DENVER
THE MILE HIGH CITY

CITY AND COUNTY OF DENVER LOGO GUIDELINES

These guidelines demonstrate how to correctly use
the City and County of Denver logo.

UPDATED 2013

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TYPES OF LOGO FILES

EPS
Vector-based image that will not lose quality if scaled larger than the provided size. Available in four color process, spot color and black and white. Primarily used for professional printing.

JPEG
Both high and low-resolution pixel-based images that will lose quality if scaled larger than the provided size. Available in RGB format and black and white. Primarily used for in-house printing and for viewing on screen. This is also the preferred format for programs that are not design-based, such as Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.

TYPES OF LOGO COLORS

Spot Color
Spot color printing uses pre-mixed ink colors determined by the Pantone Matching System (PMS). They accurately represent color chips provided to the print and design industry.

4 Color Process
Process printing uses four inks (cyan, magenta, yellow and black — also referred to as CMYK) printed together to create a wide spectrum of colors.

RGB Format
Colors are used in RGB (red, green and blue) format when they appear on computer or television screens.

Hex Numbers
Hexadecimal numbers or "hex" numbers are a base-16 numbering system used to define colors on web pages. A hex number is written from 0-9 and then A-F.

For copies of the logo in any format or questions about which file type you need, please contact the Denver Marketing Office at DenverMarketingOffice@DenverGov.org or 720-913-1633.

The Denver D logo is available for use by city employees of the City and County of Denver for city department/agency purposes. The Denver logo may not be distributed to external entities (with the exception of the partnering agencies described below) without a licensing agreement.

The Denver D logo may be distributed to entities with which the City and County of Denver has executed a contract that includes, at a minimum, the following terms and conditions: required usage guidelines to include duration of use; purpose of use; and the corresponding collateral in which the Denver D logo will be placed. Licensing agreements may be obtained through the Denver Marketing Office and are subject to Executive Order No. 8.

For an outside entity to be considered for a licensing agreement authorizing them to use the Denver D logo, the city must be playing an active role in event or partnership or have a paid, documented sponsorship agreement. When the city does enter into a relationship as a sponsor, the sponsorship package must include phrasing that defines the acknowledgement of city support through the use of its logo to be eligible. For a copy of the city's sponsorship agreement please contact the Denver Marketing Office.

The city does not provide use of the logo for events or initiatives for which the city has supplied grant-funded support unless the event or initiative has a corresponding documented sponsorship component or agreement. If the city has provided a grant to an outside entity, that entity may recognize city support through written or spoken word unless the grant or contract providing grant funds provides otherwise.

The City and County of Denver does grant permission to use the Denver D logo to the city's exclusive partners, such as the VISIT DENVER, the Convention and Visitors Bureau and the Downtown Denver Partnership. All partnering agencies must follow the usage guidelines as described in the graphic standards. Distribution of the logo to outside entities by partnering agencies is unacceptable.

Logotype

Tagline

Primary D Icon

The City and County of Denver logo consists of three main elements: The primary D icon, the DENVER logotype and tagline.

Each of these elements has been custom-created and should never be recreated or re-typeset. To maintain consistency and create a strong visual identity, the Denver logo should only be used from existing digital files.

Please DO NOT use the Denver D icon without the DENVER logotype and tagline unless expressly permitted by this guide or the Denver Marketing Office.

PRIMARY LOGO
The horizontal version of the Denver logo (D icon to the left of the logotype) is the preferred logo format.

The logo utilizes the typeface Avenir Black for both DENVER and the tagline.

The distance to the right of the D icon and to left of the type should remain consistent. This distance is determined by the distance between the bottom of the tagline to the bottom of the DENVER logotype, represented by the letter X. The distance from the right edge of the D icon to the left edge of the logotype should be equal to X. The block of text in its entirety is centered vertically with the D icon.

SECONDARY LOGO
When the horizontal version of the Denver logo will not work with your space or design requirements, the secondary, stacked logo version can be used. Again, the distance between the bottom of the D icon and top of the DENVER logotype should be equal to X. The block of text in its entirety is centered horizontally with the D icon.

CLEAR ZONE

The Denver logo should always have an area of open space or "clear zone" around it. No other graphic elements should fall within this area around the logo.

Where "X" is equal to the distance between the bottom of the tagline to the bottom of the DENVER logotype, leave at least X amount of clearance on all sides of the logo.

MINIMUM SIZES

The Denver logo should always be used at an appropriate size to make sure it is legible.

When the primary signature is used, it should be no smaller than 7/8" wide at the widest point. The secondary signature should be used no smaller than 5/8" at its widest point.

7/8"   5/8"

Franklin Gothic Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()

Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()

TYPEFACES

The primary typeface used to accompany the Denver logo is Franklin Gothic.

There are two typefaces in this family that may be used for Denver branded materials: Franklin Gothic Heavy and Franklin Gothic Book.

Standard fonts such as Arial are permitted within documents created in programs where custom fonts are not available.

LOGO COLORS

Brick Red   Sky Blue   80% Black

DENVER
THE MILE HIGH CITY

Sunshine Yellow   Mountain Purple

The Denver logo color palette is comprised of five colors that represent this vibrant city.

Spot-color printing is the preferred option and should be used whenever possible. However, four-color process printing may be used when spot-color printing is not available or cost effective. When the logo is used on the on screen, the RGB format should be used and hex values should be used for the web. The Denver logo spot colors and their corresponding four-color process, RGB and hex formulas are listed below.

The color samples in this guide are just a visual representation of the colors and should not be used as an accurate color match. Actual Pantone chips should be used to match colors when printing.

	SPOT COLOR (PANTONE)	4 COLOR PROCESS (CMYK)		RGB		HEX COLOR (WEB)
BRICK RED	PMS 1805	C M Y K	0 100 100 20	R G B	160 0 34	#C4161C
SKY BLUE	PMS 2925	C M Y K	75 15 0 0	R G B	0 150 214	#0096D6
SUNSHINE GOLD	PMS 130	C M Y K	0 25 80 0	R G B	253 185 19	#FDB913
MOUNTAIN PURPLE	PMS 268	C M Y K	80 100 0 25	R G B	64 15 96	#491D74
80% BLACK	PANTONE PROCESS 80% BLACK	C M Y K	0 0 0 80	R G B	88 89 91	#58595B

Pantone® is a registered trademark of PANTONE Inc.'s color matching system.

Note: Palette colors pertain to both coated and uncoated stocks

15%

50%

70%

FULL-COLOR REVERSE USAGE
A reverse version of the Denver logo has been developed for use when the logo appears on black or other dark colors. The D is not actually reversed, but uses a white border to separate it from the background. The logotype and tagline are white instead of black to increase legibility.

Use the regular signature on backgrounds with a color that has a tonal equivalency of less than 15% black and the reverse signature on backgrounds with a color that has a tonal equivalency of 15% black or more.

ONE-COLOR USAGE
An alternate version of the Denver logo has been developed to be used when only one color is available.

One-color logos should only be used as an alternative to the preferred full-color version. It should not be used in four-color process printing or in RGB formats, where you can use a full-color version instead.

ONE-COLOR REVERSE USAGE
When only one color is available and the logo appears on black or another dark color, a one-color reverse usage should be used. In this version, the primary D icon is used with a white border with the colored elements reversed to the background color.

INCORRECT USAGE

DO NOT reposition the elements of the logo.

DO NOT use the one-color reversed logo where the primary icon appears in solid white (see page 5 for the correct usage).

DO NOT change the colors of the logo.

DO NOT distort or stretch the logo. Make sure it is always scaled proportionally.

DO NOT use the primary D icon as a decorative capital letter.

DO NOT place the logo on a background without sufficient contrast (see reverse applications on page 5).

DO NOT place the logo on a photographic background without sufficient contrast (see reverse applications on page 5).

DO NOT use the logo without all of the necessary elements.

DO NOT use the logo or primary icon in a way that violates the minimum clear space, especially in a co-branding situation.

DO NOT use the D icon locked up with any other typeface.

THE CITY FLAG AND THE CITY SEAL

THE CITY FLAG

The city flag graphic is not to be used as a replacement for the Denver D logo. The city flag image is to be associated only with an actual flag representing the City and County of Denver. All materials currently showcasing the city flag as a graphic image need to be phased out and replaced with the D logo (e.g., employee badges, city vehicles, brochures, etc.).

The city flag image is protected by common law rights.

THE CITY SEAL

The city seal is to be reserved for official city documents. Official documents include, but are not limited to, mayoral proclamations, legal documents and death certificates.

To the extent reasonable, city agencies and departments must transition to the updated business systems package for regular city business. The business system package includes letterhead, envelopes, and business cards which are available on the brand center. As appropriate, all marketing, informational and informal material – including websites, uniforms, brochures and other collateral material – should include the Denver D logo and exclude the city seal.

If you have any questions regarding logo usage policies please contact the Denver Marketing Office. If you have any questions regarding legal considerations around the use of the city seal, please contact the City Attorney's Office.

Offices within the city are able to use their own unique logo, as outlined below. It is also acceptable for the office to use the main City and County of Denver logo if they choose.

DENVER
PUBLIC WORKS
0.75x   x

DENVER
EMERGENCY MANAGEMENT
AND HOMELAND SECURITY

DEPARTMENTS AND AGENCIES

To maintain the integrity of the City and County of Denver logo when branding departments, offices and agencies within the city, the logo will still be comprised of three elements. The D icon and DENVER logotype will remain, but the name of the department will take the place of the tagline, THE MILE HIGH CITY. Please keep the DENVER logotype alignment the same as the main City and County of Denver logo.

When the name of the department is too long to fit onto one line, the text should flow to the second (or third, if applicable) line. The top of the department name will remain on the same level. Please try to split the name evenly onto two lines, and do not extend the name of the department further than approximately 50% beyond the length of DENVER. Please refer to **page 5** for reverse and one-color usage.

Please do not use the word "DENVER" in department name to avoid redundancy, and acronyms in the department name should be avoided whenever possible.

PARKS & PLANNING
DENVER PARKS & RECREATION

PUBLIC ASSISTANCE PROGRAMS
DENVER HUMAN SERVICES

Maintain alignment
WASTEWATER   x
DENVER PUBLIC WORKS   0.4X
3x   x
X

DIVISIONS WITHIN DEPARTMENTS AND AGENCIES

When branding programs that are contained within the city's departments, offices and agencies, a new type configuration applies. The name of the program is set first in the position and ratio indicated below. The name of the parent department, office or agency moves to the second line, and always follows the word "Denver."

If the name of the program is too long to fit onto one line, it should flow to the second line.

As with the primary Denver logo, the distance to the right of the D icon and to left of the type should remain consistent within program logos. Note that in these applications, all text elements move to align to the top of the D icon.

TAGLINES

Please do not lock up taglines, mission statements, etc. to the logo when creating an office's identity.

EXCEPTIONS

The three divisions of the Department of Safety and Denver International Airport are the only city offices that are permitted to continue using independent logos. The Denver D logo should still be co-branded with these agencies whenever appropriate.

FOR CITY SERVICES **VISIT** | **CALL**
DenverGov.org | **311**

FOR CITY SERVICES **VISIT** | **CALL**
DenverGov.org | **311**

A lockup has been developed to promote Denver's 311 call center and website. The customer service lockup incorporates both the 311 phone number and the city's main URL. This lockup can be used beside or below the City and County of Denver logo. When using the 311 lockup, the Denver D logo should remain the primary mark, and the lockup should always appear smaller in size.

DENVER
THE MILE HIGH CITY

FOR CITY SERVICES **VISIT** | **CALL**
DenverGov.org | **311**

X
2X

Side by Side Relationship
The 311 lockup must be at least 2X in distance from the right side of the City and County of Denver logo, where X is the distance between the bottom of the tagline and the bottom of the DENVER logotype.

DENVER
THE MILE HIGH CITY

X

2X

FOR CITY SERVICES **VISIT** | **CALL**
DenverGov.org | **311**

Over/Under Relationship
When positioning the lockup in an over/under relationship, please maintain a distance of at least 2X between the bottom of the D icon and top of the 311 lockup. The two icons can be any distance apart larger than 2X, and do not have to be aligned horizontally.

311 | **FOR INFORMATION &**
CITY SERVICES

311 | **FOR INFORMATION &**
CITY SERVICES

311 Phone Number Lockup
An alternate version of the 311 lockup should appear on the 311 Help Center website, since the user will not need the URL of the site they are already visiting.

LETTERSET

Align letter with left side of DENVER and tagline type

.5"

.5"

2"

Department/Agency Name
Division Name
Street Address
Denver, CO ZIP code
p: xxx.xxx.xxxx
f: xxx.xxx.xxxx
www.denvergov.org/departmentname

Date

Name
Company Name
Street Address
Suite 123
City Name, ST 80000

Dear Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ullamcorper, quam condimentum vehicula vulputate, velit enim elementum erat, sit amet fringilla augue velit ac arcu. Praesent justo nulla, consectetur eget mattis eget, accumsan eget lectus. Pellentesque vestibulum erat ut odio vehicula auctor. Maecenas pretium tortor sit amet lectus pharetra et cursus sem lacinia. Cras congue sagittis porta. Etiam tortor nisl, auctor sed congue nec, lacinia nec enim. Fusce eu molestie purus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed cursus ultrices scelerisque. Quisque a erat odio, eu fermentum diam. In justo odio, egestas non consequat ac, vestibulum ut tortor. Proin egestas placerat euismod. Vestibulum vitae urna in enim malesuada aliquam. Praesent eget ligula eros, quis adipiscing odio. Fusce mi libero, porttitor at pulvinar vel.

Donec volutpat felis a orci aliquet a dictum odio viverra. In hac habitasse platea dictumst. Morbi rhoncus mattis est non sagittis. Curabitur fringilla pellentesque ante, at cursus mauris sodales at. In hac habitasse platea dictumst. Praesent sit amet scelerisque metus. Aliquam accumsan fringilla dolor, et venenatis tellus dignissim vitae. Nulla et erat ut libero suscipit tincidunt.

Curabitur rhoncus enim cursus sapien sodales pellentesque. Proin dignissim ligula quis elit fermentum vitae tincidunt nunc vestibulum. Aliquam tincidunt bibendum feugiat. Sed in elit mauris. Integer at arcu erat, ut hendrerit purus. Sed nec hendrerit augue. Ut bibendum erat eget eros sagittis faucibus.

Sincerely,

Name
Title

FOR CITY SERVICES **VISIT** | **CALL**
DenverGov.org | **311**

LETTERHEAD

This letterhead has also been set up as a Microsoft® Word template. Visit the Brand Center at www.denvergov.org/brandcenter for downloadable templates.

When typesetting a department/agency name in the upper right, leave a 1/2" margin on the top and right side of the page. The department name in the header should be Franklin Gothic Heavy and all other type should be Franklin Gothic Book. Type size is 7pt with 10pt leading. Add an extra 5pts of leading to the street address line to create the space between the department name and address block.

If the document is released from multiple divisions, please typeset only the primary department/agency name in the upper right to avoid confusion and maintain the specified layout.

When typing a letter, align the left side of the text with the left side of the DENVER and tagline typography and begin typing 2" from the top of the page.

DENVER
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Employee Name
Position Title
Agency/Department Name
Division Name

Street Address
Denver, CO ZIP code
p: xxx.xxx.xxxx
f: xxx.xxx.xxxx
firstname.lastname@denvergov.org

FOR CITY SERVICES **VISIT** | **CALL**
DenverGov.org | **311**

BUSINESS CARDS

Visit the Brand Center at www.denvergov.org/brandcenter for electronic files and pre-printed shells. Do not attempt to recreate the business card artwork. Please do not add logos or other artwork to the back of the card.

DENVER
THE MILE HIGH CITY
Department Name
Division Name
Street Address
Denver, CO ZIP code

Employee Name
Company Name
Street Address
Suite 123
City Name, ST 80000

FOR CITY SERVICES **VISIT** | **CALL**
DenverGov.org | **311**

#10 ENVELOPE

Visit the Brand Center at www.denvergov.org/brandcenter for electronic files and pre-printed shells. Do not attempt to recreate the envelope artwork.

Additional templates not shown above (i.e. folders, press releases, presentations) are available at the Brand Center. Please contact the Denver Marketing Office with any questions.

First Name Last Name | Title
Agency/Department Name | City and County of Denver
XXX.XXX.XXXX Phone | XXX.XXX.XXXX Cell
first.lastname@denvergov.org | 311 Help Center

EMAIL SIGNATURES

Email signatures should feature the horizontal version of the City and County of Denver logo to the left of the email sender's typeset information, but only on a preliminary outgoing email. Please use a text-only version of the signature when responding to email changes so as not to unnecessarily increase the size of messages. Agency or department specific logos, per page 8, are permitted in email signatures. It is the responsibility of the communications director in each department to create and distribute that template in order to ensure that the graphic standards are maintained.

Personal quotes, background colors and patterns, etc., should not be used in the email signature. However, department mission statements are acceptable when necessary. It is also permissible to add certain standardized language, such as legal disclosure policies or requests to minimize paper usage.

Please note that Arial is used in place of Franklin Gothic in this application because it is a web-safe font.

Please refer to the Denver Brand Center to properly set up your email signature.

APP ICONS

Departments, agencies, divisions and programs within the City and County of Denver may have the opportunity to create mobile apps. When doing so, any primary, secondary or accent color can be utilized. Please do not exceed one color.

Glyph icons are used for mobile application toolbars, splash screens, navigation, and menus. Mobile application glyph icons must be designed as monochromatic symbols with an emphasis on minimalism and simplicity. Mobile app icons must provide easy recognition in formats as small as 32 x 32 pixels and must adhere to all size standards provided by the specific mobile application framework (iOS, Android, Windows Phone, etc.). They should be developed in vector format to be scalable up or down, depending on the required specifications.

The app icon should feature a simple, representative image reversed out on a city color. The icon should feature a solid color border and an embossed effect to give it dimension. Examples are at left; please note that customized icons should be approved by the Denver Marketing Office before they are used.

PROGRAM, VENUE AND EVENT LOGOS

Any office operating solely under the City and County of Denver, exclusively funded with taxpayer dollars and/or at the direction of the mayor should be using the Denver D as its primary logo. However, there are instances when a city program, venue or event may merit its own visual identity, such as in the case of a partnership with an external entity, when the initiative needs to be marketed broadly, or when legal or political considerations make the Denver D less preferred. In those scenarios, some basic quality assurances should be considered.

Please contact the Denver Marketing Office before a new logo is created.

Some guidelines to consider when designing a new program identity:

Logos & Symbols
Style matters. The symbol reflects Denver's energy, the amazing weather, outdoor lifestyle and economic vitality through the incorporation of the shining sun, blue skies, majestic mountains and downtown landscape. When creating a new program identity, try to be compatible with the design feel established by the Denver "D" icon.

Brand Recognition
It's important for our audiences to understand which programs are affiliated with the city. Please use the City and County of Denver logo and identity prominently on all materials. In applications where the Denver D cannot be featured prominently, such as on an independent website, please include prominent text explaining the affiliation with the city (e.g. "Red Rocks Amphitheater is a proud venue of the City and County of Denver.")

Co-Branding
Consider what other logos will appear with the new one and try to complement, instead of compete with them.

Color Palette
Always use colors from the approved palette. See page 13 for expanded colors.

Typefaces
When it comes to font personality, a little goes a long way. Try to stay within the Franklin Gothic font family when possible.

Simplification
Logos should rarely have more than a couple colors and distinct elements (mark, typeface, tagline).

Scalability
Logos should have the ability to be used in very large or very small formats, meaning that high resolution versions should be developed and too many elements should be avoided.

Section 508 Web Color Contrast
Web Content Accessibility Guidelines (WCAG 1.0) require that there be a sufficient level of tonal contrast between colors so that low-vision users can read content on colored backgrounds. Guidelines for ensuring color combinations include:
• Select color combinations that can be differentiated by users with color deficiencies;
• Use tools to see what color combinations will look like when in black and white as seen by color-deficient users;
• Ensure that the lightness contrast between foreground and background colors is high;
• Increase the lightness contrast between colors on either end of the spectrum (e.g., blues and reds); and
• Avoid combining light colors from either end of the spectrum with dark colors from the middle of the spectrum.

Please contact the Denver Marketing Office with any questions regarding program identity best practices.

EXPANDED PALETTE

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Although the main logo is comprised of five colors, city programs may use colors in the expanded palette for identity development and other graphic design. The expanded palette includes four secondary colors and four accent colors.

PRIMARY PALETTE

SPOT COLOR (PANTONE)

	PMS 1805
BRICK RED	
	PMS 2925
SKY BLUE	
	PMS 130
SUNSHINE GOLD	
	PMS 268
MOUNTAIN PURPLE	
	PANTONE PROCESS 80% BLACK
80% BLACK	

SECONDARY PALETTE

SPOT COLOR (PANTONE)	4 COLOR PROCESS (CMYK)		RGB		HEX COLOR (WEB)
PMS 384 YELLOW GREEN	C 18 M 0 Y 100 K 31		R 159 G 166 B 23		#9FA617
PMS 294 BRIGHT BLUE	C 100 M 58 Y 0 K 21		R 0 G 85 B 150		#005596
PMS 152 ORANGE	C 0 M 51 Y 100 K 1		R 243 G 144 B 29		#F3901D
PMS 180 RED ORANGE	C 0 M 79 Y 100 K 11		R 217 G 83 B 30		#D9531E

ACCENT COLORS

	SPOT COLOR (PANTONE)	4 COLOR PROCESS (CMYK)	RGB	HEX COLOR (WEB)
NAVY	PMS 296	C 100 M 46 Y 0 K 70	R 0 G 45 B 86	#002D56
BRIGHT GREEN	PMS 7496	C 40 M 0 Y 100 K 38	R 109 G 141 B 36	#6D8D24
LIGHT GRAY	PMS 420	C 0 M 0 Y 0 K 15	R 220 G 221 B 222	#DCDDDE
CREAM	PMS 7501	C 0 M 4 Y 20 K 6	R 241 G 227 B 197	#F1E35C

Pantone® is a registered trademark of PANTONE Inc.'s color matching system.

Note: Palette colors pertain to both coated and uncoated stocks

EXPANDED PALETTE: SUGGESTED USAGE

When selecting colors for a new program identity, please choose from the primary and expanded palette.

While it is not required to use a primary palette color, it is recommended to maintain brand recognition throughout subbbrands.

Example Palette 1

Example Palette 2

You may use up to all four colors in the secondary palette, but please do not exceed five colors overall in identity development.

Example Palette 3

Example Palette 1

If you are using one or more accent color (up to three), please use at least one color from the primary or secondary palette.

Example Palette 2

Do not use a color from the accent palette as the dominant color in the application.

Example Palette 3

EXISTING ALLIED ORGANIZATIONS

It is recognized that there are several organizations that are closely aligned with the City and County of Denver, which each have their own brand personality. Examples of these organizations include the Denver Zoo, the Denver Botanic Gardens, Denver Water, and Denver Public Schools. These organizations are not required to rebrand to align with the new branding standards.

ALLIED ORGANIZATION CO-BRANDING WITH THE CITY OF DENVER

Allied organizations with their own brand personality are not required to include the City and County of Denver logo on their collateral. However, if they decide to do so and have met the requirements outline on page 1, the City and County of Denver logo usage must comply with this guide and it must visually be at least 75% of the allied organization's logo. Additionally, please do not lockup the allied organization and City and County of Denver's logo, or use parts of the Denver logo within the allied organization's logo. Maintain clear space defined on **page 3**.

(Maintain clear area defined on p. 3)

CO-BRANDING PARTNERING AGENCIES AND SPONSORS

The City and County of Denver often partners with outside entities to promote a program or service. When partnering with outside organizations it is acceptable, if granted permission by both entities, to place their logos side by side with the Denver D.

GLOSSARY OF TERMS

Accent Color — A palette chosen to accent or support main colors utilized in identity development.

Clear Zone — Logo guidelines often specify a clear zone surrounding the logo. No other art or type should encroach on the clear zone.

Co-Branding — If two logos appear together to imply a cooperative effort, it is called co-branding. Logos used in co-branding should always respect the necessary clear space surrounding each logo.

Digital File — Digital files that are prepared by graphic designers to be printed or to be uploaded to web sites.

Foreground — The visual plane in an image closest to the viewer.

Four-Color Process — Process printing uses four inks (cyan, magenta, yellow and black — also referred to as CMYK) printed together to create a wide spectrum of colors.

Graphic Standards — An organization's requirements for reproducing its graphics and branding elements on all surfaces.

Glyph Icons — A graphic symbol that provides the appearance or form for a character. A glyph can be an alphabetic or numeric font or some other symbol that pictures an encoded character.

Hex Colors — Hexadecimal numbers or "hex" numbers are a base-16 numbering system used to define colors on web pages. A hex number is written from 0-9 and then A-F.

Lockup — The final form of a logo and a icon with all of the elements locked in their relative positions. For the sake of maintaining consistency in all mediums and to create a sense of cohesion between the elements, the lockup should not be taken apart or altered in any way.

Logotype — Logotype refers specifically to a word integrated into the logo.

Mobile Application — Also known as an app, a mobile application is a term used to describe software that runs on smart phones and mobile phones.

Monochromatic — Containing or using only one color.

Navigation — A user interface element within a webpage that contains links to other sections of the website.

Pixels — A physical point in a raster image, or the smallest addressable element in a display device; so it is the smallest controllable element of a picture represented on the screen.

Primary Icon — An organization's predominant mark; the preferred logo to be used on collateral.

Primary Palette — The main colors that comprise an organization's identity.

Raster Image —In computer graphics, a raster image, or bitmap, is a dot matrix data structure representing a generally rectangular grid of pixels, or points of color, viewable via a monitor, paper, or other display medium. Raster images are stored in image files with varying formats.

Re-Typeset — To re-typeset essentially means to re-type. It is never acceptable to re-type the words in a logo or tag line; instead always use the artwork provided.

Reverse Logo — A reverse logo is used when a logo appears on a dark background color that doesn't provide enough contrast. In order to make the logo more legible, the logo colors are changed to white.

RGB Format — Colors are used in RGB (red, green and blue) format when they appear on computer or television screens.

Scalable — An icon or logo's ability to be reduced or blown up in size.

Secondary Palette — Colors chosen to support the primary palette in an organization's identity.

Splash Screen — An image that appears while a computer program is loading. It may also be used to describe an introduction page on a website.

Spot Color — Spot color printing uses pre-mixed ink colors determined by the Pantone Matching System (PMS). They accurately represent color chips provided to the print and design industry.

Tagline — Tagline refers to a few word description that often accompanies a logo to make it more descriptive.

Tonal Contrast — The difference between the light and dark areas in a composition.

Typeface — Typeface is the same as "font." A font or typeface is a professionally designed alphabet. Most logo guidelines specify the typeface to use with the logo.

Typesetting — Before computers became a part of design and printing, words were prepared for print by manually setting individual letters in the right sequence: "typesetting." The term is still used to describe preparation of letters and words for print. If you choose a font and letter size for placement in a document, you are "typesetting."

Vector — An image made up of solids, lines and curves that can be scaled or edited without affecting image resolution.

Web-Safe Font — A set of fonts that appear on a large percentage of computers. Common Web-safe fonts include: Arial, Courier New, Times New Roman, Georgia, Trebuchet, and Verdana.