



colorado cattlemen's
agricultural land trust

Signature



Sizing



Small applications of the signature must be regarded with special consideration. A signature should not be reproduced at a size smaller than 1". The measurement is from the left to the right edge of the signature as shown.

Area of isolation



For legibility, always consider the minimum amount of open space, referred to as the area of isolation, which surrounds the signature. This space is the equivalent to a square length of the x-height of the c. The square should be maintained between the signature and all other graphic imagery and typography, including page trim.

Color

Specific colors have been created for the CCALT signature. CCALT Gold and CCALT Grey are the only approved colors. In lieu of these colors you may use solid coated Pantone 139C for the gold and Pantone 405C for the grey.

Typographic families

The following Gill Sans font family should be used in the design system:

Light: abcdefghijklmnopqrstuvwxyz
Light Italic: abcdefghijklmnopqrstuvwxyz
Regular: abcdefghijklmnopqrstuvwxyz
Regular Italic: abcdefghijklmnopqrstuvwxyz
Bold: abcdefghijklmnopqrstuvwxyz
Bold Italic: abcdefghijklmnopqrstuvwxyz

Signature color

Use the 2-color positive signature for all high visibility applications. The 2-color of the symbol, "gold of the earth", is 100% CCALT Gold on the wheat, 75% on the sun, and 50% on the raise; the leaves are CCALT Grey and the bent leaves are 50%. When multi-color reproduction is limited, a 1-color solution may be used. Acceptable 1-color options include CCALT Gold and black only. These also have the 100 to 50% variable tints. All black is acceptable only when color printing is not an option. Signatures may reverse to white on any background which provides adequate contrast.



CCALT Gold

Process Color:
 Cyan: 0
 Magenta: 37
 Yellow: 100
 Black: 23

Web Safe Color:

Red: C8
 Green: BA
 Blue: 11

CCALT Grey

Process Color
 Cyan: 0
 Magenta: 10
 Yellow: 33
 Black: 72

Web Safe Color:

Red: 69
 Green: 5E
 Blue: 4A

Please Note: The colors represented in this document may not match the specified Pantone colors. Always consult a current Pantone Color Formula Guide for accurate color matching standards. Pantone is a registered trademark of Pantone, Inc. Pantone is Pantone, Inc.'s check standard for color reproduction and color materials. The standard for which is shown in the current edition of the Pantone Color Formula Guide.

Approved 2-color signature
 Positive



Acceptable 1-color option
 Positive



Reverse





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