

BRAND STANDARDS GUIDE

COLORADO HIGH SCHOOL ACTIVITIES ASSOCIATION

CHSAA

1 9 2 1



THE IMPORTANCE OF GRAPHIC STANDARDS

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The CHSAA Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for the CHSAA brand. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever the CHSAA is represented in any print, digital or apparel format. Any attempt to utilize CHSAA graphics or wordmarks outside the standards represented in this guide are strictly prohibited. Requests for exceptions or interpretations should be submitted directly to the CHSAA Offices.



OFFICIAL COLORS OF THE CHSAA

PRIMARY COLORS



CHSAA NAVY

(in lieu of use *Pantone® 281c)
Process Equivalent: 100c 90m 31y 35k
RGB Equivalent: 0r 32g 92b
Madeira Thread: 1842
Hex Code: 00205C



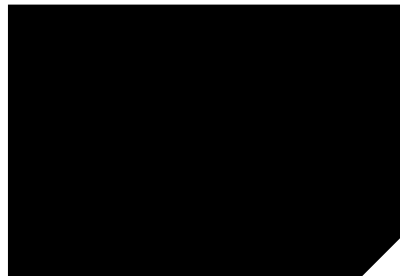
CHSAA GOLD

(in lieu of use *Pantone® 7502c)
Process Equivalent: 19c 25m 52y 0k
RGB Equivalent: 209r 184g 136b
Madeira Thread: 1810
Hex Code: D1B888

SECONDARY COLORS



WHITE



BLACK

PRIMARY COLORS

CHSAA navy and CHSAA gold are the official colors for the Colorado High School Activities Association brand, and are shown on the left. It is very important to match these colors faithfully when reproducing the CHSAA brand marks.

SECONDARY COLORS

In addition to the primary palette, the CHSAA brand marks utilizes white and black secondary colors.

CHSAA FULL COLOR MARKS

FULL COLOR MARKS



The CHSAA brand marks were designed to create a consistent visual identity for the CHSAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The CHSAA brand marks are shown in full color on the left.

These marks are intended for use only by the CHSAA. Permission is required for use by any other entity.

CHSAA FULL COLOR MARKS ON NAVY

FULL COLOR MARKS ON NAVY



The CHSAA brand marks were designed to create a consistent visual identity for the CHSAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The CHSAA brand marks are shown in full color on CHSAA navy on the left.

These marks are intended for use only by the CHSAA. Permission is required for use by any other entity.

CHSAA FULL COLOR MARKS ON GOLD

FULL COLOR MARKS ON GOLD



The CHSAA brand marks were designed to create a consistent visual identity for the CHSAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The CHSAA brand marks are shown in full color on CHSAA gold on the left.

These marks are intended for use only by the CHSAA. Permission is required for use by any other entity.

CHSAA NAVY & WHITE MARKS

FULL COLOR MARKS



The CHSAA brand marks were designed to create a consistent visual identity for the CHSAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The CHSAA brand marks are shown in CHSAA navy and white on the left.

These marks are intended for use only by the CHSAA. Permission is required for use by any other entity.

CHSAA BLACK & WHITE MARKS

FULL COLOR MARKS



The CHSAA brand marks were designed to create a consistent visual identity for the CHSAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The CHSAA brand marks are shown in black and white on the left.

These marks are intended for use only by the CHSAA. Permission is required for use by any other entity.

CHSAA ALL WHITE MARKS

ALL WHITE MARKS



The CHSAA brand marks were designed to create a consistent visual identity for the CHSAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The CHSAA brand marks are shown in all white on the left.

These marks are intended for use only by the CHSAA. Permission is required for use by any other entity.

CHSAA MARKS ON BACKGROUNDS

FULL COLOR MARKS



ON CHSAA NAVY



ON CHSAA GOLD/
LIGHT COLOR



ON WHITE

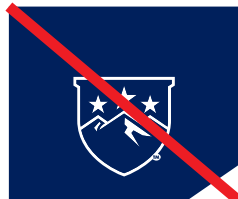


ON GRAY



ON COMPLEX
BACKGROUND

NAVY & WHITE MARKS



ON CHSAA NAVY



ON CHSAA GOLD/
LIGHT COLOR



ON WHITE



ON GRAY



ON COMPLEX
BACKGROUND

BLACK & WHITE MARKS



ON CHSAA NAVY



ON CHSAA GOLD/
LIGHT COLOR



ON WHITE



ON GRAY



ON COMPLEX
BACKGROUND

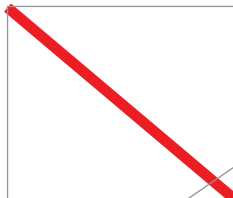
ALL WHITE MARKS



ON CHSAA NAVY



ON CHSAA GOLD/
LIGHT COLOR



ON WHITE



ON GRAY



ON COMPLEX
BACKGROUND

Frequently it may be desirable to place the CHSAA brand marks on alternate backgrounds. This page shows the full color options, CHSAA navy & white, black & white and all white primary marks on CHSAA navy, CHSAA gold, white and on gray backgrounds. Also shown is the technique for using the mark on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

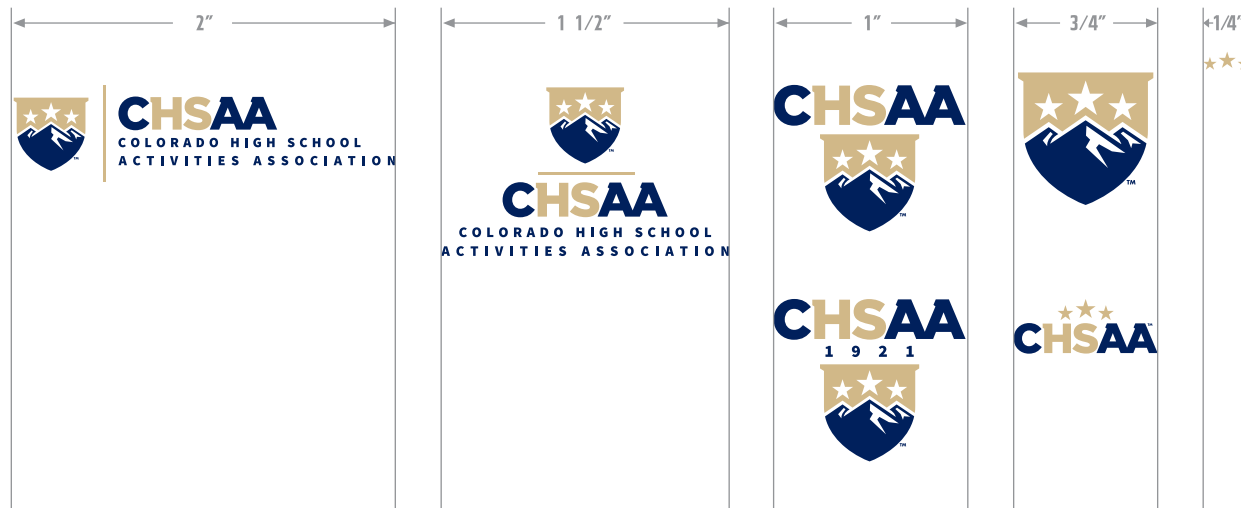
SAFE ZONES

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK OR "A"



each of the CHSAA brand marks has an established "safe zone". This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the CHSAA marks is equal to one sixth the height of the mark. The safe zone spacing is uniform on all sides of the marks. See the examples for each mark's safe zone.

MINIMUM SIZE



MINIMUM LOGO SIZES

The CHSAA brand marks have a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

EMBROIDERY

Contact the CHSAA's offices for information about embroidering brand marks. Minimum sizes are considerably larger for embroidery.

COMPATIBLE TYPOGRAPHY

SOURCE SANS PRO BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™
¢ * () _ © ® { } [] ? ; : , . ” ” ’ ’ /

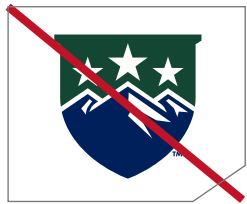
KENYAN COFFEE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™
¢ * [] _ © ® { } [] ? ; : , . ” ” ’ ’ /

Source Sans Pro Black is the font utilized for the CHSAA marks. Source Sans Pro is a bold, readable font with multiple weights available.

Kenyan Coffee Regular is the secondary font used in the CHSAA championships marks. See page 15

ARTWORK USE VIOLATIONS



Never use the mark in other colors



Never change the typeface in any part of the mark



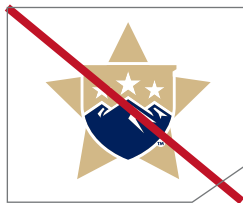
Never use unapproved wording in any mark



Never re-size any element in any mark



Never reportion any mark



Never add any element to any mark



Never distort any mark



Never reposition or realign in any mark



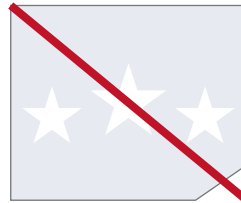
Never re-space any elements in any mark



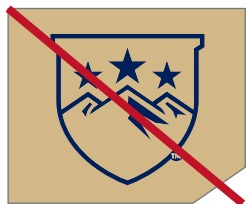
Never change the outline shape to an unapproved color



Never allow any color, pattern or photograph to show through any mark



Never use any mark on a background that provides insufficient contrast



Never use the inverse of any mark

So that the CHSAA can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the CHSAA brand marks.

LIVE TEXT MARKS



LIVE TEXT

The two logo configurations shown on this page are capable of presenting custom text to include specific activities. Banner text must represent approved student activities, and all wording must be approved by the CHSAA.

CHSAA CHAMPIONSHIPS MARKS

CHSAA CHAMPIONSHIP MARKS



FULL COLOR



BLACK & WHITE

Championship marks have been created for each respective activity represented by the CHSAA. Those activities are as follows, baseball, basketball, bowling, cross country, esports, field hockey, flag football, football, golf, gymnastics, ice hockey, lacrosse, music, skiing, soccer, half marathon, lacrosse, soccer, softball, speech, spirit, student leadership, swim & dive, tennis, track & field, volleyball and wrestling. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The CHSAA championship mark sample is shown in full color and black & white on the left.

These marks are intended for use only by the CHSAA. Permission is required for use by any other entity.

CHSAA CHAMPIONSHIPS MARKS ON BACKGROUNDS

FULL COLOR CHAMPIONSHIPS MARKS



ON CHSAA NAVY



ON CHSAA GOLD/
LIGHT COLOR



ON WHITE



ON GRAY



ON COMPLEX
BACKGROUND

BLACK & WHITE CHAMPIONSHIPS MARKS



ON CHSAA NAVY



ON CHSAA GOLD/
LIGHT COLOR



ON WHITE



ON GRAY



ON COMPLEX
BACKGROUND

Frequently it may be desirable to place the CHSAA championships marks on alternate backgrounds. This page shows the full color and black & white championships marks on CHSAA navy, CHSAA gold, white and on gray backgrounds. Also shown is the technique for using the marks on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

CONTACT INFORMATION

CHSAA

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www.chsaanow.com



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Branding guide and logos designed by Rickabaugh Graphics.