

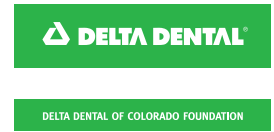
# Delta Dental of Colorado Foundation Brand Guidelines



## Using the DDCOF logo

We provide downloadable versions of our logo for use in printed and online materials. Several different logo file types are available to download at this link: [deltadentalcofoundation.org/resources/press-kit](http://deltadentalcofoundation.org/resources/press-kit).

Our DDCOF logo includes the green box, the delta symbol and the words Delta Dental. The pantone 361C green used in the DDCOF logo can't be changed. Our logo was designed to be used as represented to the right.



- Please do not alter or recreate the Delta Dental logo.
- Please do not crop the green Delta Dental box.
- Please provide the appropriate amount of space around the DDCOF green box.

Always use the supplied DDCOF logo file for all graphic forms of communication. Color usage is preferred. If you need black and white versions of the logo or additional support, please contact:

Amy Maillet, Communications Manager,  
303-889-8605, [amaillet@ddpco.com](mailto:amaillet@ddpco.com)

## Logo guidelines

### Space around the logo

The logo elements are in a fixed relationship. The logo should always appear with clear space around it. The distance marked 'X' (as shown on the right) represents the minimum clear space distance around the logo. Please try to follow this when placing the logo among other graphics or with partner logos.



### Minimum size

The width of the Delta Dental logo should be no less than 1 inch.



### Incorrect usage

It is critical that the logo is not altered in any way. Some examples of incorrect logo usage are included below.

#### Do not crop



#### Do not screen



#### Do not add a drop shadow



#### Do not distort



#### Do not change logo colors or add effects



#### Do not change position of logo elements



If you are active on social, please tag [@DeltaDentalCO](https://twitter.com/DeltaDentalCO) with your posts and we will share content. Connect with us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).