Introduction

CU Denver has a great story to tell. The University of Colorado Denver is thriving like never before—with new buildings, a growing student body that’s the most diverse in our history, and more connections with businesses, organizations and governmental agencies in solving real-world challenges.

CU Denver has a great story to tell, and we need your help in telling it effectively and consistently to all our audiences.

This guide is a reference to help you be consistent across all communications about CU Denver. It provides an overview of our brand identity and messaging, and includes examples and tools to incorporate the CU Denver brand into your work.

This guide was created by University Communications. For questions about CU Denver's brand and identity system, contact us at brand@ucdenver.edu.

The guidelines in this document apply to our campus located in downtown Denver only. For information on naming or identity for CU Anschutz Medical Campus, visit ucdenver.edu/brand.

CU Denver is part of the University of Colorado system, and incorporates certain identity elements shared by all CU campuses and entities. For more information, visit cu.edu/brand.
Where students learn with purpose.

Simple words. Big ideas. CU Denver’s brand essence—Where students learn with purpose—is the distillation of our values, personality and culture into a single statement that defines who we are, what we do and why it matters.

Our brand is an enduring part of the CU Denver community, and a constant element in all campus-wide campaigns and communications strategies.

For current examples of how our brand is being applied to external communications, see Campaign Toolkit on page 74.
Elevator speech

The following approved messaging has been developed for common CU Denver applications, or anytime a standard overview is needed.

The University of Colorado Denver provides a quality academic experience through engagement with gifted faculty members, exposure to original research and real-world learning. Located in the heart of downtown, CU Denver offers its 14,000 students unparalleled internship, career and networking opportunities.

Part of the fabric of the city, CU Denver has evolved into a leading urban public university boasting eight schools and colleges, and offering bachelor through doctoral degrees. CU Denver is a community where students learn with purpose and benefit from a range of opportunities that enhance their lives and careers.
Brand messaging

The following messaging elements have been developed to tell the CU Denver story in a way that supports and promotes our overall identity and brand, while specifically targeting our audiences.

Brand messaging: everyday use
Ask yourself the following when thinking of how to integrate our brand into messaging:

⊕ Does my school or unit marketing / communications / advertising reference, reflect and reinforce CU Denver’s core messaging pillars?
⊕ Am I incorporating our core messages into my content, messaging and speaking opportunities?
⊕ Does my strategy / project / initiative support or reinforce our messaging?

For examples of messaging that incorporates our brand and core messages, see Writing style on page 30.

For examples of CU Denver’s core message pillars applied to external advertising, see campaign messaging on page 80.

CORE MESSAGE PILLARS
Developed as extensions of our brand values and personality, our core messages are intended as tools to help develop and quantify university-related messaging and communications.

Quality Education
» Engaging students in hands-on learning opportunities inside and outside the classroom to extend learning.
» Dedicated faculty members who are experts in their fields bring knowledge and experience into the classroom.
» Real-world learning and connections to internships, postgraduate education and employers.

Connection to the City
» The city is our classroom: we present our students with purposeful learning opportunities unique to our location in the heart of downtown Denver.
» Urban lens widens the scope of opportunity for student’s professional development and potential for community-classroom based solutions to local issues.
» Most ethnically diverse public research university in Colorado, reflecting and shaping our urban setting.

Public Research University
» Faculty recognized for consistently producing timely, topical and innovative research.
» Substantial student inclusion in research and creative work institution-wide.
CU Denver’s brand values define what is important to us—elements that, as an institution, we hold dear.

**Brand values: everyday use**

Ask yourself the following when thinking of how to support our brand values:

- Does my school or unit marketing / communications / advertising include or reference one or more brand values?
- Am I incorporating our brand values into my content, messaging and speaking opportunities?
- Does my strategy / project / initiative support or reinforce our brand values?
- Do the values for my school or unit fit within or reinforce CU Denver’s values?

For current messaging examples that support our brand values, see **Writing style** on page 30, and **campaign messaging** on page 80.

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**DIVERSITY**

We offer a breadth of unique programs and welcome people from all walks of life, cultures, ages and levels of experience. We believe diverse voices make our community of learners, educators and leaders stronger.

**POTENTIAL**

By our nature, we are focused on the future. We nurture the potential of each student, grow the potential within every faculty member, and generate new potential across our community.

We believe that when potential is fulfilled, the world is enriched.

**COMMUNITY**

CU Denver helps define the city it calls home. Our location, network of engaged alumni, community partnerships and graduates in the workforce all combine to make us an important thread in the fabric of Denver.

**COURAGE & DETERMINATION**

We champion those who look beyond the status quo and strive to achieve more through hard work and academic rigor. Our goal is to produce accomplished professionals who are self-reliant, motivated and ready for the next challenge.

**LEARNING & DISCOVERY**

We model excellence through research, scholarship and both traditional and experiential learning. Here, knowledge is just the beginning.

It’s our role to imbue students with lifelong skills they’ll use to better the world as they pursue their purpose in life.

**RELEVANCE**

Our students know what they want to achieve. We help them find the most direct path between where they are now and where they want to go, with great advising, flexible scheduling and ample opportunities to get real-world experience.
CU Denver’s brand personality defines the characteristics that guide how we interact with our internal and external audiences, and help set us apart from other universities and organizations.

**Brand personality: everyday use**
Ask yourself the following when thinking of how to support our brand personality:

⊕ Are my school or unit communications—content, messaging and speaking opportunities—actively including or exemplifying aspects of our brand personality?
⊕ Does my project or initiative support or reinforce our brand personality?
⊕ Do the personality traits for my school or unit support and reinforce CU Denver’s brand personality?
⊕ Does our customer service or user experience support and reflect CU Denver’s brand personality?

For current messaging examples that support our brand personality, see [Writing style](#) on page 30, and [campaign messaging](#) on page 80.

**WELCOMING**
Our supportive, student-oriented environment is characterized by warmth and individual attention. We want students to know they belong—to feel connected and included. We welcome students with enthusiasm and with the promise of opportunity.

**RESPECTFUL**
We value the well-being of every member of our community, and respond to a broad spectrum of student needs—including those intent on a direct path to a degree, and working students who require non-traditional classroom hours. Our faculty are dedicated to providing high-quality learning, with a focus on relevance, one-on-one attention and academic rigor.

**VIBRANT**
Passionate. Dynamic. Feisty. CU Denver’s culture reflects our diverse student body and lively urban location.

With no palpable boundary between school and city, students combine academics, clubs and leadership opportunities with Denver’s sports, art, networking, culture and nightlife. It’s all happening right here.

**ENTREPRENEURIAL**
We roll up our sleeves and consistently blend insight with innovation. We are ambitious and enterprising; evolving with technology and redefining the future of higher education in the way we teach, learn and pursue research.

**PRAGMATIC**
There’s a purpose driving every CU Denver student. We meet that purpose with relevant, real-world learning and connections to internships, post-graduate education and employers—giving students the freedom to prepare for the future in ways that fit their lives today.

**GRAVITAS**
People are drawn to us. Educators. Students. Leaders. They can tell that we mean what we say; that we have integrity and unique insights on the topics that matter most. They want to know what we know, and work with us to develop solutions to the biggest problems of the modern era.
Every touchpoint is an opportunity to prove who we are.

Using consistent elements to represent CU Denver is important to establishing a connection across all communications.

By choosing to take an active, coordinated role in identifying and describing ourselves, we build awareness, comprehension, participation and support for every CU Denver school, program and initiative.

CU Denver’s brand and identity system is built upon the master brand of the University of Colorado System, and further differentiates our unique traits, values and achievements.

For details on the brand and identity system for CU Anschutz Medical Campus, visit ucdenver.edu/brand.

For details on other CU campus brands or identities, visit cu.edu/brand.
We are CU Denver.

The correct and consistent use of our name is perhaps the single most important branding issue facing the University of Colorado Denver.

Consistent use of our proper name across every communication—printed, electronic and oral—helps clear up residual confusion and presents CU Denver as a focused institution with a clear vision of the future.

CORRECT
+ University of Colorado Denver (full name / first reference)
+ CU Denver (short name / subsequent references; also used in cases where multiple CU campuses are being referenced together)

INCORRECT
- UC Denver
- UCD, CUD, DC or DDC (no acronyms)
- CU as a stand-alone identifier (must always include “Denver”)
- Downtown Campus
- Downtown Denver Campus
- at Denver, @ Denver (no “at” or symbol)
- Colorado-Denver (no hyphens)
- Colorado, Denver (no commas)

The guidelines in this document apply to our campus located in downtown Denver only. For information on naming or identity for CU Anschutz Medical Campus, visit ucdenver.edu/brand.

For other CU entities, visit cu.edu/brand.
The approved name for our schools and colleges should be used at all times.

In written and verbal form, our school, college and unit names should always be combined with an official name of the university.

⚠ The use of acronyms for school and unit names is discouraged. For more information, see Acronyms on page 33.

### SCHOOL AND COLLEGE NAMES

- College of Architecture and Planning
- College of Arts & Media
- Business School
- School of Education & Human Development
- College of Engineering and Applied Science
- Graduate School
- College of Liberal Arts and Sciences
- School of Public Affairs

### UNIT NAMES

Whenever possible, the terms “Office of” and “Department of” should be excluded from unit name, to save space and increase viewer retention. For example:

- University Communications
- Student Life
- International Admissions
- Academic Technology and Extended Learning

### Examples of use in messaging

_The College of Architecture and Planning at the University of Colorado Denver is the only college in Colorado offering comprehensive programs in the design and planning of the built environment._

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_The Business School at CU Denver offers online and evening classes for looking to advance their education and career prospects without impacting business hours._

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_The Division of Student Affairs at CU Denver includes the Registrar’s Office, Undergraduate Admissions and K-12 Outreach, Financial Aid and Student Life._
The CU Denver logo (illustrated at right) is our primary identifier, and cornerstone of the CU Denver identity system.

An approved CU Denver logo should be included in a prominent location on all visual communications.

All CU Denver logos were created as single, unified graphics. Do not separate, retype, replace, reposition, distort or add elements to them. For more information, see unacceptable use on page 16.

ALTERNATE CONFIGURATIONS
To accommodate a wide range of applications and uses, four alternate configurations of the primary logo are available.

⚠ Logo configurations other than those shown at right are expressly prohibited.

For access to logo art files, visit ucdenver.edu/brand.
Unit logos

In select cases, CU Denver schools, colleges and units may require further differentiation from the primary logo.

Use unit logos sparingly, and only when the need to communicate the unit identity is greater than that of the university. When in doubt, use a primary CU Denver logo.

⚠ Custom logos or graphic marks are not permitted for unit identification. For more information, see Custom logos and visual identities on page 24.

⚠ All CU Denver logos were created as single, unified graphics. Do not separate, retype, replace, reposition, distort or add elements to them. For more information, see unacceptable use on page 16.

⚠ Groups who are not eligible for their own unit logo use the primary university logo for identification. See the list at right for eligibility requirements.

For access to logo art files, visit ucdenver.edu/brand.

UNIT LOGO ELIGIBILITY

+ Schools and colleges
+ Academic and administrative offices, departments and degree programs
+ Groups and committees subject to member elections
+ Centers and institutes
+ University-managed patient and clinical care sites

✖ Non-degree and certificate programs
✖ Campaigns, initiatives, slogans, taglines
✖ Student clubs and organizations
✖ Events and other time-based programs
✖ Satellite alumni organizations
✖ Committees and non-permanent organizations
✖ Partnership and sponsor operations
Clear space and minimum size

CLEAR SPACE
Maintain a margin of clear space surrounding the logo at all times. Illustrated in magenta at right, this area is equal to or greater than the twice the capital letter height (cap-height) of the wordmark.

MINIMUM SIZE
Logo size is measured by the height of the CU icon (illustrated in blue at right). To maintain legibility and visual integrity, the CU icon must be 0.375" or taller for print, and 40 pixels or taller for screen and web use.

All CU Denver logos were created as single, unified graphics. Do not separate, retype, replace, reposition, distort or add elements to them. For more information, see unacceptable use on page 16.
A full color logo should be used whenever possible. All other formats should be used on a restricted basis, and only when color reproduction is not available.

The one-color logo is reserved for use in black and white placements and color-limited applications, such as newsprint or screenprinting.

A spot color / PMS logo is also available as part of standard logo packages. Its use is reserved for specific printing environments requiring a solid or Pantone® color build.

Both primary and unit logos share the same color formats shown here. Recoloring or deviating from the above color options is expressly prohibited.
All CU Denver logos were created as single, unified graphics. Everything about them—their size, placement spacing, color and proportions—is intentional, and should be applied correctly in all instances.

+ **DO** use the correct, official logo artwork detailed in this document and available for download at ucdenver.edu/brand.

- **DO NOT** redraw, replace, alter, separate, add or remove logo elements.

- **DO NOT** reposition or change logo proportions.

- **DO NOT** recolor or redesign our logos.

- **DO NOT** add special effects or adornments.

- **DO NOT** combine with other logos or graphics into a single element.

For examples of approved logo use, see Common brand applications beginning on page 35.
Using the CU icon as a stand-alone element

Use of the CU icon without a campus identifier is not acceptable for CU Denver communications, marketing or advertising.

For acceptable uses of the CU icon on its own, see the list at lower right.

For questions or assistance on using the CU icon as a stand-alone element, contact brand@ucdenver.edu.

Acceptable uses

- Official CU System programs
- Lapel pins
- Small imprint / embroidery areas (hats, ties, thumb drives, select apparel)
- Office / desktop nameplates
- Large, exterior building signs

Unacceptable uses

- As a watermark or background image, repeating pattern or texture
- Campus-specific program, unit, communications or event identification
- As part of a design or art element in any print or electronic application (brochures, posters, fliers, online ads)
- Combined with any other art or design element (see unacceptable use on page 16)
CU Denver’s official colors are black and gold. They are used consistently throughout the entire University of Colorado system, and provide a clear visual connection to our brand and heritage.

Include our official colors in all CU Denver visual expressions, to support a clear visual connection to our university.

Download an Adobe Swatch Exchange (ASE) file containing our official colors at ucdenver.edu/brand.

To maintain brand consistency, always reproduce our colors using the official color values shown on this page.

---

**CU BLACK**

Pantone / PMS Black
C:0 / M:0 / Y:0 / K:100
R:0 / G:0 / B:0
#000000

**CU GOLD**

Pantone / PMS 466
C:0 / M:10 / Y:48 / K:22
R:207 / G:184 / B:124
#CFB77C

Vegas Gold (thread / fabric)
The following accent colors have been developed to work with CU Denver's official colors. CU Denver entities are welcome to incorporate them as needed to amplify their visual expressions.

⚠ Neither these nor any other colors should ever be used as replacements for the official CU black and gold. They should only be used to augment and expand the range of visual expression.

Recommended color proportions:
(excluding white or clear space)

CU Black

CU Gold

Other colors
CU Denver’s official colors may be combined with the approved accent colors—or other colors—to increase the resonance of specific communications.

The examples at right show how accent colors may be used to support or reinforce tone, messaging and overall strategy.

Recommended color proportions:
(excluding white or clear space)

<table>
<thead>
<tr>
<th>Neutral combinations</th>
<th>Energetic combinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAND</td>
<td>SAND</td>
</tr>
<tr>
<td>DARK GRAY</td>
<td>DARK GRAY</td>
</tr>
<tr>
<td>LIGHT GRAY</td>
<td>LIGHT GRAY</td>
</tr>
<tr>
<td>SAFFRON</td>
<td>SAFFRON</td>
</tr>
<tr>
<td>CINNABAR</td>
<td>CINNABAR</td>
</tr>
<tr>
<td>ROYAL</td>
<td>ROYAL</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Calm / serene combinations</th>
<th>Calm / serene combinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRICOT</td>
<td>APRICOT</td>
</tr>
<tr>
<td>CARNATION</td>
<td>CARNATION</td>
</tr>
<tr>
<td>LAVENDER</td>
<td>LAVENDER</td>
</tr>
<tr>
<td>NAVY</td>
<td>NAVY</td>
</tr>
<tr>
<td>ELECTRIC</td>
<td>ELECTRIC</td>
</tr>
<tr>
<td>CYAN</td>
<td>CYAN</td>
</tr>
<tr>
<td>SEAFOAM</td>
<td>SEAFOAM</td>
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<tr>
<td>AQUA</td>
<td>AQUA</td>
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<tr>
<td>SKY</td>
<td>SKY</td>
</tr>
<tr>
<td>LIME</td>
<td>LIME</td>
</tr>
<tr>
<td>CHARTREUSE</td>
<td>CHARTREUSE</td>
</tr>
</tbody>
</table>
Our official typeface is **Neue Helvetica** (pronounced noy-a or new). It is available in over 50 type-weights and styles, and is the featured typeface throughout the University of Colorado system.

Our official typeface should be used in all CU Denver external and internal communications, marketing and advertising.

---

**Neue Helvetica** is available for purchase from [fonts.com](http://fonts.com).

In cases where Neue Helvetica is unavailable, Arial may be used as a substitute for print applications.

The preferred web-alternative to Neue Helvetica is **Muli**, offered by [Google Fonts](https://fonts.google.com).
In select cases (e.g., formal or black-tie invitations, youth-focused communications), the incorporation of a typeface other than Neue Helvetica may make sense from a strategic or visual standpoint.

The examples at right show how Neue Helvetica can be paired with other typefaces for visual interest and contrast, while maintaining our brand identity.

For assistance with pairing additional typefaces with Neue Helvetica, contact brand@ucdenver.edu.

**Neue Helvetica Black Condensed**

**New Clarendon Regular**

**NEUE HELVETICA BOLD CAPS**

**Archer Book**

**Neue Helvetica Ultralight Condensed Italic**

**Chronicle Text G1 Bold**

**Neue Helvetica Thin**

**Alex Brush**
Photography

GENERAL GUIDELINES
Whenever possible, we use a documentary / editorial approach for our visual storytelling.

To support our brand, engage the viewer and capture the energy and uniqueness that is CU Denver, our photos should feature:

- Strong points of focus
- Narrow depth of field
- Natural lighting
- Real-world settings and people
- Genuine action and spirit
- Honest, authentic moments

To view and download official university imagery, visit photos.ucdenver.edu.
## Custom logos and visual identities

A **LOGO** is a graphic symbol or mark, used to promote instant public recognition.

A **VISUAL IDENTITY** is a comprehensive strategy for generating awareness and recognition across all visual communications and media. Visual identities include a specific creative direction, colors, imagery, illustration and distinctive typography.

### CUSTOM LOGO DESIGNS

The brand equity for our university and associated schools, colleges and units is built upon their affiliation with CU Denver and the University of Colorado system.

As such, **custom logos are expressly prohibited for all CU Denver entities.**

For approved school, college and unit logo designs, see [Unit logos](#) on page 13.

### VISUAL IDENTITIES FOR SCHOOLS, COLLEGES AND UNITS

CU Denver schools, colleges and units are welcome to develop their own visual identity, as long as it does not include a custom logo design, and supports CU Denver’s brand and core identity guidelines.

+ **DO** consult University Communications to ensure your visual identity supports the CU Denver brand and identity.

+ **Do** incorporate CU Denver’s *official colors* and *typeface* in all custom identities and visual expressions.

+ **DO** be strategic. Determine whether the standard CU Denver identity, or a custom identity, will be stronger for your audience.

+ **DO NOT** use a custom logo as part of your visual identity.

For more information on developing a custom visual identity, contact [brand@ucdenver.edu](mailto:brand@ucdenver.edu).
Other marks

On select occasions, CU Denver employs identifying marks other than our official logos. These cases are rare, and governed by specific eligibility requirements and usage guidelines to ensure our identity remains coherent and supportive of our brand objectives.

For official CU Denver logos, see Logo on page 12.
The University of Colorado system uses two versions of its seal: the official seal (with our official creed displayed in Greek) and the commercial seal (with our creed displayed in English). Use of both is limited, and subject to the approval processes outlined at right.

For more information on the university seal, contact brand@ucdenver.edu.

**OFFICIAL SEAL**

The official seal is reserved for diplomas, official transcripts, records and admissions documents; 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 Board of Regents publications and associated collateral.

*Use of the official seal for purposes other than those described above is expressly prohibited*, and requires formal approval from the secretary of the Board of Regents.

**COMMERCIAL SEAL**

The commercial seal has limited application and is used primarily for approved signage and podiums, as well as select promotional items and laboratory coats for CU physicians and researchers.

It may not be substituted for approved university logos on official stationery, marketing collateral, advertising, web pages, electronic applications, general signage, vehicles or apparel.

*All other uses of the commercial university seal must receive advance approval* from University Communications and/or the brand manager.
Event-specific and time-limited marks

In select instances—subject to the guidelines below—a custom mark may be employed to identify non-permanent university activities or special occasions.

+ Custom marks may only be used for non-permanent and/or calendar-dependent elements—e.g., events, initiatives, anniversaries, campaigns.

+ Custom marks must be created in collaboration with University Communications, and approved by the brand manager.

+ Custom marks may include the university’s name, as long as it is always used correctly. See Name on page 10 for more information.

✖ Custom marks may not be used as a substitute for official CU Denver identification or logos. See Custom logos and visual identities on page 24 for more information.

For more information on custom marks, contact brand@ucdenver.edu.
Spirit identities—including mascots and athletics logos—are valuable tools to build campus awareness and engagement.

Use of spirit identities or marks—including the CU Denver Lynx, Colorado Buffaloes and UCCS Mountain Lions—are exclusive to the departments of intercollegiate athletics and/or offices of University Communications at their respective institutions.

For more information on the CU Denver Lynx spirit identity, see page 68.

⚠ Spirit identities are not replacements for the campus identity or logo. They should only be used to reinforce or augment the managing campus identity, personality or marketing strategy.

Reproduction of CU spirit and athletic identities on apparel and promotional items is managed by the Trademarks and licensing program. More information is available on page 59.

<table>
<thead>
<tr>
<th>University of Colorado Spirit / Athletic Identities</th>
<th>CU Denver</th>
<th>CU Boulder</th>
<th>UCCS</th>
<th>CU Anschutz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spirit / team identity</td>
<td>CU Denver Lynx</td>
<td>Colorado Buffaloes</td>
<td>UCCS Mountain Lions</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Milo (costumed mascot)</td>
<td>Ralphie (animal, logo)</td>
<td>Clyde (costumed mascot)</td>
<td></td>
</tr>
<tr>
<td>Spirit mark / team logo</td>
<td>CU Denver LYNX</td>
<td>CU</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Eligibility and use</td>
<td>CU Denver club sports; limited school spirit-focused events, promotions and communications</td>
<td>CU-Boulder intercollegiate athletics; limited school spirit, alumni activities and communications</td>
<td>UCCS intercollegiate athletics; limited school spirit, alumni activities and communications</td>
<td>N/A</td>
</tr>
<tr>
<td>For more information:</td>
<td>Detailed information can be found beginning on page 68 of this guide.</td>
<td><a href="mailto:cubrand@colorado.edu">cubrand@colorado.edu</a></td>
<td>uccs.edu/advancement</td>
<td><a href="mailto:brand@ucdenver.edu">brand@ucdenver.edu</a></td>
</tr>
</tbody>
</table>

For more information:
cubrand@colorado.edu uccs.edu/advancement brand@ucdenver.edu
A small number of entities at the university operate under the auspices of, or in conjunction with, external entities (such as the federal government). Those that do may be eligible to use the external entity’s logo in conjunction with the university logo.

For more information on the co-branding eligibility and proposal process, contact brand@ucdenver.edu.

Co-branding eligibility:

» The group must have a permanent, long-standing contractual connection establishing them as a joint entity between the university and an outside party, or be an official university institute founded and recognized by the CU Board of Regents.

» The group must justify why the inclusion or utilization of a custom logo or mark will benefit their business objectives over that of the standard CU identity system.

» The group must receive a co-branding recommendation from the chancellor.

» The group must submit a formal proposal, detailing the elements above, to the CU Brand Identity Standards Board. The board ultimately approves or denies all CU co-branding requests.

General guidelines for co-branded entities:

» Once approved, co-branded logos may be used for marketing, communications and promotional purposes—including on university stationery.

» Co-branded logos can be used with or without an accompanying wordmark identifying the entity and/or university.

» In all other aspects (size, clear space, unacceptable use, etc.) co-branded logos follow the same usages guidelines as for standard university logos.
Writing style

Consistent written and verbal communications are essential in building and maintaining trust with our internal and external constituents.

By speaking in a coherent voice, and reinforcing our brand values and personality throughout our verbal and written messaging, we take an active role in telling CU Denver’s story—and do so in a way that our audience can relate to and appreciate.

More information on our brand personality and values can be found in Our brand beginning on page 4.
The following approved messages have been developed for common CU Denver applications, or anytime a standard overview is needed.

**Overview** (50 words or less):
The University of Colorado Denver is a vibrant urban learning environment that fuels Colorado’s growth and provides high-quality academic opportunities to more than 14,000 students across eight schools and colleges—all located in the heart of downtown Denver.

**Overview** (150 words):
The University of Colorado Denver focuses on an experience that transcends the classroom by providing a vibrant urban learning environment for our community.

Today, more than 14,000 students thrive in a diverse cultural, professional and experiential setting, benefiting from CU Denver’s unparalleled internship, career and networking opportunities—all within easy reach of the central business district, lower downtown (LoDo), the state capitol, and the global headquarters of major companies, non-profits and cultural organizations.

CU Denver’s “education corridor” now extends the university into the heart of the city, bringing together the Auraria Campus and downtown Denver’s thriving theatre and business districts. CU Denver’s ongoing efforts to build bridges between industry and academia have resulted in a unique “learning laboratory” for our students, faculty, researchers and partners.

Part of the state’s largest public university system, CU Denver is also a major contributor to the Colorado economy, with a direct impact of more than $600 million annually.

**Why CU Denver?**
CU Denver is the right choice for students who want to learn with purpose. Quality academics, ambitious research and creative work, civic consciousness and driven students—no other university unites all this and more in the vibrant urban setting of downtown Denver.
Messaging examples

The following examples show how the CU Denver brand and messaging elements can be integrated into content for multiple audiences and purposes.

For more examples of how our brand is being applied to messaging, see Campaign Toolkit on page 74.

Example A
The world doesn’t work only during “school hours”—we don’t think college classes should either. CU Denver offers an array of times, places and ways to pack learning into your day. Sure, we have traditional lectures, labs, essays and exams—but they’re part of an incredible range of programs, courses and class schedules designed to help you make the most of every moment.

Example B
 Buzzing with the vitality of the region’s largest city, CU Denver has quickly grown from its 1973 origins to educate more than 14,000 students in eight schools and colleges. In fewer than 40 years it has evolved into a leading urban public campus that helps fuel Colorado’s growth.

Example C
What’s the point of having a corner office, if you don’t enjoy the view? 74 percent of CU Denver graduates choose to spend their careers in Colorado.

By the time our students graduate, they’ve completed a rigorous curriculum. They’ve studied with our respected faculty. And they’ve been immersed in the culture and professional landscape of the Mile High City. So while they have the skills they need to be successful anywhere, there’s often nowhere else they’d rather be.
Regardless of the intended audience or media, it is important to keep the following general guidelines in mind when developing your written communications, so that they build coherence with the larger university identity and reputation.

Our editorial style is based upon the Associated Press Stylebook and the style guidelines for the University of Colorado system, with the following refinements and additions.

For guidelines on how to refer to our campus, schools and units, see Name on page 10.

**Academic degrees**
- Do not include periods when abbreviating academic degrees: BA, BFA, MBA, PhD, MD, etc.
- Use an apostrophe in bachelor’s degree, master’s, etc. Do not use an apostrophe in bachelor of arts, bachelor of science or master of science.
- Capitalize the degree when using the full formal name of the degree, but not when referring to a generic degree.

**EXAMPLES:**
- They all had master’s degrees in engineering. The university now offers a Bachelor of Arts in Accounting. He received a PhD in Biology last year.

**Academic titles**
- When preceding a name, formal academic titles should be capitalized and spelled out. When they do not precede a name, use lowercase.
- Longer titles should be placed after the name.

**EXAMPLES:**
- Earlier, Chancellor Don Elliman spoke on the issue. Brian Gerber, executive director of the Buechner Institute for Governance, agreed.

**Acronyms**
Acronyms and industry jargon should be avoided as often as possible in professional communications. Unless they are universally recognized (e.g., IBM), they act as an obstacle to reader comprehension and engagement.

**EXAMPLE (OVERUSE):**
At last week’s SALT meeting, the VCASA spoke about exciting new developments in OAA, CAP and BIG, as well as potential implications for future AHEC collaborations.

**EXAMPLE (ACRONYMS REMOVED):**
Last week, the vice chancellor for academics and student affairs spoke about exciting new developments in the Office of Academic Affairs, College of Architecture and Planning and Buechner Institute for Governance. Potential implications for future collaborations with the Auraria Higher Education Center were also discussed.

When acronyms or jargon must be used, always list the full name as a first reference, with the acronym following in parentheses.

**EXAMPLE (COMBINED):**
The College of Architecture and Planning (CAP) recently announced the introduction of a new bachelor of arts program, as well as plans to renovate several floors containing administrative offices and classrooms. The resulting changes will provide future CAP students a state-of-the-art location to learn and work.
Board of Regents
» Board of Regents is capitalized on first reference. On second reference, regents is lowercase.
» Regent is capitalized before the full name of a regent.
» When using a regent’s full title, place the district after the name, separated by commas.

EXAMPLES:
The next Board of Regents meeting is scheduled for May 25th. The regents will review new degree programs and construction. Regent Sue Sharkey, Fourth Congressional District, will chair the discussion.

Commonly Used Words
» advisor (not adviser)
» campuswide (no hyphen)
» fundraising (no hyphen or space)
» health care (two words, unless part of a proper noun)
» semester hours (not credit hours)
» universitywide (no hyphen or space)

Composition titles
Use italics instead of quotations for books, movies, publications, etc.

Course Titles
Use initial caps, no quotation marks or italics.

EXAMPLES:
ENTP6642, Exploring Social Entrepreneurship
ISMG6430: Information Systems Security and Privacy

Naming conventions and best practices
» For current CU Denver naming conventions, see Name on page 10.

Less is more. Long names are difficult to share, and take up excess space in written form.
» When referring to academic and administrative units, the terms “Office of” and/or “Department of” should be removed whenever possible.

Web and Internet References
» email (lowercase, no hyphen)
» e-commerce, e-book, e-newsletter (all compound e-words, other than email, are hyphenated)
» Internet (capitalized)
» website, webcam, webcast, webmaster (single word, lowercase, no space or hyphen)
» the Web (capitalized, short for the World Wide Web)
Common brand applications

Maintaining a coherent and coordinated visual strategy—including print, digital, online, outdoor, apparel and display—helps CU Denver build awareness and dependability with our audience, and provides for more efficient, memorable communications and brand placements.

The following section details some of the more common applications of the CU Denver brand, including guidelines for general and specific uses.

For questions on applying the CU Denver brand not covered in this document, contact brand@ucdenver.edu.
The following general guidelines apply to all CU Denver visual communications (print, digital, online, outdoor, apparel, display, etc.).

1 **Brand.** All visual communications should reinforce CU Denver’s brand messaging, values and personality.

2 **Visual identification.** **ALL visual communications must include** 1) a CU Denver logo, and 2) the official colors. The easiest way to accomplish this is by including an approved branding bar. See page 37 for more information.

3 **Sub-identity.** Use a headline or text to indicate the school, program or department doing the communicating.

4 **Layout.** Clean, uncluttered and vibrant.

5 **Content.** Make headlines and body copy engaging, succinct and easy to digest.

6 **Photography.** Use to reinforce content and messaging. Single, powerful images are stronger than multiples or collages. See Photography on page 23.

7 **Call to action.** Clearly state the action you wish the viewer to take.

Branded templates are available for download at ucdenver.edu/brand.
One of the most effective ways to ensure your visual communications are brand compliant is by incorporating an approved branding bar into the design. This adds an element of coherence and authenticity to common visual expressions.

⊕ **DO** only use approved branding bar artwork.

✖ **DO NOT** redesign, alter or replace branding bar elements.

✖ **DO NOT** add school or unit logos to visual communications containing a branding bar. Instead, use a headline or text to indicate the school, program or department doing the communicating.

Approved branding bar artwork is available for download at ucdenver.edu/brand
Official university stationery—including business cards, letterhead and envelopes—is available to current university faculty, employees and researchers, as well as current students.

**DESIGN**

The design and layout for all CU stationery is standardized throughout the University of Colorado system. Deviations from the format of any kind—including custom layouts, designs, changes in type size or font, or addition/replacement of graphic elements—are not permitted.

**STATIONERY ORDERS**

Printing Services is the authorized vendor for all CU Denver stationery. Use of outside vendors is not permitted. To order, visit ucdenver.edu/printingservices or call (303) 724-6414.
University business cards follow a standardized design with university logo at top left. Name, title and affiliation are listed in the left column, with address and contact information in the right column. A mandatory university website address is located in the bottom left corner.

⚠ Deviations from the approved business card format of any kind—including custom layouts, designs, changes in type size or font, or addition/replacement of graphic elements—are not permitted.

Reverse-side content
Extra address or contact information may be listed on the back side of the card. Taglines, slogans, logos, graphics or marks of any kind (including university marks) are not permitted.

Student Business Cards
Student cards must include a major or degree program directly beneath the student’s name, along with the estimated graduation year.

To order business cards, visit ucdenver.edu/printingservices or call (303) 724-6414.
University letterhead follows a standardized design with primary university logo at top left. Name, title, affiliation, address and contact information are listed either at top right (option A), or centered at the bottom of the page (option B).

⚠ Deviations from the approved letterhead formats of any kind—including custom layouts, designs, changes in type size or font, or addition/replacement of graphic elements—are not permitted.

Margins
A left margin of 1.125” is required for all university letterhead. Other margin recommendations are as follows:

» Top: 2.375”
» Bottom: 1.375”
» Right: 1.125”

To order letterhead, visit ucdenver.edu/printingservices or call (303) 724-6414.

Download an electronic version of university letterhead at ucdenver.edu/brand.
University envelopes feature a standardized design with primary university logo at top left. Name, title, affiliation, address and contact information are listed beneath.

**Addressing**

All addressing must conform to USPS standards. Mailpieces using non-profit or bulk indicia may have additional addressing requirements. Contact Mail Services for more information.

To order envelopes, visit ucdenver.edu/printingservices or call (303) 724-6414.
Incorporate the General guidelines on page 36 for visual communications.

**Headline.** Bold, engaging, informative and succinct.

**Identity.** Anchor your design with the CU Denver logo in the top or bottom corners.

**Sub-identity.** Clearly indicate the school, unit or department doing the communicating, using headline or text.

⚠ Do not place multiple CU logos on fliers and posters. When multiple units are involved, use a primary CU Denver logo and list units in a separate location.

**Content.** Engaging, succinct and easy to digest. 75 words or less is ideal.

**Visuals.** Single, powerful images are more engaging than multiples or collages.

**Call to action.** Clearly state what you want the viewer to do.

⚠ Branded templates are available for download at ucdenver.edu/brand.

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**IMPATIENCE IS A VIRTUE, WHEN IT COMES TO REGISTRATION.**

REGISTER ON TIME
Get the classes you need at the times you want.
Get ready to register by visiting UCAccess – your student portal – today.
Need help getting started? Visit ucenners.edu/registerontime

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**THURSDAY, AUGUST 21**
11 a.m. – 1 p.m.  |  14th & Lawrence St

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**TUESDAY TRIVIA**

Keep your mind sharp this summer with Tuesday Trivia. Watch for the weekly question – and your chance to win a CU Denver Lynx T-shirt! Visit facebook.com/ucdenver for more details and information!
Like and set us as an interest to be sure it shows up in your news feed.

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For more information, visit ucdenver.edu/blockparty
Research and scientific posters

- Incorporate the General guidelines on page 36 for visual communications.
- Title. Engaging, informative and succinct.
- Identity. Anchor your poster with a single CU Denver logo in the top corner. When appropriate, a partner or supporting graphic may appear opposite the title.

Do not place multiple CU logos—or use the university seal—on research posters. When multiple units are involved, use a primary CU Denver logo and list units separately.

- Subhead. Clearly indicate the authors as well as the school, unit or department doing the communicating.
- Content. Concise, engaging and easy to digest. For legibility, these minimum type sizes are recommended:
  - Title: 85 pt
  - Authors: 56 pt
  - Sub-heads: 36 pt
  - Body text: 24 pt
  - Affiliation: 36 pt
  - Captions: 18 pt
- Visuals. Simple, informative charts and infographics are preferred.

Branded templates are available for download at ucdenver.edu/brand.
Incorporate the General guidelines on page 36 for visual communications.

- **Headline.** Bold, engaging, informative and succinct.
- **Identity.** Always use the CU Denver logo.
- **Headline / sub-identity.** Clearly indicate the brochure topic—or the school, unit or department doing the communicating.
- **Subtitle.** Areas for additional description or unit identification as needed.
- **Content.** Brief, engaging and easy to digest. 700 words or less.
- **Visuals.** Single, powerful images are more engaging than multiples or collages.
- **Call to action.** Clearly state what you want the viewer to do.

Branded templates are available for download at ucdenver.edu/brand.
Handouts and one-sheets

- Incorporate the General guidelines on page 36 for visual communications.
- Headline. Bold, engaging, informative and succinct.
- Identity. Anchor your design with the CU Denver logo in the top left or bottom corners whenever possible.
- Sub-identity. Clearly indicate the school, unit or department doing the communicating, using headline or text.

Do not place multiple CU logos on handouts and one-sheets. When multiple units are involved, use a primary CU Denver logo and list units in a separate location.

- Content. Engaging, succinct and easy to digest. Use visual hierarchy and white space to break up long blocks of content.
- Visuals. Single, powerful images are more engaging than multiples or collages.
- Call to action. Clearly state what you want the viewer to do.

Branded templates are available for download at ucdenver.edu/brand.
Incorporate the General guidelines on page 36 for visual communications.

Title and headlines. Bold, engaging, informative and succinct.

Identity. Anchor your design with the CU Denver logo in a prominent location on the cover. Use running headers and footers with the university name to reinforce throughout.

Sub-identity. Clearly indicate the school, unit or department doing the communicating, using headline or text.

Do not place multiple CU logos on the cover or interior pages of reports or long documents. When multiple units are involved, use a primary CU Denver logo and list units in a separate location.

Content. Engaging, succinct and easy to digest. Use visual hierarchy and clear space to break up long blocks of content.

Visuals. Single, powerful images and simple infographics are more engaging than multiple images or collages.

Branded templates are available for download at ucdenver.edu/brand.
Certificates

» **Use an approved template.** This ensures authenticity, especially for certificates that become part of a student’s or employee’s permanent record.

Certificate templates are available for download at [ucdenver.edu/brand](http://ucdenver.edu/brand).

» **Content.** Limit certificate content to the basics: type of certificate, awardee, date, subject, etc.

» **Identity.** Certificates that are reported to the Colorado Department of Higher Education by the Registrar’s Office may use the university seal for identification. *All other certificates must use the CU Denver logo.*

» **Sub-identity.** Clearly indicate the school, unit or department conferring the certificate, using headline or text.

⚠ Do not place multiple CU logos on certificates. When multiple units are involved, use a primary CU Denver logo and list units separately.
PRINT AND OUTDOOR ADVERTISING

» Incorporate the General guidelines on page 36 for visual communications.

» Work with University Communications to ensure your ad reinforces—rather than conflicts with—any other CU advertising currently in the field.

For assistance with advertising strategy and planning, email marketing@ucdenver.edu.

» **Headline.** Simple, bold and engaging.

» **Content.** Clear, compelling and easy to digest. Incorporate CU Denver’s brand values, personality and key messages.

» **Visuals.** Single, powerful images are more engaging than multiples or collages.

» **Call to action.** Clearly state what you want the viewer to do.

» **Identity.** Anchor your design with the CU Denver logo in the bottom corner.

» **Sub-identity.** Clearly indicate the school, unit or department doing the communicating, using headline or text.

⚠ **Do not place multiple CU logos on ad materials.** When multiple units are involved, use a primary CU Denver logo and list units in a separate location.
DIGITAL AND ONLINE ADVERTISING

» Be strategic. Know your audience, objective, key message and goal before designing or placing your online ads.

» Follow best practices for design and content. Clear, attention-grabbing copy and images, and compliance with IAB Display Advertising Guidelines will ensure your online advertising has the best chance of compatibility and viewership.

» Identity. Always use correct CU Denver naming, identity and messaging to ensure your online marketing both complements and builds upon other CU Denver efforts.

For assistance with advertising strategy and planning, email marketing@ucdenver.edu.
CU Denver’s public and internal websites—including our web content management system (CMS)—have been strategically and consciously designed to promote a coherent user experience, and to support the university’s brand, image and mission.

For assistance with website development and design projects, contact Web Services.

More information on our website identity and design standards:

» Website Identity Standards: http://www.ucdenver.edu/about/departments/WebServices/Policies/WebIdentityStandards

» Website Graphic Guidelines: http://www.ucdenver.edu/about/departments/WebServices/Policies/WebIdentityStandards/Requirements/Pages/Overview.aspx
WEBSITE MASTHEADS
Website masthead images are different from approved logos and are intended for use on university website only.

⚠ Do not download website masthead images, or use them as logos in print or electronic designs.

Website mastheads are maintained by Web Services and University Communications. To request a new masthead, or update an existing masthead, contact your group’s website and/or communications manager.

For information on CU Denver’s logo system, visit Logo on page 12.

Website Masthead

Official Logo

More information on website mastheads:
» Web header: http://www.ucdenver.edu/about/departments/WebServices/Policies/WebIdentityStandards/Requirements/Pages/Masthead.aspx
» Web logos: http://www.ucdenver.edu/about/departments/WebServices/Policies/WebIdentityStandards/Requirements/Pages/WebLogos.aspx
» Be strategic. Identify the need for a social media presence, then develop a strategy and communications plan before claiming your accounts.

» Identity. Always use correct CU Denver naming, iconography and messaging to ensure your social media presence both complements and builds upon other university efforts and initiatives.

» Communicate often—and honestly. Depending on the social media tool and your overall strategy, content should be created and/or shared 1-5 times per day. Authenticity and transparency are mandatory to developing lasting social media interest and relationships.

For access to social media profile art, or for help with social media strategy, contact CU Denver’s social media manager.
Video and multimedia

Video and interactive content is one of the strongest ways to promote and build CU Denver’s awareness and brand.

GENERAL GUIDELINES

+ Create for widescreen (16:9) format
+ Include CU Denver title and closing cards (also known as “bumpers”)
+ Always observe approved CU Denver Name and logo usage guidelines
+ Know your audience
+ Develop a content distribution strategy

For help locating a vendor for video and interactive projects, contact marketing@ucdenver.edu
Video and multimedia (CONTINUED)

**TITLE / CLOSING CARD**
All official university videos should begin and end with a card (also called a “bumper”), featuring the CU Denver logo. The closing or end card may also include a call-to-action, website address or brief message.

**LOWER THIRDS**
Lower thirds are commonly used to identify the speaker or location in a video segment. Lower thirds are optional—but when used, their design should follow CU Denver identity and design standards.

For access to video template files, visit ucdenver.edu/brand
When answering calls or recording your voicemail message, incorporating the following best practices will ensure you are clearly and accurately reinforcing the CU Denver identity for each caller.

» Always clearly identify your affiliation with CU Denver and your school, college or unit—especially when communicating with external audiences.

» Be sure to always use correct naming conventions.

» Maintain an air of professionalism relevant to your unit or position.

Examples (phone answer):
» “CU Denver Student Life, this is Jane. How may I help you today?”
» “University Communications; this is Ted.”

Example (voicemail):
» “Hello, you’ve reached Jane Smith in Student Life at CU Denver. Leave your name, number and a brief message, and I will return your call as soon as I can.”
» “This is Ted Johnson, marketing specialist in University Communications at CU Denver. I’m away from my desk right now; please leave your name, number and a detailed message and I will call you back as soon as I return. Thanks.”
Your email signature should accurately reflect both your information and that of the university. The format at right is preferred for all CU Denver faculty and staff.

Examples:

Jane Smith  |  Assistant Professor, Chemistry  
College of Liberal Arts and Sciences  
University of Colorado Denver  
123 456 7890 (office)  |  123 456 7890 (mobile)  
jane.smith@ucdenver.edu  |  clas.ucdenver.edu

University of Colorado Denver

John Doe  |  Engagement Director  
Undergraduate Admissions & K-12 Outreach  
University of Colorado Denver  
123 456 7890 (office)  |  john.doe@ucdenver.edu  
ucdenver.edu/admissions

University of Colorado Denver

Learn with Purpose—It’s what CU Denver is all about. Find out more at learnwithpurpose.org

Best practices:

+ DO extend information as needed for extra address or contact information.
+ DO include a CU Denver logo beneath the signature (optional).
+ DO include social media icons or links as necessary.
+ DO limit email signature fonts to Neue Helvetica or Arial.
+ DO limit email signature text color to black or dark gray only.

- DO NOT include school, college or unit logos in email signatures.
- DO NOT include the CU Denver logo + tagline lockup in email signatures.
- DO NOT include background colors, textures or additional graphics in email signatures.
- DO NOT include personal quotes or messages in your email signature, as they may run counter to the university’s established personality or messaging.
CU Denver recommends the use of an official presentation template for all internal and external speaking engagements.

**Best practices for presentations**

» **Content.** Less is more. Avoid overcrowding content; no more than six words per bullet point, six points per slide. Use clear space and visual hierarchy to engage viewers.

» **Visuals.** A strong, relevant picture says 1,000 words. Avoid clip art, small type sizes and complex charts.

» **Logo.** An approved logo is required on the title slide.

» **Identity.** Make CU Denver affiliation obvious. Strong use of official colors, typeface, branded design elements, etc.

⚠ **Do not place multiple CU logos on the same slide.** When multiple units are involved, use the primary CU Denver logo and list units in a separate area.

⚠ Presentation templates are available for download at ucdenver.edu/brand.

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**State of the Campus**

**Chancellor Don Elliman**

**October 30, 2013**

**Campus-wide priority areas**

» Harnessing technology
» Developing new programs
» Increasing awareness of CU Denver
» Addressing financial situation
» Fostering student success
Apparel and merchandise

The following general guidelines apply to all CU Denver apparel and merchandise:

» Licensing. All apparel and merchandise must be ordered from a licensed vendor. See page 59 for more information.

» Identity. Make CU Denver affiliation obvious. Strong use of official colors, typeface, branded design elements, etc.

» Logo. The primary CU Denver logo should be used for most apparel and merchandise placements.

⚠ Do not place multiple CU logos in the same imprint area on apparel or merchandise.

» Mascot. All apparel and merchandise featuring CU Denver Lynx spirit identity elements or marks must receive prior approval from the brand manager.

» Small imprint areas. All efforts should be made to use a full CU Denver logo on all apparel and merchandise. When imprint or embroidery sizes are an issue, contact brand@ucdenver.edu for alternatives.

For questions and artwork approval, contact brand@ucdenver.edu.
The University of Colorado’s Licensing and Trademarks Program works to promote, enhance and elevate the image of CU Denver by authorizing the use of all university-related names, logos and trademarked identifiers on high-quality and tasteful merchandise.

For more information on trademarks and licensing, contact brand@ucdenver.edu.

The University of Colorado Denver requires that all individuals, organizations, departments and companies—both internal and external—utilize licensed vendors for any and all apparel or merchandise that display CU Denver proprietary elements, regardless of the method of distribution. This formal licensing program is administered through University Communications and in partnership with the Collegiate Licensing Company (CLC).

A current list of vendors licensed to reproduce CU Denver marks and proprietary elements can be found at clc.com/Licensing-Info/Client-License-List.aspx. In the “Pick a School” dropdown, select “Colorado, University of.”
BEST PRACTICES

» Authenticity. Always order CU Denver apparel and merchandise from a licensed vendor. See Trademarks and licensing on page 59 for more information.

» Embroidery. Request an example sew-out for all new embroidery orders.

» Logo use. Include the primary CU Denver logo in a visible area on all apparel. This may require a second imprint location.

» Small imprint areas. All efforts should be made to use a full CU Denver logo on all merchandise. When imprint or embroidery sizes are an issue, contact brand@ucdenver.edu for alternatives.

» Color. Black and/or gold fabrics should be used whenever possible. The fabric color that most closely matches our official colors is Vegas Gold.

⚠ CU Denver logo guidelines should be observed for all apparel and merchandise. See pages 12-17 for more information.
Unacceptable use

The following examples describe unacceptable uses for CU Denver merchandise and apparel:

1. CU Denver logo guidelines should be observed for all apparel and merchandise. See pages 14-17 for more information.

2. Never include other CU campuses' athletics or spirit identity elements (e.g., Ralphie or Colorado Buffaloes) on CU Denver apparel and merchandise.

3. Never include multiple CU logos—including CU Denver Lynx spirit marks—in the same imprint area.

4. Avoid using the CU icon as a stand-alone element, outside of the exceptions described on page 17.
Signage is a valuable—and often high profile—method of promoting CU Denver. Properly and aesthetically identifying our university through signage is important to our overall image and reputation.

Signage types and best practices

- **Permanent / Exterior.** Requires campus architect, chancellor and CU Design Review Board approval. Must follow established CU Exterior Signage Standards.

- **Temporary / banner.** Requires approval from University Communications, Facilities and applicable school or unit leadership.

- **Office / classroom.** Requires Facilities and/or campus architect approval.

- **Donor recognition.** Requires approval from campus architect, chancellor and Development Office.

- **Vehicular.** Requires Facilities and University Communications approval.

For more information on signage, contact brand@ucdenver.edu.

To initiate a signage-related project, contact dispatch@ucdenver.edu.
Events and displays

How we represent CU Denver—both to our peers and the outside world—is a key element in building a strong, coherent and engaging brand.

This strategy includes not only how we speak and act, but how we present ourselves in public to ensure that our personality and values are both represented and reinforced.
BANNERS

» Incorporate the General guidelines on page 36 for visual communications.

» **Less is more.** Banners are for identification, not extensive content.

» **Headline and content.** Bold, engaging and easy to digest. 20 words or less is ideal for engagement and retention.

» **Identity.** Anchor your design with the CU Denver logo in a prominent location.

» **Sub-identity.** Clearly indicate the school, unit or department doing the communicating.

⚠ *Do not include multiple CU logos on banners.*

» **Visuals.** Single, powerful images are more engaging than multiples or collages.

» **Call to action.** Clearly state what you want the viewer to do.
Incorporate the General guidelines on page 36 for visual communications.

Inviting and approachable. Incorporate CU Denver’s brand values and personality into your display or station.

Identity. Prominent placements of the CU Denver logo ensure clear affiliation.

Sub-identity. Clearly indicate the school, unit or department doing the communicating.

⚠ Do not include multiple CU logos on banners.

Visuals. Single, powerful images are more engaging than multiples or collages.

Content. Succinct, engaging and easy to digest. Avoid creating visitor “traffic jams” with excessive content.

Call to action. Clearly state what action you want the visitor or attendee to take.
NAMETAGS

» **Permanent nametags.** Always use the approved nametag template. Contact brand@ucdenver.edu for template artwork and preferred vendors.

» **Identity.** Anchor your design with the CU Denver logo in a prominent location.

» **Sub-identity.** Clearly indicate school, unit or department affiliation beneath the user’s name and/or title.

For access to nametag templates and vendor information, contact brand@ucdenver.edu
Other applications

The following section provides information and examples for some of the more specific applications of the CU Denver brand, including the CU Denver Lynx spirit identity, current campaign strategy and information for student clubs and organizations.

For guidelines and examples of standard branded use, see Common brand applications on page 35.

For questions on applying the CU Denver brand not covered in this document, contact brand@ucdenver.edu.
The CU Denver Lynx spirit identity was introduced in 2013 after a multi-year initiative on behalf of the student body.

CU Denver’s spirit identity includes our mascot, Milo the Lynx, as well as a set of approved graphics (known as spirit marks). Together, they serve as expressions of CU Denver pride and enthusiasm, and informal symbols of our values and personality.

⚠️ Use of the CU Denver Lynx spirit identity is limited to CU Denver only. Other CU campuses—including Boulder, Colorado Springs, and the Anschutz Medical Campus—may not incorporate the CU Denver spirit identity or Lynx mascot as part of their identification, communications or promotions.
The CU Denver spirit identity is embodied by our mascot, **Milo the Lynx**. Though he serves as head cheerleader for CU Denver’s club sports teams, he is also charged with rallying support and building awareness for all things CU Denver.

**STATS**

- **Name:** CU Denver Lynx / Milo the Lynx
- **Gender:** male
- **Species:** Canada Lynx / Colorado native
- **Personality:** adventurous, bold, active, clever, confident, fierce

For Milo the Lynx appearance requests, visit [ucdenver.edu/clubsports](http://ucdenver.edu/clubsports).

Official CU Denver Lynx photography is available at [photos.ucdenver.edu](http://photos.ucdenver.edu), using the keywords mascot, athletics or club sports.
The CU Denver spirit identity includes two approved spirit marks. In general, their use is limited to the following, provided the situation and/or audience is applicable:

+ Club sports / team marketing
+ Undergraduate recruitment
+ Retail / fan apparel and merchandise; giveaways and promotional items
+ Spirit Thursday apparel
+ School spirit-based events (new student orientation, move-in day, on-campus / community events, etc.)

✖ NOT a replacement for official CU Denver logos and identities (including schools, units and departments)
✖ NOT for use on university stationery or email signatures

Observe the spirit mark usage guidelines beginning on page 72 for all placements.

All uses of CU Denver spirit marks must receive prior approval from the brand manager. Certain uses may also require additional approval.

Contact brand@ucdenver.edu for more information and art approvals.
The CU Denver spirit identity also includes an approved character illustration. In general, it can be incorporated into any CU Denver visual communications as needed, depending on the audience and strategy.

**Best practices:**

+ **DO** use the official character illustration artwork for all placements.

- **DO NOT** redraw, alter, separate, replace, recolor, add or remove character illustration elements.

- **DO NOT** “dress” or add special effects to the character illustration.

- **DO NOT** combine with other logos or graphics into a single element.

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Observe the usage guidelines beginning on page 72 for all placements.

⚠ All uses of CU Denver Lynx character illustration must receive prior approval from the brand manager. Certain uses may also require additional approval.

Contact brand@ucdenver.edu for more information and art approvals.
SPRINT MARK USAGE GUIDELINES

+ DO use the correct, official spirit identity/character illustration artwork detailed on page 69.

+ DO receive prior approval from the brand manager for all uses of the spirit identity and marks.

× DO NOT redraw, alter, separate, replace, reposition or change proportions.

× DO NOT "dress" the character illustration, or add special effects or adornments to the spirit marks.

× DO NOT recolor, redesign, add elements to or remove from the spirit marks or illustration.

× DO NOT combine with other logos or graphics into a single element.

⚠ All uses of CU Denver Lynx spirit marks and character illustration must receive prior approval from the brand manager. Certain uses may also require additional approval.

Contact brand@ucdenver.edu for more information and art approvals.
Best practices

The CU Denver Lynx spirit identity is best suited to enhance or reinforce informal, university-related communications in a fun, engaging way.

+ **DO** incorporate the spirit identity as a supporting or reinforcing element (similar to using a skyline to depict downtown Denver).
+ **DO** use spirit identity elements in less-formal, more lighthearted applications.
+ **DO** keep the CU Denver logos and mascot/spirit marks separated visually.
+ **DO** observe the approved spirit identity usage guidelines for all placements.

- **DO NOT** use spirit identity elements as a replacement for CU Denver’s official identity or logos.
- **DO NOT** combine spirit and academic identities into a single graphic or mark.

⚠ All uses of CU Denver Lynx spirit marks and character illustration must receive prior approval from the brand manager. Certain uses may also require additional approval.

Contact brand@ucdenver.edu for more information and art approvals.
Campaign Toolkit
There are those who drive the future.

And those who are along for the ride.

In fall 2013, CU launched “Learn with Purpose,” an identity campaign with the primary goal of raising awareness and building engagement with our external audiences.

The following pages detail the current creative strategy for the Learn with Purpose campaign, including messaging, design and examples of use.

University Communications encourages CU Denver communicators at all levels to help promote and support this campaign, by integrating the Learn with Purpose style and assets throughout all levels of university communications, marketing and visual expressions.

For questions or assistance integrating campaign elements into your communications or marketing, contact marketing@ucdenver.edu
Learn with Purpose

The name of our identity campaign is taken directly from its tagline: Learn with Purpose.

Our campaign tagline serves as our rallying cry, our promise to our current and future students. It is a reflection of CU Denver’s current brand, and an indicator of our ongoing strategy and goals.

⚠️ The words used in our tagline are intentional, and reflect our brand. Derivations of the tagline (Teach with Purpose, Lynx with Purpose, Creating with Purpose, etc.) are not permitted.

What does Learn with Purpose mean?
It’s what gets us out of bed early. It’s what keeps us going when answers are hard to find. It means our students are here to turn dreams into real accomplishments. CU Denver helps them pursue their life’s passion in a way that benefits our community, our economy and our society.

Tagline usage and best practices
⊕ The correct written form is Learn with Purpose (small “w” in with).
⊕ The official campaign hashtag is #LearnWithPurpose.
⊕ When used as part of a design, the tagline should be typeset in Neue Helvetica, CU Denver’s official typeface.
✖ DO NOT create derivations of the tagline (e.g., Teach with Purpose, Lynx with Purpose, Creating with Purpose).
✖ DO NOT typeset the tagline using other typefaces or fonts.
In graphic form, our tagline is always displayed in one of the styled formats illustrated at right. When combined with a logo, the tagline is only paired with the primary CU Denver logo.

**DO** use the official artwork for all styled tagline and logo + tagline placements.

**DO** observe the logo usage guidelines on page 14 for all placements.

**DO NOT** add the styled tagline to school, college or unit logos, or combine with other marks into a single element. Instead, use the stand-alone tagline (or “bug”) in a separate location.

**DO NOT** create derivations of the tagline (e.g., Teach with Purpose, Lynx with Purpose, Creating with Purpose).

**DO NOT** alter, separate, replace, reposition or recolor the styled tagline.

For access to tagline art files, contact brand@ucdenver.edu.
Tagline color options

The following color formats for the styled tagline have been approved to meet a wide range of reproduction requirements.

The full-color format should be used whenever possible. All other formats should be used on a restricted basis, and only when color reproduction is not available.

The one-color logo is for use in color-limited applications, such as newsprint or screenprinting.
Another design element of our campaign is a stylized illustration of the Denver skyline. This helps reinforce our urban personality, and provides a visual connection to the city we call home.

**DO** use the official skyline illustration.

**DO** only reproduce the skyline illustration in the official colors.

**DO** feel free to incorporate the skyline illustration into all CU Denver-related visual communications.

**DO NOT** redesign, redraw or add elements to the skyline illustration without prior approval from the brand manager.

**DO NOT** use the skyline illustration as part of other CU campus or system-level communications.

For access to tagline art files, contact brand@ucdenver.edu.
Campaign messaging

Learn with Purpose campaign messaging leverages CU Denver’s core brand messages, personality and values in a way that is bold, engaging and straightforward.

**DO** emulate Learn with Purpose messaging in your school or unit advertising and communications.

**DO** incorporate CU Denver’s brand values and personality into your internal and external communications.

**DO** contact University Communications for questions on or assistance with message development for your school, unit or organization.

**DO NOT** “copy” existing campaign headlines for use in school or unit advertising.

See **Our brand** beginning on page 4 for details on CU Denver’s brand messaging, personality and values.

For questions or assistance integrating campaign messaging into your communications or marketing, contact marketing@ucdenver.edu

**CAMPAIGN MESSAGING EXAMPLES**

There are those who drive the future. And those who are along for the ride.

At CU Denver, we believe solving real-world problems goes hand in hand with pursuing personal passions. Want to see the proof? Just look around the Mile High City. No other university offers our combination of respected faculty, rigorous academics, research and creative work, and deep connections to businesses and communities in the heart of Denver.

You can work for what you want. Or settle for what you have.

We pride ourselves on providing students with all the resources they need to realize their potential and put it to good use. Our faculty is respected. Our academic programs are rigorous. And our campus provides easy access to the culture, professional opportunities and real-world experiences of the Mile High City. We know that the driven are, by definition, going places. And we’re helping them find their destinations faster.

What’s the point of having a corner office, if you don’t enjoy the view?

74 percent of CU Denver graduates choose to spend their careers in Colorado. By the time our students graduate, they’ve completed a rigorous curriculum. They’ve studied with our respected faculty. And they’ve been immersed in the culture and professional landscape of the Mile High City. So while they have the skills they need to be successful anywhere, there’s often nowhere else they’d rather be.

**OTHER MESSAGING EXAMPLES**

» Hire Educated.

» Our professors practice what they teach.

» After they leave our campus, they leave an impression on the world.
The Learn with Purpose visual direction is big, bold and engaging. It aims to draw attention in a way that is unique—both among our peers within the Denver metro area, and compared to our colleagues within the University of Colorado system.

1. **Brand.** Learn with Purpose creative relies heavily on CU Denver’s official colors and typography.
2. **Layout and design.** Clean, uncluttered and vibrant. Strong use of visual hierarchy to draw the viewer’s eye maximize content retention.
3. **Identity / tagline.** Always the CU Denver + tagline lockup.
4. **Sub-identity.** A text element used to indicate the school, program or department (when appropriate).
5. **Content.** Large, confident headlines, reinforced with engaging, succinct and easy to digest body copy.
6. **Visuals.** Used sparingly to reinforce and support the message.

For questions or assistance integrating campaign messaging into your communications or marketing, contact marketing@ucdenver.edu
Visual direction (CONTINUED)
Our campaign assets were intentionally designed. When incorporating them into your marketing or communications, avoid the following:

**DO** use the official assets and artwork detailed in this document.

**DO NOT** apply Learn with Purpose assets or messaging to other CU campus communications.

**DO NOT** redraw, replace, alter, separate, recolor, add or remove from the styled tagline or skyline elements.

**DO NOT** create derivations of the tagline (e.g., Teach with Purpose, Lynx with Purpose, Creating with Purpose).

**DO NOT** add special effects or adornments.

**DO NOT** combine with other logos or graphics into a single element.

For questions or assistance integrating campaign messaging into your communications or marketing, contact marketing@ucdenver.edu
Student club and organizational identities

CU Denver recognizes over 100 student clubs, organizations, honor societies, professional associations and faith-based groups. These organizations are an important part of the university experience, and a vital component of our mission, brand and identity.

To ensure that CU Denver’s student organizations are accurately represented and supportive of the university brand, the following guidelines for identification and visual expression have been developed.
Types of student organizations

The list at right describes the types of student clubs and organizations recognized by CU Denver, along with their identification requirements and/or restrictions.

For more information about current CU Denver student clubs and organizations—or to start a new club—contact Student Life.

**AFFILIATED STUDENT ORGANIZATIONS**
Affiliated student clubs and organizations include groups that are formally recognized by the university, are not controlled by or connected to local, state or national organizations and which include CU Denver students serving as voting members.

**ASSOCIATED STUDENT ORGANIZATIONS**
Associated clubs and organizations include local chapters of state, regional or national groups that have a presence on campus and have been formally recognized by CU Denver.

In addition to CU Denver’s identity guidelines for affiliated organizations, these groups must also display their parent logo or identity in a separate and distinct location in all identification, communications and promotions.

**INDEPENDENT STUDENT ORGANIZATIONS**
Independent organizations are defined as groups or organizations with no recognition, association or affiliation with CU Denver. Students who join these groups do so on their own, and not on behalf of the university.

⚠ Independent clubs and organizations are prohibited from using the university's name, logo or other identifying elements for self-identification, promotion or communications. For more information, contact Student Life.
Option A: standard club identity

In this case, an official CU Denver logo is used for primary identification. In select instances, a styled, text-only lockup with the club or organization name may be included.

⚠ Custom designs or graphics used to depict the club or organization are not permitted.

⊕ DO request an official club lockup from brand@ucdenver.edu

⊕ DO observe the approved usage guidelines for all logo placements.

✖ DO NOT design or typeset the standard club lockup yourself. Instead, request an official lockup at brand@ucdenver.edu.

✖ DO NOT use custom artwork, logos or graphics for club identification. If a custom identity is preferred, see Option B: custom club identity + university logo on page 88.

✖ DO NOT combine the club name with a school or unit logo.
Option B: custom club identity + university logo

In this case, a custom identity is used for club/organization identification, with a mandatory CU Denver logo located in a separate, distinct location.

⚠ Option B club identities may not incorporate any official CU Denver visual elements, including logos, the CU icon, Lynx spirit marks or the university seal.

⊕ **DO** use a unique and custom design for your student club or organization.

⊕ **DO** include an official CU Denver logo in a separate and distinct location, in compliance with the usage guidelines.

⊕ **DO** include an approved campus name as part of the custom design (optional)

✖ **DO NOT** include CU Denver marks or logos as part of the custom design.

✖ **DO NOT** combine club and CU Denver logos into a single space or element.

✖ **DO NOT** use a school or unit logo as part of the custom design, or include it in place of the CU Denver logo.

For more original design requirements, see custom artwork guidelines on page 89.
Student clubs and organizations that choose to self-identify through the use of custom artwork or logo designs must adhere to the following guidelines.

**DO** receive prior approval from the university’s brand manager and Student Life for all custom identities and artwork.

**DO** allow for at least TWO WEEKS turnaround for artwork approval and requested revisions.

**DO NOT** use trademarked or copyrighted graphics or intellectual property in artwork or designs.

**DO NOT** use inappropriate language or visuals in artwork or designs.

**DO NOT** incorporate official CU logos, graphics or marks into custom artwork or designs.

Artwork must be free of copyright and/or trademark infringement.

Artwork must be tasteful, appropriate and free from expletives, suggestive language and/or inappropriate visuals.

Custom artwork may not include CU Denver Lynx spirit identity logos or identifying marks.

Custom artwork may include an official name of the university—but is not required.

Custom artwork may not include official CU marks or logos (CU icon, CU Denver logos, Lynx spirit identity, university seal, etc.).

All artwork must receive prior approval from the university’s brand manager and Student Life. Allow for at least two weeks turnaround on the approval process.
Information and acknowledgments

QUESTIONS, COMMENTS AND SUGGESTIONS
brand@ucdenver.edu

LOGO AND TEMPLATE ARTWORK
ucdenver.edu/brand

PHOTO DATABASE
photos.ucdenver.edu

UNIVERSITY COMMUNICATIONS
Campus Box A005 / 100
Lawrence St Center
1380 Lawrence St, STE 390
Denver, CO 80204
ucdenver.edu/ucomm

UNIVERSITY OF COLORADO SYSTEM
BRAND IDENTITY STANDARDS BOARD
cu.edu/brand-and-identity-guidelines/
university-brand-identity-standards-board