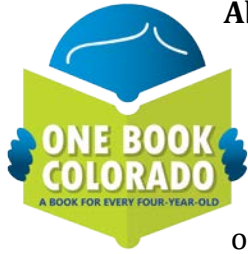


One Book Colorado (OBCO) Logo Use Guidelines



About the Logo

Companies and organizations are encouraged to use the OBCO logo on their websites, brochures, packaging, posters, flyers, etc. in association with any OBCO book distribution or reading events.

In general, use of the OBCO logo is always to be used along with any official reference to “One Book Colorado” to help build brand recognition and promote early literacy for Colorado’s children.

Minimum Size

OBCO Logo should always be displayed at a size large enough to read. As a general rule, the logo should be no smaller than 1 cm (3/8”) or 36 pixels in height.

Clear Space

It is important to maintain an open area surrounding the OBCO logo so it remains recognizable. Clear space is defined relative to the size of the logo.

Relation to Other Logos

The OBCO logo may be used in conjunction with OBCO sponsor and partner logos and any other organization or company logos associated with One Book Colorado or *Colorado Reads: The Early Literacy Initiative*.

Logo Color

The logo may appear in only three color choices – black & white, grayscale or the selected colors. Do not use any other colors in presenting the logo or alter these color selections in any way – such as tinting, fading or altering patterns.

Suggested Uses

- Newsletters
- Banners
- Bookmarks
- Posters
- Advertisements
- Social Media
- Websites
- Hand-outs
- Flyers
- Packaging
- Buttons
- Stickers