Intervention 2: Facebook Sponsored Advertising
Style Guide

Overview

A brand is an organization's image. The State of Colorado's branding conveys the mission and accompanying vision and values for state departments, offices and agencies. It is important to ensure all materials follow established guidelines to reinforce the way internal and external stakeholders view the state's unified brand.

Colorado Division of Child Support Services (CSS) operates as an agency within the Office of Economic Security of the Colorado Department of Human Services (CDHS). The State of Colorado has established brand guidelines that govern all internal and external communication materials. CSS followed those guidelines in creating its two Facebook advertisements.

Prior to the launch of the updated CSS website in August 2019, the State of Colorado updated its logo and brand. The updated logo was incorporated into the new website and Facebook advertisements.

Logo

The state logo is for use by all state departments, offices, divisions, programs and projects. The logo should be utilized by state employees as the default marketing and communications tool. The tree represents Colorado's many natural resources and its outdoor spirit; the red symbolizes Colorado's red soil and rocks; the yellow, its abundant sunshine and the wheat of its plains; the dual peaks represent the many mountains in the state, which provide critical water—represented by the rich blue base.

This is the recommended lock-up type for most department sub-brands. The C and Emblem are used along with the Colorado logotype and a text treatment that includes the name of the department and the name of the sub-brand. In certain instances, the CSS logo may include the lock-up with Office of Economic Security text treatment included. CDHS Communications approved that version for use on the redesigned CSS website.

Colorado Department Accent Palette

The department accent palette provides a range of colors inspired by the nature, humanity and innovation found in Colorado. The palette integrates earth tones, mid tones and vibrant tones, all of which harmonize with the brand's primary color palette. There are more than two dozen palettes within the overall accent palette shown below as hexagons.

Each department is encouraged to select a hexagonal palette to use as accents to the brand's primary colors. However, selecting individual colors from this broad spectrum is acceptable. Departments can develop a unity among divisions by adhering to the same accent colors. Deploy the department's accent colors in addition to the Colorado master brand's primary colors. Use of colors from the previous primary palette is also acceptable, but it is recommended to feature a few colors from the current brand.
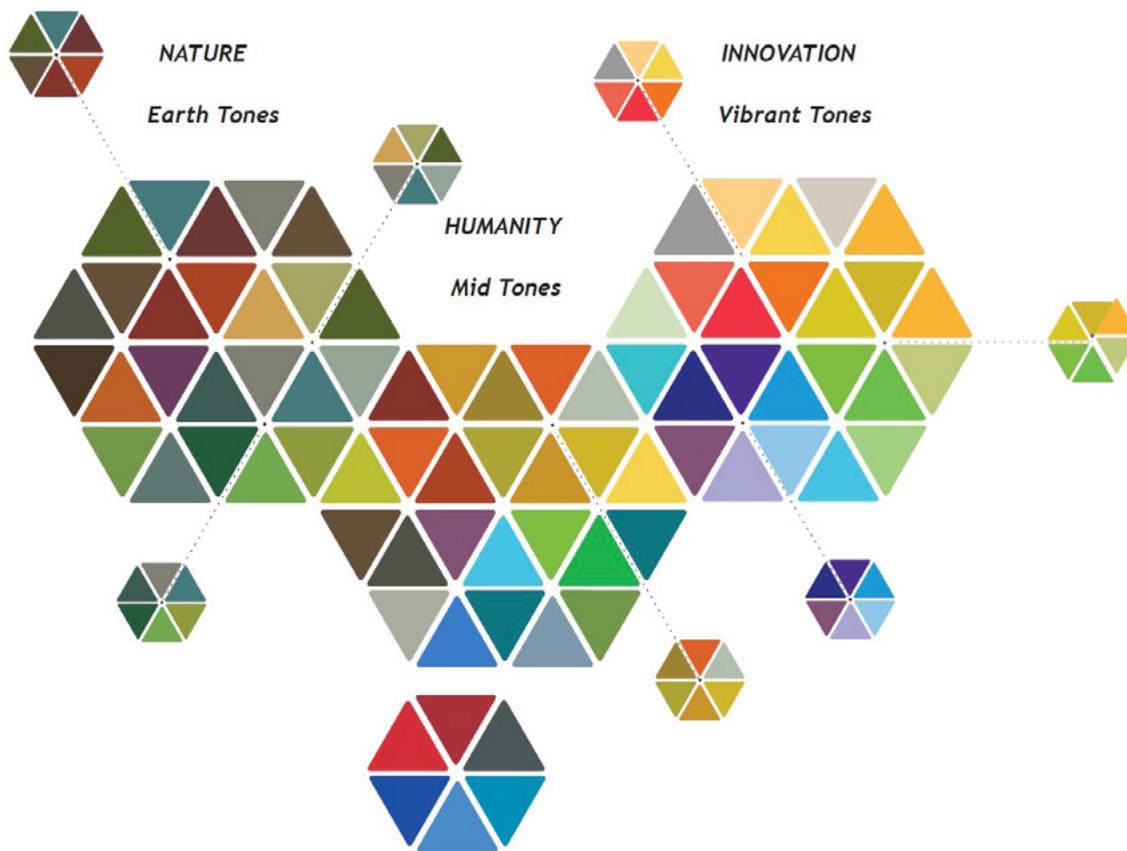
CSS utilized the following PMS colors from the department accent palette:

Green PMS 355C	Slate PMS 431C	Orange PMS 158C	Brown PMS 7532C	Blue PMS 297C
CMYK: 98/12/100/2	CMYK: 66/52/45/17	CMYK: 2/66/100/0	CMYK: 49/58/73/37	CMYK: 52/5/3/0
RGB: 0/149/58	RGB: 92/102/112	RGB: 239/117/33	RGB: 101/80/60	RGB: 110/196/232
Hex: 00953a	Hex: 5c666f	Hex: ef7521	Hex: 65503c	Hex: 6ec4e8

Typography

Museo Slab 500 and Museo Slab 500 Italic are the primary typefaces of the Colorado brand. Use these fonts to evoke the brand voice in headlines and titles. If Museo Slab 500 is not available, it is ok to use the secondary typeface as the primary. Trebuchet MS is the secondary typeface of the Colorado brand. Use it for alternate headlines, subheadings, body copy, detail callouts and captions.

Museo Slab 500

Museo Slab 500 Italic

Trebuchet Bold

Trebuchet Regular

Photos

Colorado is synonymous with unsurpassed natural beauty, fascinating people and ground-breaking innovation. It is important that high-quality photography is used to portray the state.

CSS Photo Quality Checklist:

- **Resolution** — Ensure each photo has adequate resolution for the specific media to be used.
- **Focus** — Either the entire photo, or just the key subject matter should be in sharp focus.
- **Color balance** — Each photo should be evaluated and adjusted when necessary for accurate color balance.
- **Composition** — The elements in a photo should create an interesting composition of lights and darks.
- **Crop** — Use crop to direct attention and create interest.
- **Interesting subject matter** — Colorado is more than breathtaking landscapes. Consider showing people and industry as subject matter.

Photographs used for CSS marketing materials should feature people and families who look real. Never use anything that feels like posed stock photography. Instead, select images where people are surrounded by everyday environments. Do not choose photos featuring intact families with both parents. Children may also be featured on their own. As appropriate, consider featuring diverse families and children.

Department and Agency References

Colorado Department of Human Services should always be placed before Colorado Division of Child Support Services in the first text reference. Subsequent references can use CSS only. The division name can also be abbreviated to the acronym after being spelled out in the first reference.

Any change to the placement of the department, administration and agency names must be approved by CDHS Communications.

Website URL Promoted in all Facebook Ads

https://childsupport.state.co.us/apply-services