



Brand standards and usage guidelines for partners

PURPOSE AND GOAL

Colorado Crisis Services exists to provide help to Coloradans in need. This document serves that mission by providing all Colorado Crisis Services partners with a unified set of rules and regulations for creating a consistent, coherent and easily recognizable brand presence throughout Colorado.

Consistency in the way we present our services and ourselves to Coloradans enables us to develop visual familiarity—and ultimately, trust—with our audience. That familiarity and trust is vital as we work to create meaningful engagement with our audience and overcome any barriers they may have to seeking help.

Questions about how to implement? Call Cactus at 303.455.7545 or email CCSToolkit@cactusinc.com

You can access brand and campaign assets at ColoradoCrisisServices.org/toolkit.

DOOR/WINDOW SIGNAGE STANDARDS

Colorado Crisis Services logo needs to be equal in size or larger than the logo for the private business.

Appearance of Colorado Crisis Services logo (color, fonts, etc.) must abide by brand standards.

Must be obvious at a glance that the business is a Colorado Crisis Services Walk-In provider.

If there is a phone number, it must be Colorado Crisis Services phone number: 844-493-TALK (8255), and NOT the private business' phone number.

ACCEPTABLE EXAMPLES:



UNACCEPTABLE EXAMPLES:



- ✓ Includes Colorado Crisis Services phone number
- ✓ The two logos are equal size
- ✗ Incorrect font usage
- ✗ Colorado Crisis Services logo lock-up and brand standards not applied (see Assets section on page 7)

EXTERIOR LANDMARK/MONUMENT SIGNAGE STANDARDS

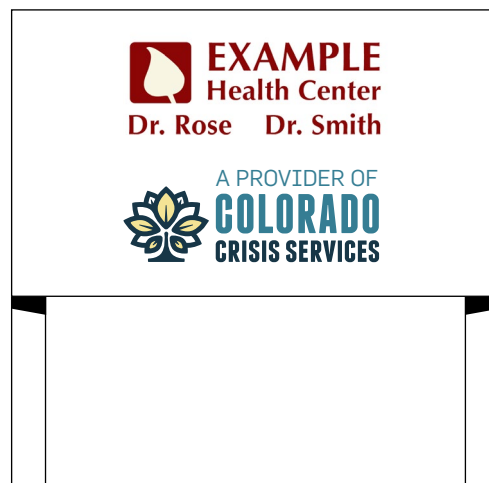
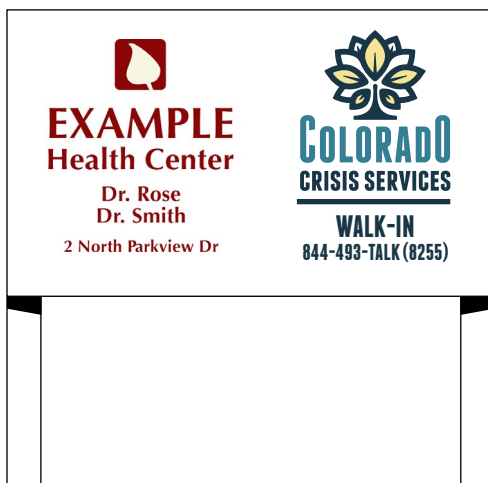
Colorado Crisis Services logo needs to be equal in size or larger than the logo for the private business.

Appearance of Colorado Crisis Services logo (color, fonts, etc.) must abide by brand standards.

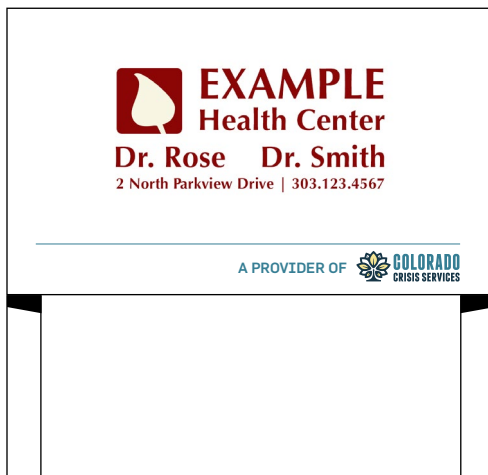
Must be obvious at a glance that the business is a Colorado Crisis Services Walk-In provider.

If there is a phone number, it must be the Colorado Crisis Services phone number: 844-493-TALK (8255) and NOT the private business' phone number.

ACCEPTABLE EXAMPLES:



UNACCEPTABLE EXAMPLES:



- ✗ Private business' logo is larger than Colorado Crisis Services logo
- ✗ Private business' phone number instead of Colorado Crisis Services phone number
- ✗ Approved logo lock-up and brand standards not applied (see Assets section on page 7)
- ✗ Not obviously a Colorado Crisis Services Walk-In provider location from street view

LARGE FORMAT EXTERIOR STANDARDS

Colorado Crisis Services logo needs to be equal in size or larger than the logo for the private business.

Appearance of Colorado Crisis Services logo (color, fonts, etc.) must abide by brand standards.

Must be obvious at a glance that the business is a Colorado Crisis Services Walk-In provider.

If there is a phone number, it must be the Colorado Crisis Services phone number: 844-493-TALK (8255) and NOT the private business' phone number.

ACCEPTABLE EXAMPLES:



UNACCEPTABLE EXAMPLES:



- ✗ Not clearly visible from street
- ✗ Private business' logo is larger than Colorado Crisis Services logo

WEBSITE STANDARDS

Colorado Crisis Services logo and phone number needs to be in a fixed position in the header of the website.

If private business does not have a header on their website, please include it prominently and in a fixed position on the home page.

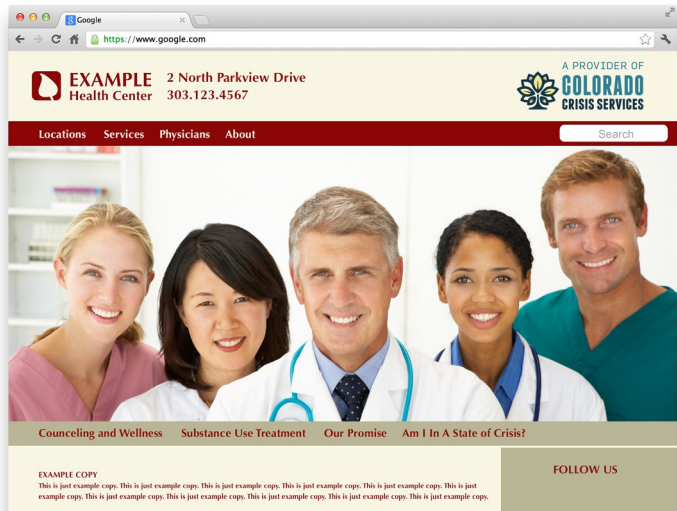
Appearance of Colorado Crisis Services logo (color, fonts, etc.) must abide by brand standards (see Assets section on page 7).

Must promote Colorado Crisis Services phone number: 844-493-TALK (8255). Private business' phone number may be used but not by itself (see samples below).

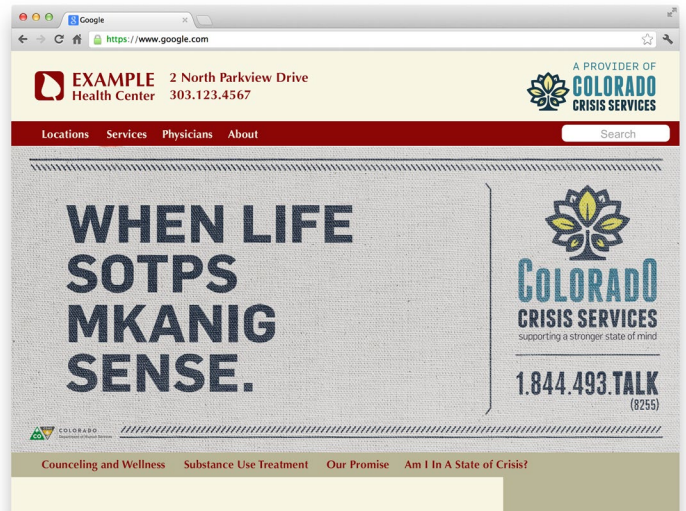
If business' website features artwork/messaging about Colorado Crisis Services, that artwork and messaging must follow brand standards (see Assets section on page 7).

ACCEPTABLE EXAMPLES:

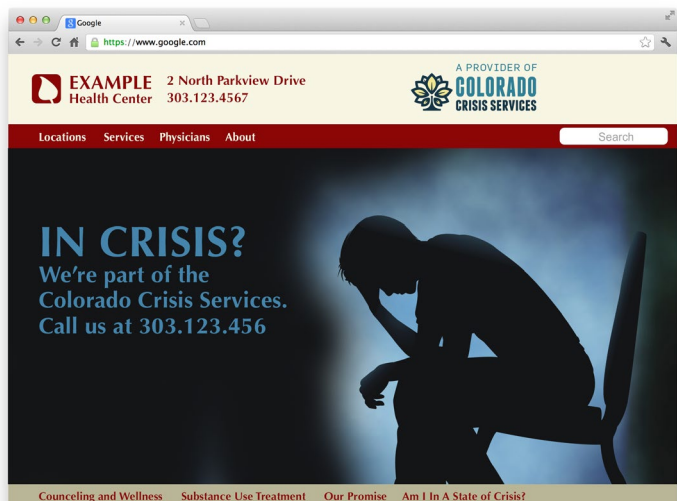
Example of website with CCS branding in header



Example of website with CCS branded messaging



UNACCEPTABLE EXAMPLES:



- ✓ Colorado Crisis Services logo
- ✓ Fixed position in header
- ✗ Private business' phone number is featured by itself instead of with the Colorado Crisis Services phone number
- ✗ Uses private business' phone number alongside messaging about Colorado Crisis Services

PARTNER LOGO LOCKUPS



PROVIDER LOGO LOCKUPS

EXAMPLES



VERTICAL

A PROVIDER OF



HORIZONTAL

A PROVIDER OF



WALK-IN LOCKUP

VERTICAL



HORIZONTAL



MARK

The mark is designed with simple shapes and bold lines to ensure legibility at small sizes. If you are using the mark by itself, do not use it any smaller than .375".



MARK WITH TYPE

The primary logo is the first choice to use when the real estate for placement is sufficient. The secondary logo is also viable when the space provides for a horizontal lockup.

PRIMARY



SECONDARY



SINGLE COLOR

When using a single color on a light background, use either black, or the navy blue established for the brand. When using the logo on a dark background, use the reversed logo.

SINGLE COLOR



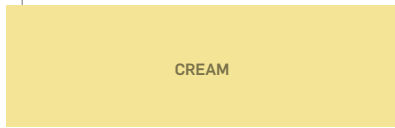
REVERSED



COLOR

C: 05 R: 244
M: 06 G: 228
Y: 50 B: 149
K: 00

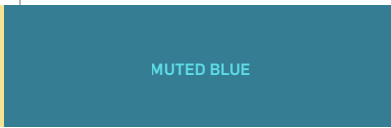
HEX: #F4E495
PANTONE: 601 C



CREAM

C: 80 R: 53
M: 39 G: 125
Y: 33 B: 147
K: 04

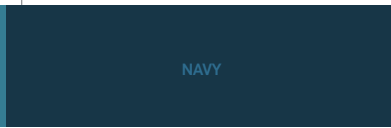
HEX: #357D93
PANTONE: 7704 C



MUTED BLUE

C: 91 R: 24
M: 70 G: 54
Y: 50 B: 71
K: 46

HEX: #183647
PANTONE: 7546 C



NAVY

PRIMARY

C: 36 R: 168
M: 30 G: 159
Y: 72 B: 100
K: 03

HEX: #A89F64
PANTONE: 5845 C



GOLD

C: 71 R: 57
M: 16 G: 167
Y: 21 B: 190
K: 00

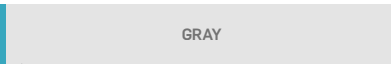
HEX: #39A7BE
PANTONE: 3125 C



BLUE

C: 09 R: 228
M: 07 G: 228
Y: 07 B: 228
K: 00

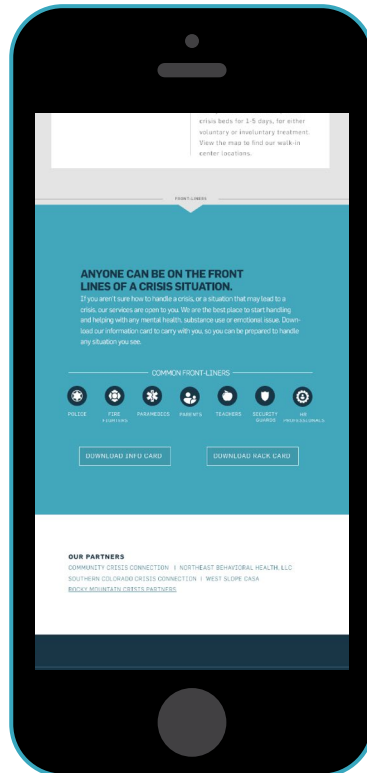
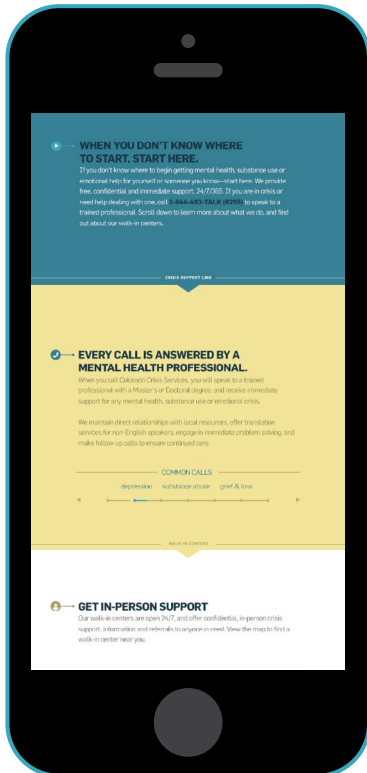
HEX: #E4E4E4
PANTONE: 656 C



GRAY

SECONDARY

COLOR SCHEME USAGE EXAMPLE



Here are examples of how to implement the color palette. These images show details of the website design. As you can see, the primary and secondary color schemes support each other and can be used in various combinations.

TYPEFACE

FRANCHISE BOLD

The logotype is derived from Franchise Bold. The font has one weight. It should not be used for headlines, titles, or body copy.

FLAMA

THIN

THIN ITALIC

ULTRALIGHT

ULTRALIGHT ITALIC

LIGHT

LIGHT ITALIC

BOOK

BOOK ITALIC

BASIC

BASIC ITALIC

MEDIUM

MEDIUM ITALIC

BOLD

BOLD ITALIC

EXTRA BOLD

EXTRA BOLD ITALIC

BLACK

BLACK ITALIC

Flama is a font that comes in many different weights, from thin to black. This font should be used for body copy, headlines, subheads and titles. For body copy, depending on legibility, use any font from thin to basic. Subheads can be anywhere from basic to bold. Headlines and titles should be bold to black.

If Flama font isn't available, please use Arial.