

Delta Dental of Colorado Foundation Branding and Communications Guidelines

We look forward to sharing your success stories! The positive results your work creates are important examples of how anyone can have a healthy mouth, regardless of life circumstances. Please refer to this document when creating any type of communication piece affiliated with DDCOF and feel free to reach out to us with content ideas that we can help develop.

Communications guidelines

- **Include the DDCOF name and logo** on public relations, news features, publications, or other media information related to your grant.
- **Share communications with our team** for review prior to public release.
- **If you are active on social, please tag @DeltaDentalCO** with your posts and we will share content.

Using the DDCOF logo

Our DDCOF logo was designed to be used as represented to the right. When using our logo, please adhere to the guidelines listed below. Always use the supplied DDCOF logo file for all graphic forms of communication. Black and white versions of the logo are provided when requested.

DELTA DENTAL OF COLORADO
FOUNDATION

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 include:

Do not crop



Do not screen



Do not distort



Do not add a drop shadow



Do not change logo colors or add effects



Do not change position of logo elements

