

IDENTITY REFERENCE

This quick reference will help you incorporate and apply the core CU Anschutz brand elements and identity with confidence, consistency and clarity. For more detailed information, visit ucdenver.edu/brand.

1 NAME

Always use approved naming for spoken and written communications.

PRIMARY / CAMPUS

- » University of Colorado Anschutz Medical Campus
- » CU Anschutz Medical Campus
- » CU Anschutz

UNACCEPTABLE: any use of AMC, UC or Denver; Anschutz Medical Center; Health Sciences Center; Fitzsimons

SCHOOLS AND COLLEGES

- » School of Dental Medicine
- » Graduate School
- » School of Medicine
- » College of Nursing
- » Skaggs School of Pharmacy and Pharmaceutical Sciences
- » Colorado School of Public Health

2 LOGO

An approved logo is required on all visual communications.

PRIMARY / CAMPUS	 University of Colorado Anschutz Medical Campus
	 University of Colorado Anschutz Medical Campus
	 Anschutz
SCHOOL, COLLEGE & UNIT	 Anschutz
	 School/College/Center/Unit Name <small>UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS</small>

- + **Always use official artwork.** Use the correct, approved artwork for all campus, school and unit logo placements.
- ✗ **No custom logos.** Custom logo designs are prohibited for CU Anschutz entities—including schools, colleges, departments, programs, units, centers and institutes.
- ✗ **Distortion.** Never reposition, resize, rotate, skew, stretch, crop or change logo proportions.
- ✗ **Alteration.** Never add to or subtract from the logo. Do not retype the wordmark, or add additional text.
- ✗ **Special effects.** Do not add outlines, reflections, gradients, 3-D or other effects.
- ✗ **Recolor.** Never change the logo colors.

CHECKLIST

All CU Anschutz communications and marketing must include the following:

- 1 Correct name
- 2 Approved logo
- 3 Official colors
- 4 Official typeface

3 COLORS

Our official colors are required on all campus, school and unit visual communications.

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

CU Gold
PMS 4525
C:0 / M:10 / Y:48 / K:22
R:207 / G:184 / B:124
HEX #CFB87C

4 TYPEFACE

Incorporate our official typeface into all campus, school and unit communications.

Aa Neue Helvetica
(pronounced *noy-a* or *new*)

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%\$&

Light	Light Condensed
Bold	Bold Condensed
Black	Black Condensed

-  For more information, including access to logo artwork and branded templates, visit ucdenver.edu/brand
-  View and download current CU Anschutz Medical Campus imagery at ucdenver.webdamdb.com
-  For questions, contact us at brand@ucdenver.edu

MESSAGING REFERENCE

KEY MESSAGES

Research improves, enhances and informs patient care.

- » Our professors are practicing clinicians and researchers, who along with their students, bring advances in the lab directly to the clinic, improving patient care and outcomes.
- » Our researchers turn innovations into business opportunities and new products, boosting the economy and elevating the quality of health care.
- » Our scientific research yields discoveries that contribute new information about the nature and treatment of disease to the rest of the world.

Collaboration creates better outcomes.

- » Physicians and scientists from multiple disciplines work together to provide the most comprehensive treatment.
- » One size does not fit all, so we are dedicated to personalized medicine. Through sophisticated diagnoses and testing, our physicians create effective treatment plans for individuals.
- » Our reputation for excellence attracts the best and brightest physicians, scientists and students from around the world, ensuring a level of patient care that is second to none.

Community service activates our mission as a medical campus.

- » We improve the health of Colorado's underserved and vulnerable populations through community partnerships, managing local clinics and clinical outreach.
- » Connecting our health care experts to the community with civic engagement, public health initiatives and educational opportunities for students of all ages.

CORE THEMES

All CU Anschutz communications should reference and reinforce the following:

- 1 Research + patient care
- 2 Collaboration
- 3 Community service

ELEVATOR PITCH

The University of Colorado Anschutz Medical Campus is the only comprehensive academic health sciences center in Colorado, the largest academic health center in the Rocky Mountain region and one of the newest education, research and patient care facilities in the world.

Home to 21,000 employees, more than 4,000 degree-seeking students and two nationally recognized hospitals that treat 1.7 million patients each year, CU Anschutz trains the health sciences workforce of the future and fuels the economy.

CU Anschutz features schools of medicine, pharmacy, dental medicine and public health, a college of nursing and a graduate school. All interconnected, these organizations collaboratively improve the quality of patient care they deliver, research they conduct, and health professionals they train.

