



Branding Guidelines

Logos

For all materials in connection with this program, there are two versions available. In the event that you would like to use these logos in a different fashion, it must first be cleared with the Program Administrator. Herein you will find everything you need. These logos can be used for everything from web, spot color printing, large banners and large format printing. Misuse of these logos will be taken seriously.

Logos to be included are:

1. **Denver Energy Challenge (DEC)**

Horizontal (full color)

Vertical (full color)

Horizontal (white or black)

Vertical (white or black)



Horizontal logo

Vertical logo

Resizing

While logos may need to be reduced or increased in size depending on placement for materials, it is imperative that the dimensions of the logo remain intact. All modifications of logos should ensure that the graphics and text are not disproportionate in size.

Examples of incorrect logo sizing:



Colors & Placement

The color version of the DEC logo should always appear on a white background. If the logo is to appear on any other color background, the black or a white version (whichever provides better contrast and visibility) must be used. If the logo is to be used in a grayscale document, the black logo shown above must be used. If printing issues arise due to gradient in the DEC logo, default color for the plug should be the dark blue (colors listed below).

Colors Used

The colors used in the Denver Energy Challenge logo are as follows:

	Light Blue	Dark Blue
Pantone	n/a	298C
CMYK	52-0-0-0	69-14-0-0
RGB	104-206-244	43-172-226
HEX	#68CEF4	#2BACE2

DEC Logo Font

The font used in the DEC logo is NewsGothic. It is not required that this font be used for text on outreach materials but should you choose to keep a consistent look, this font is available for use. All versions of the font will be sent to you.

Additional Materials

Please send the Energy Outreach Coordinator copies (pdf) of all materials created for the Denver Energy Challenge. julie.carlton@denvergov.org

Contact

Please contact the Energy Outreach Coordinator with questions. 720-865-5430.



DENVER
THE MILE HIGH CITY

ENVIRONMENTAL HEALTH

Promoting Healthy Communities