



**COLORADO
SPRINGS**

**BRAND IDENTITY
GUIDELINES**

COLORADO SPRINGS BRAND IDENTITY USAGE

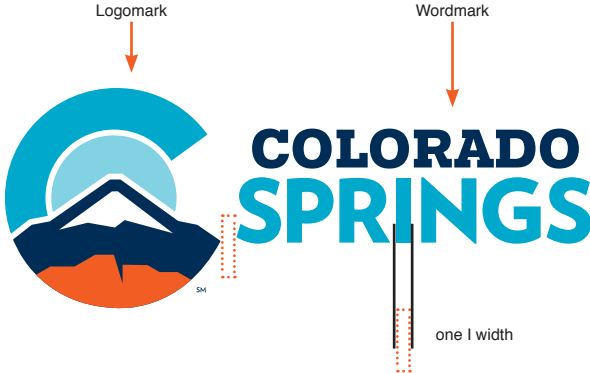
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COLORADO SPRINGS BRAND IDENTITY USAGE

MECHANICS OF THE LOGO

Because the Logomark and Wordmark of the logo can be separated, strict adherence to spacing when they appear together is essential for brand consistency. When the Logomark and type appear together, they should be “locked up” as shown below. Use the width of the “l” in Springs as a guide for proper spacing between the Logomark and the Wordmark (see below). The Logomark should always be the distance of one stroke-width away from the edge of the Wordmark regardless of vertical or horizontal formats, or on white or dark backgrounds. To assure consistency, be sure to use original files provided by the Colorado Springs Convention and Visitors Bureau.



COLORADO SPRINGS BRAND IDENTITY USAGE

CORRECT USAGE - FULL COLOR LOGO

The Colorado Springs identity should be placed consistently and without distortion of any kind. Always print the identity in the approved colors (see below).



COLORS

These are the approved Pantone colors for the Colorado Springs logo printed in full color.



PANTONE 632
CMYK 93 2 13 6
RGB 0 155 187
HTML 009BBBB



Pantone 296
CMYK 100 73 30 83
RGB 3 30 47
HTML 031E2F



PANTONE 179
CMYK 0 88 84 0
RGB 222 56 49
HTML DE3831



PANTONE 636
CMYK 38 0 5 0
RGB 144 215 231
HTML 90D7E7

COLORADO SPRINGS BRAND IDENTITY USAGE

CORRECT USAGE - GRAYSCALE LOGO

The Colorado Springs identity should be placed consistently and without distortion of any kind. Always print the identity in the approved colors (see below).



Vertical Version



Horizontal Version

COLORS

These are the approved screens of black used in Colorado Springs logo.



Black - 70%



Black - 100%



Black - 50%



Black - 30%



COLORADO SPRINGS BRAND IDENTITY USAGE

CORRECT USAGE - BLACK ONLY LOGO



Vertical Version



Horizontal Version

COLORADO SPRINGS BRAND IDENTITY USAGE

REVERSED IDENTITY

You may reverse the identity to a white knock-out of a background color within the primary color palette (see page 12) including black. Make sure the contrast between the identity and the color is strong enough for the identity to be readable. For this reason, do not reverse out the Colorado Springs logo on the primary color - PMS 636 as a background.

PMS 296



PMS 632



PMS 179



COLORADO SPRINGS BRAND IDENTITY USAGE

CLEAR ZONE

Whenever the identity is used, a clear zone must surround it to ensure visibility and impact. The size of the clear zone is determined by the height of the letter S in “Springs” (see Logos below). No graphic elements should invade the clear zone.



COLORADO SPRINGS BRAND IDENTITY USAGE

LIVE IT UP TAGLINE

The “Live It Up” tagline is not required to be locked up with the Colorado Springs logo but should always adhere to the specified Clear Space requirement for the logo at all times (see page 8). The tagline should always be set in Pragmatica Slabserif Extra Bold with -50 tracking. The Colors of the tagline can vary within combinations of Primary Brand Colors (see page 12), or it can be set in black or white in accordance with the Black only, Grayscale, or Reversed-Out identities. No other colors are allowed.



Acceptable Color Combinations

LIVE IT UP
LIVE IT UP
LIVE IT UP
LIVE IT UP
LIVE IT UP



COLORADO SPRINGS BRAND IDENTITY USAGE

LOGO SIZING

For greatest impact and readability, there is a minimum identity size based on the height of the “C” Logomark. The “C” Logomark should never be reduced to less than 3/8” (0.375) inches tall regardless of whether it appears by itself or with the Wordmark.

Minimum Size



Optimal Size for Print



COLORADO SPRINGS BRAND IDENTITY USAGE

LOGO MISUSE

To maintain the integrity and consistency, the identity must be presented clearly and legibly.

- Identities must always be reproduced from the approved digital files provided.
- Alterations to the identity are forbidden.

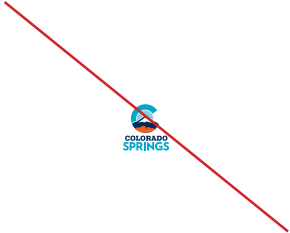
Additional factors to consider when using the identity include colors, backgrounds and the clear zone. Although not an exhaustive list, this page illustrates common incorrect uses of the identity. The Colorado Springs identity is used to show examples below. The same rules apply to the Springs identity (see page 14).



Do not change the colors.



Do not alter the proportions of the logo.



Do not use a size smaller than the minimum.



Do not rotate the logo.



Do not outline the logo.



Do not scan the logo or allow for poor reproduction.



Do not display on a pattern or texture that provides inadequate contrast or is overly busy.



Do not typeset the logotype or graphically alter the logo in any way.



Do not create repeating patterns with the logo.



Do not combine with other icons, logos, or graphic elements.



Do not violate the logo clear space with graphic elements, typography, hole punches or page edges.

COLORADO SPRINGS BRAND IDENTITY USAGE

COLOR PALETTE

When possible, the identity should be printed in the primary color palette: PANTONE® 632, PANTONE® 296, PANTONE® 179, PANTONE® 636. The support color palettes are intended to be used in conjunction with the primary brand colors to add visual interest and graphic distinction to applications. The repetitious use of the support color palettes will promote recognition of color as a brand identity element. These colors and screen tints of these colors will provide enough flexibility and variety to meet virtually all color needs.

PRIMARY BRAND COLORS

Using the Primary Brand Colors in the design will assure strong brand consistency. These colors may be used in almost any fashion including background colors for collateral design.



PANTONE 632
CMYK 93 2 13 6
RGB 0 155 187
HTML 009BBB



Pantone 296
CMYK 100 73 30 83
RGB 3 30 47
HTML 031E2F



PANTONE 179
CMYK 0 88 84 0
RGB 222 56 49
HTML DE3831



PANTONE 636
CMYK 38 0 5 0
RGB 144 215 231
HTML 90D7E7

SECONDARY BRAND COLORS

These colors should be used carefully and with restraint as accent colors to the brand. These colors should **never** be used as background colors with the logo overlaid on top of them.



Cool Gray 9C
CMYK 38 29 20 58
RGB 97 99 101
HTML 616365



Pantone 381
CMYK 23 0 89 0
RGB 201 221 3
HTML C9DD03



PANTONE 129
CMYK 0 11 70 0
RGB 243 207 69
HTML F3CF45



PANTONE 628
CMYK 20 0 4 0
RGB 193 226 229
HTML C1E2E5

These colors are selected from the Pantone Matching System. Consult current editions of Pantone color publications for true color match and for offset printing reproduction.

COLORADO SPRINGS BRAND IDENTITY USAGE

FONTS

The Colorado Springs logo contains two different fonts. The use of these fonts in other collateral materials will help to assure brand consistency across all platforms.

HEADLINE TEXT FONTS

These fonts come directly from the logo itself and should be used for Headings, Titles, Slogans, etc.

PRAGMATICA SLABSERIF

To purchase Pragmatica Slabserif visit:
www.myfonts.com/fonts/paratype/pragmatica-slab/

VERLAG

To purchase Verlag visit: www.typography.com

BODY & PARAGRAPH TEXT FONTS

VERLAG BOOK

Use Verlag when possible in printed materials for body copy.

HELVETICA

Use Helvetica for all body copy on the web and in instances where higher legibility is required.

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THE SPRINGS LOGO VARIATION

The Springs logo is a variation to the original Colorado Springs logo. This Logomark and Wordmark lockup should retain all of the same properties and guidelines as dictated in the previous pages for the Colorado Springs logo.

This logo is designed especially for the residents of Colorado Springs who have a familiarity with the city and the brand. It should only be used sparingly and in instances where the majority of the audience are Colorado Springs residents and brevity and a friendly tone are appropriate. Emphasis should be on using the primary Colorado Springs logo.

Original files for The Springs logo variations are available upon request from the Colorado Springs Convention & Visitors Bureau.

