

LOGO, USAGE AND BRAND STANDARDS | 2020

Children's Hospital Colorado

Courage Classic

Bicycle Tour



What is Courage Classic?

Brand Positioning

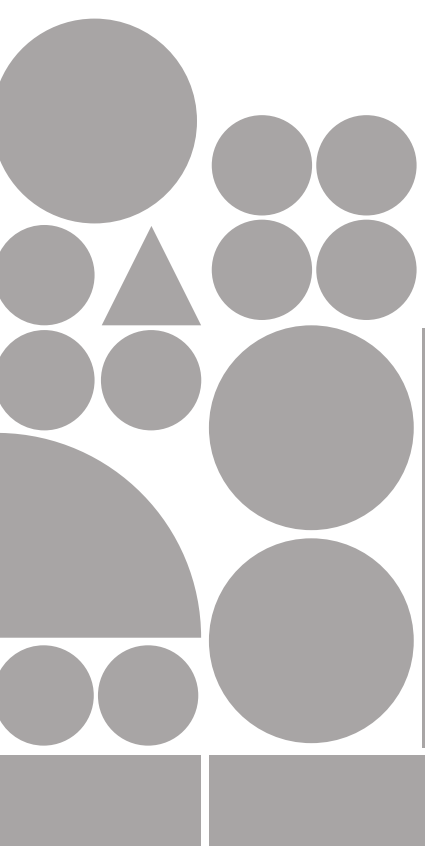
Children's Hospital Colorado Courage Classic Bicycle Tour is the single largest gathering of people coming together to raise money for Children's Hospital Colorado. With each pedal of the wheel, riders cycle through the beautiful Rocky Mountains with a community of grateful families and dedicated caregivers, and turn resilience and strength into optimism and action.

Audience

Families, patients, and caregivers who have a deep connection to Children's Colorado and are looking for an empowering, uplifting way to give back to the hospital.

Brand Attributes

Inspiring, exhilarating, uplifting, empowering, emotional, hopeful, unique, communal, purposeful, reflective, significant, optimistic, transformative, fraternal, personal



What is Courage Classic?

Look and Feel

Just like riding with the bright blue sky above and the majestic mountains around us, our look and feel is clean and free of clutter. We strive to provide a clear message, with clean lines, geometric shapes and crisp colors. Placement of elements is purposeful. With the use of color, typeface, design elements and voice, our imagery is hopeful, just like the riders pedaling on the tour.

Voice

The patients at Children's Hospital Colorado are courageous, and, just like them, we persevere, we strive and we never give up hope. We celebrate and embrace riders, families, supporters and community with unbridled enthusiasm and encouragement.



How Do We Look?

Type

To convey a simple and concise message throughout all of Children's Colorado's collateral for Courage Classic, we will use Cera Pro and Tisa Sans OT type face for all of our copy and content.

Headline – Cera Pro Bold 30pt

Second Level Headline – Cera Pro Bold 18pt

Third Level Headline - Cera Pro Medium 15pt

Body Copy - Tisa Sans OT Regular 12pt

Body Copy - Tisa Sans OT Medium 12pt

Body Copy - Tisa Sans OT Italic 12pt

- Bullet List - Tisa Sans OT Regular 12pt

Vail
Pass

\$2.5
Million Raised



Color

Primary

PMS 654C Darkest Blue	C- 100	R- 0
	M- 71	G- 58
	Y- 10	B- 112
	K- 47	
	Hex - #003A70	

PMS 2925C Light Blue	C- 85	R- 0
	M- 21	G- 156
	Y- 0	B- 222
	K- 0	
	Hex - #009CDE	

PMS COOL Gray 1C Cool Gray	C- 4	R- 217
	M- 2	G- 217
	Y- 4	B- 214
	K- 8	
	Hex - #D9D9D9	

Secondary

PMS 130C Sunshine	C- 0	R- 242
	M- 32	G- 169
	Y- 100	B- 0
	K- 0	
	Hex - #F2A900	

PMS 2995C Lightest Blue	C- 83	R- 0
	M- 1	G- 169
	Y- 0	B- 224
	K- 0	
	Hex - #00A9E0	

Tertiary

PMS 233C Pink	C- 12	R- 198
	M- 100	G- 0
	Y- 0	B- 126
	K- 0	
	Hex - #C6007E	

PMS 115C Brand Yellow	C- 0	R- 253
	M- 6	G- 218
	Y- 87	B- 36
	K- 0	
	Hex - #FDDA24	

This is Courage Classic

Logo

The Courage Classic logo signifies many elements of our event: the type of event it is, who participates, its location and the purpose of the tour. The logo tells this story with just a glance across a variety of platforms and channels. The prominence of the words “Courage Classic” unmistakably lets the viewer know the name of the event; the stylized mountains tell the story of where the event takes place; the use of the bike sprocket identifies the event with cycling; and the prominent Children’s Hospital Colorado logo indicates the event beneficiary. The use of the round sprocket design gives us ample room to modify design elements to customized the logo for varying uses.



This is Courage Classic

Clear Space

To maintain the integrity of the brand and project a clear message, we ask that a minimum amount of white space be given when placing the logo and logo lockup.

We ask that a minimum amount of white space equaling the "Courage" band be used.



Minimum Sizing

To maintain the integrity and legibility of the Courage Classic logo, we ask that a minimum size of the logo always be used.

Logo

Print - 1.25" wide

Digital - 75px wide



This is Courage Classic

Acceptable Use

We ask that all uses of the logo uphold the standards in this document. There are unique circumstances that can arise. We invite you to reach out to our Communications Department, whose contact information is listed on the last page of this document, if a use is requested that is not covered in this guide. Below are examples of misuses of the logo that should be avoided altogether.

Improper Color Usage



Adding, Subtracting, or Breaking up of the Logo



Using Additional Filters or Drop Shadows



Placing the Logo on a Busy Background



Not Maintaining Minimum Sizing



Altering Logo Elements and Visual Hierarchy



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Courage Classic

If you have any questions about proper use of the Courage Classic logo for various applications, please reach out to one of these contacts:



Children's Hospital Colorado
Foundation

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