Brand Guidelines

2022 Colorado Gives Day
Since 2010, Coloradans have come together to make extraordinary happen. Community First Foundation and FirstBank partner unite Colorado donors in 24-hours of giving each December for one of the nation’s largest giving days - Colorado Gives Day.

Last year, more than 82,000 donors supported 3,151 nonprofits by giving more than $55 million in donations.

By giving where we live, we make good possible for our communities.
Logo

Stacked
The preferred logo is the vertical version.

Color
Black and White

Horizontal
A horizontal version is available to use in instances when the vertical version doesn’t work.

Color
Black and White
Stacked logo w/URL

Use this logo lockup when the URL needs to be included with the stacked logo.

**Color**

[Images of stacked logos with the URL ColoradoGivesDay.org]

**Black and White**

[Images of stacked logos in black and white]

ColoradoGivesDay.org
Brand Colors

Color Builds

Community First Foundation colors are determined by RGB values, then reduced to the corresponding HEX and CMYK colors before finding the closest Pantone equivalent.

<table>
<thead>
<tr>
<th>RGB</th>
<th>141 198 63</th>
<th>RGB</th>
<th>35 31 32</th>
</tr>
</thead>
<tbody>
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<td>CMYK</td>
<td>0 0 0 100</td>
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<tr>
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<td>HEX</td>
<td>#000000</td>
</tr>
<tr>
<td>PMS</td>
<td>376 C</td>
<td>PMS</td>
<td>Black C</td>
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<table>
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<th>RGB</th>
<th>167 169 172</th>
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<tbody>
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<td>CMYK</td>
<td>0 0 0 40</td>
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<td>#A7A9AC</td>
</tr>
<tr>
<td>PMS</td>
<td>Black C 70%</td>
<td>PMS</td>
<td>Black C 40%</td>
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<table>
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<th>248 151 40</th>
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<tbody>
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</tr>
<tr>
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<td>#F89728</td>
</tr>
<tr>
<td>PMS</td>
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<td>PMS</td>
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<table>
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<th>0 170 173</th>
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<tbody>
<tr>
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<td>CMYK</td>
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<tr>
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<table>
<thead>
<tr>
<th>RGB</th>
<th>0 170 173</th>
<th>RGB</th>
<th>67 64 144</th>
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<tbody>
<tr>
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<td>CMYK</td>
<td>85 85 0</td>
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<tr>
<td>PMS</td>
<td>7467</td>
<td>PMS</td>
<td>7672</td>
</tr>
</tbody>
</table>
Brand Colors

RGB – Use the RGB numbers when preparing materials for digital spaces like social media, email and websites.

CMYK – Use CMYK numbers when preparing materials for printing, like postcards, posters, or letters.

Pantone – Use Pantone colors only for print when Pantone colors are required.

**CMYK**
50, 0, 100, 0

**RGB**
141. 198, 63
#8DC63F

**Pantone**
Green: 376C

**CMYK**
0, 48, 95, 0

**RGB**
248, 151, 40
#F89728

**Pantone**
Orange: 715C
Logo Usage

Proper Use

Allow for clear spacing around logo. Size based on heart icon size in logo for all sides.

When possible, logo should be no smaller than the minimum size.

Keep white background when using logo on photo or colored backgrounds.

Use horizontal logo when space requires the stacked logo to be smaller than minimum size or does not fit the space.

When possible, horizontal logo should be no smaller than the minimum size - 1.5 inches or 180 px.
Improper Use

Don’t place copy or other logos within clear space guidelines.

Don’t scale disproportionately.

Don’t rotate or flip the logo.

Don’t alter the color outside the provided logo versions and brand colors. Don’t alter or change the fonts.

When using the stacked logo with URL on a photo or a colored background, make the URL green or white depending on the readability and contrast of the photo.

Avoid using a url on high contrast or busy images where it is not legible.

Don’t overlap images.

Don’t break up logo elements.

Don’t combine logo elements with other logos.
Make it your own

Use the toolkit with your own branding to leverage statewide exposure and promote your organization’s participation. The toolkit includes transparent images and overlays. These should be used on top of photographs or your organization’s impact in the community.

When promoting your organization’s participation, always include the logo. Avoid editing or removing any components of the logo.
Questions?

We’re here to help!

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