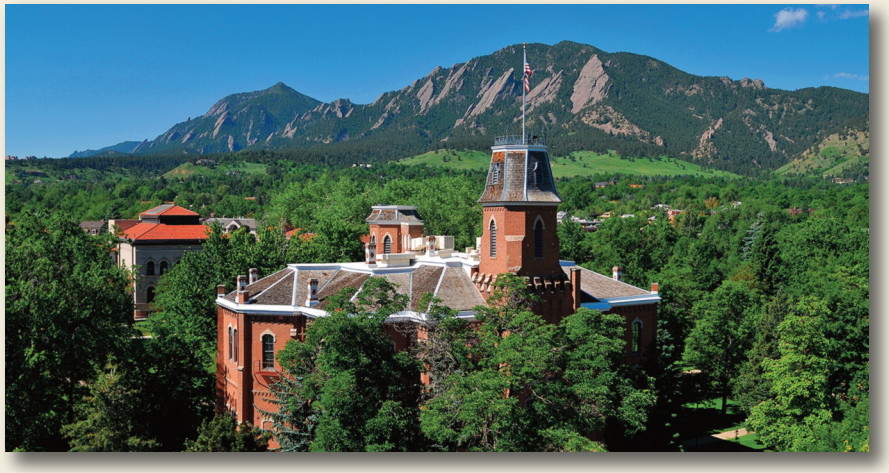


University of Colorado

Identity Standards

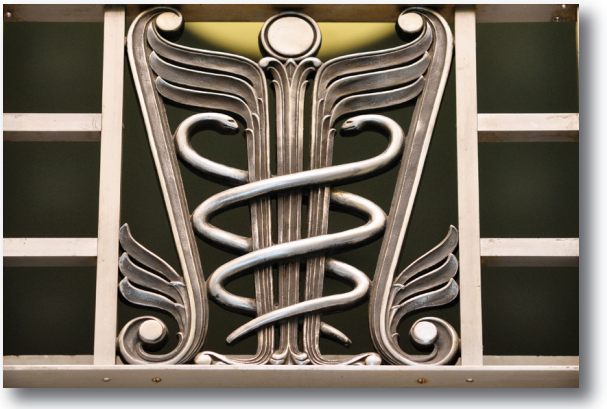
February 2014

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

Contents

3	Introduction
4–5	Brand positioning
6	University Brand Identity Standards Board
7	University seals
8	Systemwide brand architecture
9	Signature variations
10	System signature variations and extensions
11	Ancillary marks
12–13	Co-branding
14	University of Colorado signature
15	University of Colorado Foundation signature
16	University of Colorado Boulder signature
17	University of Colorado Colorado Springs signature
18	University of Colorado Denver signature
19	University of Colorado Anschutz Medical Campus signature
20	University of Colorado Denver | Anschutz Medical Campus consolidated signature
21	Logo signature extensions
22	Using the interlocking CU alone
23	Logo extensions for multi-campus academic initiatives
24	Logo usage quick reference
25	Color specifications
26	Typography
27–28	Print communications
29	Campus references in printed materials
30–31	Website banners and footers
32–33	Online communications and e-communications
34–35	Social media
36	Business collateral
37	Stationery/envelopes
38	Email signatures
39	Apparel
40	Promotional items



Introduction

From the President,

The University of Colorado is many things to many people. The common thread for all our constituents is that we are a world-class teaching and research university advancing the economic, social and cultural health of Colorado and beyond.

The collective strength of the University of Colorado has been built over the past 135 years. It is critical that we use the equity we've created to promote CU in ways that cut through the clutter of images and messages pervasive in communications today. Doing so demands that we present consistent, coordinated messages and visual images to our key stakeholders.

The university continually competes for resources, attention and students. We cannot afford to hinder our efforts in that competition by presenting mixed messages, confusing images or a fragmented view of the university.

This Identity Standards manual serves as a roadmap for effectively conveying who we are, what we do and why our efforts are valuable. Its intent is to not only serve as a guide for effectively presenting the university, but also to make the best use of resources.

Presenting the university through consistent and coordinated messages and images will allow us to better showcase our excellence, value and impact. It will also lead to better connections with key audiences and convey our strengths in learning and teaching, discovery and innovation, health and wellness, and community and culture.

Every member of the university community has a role in advancing our efforts. Using these standards will help us do so in coordinated and consistent ways.

Bruce D. Benson
President

Brand positioning

Our brand is a promise we make about all things related to the University of Colorado (CU): our campuses, our foundation and our system. Our brand is more than a name or a logo. Every point of contact we have with our audiences—students, faculty, staff, alumni, donors and others—builds perception about who we are as a university, the things we do to fulfill our mission and why we are important to our stakeholders.

Position

Who we are, what we do and why it matters

For centuries, people have been drawn to Colorado for discovery, individual success and better lives. We are the University of Colorado, and we embody that spirit by investing in the people, places and ideas that will move Colorado and the nation successfully into the future.

We are a recognized leader in higher education on the national and global stage. We collaborate to meet the diverse needs of our students, faculty, staff and communities. Our purpose is to promote innovation, encourage discovery and support the extension of knowledge in ways unique to the state of Colorado.

The University of Colorado advances the economy, culture and health of Colorado and the nation.

Brand attributes

The personality and character of our brand

Advocates

We are committed to the improvement of higher education in the state of Colorado.

Collaborative

We partner with other institutions, our communities and among ourselves to advance the educational and health needs of the state and our constituents.

Creators

We support discovery and create possibilities so people, places and ideas can thrive.

Inspired

We draw from the environment and the people around us to keep our thinking fresh and meaningful.

Down-to-earth

We are pragmatic and honest about the challenges facing us today and the solutions we will employ tomorrow.

Core messages

How we communicate in support of our position, organized under four areas of excellence and impact

Learning and teaching

- We are a leader in higher education for the state, providing the broadest range of educational opportunities.
- We provide a distinctive balance of traditional and experiential learning that supports a broad range of faculty and student endeavors.

Discovery and innovation

- Our research directly benefits Colorado, from health care advancement to technology innovation.
- We cultivate people and ideas to create value for the state of Colorado.

Community and culture

- We are an essential part of the fabric of communities across Colorado.
- We play a significant role in sustaining economic social and cultural vitality in the state, and we extend our reach to a national and global stage.

Health and wellness

- We drive health care innovation, delivery and education for Colorado and beyond.
- We improve health by treating and curing disease through research and innovation.

University Brand Identity Standards Board

The University Brand Identity Standards Board comprises representatives with professional expertise in branding, marketing and communications from each campus, system administration and the CU Foundation. It is the responsibility of this board to maintain the standards of the University of Colorado brand as authorized by the Board of Regents and directed by the president.

Each campus has its own brand standards board, responsible for maintaining the brand standards specific to the campus. The campus boards provide advice and guidance on issues specific to campuses, but do not approve exceptions or deviations from the campus or system guidelines.

The development or use of independent logos, graphics or word marks by CU entities that deviate from the guidelines detailed in these standards is not consistent with university trademark policy and is strictly prohibited without written approval from the University Brand Identity Standards Board, campus chancellor or CU president.

Contacts for the University Brand Identity Standards Board:

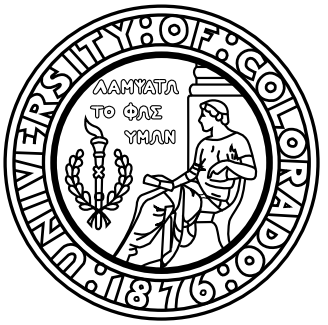
System Administration
Elizabeth Collins
Executive Director, University Relations
303 860 5624
elizabeth.collins@cu.edu

University of Colorado Boulder
Jon Leslie
Executive Director of Marketing and Creative Services/Administration
University Communications
303 492 2531
jon.leslie@colorado.edu

University of Colorado Colorado Springs
Martin Wood
Vice Chancellor, University Advancement, and Managing Director,
National Institute for Science, Space and Studies
719 255 3438
mwood@uccs.edu

University of Colorado Denver and Anschutz Medical Campus
Jeff Exstrum
Manager, University Brand and Design
303 315 3716
jeff.extrum@ucdenver.edu

University seal

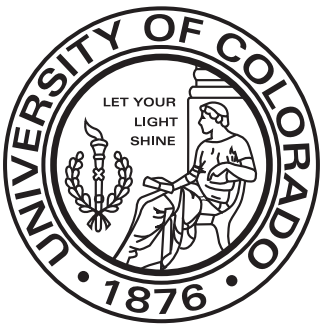


Official seal

The official university seal (with Greek lettering as part of the interior design) lends authenticity to documents that emanate from the university, particularly in its corporate capacity. It is used primarily on diplomas, official transcripts, written agreements and contracts and certification of Board of Regents actions. It is also used on the president's chain of office, the university mace, commencement programs, regent regalia and print and electronic publications of the Board of Regents.

The offices of admissions and records on each campus are authorized to use the official seal on documents requiring authentication and containing information drawn from official records of the university.

Use of the official seal for purposes other than those described above is prohibited. The secretary of the university and Board of Regents is the custodian of the official seal and maintains discretion as to its use.



Commercial seal

The commercial seal (English lettering as part of the interior design) has limited application and should not be substituted for approved university marks on business collateral (stationery, envelopes, etc.), web pages, electronic applications, print pieces, signage, vehicles or apparel. Its use is reserved for approved signage and podiums. Members of the university community have the option of using it on business cards and laboratory coats for physicians and researchers. Any other uses must be approved by the University of Colorado Brand Identity Standards Board.

Brand architecture

The goal of our brand architecture is to support a strong University of Colorado visual identity with strong campus identities.

The University of Colorado seal and signatures provide for consistency, coordination and synergy in how we represent ourselves. Every communication we create is an opportunity to tell our audiences who we are as a university, the unique things we do to fulfill our mission and why we are important to our stakeholders. One of these signatures should appear on all materials.

The official seal of the University of Colorado is used on official university documents such as diplomas, decrees and official transcripts. Use of the official seal rests with the secretary of the university and the Board of Regents.

The University of Colorado system signature is used by the president's office.

Each campus uses its own signature. The architecture specifies how the campus identities relate to one another and provides a structure for the creation of new campus signatures in the future.

Additional details are available in the brand identity standards for each campus.

Regents signature

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus
BOARD OF REGENTS

System signature

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

Foundation signature

University of Colorado Foundation

Campus signatures

University of Colorado Boulder

UCCS University of Colorado Colorado Springs

University of Colorado Denver

University of Colorado Anschutz Medical Campus

Signature variations

Each campus can choose from five approved variations of their official signatures, as illustrated by the examples below.
Additional details are available in the brand identity standards for each campus.

Full mark
horizontal

Full mark
vertical

Full mark
single line

System signature variations and extensions

System lockups

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

{ This is the preferred application

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

{ For uses when a centered logo is required by layout or enhances the design

System lockups with extension

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

REAL ESTATE FOUNDATION

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

EXECUTIVE PROGRAMS

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

UNIVERSITY RISK MANAGEMENT

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

PROCUREMENT SERVICE CENTER

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

STAFF COUNCIL

Ancillary marks

Subidentities

The brand equity for units, schools and colleges rests with their affiliation with the University of Colorado and its campuses. Subidentities (including logos, wordmarks, typefaces and alternate design elements other than those officially approved) detract from the university's ability to project a consistent, coordinated identity. Therefore, logos, wordmarks and alternate identities that deviate from the approved identity standards detailed in this manual and/or campus manuals are prohibited.

Donor-named schools or colleges

Schools or colleges that have received contributions that allow naming of the school or college for the donor (as approved by the CU Foundation and Board of Regents) shall have the opportunity to use a distinctive typeface as part of the signature line, but not a logo that deviates from approved identity standards.

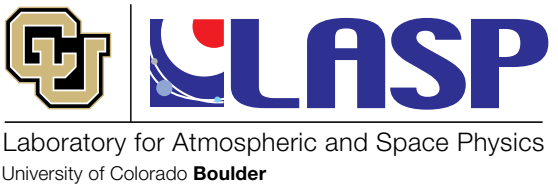
Intercollegiate athletics marks

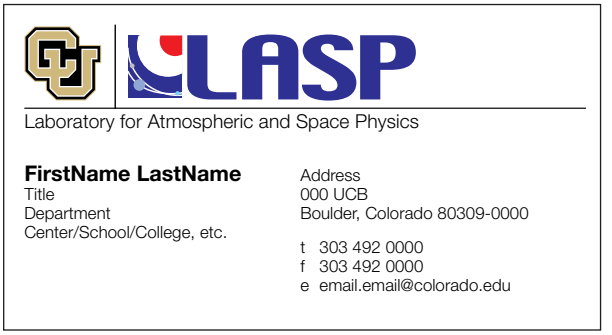
Athletics marks ("Ralphie" and the athletics interlocking CU at CU-Boulder; Milo at CU-Denver; Mountain Lion at UCCS) are exclusive to the Departments of Intercollegiate Athletics. These marks should not be used by units, departments, schools, colleges or affiliates. Any use other than for intercollegiate athletics and/or approved vendors must have written permission from the Campus Brand Identity Standards Board. Guidelines for the use of Ralphie can be found at **http://brand.colorado.edu/downloads**. The marks are trademarked and governed by the University Licensing Office.

Exceptions to identity standards

Any exceptions or deviations to the University of Colorado Identity Standards must be approved by the University of Colorado Brand Identity Standards Board, as authorized by the Board of Regents and directed by the president. Complementary campus Brand Identity Standards Boards (and campus Identity Standards documents) provide advice and guidance on issues specific to campuses, but do not approve exceptions or deviations from campus or system guidelines.

Co-branding





A. General guidelines for co-branded logos:
A small number of entities at the university operate under the auspices of, or in conjunction with, external entities such as agencies of the federal government. Those that do may use the external entity's logo in conjunction with the university logo, as approved by the University Brand Identity Standards Board.

- Approved co-branded logos may only be employed by those groups that meet requirements and have received approval from the University Brand Identity Standards Board and the CU president.
- Approved co-branded logos may be used for marketing, communications and promotional purposes.
- Approved co-branded logos can be used with or without an accompanying wordmark identifying the entity.
- Approved co-branded logos may be used on university business cards or letterhead.
- In all other aspects, co-branded logos follow the same usage guidelines as standard university logo signatures.

The following eligibility requirements detail what units may be able to receive a co-branded status:

- Entity must to have a permanent contractual connection establishing them as a joint entity between the university and an outside entity or be a university institute that has been approved by the Board of Regents.
- Entity must detail why the inclusion or utilization of a custom logo or mark will benefit their business objectives more than using the standard CU identity system.
- Entity must receive a recommendation from its chancellor.
- The University Brand Identity Standards Board must approve a co-branding exemption.

Co-branding

B. Transitional use of a unit-specific brand identity (custom logo) in conjunction with the university logo:
A small number of university entities (e.g., arts organizations or other cultural attractions) may qualify for transitional use of an existing logo identity where existing brand equity is directly tied to revenue streams. To request transitional use of an existing logo identity, university entities should contact their campus brand identity representatives. Each request will be forwarded to the University Brand Identity Standards Board for review and approval. In each case a period of transition will be identified, during which time the entity may use their existing logo identity in conjunction with their correct campus logo ID.

C. Use of university logos in conjunction with a third-party logo:
In select instances (e.g., event sponsorships, joint initiatives, special events, etc.) a university logo may be used on materials that also feature external third-party logos. In these instances, the university logo must be placed with a minimum clear space on all four sides equal to the width of the interlocking CU (or UCCS graphic) as placed. A university logo may not be COMBINED with an external third-party logo under any circumstances (other than a permanent contractual connection as described in Section A). The interlocking CU may not be used as a standalone element.

NOTE: For university events, the university logo should not appear mixed in with other sponsorship logos, but rather be treated separately. If the logo must appear beside other sponsor logos, it must appear first and be at least twice the size of the other sponsors.

University of Colorado signature

The University of Colorado signature includes two elements: the logomark and the wordmark.

Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the university brand manager.

Color variations

There are five different color variations: full-color, grayscale, one-color (black), reverse (gold) and reverse (white).

Clear space

Clear space is measured by the height of the U in the wordmark.

Minimum size

The wordmark cannot be smaller than 2 inches wide.

Full-color

Grayscale

One-color (black)

Reverse (gold)

Reverse (white)

Clear space

Minimum size

University of Colorado Foundation signature

The CU Foundation signature includes two elements: the logomark and the wordmark.

Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the university brand manager.

The campuses must always be included when using the University of Colorado signature.

The interlocking CU must not be used as a stand-alone logo.

Color variations
There are five different color variations: full-color, grayscale, one-color (black), reverse (gold) and reverse (white).

Clear space
Clear space is measured by the height of the U in the wordmark.

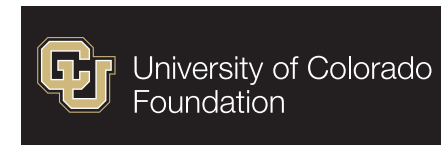
Minimum size
The wordmark cannot be smaller than 1 inch wide.

Full-color

Grayscale

One-color (black)

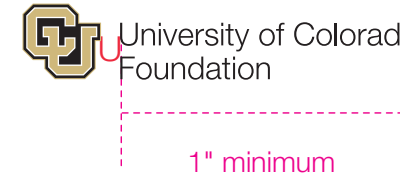
Reverse (gold)



Reverse (white)

Clear space

Minimum size



University of Colorado Boulder signature

The CU-Boulder signature includes two elements: the logomark and the wordmark.

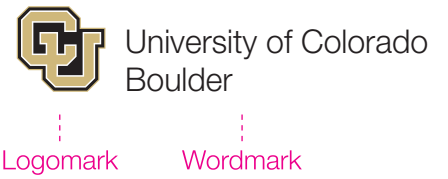
Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the campus brand manager.

Color variations
There are five different color variations: full-color, grayscale, one-color (black), reverse (gold) and reverse (white).

Clear space
Clear space is measured by the height of the U in the wordmark.

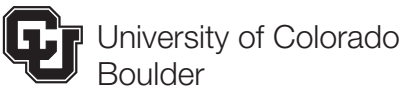
Minimum size
The wordmark cannot be smaller than 1 inch wide.

Full-color

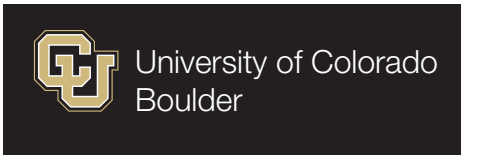


Grayscale

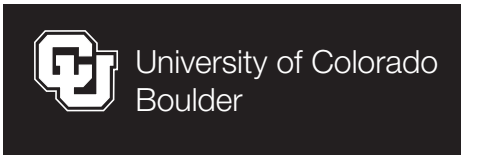
One-color (black)



Reverse (gold)

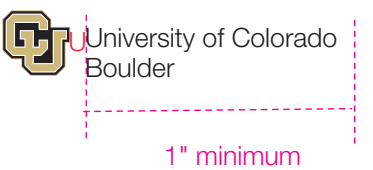


Reverse (white)



Clear space

Minimum size



University of Colorado Colorado Springs signature

The UCCS signature includes two elements: the logomark and the wordmark.

Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the campus brand manager.

Color variations
There are five different color variations: full-color, grayscale, one-color (black), reverse (color) and reverse (white).

Clear space
Clear space is measured by the height of the U in the wordmark.

Minimum size
The wordmark cannot be smaller than 1 inch wide.

Full-color

Grayscale

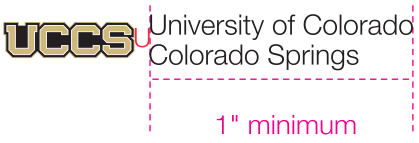
One-color (black)

Reverse (color)

Reverse (white)

Clear space

Minimum size



University of Colorado Denver signature

The CU Denver signature includes two elements: the logomark and the wordmark.

Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the campus brand manager.

Color variations

There are five different color variations: full-color, grayscale, one-color (black), reverse (gold) and reverse (white).

Clear space

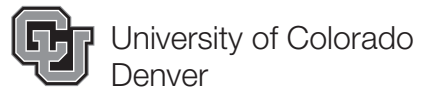
Clear space is measured by the height of the U in the wordmark.

Minimum size

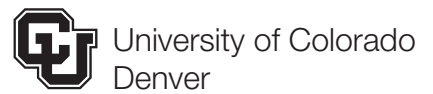
The wordmark cannot be smaller than 1 inch wide.

Full-color

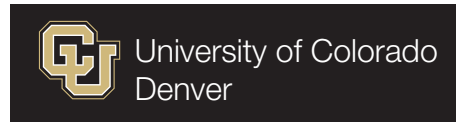
Grayscale



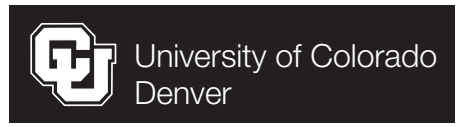
One-color (black)



Reverse (gold)



Reverse (white)



Clear space

Minimum size

University of Colorado Anschutz Medical Campus signature

The CU Anschutz Medical Campus signature includes two elements: the logomark and the wordmark.

Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the campus brand manager.

Color variations
There are five different color variations: full-color, grayscale, one-color (black), reverse (gold) and reverse (white).

Clear space
Clear space is measured by the height of the U in the wordmark.

Minimum size
The wordmark cannot be smaller than 1 inch wide.

Full-color

Grayscale

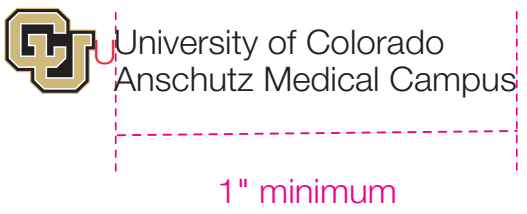
One-color (black)

Reverse (gold)

Reverse (white)

Clear space

Minimum size



University of Colorado Denver | Anschutz Medical Campus consolidated signature

The consolidated CU Denver/Anschutz Medical Campus signature includes two elements: the logomark and the wordmark.

Use of this signature is limited to consolidated university leadership and certain shared administrative services ONLY. All other CU Denver and CU Anschutz Medical Campus entities will use a campus-specific signature.

Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the campus brand manager.

Color variations

There are five different color variations: full-color, grayscale, one-color (black), reverse (gold) and reverse (white).

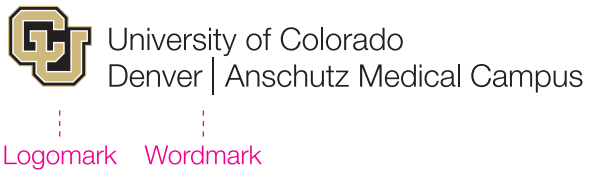
Clear space

Clear space is measured by the height of the U in the wordmark.

Minimum size

The wordmark cannot be smaller than 1 inch wide.

Full-color



Grayscale

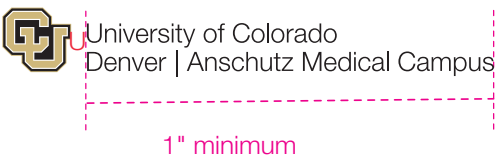
One-color (black)

Reverse (gold)

Reverse (white)

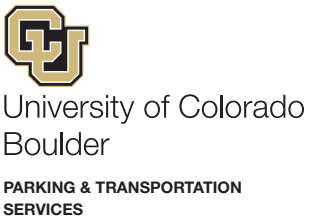
Clear space

Minimum size



Logo signature extensions

Visual identification for all university entities—including schools, colleges, administrative units, departments, divisions, programs, events, centers and institutes—is accomplished through the use of logo signature extensions. Logo signature extensions add a wordmark-based element beneath the primary logo signature to identify the entity or unit. In all other respects, they follow the same rules for the primary logo signature. Standard horizontal, vertical and centered logo signature options are available.



Using the interlocking CU alone

The interlocking CU should be used with the official logotype of the entity it represents. However, there are a select set of circumstances where the logotype is not practical, or legible, and the interlocking CU may be used alone.

You may use it for the following:

- Lapel pins
- Hats
- Limited embroidery (fronts or sleeves of polo shirts and jackets, fronts of vests, etc.)
- Select promotional items (golf balls, tees, pens, etc.)
- Event banners or flags in which the full logo is hard to read from a distance
- Press backdrops
- Way-finding signs and door plates
- Large building signs
- Official systemwide programs, i.e., CU Health brand

You may not use it for:

- Campus-specific programs or events
- a design or art element in any print or online application. Do not combine the interlocking CU with any other design elements (typography, color, imagery) to create new or different graphic treatments.
- a watermark or pattern when designing business and marketing collateral
- a stand-alone element for social media icons (though it may be used when a department, school or college name is included in the icon)

Another approved option is to combine the interlocking CU with the campus descriptor: CU-Boulder, CU Denver, CU Colorado Springs, CU Anschutz Medical Campus and CU Foundation.

Any use of the official interlocking CU alone should be approved by the University Brand Identity Standards Board.

Logo signature extensions for multi-campus academic initiatives

A multi-campus academic initiative may use its name in the top line of the logo signature as shown here. This design cannot be used for system departments or programs.

Logo usage quick reference

Do	*Don't*
☑ Use the official university logo signature (or signature extension) in all university communications.	⊘ Use unofficial or third-party logos for university-related entities.
☑ Maintain the original logo signature proportions.	⊘ Stretch or distort the logo signature. Use the original electronic art files. Don't redraw or retype the logo signature.
☑ Maintain the brand integrity of the logo signature.	⊘ Add unofficial text or graphic elements to the logo signature.
☑ Give the logo signature its own space.	⊘ Sandwich the logo signature or stack it with other elements.
☑ Make sure the logo signature is easily identifiable.	⊘ Use the system logo where the wordmark is less than 2 inches wide.
☑ Place the logo signature on clean backgrounds for maximum contrast and visibility.	⊘ Use colors that are not part of the approved palette. Don't place the logo signature on similar or low-contrast backgrounds. Avoid patterned backgrounds when possible.
☑ Treat the logo signature as a graphic visual element.	⊘ Use the logo lockup as part of a text element in body copy. ⊘ Don't use the interlocking CU as a stand-alone element.

Color specifications

Color is an important part of our visual system. Specific signature colors are combined to create a unique signature for each University of Colorado campus.

To maintain consistency in our visual identity system, it is essential to reproduce our colors accurately. Always follow the CMYK, RGB and web/hex values shown on this page.

Additional details are available in the brand identity standards for each campus.

CU Gold
C0 M10 Y48 K22
(or PANTONE® 4525 C)
R207 G184 B124
#CFB87C

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

CU Dark Gray
C38 M28 Y21 K63
(or PANTONE® 425 C)
R86 G90 B92
#565A5C

CU Light Gray
C16 M11 Y11 K29
(or PANTONE® 422 C)
R162 G164 B163
#A2A4A3

CU Blue
C70 M33 Y0 K0
(or PANTONE® 279 C)
R75 G146 B219
#4B92DB

Typography

Typography is an essential part of our personality. It helps unify our materials and promotes familiarity with our messaging.

Our typeface is Helvetica Neue, a classic sans serif face: simple, modern and elegant. The openness and geometry of its form make it highly legible. It works equally well for display type and body copy.

Helvetica Neue is recommended for use as the featured typeface in all University of Colorado communications.

Alternative fonts
In the absence of Helvetica Neue, the Arial or basic Helvetica type family are acceptable substitutes in most applications, with the Arial type family being the preferred alternative. For web design, Arial is also the preferred alternative when designing web pages and other electronic communications. Under no circumstances should any alternative fonts be used to create official CU logo lockups.

Font package
There are a limited number of Helvetica Neue font packages available for individuals or departments who develop a significant amount of marketing materials, publications, business collateral, etc. To request a font package for a system department please contact Elizabeth Collins at **elizabeth.collins@cu.edu**. All campus requests should go through the campus managers. **http://www.cusys.edu/branding/contact.html** Font packages can be purchased at **www.Linotype.com.**

Additional details are available in the brand identity standards for each campus.

Helvetica Neue

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!?@&$*“”

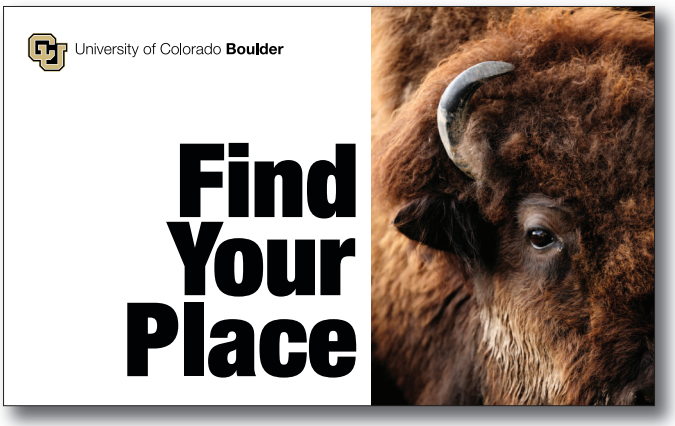
Helvetica Neue Light
Helvetica Neue Roman
Helvetica Neue Medium
Helvetica Neue Bold

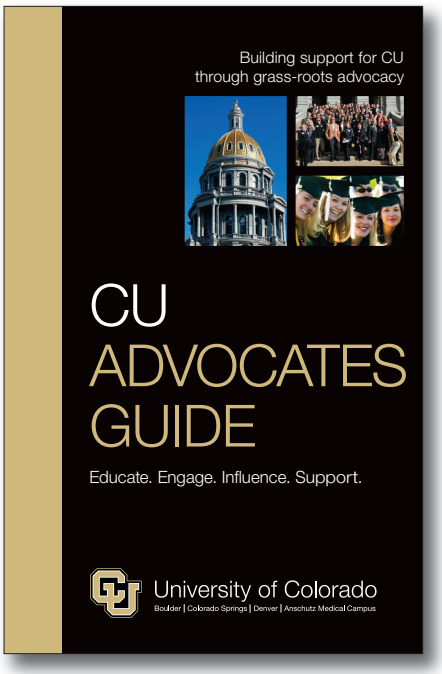
Print communications

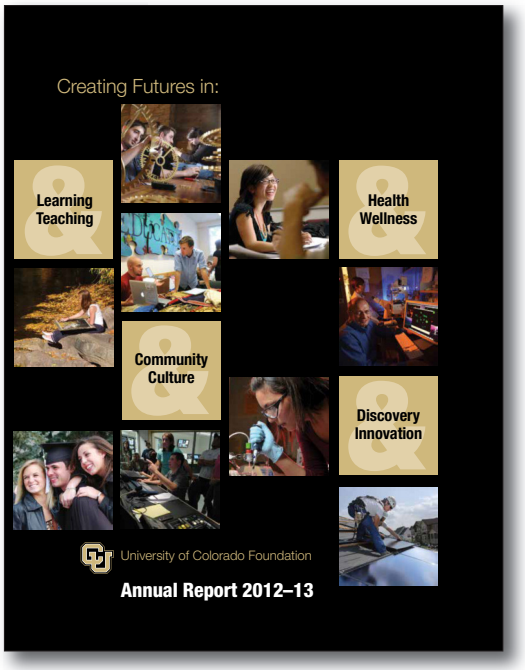
Use university, campus and CU Foundation specific signatures, the primary color palette, and the Helvetica Neue type family in all print communications.

Cover pages are of particular importance in maintaining consistency and building the impact of the university's brand identity.

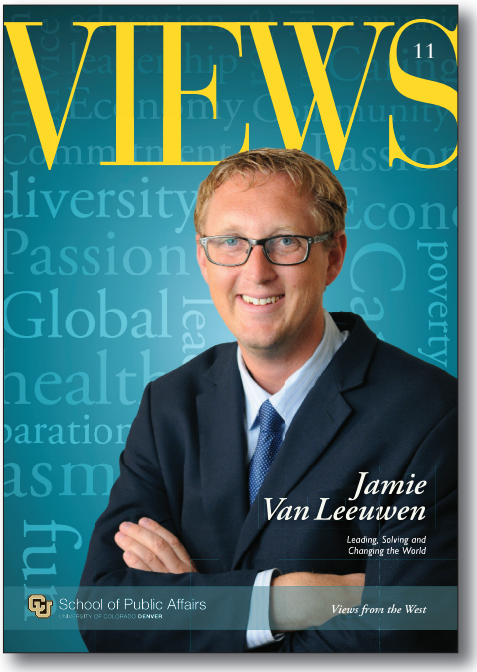
Additional details are available in the brand identity standards for each campus.

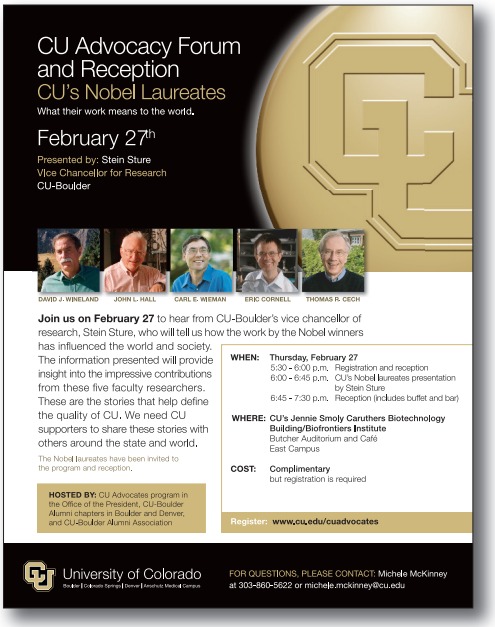


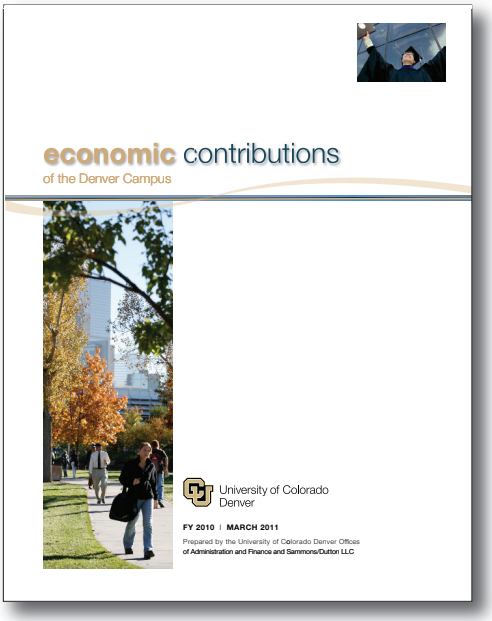




Print communications







Campus references in printed materials

In all business collateral, reports, presentations and articles the first reference for each campus must be written in its entirety.

First reference:

University of Colorado Anschutz Medical Campus
University of Colorado Boulder
University of Colorado Colorado Springs
University of Colorado Denver

Second reference:

CU Anschutz Medical Campus or CU Anschutz (when space is at a premium)
CU-Boulder
CU Denver
UCCS

For charts and graphs (when space absolutely won't allow for the approved second reference abbreviations):

CU Anschutz
UCB
UCD
UCCS

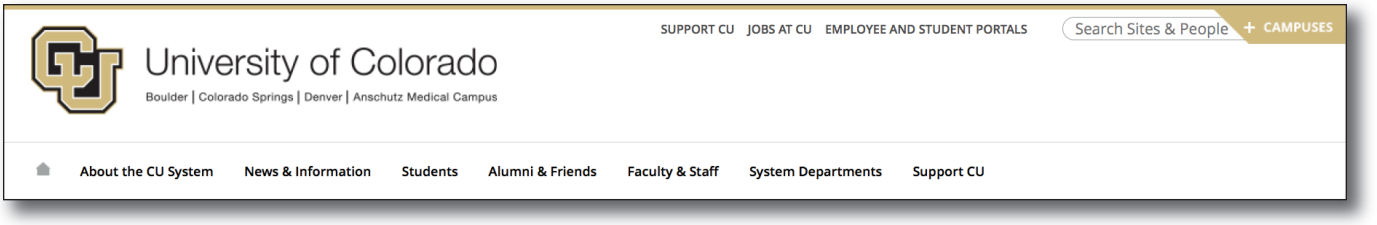
Website banners and footers

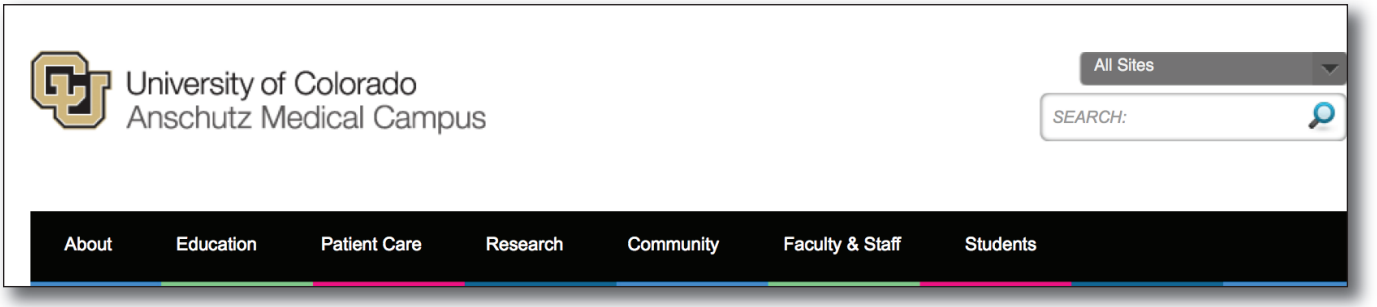
Consistent website banners ensure visual consistency across University of Colorado websites, improving recognition and understanding of the university brand.

- The banner must appear at the top of every University of Colorado web page.
- The banner must not be resized or altered in any way.
- The name of the unit should appear in the university's Helvetica Neue Light typeface. In the absence of Helvetica Neue, the Arial type family is an acceptable substitute.
- The footer should include basic contact information including address, phone number, fax and email address (the email address can be an alias like "ContactAtCU.edu").
- Every website must have a link to its privacy policy in the footer.
- The footer should have a link to Terms of Use—https://link.cu.edu/terms.
- © Regents of the University of Colorado must be included in the footer.

Additional details are available in the brand identity standards for each campus.

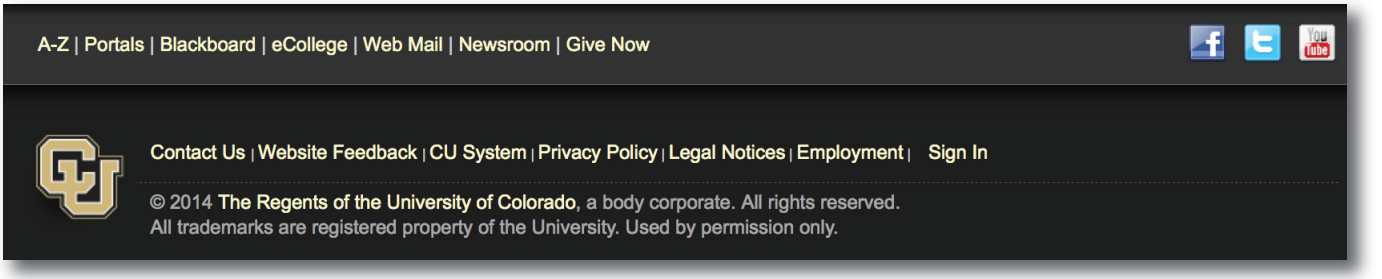
Banners

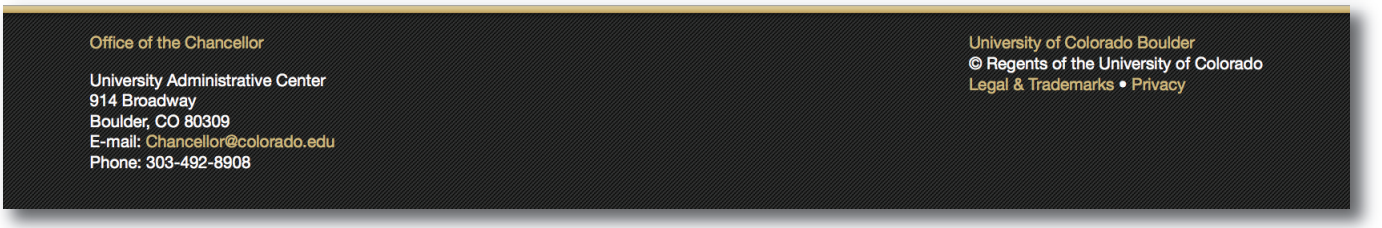




Website banners and footers

Footers





Online communities and e-communications

Electronic communication & online community templates

CU branded templates ensure visual consistency across all electronic communications and online communities system wide.

Electronic communications

Brand-approved email templates can be found at **www.cu.edu/ecomm/admins/email-template-options**. Content and images between the header and footer are up to the unit. Headers and footers must remain consistent.

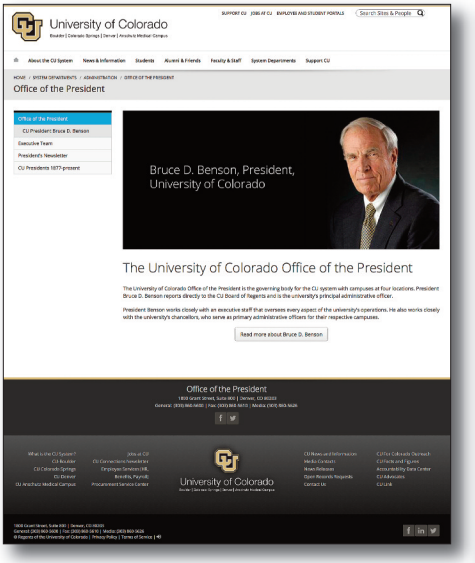
A unit may choose to have a template custom designed, but it must be CU brand compliant.

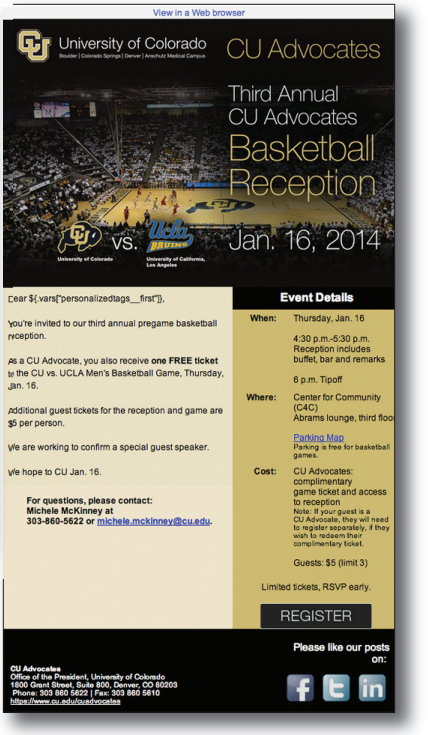
All email footers must contain the following elements, all of which are found in the pre-built email templates at **ecomm/admins/email-template-options**:

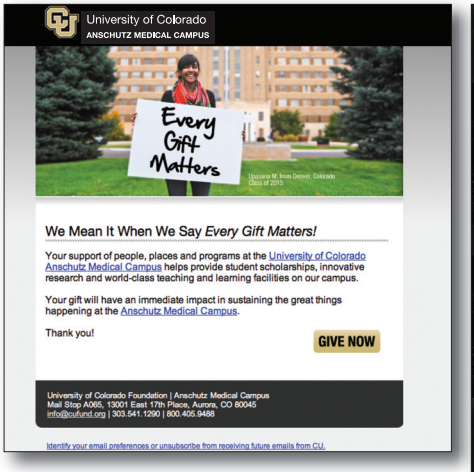
- Unsubscribe link
- Unit's contact information, including name, address, phone, website URL and email

The unit's name must be in the header and it must be in either the Helvetica Neue or Arial font. Email templates are designed to allow a unit to customize the header within the eComm Email Marketing tool.

NOTE: All emails must be delivered via eComm to ensure compliance with federal CAN-SPAM legislation and access to accurate and up-to-date information. To request access to eComm, go to **www.cu.edu/ecomm**.







Online communities and e-communications

Online communities

If a unit wants an online community, it must work with a CU eComm campus manager for the development of the community. For system units please contact the CU system eComm program administrator at contact@cu.edu.

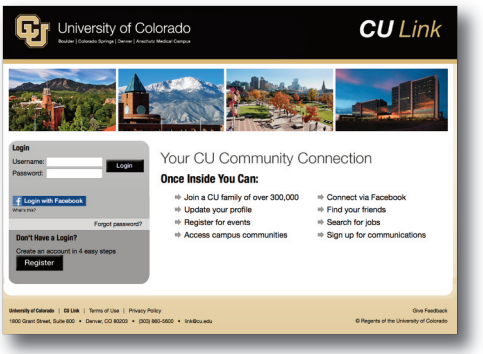
There are three templates to choose from for an online community.

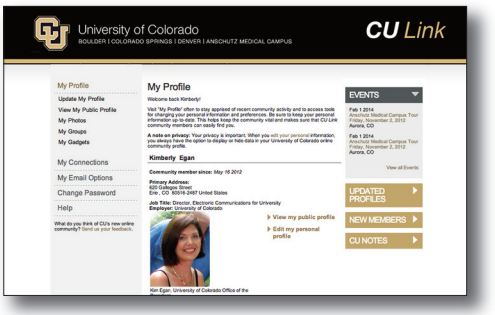
The CU logo, name of the unit (i.e., “Alumni Association”) and the campus name are on the left side of the banner. The name of the community (i.e., “Alumni Link”) is on the right side of the banner.

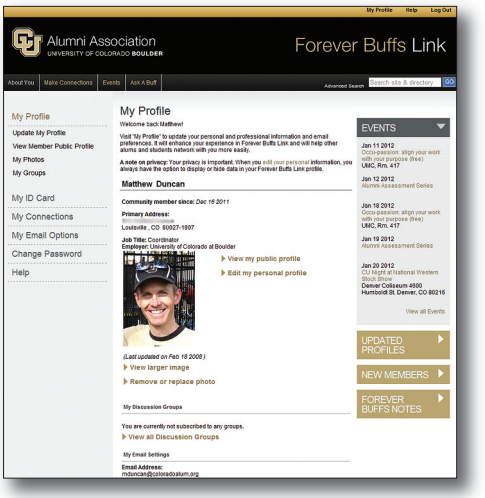
The footer must contain:

- Basic unit contact information (name, address, phone, website URL, email)
- Link to Terms of Use—**https://link.cu.edu/terms/**
- Link to Privacy Policy—unique to each campus
- © Regents of the University of Colorado
- Page contact or “Contact Us” link

Navigation must follow a basic structure outlined by the CU system eComm program administrator (contact@cu.edu).







Social media

Social media may be used to enhance communication, engagement, collaboration and information exchange in support the university's mission. Use common sense and thoughtful judgment when embarking on social media.

For additional information on social media for system administration please go to **https://www.cu.edu/socialmedia**.

Additional details are available in the brand identity standards for each campus.

Do:

- Have authorization to post on your department's behalf
- Protect confidential and proprietary information
- Respect copyright and fair use
- Ensure the security of your social media account
- Be transparent
- Be respectful and thoughtful
- Be consistent and timely
- Strive for accuracy
- Place the name of the university first, (e.g., on Twitter, "CUMedia" rather than "MediaCU")
- Prominently list the university on the social media site and not only the name of the department
- Use periods and underscores (_) sparingly when naming the site

Don't:

- Post private, restricted or sensitive information
- Engage in arguments or negative dialogue when someone disagrees with your post
- Represent your personal views as those of the university
- Use the stand-alone logo of the university as your sole image
- Use images that are too small to easily recognize in a browser or on mobile devices
- Design your own department logo that is not recognizable as being affiliated with the University of Colorado
- Use the university logo or any other university images or iconography on personal social media sites

Social media

Icons

When choosing an icon for use on social media platforms such as Facebook, Twitter and LinkedIn, the branded interlocking CU logo can be used as a stand-alone element only by the Office of the President. Administrative offices within the CU system can use the interlocking CU logo with the name of the department, such as Government Relations or Payroll and Benefits Services, inscribed below the logo.

Office of the President icon

System administration icons

Additional details are available in the brand identity standards for each campus.

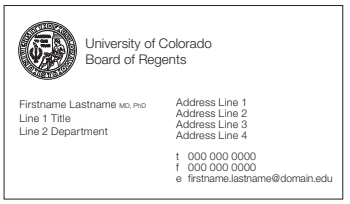
Business collateral

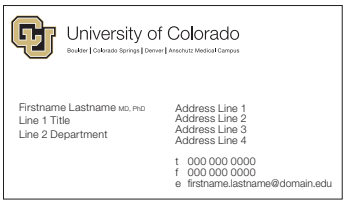
A unified stationery system establishes a common style and helps us communicate effectively and consistently. While each campus uses its own signature, the structure for stationery components is consistent across the CU system.

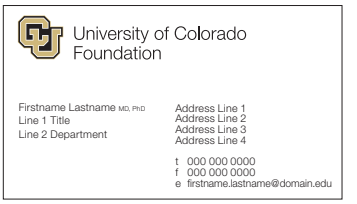
The letterhead features a signature and clean presentation of contact information. Use of a consistent layout supports our unified image and builds brand recognition.

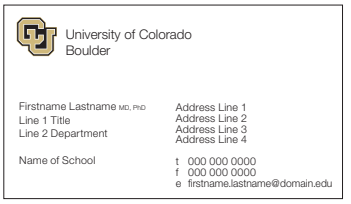
Envelopes and business cards comply to a standard layout.

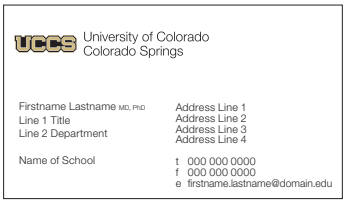
Additional details are available in the brand identity standards for each campus.

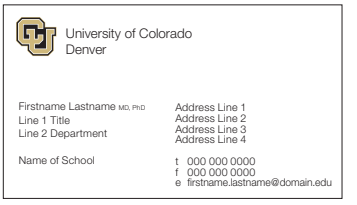


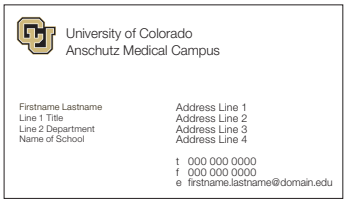












Business collateral should contain only essential information as articulated in system and campus identity standards manuals. Business cards and stationery should not have extraneous information such as taglines, additional contact information, or departmental or individual mission statements (either on front or back of business cards). The only acceptable use for the back of business cards is essential information such as physician clinic or medical/emergency contact numbers. QR codes may be added to the back of business cards only if they contain university contact information and/or point to official university websites with the domain name of cu.edu, Colorado.edu, uccs.edu, ucdenver.edu or cufund.org.

Stationery/envelopes

OPTION ONE

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

School/College/Department
Center/Office
Building Room Number
000 UCB
Boulder, Colorado 80309-0000

t 303 492 6352
f 303 492 5619
email.email@colorado.edu

9 pt Helvetica
Neue light

OPTION TWO

University of Colorado
Boulder

10 pt Helvetica
Neue Bold

College of Music
18th & Euclid • 301 UCB • Boulder, Colorado 80309-0301
t 303 492 6352 • f 303 492 5619 • colorado.edu/music

University of Colorado
Boulder

College of Music
18th & Euclid 301 UCB Boulder, Colorado 80309-0301
303 492 6352 Fax: 303 492 5619
http://music.colorado.edu

10 pt Helvetica
Neue Bold

9 pt Helvetica
Neue light

Email signatures

Email signatures should be done as shown here. System employees may download the email signature template from the branding website.

- Text size should be 10pt, Arial (Helvetica, san-serif).
- Text color should be black.
- Please keep the campuses legible and crisp.
- If your department has official CU social media accounts (i.e. Facebook, Twitter, etc.) you may add the social media icons below the system logo.

System administration example:

Name
Title, Department
University of Colorado
1800 Grant Street, Suite 000
Denver, CO 80203
t 303 860 0000
c 303 555 0000
f 303 860 0000
www.cu.edu

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

Board of Regents example (to be used by the board and board staff only):

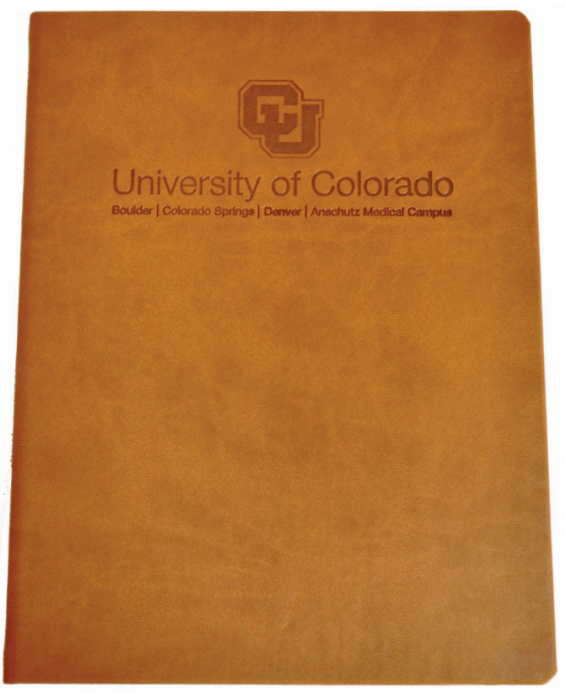
Name
Title, Department
University of Colorado
1800 Grant Street, Suite 000
Denver, CO 80203
t 303 860 0000
c 303 555 0000
f 303 860 0000
www.cu.edu/regents

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus
BOARD OF REGENTS

Apparel

Departments and units whose personnel wear apparel as part of their job duties (with the exception of University Police) should use the university logomark and wordmark on apparel. The preferred use is full-color or one-color. When using one color it must be black, white or gold.

When embroidering the system logo, you do not need to include the campus name as part of the signature. When embroidering hats you may separate the interlocking CU from the “University of Colorado.” Both must still appear on the hat but you can have the interlocking CU on the front and “University of Colorado” on the back.

Promotional items

The system logo must include the campuses on most promotional items. The exception to the rule is when the printing surface is too small to clearly print the campus line. For example, pens can be printed with only the logo mark and University of Colorado. You must receive approval from the Brand Identity Standards Board to print the system logo without the campuses. When printing a one-color logo it must be in black, white or our Pantone® gold (4525 C).