

GRAPHIC STANDARDS AND USE GUIDELINES

INTRODUCTION

The 'Keep It Clean' campaign is designed to be used throughout Colorado. Many different groups like yours will customize the campaign components. Having such a broad group utilizing the campaign will provide frequency of message as residents see the campaign in different places.

Maintaining image consistency is as crucial as message consistency to be sure the campaign has maximum effect.

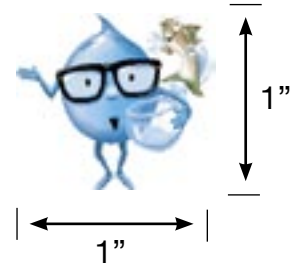
These graphic standards and use requirements are intended to protect and maintain the integrity and visual effectiveness of the 'Keep It Clean' campaign. They help retain a consistent look and feel to the campaign. Please refer to these when customizing your materials.

The State of Colorado has initiated trademark registration. This guideline provides directions and assistance to all users.

1. APPEARANCE OF MASCOTS

IMAGE SIZE: H2O Jo and Flo should not appear smaller than an inch high. On SPECIALTY ITEMS the mascots may appear smaller than 1" in height and width if necessary and used without the tagline.

H2O JO: The mascots should appear together.



NO CHANGES IN THE APPEARANCE OF H2O JO AND FLO ARE PERMITTED.

2. TAGLINE

The tagline appears as a logo mark in a stacked position. The typeface, *ITC Officina Bold*, should be used when the tagline appears in this form.

**KEEP
IT CLEAN**
'cause WE'RE ALL
DOWNSTREAM

The tagline can also be written in Helvetica on one line for applications where there is not room for the logotype. An exclamation point is used as punctuation when tagline appears as a sentence in text.

KEEP IT CLEAN, 'CAUSE WE'RE ALL DOWNSTREAM!

3. FONTS

The fonts are included on this CD

Using the selected type fonts is essential to the consistency of the campaign. Only the fonts provided here can be used for the campaign. Using different fonts will change the tone and consistency of the campaign.

FONT SIZE: Type should never appear less than 7 point.

ITC Officina Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

4. COPYRIGHT AND TRADEMARK

The State of Colorado has trademarked H2O Jo & Flo, the 'Keep It Clean' main message and the ads.

5. COLORS

The 'Keep It Clean' campaign must always be identified by its three colors, PMS 634U, PMS 1205U and PMS BLACK.



PMS 634



PMS 1205



Black

OPTION: Mascots may appear in black when printing one color. They reproduce well in black.

