IDENTITY GUIDELINES

THE COLORADO TRUST

A Health Equity Foundation

LOGO

The logo is typeset in Centra No. Extra Bold. Its geometric nature and sharp terminals make the logotype confident and approachable.

The logomark is an evolved symbol from the previous square logo made in to an ellipse. This approach has given the mark a modern and softer approach.

Link to Logo Files

THE COLORADO TRUST

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CLEAR SPACE

Minimum Clear Space:

The logo should always have a bit of space between other elements so it doesn't clash with other logos or graphics. Always keep the logo spaced roughly the width of a circle found in the logo.

COLOR APPLICATION

On lightly colored backgrounds, always use the core multi-color logo. When using dark backgrounds, use the white monochromatic version of the logo.

THANK YOU