

# IMPACT FUND GRANT PROGRAM

## BRAND STANDARDS GUIDE



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# INTRODUCTION

Congratulations on your role as a BHS Impact Fund grantee. We are incredibly honored to partner with you for the next year to help expand behavioral health services for Larimer County community members. We encourage you to share the announcement of your grant award and how those funds will be used to make a positive impact for the people you serve.

This guide was developed to help ensure that the information our community receives about our department and the Impact Fund Grant Program is consistent across the county.

As you will see in your grant agreements, we require initial review/approval of the usage of our logo with BHS staff.

Section 10. of the grant agreement:

- *LCBHS encourages Grantee to publicize information concerning the Grant in the Grantee's newsletters, annual reports, press releases, website and other relevant media.*
  - *Grantee will obtain written approval by Larimer County Behavioral Health Services of any content promoting information related to the Grant, the organization or Larimer County staff/representatives prior to releasing or publicizing such information.*
  - *Larimer County Behavioral Health Services expects to be acknowledged as a sponsor for major events by the inclusion of Larimer County Behavioral Health Service's logo in the event promotion materials and print collateral.*
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# LOGO USAGE

Logos are a foundational and important visual representation of a brand. Consistent use of Larimer County's official brand colors is critical to building brand familiarity and awareness in the community.

This is the approved BHS logo to be used by grantees in print/online. This logo may appear in the Larimer County Green, white or in black. No other color treatments are acceptable.



Incorrect logo usage:



# LARIMER COUNTY COLORS

Behavioral Health Services adheres to the official Larimer County color palette. Green is the primary color as seen in all Larimer County logos:

**PANTONE 626 CP**    RGB: 40 92 77    CMYK: 80 18 56 54    HEX: 285C4D

## Primary Brand Colors

	75%	50%	25%
<b>PANTONE 626 CP</b> RGB: 40 92 77 CMYK: 80 18 56 54 HEX: 285C4D			
<b>PANTONE 7470 CP</b> RGB: 0 90 112 CMYK: 96 20 25 53 HEX: 005A70			
<b>PANTONE 7502 CP</b> RGB: 206 184 136 CMYK: 6 14 39 8 HEX: CEB888			

## Secondary Brand Colors

<b>PANTONE 130 CP</b> RGB: 242 169 0 CMYK: 0 32 100 0 HEX: F2A900	<b>PANTONE 7586 CP</b> RGB: 158 83 48 CMYK: 0 69 89 41 HEX: 9E5330	<b>75% RICH BLACK</b> RGB: 64 64 64 CMYK: 70 60 60 50 HEX: 404040
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# WRITTEN COMMUNICATIONS

Below we have offered some guidance for referring to our department and the grant program in written formats. We encourage you to share the exciting news about your grant award and how the funding will be utilized.

Because BHS is a fairly new department, and the grant program has experienced a name change in the past few years, we would greatly appreciate your help ensuring mentions of our department are accurate and consistent.

Correct way to refer to our department:

- Larimer County Behavioral Health Services
- Behavioral Health Services (BHS)

Correct ways to refer to our grant program:

- Larimer County Behavioral Health Services Impact Fund Grant Program
- Larimer County Behavioral Health Services Impact Fund
- Behavioral Health Services Impact Fund Grant Program
- Behavioral Health Services Impact Fund

[Sample Press Release Announcing Grant Award](#)

## QUESTIONS?

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