



DENVER PUBLIC HEALTH
EYE FOR PREVENTION

[DENVERPUBLICHEALTH.ORG](https://denverpublichealth.org)



DPH EYE FOR PREVENTION **CAMPAIGN GUIDELINES**



CAMPAIGN GUIDELINES

LOGOTYPE

The Denver Public Health logo is a registered trademark and cannot be altered in any way.

All communications, both print and electronic, must prominently display an approved Denver Public Health logo. Please consult with us if you have any questions or need further help.



TYPOGRAPHY

MONTERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARMINT DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMPAIGN GUIDELINES

ICONOGRAPHY



COLOR PALETTE

PRIMARY COLORS



PMS 213
#E81F75
C0 M95 Y17 K0
R232 G31 B118



PMS 1585
#FF6B0E
C0 M68 Y92 K0
R255 G108 B14

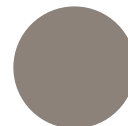


GRADIENT

SECONDARY COLORS



PMS Warm Gray 1
#D6D1CA
C19 M16 Y20 K1
R214 G209 B202



PMS Warm Gray 8
#8C827A
C42 M39 Y43 K22
R140 G130 B122



PMS 7460
#0082C1
C82 M37 Y4 K0
R0 G131 B193



PMS 268
#582B81
C81 M96 Y5 K1
R89 G44 B130

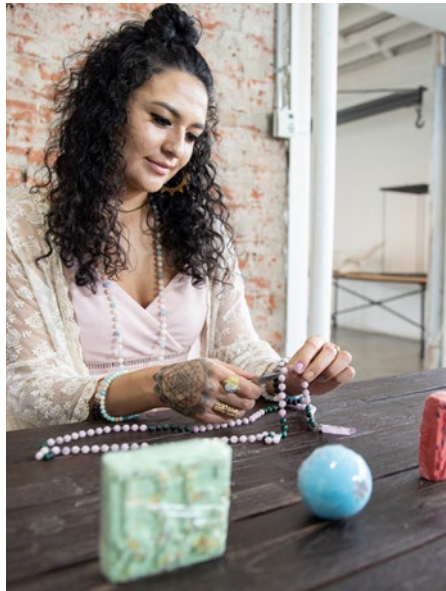
CAMPAIGN GUIDELINES

LIFESTYLE
PHOTOGRAPHY



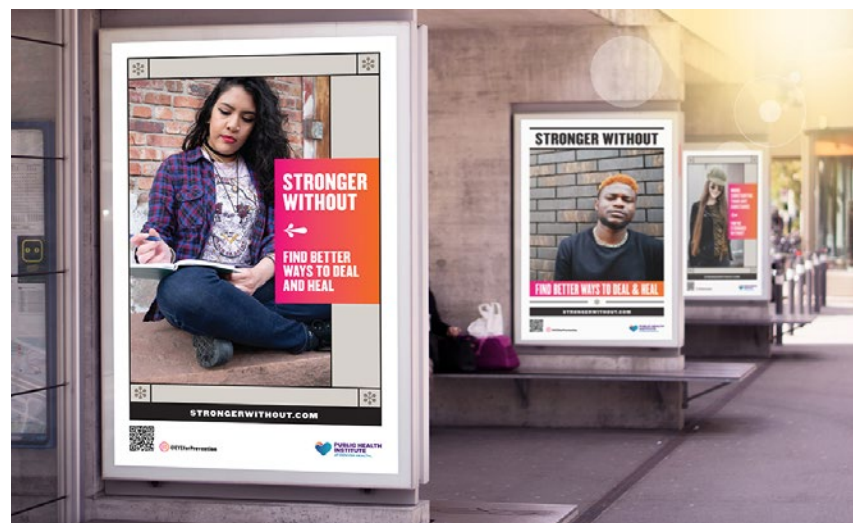
CAMPAIGN GUIDELINES

CONCEPTUAL
PHOTOGRAPHY



CAMPAIGN CONCEPTS

HOW IT
ALL COMES
TOGETHER



CAMPAIGN CONCEPTS

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