



**COLORADO CHILDREN'S**  
**• CAMPAIGN •**

# Brand Standards

2025 - 2026

# 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



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Every day. For every kid.



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# 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-height of the C from Colorado and establishing a perimeter around the edges of the logo free from other elements.



# Minimum size

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

Vertical logo minimum width  
Print — 0.5 inches



DIGITAL 45 pixels



Horizontal logo minimum width  
Print — 0.75 inches



DIGITAL 63 pixels

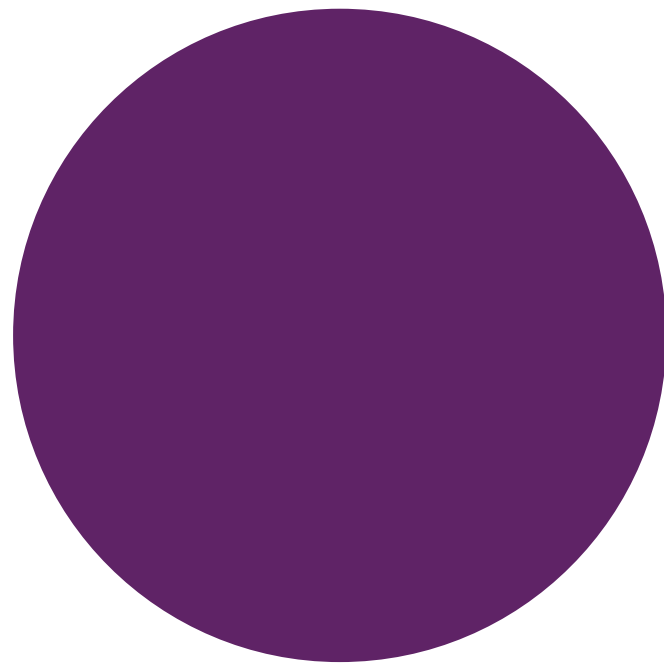


\*Logos are shown larger for display purposes.

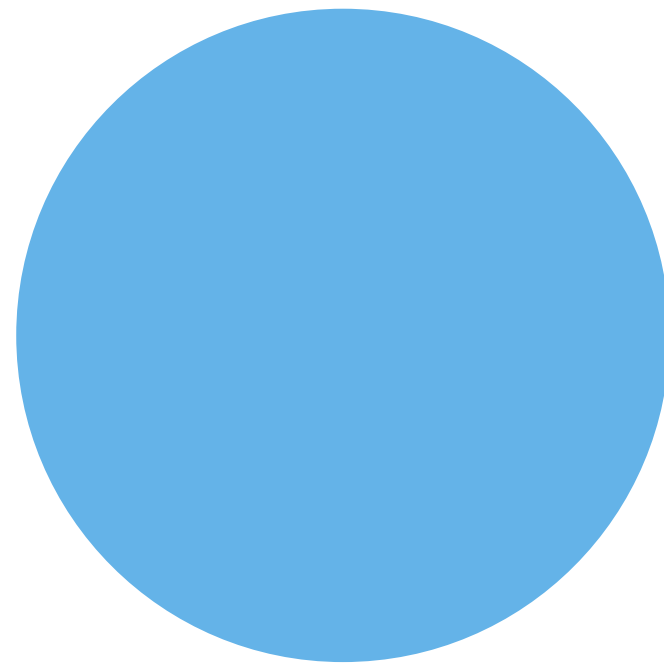
# Primary Colors

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.

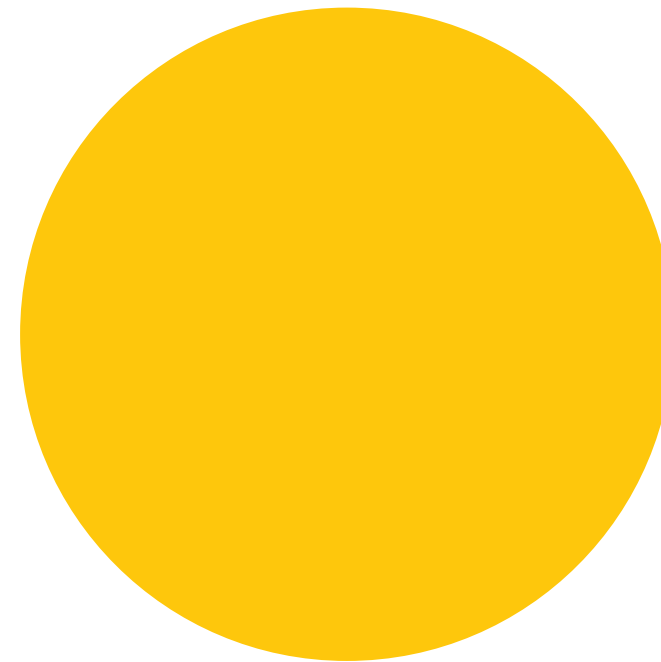
HEX 5F2167  
RGB 95 33 103  
CMYK 57 86 4 7  
PMS 2623U / 2623C



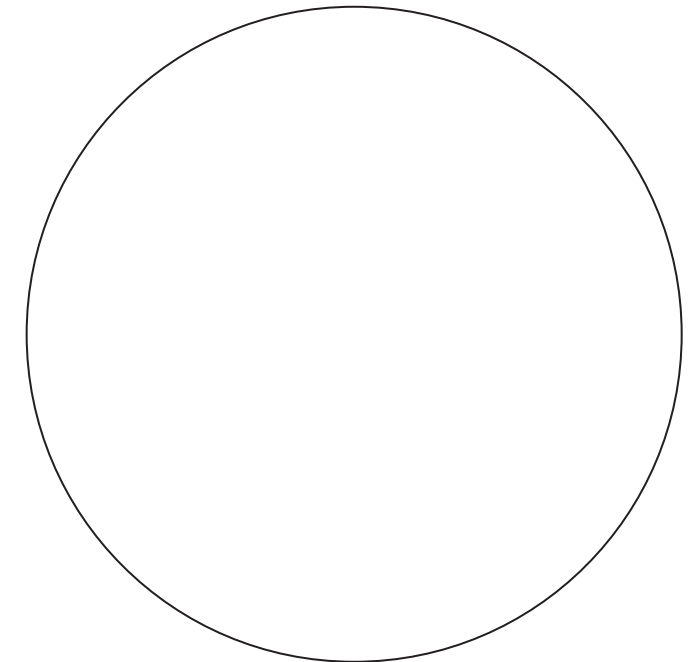
HEX 64b3e8  
RGB 100 179 232  
CMYK 0 96 93 2  
PMS 2915U / 292C



HEX FFC700  
RGB 255 199 0  
CMYK 0 11 196 0  
PMS 108U / 109C



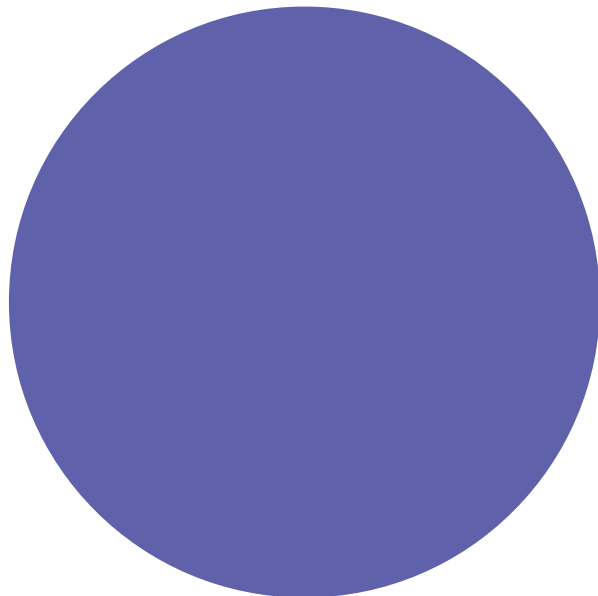
HEX FFFFFFFF  
RGB 255 255 244  
CMYK 0 0 0 0  
PMS WHITE



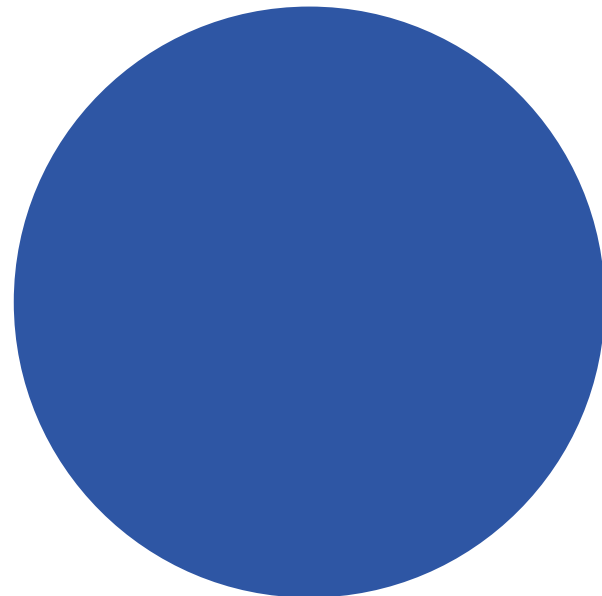
## Secondary Colors

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

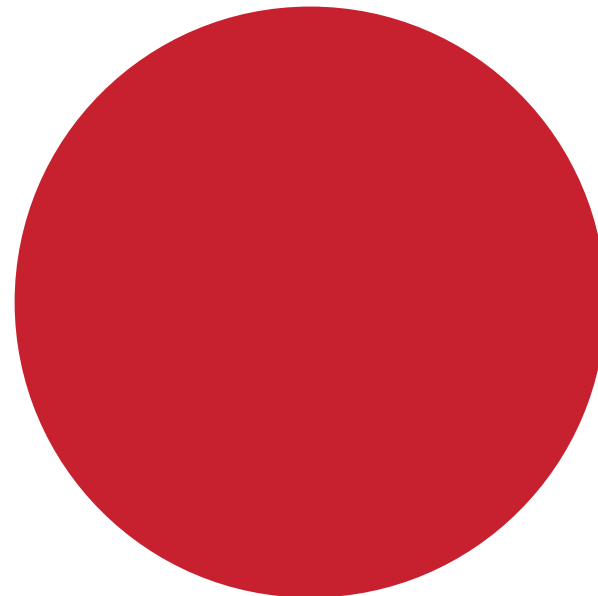
HEX 5e60ba  
RGB 94 96 186  
CMYK 57 46 0 0  
PMS 2715C / 2736u



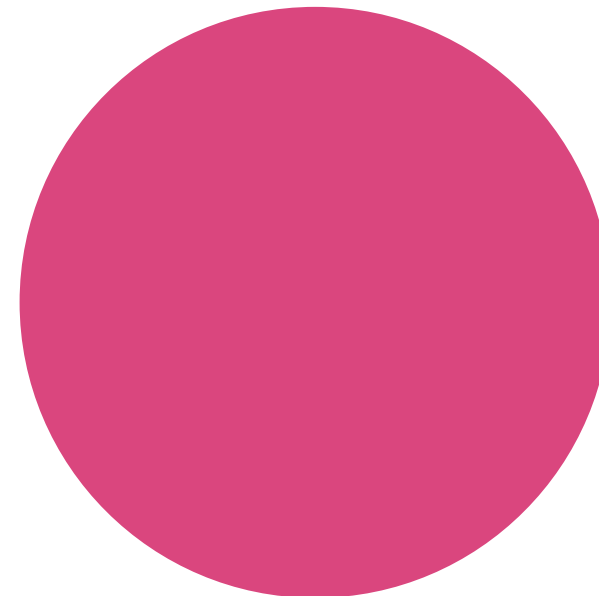
HEX 3255a4  
RGB 50 85 164  
CMYK 87 59 0 0  
PMS 286U / 7685C



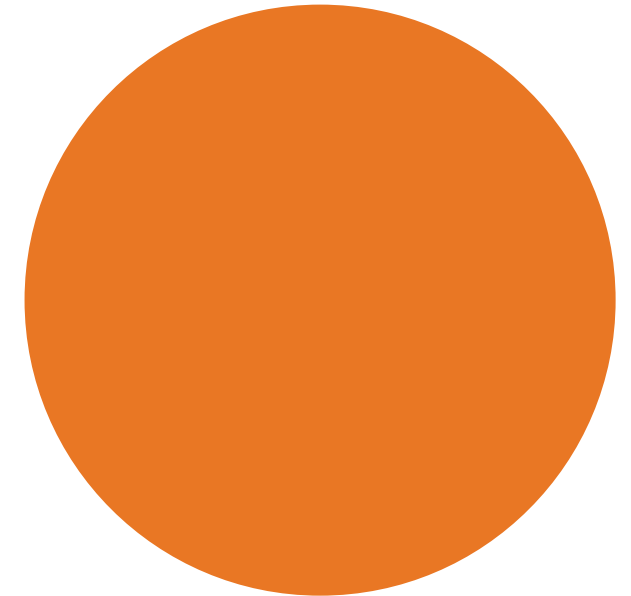
HEX C8102E  
RGB 200 16 46  
CMYK 3 86 62 9  
PMS 200U / 186 C



HEX DB487E  
RGB 219 72 126  
CMYK 0 96 93 2  
PMS RUBINE RED U / 2635C

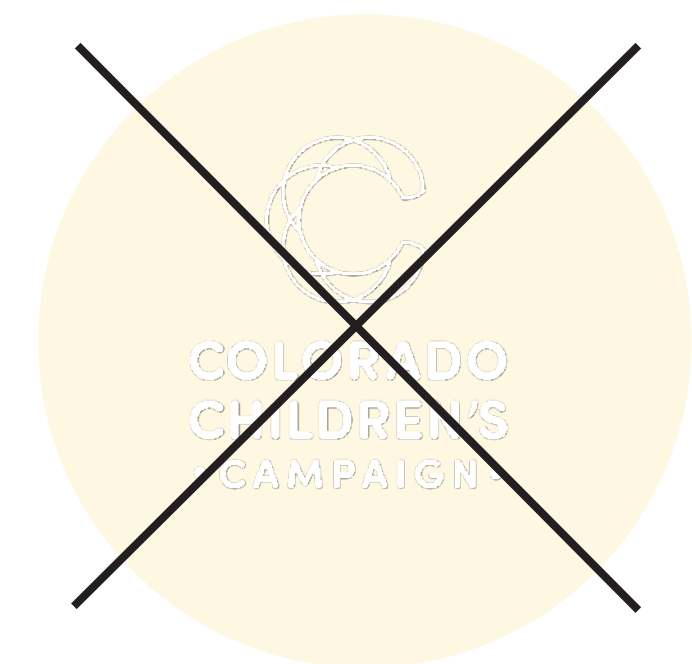


HEX E97724  
RGB 233 119 36  
CMYK 5 65 99 0  
PMS 158U / 158C



## 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.



# 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