

# Branding and Public Relations GUIDELINES

SPRING 2022

At Delta Dental of Colorado Foundation, we believe that a healthy mouth leads to a healthy life.

Every day we partner with communities to re-imagine how all of our neighbors access, benefit from, and value the importance of proper oral health care.

Because when we go the **extra mile for every smile**, we elevate the well-being of all Coloradans.

Communication is key to sharing our progress toward achieving oral health equity. We look forward to sharing results and lessons learned from your efforts. Your stories about the positive results your work creates are important examples of how anyone can have a healthy mouth, regardless of life circumstances. Please reach out to us with content ideas that we can help develop. You can also share our oral health news with your partners and communities.

The following information provides guidance when referring to DDCOF in your marketing communications. You can use this resource to inform your content development, including:

- **Referring to this document** when creating any type of communication piece affiliated with DDCOF.
- **Including the DDCOF name, logo and messages** on public relations, news features, publications, or other media information related to your grant.
- **Sharing communications with our team** for review prior to public release.

## Communications guidelines

As a DDCOF grantee partner, we want to support efforts to promote your oral health outreach. We request that you adhere to the following communications guidelines:

- Please respect the DDCOF graphic standards when using our logo.
- Press releases that mention DDCOF should be shared with us for review and approval before being distributed.
- All print and digital marketing materials that include the DDCOF logo should be reviewed by our team prior to printing or distribution.
- All media pitches that include DDCOF should be reviewed by our team before being sent to the media. We are happy to work with your staff to coordinate media opportunities as well.
- Once distributed, please send us a link or copy of media articles.

# Delta Dental of Colorado Foundation Branding and Communications Guidelines

## Using the DDCOF logo

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.



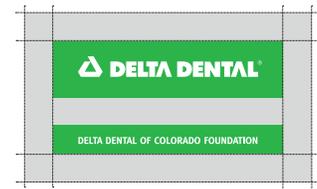
- Please do not alter or recreate the Delta Dental logo.
- Please do not crop the green Delta Dental box.
- Please provide the appropriate amount of space around the DDCOF green box.

Always use the supplied DDCOF logo file for all graphic forms of communication. Color and black and white versions of the logo are provided when requested. **If you are active on social, please tag @DeltaDentalCO** with your posts and we will share content.

## 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

