

The *COLORADO* BRAND GUIDELINES QUICK GLANCE



The Colorado “C” logo serves as a symbol of Colorado’s strength and a reminder of its friendly and approachable attitude that reflects our state’s natural beauty. It is designed to serve as a constant and consistent reminder of everything our spectacular state can be. To maintain the effectiveness of the brand and present the State of Colorado and its agencies as professional and trustworthy, the Governor’s Office has delegated authority to the Department of Personnel & Administration’s Division of Central Services Integrated Document Solutions to regulate use of the logo for the purpose of protecting the integrity of the brand. If you are involved in any design or printing projects for your agency — from letterhead to website to advertising — please note the foundational guidelines below. If you have any questions or concerns on these brand guidelines, please use the contact information provided on the backside of this page.

“C” Logo



Co-Branding Logos



Key elements:



Logos — all logos are to be the official design files supplied by IDS Design Services 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.




Trebuchet Bold Italic
Museo Slab 500

Fonts — a consistent use of approved fonts creates the professional image that your audience 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.



Colors and Themes — every brand has an approved color palette from the Peak brand (6-color primary palette) — continue to use existing (primary or accent) or select another. The new “C” brand has a 7-color primary palette. Maintain consistency with any of the color palettes and make sure that any imagery, such as icons, infographics or other graphic elements, are in keeping with the brand standards.

State agency responsibilities and understanding:

- State agencies/offices must use DPA/DCS/IDS Design Services for the development of new branding, including but not limited to, the development of new Co-Branding Logos, e.g. .
- State agencies/offices are responsible for maintaining and developing the materials on which they use the brand.
- DPA/DCS/IDS creates and maintains standards for the use of the CO “C” Logo () and Co-Branding Logos (.
- DPA/DCS/IDS maintains all official graphic brand files for all state agencies/offices.
- DPA/DCS/IDS may notify an agency’s Public Information Officer if usage of the brand is not in compliance.
- Official brand logos and elements are to be used across the Executive Branch, except those agencies that utilize approved exempt logos per the Governor’s Office and the Department of Personnel & Administration.

State Branding Standards Guide:

- This Quick Glance version of the Brand Guidelines is to show the basic element usage and abridged agency instructions.
- The complete version of the Brand Guidelines has not been updated at this time with the new “C” elements/content so please continue to reference the existing “Peak” Brand Guidelines as a guide for usage of brand elements.
- For more details on our State Branding, please visit the Integrated Document Solutions (IDS) website, www.colorado.gov/dcs/ids, where you will find specifics on what you need to know about applying the State Brand effectively.

Brand Contact Information:

The staff at IDS has designated experts in how to apply the brand standards and to assist with your design questions and solutions. Contact the IDS team for any of your design or printing projects or general brand questions.

- Integrated Document Solutions (IDS) at DPA_IDSCustomerService@state.co.us or 303-866-4100.

