



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.

OVERARCHING BRAND GUIDELINE

In all instances when crisis phone services are marketed to the general public, including but not limited to print and digital marketing materials, the Colorado Crisis Services phone line: 1-844-493-8255 shall be listed. Under no circumstances shall a business's own 24/7 call line be marketed as a “crisis” resource to the general public. It may be listed as a local resource for support to the community and be provided to agency clients for after-hours/emergency access to that agency for care only.

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.

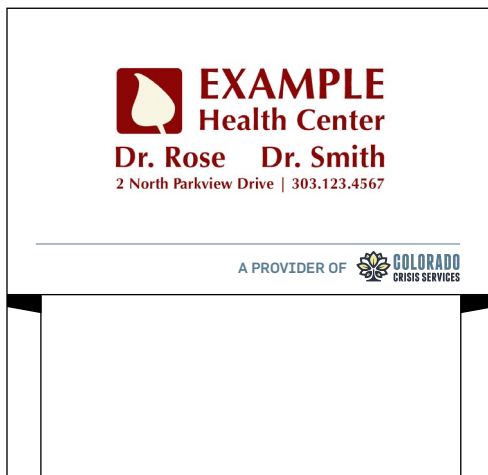
Must be obvious at a glance that the business is a Colorado Crisis Services Walk-In provider.

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

The “A Provider of Colorado Crisis Services” logo needs to be in a fixed position in the header of the website and must always link to coloradocrisiservices.org.

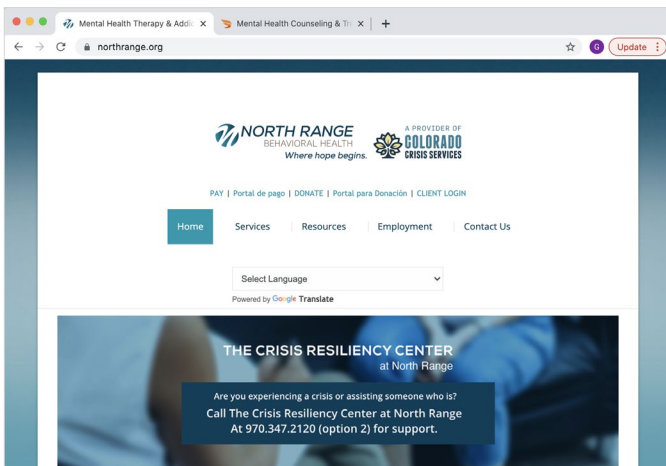
If private business does not have a header on their website, please include it prominently and in a fixed position on the home page.

Appearance of Colorado Crisis Services Provider logo (color, fonts, etc.) must abide by brand standards (see Assets section on page 8).

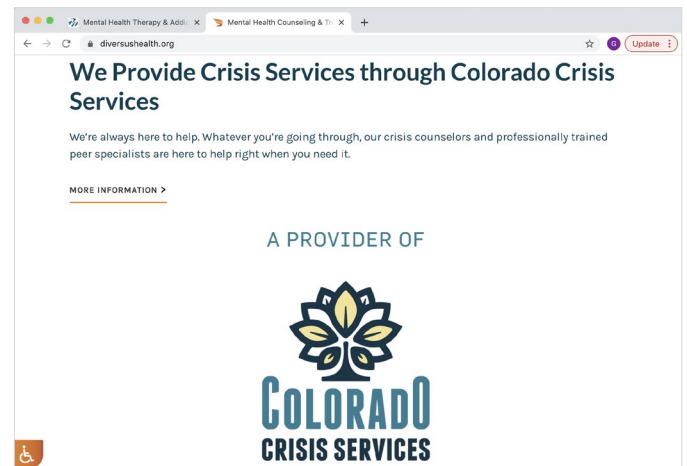
If business' website features artwork/messaging about Colorado Crisis Services, that artwork and messaging must follow brand standards (see Assets section on page 9).

ACCEPTABLE EXAMPLES:

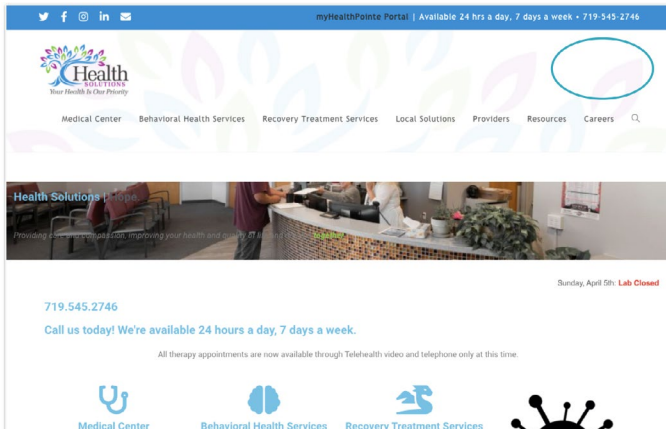
Example of website with “A Provider of Colorado Crisis Services” logo included in the header



Example of website with “A Provider of Colorado Crisis Services” logo included prominently and in a fixed position on the home page



UNACCEPTABLE EXAMPLES:



✗ Colorado Crisis Services Provider Logo is missing from fixed header section

ADVERTISEMENTS/MARKETING MATERIALS

If the advertising or marketing material is primarily promoting the individual business, you may include the 'Provider of Colorado Crisis Services' logo, but NOT the CCS phone number. Only the provider's phone number and contact information should be listed.

If the advertising or marketing material is primarily promoting crisis services, only the CCS phone number: 844-493-TALK (8255) and contact information may be used, and NOT the individual provider's phone number and contact information.

Any time the Colorado Crisis Services logo is used, it must be either equal in size or larger than the logo for the individual business.

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

ACCEPTABLE EXAMPLES:



- ✓ Uses only the Colorado Crisis Services phone number
- ✓ The two logos are equal in size

UNACCEPTABLE EXAMPLES:



- ✓ The two logos are equal in size
- ✗ Uses BOTH CCS phone number AND provider phone number, only one should be used and in this case the provider can use their own phone number and the 'Provider of Colorado Crisis Services' logo

PARTNER LOGO LOCKUPS



PROVIDER LOGO LOCKUPS

EXAMPLES



VERTICAL

A PROVIDER OF



HORIZONTAL



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	C: 80 R: 53 M: 39 G: 125 Y: 33 B: 147 K: 04 HEX: #357D93 PANTONE: 7704 C	C: 91 R: 24 M: 70 G: 54 Y: 50 B: 71 K: 46 HEX: #183647 PANTONE: 7546 C	
CREAM	MUTED BLUE	NAVY	PRIMARY
GOLD	BLUE	GRAY	SECONDARY
C: 36 R: 168 M: 30 G: 159 Y: 72 B: 100 K: 03 HEX: #A89F64 PANTONE: 5845 C	C: 71 R: 57 M: 16 G: 167 Y: 21 B: 190 K: 00 HEX: #39A7BE PANTONE: 3125 C	C: 09 R: 228 M: 07 G: 228 Y: 07 B: 228 K: 00 HEX: #E4E4E4 PANTONE: 656 C	

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.