BRAND AT A GLANCE

SOUTH EAST COMMUNITY CENTER

SOUTHEAST COMMUNITY CENTER LOGO LOCKUP

WHEN TO USE: The logo lockup should be used in instances where the logo needs to stand alone without additional context. Appropriate use examples include signage.

SOUTHEAST
COMMUNITY CENTER
Recreation | Aquatics | Library | Innovation

SECC PRIMARY LOGO

WHEN TO USE: The primary logo should be used in instances where the Poudre Library and City logos will appear elsewhere on the deliverable, and where the descriptive tagline is unneccessary. Appropriate use examples include apperal and collateral.

SOUTHEAST
COMMUNITY CENTER

SECC MINIMAL LOGO

WHEN TO USE: The minimal logo should be used in instances where we have limited space for branding and the Poudre Library and City logos will appear elsewhere on the deliverable. Appropriate use examples include social media and PowerPoints.

SE
COMMUNITY CENTER

LOGO USAGE

CITY + POUDRE LIBRARIES LOGO USAGE

The SouthEast Community Center (SECC) logo is a site specific logo and cannot stand alone. The City and Poudre Libraries logos should always be present in SECC branded deliverables. City and Poudre Libraries logos can be nested, in-line, or separated as long as both are present and meet minimum size requirements.

City logo should be shown in a one color format with clear contrast. Duotone logos are not permitted. Note: The “City of Fort Collins” type and the Horsetooth motif and swoosh may not be separated or used for any other purposes.

EXCLUSION ZONE

The width of the “C” in ”Community” is the minimum space that should be left along all sides of the logo.

MINIMUM PRINT SIZE

For instances when a small logo is required, the minimum width for each should be as follows:

SECC: 1.5”minimum | **City logo**: 1.125” minimum
Poudre Libraries: 1.25” minimum | **Poudre School District**: 1.25” minimum

NOTE: On rare occasions, smaller versions may be necessary. Use must be approved through the Communications & Public Involvement Office and the logo must always remain legible and cannot be skewed or squashed in any way.

1.5”
1.125”
1.25”
1.25”

BRAND AT A GLANCE

SOUTH EAST COMMUNITY CENTER

BRAND COLORS

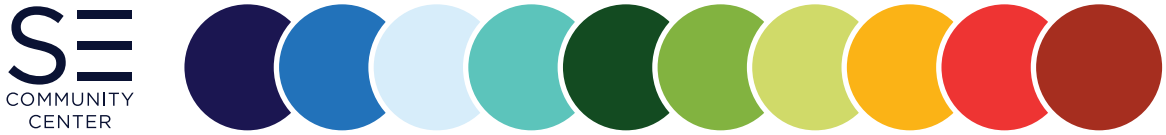
BLACK		ABYSS		SECC BLUE		AQUA		ICE		WHITE	
HEX	#000000	HEX	#000936	HEX	#0078D4	HEX	#5CC3BB	HEX	#D6EDFF	HEX	#FFFFFF
RGB	0, 0, 0	RGB	0, 9, 54	RGB	46, 118, 188	RGB	92, 195, 187	RGB	215, 237, 250	RGB	255, 255, 255
CMYK	100, 100, 100, 100	CMYK	100, 60, 0, 85	CMYK	82, 50, 0, 0	CMYK	60, 0, 32, 0	CMYK	14, 1, 0, 0	CMYK	0, 0, 0, 6
PMS	TBD	PMS	282 CP	PMS	TBD	PMS	TBD	PMS	TBD	PMS	TBD

PONDEROSA		CITY PARK GREEN		LIGHT GREEN		TURMERIC		READING RED		OLD TOWN BRICK	
HEX	#284A27	HEX	#83B341	HEX	#D0D968	HEX	#FCB316	HEX	#FF2E2E	HEX	#A62E20
RGB	26, 75, 34	RGB	92, 147, 64	RGB	203, 249, 30	RGB	252, 179, 22	RGB	255, 46, 46	RGB	166,46,32
CMYK	83, 39, 100, 50	CMYK	69, 22, 100, 6	CMYK	21, 3, 74, 0	CMYK	0, 33, 100, 0	CMYK	0, 93, 86, 0	CMYK	0, 88, 86, 36
PMS	6161 CP	PMS	4212 CP	PMS	TBD	PMS	1235 CP	PMS	TBD	PMS	7627 CP

BRAND COLORS STORY

POUDRE LIBRARIES AND THE CITY OF FORT COLLINS are two extremely impactful organizations in our community. The color story for the SECC combines the bright and vibrant color palettes from both organizations to invoke light and positivity in its brand presence.







ADA COLOR COMPLIANCE

WCAB (Web Content Accessibility Guidelines) ensures that content is accessible by everyone, regardless of disability or user device. To meet these standards, it is important that text and interactive elements have a color contrast ratio of at least 4.5:1.

Our palette offers many combinations of colors, but there is potential to design something that does not meet ADA standards. If designing with the palette and unsure as to whether a specfic color combination will work, we encourage you to use the chart on the next page to determine if a color combination meets requirements. If it does not, select a different combination.

CONTRAST TOOLS

Check color contrast for yourself using this tool:
color.adobe.com/create/color-contrast-analyzer

QUESTIONS?

Contact the City's Creative Services Team at *creatives@fcgov.com* for any questions about this brand or the general City brand.

BRAND AT A GLANCE

City of Fort Collins

SOUTH EAST COMMUNITY CENTER

ACCESSIBLE BRAND COLOR CHART

TEXT COLOR

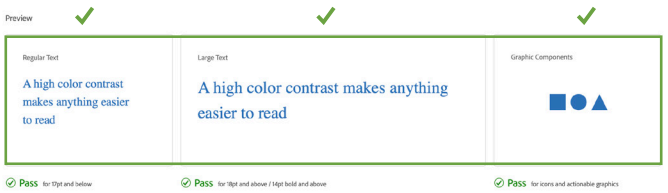
BACKGROUND COLOR	Black	Abyss	SECC Blue	Ice	Aqua	Ponderosa	City Park Green	Light Green	Turmeric	Reading Red	Old Town Brick	White
Black			TEXT	TEXT	TEXT		TEXT	TEXT	TEXT	TEXT		TEXT
Abyss				TEXT	TEXT		TEXT	TEXT	TEXT	TEXT		TEXT
SECC Blue	TEXT											TEXT
Ice	TEXT	TEXT				TEXT					TEXT	
Aqua	TEXT	TEXT				TEXT						
Ponderosa				TEXT	TEXT			TEXT	TEXT			TEXT
City Park Green	TEXT	TEXT										
Light Green	TEXT	TEXT				TEXT					TEXT	
Turmeric	TEXT	TEXT				TEXT						
Reading Red	TEXT	TEXT										
Old Town Brick					TEXT		TEXT					TEXT
White	TEXT	TEXT	TEXT			TEXT					TEXT	

ADA CONTRAST COMPLIANCE

ADOBE COLOR CHECKER: SECC BLUE ON WHITE

Text Color #2C72B9 ↔ Background Color #FFFFFF

Contrast Ratio 4.98 : 1



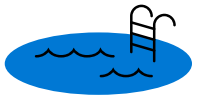
ICONS

The SECC logo lockup includes a descriptive tagline “Recreation | Aquatics | Library| Innovation”. The following icons can be used to higlight the different topics included in the tagline either separately or in tendem with one another.

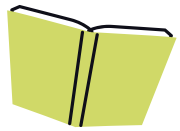
RECREATION



AQUATICS



LIBRARY



INNOVATION



ICON USE SAMPLES

LOGO BUG



VERTICAL WEB BANNER



ICON PATTERN

