COLORADO
THE
BRAND
GUIDELINES
Version: 1/24

Table of Contents

1: The Story 1

2: The Elements 3
The Toolbox 4
Brand Elements (Logos) 6
Color 14
Typography 15
Photography 17

3: The Brand for Departments 19
Architecture 20
Department Sub-brands 24
Multiple-Department Treatments 31
Consumer-Facing Brands 32
Lock-up Accent Colors 34
Lock-up Applications 41

4: The Examples 47
Business Cards 48
Letterhead 49
Envelopes 50

5: The Digital Guidelines 51
Represent the Brand Digitally 52
Websites 53
Accessibility 61
Social Media 62
Email Signature 64
Digital Letterhead 65
Presentations 66

6: The COLORADO COMPANY Certification Program 67
COLORADO COMPANY Certification 68
Certification Badge 69
Certification Badge Usage 70
Pairing Applications 71

7: Accessibility Resources 72

8: Branding Contact Info 74

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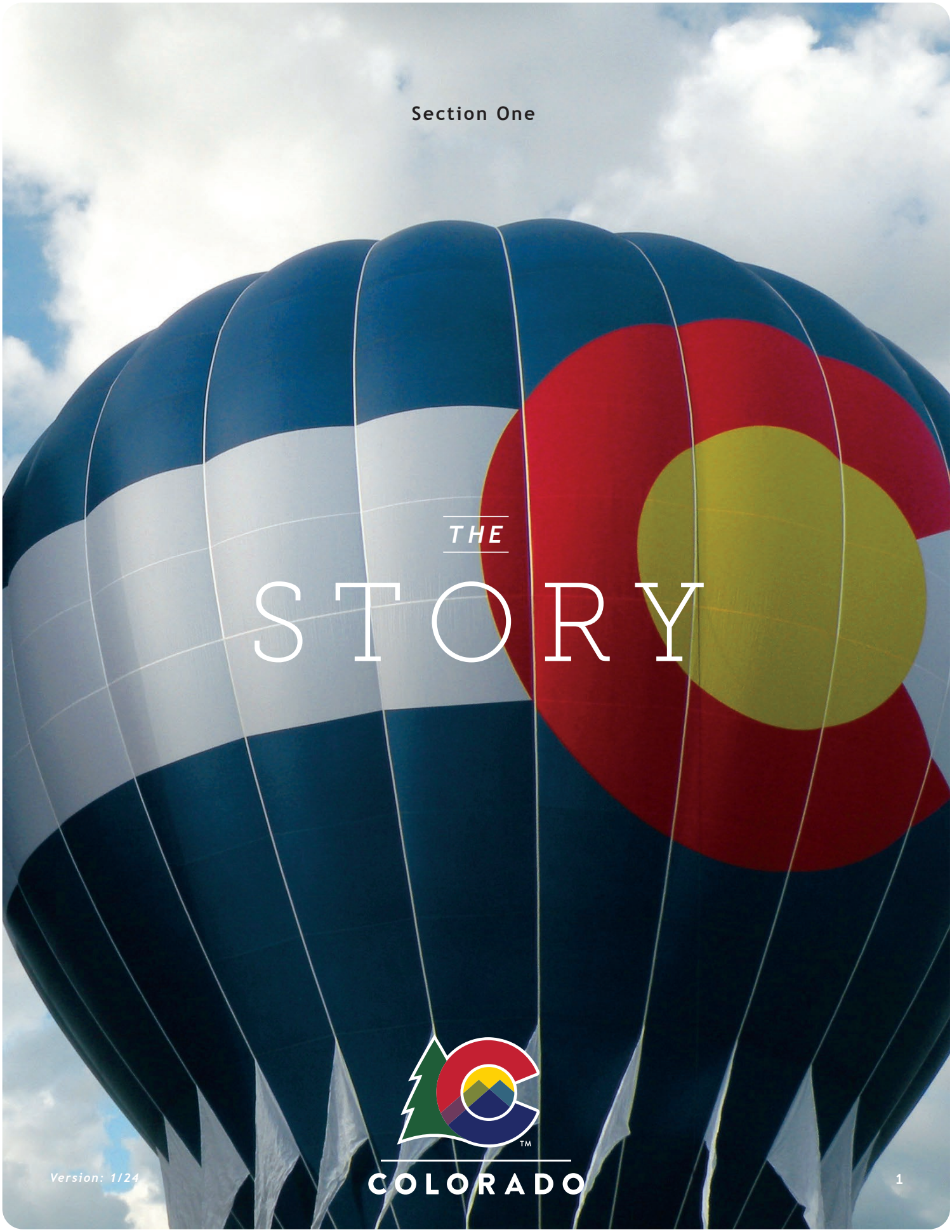
Section One



THE STORY

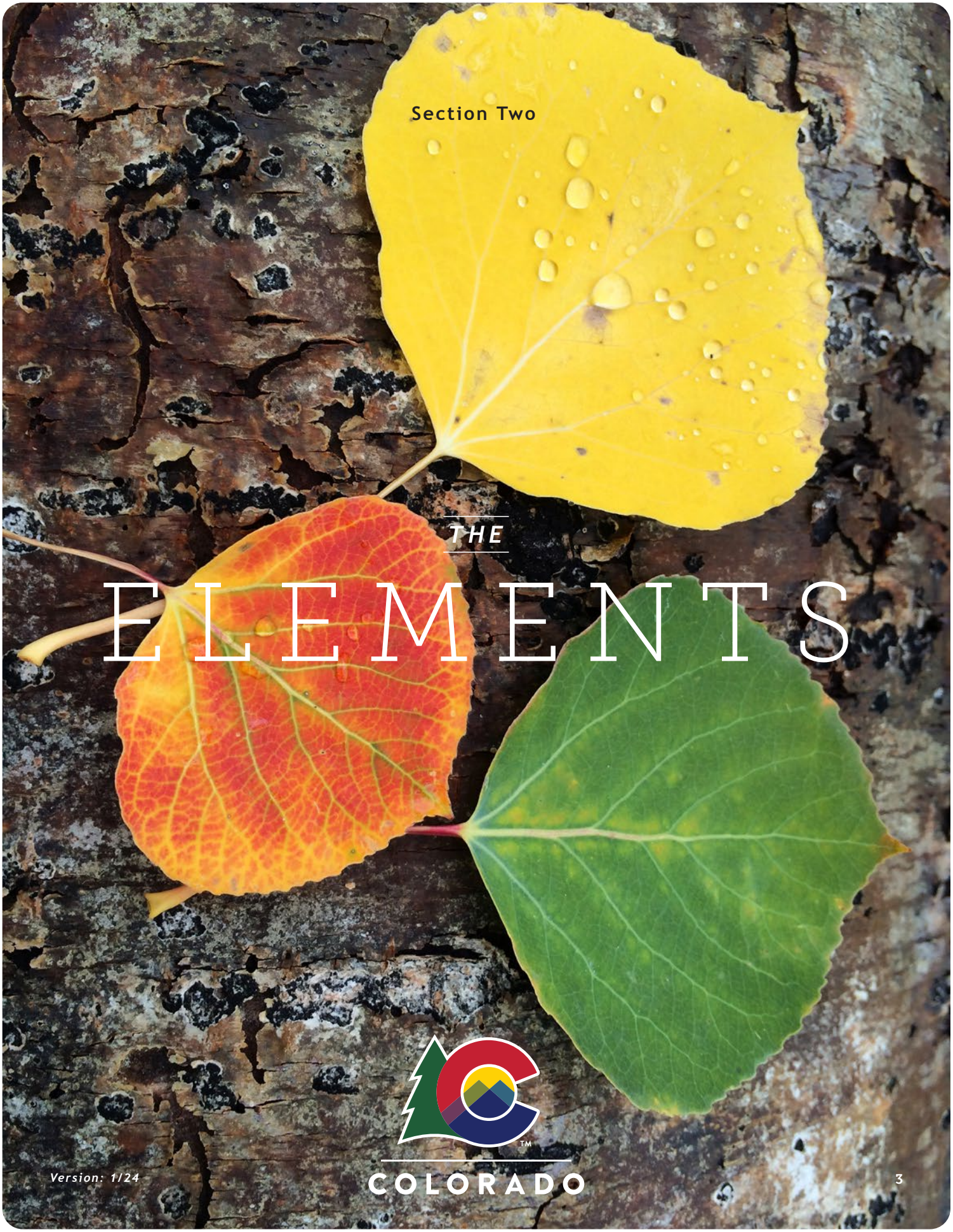
COLORADO™

The Story Behind the Brand

In 2011, the State of Colorado released a bottom-up plan for strategically evolving the economy. It was called the Colorado Blueprint. In it were six core objectives. One of them was a call to "create and market a stronger Colorado brand." Businesses, educational institutes and government all promoted this objective. The brand would work to unify Colorado — making its government more efficient while attracting talent and businesses and promoting tourism. The green Peak was a direct result of this effort.

In 2019, newly elected Governor Polis led a refresh of the State brand system based on OEDIT's outdoor recreation industry brand. The colorful new brand is owned by the State and is to be phased in as new materials are needed. The State retains the rights to the green Peak as well, which will be phased out over time.

The tree represents Colorado's many natural resources and its outdoor spirit; the red symbolizes Colorado's red soil and rocks; the yellow, its abundant sunshine and the wheat of its plains; the dual peaks represent the many mountains in the state, which provide critical water—represented by the rich blue base.



Section Two

THE ELEMENTS

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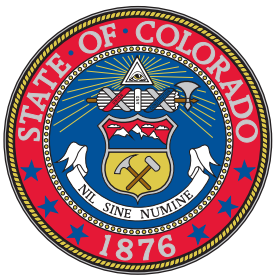
For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

The Colorado Communications Toolbox

The State of Colorado marketing and communications "toolbox" is made up of three distinct tools: the State Seal, the State Flag, and the State Logo. Each tool serves a unique purpose and should be deployed in communications accordingly.



State Seal

The State Seal is for use by elected officials in their communications, as well as for conducting enforcement and serious government business.

State Flag

The State Flag is for connecting with Coloradans on a citizen-to-citizen basis. The State Flag is public domain.

State Logo

The State Logo (the C) is for everyday government business and marketing communications and should be used broadly.

It is trademarked by the State's Department of Personnel & Administration for use by State agencies and its use is managed by IDS.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

The Colorado Communications Toolbox

Using the State Seal

The State Seal is used exclusively to communicate the authority of the state government and may be used only by a state agency for official state business. Additional information about the use of the seal is available on the Secretary of State's website at www.sos.state.co.us and questions about the use of the seal should be directed to that office. Official seal art was created and is managed by DPA's Integrated Document Solutions (IDS) unit. Use ONLY official art supplied by IDS. The State Seal may not be altered or added to in any way.

When to consider using the State Seal:
- Communications from elected state officials such as the Governor's Office and the Colorado General Assembly, along with law enforcement, corrections and on documents such as tax notifications, certificates, vital records and contracts.

Rules governing use of the State Seal:
1. The actual seal itself, when measuring two and one-half inches in diameter, can only be used by the Secretary of State in an official capacity.
2. A copy of the seal that is any size except two and one-half inches in diameter can be used by a department, organization or group that is authorized or established by an arm of the state of Colorado for official state functions, or for educational purposes.

Using the State Flag

The State Flag is public domain. All citizens have the privilege of use in occasions they deem fitting and appropriate.

When to consider using the State Flag:
- Non-official state business, ceremonies and events.

Using the State Logo

The State Logo is for use by all state departments, offices, divisions, programs and projects. The logo should be utilized by state employees as the default marketing and communications tool. All applications of the logo should adhere to the brand guidelines outlined herein.

When to use the State Logo:
- All day-to-day marketing and communications from the Colorado state government including but not limited to: business cards, letterhead, brochures, marketing pieces, presentations, signage, digital assets, and uniforms.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Brand Identity Elements

The State Logo

Department Lock-up

Horizontal Logo

Certification Badge

Color Palette & Typography

Museo Slab 500

Trebuchet Bold Italic

State of Colorado Logo

Primary State Logo

The State Logo consists of two elements that should normally appear together (except when being paired with a department emblem or other graphic element, or when used as an icon or social media identifier): the C icon and the logotype. The stacked configuration shown here is the preferred configuration. However, it is acceptable to use the horizontal configuration at the aesthetic preference of the designer (see page 10).

The relationship of these elements should not be modified. When sizing the C logo, be sure the logo elements are scaled proportionately.

Artwork for the C is available at bit.ly/2trMmhm.

Color Reverse Application

Color Reversed Logo

When printing the C logo on dark or vivid backgrounds, use the color-reversed logo (or all white option on the next page). The outline used in this version provides increased separation between the logo and the background. The type color is changed to white.

Reverse Application

White-Only Logo

The white C logo can be used when the logo is used on very busy or colorful background that would detract from the brand, to simplify the appearance.

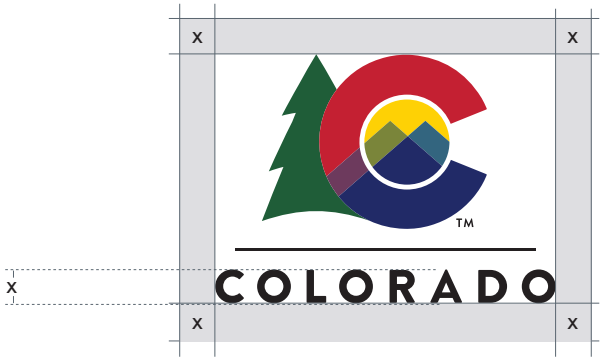
Horizontal Logo

Use the horizontal C logo when the primary logo configuration does not fit comfortably in the space available, or at the aesthetic preference of the designer. Here again, both elements of the logo (C and logotype) must always be used together without modification to the relationship between the elements.

Black and White Applications

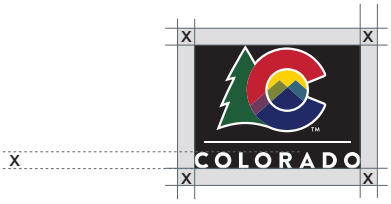
Reverse Applications

Clear Zone



“X” is equal to the height of the “CO.”

“X” is equal to the height of the “CO.”



“X” is equal to the height of the “CO.”

The State Logo should always have a clear zone surrounding it in order to maintain its integrity.

Leave a clear zone equal to “x” or greater, where “x” is equal to the height of the “COLORADO” logotype.

When possible, leave MORE clear space than the minimum indicated here.

Minimum Size

1/4″ high

1/4″ high

1/4″ high

Only use the C logo 1/4″ or larger in height in any logo configuration. Measure from the base of the C to the top of the C. For the color reverse version, measure from the outside of the outline.

Always try to use the brand in larger sizes for increased legibility. The minimum sizes are only for the highest resolution reproduction methods possible where more space is unavailable. Its use does not apply to low-resolution processes like those found on webpages.

Don’ts

Do not scale the C logo disproportionately.

Do not use the primary C logo over a photo or busy background. Use the color reverse version instead.

Do not use the primary C logo on a dark or low-contrast background. Use the color reverse version instead.

Do not place a glow or drop-shadow behind the C logo.

Do not incorporate the C logo into another logo.

Do not modify the size relationship of the C logo and the logotype or construct your own version.

Do not combine the C logo with other elements in a way that could be perceived as a lock-up. Use all brand files as they were supplied.

Do not alter the brand colors or modify the brand files in any way.

Primary Color Palette

The State Logo provides a palette of colors for all Colorado communications. Consider featuring a few brand colors in your communications. In addition to these primary colors, each department can select several individual accent colors or choose a color grouping from the Department Accent Palette (see pages 34-40). And because the previous primary palette is so commonly used and extends the hue and value range available, it is also acceptable to use them.

Red PMS 200C
CMYK: 16/100/87/6
RGB: 195/0/47
Hex: c3002f

Blue PMS 2748C
CMYK: 100/94/24/23
RGB: 0/25/112
Hex: 001970

Purple PMS 5125C
CMYK: 56/84/39/24
RGB: 109/58/93
Hex: 6d3a5

Tree Green PMS 7483C
CMYK: 84/38/88/34
RGB: 36/93/56
Hex: 245d38

Yellow PMS 109C
CMYK: 0/16/100/0
RGB: 255/209/0
Hex: ffd100

Left Mountain Green PMS 7491C
CMYK: 54/33/96/12
RGB: 122/133/59
Hex: 7a853b

Right Mountain Teal PMS 7699C
CMYK: 83/54/35/12
RGB: 53/100/126
Hex: 35647e

Accessibility and Color Key

A = Palette Colors with "A" indicate the color meets WCAG AA accessibility standards for contrast.
a = Palette Colors with "a" indicate the color passes WCAG AA accessibility standards for contrast ONLY when used on large type (18pt or more).

Previous Primary Brand Palette

Green PMS 355C
CMYK: 98/12/100/2
RGB: 0/149/58
Hex: 00953a

Slate PMS 431C
CMYK: 66/52/45/17
RGB: 92/102/112
Hex: 5c666f

Silver PMS 427C
CMYK: 17/12/13/0
RGB: 208/210/211
Hex: d0d2d3

Orange PMS 158C
CMYK: 2/66/100/0
RGB: 239/117/33
Hex: ef7521

Brown PMS 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Blue PMS 297C
CMYK: 52/5/3/0
RGB: 110/196/232
Hex: 6ec4e8

Some color values are direct conversions from the PMS LAB values, others are perceptual adjustments, and some are values from the previous brand guide.

Typefaces

Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Slab 500 is available for download at http://www.exljbris.com/museo.html.
It is offered by the type designer at no cost.

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS is a system font included on Macintosh and Windows operating systems. It is designed for the web and is a standard font in Google Drive software.

Additional Fonts for Special Use

BRANDON GROTESQUE	**Museo Slab 700**
Museo Sans 500	Museo Slab 300
Museo 300	Museo Slab 100

These fonts are to be used primarily by designers using Adobe software and are available for purchase through most font vendors.

Primary Typeface
Museo Slab 500 and Museo Slab 500 Italic are the primary typefaces of the Colorado brand. Use these fonts to evoke the brand voice in headlines and titles. If Museo Slab 500 is not available, it is ok to use the secondary typeface as the primary.

Secondary Typeface
Trebuchet MS is the secondary typeface of the Colorado brand. Use it for alternate headlines, subheadings, body copy, detail callouts and captions.

Setting Type for the Web
Museo is not a system font and therefore has to be loaded on every computer that uses it. When setting type for the web, use Trebuchet MS for live html text. Use Museo for headlines that can be uploaded as images.

Text Color
While the previous branding used dark Slate gray for text, the current system prefers black. This increases contrast and accessibility and is more likely to print clearer and more consistently than gray made from multiple colors.

Type Treatments

Preferred Headline Treatment

Trebuchet MS Bold

MUSEO SLAB 500.

Preferred
It is preferred to use Museo Slab 500 as the dominant headline/ title font and Trebuchet MS Bold as the secondary headline font.

Alternate Headline Treatment

Trebuchet MS Bold

TREBUCHET MS BOLD CAPS.

Alternate
If Museo Slab 500 is not available, it is acceptable to use Trebuchet MS Bold Caps as the dominant headline/title font and use Trebuchet MS Bold as the secondary headline font as shown here.

Alternate Headlines and Subheadings

Trebuchet MS Bold

Body Copy

Trebuchet MS Regular

Additional Font Open Sans is Available for Special Use Digital and Web Accessibility Considerations

Created for Google, it is free to use with an open-source license. Open Sans has clear spacing, tall letter sizes, and rounded shapes that make the typeface easy to read. It is also available in Adobe Creative Suite. Open Sans is a Dyslexia-Friendly font.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Photography

Our state is synonymous with unsurpassed natural beauty, fascinating people and ground-breaking innovation. It is important that we only use high-quality photography to portray our great state.

Quality Checklist:

- Resolution — Ensure each photo has adequate resolution for the specific media to be used.
- Focus — Either the entire photo, or just the key subject matter should be in sharp focus.
- Color balance — Each photo should be evaluated and adjusted when necessary for accurate color balance.
- Composition — The elements in a photo should create an interesting composition of lights and darks.
- Crop — Use crop to direct attention and create interest.
- Interesting subject matter — Colorado is more than breathtaking landscapes. Consider showing people and industry as subject matter.

Licensing

Typically, a photograph needs to be licensed from the photographer or the stock photo agency that owns the copyright. You must pay a licensing fee to use copyrighted photographs. The licensing fee is based on the specific details regarding how the photo will be used.

Photography

Other Considerations
Look for the following areas of diversity when choosing photography:

- Ethnic
- Geographic
- Occupation/Industry
- Rural/Urban
- Socioeconomic
- Age
- Gender
- Seasons

Section Three

THE BRAND FOR DEPARTMENTS

COLORADO

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Department Brand Architecture

Colorado Master Brand
The strength of the Colorado brand lies within the equity of the master brand logo—the C. Our marketing efforts will focus on establishing this equity.

Colorado Department Emblem
Most departments have a unique Emblem to represent their department identity. The department Emblem is to be paired with the C logo as shown here and later in this document.

Colorado Department Lock-up
Most departments and offices within Colorado have a primary logo lock-up that includes the C, Emblem, and a text treatment to the right. The C and Emblem lock-up is the most common type of department lock-up. Vertical versions can be requested by contacting IDS. Other lock-up options are shown later in this section including C-only and State Seal lock-ups.

Lock-ups serve as the unique graphic identifier for each department or office and should be used comprehensively across any given department or office and should not be modified or created internally.

Please contact IDS for brand creation/modification or to update brands on your department's branding Google Drive. This ensures that correctly made brands will be available for everyone in the future.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Department Emblem: Architecture

A unique Emblem has been created for the majority of the State's departments and offices and is available from your department's Communications/PIO Office. Each Emblem is an expression of the work that department or office conducts and the people they serve. The consistent shape of each Emblem lends visual continuity to our State government while allowing for individuality from one department to the next through unique iconography.

The Parts of an Emblem

Icon
Each department Emblem features an icon representing the work that they do.

Primary Emblem Color

Secondary/Accent Emblem Color

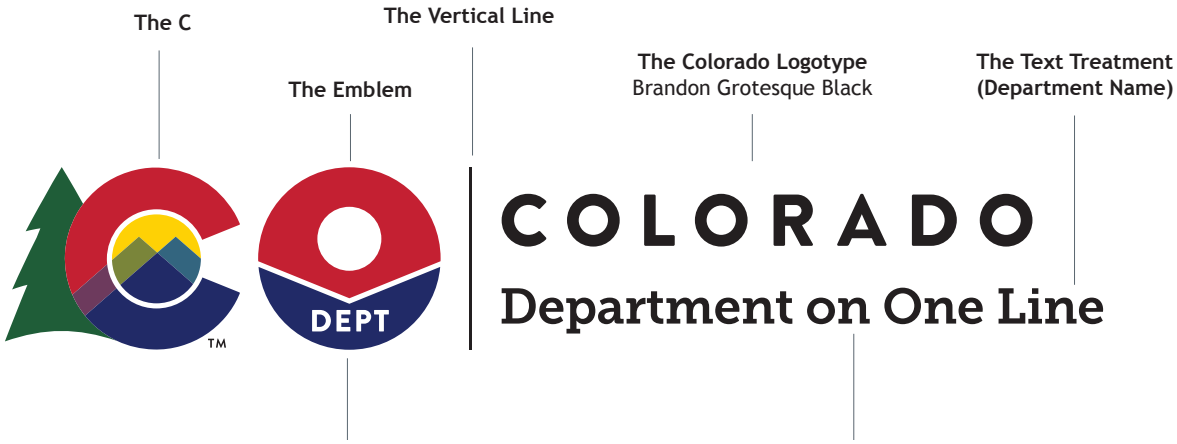
State C logo
When pairing the C logo with a department Emblem, the Colorado logotype is not included beneath the C logo. The department Emblem must always be paired with the C logo except when being used as a social media identifier.

Department Acronym

Department Lock-up: Architecture

A logo lock-up (also referred to simply as a “lock-up”) is made up of several elements. These elements are locked into position to form a single unit and should not be altered or rearranged. The elements of the most commonly used department lock-up type—the C and Emblem—are identified and described below.

The Parts of a Lock-up



Primary and Secondary Emblem Colors
Departments select these colors from the C logo or accent color palettes displayed on pages 34–40.

Emblem Acronym Typeface
Brandon Grotesque Black

Text Treatment Primary Line
Museo Slab 700

Text Treatment Secondary Line*
Museo 300

*Not shown here, lock-ups may include a secondary line to allow for the display of a division, program or project name in addition to the department name. See pages 25–29 for more details.

Department Lock-up: Text Treatment

A department name may require one or two lines in a logo lock-up depending on the length of the name. The maximum width of a department name is 3.2 x the width of the State C logo (measured from the left edge of Colorado logotype). When a single line exceeds this width, the two-line format should be used. In addition to the most commonly used lock-up type—the C and Emblem—we've illustrated C-only and State Seal lock-up examples for department names below.

Beyond the Department Lock-up: Department Sub-brands

A department lock-up may be only the first in a number of lock-ups needed to effectively brand an entire department. Each department sub-brand may warrant its own lock-up. Sub-brands include, but are not limited to:

Divisions
Offices
Programs
Projects
Facilities
Centers
Consumer-Facing Brands

There are several lock-up options* a department sub-brand may choose from, including:

State C and Emblem lock-up
C-only lock-up
State Seal lock-up
Acronym lock-up
Paired Brand lock-up

*These lock-up options are described in more detail on the following pages.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Beyond the Department Lock-up: Department Sub-brands

C and Emblem Lock-ups

This is the recommended lock-up type for most department sub-brands. The C and Emblem are used along with the Colorado logotype and a text treatment that includes the name of the department and the name of the sub-brand. Below are two possible ways to display this content.

C and Emblem Lock-up (Emphasis on the Department)

C and Emblem Lock-up (Emphasis on the Sub-brand)

Alternate Options for Sub-brand Lock-ups

Alternate lock-up options are available when the above scenarios don't meet the needs of a department sub-brand. More detail on using each of these alternatives can be found later in this section.

C-only Lock-up

State Seal Lock-up

Acronym Lock-up

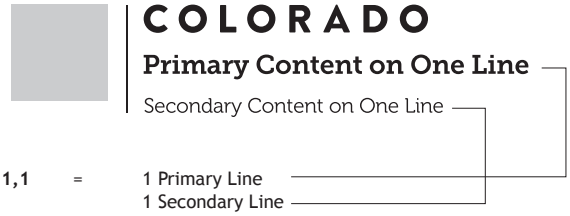
Paired Brand Lock-up

Department Sub-brand Lock-ups: Text Treatments

Every lock-up, with the exception of the Acronym option, allows for up to two pieces of content in the text treatment beneath the Colorado logotype. These two lines are described as the “primary line of content” and the “secondary line of content.” Either of these lines can be used for the department name or the department sub-brand name. If more emphasis should be placed on the sub-brand, then the sub-brand name should be placed in the primary line. If more emphasis should be placed on the department name, then the department name should be placed in the primary line.

1,0 = 1 Primary Line
No Secondary Line

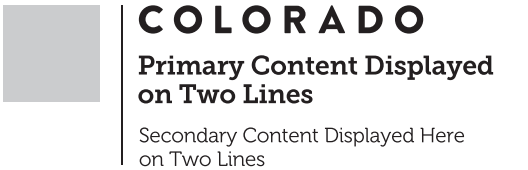
2,0



1,1 = 1 Primary Line
1 Secondary Line

1,2

2,1

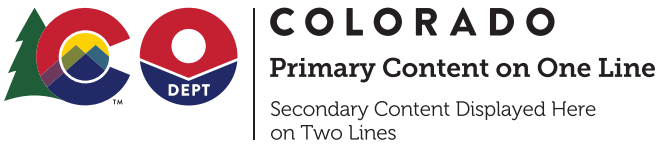


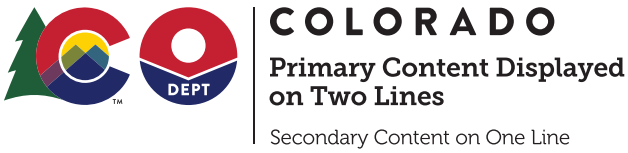
2,2

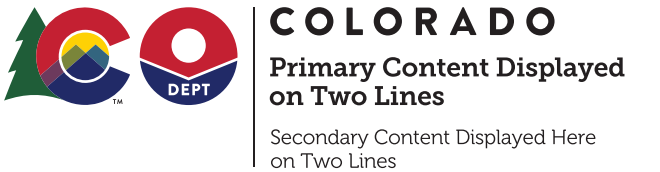
In some cases a third level of content may need to be included on asset materials, such as business cards or letterhead. In this case the third level, or unit, should be displayed in the provided area on the asset, but not in the lock-up itself. If it is necessary to provide unit level information in a lock-up, please choose either the department name or sub-brand name to accompany the third level entity—but NOT both.

Department Sub-brand Option: C & Emblem Lock-up

All department sub-brands are eligible for their own C and Emblem lock-up. Each C and Emblem sub-brand lock-up allows for primary and secondary content lines as needed. The content displayed on these lines is usually the department name and sub-brand name. The order of the content is left to the discretion of the department.







Department Sub-brand Option: C-only Lock-up

A C-only lock-up is also available for any department sub-brand. It is often used for programs that are loosely associated with the department in which they are housed or for programs that span multiple departments. The C-only lock-up may be used in any case where it is not appropriate or desired to include a department Emblem. Each C-only lock-up allows for primary and secondary content lines as needed. The content displayed on these lines is usually the department name and sub-brand name. The order of the content is left to the discretion of the department.

Department Sub-brand Option: State Seal Lock-up

A State Seal lock-up may be used when a department or department sub-brand conducts serious, official state business. Primary and secondary content lines are available for this type of lock-up. The content displayed on these lines is usually the department name and sub-brand name. The order of the content is left to the discretion of the department.

COLORADO
Primary Content on One Line

COLORADO
Primary Content Displayed on Two Lines

COLORADO
Primary Content on One Line
Secondary Content on One Line

COLORADO
Primary Content on One Line
Secondary Content Displayed Here on Two Lines

COLORADO
Primary Content Displayed on Two Lines
Secondary Content on One Line

COLORADO
Primary Content Displayed on Two Lines
Secondary Content Displayed Here on Two Lines

Department Sub-brand Option: Acronym Lock-up

An Acronym lock-up is available for department sub-brands that are more widely recognized by their acronym than their full name. These are usually programs. An Acronym lock-up may use a C and Emblem, C-only or a State Seal structure. The acronym part of the text treatment should not exceed six characters. Only one additional line of text is available when utilizing an Acronym lock-up. The additional line of text may be used for the department name or the full name of the acronym.

Multiple-Department Treatments

A Partnership of the Colorado Departments of Personnel & Administration, Revenue, and Transportation

A Partnership of the Colorado Departments of Personnel & Administration, Revenue, and Transportation

COLORADO

Department of Health Care Policy & Financing

Department of Human Services

Department of Public Health & Environment

Department of Revenue
Division of Motor Vehicles

When including brands for two or more departments in a co-branded program, avoid using multiple complete logos together or an arrangement of agency emblems. This treatment can appear busy and repetitive.

Instead, it is recommended to use the C (or Seal if a more official look is warranted) in conjunction with a listing of departments (examples at left) or a modified lock-up of the C, COLORADO logotype and agencies' logotypes (example below), if space allows. Use alphabetical order when possible.

In reports or longer communications from co-branded programs, it is ok to use a department's full brand lock-up near copy specifically about only that department's role in the program, when not adjacent to another department's brand.

Web and social media sites for co-branded projects may include images of department emblems and links to partner sites.

Department Sub-brand Option: Consumer-Facing Brands

The Colorado master brand adds credibility and authority to its sub-brands. However, some department sub-brands have built significant mass-market equity in their existing individual identities. An example would be the Colorado Lottery. Sub-brands that are deemed to fit this category may continue to use their ***existing*** logo, with pre-approval from the Colorado Brand Office. To strengthen brand recognition, refrain from creating new State logos that don't align with these brand guidelines. To identify the relationship between the State government and sub-brand, it is acceptable to use a C-only lock-up, a Paired Brand lock-up, or an Endorsed Brand Strategy—where the C logo is used as a separate element from the Consumer-Facing Brand's logo.

The following three strategies are available for Consumer-Facing Brands and may be used interchangeably:

C-only Lock-up
Consumer-Facing Brands may choose to use a C-only lock-up which omits a department Emblem (see page 28 for more detail on this type of lock-up.)

Paired Brand Lock-up
A Paired Brand lock-up may be used when a department sub-brand has an existing logo with broad public recognition but still wants to maintain a strong connection to the State. In this scenario, the C logo is positioned directly adjacent to the sub-brand logo in a Paired Brand lock-up. In rare cases, it may be desirable to relate the sub-brand to its managing department. In that case it may be acceptable to combine the logo with its C/Emblem pair.

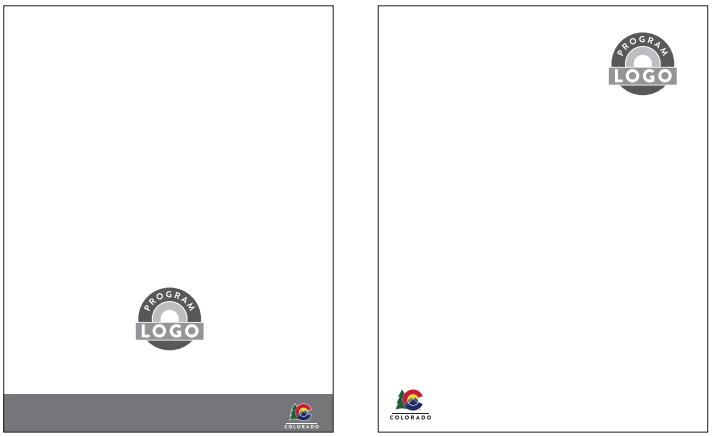
Endorsed Brand Strategy
The Endorsed Brand Strategy allows a department sub-brand to maintain its current brand identity and stand on its own. A subtle connection back to the State is made through the inclusion of the C logo in a non-dominant position on associated marketing materials. The C logo serves as an "endorsement" of that sub-brand. In cases where a more direct connection to the managing department is desired, it is also acceptable to use the department brand instead of the C.

Consumer-Facing Brands: The Brand Strategies in Use

To identify the relationship between the State government and a department sub-brand that is a Consumer-Facing Brand, it is acceptable to use a C-only lock-up, a Paired Brand lock-up, or an Endorsed Brand Strategy. Below are suggested uses for a Paired Brand lockup and an Endorsed Brand Strategy. A Consumer-Facing Brand may use both strategies interchangeably with the understanding that on most communications one or the other will be more useful or visually appealing.

Paired Brand Lock-up
This strategy may be more visually appealing on small collateral such as business cards, name badges, letterhead, small website banner ads or other cases when there is limited space to display the two logos separately.

Endorsed Brand Strategy
This strategy may be more useful on advertisements, presentations, report covers, and other consumer-facing communications that allow for enough space to display the logos as described below.



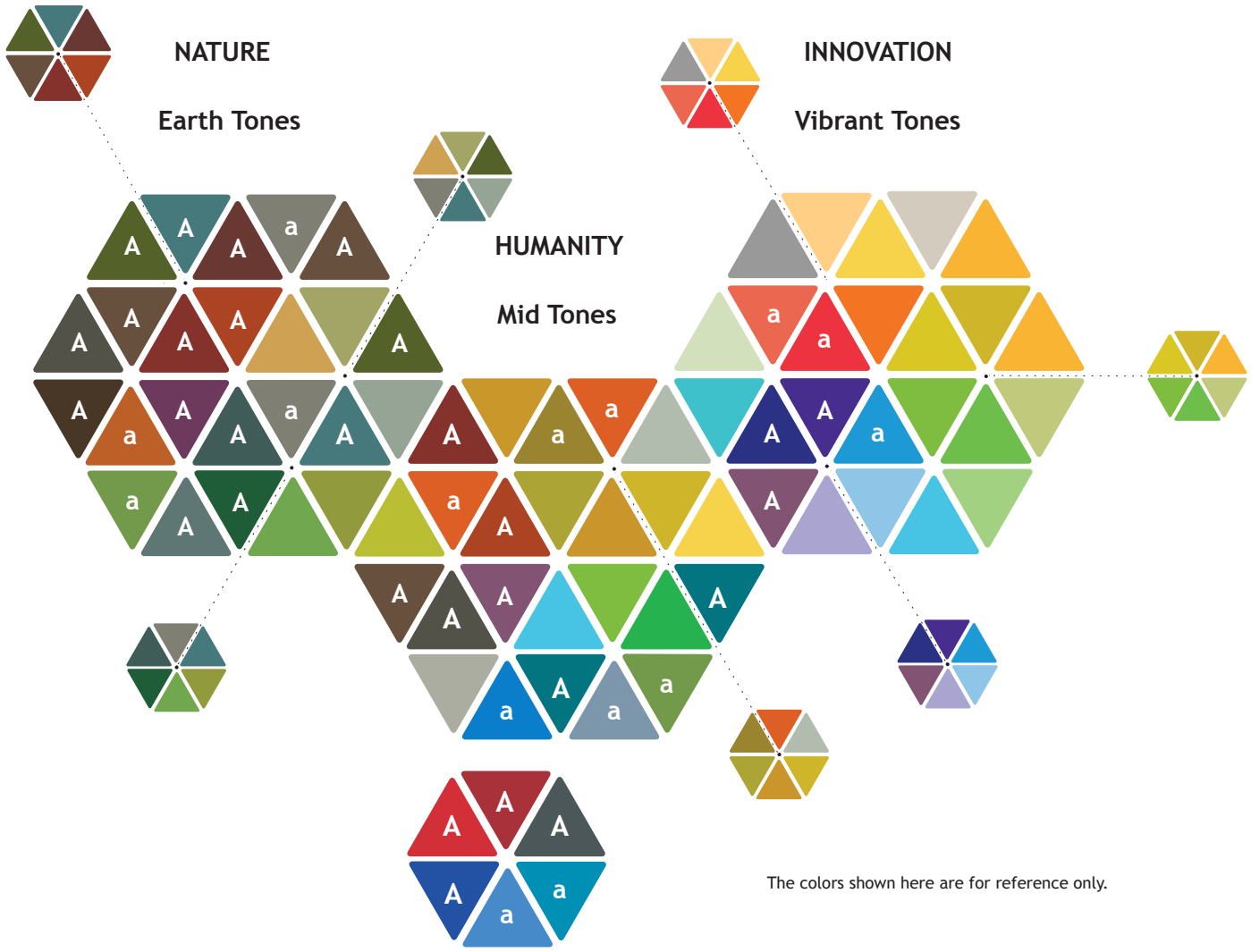
Endorsed Brand Strategy Treatment Guidelines
When using the Endorsed Brand Strategy, the C logo and the department sub-brand logo appear on communications as separate elements. When using the Endorsed Brand Strategy, place significant distance between the C logo and the sub-brand logo in order to maintain the integrity of each brand. The C logo should always appear on the same page as the sub-brand logo and should be no larger than the size of the sub-brand logo.

The Department Accent Palette: Overview

The Department Accent Palette provides a range of colors inspired by the nature, humanity and innovation found in Colorado. The palette integrates earth tones, mid tones and vibrant tones, all of which harmonize with the brand's Primary Color Palette. There are more than two dozen palettes within the overall accent palette shown below as hexagons. Each department is encouraged to select a hexagonal palette to use as accents to the brand's primary colors. However, selecting individual colors from this broad spectrum is acceptable. Departments can develop a unity among divisions by adhering to the same accent colors. Deploy the department's accent colors in addition to the Colorado master brand's primary colors. Use of colors from the previous primary palette is also acceptable, but it is recommended to feature a few colors from the current brand.

Accessibility and Color Key

A = Palette Colors with "A" indicate the color meets WCAG AA accessibility standards for contrast.
a = Palette Colors with "a" indicate the color passes WCAG AA accessibility standards for contrast ONLY when used on large type (18pt or more).



The colors shown here are for reference only.

The Department Accent Palette *(Nature/Earth Tones)*

Accessibility and Color Tip
When you use color, ensure it has an appropriate contrast ratio. Use this color contrast checker tool to determine if you are meeting accessibility standards.

https://webaim.org/resources/contrastchecker/

No. 1

Pantone 7475C
CMYK: 75/38/47/11
RGB: 70/121/122
Hex: 46797a

Pantone 371C
CMYK: 64/42/100/31
RGB: 84/97/33
Hex: 546121

Pantone 498C
CMYK: 39/76/70/42
RGB: 106/56/51
Hex: 6a3833

Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

No. 2

Pantone 416C
CMYK: 51/42/52/10
RGB: 127/126/115
Hex: 7f7e73

Pantone 498C
CMYK: 39/76/70/42
RGB: 106/56/51
Hex: 6a3833

Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 5777C
CMYK: 39/26/72/2
RGB: 162/164/103
Hex: a2a467

Pantone 7407C
CMYK: 19/37/79/1
RGB: 206/159/81
Hex: ce9f51

No. 3

Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Pantone 418C
CMYK: 62/54/64/36
RGB: 82/82/73
Hex: 525249

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

Pantone 7533C
CMYK: 53/63/76/56
RGB: 72/54/39
Hex: 483627

Pantone 5125C
CMYK: 56/84/39/24
RGB: 109/58/93
Hex: 6d3a5d

Pantone 471C
CMYK: 20/70/100/8
RGB: 188/97/35
Hex: bc6123

No. 4

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

Pantone 7407C
CMYK: 19/37/79/1
RGB: 206/159/81
Hex: ce9f51

Pantone 5125C
CMYK: 56/84/39/24
RGB: 109/58/93
Hex: 6d3a5d

Pantone 416C
CMYK: 51/42/52/10
RGB: 127/126/115
Hex: 7f7e73

Pantone 5477C
CMYK: 75/48/58/29
RGB: 63/91/87
Hex: 3f5b57

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The Department Accent Palette *(Nature/Earth Tones)*

No. 5

Pantone 5777C
CMYK: 39/26/72/2
RGB: 162/164/103
Hex: a2a467

Pantone 7407C
CMYK: 19/37/79/1
RGB: 206/159/81
Hex: ce9f51

Pantone 371C
CMYK: 64/42/100/31
RGB: 84/97/33
Hex: 546121

Pantone 416C
CMYK: 51/42/52/10
RGB: 127/126/115
Hex: 7f7e73

Pantone 5635C
CMYK: 44/27/42/1
RGB: 149/164/149
Hex: 95a495

Pantone 7475C
CMYK: 75/38/47/11
RGB: 70/121/122
Hex: 46797a

No. 6

Pantone 5125C
CMYK: 56/84/39/24
RGB: 109/58/93
Hex: 6d3a5d

Pantone 471C
CMYK: 20/70/100/8
RGB: 188/97/35
Hex: bc6123

Pantone 5477C
CMYK: 75/48/58/29
RGB: 63/91/87
Hex: 3f5b57

Pantone 7490C
CMYK: 60/23/91/5
RGB: 115/152/73
Hex: 739849

Pantone 7483C
CMYK: 84/38/88/34
RGB: 35/92/55
Hex: 235c37

Pantone 5487C
CMYK: 65/41/49/13
RGB: 95/119/116
Hex: 5f7774

No. 7

Pantone 416C
CMYK: 51/42/52/10
RGB: 127/126/115
Hex: 7f7e73

Pantone 5477C
CMYK: 75/48/58/29
RGB: 63/91/87
Hex: 3f5b57

Pantone 7475C
CMYK: 75/38/47/11
RGB: 70/121/122
Hex: 46797a

Pantone 7483C
CMYK: 84/38/88/34
RGB: 35/92/55
Hex: 235c37

Pantone 7495C
CMYK: 47/27/96/5
RGB: 144/153/61
Hex: 90993d

Pantone 7489C
CMYK: 61/14/92/1
RGB: 114/168/79
Hex: 72a84f

No. 8

Pantone 117C
CMYK: 21/39/100/1
RGB: 204/151/0
Hex: cc9700

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

Pantone 112C
CMYK: 38/41/100/10
RGB: 157/131/15
Hex: 9d830f

Pantone 1595C
CMYK: 9/76/100/1
RGB: 220/95/19
Hex: dc5f13

Pantone 398C
CMYK: 36/26/100/2
RGB: 173/163/0
Hex: ada300

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

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The Department Accent Palette *(Humanity/Mid Tones)*

Accessibility and Color Tip
When you use color, ensure it has an appropriate contrast ratio. Use this color contrast checker tool to determine if you are meeting accessibility standards.

https://webaim.org/resources/contrastchecker/

No. 9

Pantone 1595C
CMYK: 9/76/100/1
RGB: 220/95/19
Hex: dc5f13

Pantone 112C
CMYK: 38/41/100/10
RGB: 157/131/15
Hex: 9d830f

Pantone 5655C
CMYK: 32/18/31/0
RGB: 178/188/175
Hex: b2bcaf

Pantone 398C
CMYK: 36/26/100/2
RGB: 173/163/0
Hex: ada300

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 1245C
CMYK: 21/42/100/2
RGB: 201/145/13
Hex: c9910d

No. 10

Pantone 1595C
CMYK: 9/76/100/1
RGB: 220/95/19
Hex: dc5f13

Pantone 583C
CMYK: 32/13/100/0
RGB: 185/190/16
Hex: b9be10

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 418C
CMYK: 62/54/64/36
RGB: 82/82/73
Hex: 525249

No. 11

Pantone 398C
CMYK: 36/26/100/2
RGB: 173/163/0
Hex: ada300

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 1245C
CMYK: 21/42/100/2
RGB: 201/145/13
Hex: c9910d

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 637C
CMYK: 61/2/8/0
RGB: 77/193/223
Hex: 4dc1df

No. 12

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 1245C
CMYK: 21/42/100/2
RGB: 201/145/13
Hex: c9910d

Pantone 128C
CMYK: 3/14/82/0
RGB: 247/212/75
Hex: f7d44b

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 7474C
CMYK: 99/37/44/10
RGB: 0/116/128
Hex: 007480

Pantone 7481C
CMYK: 90/0/97/0
RGB: 0/180/79
Hex: 00b44f

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The Department Accent Palette *(Humanity/Mid Tones)*

No. 13

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 418C
CMYK: 62/54/64/36
RGB: 82/82/73
Hex: 525249

Pantone 637C
CMYK: 61/2/8/0
RGB: 77/193/223
Hex: 4dc1df

Pantone 7537C
CMYK: 35/26/36/0
RGB: 169/171/160
Hex: a9aba0

Pantone 7474C
CMYK: 99/37/44/10
RGB: 0/116/128
Hex: 007480

Pantone 660C
CMYK: 75/47/0/0
RGB: 64/124/202
Hex: 407cca

No. 14

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 637C
CMYK: 61/2/8/0
RGB: 77/193/223
Hex: 4dc1df

Pantone 7481C
CMYK: 90/0/97/0
RGB: 0/180/79
Hex: 00b44f

Pantone 7474C
CMYK: 99/37/44/10
RGB: 0/116/128
Hex: 007480

Pantone 7490C
CMYK: 60/23/91/5
RGB: 115/152/73
Hex: 739849

Pantone 5425C
CMYK: 55/32/24/0
RGB: 124/151/171
Hex: 7c97ab

No. 15

Pantone 5635C
CMYK: 44/27/42/1
RGB: 149/164/149
Hex: 95a495

Pantone 7475C
CMYK: 75/38/47/11
RGB: 70/121/122
Hex: 46797a

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

Pantone 7495C
CMYK: 47/27/96/5
RGB: 144/153/61
Hex: 90993d

Pantone 1595C
CMYK: 9/76/100/1
RGB: 220/95/19
Hex: dc5f13

Pantone 583C
CMYK: 32/13/100/0
RGB: 185/190/16
Hex: b9be10

No. 16

Pantone 1345C
CMYK: 0/20/54/0
RGB: 254/207/132
Hex: fecf84

Pantone Cool Gray 7C
CMYK: 42/35/35/1
RGB: 153/152/153
Hex: 999899

Pantone 128C
CMYK: 3/14/82/0
RGB: 247/212/75
Hex: f7d44b

Pantone 7416C
CMYK: 3/74/70/0
RGB: 235/104/81
Hex: eb6851

Pantone 158C
CMYK: 2/66/100/0
RGB: 239/117/33
Hex: ef7521

Pantone Red 032C
CMYK: 0/93/76/0
RGB: 246/50/62
Hex: f6323e

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The Department Accent Palette *(Innovation/Vibrant Tones)*

Accessibility and Color Tip
When you use color, ensure it has an appropriate contrast ratio. Use this color contrast checker tool to determine if you are meeting accessibility standards.

https://webaim.org/resources/contrastchecker/

No. 17

Pantone 7534C
CMYK: 17/16/24/0
RGB: 211/204/188
Hex: d3ccbc

Pantone 128C
CMYK: 3/14/82/0
RGB: 247/212/75
Hex: f7d44b

Pantone 143C
CMYK: 2/32/92/0
RGB: 246/179/51
Hex: f6b333

Pantone 158C
CMYK: 2/66/100/0
RGB: 239/117/33
Hex: ef7521

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 611C
CMYK: 18/14/100/0
RGB: 216/199/34
Hex: d8c722

No. 18

Pantone 7416C
CMYK: 3/74/70/0
RGB: 235/104/81
Hex: eb6851

Pantone 7485C
CMYK: 18/4/31/0
RGB: 209/221/186
Hex: d1ddba

Pantone Red 032C
CMYK: 0/93/76/0
RGB: 246/50/62
Hex: f6323e

Pantone 319C
CMYK: 65/0/21/0
RGB: 37/202/211
Hex: 25cad3

Pantone Violet C
CMYK: 89/100/1/2
RGB: 67/0/152
Hex: 430098

Pantone 2746C
CMYK: 100/97/10/4
RGB: 16/30/142
Hex: 101e8e

No. 19

Pantone 158C
CMYK: 2/66/100/0
RGB: 239/117/33
Hex: ef7521

Pantone Red 032C
CMYK: 0/93/76/0
RGB: 246/50/62
Hex: f6323e

Pantone 611C
CMYK: 18/14/100/0
RGB: 216/199/34
Hex: d8c722

Pantone Violet C
CMYK: 89/100/1/2
RGB: 67/0/152
Hex: 430098

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 2925C
CMYK: 76/25/0/0
RGB: 0/154/221
Hex: 009add

No. 20

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 611C
CMYK: 18/14/100/0
RGB: 216/199/34
Hex: d8c722

Pantone 143C
CMYK: 2/32/92/0
RGB: 246/179/51
Hex: f6b333

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 7492C
CMYK: 27/10/63/0
RGB: 194/202/127
Hex: c2ca7f

Pantone 360C
CMYK: 61/0/96/0
RGB: 108/192/73
Hex: 6cc049

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The Department Accent Palette *(Innovation/Vibrant Tones)*

No. 21

Pantone Violet C
CMYK: 89/100/1/2
RGB: 67/0/152
Hex: 430098

Pantone 2746C
CMYK: 100/97/10/4
RGB: 16/30/142
Hex: 101e8e

Pantone 2925C
CMYK: 76/25/0/0
RGB: 0/154/221
Hex: 009add

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 2905C
CMYK: 41/8/2/0
RGB: 143/198/232
Hex: 8fc6e8

Pantone 2705C
CMYK: 33/33/0/0
RGB: 169/163/223
Hex: a9a3df

No. 22

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 2925C
CMYK: 76/25/0/0
RGB: 0/154/221
Hex: 009add

Pantone 360C
CMYK: 61/0/96/0
RGB: 108/192/73
Hex: 6cc049

Pantone 2905C
CMYK: 41/8/2/0
RGB: 143/198/232
Hex: 8fc6e8

Pantone 359C
CMYK: 39/0/64/0
RGB: 162/214/131
Hex: a2d683

Pantone 637C
CMYK: 61/2/8/0
RGB: 77/193/223
Hex: 4dc1df

No. 23

Pantone 319C
CMYK: 65/0/21/0
RGB: 37/202/211
Hex: 25cad3

Pantone 5655C
CMYK: 32/18/31/0
RGB: 178/188/175
Hex: b2bcaf

Pantone 2746C
CMYK: 100/97/10/4
RGB: 16/30/142
Hex: 101e8e

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 128C
CMYK: 3/14/82/0
RGB: 247/212/75
Hex: f7d44b

No. 24

Pantone 1807C
CMYK: 24/92/78/15
RGB: 189/59/66
Hex: bd3b42

Pantone 1797C
CMYK: 12/95/84/2
RGB: 215/50/57
Hex: d73239

Pantone 445C
CMYK: 68/54/55/30
RGB: 78/87/88
Hex: 4e5758

Pantone 2728C
CMYK: 94/78/0/0
RGB: 37/81/163
Hex: 2551a3

Pantone 7704C
CMYK: 96/34/21/0
RGB: 0/116/152
Hex: 007498

Pantone 279C
CMYK: 71/37/0/0
RGB: 72/139/201
Hex: 488bc9

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Color Reverse Application

Color Reversed Lock-up

The color reversed logo lock-up (or the white-only version on the next page) can be used when placing the logo on a colored background, over a photograph, or when it is helpful to achieve a balanced layout.

Reverse Application

White-Only Lock-up

The white-only logo lock-up can be used when the logo is used on very busy or colorful background that would detract from the brand, to simplify the appearance.

Black and White Applications

Use the white-only C logo when the background is darker than approximately 50% black.

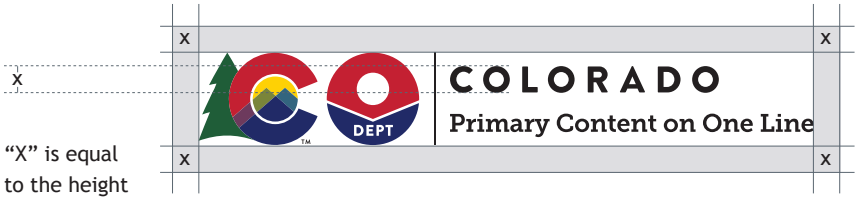
Use the black-only C logo when the background is lighter than approximately 50% black.

A grayscale version is also available for use on light or white backgrounds.

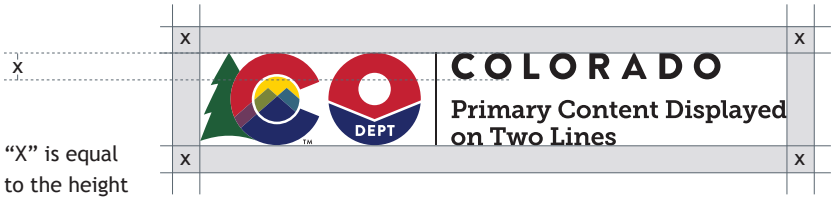
Black and White Lock-ups

When color is not available, it is acceptable to use the white-only logo lock-up to print on dark backgrounds. Use this version when the background is approximately 50% grayscale or darker. When the background is lighter than 50% grayscale, use the black-only logo lock-up. On very light backgrounds, the grayscale version is also acceptable.

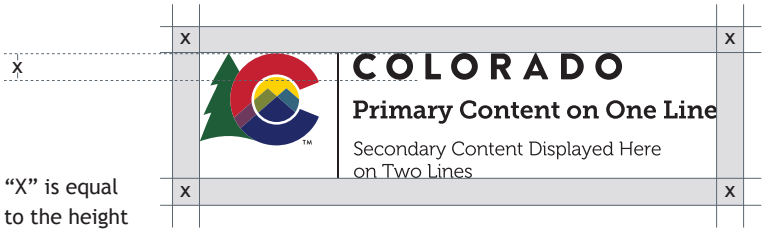
Clear Zone



"X" is equal to the height of the "CO."



"X" is equal to the height of the "CO."



"X" is equal to the height of the "CO."

The department, division, project, and program logo lock-up should always have a clear zone surrounding it in order to maintain its integrity.

Leave a clear zone equal to "x" or greater, where "x" is equal to the height of the "COLORADO" logotype. When possible, leave more clear space than the minimum indicated here.

Minimum Size

1/4″ high

1/4″ high

1/4″ high

1/4″ high

Only use the logo lock-ups at 1/4″ or larger in height, with the “height” defined by the height of the C logo. Measure from the base of the C logo to the top of the C logo.

Always try to use the brand in larger sizes for increased legibility. The minimum sizes are only for the highest resolution reproduction methods possible where more space is unavailable. Its use does not apply to low-resolution processes like those found on webpages.

Do Not Combine With Other Graphics

When using the trademarked C-tree logo, do not use the mark combined with other graphic elements to create a logo. You must have a clear zone around the State of Colorado logo.

The trademarked logo is intended to stand alone and not be "part" of another graphic. You also may not use "components and pieces" of the trademarked logo.

Do not attach other logos to a logo lock-up.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Don'ts

Do not use an Emblem without the C logo in a lock-up.

Do not use or add an additional line to any lock-up.

Do not change the size and spacing of the content in a lock-up from those provided.

Do not remove the Colorado logotype from the lock-up except in the case of an acronym or paired brand lock-up.

Do not scale disproportionately. Hold the shift key while scaling to maintain proportions in most software programs.

Do not change the colors in the Emblem or lock-up.

Do not place the primary lock-up on a colored background. Instead use one of the color reverse applications of the lock-up. See page 41.

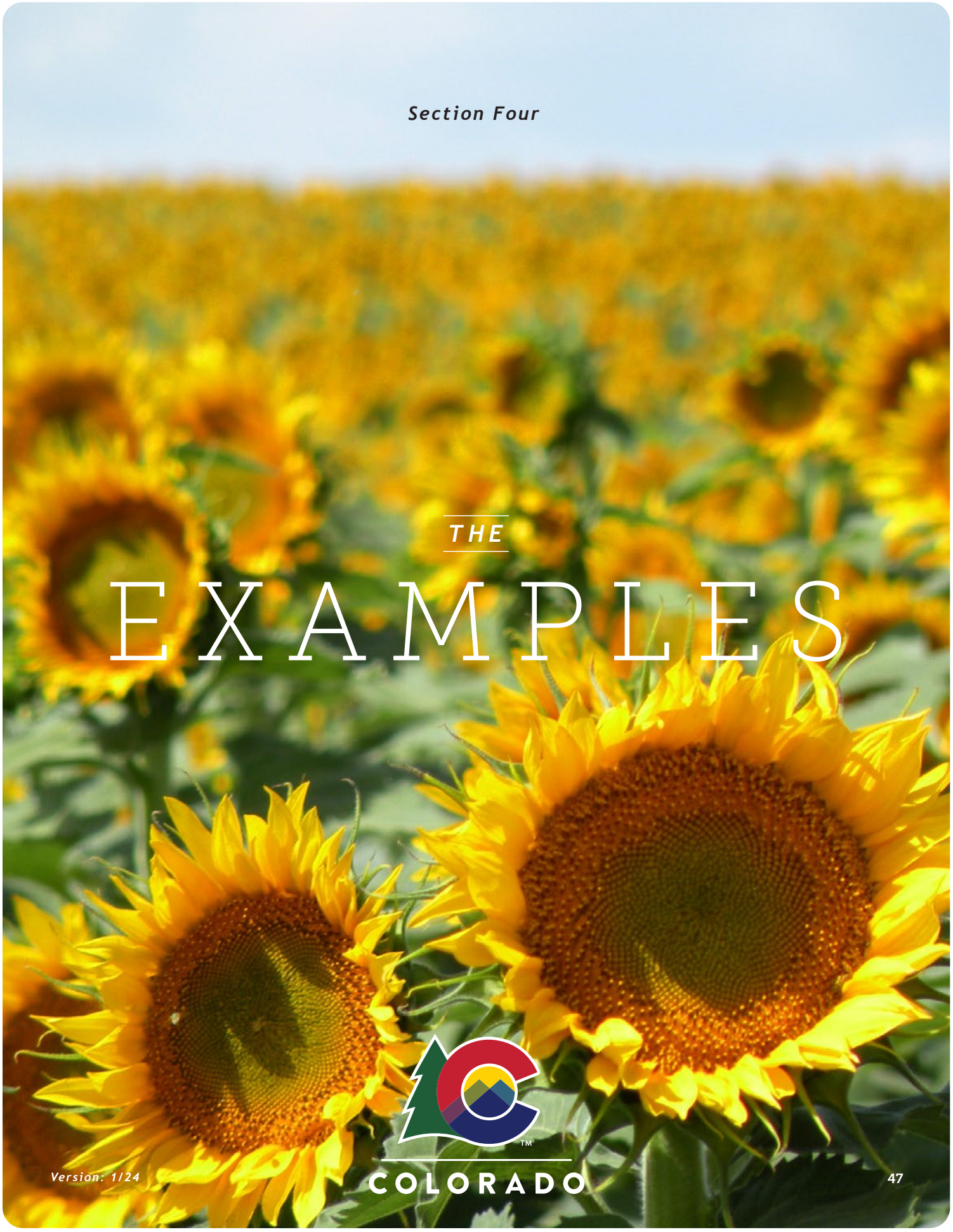
Do not place on an image or colored background. Instead use one of the color reverse versions of the lock-up. See page 41.

Do not place a glow or drop-shadow behind the lock-up.

Do not attach other logos to a logo lock-up.

Do not create your own lock-ups by piecing together objects and using non-standard fonts.

Do not create your own lock-up by inserting a third logo icon or change the structure and order of the department lock-up in any way.



Section Four

THE

EXAMPLES

COLORADO

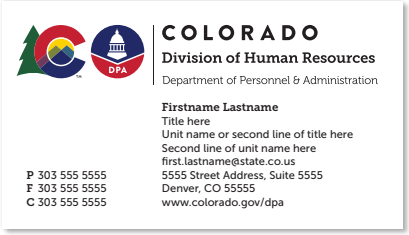
For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Business Cards

Department lock-up, Department only

Department lock-up, Division, Department

Department lock-up, Division, Department, Unit



Department lock-up, Program only

C, Program only

C, Program acronym, Program name

State Seal, Division only

State Seal, Office, Department

C, Program logo

C, Program logo (long)

Most agency business card formats are available on IDS's online storefront. New formats can be requested by contacting IDS.

In order to save State agencies unnecessary cost, single-sided business cards are now the standard, preferred type. If you have a specific need for printing on the reverse, please check with your department's management/communications for approval to do so before contacting IDS to request it.

Examples shown are not comprehensive.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Letterhead

Pre-printed letterhead for each division, program, or project can be ordered through IDS.

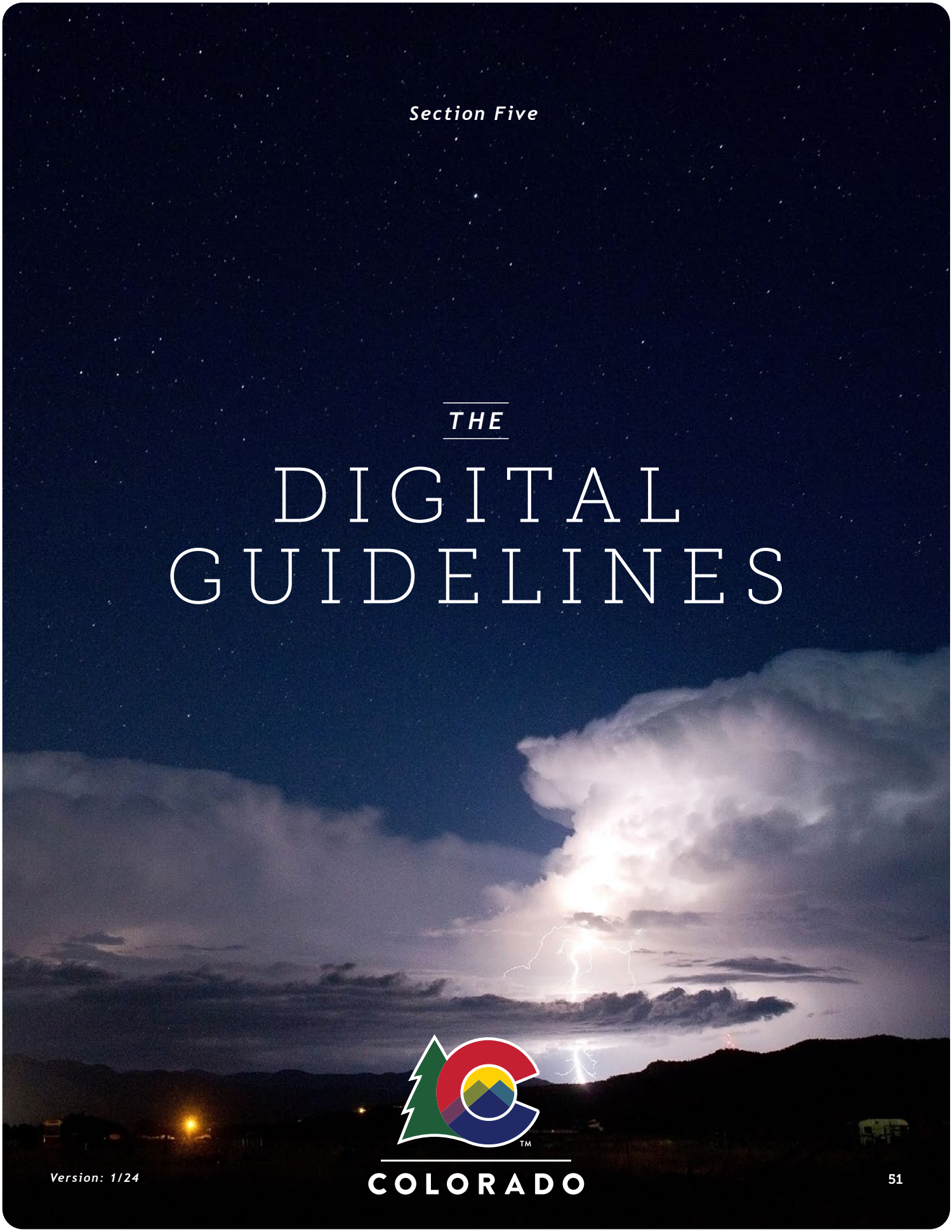
Envelopes

Printed envelopes for each division, program, or project can be ordered through IDS.

Regular #10 Envelope
Logo Lock-up and address information pre-printed on #10 envelopes.

#10 Window Envelopes
Logo Lock-up and address information pre-printed on standard and security warrant window envelopes.

Window Envelope
Logo Lock-up and address information from letterhead is positioned to be visible in the window of a 6.5″ x 9″ envelope.



Section Five

THE

DIGITAL GUIDELINES

COLORADO

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Representing the Brand Digitally

One of the greatest opportunities for global proliferation of the Colorado brand lies in our digital assets. From our state's strong web and social media presence to our daily email communications as State employees, our brand knows no state lines or boundaries.

The consistent digital expression of our brand across all departments and State entities will amplify our unified voice to talent, trade and tourists—helping to boost our economy for the good of all Coloradans. We have an unparalleled opportunity to "show" and "tell" our brand to the world and share what we stand for.

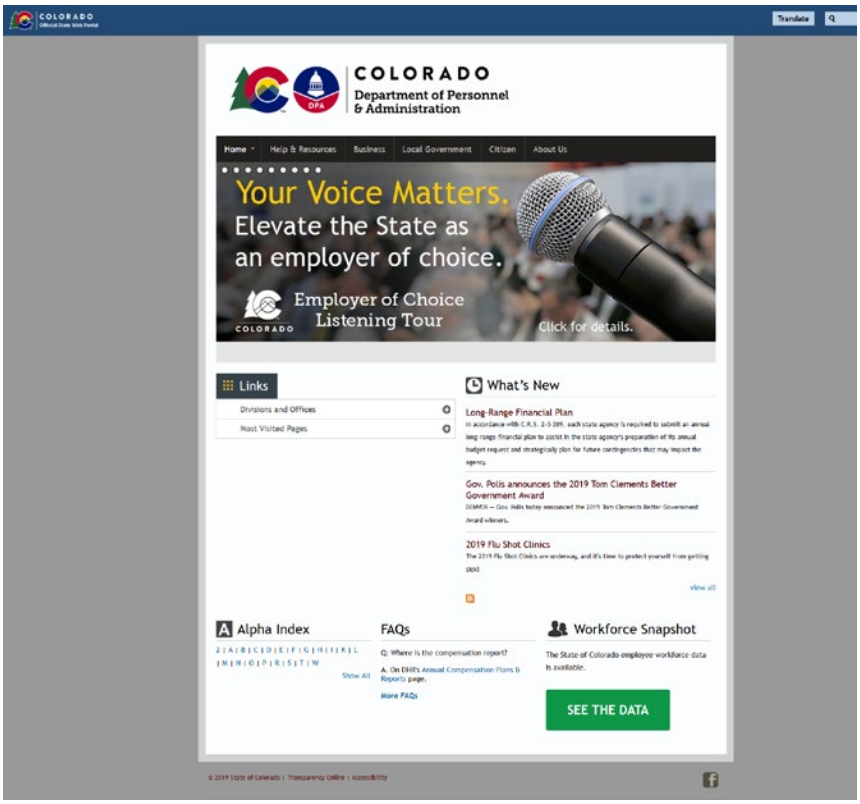
The following digital brand guidelines are designed to address the visual representation of the Colorado brand online and provide guidance on best digital practices.

Websites

Hundreds of websites collectively represent our State government. Maintaining a consistent look and feel across these digital properties is critical to reinforce the Colorado brand online and spark immediate consumer/constituent recognition of State agencies and programs.

There are several technical platform options for State websites. When developing a new site or updating an existing site, you may select the platform that best suits your website needs. Drupal and Google Sites are the most frequently used platforms, but are not the exclusive options for the State. *Note:* Existing Drupal 7 site examples are shown throughout this section but a new Drupal 10 is implemented; samples and content will be updated accordingly.

Before you start planning your site(s), please make sure to consult with the State Internet Portal Authority (SIPA), Colorado Interactive (CI), and Integrated Document Solutions (IDS) to explore the platforms available to you to remain consistent with the State's brand.



DPA Website

Websites: Homepage Guidelines: Layout

The website example below represents the State's standard homepage format and style. This layout should be used as the default for all State-related websites if applicable. Deviations are permitted, but not recommended. All deviations must comply with the general brand guidelines.
Note: Existing Drupal 7 site examples are shown throughout this section but a new Drupal 10 has been implemented; samples and content will be updated accordingly. **Please make sure to consult with the State Internet Portal Authority (SIPA), Colorado Interactive (CI), and Integrated Document Solutions (IDS) to explore the platforms available to you to remain consistent with the State's brand.**

Homepage Guidelines

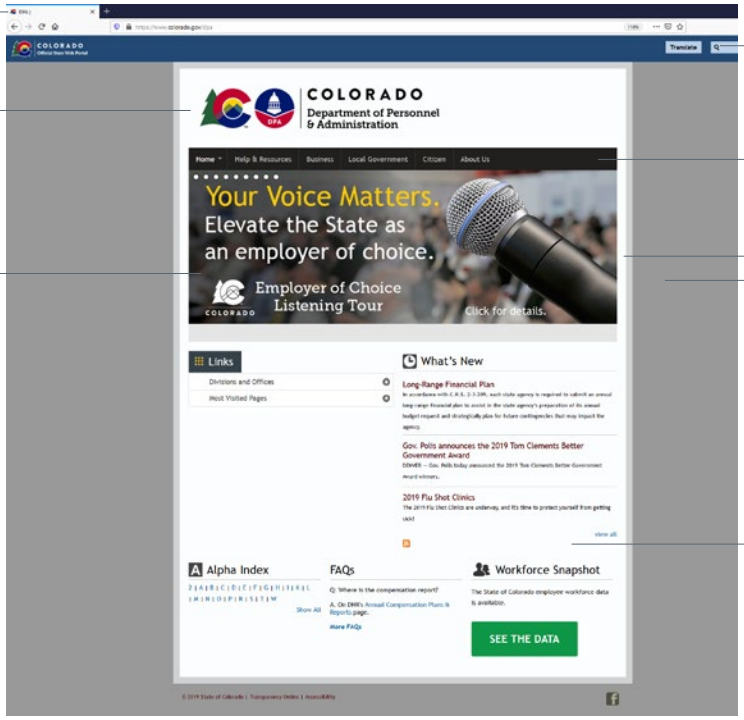
Favicon
Use a department Emblem or C with acronym

Logo lock-up
Left justified at the top of the page

Images
Photograph or graphic element for the primary visual focal point

Fonts
- Trebuchet
- Museo Slab may be used as part of a graphic element

See page 14 for web color values



DPA Website

Top bar

Primary Navigation
Horizontal navigation bar with drop-downs as needed

Background
Use a subtle border around the content area and set a color for the page background that will remain consistent throughout the site but background should be chosen for proper contrast so footer text links are legible

Body Content
Use one, two, or three columns to display content, preferably of equal width

Color
For Page Elements
For backgrounds, highlights, links, rules, icons, and other elements, utilize the State color palette coupled with your department accent palette if applicable.

Color
For Text
- *Headlines—Black or White*
- Body copy—Black

See page 14 for web color values

Websites: Homepage Guidelines: Images

On the website homepage, the large image and the logo lock-up banner image serve as the primary visual focal points. For brand consistency these images should be displayed at approximately the size shown. Exact pixel dimensions are provided for reference although these may vary depending on the exact grid system used.

Logo lock-up banner image
The logo lock-up should be displayed prominently on the site in the area indicated. For best results, the logo lock-up should be displayed with a white or a very light colored background.

Approximate display size: 941x148 pixels

COLORADO
Department of Personnel & Administration

Focal images
This may be a static image or a photo carousel alternating between several images.

Approximate display size: 941x338 pixels

Websites: Secondary Page Guidelines

The website example below represents the State's standard format and style for secondary or internal webpages. This general layout should be used as the default for all State-related websites. Deviations are permitted, however, all deviations must comply with the general brand guidelines.
Note: Existing Drupal 7 site examples are shown throughout this section but a new Drupal 10 has been implemented; samples and content will be updated accordingly. **Please make sure to consult with the State Internet Portal Authority (SIPA), Colorado Interactive (CI), and Integrated Document Solutions (IDS) to explore the platforms available to you to remain consistent with the State's brand.**

Secondary Page Guidelines

Favicon
Use a department Emblem or C

Logo lock-up
Left justified at the top of the page

Fonts
- Trebuchet
- Museo Slab may be used as part of a graphic element

See page 15 for more details on typefaces

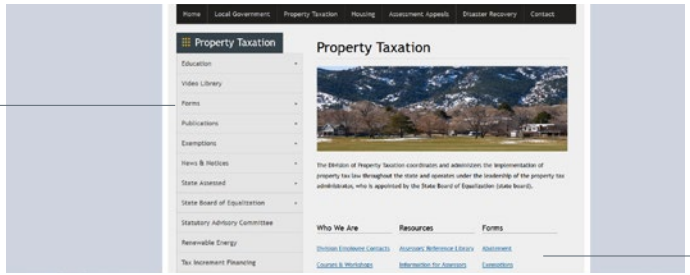
Secondary Navigation
Use vertical navigation on the left side of the page if needed

Color
For Page Elements
For backgrounds, highlights, links, rules, icons, and other elements, utilize the State color palette coupled with your department accent palette if applicable

For Text
- Headlines—Black or White
- Body copy—Black

See page 14 for web color values

CDLE Website



DOLA Website

CDHE Website

Top bar

Primary Navigation
Horizontal navigation bar with drop-downs as needed

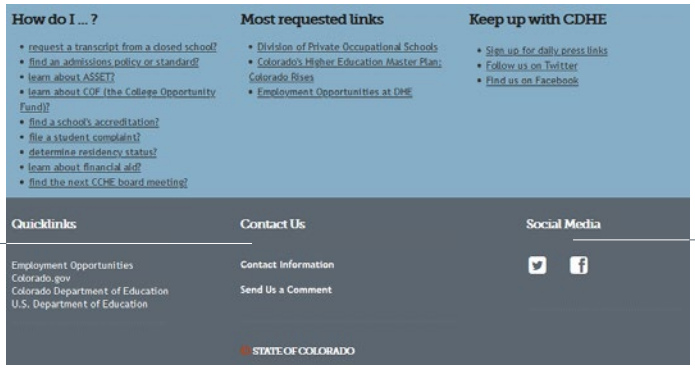
Background
Use a subtle border around the content area and set a color for the page background that will remain consistent throughout the site but background should be chosen for proper contrast so footer text links are legible

Body Content
- Use one, two, or three columns to display content, preferably of equal width
- Break body content up into horizontal sections for readability

Websites: Footer Guidelines

The footer examples below highlight a couple ways a webpage footer may be handled. The format and style of a webpage footer are flexible. However, all footers should include the following content: navigation, contact information, copyright, and social media links (if applicable) as a best practice.

Footer Guidelines



Contact Information

Social Media Icons and Links

CDHE Website

Additional Navigation Links

Copyright

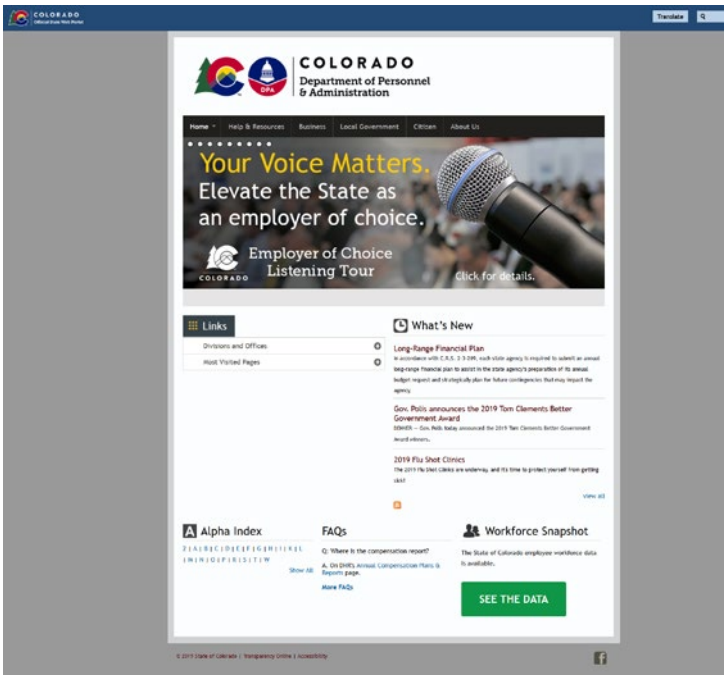
Contact Information

Social Media Icons and Links

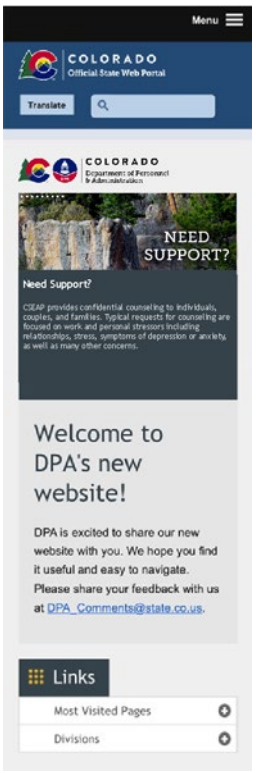
DOLA Website

Websites: Responsive Grid System

The website template should utilize a responsive grid system, ensuring all web content can be accessed from multiple devices such as smartphones, tablets, and computers. Below are examples of how a responsive website might look on desktop and mobile screens. *Note:* Existing Drupal 8 site examples are shown throughout this section but a new Drupal 10 is implemented; samples and content will be updated accordingly.



Desktop



Mobile

Websites: Best Content & Copywriting Practices

Web content is one of the most efficient, effective, and direct opportunities to communicate your brand/department message to the world. Your website is your voice and your identity. Leverage this powerful platform to engage your target audience. Below are some helpful tips when creating or updating a website to offer a better customer experience throughout your site.

- Understand your audience
- Write for accessibility
- Write with SEO in mind
- Align content with searched keywords
- Use plenty of headlines
- Use bullet points
- Keep simple/short paragraphs
- Omit unnecessary words
- Most important information first
- Call attention to key terms/phrases
- Implement quality standards
- Keep a content inventory
- Use an analytics tool (Google Analytics)

Websites: Content

- Content is the words, pictures, videos, and documents on a website that make up the site information and dictate the user experience. In order to be effective in the communication of information and maintain control over user experience, departments should have a strategic plan for creation, publication, and governance of content.
- Keeping website content up-to-date is critical for providing accurate and timely information to the public. If there are older versions of the same content on a site, information should be dated and legacy information should clearly link to newer versions.
- Keep posted content for two to three months, max. Save the older content offsite in a web content directory/database, etc.
- If using an outside resource to develop and design a website other than SIPA, the department must maintain the ongoing ability to create, edit, and modify the content on their own.
- Managing site links is an important aspect of keeping content accurate. Departments should be sure to review links regularly and ensure all content editors are following the same linking policy.
- Using a content management tool can help with managing misspellings, broken links, accessibility, and more. (Siteimprove is being used by multiple State agencies already.)
- Content should be written and organized for the audience accessing the site. Using data gathered in analytics to determine who the audience is, and what information is most important to them assists with content design.
- Uploading large files such as extensive documents, videos, or graphics can negatively affect the user experience by causing information to load slowly. For performance purposes, uploaded files should be limited to 256MB.
- Content is always the responsibility of the department and as such it is important to review the information for accuracy.
- Personal identifying information (PII) should never be shared as content on a site nor should it be contained in any files posted on the site. If requesting PII from end users via a website, the department is responsible for the security of such information and must have adequate procedures and protections in place.

Information Security
The State of Colorado's Information Security Policies can be found at www.colorado.gov/oit. When operating and maintaining an independent site or working with a managed service provider, departments will need to ensure the applicable policies are being met.

Website Accessibility

State of Colorado website managers must ensure that websites meet or exceed Levels A and AA success criteria in the most recent official version of the Web Content Accessibility Guidelines (WCAG). WCAG guidelines not only help make web content accessible to people with sensory, cognitive, and mobility disabilities but ultimately to all people, regardless of ability.

Accessibility Rules and Standards

State accessibility compliance is informed by:

- The State of Colorado's Technical Standard TS-OEA-002: Technology Accessibility for Web Content and Applications (Google Doc)
- Colorado Laws for Persons with Disabilities (House Bill 21-1110)

HB21-1110 makes it a state civil rights violation for a government agency to exclude people with disabilities from receiving services or benefits because of lack of accessibility.

Any Colorado government entity that doesn't meet OIT's web accessibility standards could be subject to injunctive relief, meaning a court order to fix the problem; actual monetary damages; or a fine of $3,500 payable to the plaintiff, who must be someone from the disability community.

Where to Start

- Become familiar with accessibility fundamentals and the current WCAG standards, W3C.
- Reference OIT's Accessibility Guide for help in managing and creating accessible site content.
- Contact your department accessibility liason or OIT's Testing Solutions and Services team to learn about manual accessibility testing for websites and applications.
- Sign up for OIT's State of Colorado Accessibility Newsletter

Testing Resources for Website Accessibility

Both automated and manual accessibility and quality testing processes are essential to ensure website content is accessible. Examples of resources and processes that can help identify and resolve potential accessibility and quality issues include:

- Automated evaluation with Siteimprove
- Automated and on-demand evaluation with Web Accessibility Evaluation Tool (WAVE) by WebAIM
- On-demand evaluation using ANDI by the Accessible Solutions Branch of the Social Security Administration
- Human-led content reviews
- Human-led testing with screen readers
- Human-led testing with visual difference emulators

Social Media

Social Media Icons

The following social media icons are available for use on department websites, business cards, email signatures, and other applications to indicate that your department has content available at these social media outlets. The artwork for the icons can be downloaded at: bit.ly/1DFpaXt.

LinkedIn Twitter Facebook Pinterest YouTube Instagram

Best Practices for Managing Social Media Accounts

- Keep communications short and concise
- Follow back and interact with other like-minded resources
- Establish a consistent voice and tone and stick with it
- Be sure to include an alt tag on the social media icon
- Keep the "social" in social media top-of-mind
- Cater your messaging by channel—e.g. Facebook vs. Twitter
- Be proactive as well as reactive
- Respond to all feedback—negative and positive
- Post frequently, 3-5 times per week
- Focus on providing quality content and resource connections

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Social Media

Social Media Identifier for Departments
There are two circumstances where a Emblem may be deployed independently of the Colorado C. These include favicons and social media identifiers. Your department or office Emblem should be used independently when deployed as an identifying social media icon.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Email Signature

Minimum Requirements

All State of Colorado employee email signatures should conform to the typesetting standards outlined below. Please replicate the signature format as closely as possible and consult your in-house communications team and/or IT for assistance.

Setting up an Accessible Email Signature with a Logo Lock-up

Logo lock-ups for each department and department sub-brand have been sized for optimal viewing results when used in Gmail. These email-friendly logo lock-ups are available on Google Drive via each department's brand folder under "email signatures." Subsequent instructions should be provided to department employees for linking to the department-hosted email signature files through their communications or IT team.

• Be sure to meet accessibility requirements by adding a descriptive Alt Tag to your department logo. This is done by adding Alt Text to the image in a Google Gmail settings. (Right click on image and click "Alt Text", or select image and press Ctrl+Alt+Y). Standard Alt tag content for your department logo should include the following hierarchy of information;
Colorado State Department Name, followed by the Division, Office, Program, or Unit.
• Add a hyperlink your email address and department website. If links are added to third-party utilities, such as scheduling tools, the resource(s) must be formally approved of or endorsed by OIT.
• Also add a descriptive Alt Tag and hyperlink to any social media icons used. Social media icons are not required, they are optional.

Sample Email Signature

Firstname Lastname
Title
Unit name (optional)

COLORADO
Department or Division
Displayed on Two Lines

Phone 555-555-5555 | Fax 555-555-5555 | Cell 555-555-5555
555 55th St., Suite 5555, Denver, CO 80555
firstname.lastname@state.co.us | www.colorado.gov/xxx

A closer look

Phone 555-555-5555 | Fax 555-555-5555 | Cell 555-555-5555
555 55th St., Suite 5555, Denver, CO 80555
firstname.lastname@state.co.us | www.colorado.gov/xxxx

Enter two spaces on either side of the vertical bars.

Typesetting

FONT: Trebuchet MS
SIZE: 11 pt
WEIGHT: Bold for name and title, regular for all other text
COLOR: black

NOTE: Screen readers are most effective when they are formatted with dashes and without parentheses. For example: 333-333-3333.

Digital Letterhead

Digital Letterhead Templates are housed on Google Drive in each department's brand folder. Those containing previous branding can be updated by replacing existing logos with the new versions available as letterhead-sized PNGs. Additionally, all text should be changed to black. Due to the increased width of the C/Emblem, it may also be necessary to increase the indent of text aligned under the logo.

Sample Digital Accessible Letterhead

COLORADO
Department of
Regulatory Agencies

Unit name (optional)
555 Street Address, Room 555
Denver, CO 55555-5555

Name Ofrecipient
Additional Line
Company
Additional Line
555 Address St. Apt. 555
Denver, CO 80555

Dear Name,

Cea sunt que occus ditiur? Quiae rae experum fuga. Oviduciis si omnistrunt maxim fugiatem et laborepro quiducietur, sapera si ommodig enducient od et rest officiur, saperov idesect emodit que soles ut minciendae doloribus sam harumquiat.

Et volupiet quas et quiaspe rissediam apere volorrovid eos illabo. Incto omnim que perro berum esequo blacepro odipsa sunt, officiisi as ut facipid ea dolupti optur aliquo volupta ectur? Ande nienis sinulparibus doles qui aut eius molupta tionsequam, aut odis que et laborep udamus dicae nis volesci comnihi llibust, et percid et explis volut quae si derchic tectem volupicide ad maxim quo odionest fugit atiusdae et eatiati duciis autendam, tem voloria sum re vel iuntiis ciendel maximus solupta tionsec estrum lique parcit au am, utemporem eum ut veremodi aut minum.

Fici culparcia sa volorion et rem ratem conse pa por sime volum fugita quam adit aditatus, est et eicilibust, sed mint perit vere porrum facipsum ex et volore quiam quo corupit, omnim cum voluptas magnis aliqui consed ute a cum facea etur andelibus modis eost ius net a dolorio mi, conseditate omnia voluptam dolupti onemporero et, ni coreperum et labord et quiatiunt.

Alic totae conse as quata quasperibus eiciliq uundant acestio. Ritates res dolorestrum acerum elentio recabo. Ipsae. Ut odignatis nosae pregenihil inciatur, ommolum ent liquia volore, ommo cone magnam reiunt, aute ipsant vel ipit omnietu ritaeperum quis et et hicabore qui ullessit ideremo lectur, cone exeri accum hicatius, sed qui re prae veliqua.

Sincerely,

John Smith

555 Street Address, Room 555, Denver, CO 55555-5555 P 555.555.5555 F 555.555.5555 www.colorado.gov/xxx

Google Docs Letterhead Template
The example shown here is the basic letterhead design.

Typesetting
Use styles palette inside Google docs letterhead template for typesetting styles, making sure all text is black. Use 12 pt text for the body copy and 1.5 line spacing.

Images
Add alternative text to all images.
Right-click on the image.
Select "Alt text."
Enter relevant, meaningful text in the description field, not just the filename.

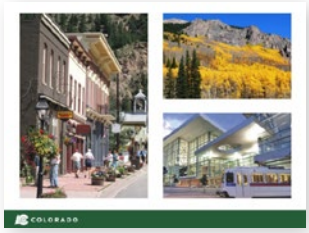
Content Formating
Avoid using tables. Use built-in title, subtitle and heading styles (H1, H2, H3) as this helps the reader determine structure. For emphasis use **bold** type, but not both ***bold and italic type***.
Use inline, left-aligned text for a consistent left margin.

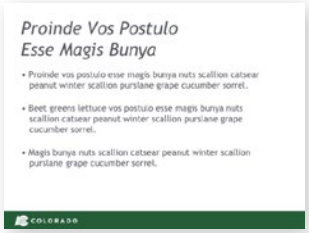
For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Presentations

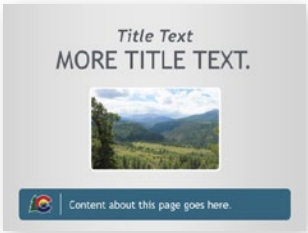
Two customized PowerPoint presentation templates are available for department use and customization. Templates are housed on Google Drive in each department's brand folder. Other formats may be used but keep consistent and include current brands and colors in your layouts.

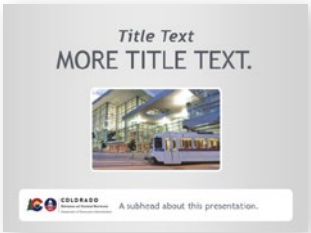
PowerPoint Sample: Template A

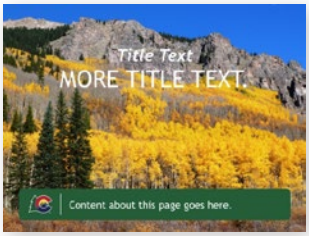


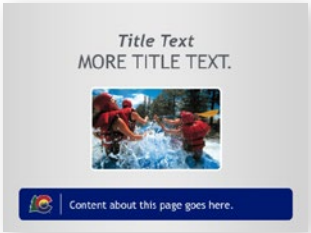


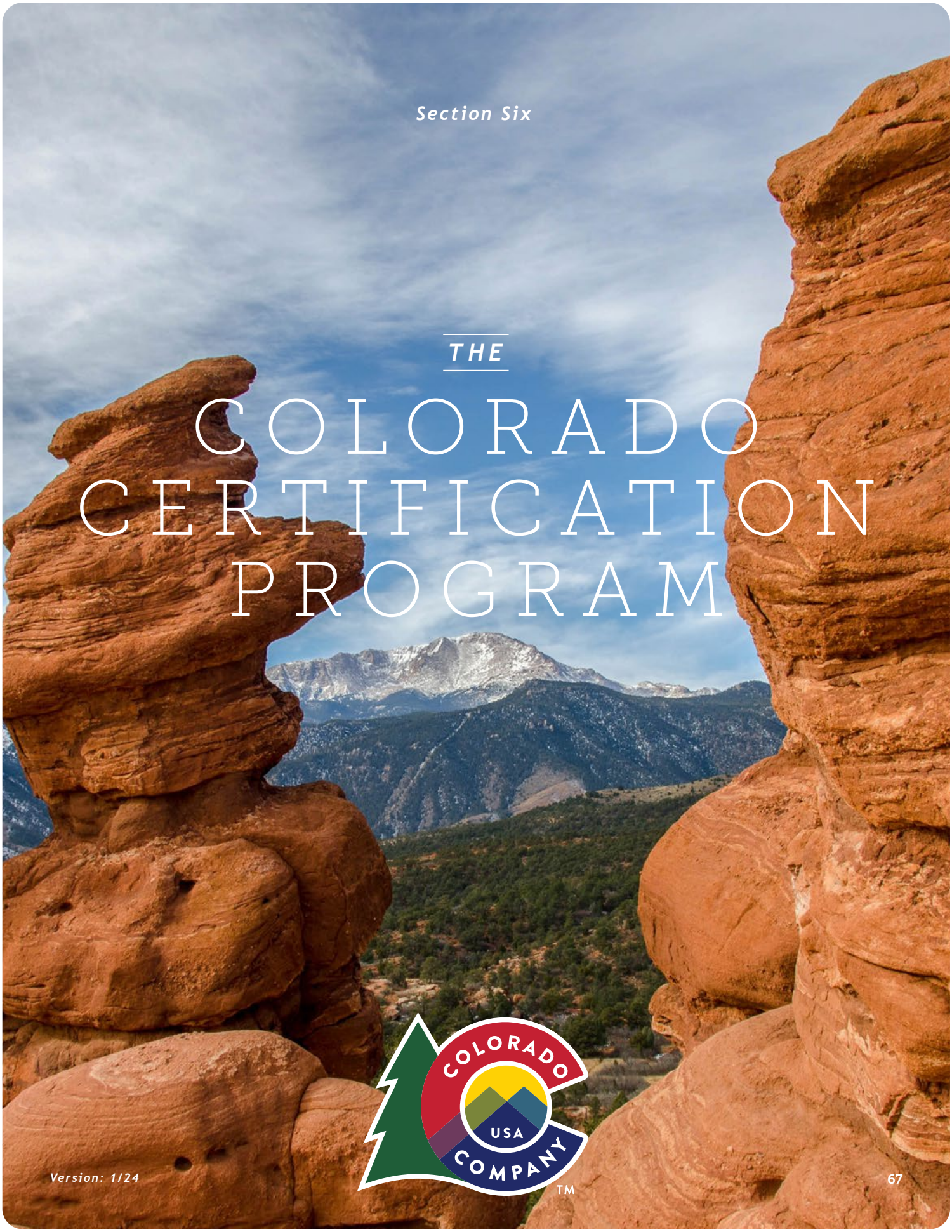
PowerPoint Sample: Template B











Section Six

THE

COLORADO CERTIFICATION PROGRAM

COLORADO USA COMPANY™

Colorado Company Certification Program

Colorado Company — Brand Licensing Program
If you live in Colorado, you know this is an inspiring place where organizations find opportunity, growth, and productive employees. The **Colorado Company Licensing Program** certifies Colorado companies and organizations as State-based entities. Colorado Company licensed organizations will gain a marketing edge by tapping into Colorado's cachet. The program helps strengthen Colorado brands, distinguish their goods and services, support increased sales, and elevate statewide economic vitality.

Buy Colorado
Colorado enjoys brand preference worldwide, but even within the state, Coloradans want to buy from each other — 92% of state residents say they would prefer to buy from Colorado companies. As companies partner with the program, Colorado's reputation extends and strengthens worldwide. That momentum grows, and it goes even further in setting Colorado, and its companies and organizations, apart from others as being bold, dynamic, and distinctive.

Top three reasons to get certified
- Leverage Colorado cachet to enhance your own brand
- Identify and distinguish your goods and services to in-state buyers
- Increase national and global awareness for Colorado and its companies and organizations

Apply for certification to use the Colorado State Trademark (marks)/badge for your company or organization by filling out the Brand License Application. The use of the licensed mark/badge is reserved exclusively for companies that have completed the license application process.

Please contact **DPA_ColoradoCompany@state.co.us** for more information. Once approved you'll be sent graphic files to be used in accordance with these brand standards, and adhered to your products, website, marketing materials, digital channels, advertising, storefront, and any place visible to your buyers.

The certified Colorado State Trademark (marks)/badge may not be used on or in connection with goods or services that are fraudulent, counterfeit, threatening, intimidating, abusive, libelous, defamatory, obscene, pornographic or illegal, or that would give rise to criminal or civil liability. Business or organizational operations must be deemed legal locally and nationally.

Who May Apply
Private Sector Non-profits and/or Companies—Colorado businesses and organizations outside of the State government system. The applicant is a local business providing goods or services with its headquarters located within the State of Colorado. The mark may not be used in connection with a franchised brand or by independent representatives of a brand unless the franchisor or the product company has its headquarters located in Colorado and the franchisor or product company has applied for use of the mark.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Certification Program Badge

The new Colorado Company logo is designed for use by non-profit agencies and companies outside of the State government system that have applied and been accepted to the program as a certified Colorado Company business. The application below outlines the specific requirements and may be

Certification Mark

Museo Slab 500

Trebuchet Bold

Logo — all logos are to be the official design files supplied by the State of Colorado and are not to be stretched, compressed, or manipulated in any way. Proper use of all logos is equally as critical when positioning logos on items such as stationery, email communications, marketing materials, etc.

Fonts — a consistent use of approved fonts creates the professional image that everyone will recognize and trust. The official state fonts include Trebuchet, which should be used for all text content and is a standard system font. Museo Slab 500 is suggested to use in headlines, titles and such, but not required and is available through download.

Colorado Company Certification Program Application *(previously known as byColorado)*

Application

(Link to application form)

Benefits

Aligning your business with the values of being a proud Colorado Company has many benefits. It enables the use of the trademarked logo as a marketing tool to showcase your business as uniquely Coloradan. It shows support for local businesses and it fosters a sense of community among Colorado business owners.

Program History

The byColorado program was dissolved in February 2020 and refreshed as the Colorado Company program. It is being formally announced and rolled out Spring 2023. The State appreciates all the businesses and companies that have shown interest, and we look forward to working with you.

For assistance with branding, contact DPA_IDSCustomerService@state.co.us.

Certification Badge Usage

The certification badge art can be printed directly on your packaging and tags or can be used to make actual stickers.

It is also available in a grayscale version as well as black-only and white-only for one-color printing applications.

Brand Contact Information:

Contact the State of Colorado IDS team for any Colorado Company brand questions.

- Integrated Document Solutions (IDS) at DPA_ColoradoCompany@state.co.us or 303-866-4100.
- For more details on the full State Branding Guidelines, please visit the State's

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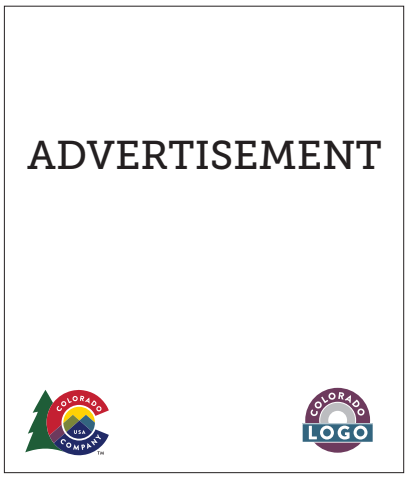
Pairing Applications

Approved companies and organizations can use the certification badges on websites, packaging, advertising, and other marketing materials to show their connection to the State of Colorado. Suggestions for sizing and positioning of the certification badges are below.

Suggested Badge Treatment



Also Allowed:

Don’ts

Do not modify the elements of the badges in any way and use the correct color model and file type for your application. If you have questions, please contact DPA_IDSCustomerService@state.co.us.

Do not scale the badge disproportionately.

Do not use the badge more prominently than the trademark or service mark of the licensee.

Do not use the badge as a brand name for licensee’s goods or services.

Do not use the badge as the sole or primary visual or as licensed merchandise for resale.

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Accessibility Notes

Accessible resources do not just provide a more equitable experience for individuals with differences and disabilities. They provide a better experience for all users. The State of Colorado is committed to providing equitable access to our services to all Coloradans. Our ongoing accessibility effort works towards being in line with the Web Content Accessibility Guidelines (WCAG) version 2.2, levels A and AA criteria. These guidelines not only help make web content accessible to people with sensory, cognitive, and mobility disabilities but ultimately to all people, regardless of ability. In 2021, **The Colorado Laws For Persons With Disabilities (HB21-1110)** passed. The law makes government agencies accountable for their accessibility compliance.

What standard(s) of accessibility are we supposed to comply with?
At present, all new online content must adhere with WCAG 2.2 AA. This is the minimum level of compliance. When and if you are able to comply with level AAA, you should.

Who is responsible for accessibility?
We all are. From those involved in vendor negotiations to content managers to leaders: ***everyone*** has a role to play in ensuring that we provide accessible resources.

What resources need to be accessible?
Ideally, all electronic and/or technological resources that are produced or procured will be accessible. At a minimum, though, online content must be accessible according to current standards.
This includes:

- Web pages (and all of the text, links, images, and forms on them)
- PDF documents shared on the web
- Google documents
- Applications

DESIGNING FOR DIGITAL ACCESSIBILITY

Tips for page content

- Provide sufficient contrast between foreground and background
- Don’t use color alone to convey information
- Ensure that interactive elements are easy to identify
- Provide clear and consistent navigation options
- Ensure that form elements include clearly associated labels
- Provide easily identifiable feedback
- Use headings and spacing to group related content
- Create designs for different viewport sizes
- Include image and media alternatives in your design
- Provide controls for content that starts automatically

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Accessibility Notes

Gmail Accessibility Best Practices
Email is an important communication tool used by nearly all of us. Accessible emails ensure that everyone can receive and understand your message, regardless of ability or any assistive technology they may be using.

Here are some tips to draft accessible emails:
— Use a concise and descriptive subject line.
— Use a black font.
— Make sure the font size is readable (e.g., avoid using Gmail's small font size).
— Use bold text to emphasize your messaging. Don't use highlights, italics or underlined text.
— Use hyperlinked text instead of typing/pasting in the full URL.
— If you must use color, use it sparingly and ensure it has an appropriate contrast ratio.
— Don't use emojis or graphics to replace words.
— When a graphic needs to be included, add alt text to the image. Don't forget to add alt text to the images in your email signature, as well.
— Use plain language best practices when drafting the body of your email.

For Content Creators: Website Accessibility
Whether you are a content manager or document author, you are responsible for making sure that the content you produce is accessible.

Getting Started
Learn the Basics: Visit the **WCAG 2.2** to explore the guidelines.

Get the Tools
Google Chrome extensions can be especially helpful for identifying potential issues with web content. Important: Please do not download or use resources that have not been endorsed by the OIT.

Attend Trainings
OIT provides accessibility trainings.

USEFUL WEBSITES

https://www.whocanuse.com/
See how accessible your color combinations really are! Explore simulations of how people with visual differences (color blindness, glaucoma, low vision, etc.) and in different situations (direct sunlight and night shift mode) might perceive of foreground and background color pairs.

https://wave.webaim.org/
Get free, quick, and in-depth reports about errors and potential issues on your webpages.

Branding Contact Info

If you have any questions about the content in this Brand Guidelines document or to request design, mail or print services, please contact:

DPA, Division of Central Services, IDS
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