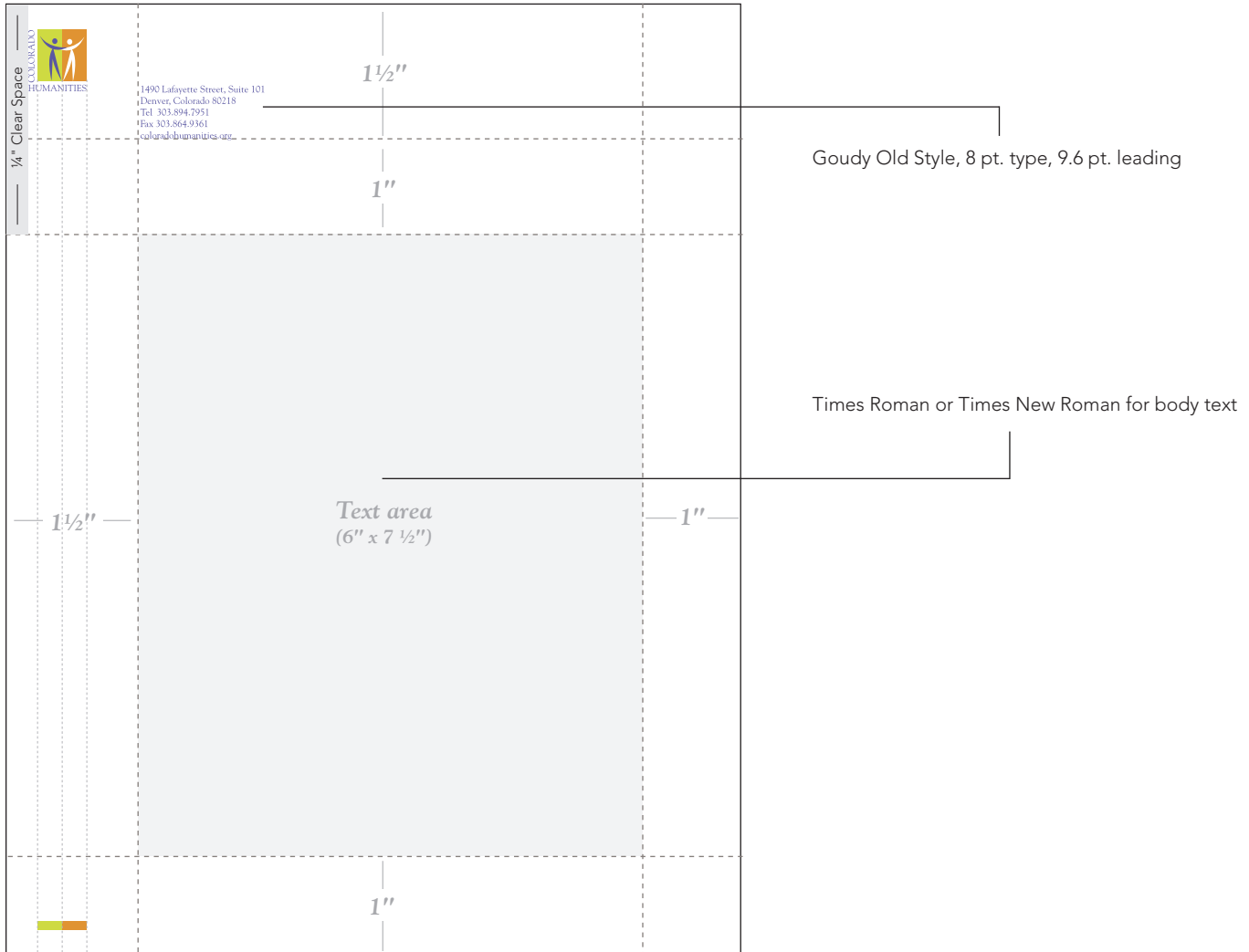


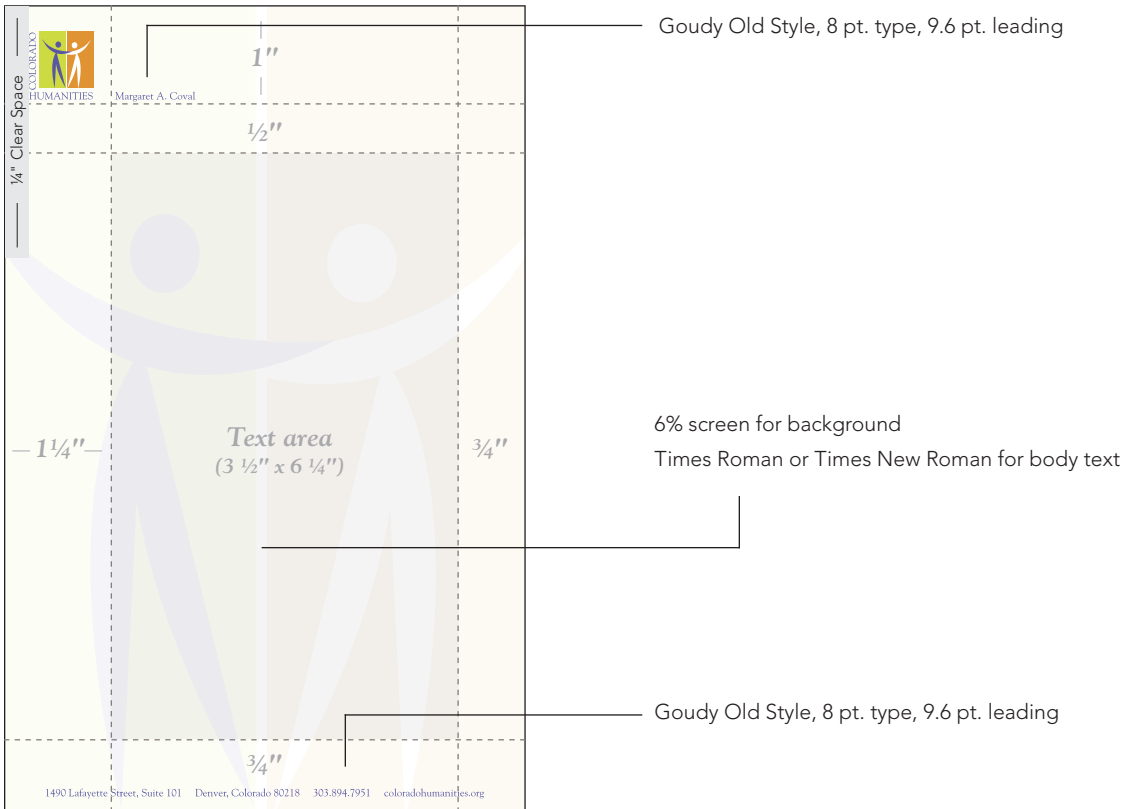
# COLORADO HUMANITIES GRAPHIC STANDARDS MANUAL



## Letterhead

The letterhead for Colorado Humanities has a 1/4 inch margin of clear space on all sides. The margins and positioning should always follow the guidelines above. The small stripes in the lower left corner should line-up with the stripes in the signature. All of the requirements for the letterhead are specified above, including fonts, positioning, and margins.

# COLORADO HUMANITIES GRAPHIC STANDARDS MANUAL



## Small Letterhead

The small letterhead is for use in more informal situations, note-taking, etc. The name in the top left will change for each individual, but the address, etc. at the bottom must always stay the same. For all other positioning, fonts, margins, etc. see above.

# COLORADO HUMANITIES GRAPHIC STANDARDS MANUAL



Goudy Bold, 9 pt. type, 10.8 pt. leading

Goudy Old Style, 8 pt. type, 9.6 pt. leading

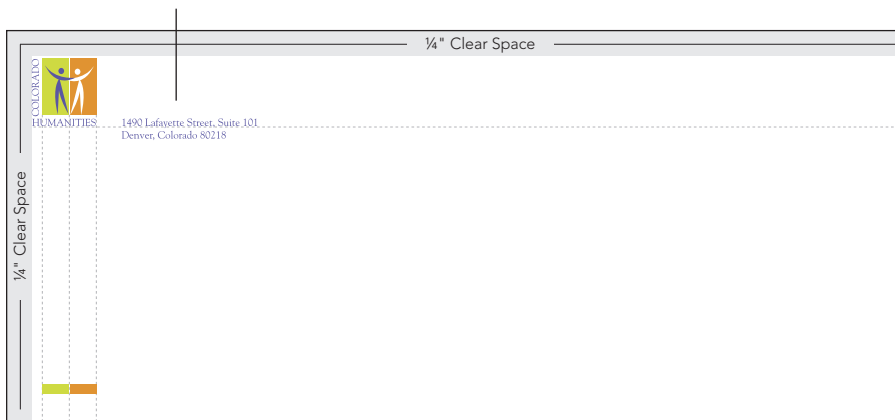
## Business Card

The fonts, margins, and spacing for the business card are explained above. As with all the stationery, there should be 1/4" of clear space on all sides. If necessary, contact information (such as another phone number, etc.) can be added or taken away, but the first line must always remain in the same position, never shifting up or down.

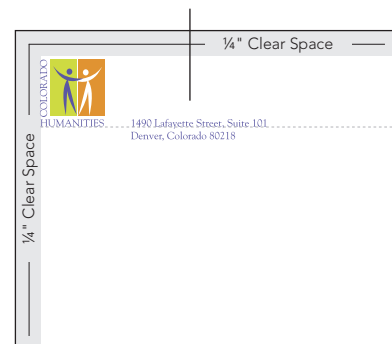
# COLORADO HUMANITIES GRAPHIC STANDARDS MANUAL



Goudy Old Style, 8 pt. type, 9.6 pt. leading



Goudy Old Style, 8 pt. type, 9.6 pt. leading



## Envelope & Mailing Label

The proportions, spacing, fonts, etc. for the envelope and mailing label are shown above.

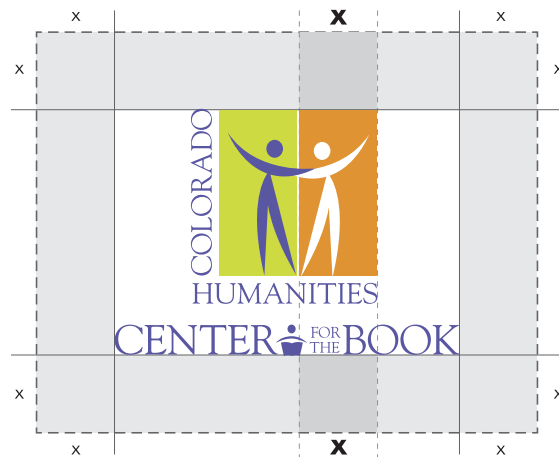
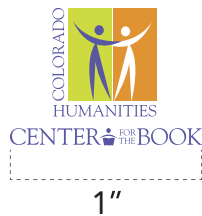


## *Center for the Book Signature*

A variation on the Colorado Humanities signature has been created for the Center for the Book. This variation should only be used for the Center for the Book, and never substituted for Colorado Humanities. The signature should always remain as a complete unit. Never use the Center for the Book type by itself. This signature should also follow all the same guidelines as the Colorado Humanities signature, which are all outlined in the previous pages.

## *One-Color Version*

A one-color version of the signature has been created when 4-colors is not available. Like the Colorado Humanities signature, 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).



## CFTB 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 one inch.

## CFTB Protected Area

Like the Colorado Humanities signature, the Center for the Book logo 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.