



DPH EYE FOR PREVENTION

CAMPAIGN GUIDELINES

DENVER PUBLIC HEALTH
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CAMPAGN GUIDELINES

LOGOTYPE

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TYPOGRAPHY

MONTSERRAT BLACK

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

MONTSERRAT BOLD

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

MONTSERRAT REGULAR

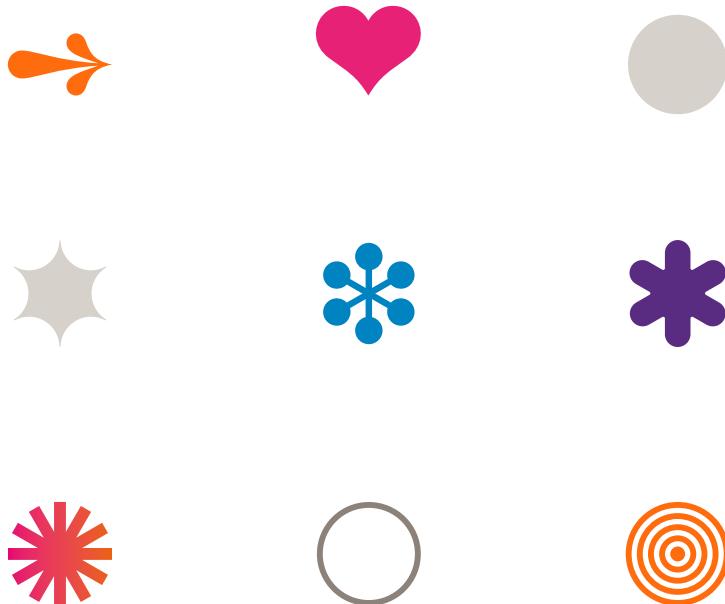
A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

CARMINT DISPLAY

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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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

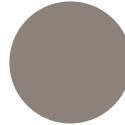


GRADIENT

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

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LIFESTYLE PHOTOGRAPHY



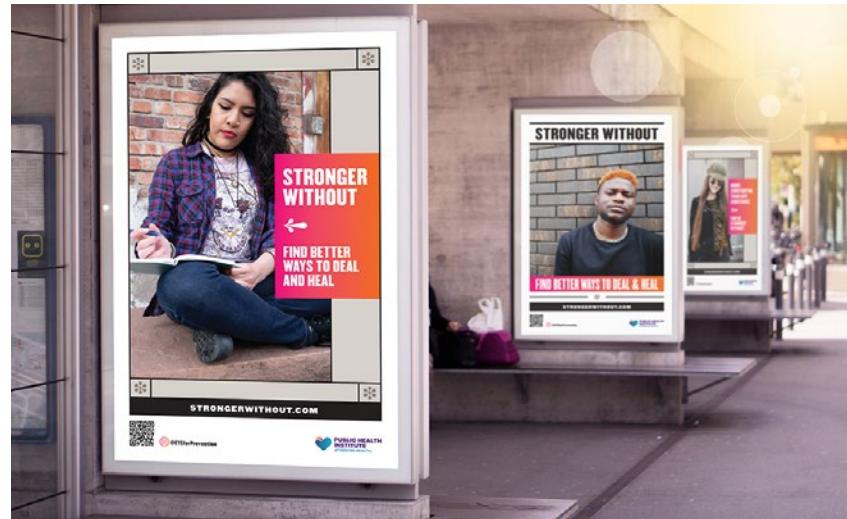
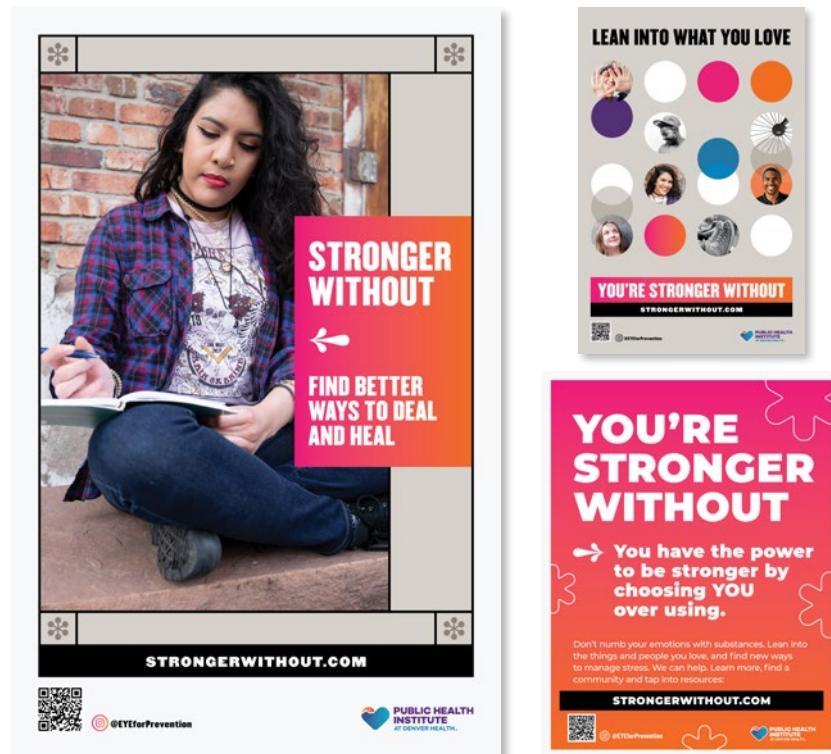
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CONCEPTUAL PHOTOGRAPHY



CAMPAGN CONCEPTS

HOW IT
ALL COMES
TOGETHER



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