

Downtown Denver Partnership

Brand Guidelines: At-a-Glance

This is our identity. It is simple, bold and approachable. These guidelines are a framework to aid in it's implementation -- not a document to be bound by, but a jumping off point for communication on behalf of the Downtown Denver Partnership.

Logo Usage

Minimum size requirements for all logo use is defined by the symbol -- the entire lockup can scale but the symbol should never fall below .25"x.25" in print and 32x32 pixels digitally. See examples below.



Always use the provided wordmark assets and never try and recreate the symbol or typography.



Officially the secondary lockup, this should be used in any instance the horizontal version is unsuitable.



The symbol's structure is strong and commanding. It was developed to be a shorthand for the system and brand voice. Use sparingly.

Color

Below is the brand color palette. Use is almost free range, and has few situational restrictions.

Royal Blue HEX 172159 RGB 23 33 89 CMYK 100 95 36 31	Bright Navy Blue HEX 406bbd RGB 64 107 221 CMYK 77 59 0 0	Vivid Cerulean HEX 599df9 RGB 89 157 249 CMYK 59 33 0 0	Powder Blue HEX c1ddf1 RGB 193 221 241 CMYK 22 4 1 0	Platinum HEX e8e8e8 RGB 232 232 232 CMYK 0 0 0 9
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Type

Outlined is the basic typographic hierarchy for the underlying brand system. While the typography can deviate from this structure, use this as a starting point to understand which type take precedent.

Tee Franklin Bold: Headlines

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
123456789 .!"\$**

Copernicus: Sub-headlines

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
123456789 .!"\$*

Tee Franklin Book: Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
123456789 .!"\$

**Questions? Please email our MarCom team: marcom@downtowndenver.com*