



## **One Book 4 Colorado (OB4C) Logo Use Guidelines**

### **About the Logo**

Companies and organizations are encouraged to use the OB4C logo on their websites, brochures, packaging, posters, flyers, etc. in association with any OB4C book distribution or reading events.

In general, use of the OB4C logo is always to be used along with any official reference to “One Book 4 Colorado” to help build brand recognition and promote early literacy for Colorado’s children.

### **Minimum Size**

OB4C Logo should always be displayed at a size large enough to read. As a general rule, the logo should be no smaller than 1 cm (3/8”) or 36 pixels in height.

### **Clear Space**

It is important to maintain an open area surrounding the OB4C logo so it remains recognizable. Clear space is defined relative to the size of the logo.

### **Relation to Other Logos**

The OB4C logo may be used in conjunction with OB4C sponsor logos, the One Book One Denver Preschool logo, One Book One Denver Preschool sponsor logos, and any other organization or company logos associated with One Book 4 Colorado or *Colorado Reads: The Early Literacy Initiative*.

### **Logo Color**

The logo may appear in only three color choices – black & white, grayscale or the selected colors. Do not use any other colors in presenting the logo or alter these color selections in any way – such as tinting, fading or altering patterns.

### **Suggested Uses**

- Newsletters
- Banners
- Bookmarks
- Posters
- Advertisements
- Social Media
- Websites
- Hand-outs
- Flyers
- Packaging
- Buttons
- Stickers