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The Signature

The signature for Colorado Humanities should always remain as a complete unit. The proportions, colors, typeface, letterforms and their spacing, alignment, or any other aspect of the logo should never be altered in any way. Never move or scale certain parts of the signature in any way—the logo and each of its individual parts should only be used as a cohesive whole, never broken apart or used individually.

One-Color Version

A one-color version of the signature has been created when 4-colors is not available. This version is to be used only when spot colors are used, and never when 4-color process printing or RGB is used (where the full-color version should be used).



Minimum Size

In order to insure the recognition and legibility of the signature and its logotype, the signature should never be reproduced smaller than a width of 1/2 inch.

Protected Area

The Colorado Humanities signature should always have an area of open space around it, so that nothing competes with the logo itself. No other graphic or typographic elements should fall within this area around the signature. This protected area will extend from the logo in all directions, at a distance equal to the width of the signature's orange rectangle.

COLORADO HUMANITIES GRAPHIC STANDARDS MANUAL



Spot	PANTONE 2735	PANTONE 144	PANTONE 381
CMYK	80, 70, 0, 0	0, 50, 100, 0	20, 0, 95, 0
RGB	90, 87, 162	224, 147, 50	206, 218, 66

Colors

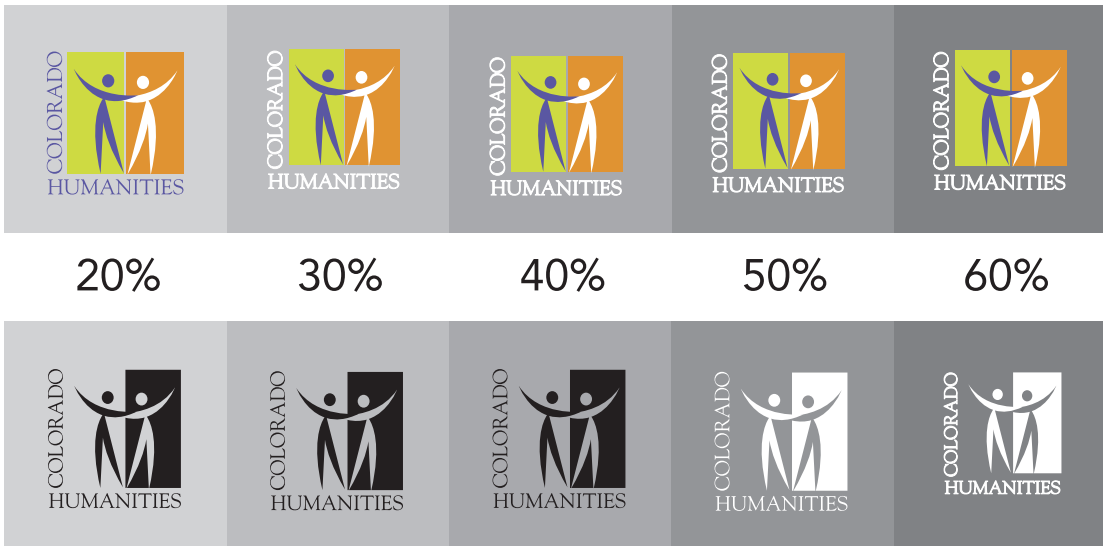
The official colors of the Colorado Humanities signature are Orange, Green, and Purple. Whenever possible, spot colors should be used. However, four-color process printing may be used when spot color printing is not available.

Note: the colors reproduced here should not be used as a reference. Colors should always be spot-matched to the given PANTONE colors.



Reverse Usage

A reverse version of the Colorado Humanities logo has been created, which should be used when reproducing on a dark background.



Positive and Reverse Usage

The Colorado Humanities logo should always be reproduced with enough contrast from the background to make it easily readable. The following are guidelines for using the logo and its reversed version on different backgrounds.



Goudy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Avenir

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Century Gothic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Fonts

The recommended primary typeface for Colorado Humanities is Goudy. This serif font is used for the logotype in the Colorado Humanities signature, and can be used with any application for Colorado Humanities. Secondary recommended typefaces are Century Gothic and Avenir, sans serif fonts that can also be used as a great compliment for any of the Colorado Humanities applications. Other fonts can be used; these are only recommendations.