

# Brand Guidelines

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# Color palette

## Primary color

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**Gray**  
HEX: #4b4c4f  
Pantone: 7540  
CMYK: 67/59/55/36  
RGB: 75/76/79

**Do:**

- Use gray when in doubt. It is our primary brand color.
- Use color sparingly.

## Secondary colors

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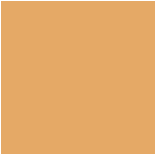
**Blue green**  
HEX: #056B7D  
CMYK: 90/46/40/13  
RGB: 5/107/125



**Green**  
HEX: #8AC39E  
CMYK: 48/5/47/0  
RGB: 138/195/158



**Yellow**  
HEX: #F1E091  
CMYK: 6/8/52/0  
RGB: 241/224/145



**Orange**  
HEX: #E5A966  
CMYK: 9/36/68/0  
RGB: 229/169/102



**Pink**  
HEX: #EF8B69  
CMYK: 2/56/59/0  
RGB: 239/139/105

**Do:**

- Use these colors in select instances for items that need to stand out—such as in charts, graphs or flyers.

**Don't:**

- Use these colors as the sole color palette of a department or center.
- Use these colors for body copy. Gray should always be used in body copy.

## Campus colors

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**CU Anschutz Gold**  
Pantone: 4525  
HEX: #cfb87c  
CMYK: 0/10/48/22  
RGB: 207/184/124



**UNC Blue**  
Pantone: 295  
HEX: #013c65  
CMYK: 100/69/8/54  
RGB: 1/45/91



**CSU Green**  
Pantone: 357  
HEX: #215732  
CMYK: 92/18/94/61  
RGB: 33/87/50

### Do:

- Use one school-specific color for a university-specific instance. Ex: A ColoradoSPH at CSU event could opt to use just green in an email or flyer.
- Use gray when in doubt. It is our primary brand color.

### Don't:

- Use all of these colors at once in a document or designed material.

# Typography

## For print

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### Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**H1 Heading One, 16 pt, bold**

**H2 Heading Two, 14 pt, bold**

**H3 Heading Three, 11 pt, bold**

P Paragraph, 11 pt, regular

## For web

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**H1, Heading One, 31 px, bold**

H2, Heading Two, 28 px, regular

**H3, Heading Three, 21 px, bold**

P, Paragraph, 16 px, regular

## For logo and select uses

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# Egyptian Slate

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Headings: Bold

Logo & lockups: Medium

Body copy: Bk

# Logos

## Guidance

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### Do:

- Default to using the primary logo (with all three university names listed in gray) for most instances.
- Use the primary logo only when it will be legible. If not, opt for the shortened school logo (without universities listed), instead.
- Use the logo that includes our three university names (or icons) when the entire school—and/or multiple units or locations—are represented. **The rule is "all three or none at all"—you must use a logo that includes all three university names/icons or a logo that includes no university names/icons (the shortened "Colorado School of Public Health" logo).**
- Leave some space around the logo.
- Adjust the size as needed (as long as it's legible), by holding the Shift key and moving the corners of the logo.

### Don't:

- Change the logo to list only one university name or icon next to the school wordmark. The rule is "all three or none at all"—you must use a logo that includes all three university names/icons or a logo that includes no university names/icons.
- Alter the logo in any way.
- Stretch or distort the logo.
- Use the logo—or any branded materials—for non-university or school business, to endorse a political candidate or position, or to violate other university marketing, branding, or lobbying restrictions.

## Primary logo

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### When to use:

- On most branded materials, this is our primary logo and should be the default.
- When it will be legible. If not, opt for the shortened school logo (without universities listed), instead.

colorado school of  
**public health**

UNIVERSITY OF COLORADO  
COLORADO STATE UNIVERSITY  
UNIVERSITY OF NORTHERN COLORADO

## Campus highlight logos

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### When to use:

- To designate school information or events specific to a campus.

- When it will be legible. If not, opt for the shortened school logo (without universities listed), instead.

colorado school of  
**public health**

COLORADO STATE UNIVERSITY  
UNIVERSITY OF NORTHERN COLORADO  
UNIVERSITY OF COLORADO

colorado school of  
**public health**

UNIVERSITY OF NORTHERN COLORADO  
UNIVERSITY OF COLORADO  
COLORADO STATE UNIVERSITY

colorado school of  
**public health**

UNIVERSITY OF COLORADO  
COLORADO STATE UNIVERSITY  
UNIVERSITY OF NORTHERN COLORADO

## Shortened logo

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### When to use:

- When the entire school, and/or multiple units or locations, are being represented AND design space constraints don't allow for use of the default tri-institutional wordmark.

colorado school of  
**public health**

colorado school of **public health**

## Unit logos

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### When to use:

- When the need to identify the unit is greater than that of the school (i.e., email communications coming directly from the unit, website pages, marketing and promotional materials, etc.).

**Center for Global Health**  
colorado school of public health

**Epidemiology**  
colorado school of public health

## Editorial style & naming conventions

Our editorial style is based upon the [Associated Press Stylebook](#) and [CU Anschutz editorial guide](#).

### Naming conventions

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#### Do:

- Reference the school as the Colorado School of Public Health—a collaboration of the University of Colorado, Colorado State University, and the University of Northern Colorado—in all electronic and print materials used in school and program marketing, media, and other public relations-oriented materials.
- You may use “ColoradoSPH” after including the full name and acronym in a document. Do not include the word “the” before ColoradoSPH in text.

#### *Example:*

*The Colorado School of Public Health (ColoradoSPH) is a collaboration of the University of Colorado, Colorado State University, and the University of Northern Colorado. ColoradoSPH was formed in 2008.*

- Use “&” in the official titles of departments to match their wordmarks/logo lockups (*Example: the Department of Health Systems, Management & Policy*)

#### Don't:

- Use the abbreviation “CSPH.”

### Academic degrees

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#### Do:

- List academic degrees following a name and without periods (*Example: Jane Doe, MS, MPH*).

#### Don't:

- Include periods when abbreviating academic degrees: MPH, PhD, DrPH, etc.

### Academic titles

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#### Do:

- Capitalize and spell out formal academic titles when they precede a name.
- Use lowercase letters when academic titles do not precede a name.\*
- Place longer titles after the name.

\*Exception: associate dean titles should be capitalized, regardless of where they the title falls in a sentence (Ex: Brittain Danielle, PhD, Associate Dean for Academic & Student Affairs)

## Acronyms

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### Do:

- Avoid acronyms and industry jargon as often as possible in communications. Unless they are universally recognized (e.g. CDC), they act as an obstacle to reader comprehension and engagement.

## Punctuation

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### Do:

- Use the Oxford comma (*Ex: the University of Colorado Anschutz Medical Campus, Colorado State University, and the University of Northern Colorado*).

## Requests

### Communications requests

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Have a communications request such as a press release, story, or social media post request? Please fill out the [communications request form](#).

### Directory update requests

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Need to update your [online directory profile](#) or submit a request for someone else? Please fill out the [directory update request form](#).

## Questions

If you have any questions, or suggestions for additions to this guide, please email us at [coloradosph.marcomm@cuanschutz.edu](mailto:coloradosph.marcomm@cuanschutz.edu).