

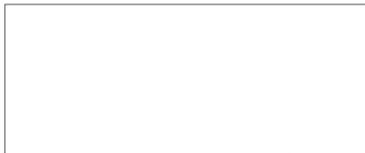


BRAND STANDARDS



Our Yampa Valley Data Partners Signature is the cornerstone of our brand and serves as the visual component that unifies all our branded touchpoints, from print, to web, to signage. The Yampa Valley Data Partners Signature is comprised of a custom rendered Logotype and our Data Partners Symbol. These components are in a fixed size and spatial relation to each other and should not be altered.

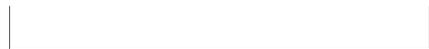
Data Partners Symbol



Y A M P A V A L L E Y
DATA PARTNERS
community + collaboration



Yampa Valley Data Partners Logotype



Tagline

Signature

Our Data Partners Signature is available in two formats. This provides optimal signature display within the space provided per application. The components within these formats are in a fixed size and spatial relation to each other and should not be altered.

The horizontal format is preferred and should be displayed wherever practical providing the available display area permits sufficient size for the signature.



Horizontal Format

Preferred:
Use this format on applications wherever practical or those with limited vertical display area.



Vertical Format

Use this format only on applications with limited horizontal display area.



Logotype Format

Use this format only on applications with limited display area.

It is important to avoid crowding our Yampa Valley Data Partners Signature with other imagery such as text, photography, illustrations, color breaks, rule lines, etc. This policy will ensure legibility of our signature and avoid sending confusing messages as to its appearance. An area of clear space surrounding the signature has been established to facilitate this policy. This area, referred to as the “Area of Isolation” is the minimum amount of space to remain free of other imagery. This minimum space requirement also applies to page trim and folds.

The Area of Isolation is proportional to the size of the signature and its borders are determined by measuring from the outer edges of the signature to the distances indicated in the diagrams below.



Area of Isolation

The use of our Support Typefaces helps to unify the visual appearance of our brand's communication materials. The predominant use of one specific type family, Univers, ensures a fresh and contemporary look. The array of fonts available within this type family provides a sufficient range of variety, while maintaining a high-degree of visual consistency. You may choose any typeface manufacturer's derivative within this type family.

Shown below are the available weights and italics of these three approved type families. All typefaces within these three families may be used.

Gotham

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Gotham Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Share

Share

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Share Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Univers

Univers 47 Light Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Univers 47 Light Condensed Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Univers 57 Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Univers 57 Condensed Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Univers 67 Bold Condensed

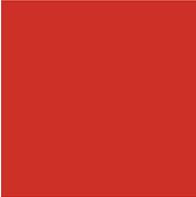
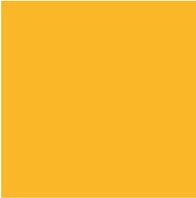
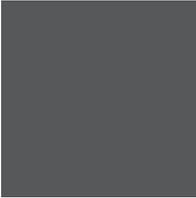
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Univers 67 Bold Condensed Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Our Signature Color Palette consists of a specific hue of orange and red. These are to be used for all Yampa Valley Data Partners branded communications. Each of the colors has an equivalent PANTONE®, CMYK, and RGB color formula. Each equivalent should match the Yampa Valley Data Partners proprietary color swatch as closely as possible. PANTONE is used for offset and digital printing, and as a guide for matching paint, vinyl film, and thread colors. CMYK is used for offset printing when PANTONE colors are not practical. RGB is used for screen monitor applications, such as Web, Television, and PowerPoint®.

PANTONE® is a registered trademark of Pantone, Inc. The colors throughout this document may not match PANTONE. Refer to the current PANTONE Color Formula Guide for accurate hue and density match.

		Pantone	CMYK	RGB
Red		485 U	C: 14 M: 95 Y: 100 K: 4	R: 202 G: 46 B: 29
Orange		130 U	C: 1 M: 30 Y: 93 K: 0	R: 252 G: 184 B: 45
Gray		80% Black	C: 0 M: 0 Y: 0 K: 80	R: 88 G: 89 B: 91

The Support Color Palette is developed to provide an array of hues and values that complement the Yampa Valley Data Partners Signature colors. These colors may be used to color-code specific issues of a series, such as for newsletters. Each color has an equivalent PANTONE®, CMYK, and RGB color formula and are specified in the diagram below.

PANTONE is used for offset and digital printing, and as a guide for matching paint, vinyl film, and thread colors. CMYK is used for offset printing when PANTONE colors are not practical. RGB is used for screen monitor applications, such as Web, Television, and PowerPoint®.

PANTONE® is a registered trademark of Pantone, Inc. The colors throughout this document may not match PANTONE. Refer to the current PANTONE Color Formula Guide for accurate hue and density match.

		Pantone	CMYK	RGB
Dark Violet		261 U	C: 66 M: 83 Y: 55 K: 70	R: 46 G: 20 B: 37
Light Violet		258 U	C: 57 M: 79 Y: 45 K: 33	R: 97 G: 59 B: 82
Dark Neutral		5477 U	C: 77 M: 62 Y: 61 K: 20	R: 73 G: 86 B: 89
Light Neutral		5497 U	C: 59 M: 42 Y: 43 K: 8	R: 113 G: 126 B: 129

Preserving the integrity of our Yampa Valley Data Partners Signature is paramount. Its accurate and consistent display will help reinforce the strength of our overall brand as a company.

Shown below are just a few of potential misuses of our signature. All attempts should be made to adhere to the guidelines stated this document. Any misuse will ultimately diminish the strength of our company's visual brand and potentially jeopardize its legal protectability.

Do not:
Use colors other than the approved color options specified under the Signature Color Use.



Do Not:
Allow poor visibility of any of the signature components. Select the best signature color option for a provided background color.



Do Not:
Add drop shadows or other special effects to the Yampa Valley Data Signature.



Do not:
Transpose the color scheme. Display only the approved color options specified under the Signature Color Use.



Do not:
Horizontally compress nor stretch the Yampa Valley Data Partners Signature. Retain its approved proportions.



Do not:
Create a one-color version that utilizes both the full-value color along with its 30% tint.



Do Not:
Allow poor quality of the signature such as low resolution scans or poor photocopies.



Do Not:
Add graphics to the Yampa Valley Data Partners Signature. Resist the temptation to be "creative" with it.



Our Yampa Valley Data Partners Signature consists of specific hues of red as well as specific hues of orange. These colors, referred to as our signature colors, are an important aspect of our company's visual brand. Therefore, accurate reproduction of these colors is critical to maintaining a consistent brand image in the minds of our audiences and will ultimately help strengthen our city's brand. When the signature is darker than the background color on which it is displayed, it is referred to as a "positive signature." When the signature is lighter than the background color on which it is displayed, it is referred to as a "reverse signature." To accommodate both positive and reverse displays of the signature, there are two categories of signature art available for use - Positive and Reverse. Within these two categories, there are both full-color and one-color options from which you may choose. It is preferred to display the full-color version wherever practical, but often, only one color is permitted, or practical. In these instances, it is preferred to display the one-color Black version. The Yampa Valley Data Partners Signature must not appear in any color other than these shown below. The specifications for these colors are indicated on the Signature Color Palette page.

This diagram demonstrates how the visibility of the Yampa Valley Data Partners Signature is affected by the background color value on which it is displayed. In general, positive signatures are displayed on light-value backgrounds and reverse signatures are displayed on dark-value backgrounds.

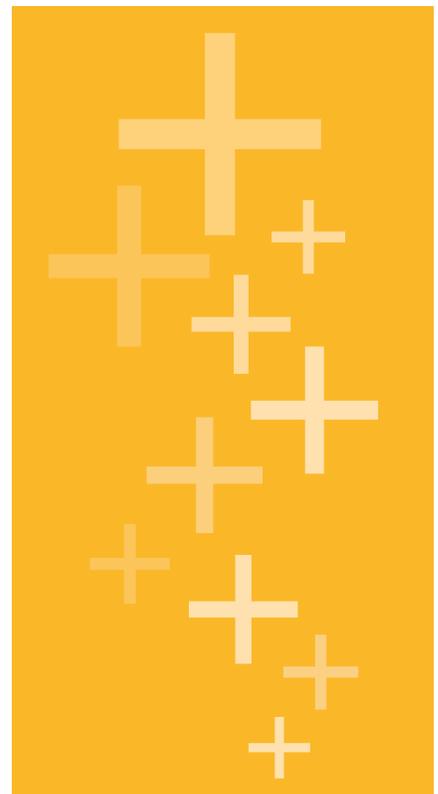
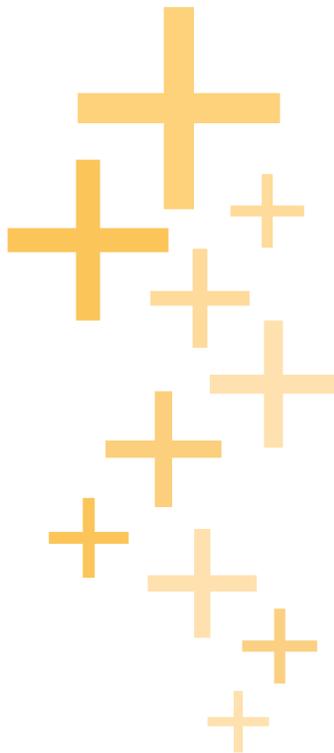
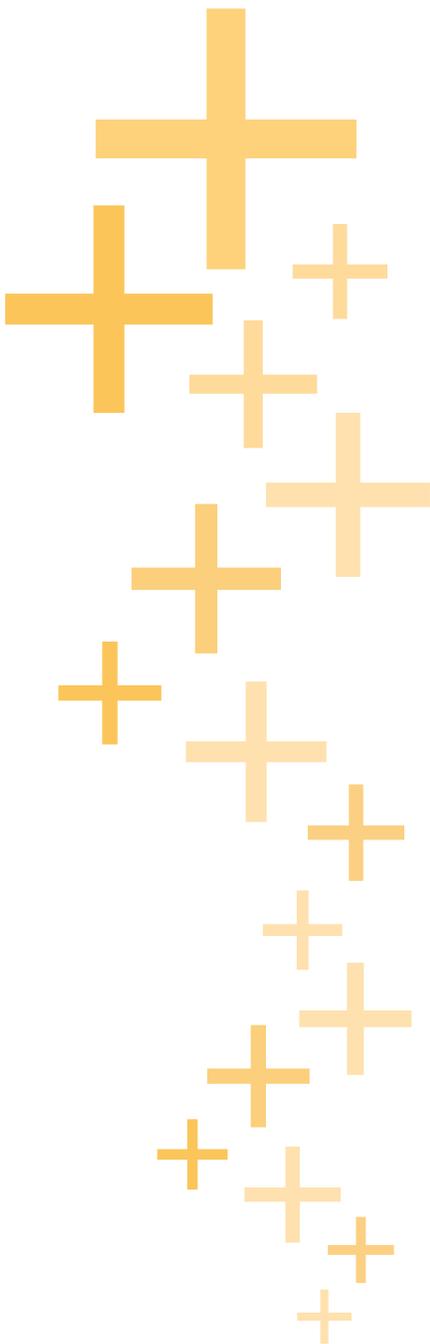
Clear signature visibility is important to maintaining the strength of our Yampa Valley Data Partners Signature. Every component of the signature must be clearly visible. The diagram below demonstrates how the signature's visibility is affected by the background color value on which it is displayed. Backgrounds should also have a minimal degree of contrast within themselves, void of distracting visuals.



Signature Color Selection

A secondary graphic device, referred to as our Yampa Valley Data Partners Sub Graphic, is derived from the “plus sign” component of our signature and enhances the overall proprietary appearance of our company’s branded collateral. The SubGraphic not only functions as an extra level of proprietary branding, but is visually distinctive and memorable. In Print, it can serve as a security pattern on legal documents. In Marketing, it can visually unify an array of print collateral.

Overall, the SubGraphic’s purpose is to enhance our branded collateral by adding to the color signal on a wide variety of applications.



Labels/Axis Values/Key Text
Black (Light 25%)

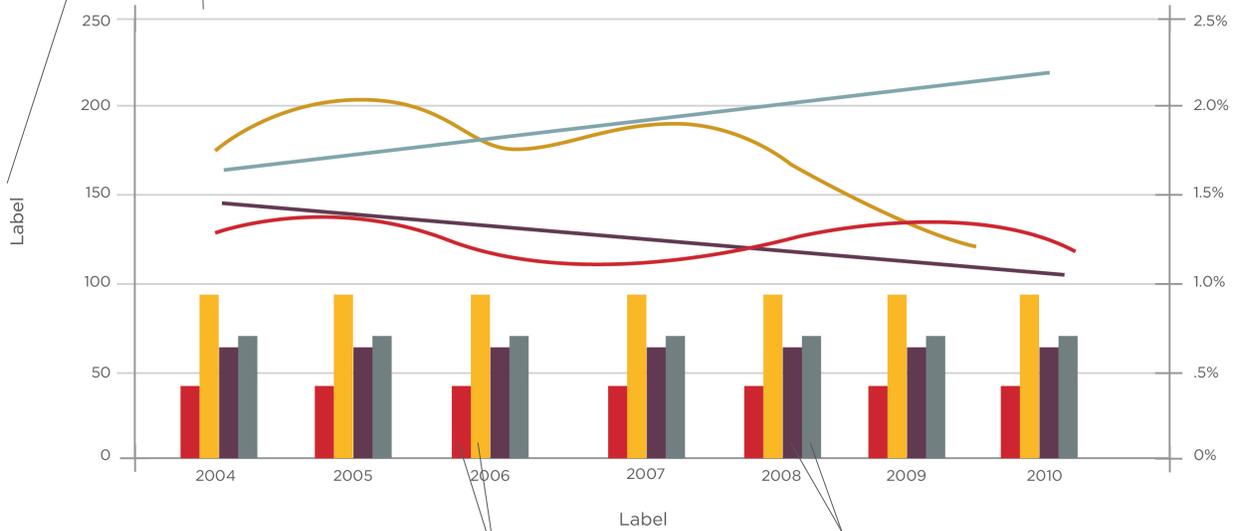
Grid lines/Interior Axis lines
Black (Light 75%)

Graph border/Exterior Axis lines
Black (Light 50%)

Table Headings
Data Partners Red
Share Bold

Table Subheadings
Black (Light 25%)
Univers 45 Light

Title of Chart
Subtitle of chart



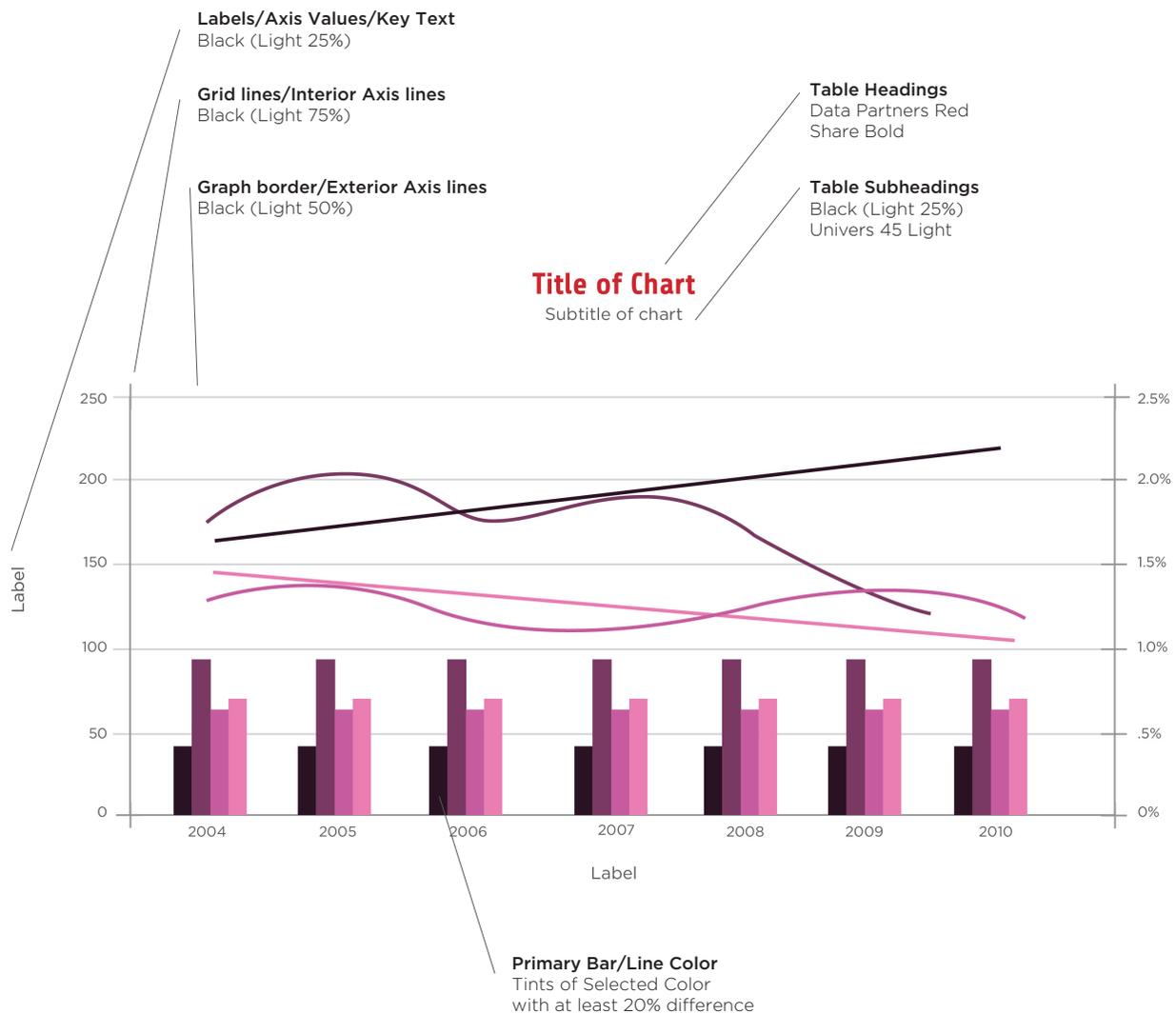
- Key 1
- Key 2
- Key 3

Primary Bar/Line Color
Data Partners Red

Secondary Bar/Line Color
Data Partners Yellow

Tertiary Bar/Line Color
Dark Violet

Quaternary Bar/Line Color
Dark Neutral



The photos being used are monochromatic black and white photographs. When using the photos purchased for the formatted designs, please make use they are the hi-resolution quality they were originally purchased. Overlaying text should not be used on the photos or borders in the designs themselves. These images have been chosen for their structural and natural aspects juxtaposing the contouring lines to the statistical value of the reports themselves and continuance of a level of relevance through each marketing piece. In the future, if the photos were to be changed in the design created, they must be black and white and have a reflection to the original design itself.

