BRAND SPECIFICATIONS & USAGE

Approved Use

Use of the Colordo Concurrent Enrollment logo is approved for use in materials for Concurrent Enrollment Programs as outlined in: Concurrent Enrollment (capitalized in all usages) refers only to the statewide programs created by House Bill 09-1319 and detailed in the Concurrent Enrollment Programs Act (C.R.S. §22-35-101 et seq.). The definition of Concurrent Enrollment has been updated by legislation throughout the past few years, most currently SB 19-176 (changes in italics below) which now defines Concurrent Enrollment as the "simultaneous enrollment of a qualified student in a local education provider and in one or more postsecondary courses, including academic or career and technical education courses, which may include course work related to apprenticeship programs or internship programs, at an institution of higher education pursuant to the provisions of this article 35, at no tuition cost to the qualified student or the qualified student's parent or legal guardian, except as provided in section 22-35-105 (4)(c)." (C.R.S. §22-35103).

This [flowchart](#) can assist in determining the requirements for programs to be identify as Concurrent Enrollment.

Alternative Logo Formats

The color reversed logo lock-up or the white-only version can be used when placing the logo on a colored background or when it is helpful to achieve a balanced layout. Gray and black versions are also available when color print is not available.

Reverse Color Logo
Use on dark backgrounds.

Gray Logo
Use when color print is not available.

White Logo
Use on dark backgrounds.

Black Logo
Use for single color applications.

Please review the following pages referenced from the ***Colorado Brand Guidelines*** document for information on using alternative formats.

Colorado Brand Logo Colors

Primary color palette for the Colorado State brand logo and communications

	Red	Blue	Tree Green	Yellow
	PMS 200C	PMS 2748C	PMS 7483C	PMS 109C
CMYK	16/100/87/6	100/94/24/23	84/38/88/34	0/16/100/0
RGB	195/0/47	0/25/112	36/93/56	255/209/0
HEX	c3002f	001970	245d38	ffd100

Minimum Size

1/4" high

Only use the logo lock-ups at 1/4″ or larger in height, with the "height" defined by the height of the C logo. Measure from the base of the C logo tothe top of the C logo. Always try to use the brand in larger sizes for increased legibility. The minimum sizes are only for the highest resolution reproduction methods possible where more space is unavailable. Its use does not apply to low-resolution processes like those found on webpages.