



GREAT OUTDOORS COLORADO

BRAND GUIDE

LOGO COLOR VARIATIONS

Included with this guide is a variety of logo color options. The standard Prairie Green logo is the preferred application, but we have also included versions for single color applications as well as a version with a white logotype for darker backgrounds or photos. Modifying the logo in any way, or using any other color with our logo should not be attempted.



<p>BLACK LOGO Light to medium-light backgrounds or photos</p>	<p>PRAIRIE GREEN LOGO Light to medium-light backgrounds or photos</p>	<p>WHITE LOGO Medium to dark backgrounds or photos</p>



AREA OF ISOLATION

Our logo is one of the most important parts of our brand, and needs enough room around it to remain a prominent design element. To help make sure that the logo is allowed to stand on its own, elements should not intrude on the area of isolation around the logo. This area is defined by the height and width of the "O" in GOCO.

TOPOGRAPHIC PATTERN

The topographic map pattern is a graphic element that can be used in GOCO materials. A light and dark version of the pattern have been included with this guide. When using the pattern, make sure that attention is paid to the legibility of any text that is placed on it, so the pattern does not interfere with the ability to read text easily.

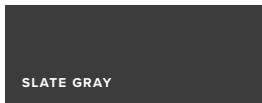




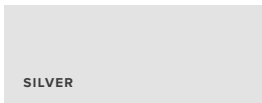
Pantone 383 C
C: 043 M: 019 Y: 100 K: 001
R: 158 G: 172 B: 057
#9EAC39



Pantone 5753 C
C: 058 M: 043 Y: 089 K: 027
R: 098 G: 104 B: 055
#626837



Pantone 445 C
C: 068 M: 062 Y: 060 K: 050
R: 060 G: 060 B: 060
#3C3C3C



Pantone Cool Gray 1 C
C: 010 M: 007 Y: 007 K: 000
R: 226 G: 226 B: 226
#E2E2E2

COLOR

GOCO's palette consists of four colors. Prairie Green is our primary color, with Evergreen, Slate Gray and Silver contributing to our color scheme as accent, or secondary colors. Whitespace should be considered our most important color, and Prairie Green and Evergreen should be used sparingly to allow them to really stand out.

TYPOGRAPHY

Just like our logo and colors, maintaining consistency with typography is an important part of our brand. Headlines should be set in Chivo Bold. The preferred headline style is all caps, with the last line of copy emphasized with an outline. Subheads should be set in Proxima Nova Bold, all caps with ample tracking. Body copy should be set in Chivo Light for digital applications, and Source Serif Pro for printed applications or when readability of large amounts of text is a primary concern.

Aa HEADLINES
Chivo Black

Aa SUBHEADS
Proxima Nova Bold

Aa BODY COPY (SANS SERIF)
Chivo Light or Regular

Aa BODY COPY (SERIF)
Source Serif Pro Light or Regular

SUBHEAD
Proxima Nova Bold

ABOUT GOCO

HEADLINE
Chivo Black

A GREAT IDEA FOR COLORADO AND THE OUTDOORS

Since 1992, GOCO has been investing a portion of Colorado Lottery proceeds to help preserve and enhance the state's parks, trails, wildlife, rivers, and open spaces.

BODY
Chivo Light

Our independent board awards competitive grants to local governments and land trusts and makes investments through Colorado Parks and Wildlife. Created by voters, GOCO has committed more than \$1.3 billion in Lottery proceeds to more than 5,300 projects in all 64 counties without a single dollar coming from taxpayers' pockets.