shown larger for display purposes.

Vertical logo minimum width
Print — 0.5 inches

DIGITAL 45 pixels

Horizontal logo minimum width
Print — 0.75 inches

DIGITAL 63 pixels

Primary Colors

The logo is comprised of multiple colors, but we've identified a select group of colors to use as the core brand color palette. Consistent use of the primary color palette will create an ownable and recognizable visual identity over time.

HEX 5F2167
RGB 95 33 103
CMYK 57 86 4 7
PMS 2623U / 2623C
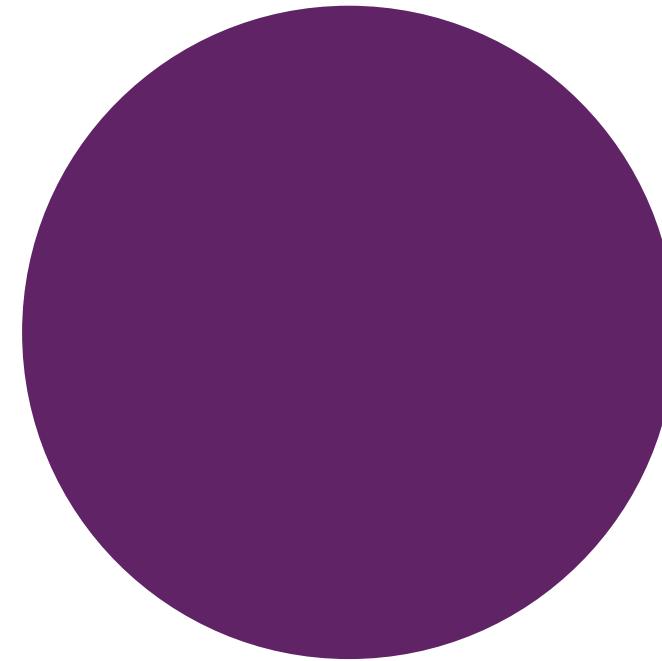
HEX 64b3e8
RGB 100 179 232
CMYK 0 96 93 2
PMS 2915U /292C
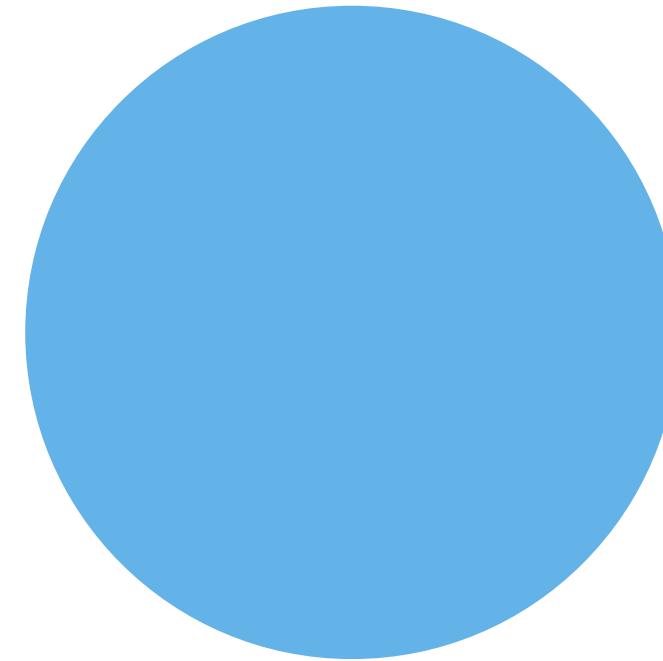
HEX FFC700
RGB 255 199 0
CMYK 0 11 196 0
PMS 108U / 109C
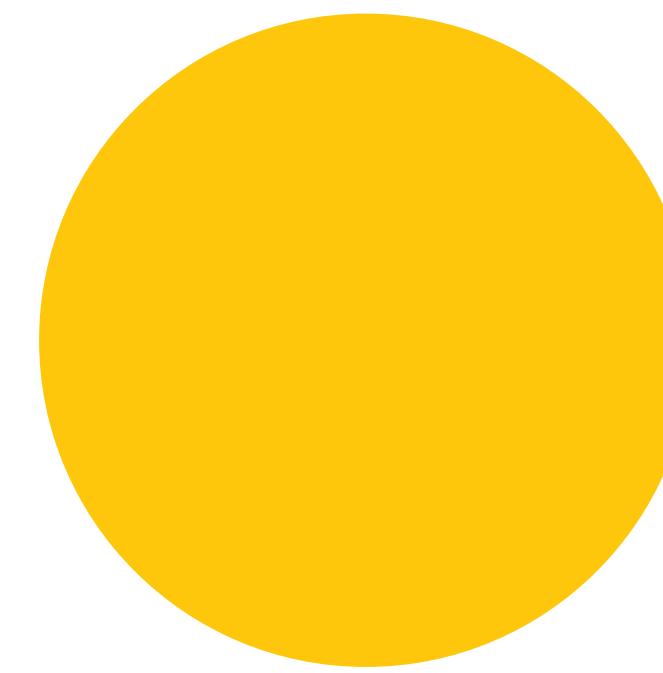
HEX FFFFFF
RGB 255 255 244
CMYK 0 0 0 0
PMS WHITE
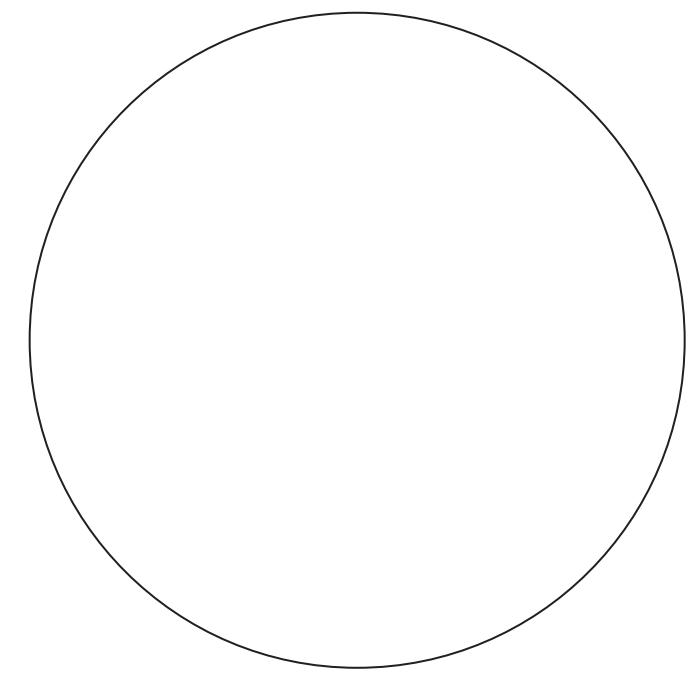
Secondary Colors

These colors are used for general layout and design, and in some instances, are used to denote a particular focus area of our work.

HEX 5e60ba
RGB 94 96 186
CMYK 57 46 0 0
PMS 2715C / 2736u
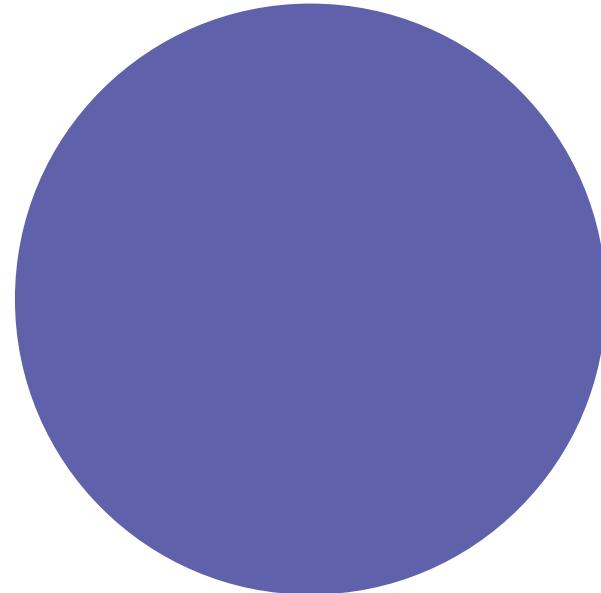
HEX 3255a4
RGB 50 85 164
CMYK 87 59 0 0
PMS 286U / 7685C
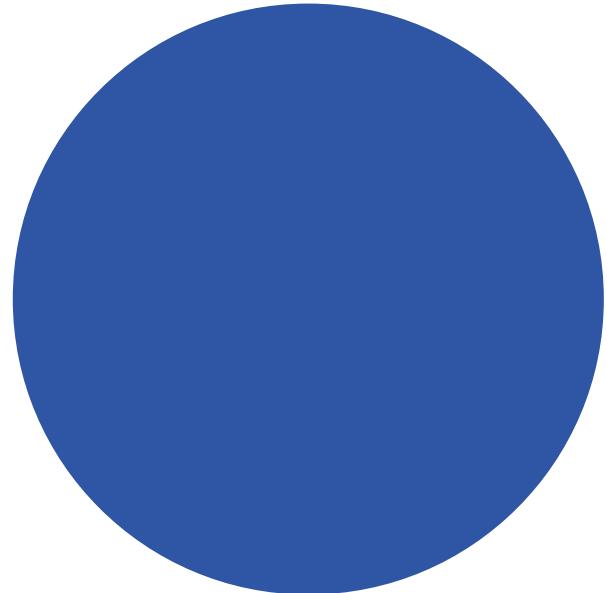
HEX C8102E
RGB 200 16 46
CMYK 3 86 62 9
PMS 200U / 186 C
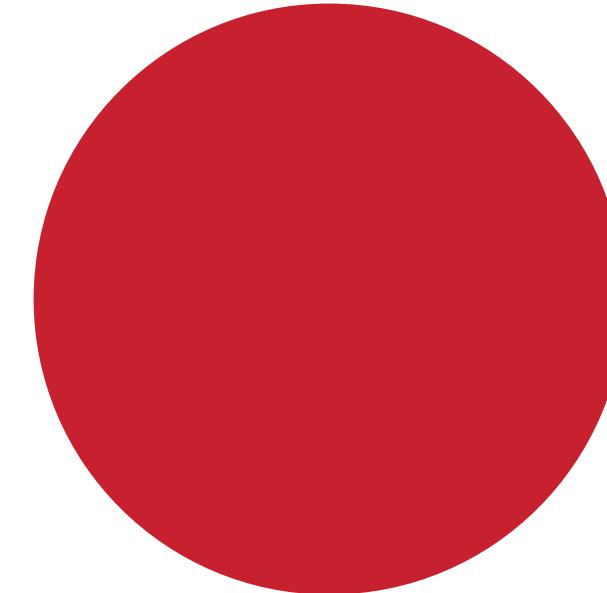
HEX DB487E
RGB 219 72 126
CMYK 0 96 93 2
PMS RUBINE RED U / 2635C
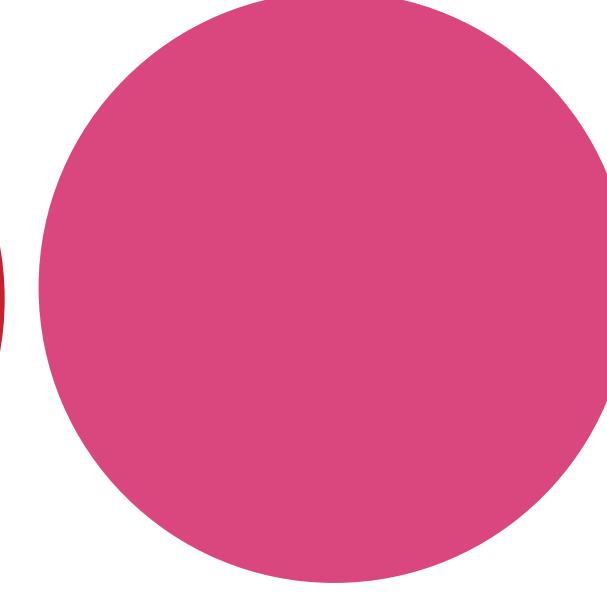
HEX E97724
RGB 233 119 36
CMYK 5 65 99 0
PMS 158U/ 158C
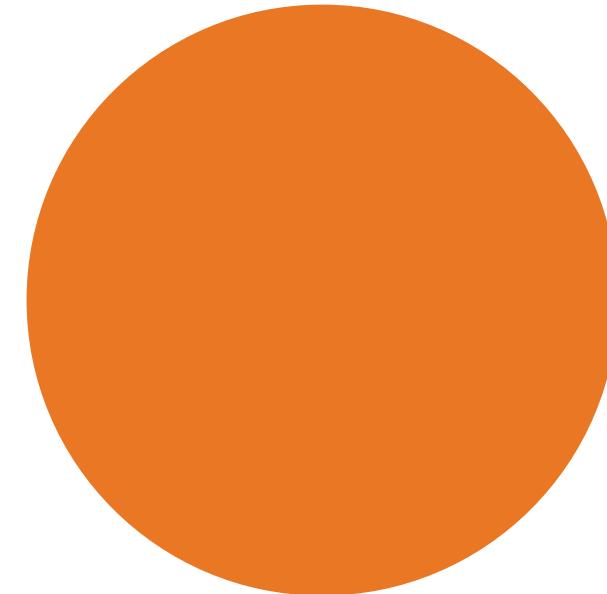
Colors and backgrounds

Our logo appears at its best when it sits on a white background. When needing to place our logo on a colored background, the logo should be black, white, or gray scale.
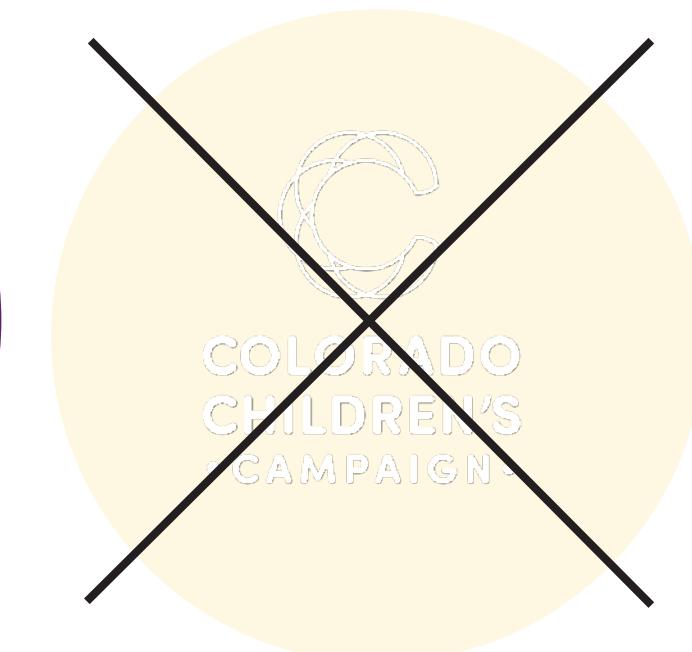
BRAND DNA

We fight the fight so kids can focus on being kids.

Our brand's DNA is the essence of how we express what we do and why we matter. It is purposefully crafted to be bold and engaging versus descriptive and functional.

We may use our brand DNA literally in communication, or as a key concept to drive messaging and content development. It is the statement (or key idea) we lead with in our communications to help others quickly understand the work we do.

OUR BRAND STORY

Our brand story is the cornerstone of our messaging. It may not be used verbatim in any specific piece of communication, but it is built in modular copy blocks that allow for rearranging the order or using one or two sections to suit a specific communication purpose.

At the Colorado Children's Campaign, we believe every child deserves a seat at the table when public policies are made that impact their life. But kids can't vote or run for office.

So, we are their voice. Their conscience. Their champion.

We use data and research to help us understand what, where, and how kids across Colorado need our help. Then we advocate to raise public and political will to drive meaningful and sustainable changes to policy.

We are committed to making Colorado the best place to be a kid and raise a kid. To realize this goal, we partner with people and organizations throughout the state who share our goal of creating a brighter, more equitable future for all kids.

Every day we fight kids' battles so they can focus on just being kids. Kids that are healthy and happy as they grow, play, and learn.

Colorado Children's Campaign.

Every day. For every kid.

Typography

The font used within our logo is precious to the logo and therefore should not be used elsewhere in our brand's expression. We use our primary fonts in all marketing communications materials. Our web fonts are for all online uses, and our system fonts are used within standard applications, such as PowerPoint and Word

Primary Fonts

Poppins

AaBbCc

AaBbCc

AaBbCc

AaBbCc

Playfair Display

AaBbCc

AaBbCc

AaBbCc

Web Fonts

Poppins

AaBbCc

AaBbCc

AaBbCc

AaBbCc

Merriweather

AaBbCc

AaBbCc

AaBbCc

AaBbCc

System Fonts

Helvetica

AaBbCc

AaBbCc

AaBbCc

Georgia Pro

AaBbCc

AaBbCc

AaBbCc

AaBbCc

Life Style Photography

Colorado Children's Campaign is dedicated to improving the lives of kids throughout Colorado, so that kids can just be kids.

The photography should reflect this - showing kids doing what kids do best, playing, getting dirty, creating, and generally just being themselves.

Use these images as inspiration when searching for stock photos or hiring a professional photographer to shoot.

Graphics

Orange center graphic to be used on purple and red backgrounds

Red center graphic to be used on yellow and orange backgrounds
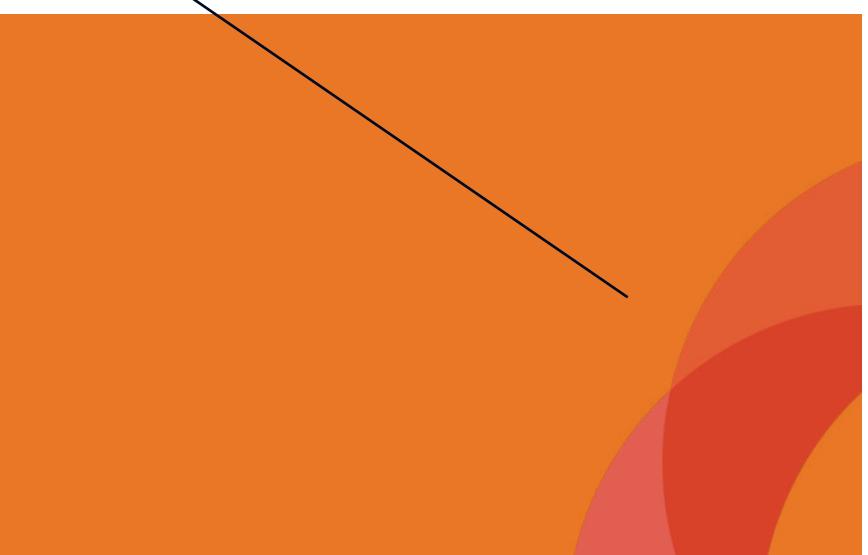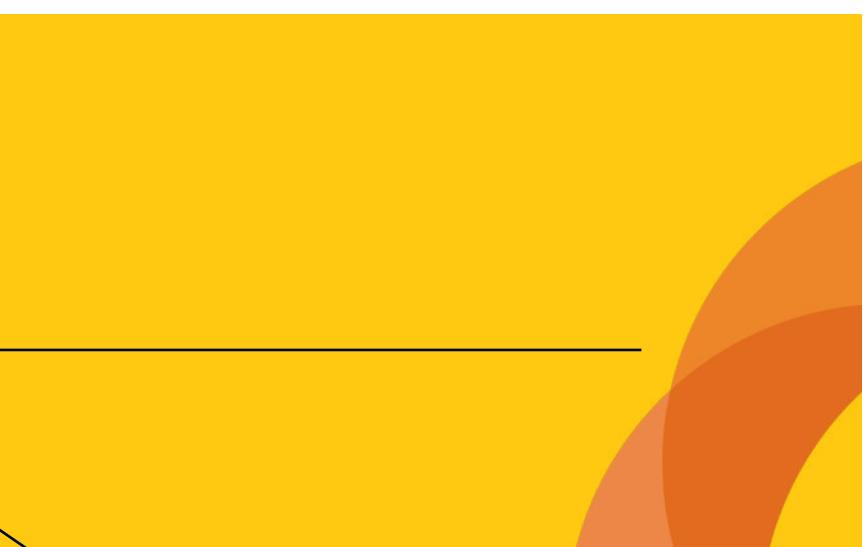
Purple center graphic to be used on dark blue and medium blue backgrounds

Graphics
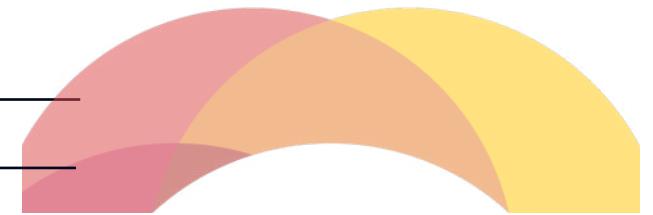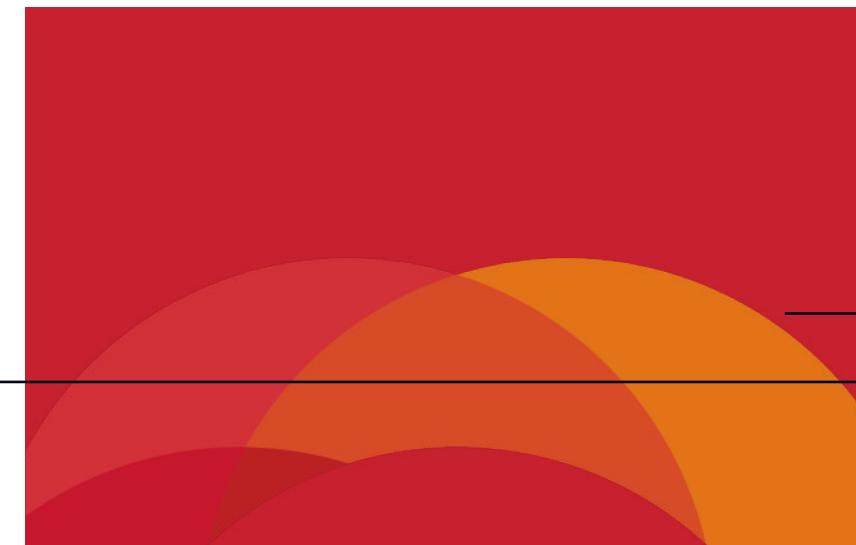
Orange center graphic to be used on purple and red backgrounds
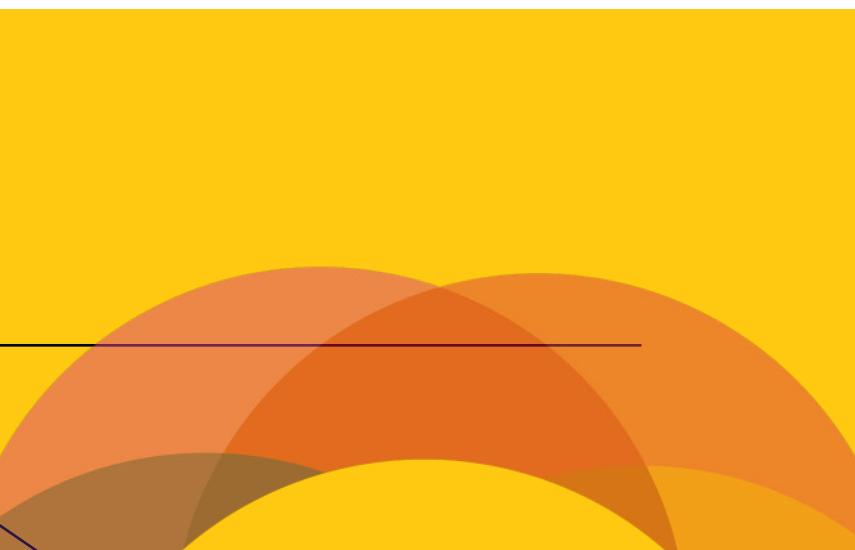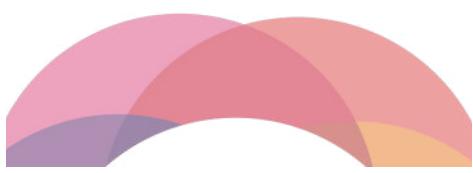
Red center graphic to be used on yellow and orange backgrounds
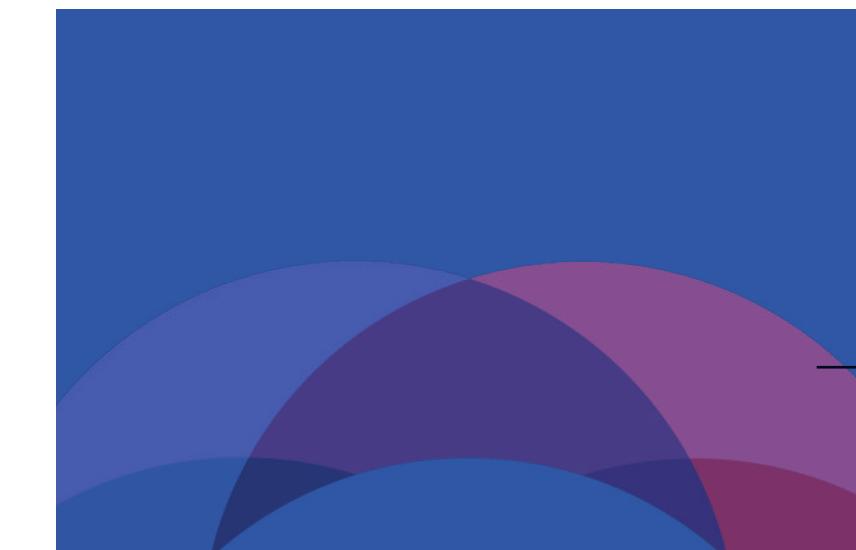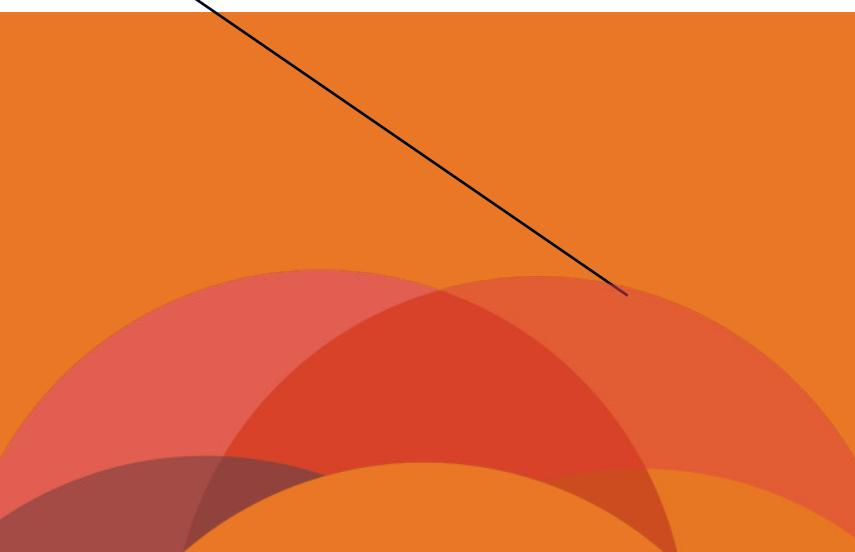
Purple center graphic to be used on dark blue and medium blue backgrounds
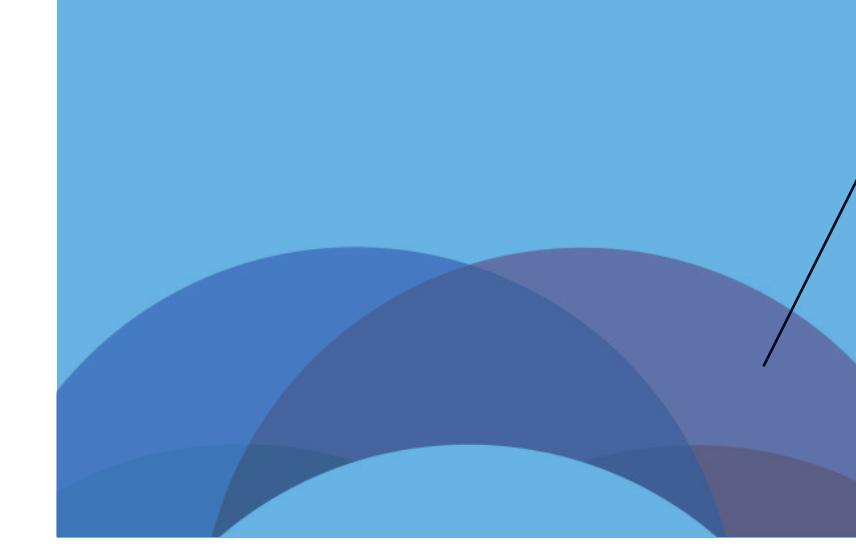
How it all comes together

Application Example

We do the grown-up stuff
So kids can do kid stuff.

Their job is to play.
Ours is everything else.

Business papers

COLORADO CHILDREN'S
• CAMPAIGN •
Every day. For every kid.

ColoradoKids.org
303•839•1580
1700 Broadway St 840, Denver, CO 80290

note card

COLORADO CHILDREN'S
• CAMPAIGN •
Every day. For every kid.

ColoradoKids.org   303•839•1580   1700 Broadway St 840, Denver, CO 80290

letter head

COLORADO
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• CAMPAIGN •

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ColoradoKids.org

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business card

COLORADO CHILDREN'S
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envelope