



**caring**  
**for Denver**  
FOUNDATION

**BRAND IDENTITY GUIDE**



**PRIMARY LOGO**

Whenever possible, use the full color logo. Works best on white and lighter backgrounds.



**SECONDARY WHITE LOGO**

Use on darker backgrounds or photography.



**SECONDARY BLACK LOGO**

Use only when color printing is not available.

## VISUAL IDENTITY: Logo Considerations

The clearspace around the lock-up ensures no other graphic element or paper edge competes or interferes with the logo. Use the “o” as a reference if needed.



### A NOTE ON FILE FORMATS

#### **JPG**

Use the JPG format for most applications. It has a white background, so if you need a logo with transparency, see PNG and EPS.

#### **PNG**

PNGs have transparency and should be used whenever the logo is overlaid on photography or color.

#### **EPS**

Use the EPS format for large-scale applications. Unlike JPGs and PNGs, which are pixel-based (aka they get grainy if expanded too large), EPS are scalable, transparent, and retain their quality to any size.

## VISUAL IDENTITY: Logo Considerations

Using our logo properly ensures that our brand is consistent and legible across a variety of settings.



**DO** use the white logo for dark backgrounds.



**DON'T** use the color logo for dark backgrounds.



**DON'T** change the logo colors.



**DON'T** stretch or skew the logo.



**DO** use the white logo for simple photographic backgrounds.



**DON'T** use the logo on busy photographic backgrounds.



**DON'T** tilt the logo.

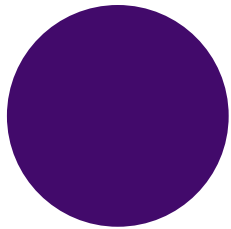


**DON'T** use a noticeable drop shadow on the logo.

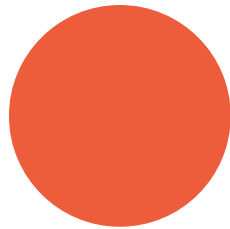
## VISUAL IDENTITY: Color Palette

We use the primary colors when possible. They echo the logo and help people associate with our brand. The secondary colors can help bring life to the design or are helpful when a color array is needed (ie charts).

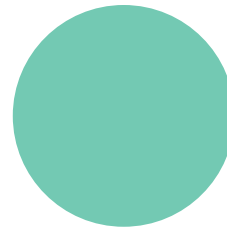
### PRIMARY COLORS



**HEX:** #430a6b  
**CMYK:** 87/100/22/19  
**RGB:** 67/10/107  
**PMS:** 2617 C

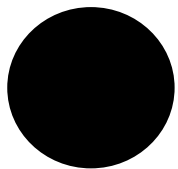


**HEX:** #ee5c3b  
**CMYK:** 1/79/83/0  
**RGB:** 238/92/59  
**PMS:** 7417 C



**HEX:** #74c9b3  
**CMYK:** 53/0/37/0  
**RGB:** 116/201/179  
**PMS:** 338 C

### SECONDARY COLORS



**HEX:** #000000  
**CMYK:** 100/100/100  
**RGB:** 0/0/0  
**PMS:** Neutral Black C



**HEX:** #ffcc3d  
**CMYK:** 0/20/86/0  
**RGB:** 255/204/61  
**PMS:** 122 C



**HEX:** #efeedd  
**CMYK:** 5/4/4/0  
**RGB:** 239/238/237

HEADLINES

**Helvetica  
Neue Bold**

**Helvetica Neue Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

SECONDARY + COPY

**Fira Sans  
Light**

Fira Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz