CU University of Colorado **Denver**

MEET YOUR
MOMENT

BRAND STANDARDS

2023 – 2024

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INTRODUCTION

HOW TO USE THIS BOOK

University Communications has prepared this book to help you understand and use our brand effectively. This book is the culmination of a comprehensive brand refresh process that included many workshops and sessions with our CU Denver community. It reflects their voices and visualizes a course for the university's future. As such, the guidelines and strategies presented here are set forth with careful consideration of the community's input and feedback. University Communications has prepared this book to help you understand and use the refreshed brand concept, while centering the needs of our Lynx.

Please use this information to guide your communication and brand needs. If you have further questions, please contact University Communications by visiting ucdenver.edu/brand.

ABOUT CU DENVER

Millions of moments start at CU Denver, a place where innovation, research, and learning meet in the heart of a global city. We partner with more than 14,000 diverse learners—at any stage of their life and career—for transformative educational experiences.

Founded in 1973, the University of Colorado Denver (CU Denver) is the state's premier public urban research university. We offer more than 100 programs, with bachelor's, master's, doctoral, and professional and continuing education options.

Across seven schools and colleges, our leading faculty inspires and works alongside students to solve complex challenges and produce impactful creative work. As part of the state's largest university system, CU Denver is a major contributor to the Colorado economy, with 2,000 employees and an annual economic impact of $800 million. To learn more about how CU Denver helps learners meet their moment, visit ucdenver.edu/moment.

The University of Colorado System

CU Denver is both an independent campus and a part of the University of Colorado System (CU System), which includes four campuses, a philanthropic foundation, and a system office. CU Denver's brand identity is part of the larger CU System brand. Many elements of our brand—including the logo—transcend our institution to support the goals and mission of the entire CU System.

University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

HISTORY & TRADITION

HONORING OUR PAST

Today, CU Denver is the state's premier public urban research university, but we have a history that dates back centuries.

The university is located on the traditional territories and ancestral homelands of the Cheyenne, Arapaho, and Ute nations. We acknowledge the painful history of genocide and forced displacement from this territory by recognizing and paying our respects to the diverse Indigenous Peoples who continue to have connections to this land. We give thanks to all Tribal Nations and the ancestors of this place.

In the 1970s, the neighborhood and community of Auraria were displaced to construct the Auraria Higher Education Center (AHEC), of which CU Denver is a part. CU Denver is committed to honoring the displaced Aurarians in multiple ways, including through the expanded Displaced Aurarian Scholarship Program and a commitment to revitalize the Ninth Street Historic Park.

CU DENVER'S EXPANSION

In 1912, the University of Colorado's Department of Correspondence and Extension was established in the Mile High City to meet the needs of Denver's growing population. More than 60 years later, in 1973, an amendment to the Colorado Constitution designated CU Denver as an independent campus.

Today, located on the Auraria Campus and stretching into downtown Denver and its central business district, the University of Colorado Denver educates more than 14,000 students in the heart of an emerging global city. Part of the CU System, CU Denver supports students on their educational journey, and we are committed to being a university that works for all.

SIGNATURE TRADITIONS

Milo the Lynx

CU Denver introduced Milo, a Canada Lynx, as the university's first-ever mascot in 2013. Since then, Milo has become a beloved member of our community who fosters pride at academic events, social functions, and happenings in downtown Denver. Milo is curious and determined and always shows up for his community and friends. See **page 46** to learn more about Milo spirit marks and usage.

Alma Mater

In 2023—as CU Denver celebrated its 50th anniversary—nearly 80 students helped create the university's first *alma mater* through writing, composing, performing, and video production. Inspired by our urban campus and the backdrop of Colorado's magnificent landscape, the school anthem reflects on our past while inspiring our future. It is sung or performed at significant university events, including convocation and commencement, two pivotal moments in a student's educational journey.

Lynx Statue

In the center of the Benson Terrace on the CU Denver campus, a larger-than-life sculpture of a Canada Lynx symbolizes the distinctive and proud identity of the CU Denver community. The bronze piece was created by renowned sculptor Dan Ostermiller and installed in 2021. CU Denver students often rub the animal's paws for good luck.

Murals

World-renowned artist Thomas Evans, known as Detour, brought his iconic mural and artistic style to our urban campus with colorful depictions of seven CU Denver alums in 2022. An alum with two CU Denver degrees himself (BS '08, MBA '12), Detour captured the bold spirit of our campus community and the incredibly diverse career paths of our graduates, from health care to public policy and finance. These pieces are displayed on campus and serve as a point of inspiration for our students, literally showing them that CU Denver is a place where anyone, from any background, can find a home and succeed.
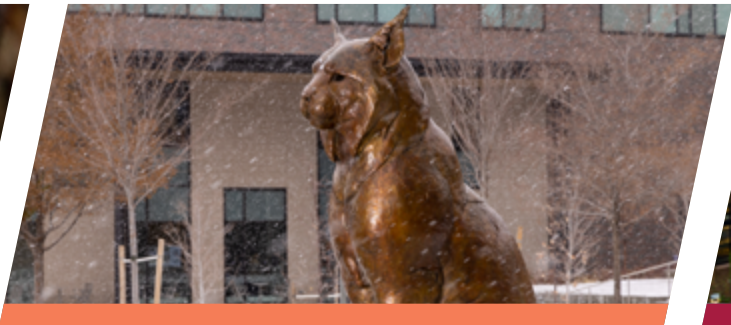
BRAND
EVOLUTION
INTRODUCING OUR REFRESHED BRAND

OUR BRAND

In our efforts to make education work for all, we are reintroducing CU Denver to the world with a brand that reflects our diverse learners, our dynamic urban landscape, and the innovation and discovery that are created by our students, faculty, staff, and partners.

This brand moves beyond the previous CU in the City concept, which effectively established our urban setting, but didn't expand to reflect our vibrant community. This transition helps embrace the potential of our university and establishes a sense of belonging that is embedded in everything we do.

THEN

University of Colorado **Denver**

CU IN THE CITY

The CU in the City brand concept was first introduced in the 1990s, replaced with Learn With Purpose in 2013, and then reintroduced in 2017. It sought to orient the university in downtown Denver, but our refreshed brand takes that storytelling to the next level.

MILLIONS OF MOMENTS
START HERE

CU | University of Colorado **Denver**

MEET YOUR MOMENT ▶

THE BRAND REFRESH PROCESS

In a competitive higher education marketplace and in a location where learners can choose from a number of institutions, CU Denver must position itself to stand out to prospective students. We know that our high-quality, affordable education is why we're consistently listed as a top university for social mobility in Colorado. We know that the diverse Lynx community—with more than 120,000 alums—is creating impact locally, nationally, and globally. And we know that our students, faculty, and staff are fueling the workforce of tomorrow by guiding innovation, creative work, and entrepreneurship. In 2021, by deeply researching the marketplace, our place in it, and areas for growth, we identified differentiators and a brand that reflects CU Denver's future. We did this through an inclusive, campuswide process that engaged hundreds of students, faculty, staff, and thousands of other community members.

Brand Analysis

With a deep understanding of the marketplace and location, we then looked internally for opportunities to refine and strengthen our message. We created dozens of occasions for qualitative and quantitative feedback from our community stakeholders, including faculty, staff, administrators, students, and alumni. We completed a creative communications audit, reviewed existing research and guiding documents, and conducted interviews and group discussion in our community. The concepts all pointed to a strategic and creative direction that was derived from comprehensive market research completed in 2022.

Based on this analysis, we are transitioning away from the CU in the City brand to one that better communicates our connections to the city while promoting the attributes that make CU Denver unique, such as creating real-world, inclusive learning that catalyzes social mobility.

THE REFRESHED BRAND: MEET YOUR MOMENT

Brand Position
We are a university for life and a catalyst for social mobility.

Brand Promise
You will meet your moment here.

Brand Personality
We enable people to be who they truly are, so they can become who they want to be.

Visual Identity
Our visual identity aims to reflect our vibrant and diverse community in authentic and intentional ways. We do that by deliberately following visual guidelines that are consistent with our brand, including typefaces, photography, graphics, and more.

Tagline: Meet Your Moment
This tagline focuses on diverse learning paths, flexibility, and the individual journey that our learners take. CU Denver—and its talented faculty and staff—help students meet their moments. We provide the resources and opportunities for students to not just passively experience their education but to actively shape it.

BRAND NARRATIVE

In our lives there are many important moments.

Moments we overcome hardship, moments we rise to the occasion, and moments we make decisions that will impact the rest of our lives.

Whether you're the first person in your family to go to college, or a working parent striving to make a better life for your children, or an emerging engineer, filmmaker, scientist, or civic leader who wants to change your community.

Here, you can find and create a range of life-changing moments of your choosing. As a university for life, we offer a high-quality education in the programs students want, when and where they want them, at every age and stage of life. Along the way, we enhance these personal journeys with an array of support services and professional, research, and networking opportunities that help our students connect, succeed, and advance.

CU Denver is rising to meet the moment—no matter how higher education or the world changes—by educating and supporting students at every moment in their journey.

We're building a stronger and more well-rounded learning community at a university committed to the diversity and success of the people we serve, inextricable from our past and focused on our future. At every moment, our compassion and shared vision drive us to empower our learners.

That's because we believe higher education should work for all, that our students and their lived experiences enrich our community, and that everyone should have the opportunity to meet their moment.

Millions of moments start here.

MEET YOUR MOMENT ▶

MEET YOUR MOMENT ▶

BRAND
STYLE

A brand is so much more than photos, infographics, or even a tagline. A brand is a sum of parts that combine to create a presence that clearly defines who and what we are—and where we are going. In this section, you'll find guidance on our brand personality, tone and voice, audiences, and targeted messaging, plus information on embracing a multicultural and inclusive brand.

OUR NAME

When CU Denver became an independent campus in 1973, it established itself as a high-value option in the CU System with a focus on social mobility, personalized education, outstanding research, and workforce development that is bolstered and supported by the vibrant downtown setting that is our home.

While University of Colorado Denver is acceptable on first use for clarity and to honor our connection to Colorado's exceptional higher education system, CU Denver is our name. It differentiates our institution and firmly reminds our community that the university is an essential part of the Mile High City's urban fabric.
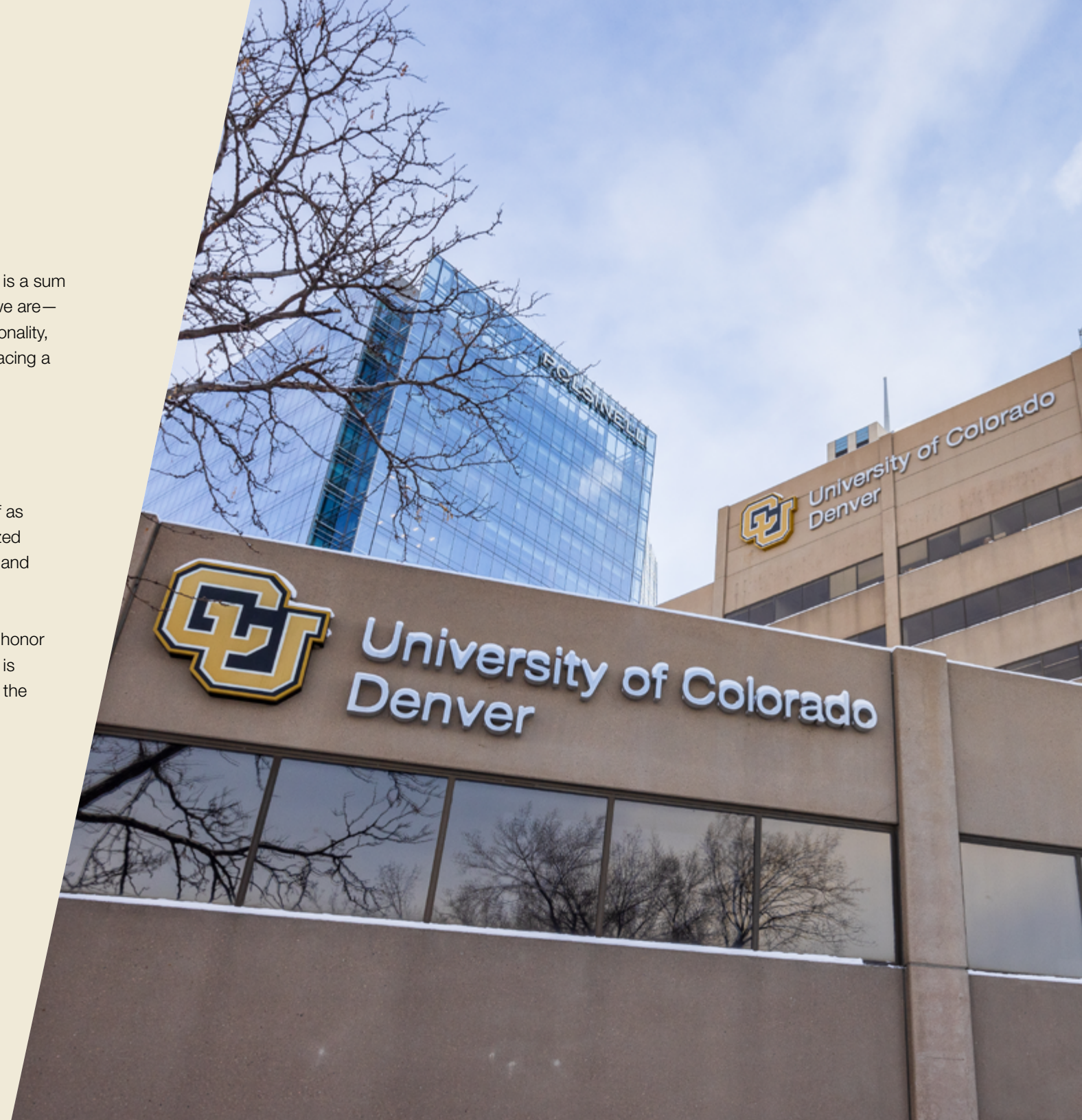
BRAND PERSONALITY

CU Denver is a...

Real Optimist

Grounded and authentic, we exist to serve and offer real opportunities—high-quality education, internships, apprenticeships, jobs, social mobility—for real people: our students. Through a mutually beneficial relationship, we enrich our learners' lives and paths, and they enrich our institution with their lived experiences and assets, diverse perspectives, and palpable desire to achieve their dreams. And while we are planted firmly on our urban ground, we are equal part doer and dreamer. We envision a world where education can and should work for all. We believe that students of all backgrounds can become successful leaders and changemakers and impact communities and industries for the better, because we've seen it.

TONE AND VOICE

In short, voice is who we are. Tone is how we express that personality.

Voice

Voice is character.

It describes how CU Denver feels, acts, and, most importantly, how we relate to our audience. Voice is consistent across platforms. It's who we are.

We find our voice at the intersection of tenacity, commitment, and innovation.

It's the voice of a first-generation student who's charting a new path forward for their family and their community through life-changing education. They encourage others to push their own boundaries and be their own advocate.

It's the voice of an adult learner who's aiming for their next promotion.

It's the voice of a first-year, online, or international student who wants to expand their perspectives and make an impact on a local and global level.

It's the voice of a graduate student who wants to improve their community with research and action.

It's the voice of a transfer student who understands the value of a CU Denver degree in helping them reach their goals.

It's the voice of the professor who's inspired by their students' fortitude and drive.

It's the voice of our community members who stand by our side and help ensure we continue to honor our diverse and complicated history even while we chart a collective future.

Tone

Tone is mood.

It's how we sound, constructed from the elements of vocabulary, rhythm, mood, and structure. Just as our tone changes based on circumstance and environment, your tone might shift to suit the content you're creating.

Our tone is:

- Personal, direct, and real
- Inspirational and ambitious, though always grounded
- Vibrant, a rich combination of tenacity, authenticity, and energy

Our voice is:

- Optimistic yet pragmatic
- Lively but focused
- Empathetic but ambitious
- Inclusive, forward-looking, and welcoming

STYLEBOOK

The university recognizes the importance of grammatical consistency and accuracy throughout its written communications, both digital and print. Our editorial style is based upon the Associated Press Stylebook, with some exceptions and refinements that reflect the unique character of our community. It is also infused with guidelines on portraying our diverse community accurately and equitably. CU Denver's stylebook is regularly updated and is available at ucdenver.edu/brand.

MESSAGING PILLARS

Education That Works for All: Education can and should work for all, not just the privileged few. Breaking down the ivory-tower model of an elite, largely inaccessible education, we open our doors to accommodate different learning styles and abilities for all learners of all backgrounds and create learning models that embrace flexibility, relevancy, and accessibility, and lead to social mobility. When education works for all, so does society.

Real People, Real Impacts: At CU Denver, we are all about real: real people who bring real, lived experiences to our institution and work together to solve complex problems that make a real, transformative impact across our city, state, nation, and globe. We believe today's university (the one we are building in the heart of one of America's fastest-growing cities) should offer relevant programs and opportunities that enable learners and let employers thrive in our quickly changing modern world.
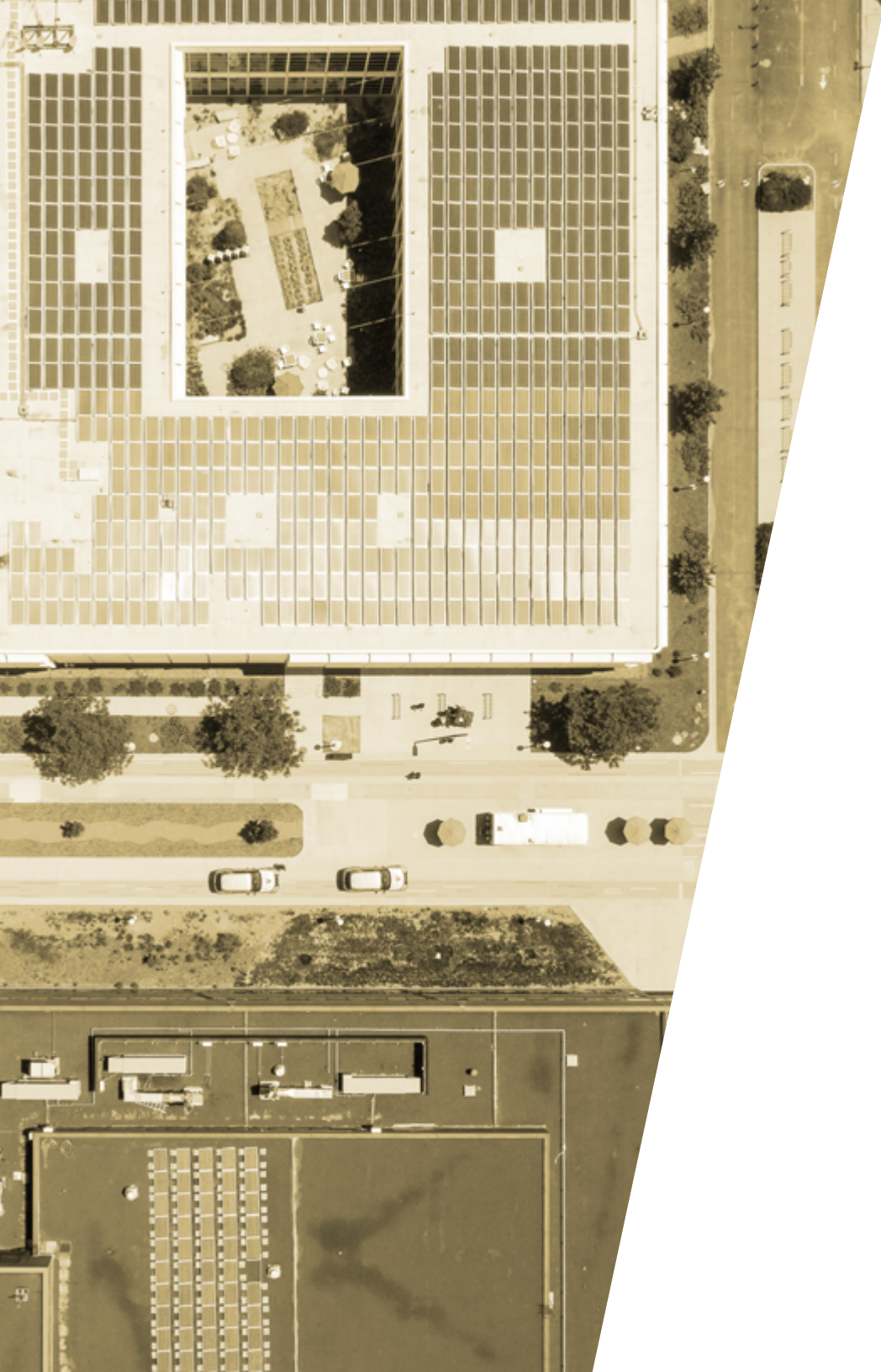
Innovation Mindset: Innovation is bigger than learning. At CU Denver, innovation is a guiding principle and a core philosophy. We continue to evolve and reinvent the educational experience for our learners. Our learners grow their knowledge and worldview and that, in turn, improves our city and our world. We advance real-world research and discovery that will power society and the future of industry. Just over 50 years old, we have the youth and agility to meet our learners when and where they need us, and the energy to continue reinventing how higher education empowers students as fast as society evolves.

Inclusive Community: We strive to create an environment where every student, staff member, faculty member, partner, and visitor feels like they belong and can succeed. We leverage our rich diversity and vibrant urban landscape to strengthen educational opportunities, expose students to new perspectives and experiences, and integrate our work with the city we call home.

KEY MESSAGE GUIDANCE FOR AUDIENCES

CU Denver's brand reaches several audience groups that have distinct needs and complex identities. We strive to reach and support individuals. Our brand should speak to important characteristics and identities.

Current Students

Including undergraduates, graduates, transfer, and adult learners

Our Brand: Supports their academic journey—and the next steps in their career and life.

Sample Headlines and Content Examples:
- Your Moment Starts Here
- Your Place. Your Moment.
- The Moment You Belong

Alumni

Our Brand: Affirms that their investment in higher education at CU Denver created meaningful moments for them and is part of a legacy—and a future they are helping to create.

Sample Headlines and Content Examples:
- Moments That Define Us
- A Lifetime of Lynx Moments
- The Moment You Met Your Future

Prospective Students

Our Brand: Shows them how they can meet their moment at CU Denver, regardless of their background or identity.

Sample Headlines and Content Examples:
- No Better Moment Than Now
- Where Your Moments Matter
- Where You Can Meet Your Moment

Faculty and Staff

Our Brand: Celebrates their contributions to research, innovation, and creative work that creates moments for their students and society, supports CU Denver's strategic goals and learners, and recognizes the diversity of expertise that they bring.

Sample Headlines and Content Examples:
- From Moments to Milestones
- The Moment You Make That Big Discovery
- The Moment Your Student...

Community
Including donors, partners, business thought leaders, policymakers, and media

Our Brand: Demonstrates how CU Denver's momentous impact intersects with their shared goals and how our learners are the workforce of tomorrow and contribute to a more inclusive future.

Sample Headlines and Content Examples:
- Millions of Moments Start Here
- Make Your Moment Matter

UNITS, CENTERS, INSTITUTES, PROGRAMS, AND PARTNERSHIPS

Similarly, it is critical that units within CU Denver are aligned with our overall brand messaging. This means adhering to best practices for naming and presenting visual consistency and ensuring that we are not violating trademarks.

Things We Will Consider

- Is this name unique?
- Is this name already trademarked or under copyright?
- Is this information accessible for all audiences?
- What visual mark can be used in this context?
- Are there any additional legal considerations to consider?

▶ For more information on how to successfully align with the CU Denver brand, please fill out a University Communications request form at ucdenver.edu/brand. See for sample lockups.

SCHOOLS AND COLLEGES

CU Denver's seven schools and colleges help create and support an atmosphere of academic excellence and vibrant learning for our students. And while each area of study has unique qualities, they are part of a larger CU Denver ecosystem. It is essential that they align with CU Denver branding at every level—from email signatures to elevator posters—to ensure that we reflect our goal of helping students meet their moment. As part of the larger CU System, we are also required to maintain and adhere to universal standards to support the entire system.

There is one exception: The CU Denver Business School maintains a complementary sub-brand for marketing purposes that was created and approved prior to this brand refresh and will continue to be used in collaboration with the university's brand.

- Business School
- College of Architecture and Planning
- College of Arts & Media
- College of Engineering, Design and Computing
- College of Liberal Arts and Sciences
- School of Education & Human Development
- School of Public Affairs

MILO AND THE LYNX COMMUNITY

Milo, a Canada Lynx, was introduced as CU Denver's mascot in 2013 and is a beloved part of the university. He inspires students, faculty, and staff to challenge themselves, reach their potential, and make a meaningful impact on their community and beyond.

In addition to the physical mascot, which is managed by the Lola & Rob Salazar Student Wellness Center, University Communications oversees the use of Milo's animated likeness, spirit marks, and name to coincide with our brand standards.

The primary use for Milo is to facilitate school spirit. Use of Milo's likeness or name should be limited in professional settings. New uses of Milo and Lynx—particularly in names or spirit marks—should be carefully evaluated with the help of the University Communications team.

Tips and Guidelines

- Make sure that Milo's portrayal across all marketing materials, including advertising, social media, and other promotional content, is consistent.
- Milo should be portrayed in a genuine and authentic manner.
- Avoid any content that may perpetuate stereotypes, discrimination, or bias.
- Consider the preferences and sensitivities of the target audience when using Milo in marketing efforts. Ensure that his portrayal is relevant and relatable to the intended audience and avoid content that may be off-putting or alienating to them.
- See **page 46** to learn how to use Milo spirit marks.

A MULTICULTURAL AND INCLUSIVE BRAND

CU Denver is a multicultural university whose brand embraces diversity and empowers inclusion. We recognize the richness and strength that comes from our diverse community and are committed to fostering an inclusive environment where everyone feels valued and empowered. By embracing intersectionality, promoting authentic representation, showcasing diverse stories, practicing sensitivity and cultural competence, and fostering collaboration and partnerships, CU Denver fulfills its vision of being a multicultural brand that honors the complexity and richness of its diverse community.

We understand that multiculturalism goes beyond a translation of different languages or a representation of different cultures, but rather, involves an understanding and appreciation of the values, traditions, perspectives, and lived experiences of individuals from various backgrounds. In our brand messaging, CU Denver embraces the unique stories and journeys of its students, faculty, staff, alumni, and community members by showcasing the vibrancy that comes from multiculturalism.

Through various communication channels, such as marketing materials, social media campaigns, and storytelling platforms, we amplify these voices to celebrate their life journeys.

Accessibility

Reaching audiences effectively is a vital aspect of any brand, and at CU Denver we strive to meet, exceed, and innovate to create content and experiences that are accessible to all. This goes beyond simply meeting visual accessibility guidelines. See **page 64** for more about color accessibility guidelines.

MEET YOUR MOMENT ▶

LOGOS & MARKS

CU DENVER MARKS

Our logo is the most recognizable—and essential—part of our brand. It is composed of two parts: an interlocking C and U and a letter mark with the university's name.

The first element is vital because it represents the entire CU System. The interlocking CU logo is the visual face for a higher education system that is bigger than CU Denver and that is codified in the state constitution.

Each of the four campuses has its own signature lockup, which allows for individual identity, while maintaining a cohesive brand across all CU System entities. At CU Denver, the CU logo is always stacked with our name to establish that we are part of this larger system.

Usage

We have multiple variations of the logo, which can be used in specific contexts. Logo uses include academic materials, building signage, events happening on campus, campus life, internal content, and pairing with other campuses.

Tips and Guidelines

- Do not stretch, condense, or distort the mark.
- Do not replace or retype any part of the name.
- Do not alter, reposition, or rescale the mark elements.
- Do not use the CU icon or mark as a watermark, background graphic, or repeating pattern.
- Do not add text or graphics to the mark.
- Do not change the colors of the mark.
- Do not add strokes, drop shadows, gradients, additional styling, or visual effects.
- Do not pair the mark with other graphics or logos.

Full Mark	The full mark is the university's logo. It should be used for all materials that are prepared for external audiences. It cannot be deconstructed or reconfigured in any way. The mark must be taller than .5" and a minimum of 40 px.

HORIZONTAL

CENTERED

Condensed Mark	The condensed mark creates a vertical logo that can be used for internal audiences who are already familiar with the CU Denver brand.

HORIZONTAL

CENTERED

Color Variations

All signatures come in full color, reverse color, black, and white.
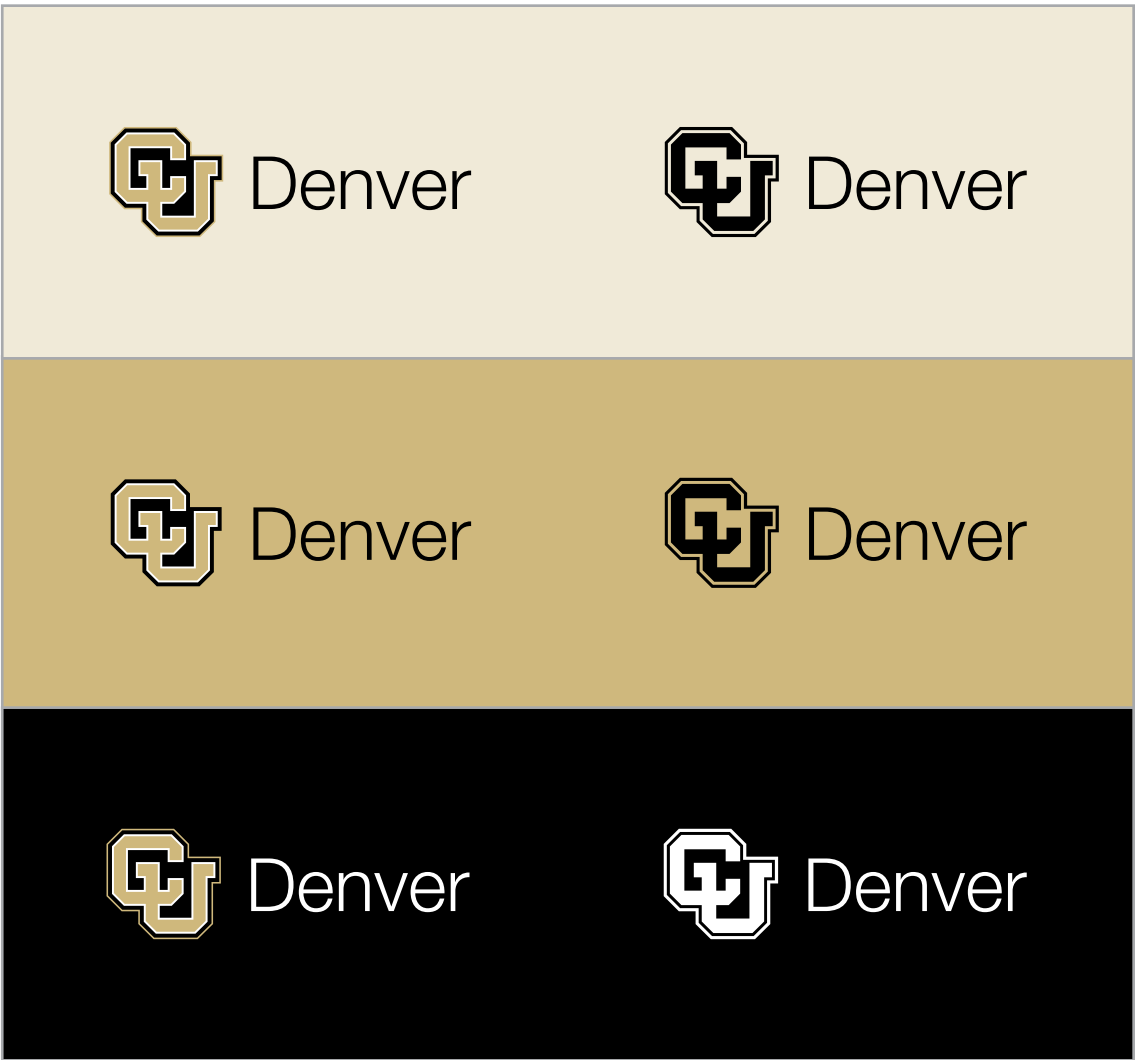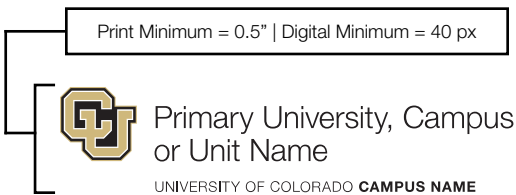
Clear Space

Clear space must always surround university marks to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the U in the interlocking CU icon as it appears in the mark.
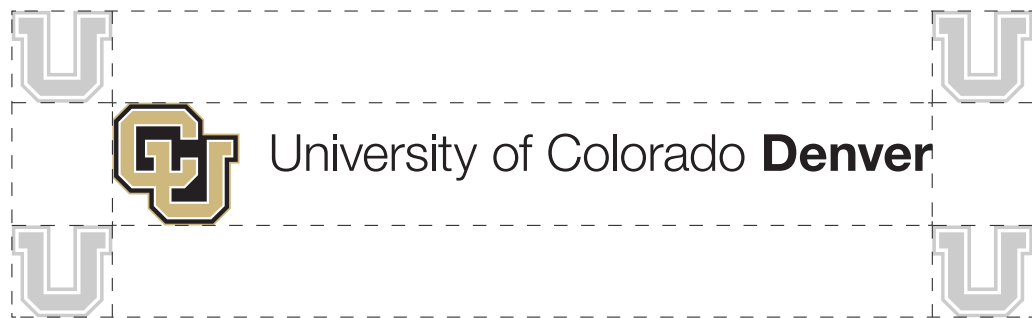
University of Colorado **Denver**

Minimum Sizing

In order to ensure legibility, signature marks must never appear smaller than the size below.

Print Minimum = 0.5" | Digital Minimum = 40 px

University of Colorado **Denver**
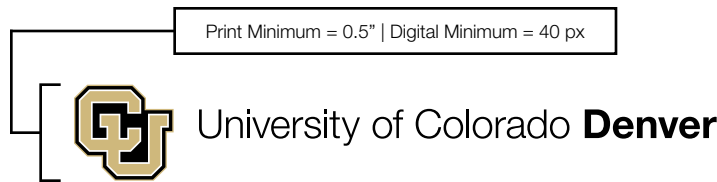
DUAL-CAMPUS SIGNATURES

The University of Colorado Denver and the University of Colorado Anschutz Medical Campus are administratively consolidated. While we operate under this organizational structure, each campus maintains its own brand and identity, which allows CU Denver and CU Anschutz to be strategic, focused, and more attuned to their internal and external audiences.

External Use

In all but a few select cases, the dual-campus identity should be avoided for external communications, in favor of a single-campus strategy. Users with questions about how to accomplish this effectively should contact University Communications.

Internal Use

When necessary, entities serving both campuses may deploy the dual-campus identity for internal communications. However, this approach should only be used for official dual-campus efforts. The default strategy is to communicate on a case-by-case basis, and use the appropriate CU Denver or CU Anschutz brand.

Full Mark

University of Colorado **Denver | Anschutz Medical Campus**

HORIZONTAL

University of Colorado
Denver | Anschutz Medical Campus

CENTERED

Condensed Mark

Denver | Anschutz

HORIZONTAL

Denver | Anschutz

CENTERED

UNIT SIGNATURES

Visual identification for all university entities—including schools, colleges, administrative units, departments, divisions, programs, centers, and institutes—is accomplished by using unit signatures. The signatures are stacked and locked up with the CU logo.

Most of the time, only lockups will be used as the visual identifiers for schools, colleges, units, programs, etc. In rare instances, creative treatments may be developed to support the launch or marketing of campuswide initiatives, at the discretion of the Office of Communications.

Available Configurations
Standard horizontal and centered unit signature options are available. For units with longer names, a stacked version of the mark is also available.

Colorways
All unit marks and signatures come in full color, reverse color, black, and white.
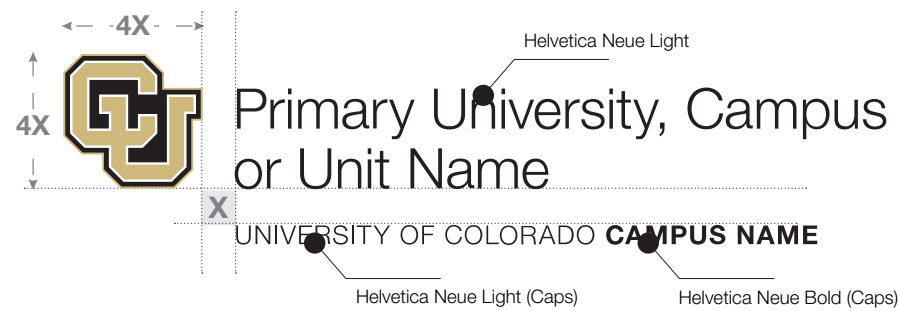
Clear Space
Clear space must always surround university marks to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the U in the CU icon as it appears in the mark.

Tips and Guidelines

- Do not stretch, condense, or distort the mark.
- Do not replace or retype any part of the name.
- Do not alter, reposition, or rescale the mark elements.
- Do not use the CU icon or mark as a watermark, background graphic, or repeating pattern.
- Do not add text or graphics to the mark.
- Do not change the colors of the mark.
- Do not add strokes, drop shadows, gradients, additional styling, or visual effects.
- Do not pair the mark with other graphics or logos.

Minimum Sizing
In order to ensure legibility, signature marks must never appear smaller than the size below:

4X

4X

X

Helvetica Neue Light

Primary University, Campus or Unit Name

UNIVERSITY OF COLORADO **CAMPUS NAME**

Helvetica Neue Light (Caps)

Helvetica Neue Bold (Caps)

Print Minimum = 0.5" | Digital Minimum = 40 px

Primary University, Campus or Unit Name

UNIVERSITY OF COLORADO **CAMPUS NAME**

Examples

School/College
CU School of Education & Human Development UNIVERSITY OF COLORADO **DENVER**

Office
CU Office of Undergraduate Academic Advising UNIVERSITY OF COLORADO **DENVER**

Unit Within School/College
CU Geospatial Analysis and Mapping Laboratory COLLEGE OF LIBERAL ARTS AND SCIENCES UNIVERSITY OF COLORADO **DENVER**

Centered Configuration
CU School of Public Affairs UNIVERSITY OF COLORADO **DENVER**

Centered Configuration: Stacked
CU Office of Undergraduate Academic Advising UNIVERSITY OF COLORADO **DENVER**

SPIRIT MARKS

Three additional marks—spirit marks—are used for community building and brand awareness. They should be reserved for merchandise and materials for student-facing activities and events. They should not be used for professional communications, email signatures, websites, or stationery. They should not take the place of the official mark on any printed materials.

Improper Use

CU Denver's spirit marks and character illustration are registered trademarks and cannot be altered in any way. Always use the approved artwork to maintain consistency and retain the integrity of the spirit identity.

Tips and Guidelines

- Do not stretch, condense, or distort the spirit marks.
- Do not separate, alter, reposition, or rescale spirit mark artwork.
- Do not add text or graphics to the spirit mark.
- Do not change the colors of the spirit mark.
- Do not combine the spirit mark with other CU logos or symbols.
- Do not use the spirit mark for identification of CU Denver academic or administrative units, departments, or programs.
- Do not use the spirit mark as a watermark, background graphic, or repeating pattern.
- Do not add strokes, drop shadows, gradients, additional styling, or visual effects.
- Do not redraw or create alternate illustrations of the character/mascot.
- Do not add clothing or props to the character/mascot illustration.

LEAPING LYNX SPIRIT MARK

The leaping Lynx spirit mark features the same iconography and wordmark as the shield spirit mark, but without the encompassing shield and skyline elements.

Color Variations

The leaping Lynx mark is available in full color, color reverse, black-and-white, and reverse black-and-white versions.

Clear Space

Clear space must always surround the leaping Lynx mark to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the CU icon as it appears in the mark.

Minimum Size

To ensure legibility, the leaping Lynx mark must never appear smaller than 1" wide for print or physical media, or 72 px wide for online or digital media.

SHIELD SPIRIT MARK

The shield spirit mark features the CU icon combined with a "leaping Lynx" illustration, above the wordmarks Denver and Lynx. It is surrounded by a shield graphic that encompasses the Rocky Mountains at top and a stylized Denver skyline beneath.

Color Variations

The shield mark is available in full color and black-and-white versions.

Clear Space

Clear space must always surround the shield mark to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the CU icon as it appears in the shield mark.

Minimum Size

To ensure legibility, the shield mark must never appear smaller than 1" wide for print or physical media, or 72 px wide for online or digital media.

MILO ILLUSTRATION MARK

The CU Denver spirit identity also includes an approved illustration of our mascot, Milo the Lynx.

Clear Space

Clear space must always surround the mark to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the shield mark as it appears on the chest of the character illustration.

Minimum Size

To ensure legibility, the mark must never appear smaller than 1" wide for print or physical media, or 72 px wide for online or digital media.

Color Variations

The character illustration is available in full color and grayscale.

CU Denver | Brand Standards
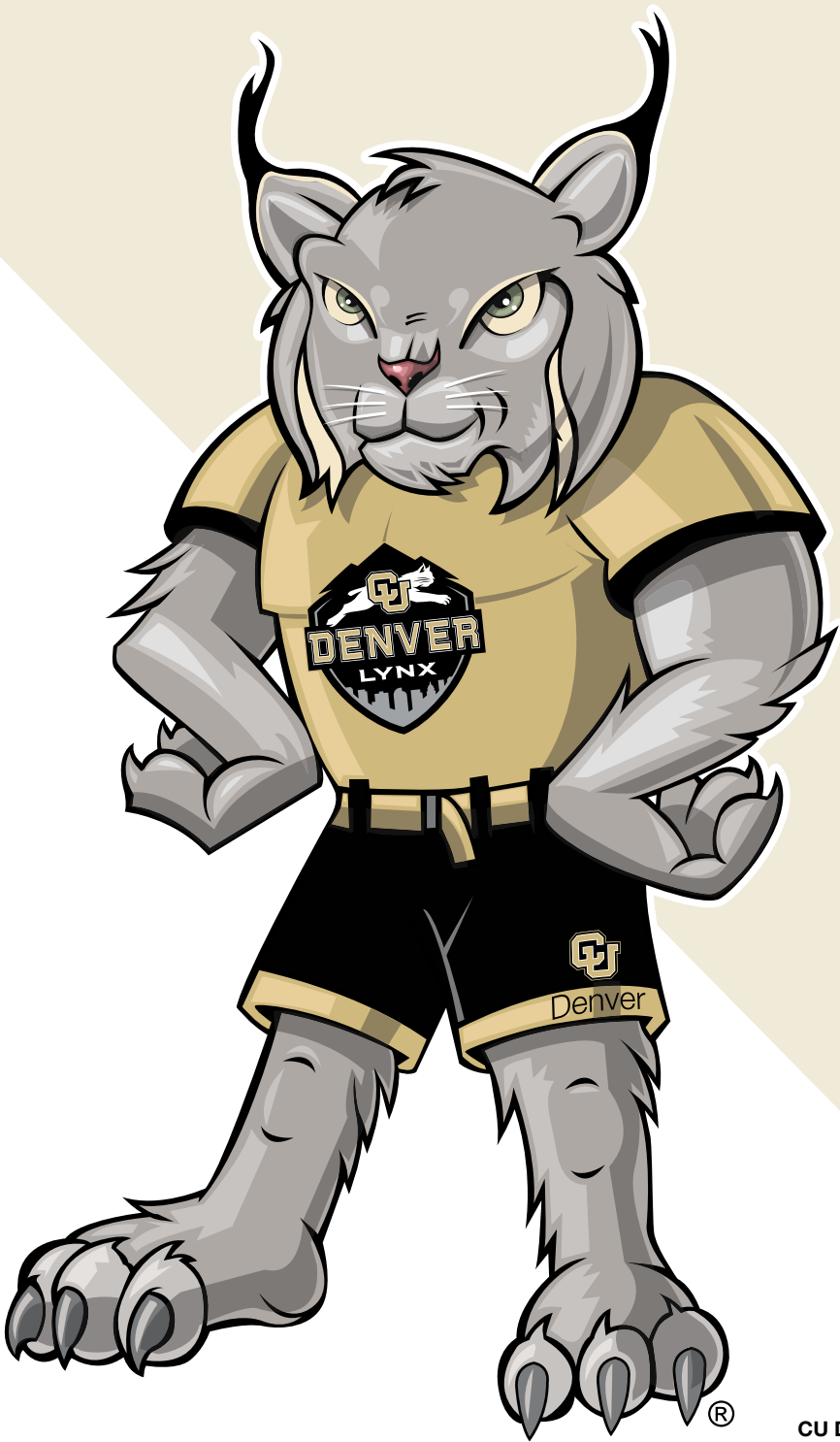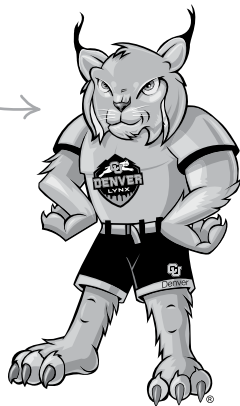
Milo Head Mark

The Milo Head Mark provides an additional activation of Milo, but should be used sparingly and in consultation with University Communications.

UNIVERSITY SEALS

The official seals of the University of Colorado are used on official university documents, such as diplomas, degrees, and official transcripts. The use of the official seal rests with the secretary of the university and Board of Regents. Logos and seals cannot be combined.

Official Seal

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

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

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

Commercial Seal

The commercial seal (English lettering as part of the interior design) has limited application and should not be substituted for approved university marks on business collateral (stationery, envelopes, etc.), web pages, electronic applications, print pieces, signage, vehicles, or apparel. Its use is reserved for approved signage and podiums.

Members of the university community have the option of using it on business cards and laboratory coats for physicians and researchers. **Any other uses must be approved by the University of Colorado Brand Identity Standards Board.** Information about the CU System brand can be found at cu.edu/brand-and-identity-guidelines.

Official Seal

Commercial Seal

MEET YOUR MOMENT TAGLINE

This mark includes the brand tagline, underline, and triangle icon. It should not be altered.

Color Variations
The brand tagline is available in five colorways. See page 60 for more information on our color palette.

Clear Space
Clear space must always surround the mark to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the M.

Minimum Size
To ensure legibility, the mark must never appear smaller than 1" wide for print or physical media, or 72 px wide for online or digital media.

Tips and Guidelines

- Do not stretch, condense, or distort the brand tagline.
- Do not replace or retype any part of the name.
- Do not alter, reposition, or rescale the brand tagline elements.
- Do not add text or graphics to the brand tagline.
- Do not change the colors of the brand tagline.
- Do not add strokes, drop shadows, gradients, additional styling, or visual effects.
- Do not pair the brand tagline with other graphics or logos.
- Do not underline any word other than "Moment."
- Do not use the brand tagline font for any other text.

LEGACY AND RETIRED MARKS

The university has used several marks in the past to promote our brand or share information.

50th Anniversary	*LynxTogether*	*CU in the City*
(retired May 2023)	(retired May 2022)	(retired January 2020)

This mark was used to celebrate the university's 50th birthday.

These marks were utilized during the COVID-19 pandemic to share information with our community.

The CU in the City brand is being replaced by the Meet Your Moment brand.

LOGO USE IN SOCIAL MEDIA

Consistent branding across social media channels avoids confusion for our key audiences and provides an opportunity to introduce ourselves to new audiences. The standard social media logo is a gold condensed mark in a white circle.

Additional social media logos should be designed to adhere to the university's logo guidelines. Whenever possible, the condensed logo should be used with the appropriate stacking for schools, colleges, units, and other relevant distinctions.

Tips and Guidelines

- Do not cut off any part of the logo.
- Do make sure the logo is at least 150 ppi.
- Do not use other marks or symbols.

▶ Thinking about starting a social media account? Connect with a University Communications team member to learn more about best practices and brand standards at ucdenver.edu/brand.
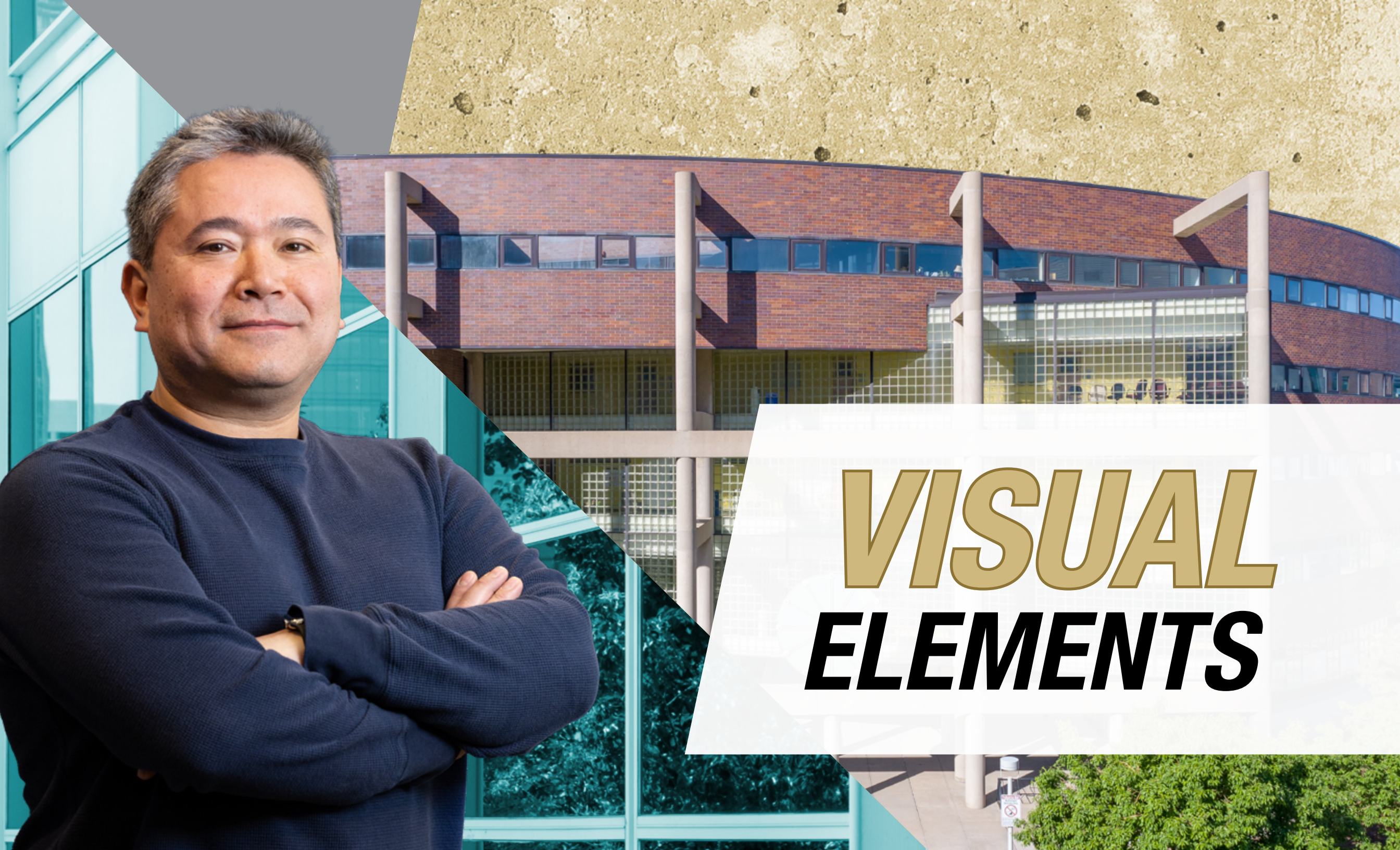
VISUAL ELEMENTS

Our brand relies on a consistent visual voice to ensure that our audiences quickly connect with and understand why millions of moments start at CU Denver.

Using essential feedback from our community, we crafted a visual identity to reflect the vibrant urban fabric of our campus and the diverse community that is CU Denver. We looked closely at our campus to see the big and small things that make this space feel so special, including the paint trim on the Centennial House, the angle of Speer Boulevard, and the evening sky with the mountains in the distance.

We created a modular visual identity—a kit of parts—to ensure that our brand can work in any format and on any platform. Together, the visual elements contribute to a sense of place. They also pull from the energy of the city to create movement, vibrancy, and agility. And they create connections between images, stories, and places to show how our community engages with each other.

GRAPHICS

We are both a campus at the heart of a global city and a university that isn't bound by a physical location, thanks to our virtual and hybrid learning opportunities. In all cases, though, we seek to create connections and a sense of place rooted in our location and enriched by our community. To do so, we created several graphic treatments to reinforce those goals via dynamic angles, triangles, and textures.

Tagline Mark

The tagline mark should be placed separately from the logo and have appropriate clear space and contrast.

Cutout Images

Cutout photos of our people and our campus can break out of their sections to create movement and excitement in a layout.

Dynamic Angles

The dynamic angles intersect and create visual sections that are separate but related. The intersection of these angles represents a moment and should be featured in the design.

Textures

Photo and graphic textures bring life to layouts. They should be colorized in CU Gold or Centennial Teal, and placed within sections created by our dynamic angles.

Campus

Photos of our campus should be bright and engaging, and feature students moving through the space when possible.

MEET YOUR MOMENT ►

MILLIONS OF MOMENTS START HERE

University of Colorado **Denver**

Words

Titles are set in Helvetica Neue Bold Condensed Italic. The whole text block should follow the dynamic angle, and two colors can be used to highlight part of the text. Font size can vary to make each line of the title match in width.

Logo

The logo should have appropriate clear space. The bottom right corner can be placed near the dynamic angles to create a relationship between the elements.

Colors

Compositions should be light and bright, and heavily feature Spring Snow, CU Gold, and CU Black.

People

Photos of students should show personal connections, emotions, or poignant moments.

DYNAMIC ANGLES

Born out of the transection of Speer Boulevard as it parallels Cherry Creek on the CU Denver campus, we use angles in visual compositions to create a sense of motion, of forward momentum, and of connections. The use of angles creates a consistent organizing geometry for our compositions. The first angle (roughly 315 degrees) matches the corner of the interlocking CU logo. The second angle (roughly 78 degrees) mimics the slope of Helvetica Neue Condensed Oblique, our preferred text style for titles and headlines. These angles may overlap and intersect with each other.
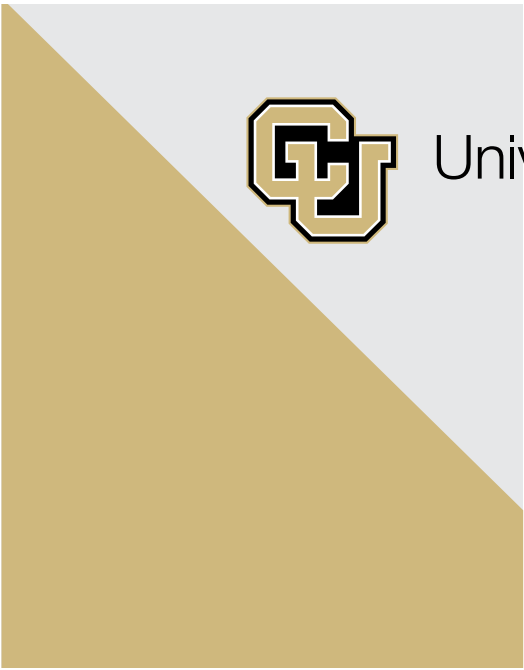
Angle 1

Angle 2

ANGLE TEXTURE

Repeated angled lines create a unique background for text and should be set at roughly 78 degrees.
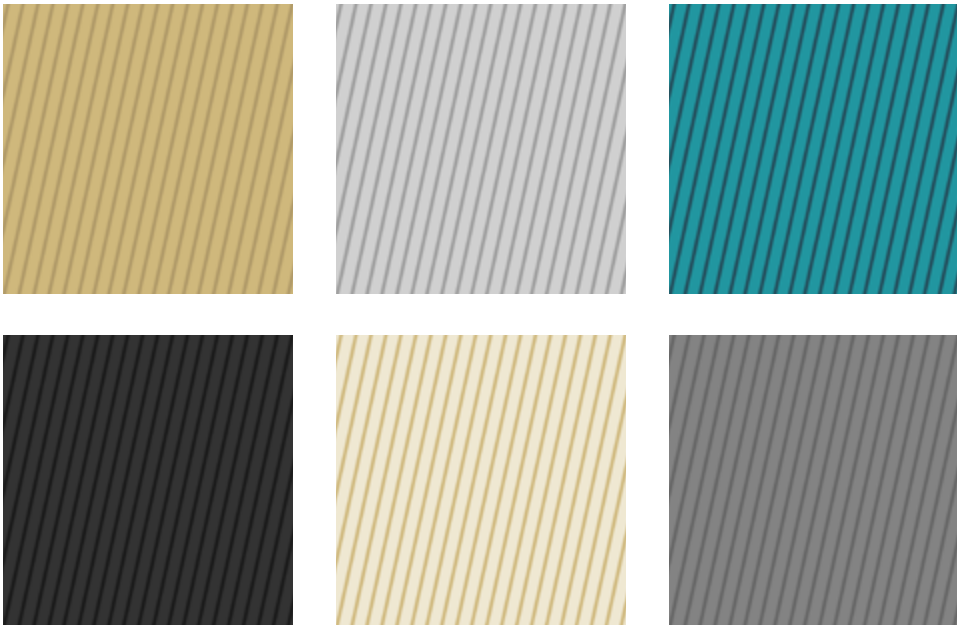
MAP TEXTURE

This texture uses a map to place our campus within its urban Denver environment in a subtle way.

PHOTO TEXTURES

Using images and textures found on campus and in our city, we created photographic textures that capture the depth and richness of our environment. They add complexity to visual designs. These textures, which are on Brandfolder, are only available in three colorways and should not be amended.

Additional textures can be created using visual inspiration from our campus. In order to maintain brand consistency, texture photos should be colorized with either CU Gold or Centennial Teal. To colorize a photo, import the file into Photoshop and convert it to greyscale. Next, add an adjustment layer of solid color and change the blend mode to overlay. Some further adjustments may be needed to maintain the integrity of the color and keep it from becoming muddied. Do not create textures with pictures that include people or text. If you have any questions, please reach out to University Communications.

If you have any questions, please reach out to University Communications at ucdenver.edu/brand.
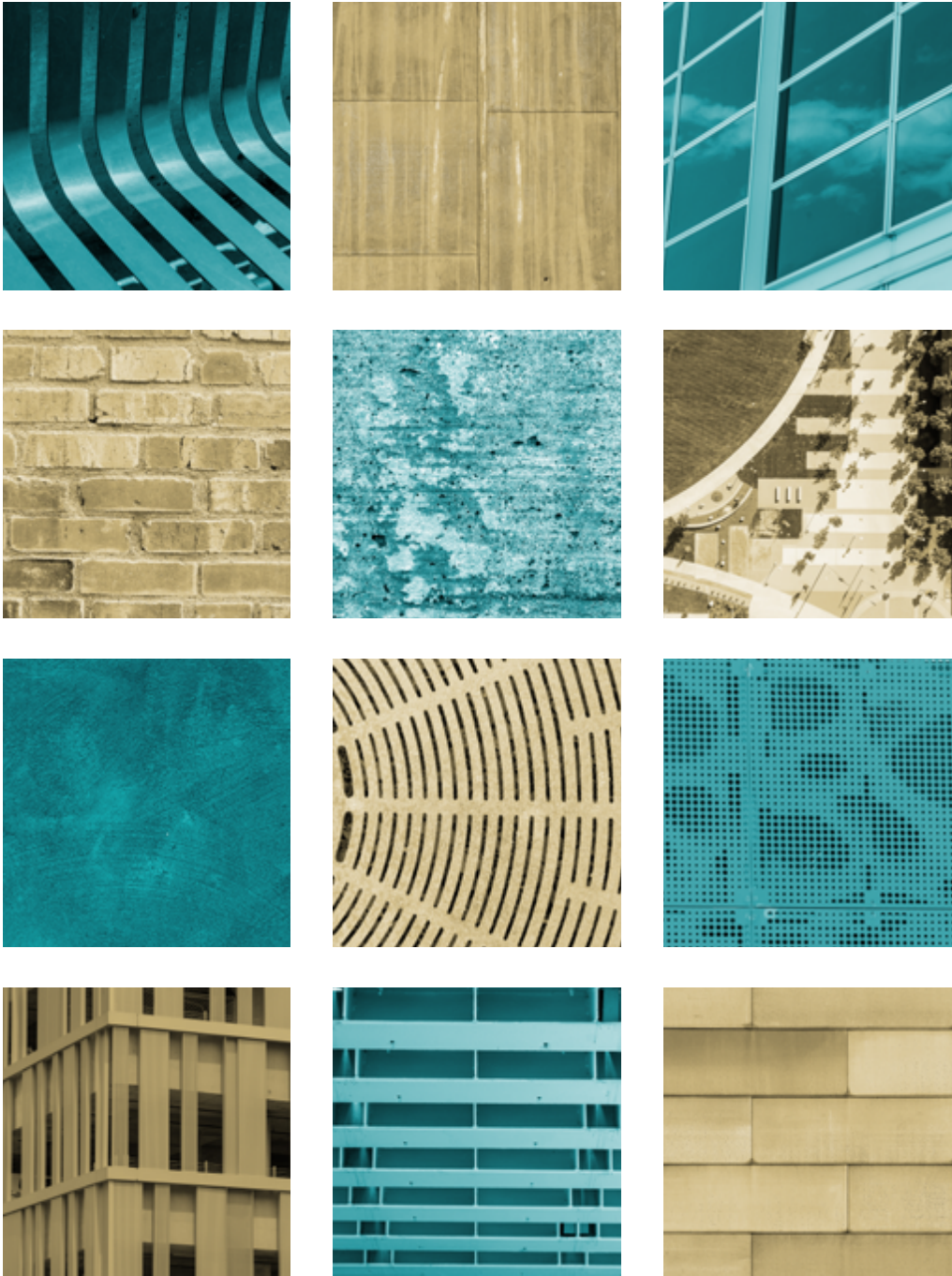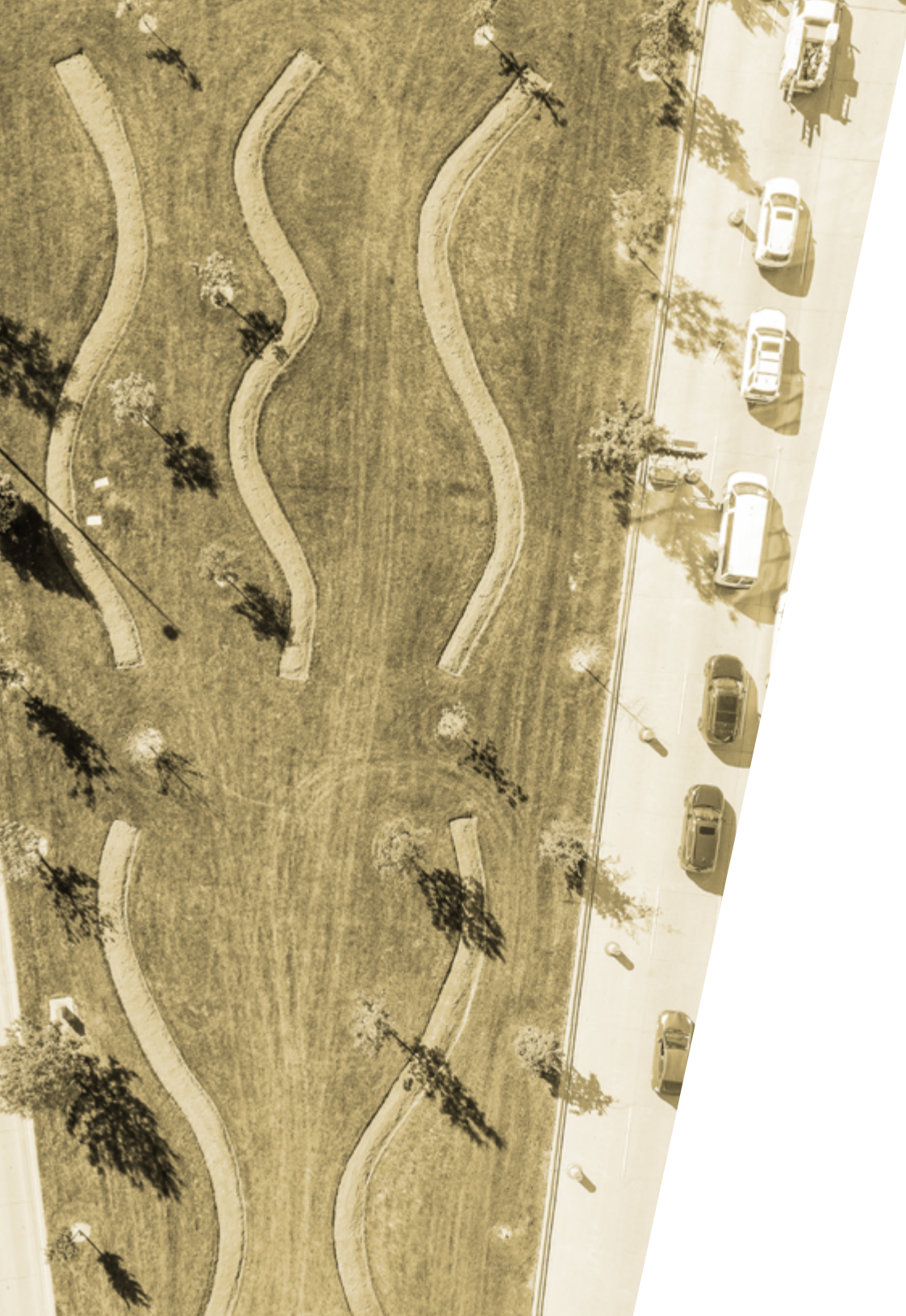
TRIANGLE ICON

A triangle has become a ubiquitous symbol to show movement forward in the digital world and we use this icon to evoke the same feeling. It is an essential part of our tagline mark but can also be used in graphic design as a visual compass. The triangle should not be turned down or at an angle. The triangle should only be used in a solid color. No images, textures, or insets can be used, and the triangle should never be repeated in a row or pattern.

MEET YOUR MOMENT
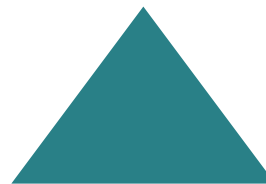
The triangle symbol can also be turned to point upward as a symbol for growth or upward mobility. It can also be used in campaign lockups by using text as cutouts to highlight certain words or symbols.

CU BLACK

PMS BLACK
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

COLORS

The CU System's iconic black and gold colors remain the vital base of our visual identity to connect our past with our future. In addition—and using our campus as inspiration—we are utilizing a larger palette of colors to supplement our visual materials.

PRIMARY COLORS

As part of our primary palette of CU Gold and CU Black, we introduce Spring Snow. Inspired by our mountain backdrop, this bright white adds freshness and lightness to designs, while working seamlessly with our traditional colors.

Tips and Guidelines

- CU Black should be used for the majority of text in any design.
- CU Black should not be used as a background color in order to keep designs light and bright.
- The primary colors should be the most prominent colors in every layout. They cannot be overpowered by secondary or tertiary colors.
- In web uses, backgrounds in CU Gold must have black text over them, and CU Gold text may only be placed on CU Black backgrounds. For accessibility, text in Spring Snow over CU Gold may only be used on print materials and at a very large font size.

SPRING SNOW

PMS WHITE
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

CU GOLD

PMS 4525
CMYK 0/10/48/22
RGB 207/184/124
HEX #CFB87C

90% BLACK

DARK GRAY (80% BLACK)
PMS 425 • CMYK 38/28/21/63 • RGB 86/90/92 • HEX #565A5C

70% BLACK

60% BLACK

50% BLACK

LIGHT GRAY (40% BLACK)
PMS 422 • CMYK 16/11/11/29 • RGB 162/164/163 • HEX #A2A4A3

30% BLACK

20% BLACK

10% BLACK
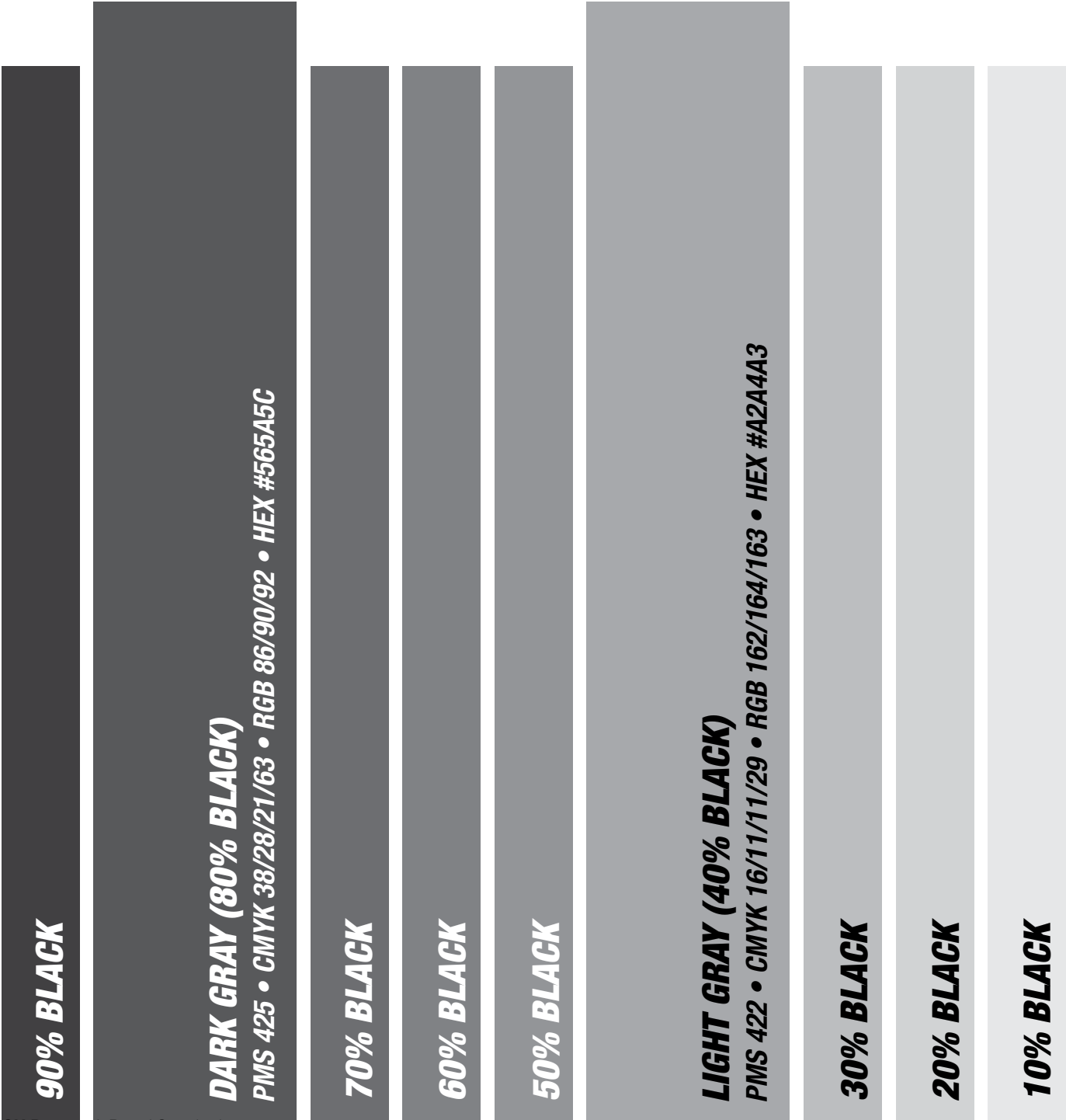
SECONDARY GRAYS

The CU System colors include a light and dark gray. Grays may be used as accent shades and can be used to expand the range of color in visual communications.

Tips and Guidelines

- Gray often acts as a neutral color and can create differentiation in text and design elements.
- Gray should be used sparingly, because overuse can detract from the vibrancy of the brand.
- Gray accents can add dimension on text-heavy designs.

SECONDARY COLORS

The secondary set includes two colors pulled directly from our campus experience. City Heights Sandstone replicates the stone façade used on the City Heights building, while Centennial Teal represents the bright trim paint hue at the Centennial House. These colors are accents that help create visual interst or clarity, but do not replace the primary use of CU Black, CU Gold, and Spring Snow.

Tips and Guidelines

- Centennial Teal should not be used for text except for some select use cases, and then it is used very sparingly and at the discretion of the University Communications team.
- The only text colors that are used over a Centennial Teal background are CU Black, Spring Snow, and City Heights Sandstone.
- Centennial Teal should never overpower the primary colors in a composition. Outside of images, Centennial Teal should occupy no more than 20% of a design.
- Centennial Teal should not be used as a plain color field. It should instead be used in graphic textures and colorized texture photos, or as small design elements, icons, or callouts.
- City Heights Sandstone can be used as an alternative to Spring Snow in layouts that need a second bright color. It should primarily be used as a background and all text over it should be in CU Black.

CITY HEIGHTS SANDSTONE
PMS 4525 30% • CMYK 5/6/15/0 • RGB 241/234/216 • HEX #F1EAD8

CENTENNIAL TEAL
PMS 2235 • CMYK 81/9/41/15 • RGB 40/147/157 • HEX #28939D
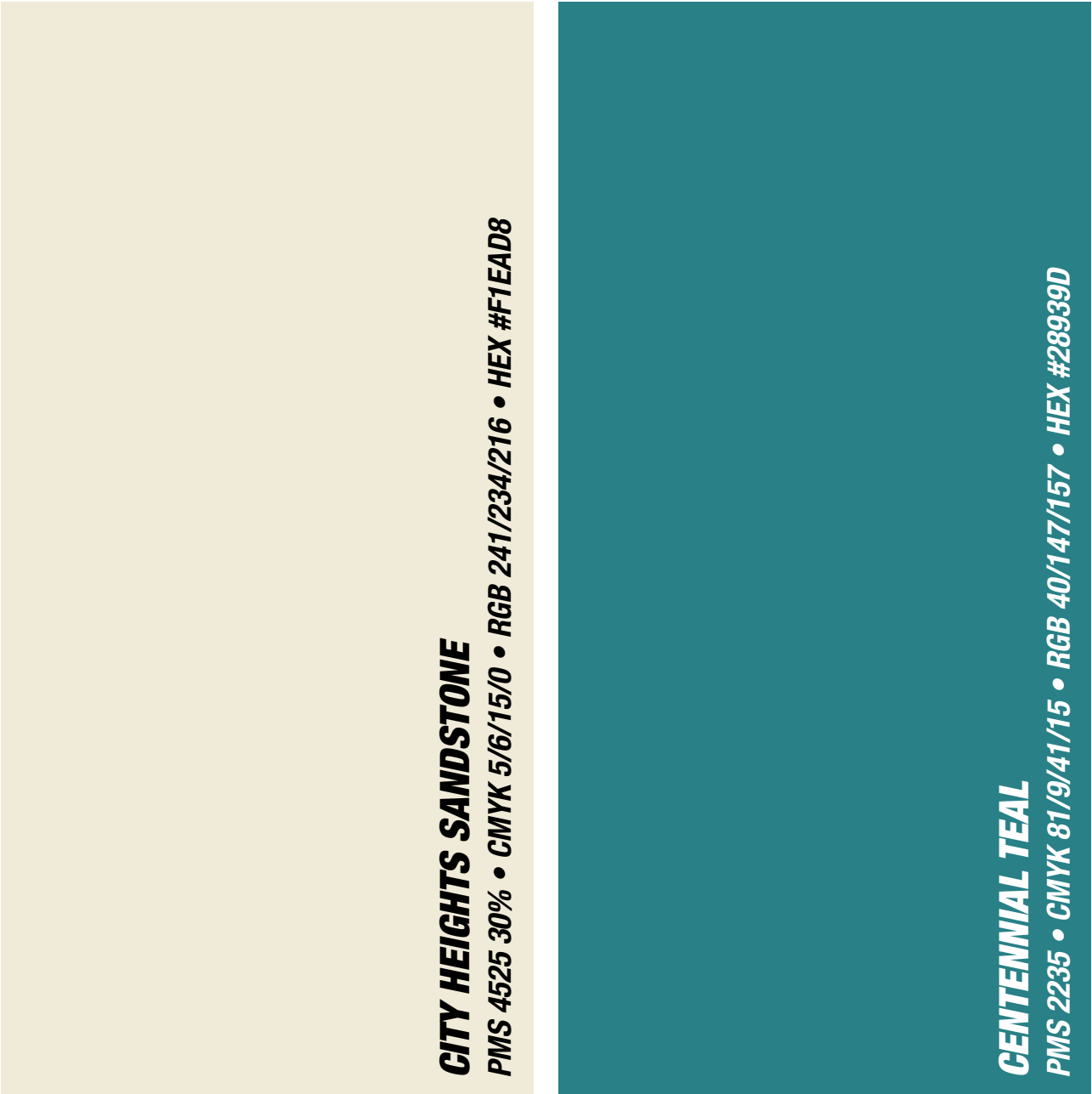
SKYLINE SLATE
PMS 7477 • CMYK 86/29/21/67 • RGB 36/76/90 • HEX #244C5A

AURARIA SUNSET
PMS 2024 • CMYK 0/58/65/0 • RGB 248/124/86 • HEX #F87C56

BRICK BY BRICK
PMS 166 • CMYK 0/76/100/0 • RGB 227/82/5 • HEX #E35205

CHERRY CREEK
PMS 1945 • CMYK 5/100/55/28 • RGB 166/9/61 • HEX #A6093D

TERTIARY COLORS

Our tertiary colors are also rooted in our campus. Skyline Slate mimics the sunrise hues of the Denver skyline, Auraria Sunset represents the evening light, and Brick by Brick (a lyric pulled from our *alma mater*) showcases the walls of the historical Tivoli building. The final color, Cherry Creek, is drawn from the chokecherry berry, which inspired Cherry Creek's name. These colors should only be used in limited cases and with the permission of the University Communication team.

Together, these colors create a visual identity that shows movement, vibrancy, and inspiration. It pairs well with our brand messaging to evoke the sense that opportunities and moments are inspired by CU Denver.

Tips and Guidelines

- Tertiary colors should be used very sparingly. They should never be used as text, in large fields of color, or to colorize textures.
- Tertiary colors may be used for icons, calls to action, buttons on websites, and other small design elements. They bring a pop of color to a small design element or draw attention to a callout but should not be prominently used in a layout.
- Tertiary colors may be used in illustrations, along with primary and secondary colors, to keep them in brand.

ACCESSIBILITY CONTRAST

This chart is a guide to help you verify that your pairings of background color and text color meet accessibility standards, especially for digital usage, including websites and presentations.

Normal text: 14 point bold (18.66 px) or larger

Large text: 18 point (24 px) or larger

Contrast for digital screens: WCAG 2.0 Level AA requires a contrast ratio of 4.5:1 (normal text) and 3:1 (large text).

To check the contrast of any two colors, visit:
https://webaim.org/resources/contrastchecker/.

ACCESSIBLE GOLD

CMYK 40/47/93/18
RGB 141/115/52
HEX #8D7334

When using White text on CU Gold backgrounds or CU Gold text on White backgrounds, the text must be outlined with Accessible Gold in order to meet accessibility standards.

TYPOGRAPHY

The CU System relies on the **Helvetica Neue** font family for typography treatments. This font family is classic and accessible to a diverse group of users. It is also a large font family, with more than 109 variations, eight different weights, and six styles.

Headline Treatments
We set headlines in Helvetica Neue Condensed with bold, italics, and all caps. This adds a dynamic angle to headlines that complements our graphic designs.

Print Fonts
Subhead, body, and all other text should use Helvetica Neue.

Pull Quotes and Testimonials
Pull quotes should be set in Helvetica Neue and marked on each end with an apostrophe in gold or black. Attribution lines should start with an em-dash and include the name (no space between the em-dash and text) and identifying information about their occupation or major.

Tagline Mark Font
For the Meet Your Moment treatment, contact University Communications for guidance. No other handwritten fonts should be used in any way.

Outline Font
We occasionally use Helvetica Neue Bold Condensed Italic outlined for large headlines. This treatment should only be used for printed materials and with guidance from the University Communications team.

Colorways
Whenever possible, fonts should be presented in the primary colors. Exceptions may be made, in consultation with University Communications.

Everyday Use
When preparing university materials, please use our approved typography whenever possible. **Arial** is an approved substitute and can be used for internal memos, emails, handouts, and more.

Tips and Guidelines

- Ensure that headlines use all caps or initial caps treatments to provide clarity and consistency.
- Whenever possible, avoid using an ampersand in titles or text (unless it appears in formal names, such as the College of Arts & Media). Ampersands can be used in headlines.

Helvetica Neue Family

CONDENSED

Ultra Light *Ultra Light Italic*
Thin *Thin Italic*
Light *Light Italic*
Roman *Roman Italic*
Medium ***Medium Italic***
Bold ***Bold Italic***
Heavy ***Heavy Italic***
Black ***Black Italic***

REGULAR

Ultra Light *Ultra Light Italic*
Thin *Thin Italic*
Light *Light Italic*
Roman *Roman Italic*
Medium ***Medium Italic***
Bold ***Bold Italic***
Heavy ***Heavy Italic***
Black ***Black Italic***

EXTENDED

Ultra Light *Ultra Light Italic*
Thin *Thin Italic*
Light *Light Italic*
Roman *Roman Italic*
Medium ***Medium Italic***
Bold ***Bold Italic***
Heavy ***Heavy Italic***
Black ***Black Italic***

HEADLINE
TREATMENT

The headline is set in Helvetica Neue Bold Condensed Italic. The two lines vary in font size so that they match in length, and the kerning is set so that the entire title matches the angle of the text. If using more than two lines of text for a heading, ensure that the leading is visually the same size.

SUBHEAD TREATMENT

The subhead is set in Helvetica Neue Bold with tracking set to 200.

Body Copy Treatment: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit

The body copy is set in Helvetica Neue Light. The leading is open enough to give the lines of text room to breathe, but not so open that they look disjointed.

" *Pull Quote Treatment Lorem ipsum dolor sit*
–FirstName LastName, '23 Major "

This is the preferred design style for pull quotes. The quote is set in Helvetica Neue Light Italic, with the attribution below in Helvetica Neue Light in a smaller font size. The offset quotation marks are Helvetica Neue Bold in a larger size, and either black or gold. These can be outlined for a lighter touch.

PHOTOGRAPHY

The brand uses bright photography to capture moments in the subject's life. These moments can be fleeting (a shared laugh) or static (a graduate posing with their cap and gown). Photographers should use Denver's blue skies whenever possible to create space around the subject. They can also create a sense of place by utilizing the campus or city as the backdrop. Low angles create a vertical signature that matches our downtown landscape, while a narrow depth of field puts subjects in focus. Backgrounds can recede to create a light, ethereal feel.

Lifestyle

We use a photojournalistic style to capture engagement and moments that reflect our community. These photos should not feel staged.

Campus Shots

Our urban campus is framed by mountains and an emerging global city, which provides visually exciting backgrounds for campus photos. We use these iconic settings to place the campus in its vibrant context. Whenever possible, we include people moving in these spaces.

Portraits

In formal headshots, subjects should look into the camera to engage the viewer in their moment. A subject can also peer to the side but should look up and be visibly engaged or focused on something beyond the image.

Texture Backgrounds

Many of the textured backgrounds used in the brand's graphic design are pulled from our urban campus, including close-up shots of brick walls and bird's-eye views of intersections. We use these macro and micro images to add a sense of belonging into the graphic designs. They are primarily colorized with CU Gold and Centennial Teal.

Tips and Guidelines

- Include space around your subject. This allows area for graphic elements—angles, photographic textures, and more—to be added.
- Make sure that people, and their moment, are in focus as you compose your shot.
- Don't forget to create connections between your subject and their environment.
- For photos used on the web, make sure that images are high-quality. Test your images in different formats—mobile versus desktop—to make sure the user experience is consistent and that images do not crop in unexpected ways.
- For information about social media-specific photography and treatments, see .
- For information about web photography and treatments, see .

TEXTURE PHOTOGRAPHY EXAMPLES

COLORIZED TEXTURE PHOTOGRAPHY EXAMPLES
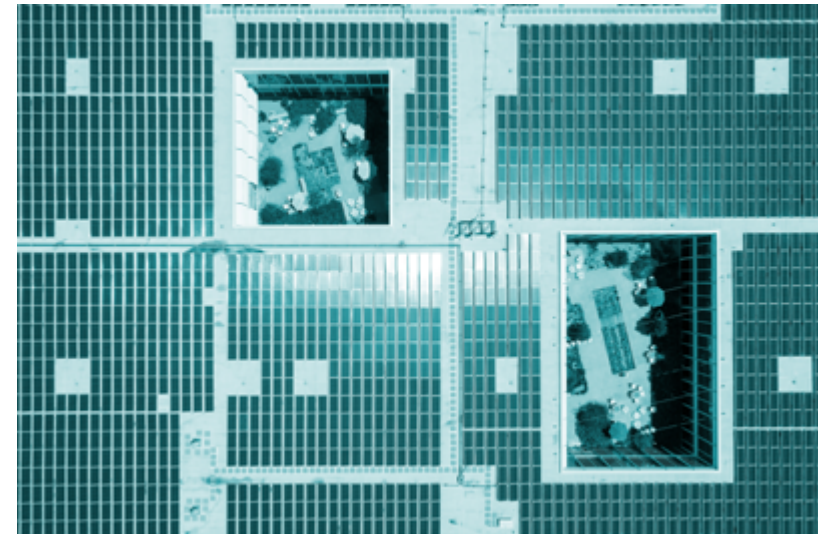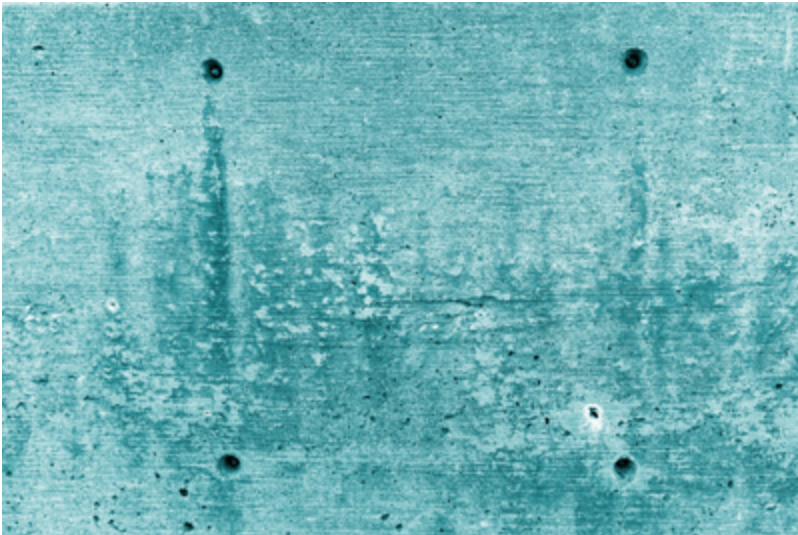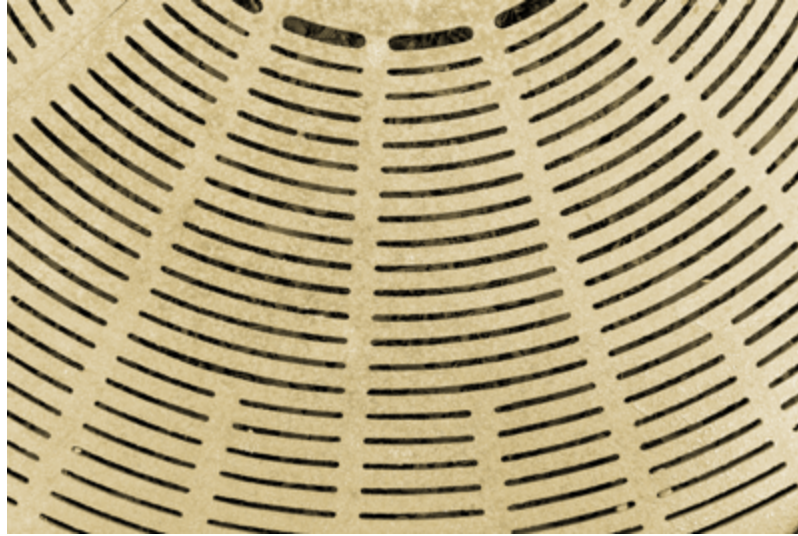
VIDEOGRAPHY

Videos are an excellent medium to capture the versatility and excitement of the brand. We use principles similar to those in our photography guidelines to capture real moments as they happen. Interviews are conducted in a conversational, documentary style that draws the audience into the scene, while scripted voiceovers are bespoke scripts written to engage specific audiences. Music and audio must be top quality and serve as a conductor to connect the images and information. Whenever possible, we use handheld footage for B-Roll to create a sense that the audience is part of the experience. Additionally, we use 4K to capture wide shots that can be zoomed in for the most flexibility when editing.

Tips and Guidelines

- Whenever possible, use handheld footage in a documentary style to ensure that the viewers feel a part of the experience.
- Video graphics, including kinetic text and motion graphics, add movement and infuse our brand imagery seamlessly into video footage.
- Lower thirds should follow typography and editorial standards. Alums should always be identified with their year of graduation, major, and school or college.
- Use 4K to capture wide shots that can be zoomed in for close-ups.
- All videos must include closed captioning.
- Videos should be short and optimized for web use to ensure quick load times.

Graphic text treatments can be used to call out quotes in a video. These should be dynamic and animated, and always use Helvetica Neue.

Interviews shot in front of a greenscreen should have a graphic background that uses brand textures and dynamic angles.

Interviews shot on location should be framed so that the background is interesting and in-brand, with dynamic angles and textures.

To ensure accessibility, videos should always be captioned. Use an approved font that is easy to read. A transparent background can be added to increase contrast and legibility of the text.

Include brand colors in videos whenever possible.

Visual Elements

B-Roll can be stylized with filters, but should maintain brand colors and look cohesive with the rest of the footage.

B-Roll shots should be intentional and add additional detail and clarity to the video's message, not distract from it.

William Mundo, MD

DOCTOR OF MEDICINE '22 - CU ANSCHUTZ
MA IN PUBLIC HEALTH '18 - CU DENVER
BA IN PUBLIC HEALTH '16 - CU DENVER

Lower thirds should be used to identify video subjects when they are speaking. Templates are available to ensure that these are consistent and created in the approved style.

Footage should be vibrant and clean. Keep the dynamic angles in mind when framing shots, and use brand colors when possible.

The intersection of the brand angles should be the starting point for building video transitions and motion graphics. This provides flexibility for a variety of use cases, while keeping the overall motion deisgn on brand.

YOUR NEXT STEP—MAJOR, CAREER, INTERNSHIP— STARTS HERE.

Color backgrounds and overlays should incorporate the color palette and only use tertiary colors as subtle accents.

Animated typography should be snappy and clean, and incorporate the brand angles as general guides for movement. They should resolve with intention, in a manner that reflects the overarching brand narrative.

MEET YOUR MOMENT

Textures should be incorporated with subtle movement in a manner that emphasizes the text or the overarching narrative. They shouldn't distract from more important elements on screen.

MEET YOUR MOMENT ▶

SOCIAL
MEDIA

Social Media

Social media offers a unique opportunity to bring our brand to an expanded audience, while growing a sense of community with people who already know CU Denver. It is, quite literally, a place where someone could meet their moment by applying, requesting information, or donating to a scholarship fund. The best social media accounts approach their content strategy with an empathy for audience. Great content lives at the intersection of what you want your audience to know and what they want to read and share.

Social Profile Images and Icons

All academic and administrative accounts associated with CU Denver must use the CU Denver stacked condensed mark on a white background as their profile image, with the exception of school and college accounts. They must use the provided profile icons with their acronyms, as shown below. Student organizations must use the CU Denver stacked condensed mark on a background of our City Heights Sandstone as their profile image, and accounts for student athletic teams may choose from two spirit mark options on a white background. This creates a unified, cohesive look among our accounts and makes it easy for followers to know which accounts are official.

Institutional Profile Icon	*Departmental Profile Icon*	*Student Org Profile Icon*	*Athletics Profile Icons*
School and College Profile Icons			*Milo Profile Icon*

Social Media

Social Hero Image

Academic and administrative accounts may choose from one of the official CU Denver branded headers in the Brandfolder image library. Hero images should be used on social media accounts. Hero images should be changed three to four times a year to keep accounts fresh and relevant. Seasonal images, including snow, should be changed promptly to reflect the current season.
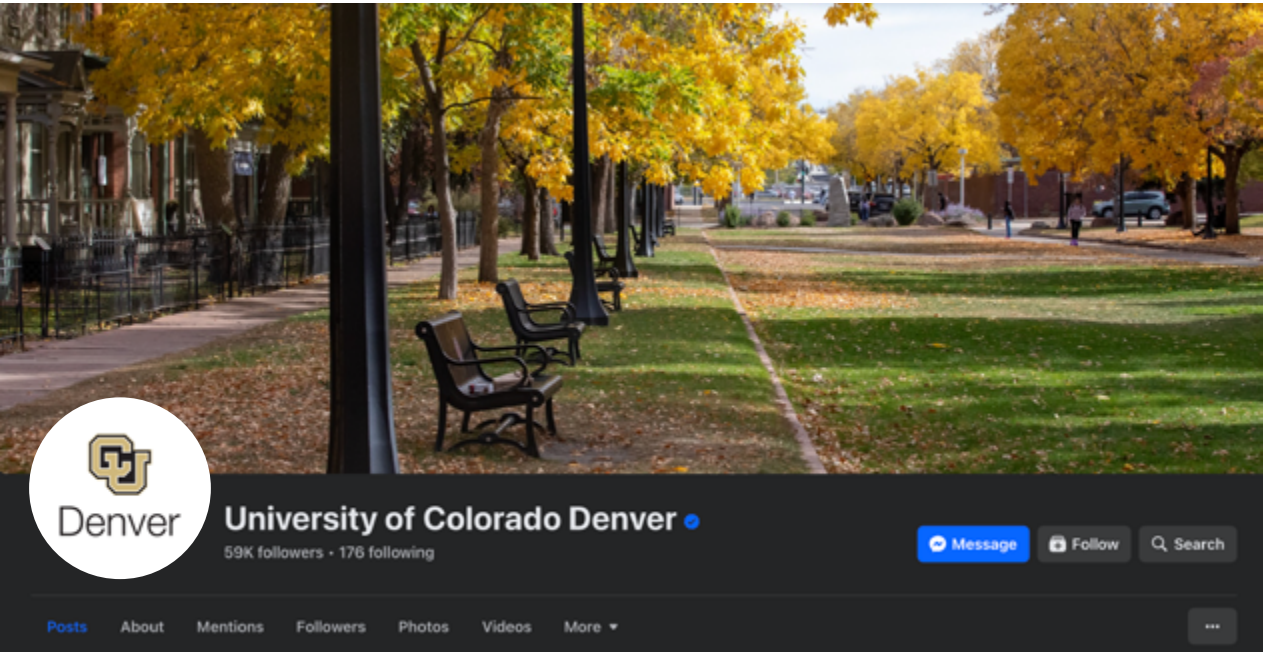
Social Photography & Videography

Whenever possible, please use official brand photography or videography, which is managed by University Communications.

Please contact that team for usage rights and the original, high-resolution image or file to ensure the best quality. Also consider the content of your post to make sure the tone of the photography matches the tone of the copy.

When using photography or videography submitted by another source (a student, faculty or staff member, partner, etc.), you verify that you have permission to post and provide a photo or video credit. When selecting images or video, please adhere to our photography brand standards. Stock shots or videos are not permitted, and imagery should show the diversity of our campus. Add captions to your videos in the approved font whenever possible to ensure content is accessible. And use approved music through applications to avoid copyright issues.

Social Graphics and Templates

You can create custom branded graphics for social media via our content automation program. Do not create graphics for social media using other tools, as it is easy to use incorrect brand colors, brand elements, or fonts. Instead, it is recommended that you use a photo and include any pertinent information in the caption. If you would like to request a custom graphic for a high-priority event or campaign, please contact the University Communications team with at least two to three weeks' notice and our team will evaluate the request.

WEBSITE

CU Denver's online presence—at ucdenver.edu—is one of the most effective tools for sharing stories about the university and its people. The website helps differentiate and showcase our programs and recruit new students.

All content and design choices must be made with inclusivity in mind to ensure the website is accessible to users with various abilities and needs, and to improve or enliven the user experience.

All ucdenver.edu pages must:
- Communicate key messages while adhering to brand style guidelines
- Guide visitors seamlessly to their desired destinations with user-centric design practices
- Provide compelling content to drive engagement and conversions

We do this by using modular designs to create vibrant experiences.

The university is undertaking a wholesale website redesign that will be ready in 2025. Until then, contact University Communications for web guidance relating to the new brand.

Web Fonts
CU Denver uses several web-friendly sans-serif fonts, including Arial and Helvetica. Roboto and Source Sans Pro are also used for headings, buttons, and other special use cases.

Web Photos
In an ever-changing digital landscape, you can stay up-to-date on web photo guidlines by visiting ucdenver.edu/atweb/using-sitefinity/building-your-site/content/image-size.

Meet Your Moment

University of Colorado **Denver**

At CU Denver—**Colorado's #1 choice for social mobility**—you're just minutes away from everything the Mile High City offers from top restaurants, concert venues, and championship teams—plus, mountain views and miles of trails and bike paths.

You can take classes in the morning, intern at an international company in the afternoon, and play in the city after work. You can research with award-winning faculty. And you can cultivate a network of friends and supporters to fuel your success—all at an affordable, but top-ranked university.

Request Information

First Name

Last Name

Email Address

Phone

Program Level

Program

Submit

Web Images

Photography and images used on the website should follow CU Denver's brand image guidelines. These files must be compressed for web use and should be a minimum of 72 dpi. All images should include alt-text, which provides a visual description of the image to improve accessibility. Text should be avoided on images to improve accessibility for all readers and to ensure that images work well with responsive web design.

Video

Videos are excellent tools to engage web visitors but can significantly increase website load time and impact the user experience. All videos must include accessibility tools, including closed captioning. Length should be less than six minutes and, ideally, less than 30 seconds. And, while videos can be uploaded directly to ucdenver.edu, we recommend hosting videos on a service such as YouTube or Vimeo so you can embed the link on your webpage.

▶ Do you want to create a new website or update an old page? Connect with a University Communications team member to learn more about best practices and brand standards at ucdenver.edu/brand.

MEET YOUR MOMENT ▶

WORKING WITH OUR BRAND:
USE CASES

Working with Our Brand

There is no "off" switch for our brand. It is part of everything we do, whether that's an email, a flyer in an elevator, a video tutorial, or a billboard in downtown Denver.

By working together and using the tools presented here, our brand can showcase CU Denver's community, while differentiating us from other higher education experiences.

Please work with the University Communications team on all use cases to ensure brand alignment. In particular, materials presented to external audiences must be reviewed by University Communications.

STATIONERY

Tips and Guidelines

- Stationery must adhere to brand standards and should not be customized.
- Think carefully about the longevity of a printed piece before ordering a large amount of supplies to consider financial stewardship and eco-friendly best practices.
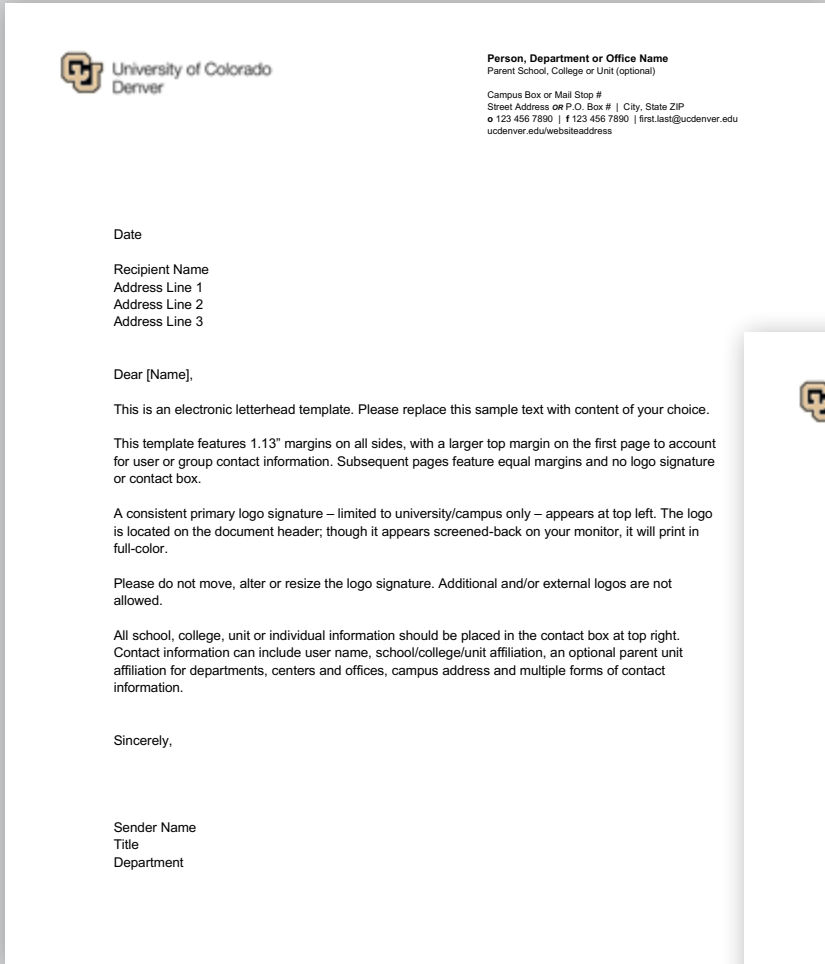
EMAIL SIGNATURES

Tips and Guidelines

- Use the email-signature generator at <u>ucdenver.edu/brand</u> to ensure your email signature aligns with our brand standards.
- Signatures should not use additional information, including phrases and personal modifications.

FULL NAME
job title
UNIVERSITY OF COLORADO DENVER
department
email@ucdenver.edu
phone
pronouns

E-COMMUNICATIONS

Tips and Guidelines

- Remember that your newsletter or e-marketing content is not viewed in a vacuum: Audiences' inboxes are inundated.
- Consider the audience you are trying to communicate with and whether this is the best way to reach them.
- Newsletters are effective, but time consuming. Who will maintain it or produce content?
- All CU Denver email newsletters should be sent through Salesforce Marketing Cloud, a cloud-based CRM company that supports newsletter sends, maintains subscriber lists, and provides analytics.

▶ Ready to find the best way to communicate with your audience? Connect with a University Communications team member to learn more about best practices and brand standards at ucdenver.edu/brand.
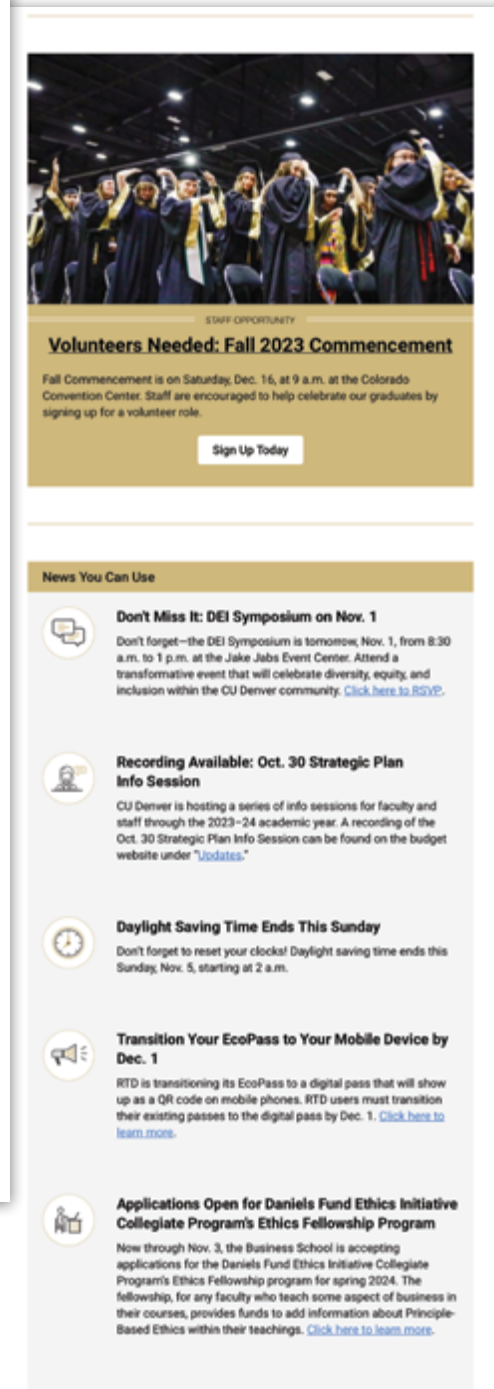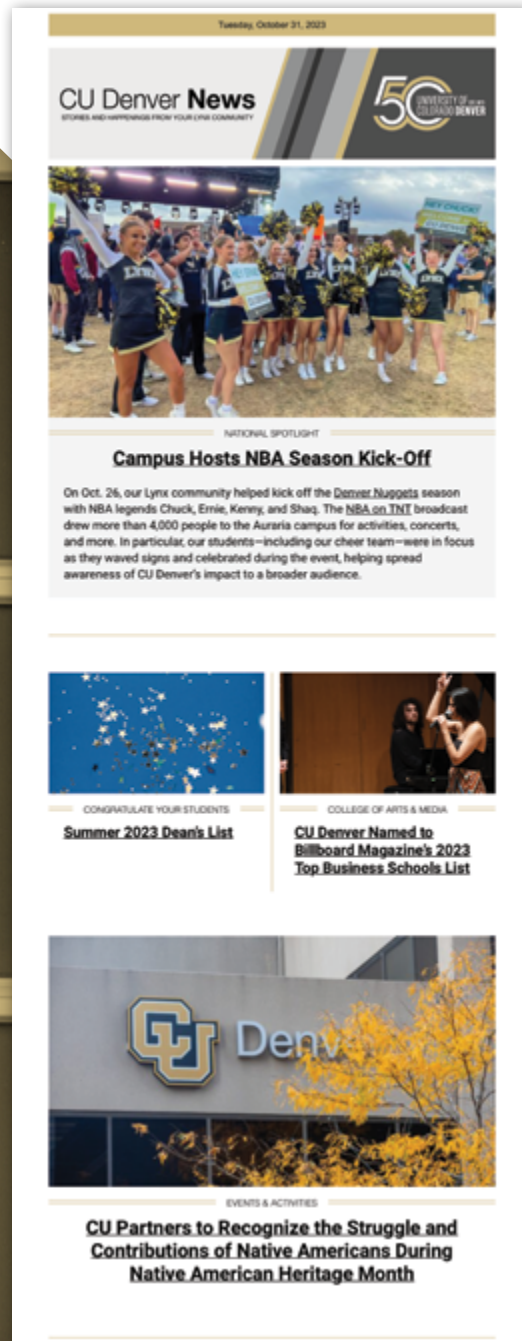
SOCIAL

Templates are available to help you create images for social media.

Tips and Guidelines

- Use branded templates to create customized templates for social media channels.

▶ Want to learn more about social media best practices? Connect with a University Communications team member to learn more at ucdenver.edu/brand.
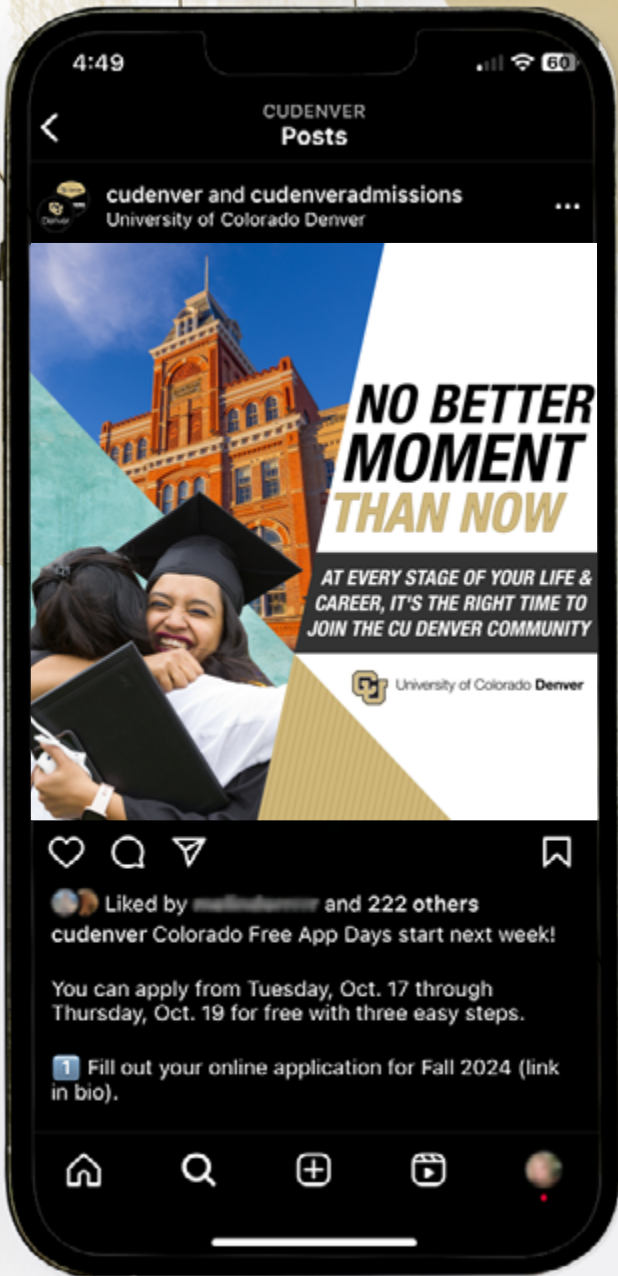
PRESENTATIONS

- Using a branded presentation template extends our brand's reach.
- Be concise. Slides should highlight key information.
- Do not decrease font sizes. Text needs to be easily readable from a distance or on shared screens.
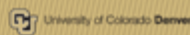
ADVERTISEMENTS

Tips and Guidelines

- Work with the University Communications team to amplify your message and connect with the right audiences.
- Keep your message simple and focused.
- Use approved brand images, design, photography, and messaging.

▶ Want to ensure that your advertisements will reach the right audience? Connect with a University Communications team member to learn more about best practices and brand standards at ucdenver.edu/brand.

PRINT AD

DIGITAL AD

OUTDOOR ACTIVATIONS

Tips and Guidelines

- Consider placement when designing materials. Will people be able to read the text from afar?
- Think about the impact that our Colorado environment will have on each item. Will it fade, crack, or wear out too quickly?

▶ All outdoor activations must be approved by University Communications to ensure alignment with brand standards and effectively reach our internal and external audiences. Contact University Communications at ucdenver.edu/brand with questions.

DIGITAL SCREEN
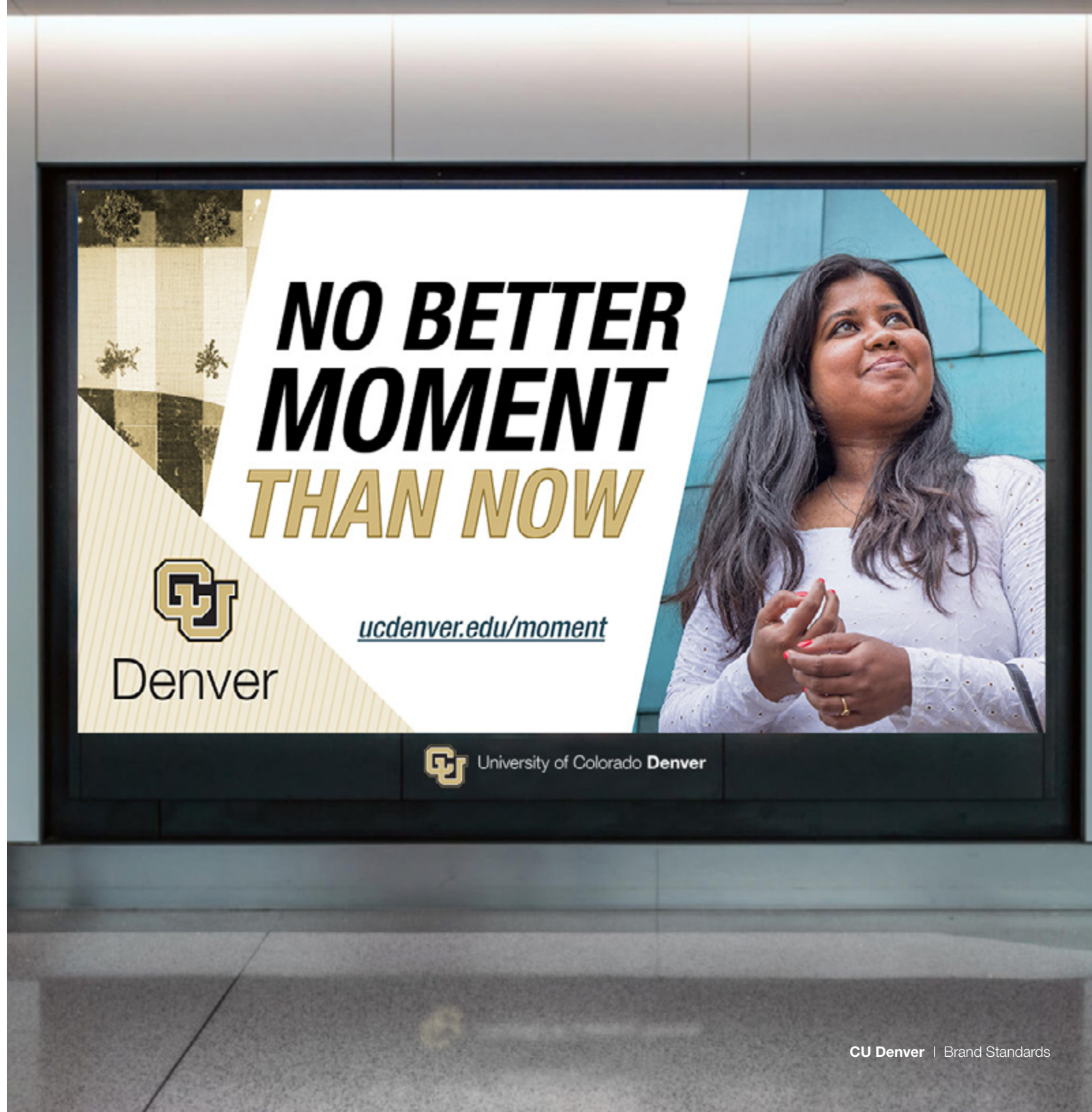
BILLBOARD

BUS SHELTER

**LARIMER SQUARE
BANNERS**

BRICK MELT

CAMPUS SIGNAGE

Tips and Guidelines

- All campus signage must be approved by University Communications to ensure alignment with brand standards.
- Keep in mind that campus signage is seen by many audiences, and we must follow internal and external policies.

POLE BANNER

EVENTS

Tips and Guidelines

- When preparing items for events, consider if you can make design adjustments to create reusable items.
- Tablecloths will not be customized.

▶ University Communications Events and Creative Team experts are here to help answer your questions about running a successful event. Connect with them at ucdenver.edu/brand.

YARD SIGNS

DIGITAL SCREEN

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RETRACTABLE BANNERS

STEP-AND-REPEAT
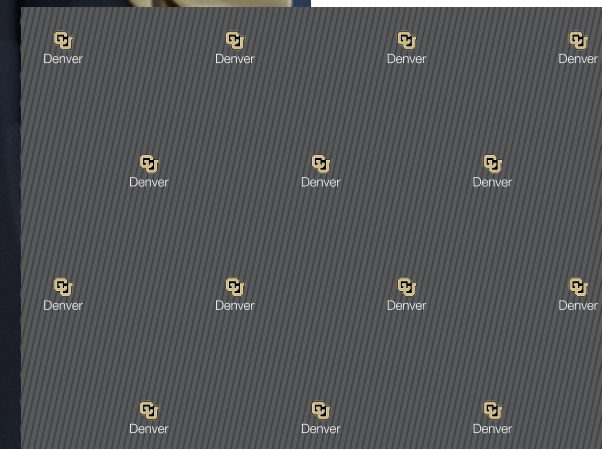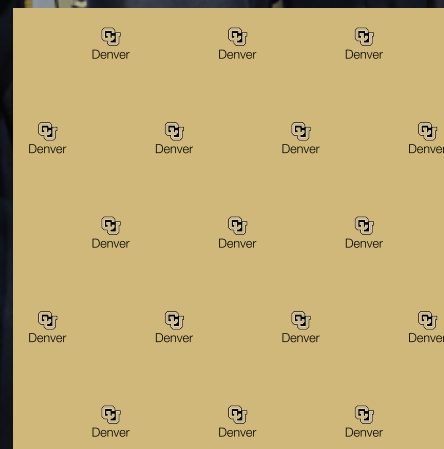
MERCHANDISE

Branded merchandise can include shirts and other apparel items, hats, bottles, cups, mugs, pennants, stickers, pins, and much more.

Tips and Guidelines

- All merchandise designs must be approved by University Communications.
- Consider whether you need unique merchandise for your event or program. Connecting with the CU Denver brand is often more effective.
- Remember that merchandise in gold and black reinforce our learners' ties to the larger CU System.

▶ Wondering how to use the CU Denver brand on merchandise? Reach out to University Communications at ucdenver.edu/brand to learn more about creating items that people will wear and use again.

TEMPLATES

To help you use our brand more effectively, we've created several interactive templates to help you create flyers, program sheets, social media ads, postcards, and more on your own. These templates can be found on Brandfolder.

Tips and Guidelines

- Use these templates to create dynamic, on-brand designs. These templates have been created with you—our Lynx community—in mind. They are meant to help you feel empowered to engage with the brand.
- If you have any questions, reach out to University Communications at ucdenver.edu/brand.

FLYER

*University of Colorado **Denver***

ADVANCE YOUR
EDUCATION & CAREER–

ANYTIME

Learn more about an online master's degree

Whether you're looking to deepen your skills in your current field or explore new career paths, CU Denver's online master's degree programs offer flexibility and a competitive edge.

https://programs.ucdenver.edu/online-masters/
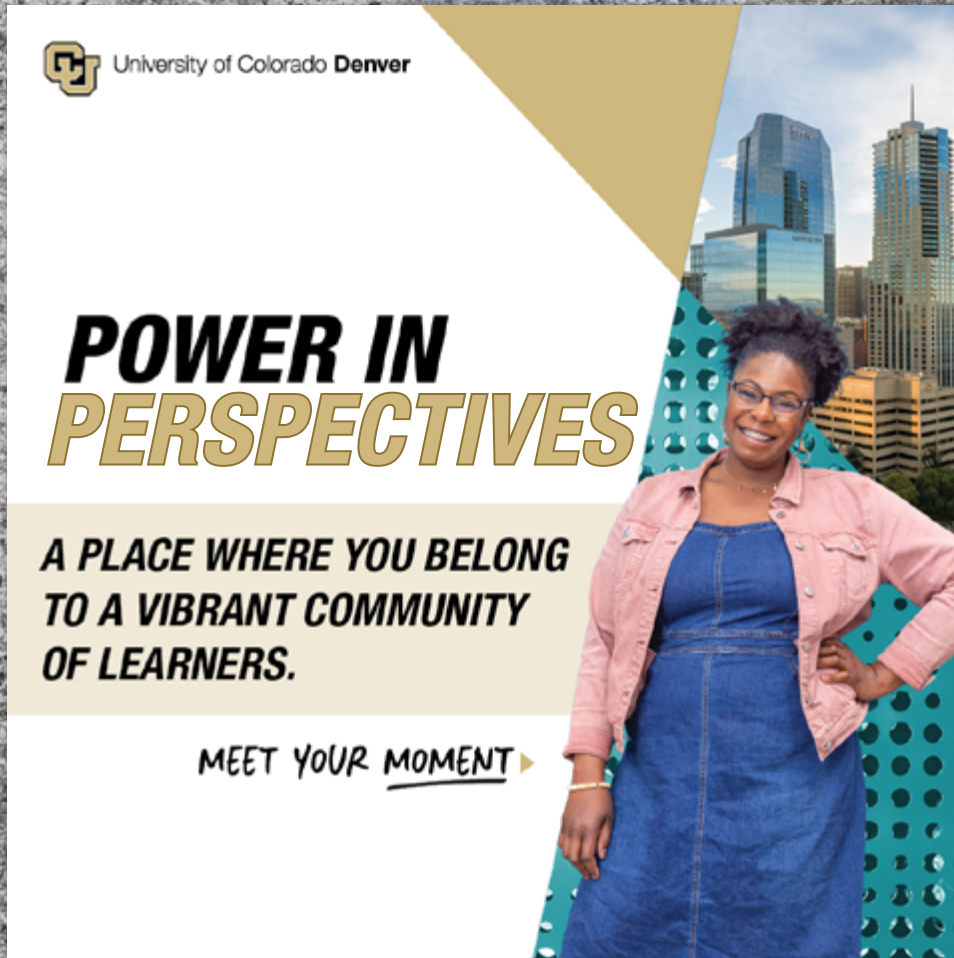
POSTER

POSTCARD

University of Colorado **Denver**

NO BETTER MOMENT
THAN NOW

At every stage of life and career, it's the right time to join the CU Denver community.

MEET YOUR MOMENT ▶

Denver
1201 Larimer Street
Denver, CO 80204

TITLE TITLE
TITLE TITLE

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ucdenver.edu | 000.000.0000

SOCIAL MEDIA ADS

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FACT SHEET

PROGRAM SHEET

UNDERGRADUATE
TEACHER EDUCATION
BACHELOR OF ARTS

CU Denver's School of Education & Human Development can help you turn your passion for teaching and school leadership into professional success. You may be starting college for the first time, transferring from another institution, or returning to the university setting after years away. Regardless, you will always find a learning community in the undergraduate teacher education program.

A REPUTATION THAT OPENS DOORS

This award-winning program's high standards and well-prepared graduates are renowned throughout the state and beyond. In fact, our school is among the top education schools according to U.S. News and World Report.

INTENSIVE REAL-WORLD EXPERIENCES CREATE OPPORTUNITIES

Our internships and residency programs far exceed accreditation requirements. You'll learn best practices from dedicated teachers, school administrators and award-winning faculty in residency programs perfected and proven over more than 25 years of ongoing work with partner schools. Deep preparation and community connections help our graduates stand out. Our alumni are recognized as among the most prepared in the nation to support the learning of students from diverse linguistic, cultural and economic backgrounds and who are differently abled.

MULTIPLE PATHWAYS:

BA in Education and Human Development with Teacher Licensure

- Early Childhood Education
  (licensure and non-licensure tracks)
- Elementary Education
- English Education
- Middle School Math
- Secondary Math
- Secondary Science
- Social Studies
- Special Education

School of Education
& Human Development
UNIVERSITY OF COLORADO **DENVER**

Learn more and apply:
education.ucdenver.edu/EDHD

UNDERGRADUATE
TEACHER EDUCATION
BACHELOR OF ARTS

BA to MA Program

Toward the end of your program, you may opt to apply to our BA to MA program which will allow you to apply nine credits of your BA program to an MA.

- The BA to MA is an expedient option that allows you to complete both an undergraduate degree in Education and Human Development and a master's degree in as little as five years.

- Financial benefits - Most school districts consider graduate courses and master's degrees, so your salary will increase with grad credits and an MA.

NxtGEN: Get Paid While You Learn to Teach

This one-of-a-kind program is designed to prepare CU Denver teacher education students to become the "next generation" of highly effective critical urban educators. The program prepares students through a "residency model" which integrates theories of effective teaching with real-world clinical practice and coaching. During the first three years, you'll participate in three paid (@$12/ hour), year-long, part-time paraprofessional internships. In the final year-long residency, you'll teach alongside expert clinical teachers. Interested in pursuing a career in early childhood education, elementary education or special education? If so, please considering applying with our admissions team to become a member of NxtGEN.

For more information visit: **education.ucdenver.edu/nxtgen**

For more information about the BA to MA program contact our academic advisors.

Choose CU Denver's School of Education & Human Development:

The School of Education & Human Development at the University of Colorado Denver attracts students who are passionate about careers in teaching and school leadership. We match their passion with an education that is rooted in diversity, technology, proven approaches and real-world practice. That's why our graduates are prepared to make immediate and life-long impacts on people, communities and the world.

School of Education & Human Development
Office of Recruitment and Outreach
education@ucdenver.edu
303.315.6300

Degree format: Hybrid

Locations: Denver campus, Otero State Junior College, Trinidad State Junior College offerings are evolving and vary by location.
Check with your academic advisor.

Scholarships: ucdenver.academicworks.com

School of Education
& Human Development
UNIVERSITY OF COLORADO **DENVER**

Learn more and apply:
education.ucdenver.edu/EDHD

CU | University of Colorado **Denver**

FOR ANY QUESTIONS ABOUT

BRAND STANDARDS, CONTACT

UNIVERSITY COMMUNICATIONS

OR VISIT:

UCDENVER.EDU/BRAND