Introduction

January 2011

Dear University of Colorado Boulder community,

I am pleased to introduce the 2011 University of Colorado Boulder Brand Identity Standards, the culmination of a multi-year collaborative effort with the University of Colorado President’s Office, University of Colorado Foundation, and our sibling institutions in Colorado Springs, in downtown Denver, and on the Anschutz Medical Campus.

The following guidelines were developed to help us gain consistency in our communications and to enhance our ability to showcase the strength and value of CU-Boulder to the many stakeholders we serve—both here in Colorado and around the nation and the world—by speaking about our university in the same voice.

Branding is not a logo, and it’s not just marketing, either. It is a symbol of coming together—of the unity of the university, of the totality of its value and impact. Rather than stressing the particulars of what we do, we must demonstrate the total impact of who we are to a public that often views our work as a mystery. The times demand this unity of voice, of visual, and of purpose. We cannot succeed as a thousand ships at sea, flying different banners, separate from one another. We are the flagship university. We must sail together.

I encourage you to read and familiarize yourselves with these guidelines and to incorporate the enclosed messages and visuals—derived from the extraordinary campus- and community-wide collaboration that led to our visionary Flagship 2030 strategic plan and based on our strong legacy as “CU-Boulder” to our constituencies—in all of your communications moving forward.

By working together to communicate consistently who we are, what we do, and why it matters to our stakeholders, we can advance our strategic vision and redefine learning and discovery in a global context for the benefit of Colorado, the nation, and the world.

Best regards,

Philip P. DiStefano
Chancellor
Brand positioning

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

Position

Who we are, what we do, and why it matters

We are the University of Colorado Boulder, redefining learning and discovery in a global context and setting new standards in education, research, scholarship, and creative work that will advance the economy, culture, and health of Colorado and the nation.*

*Derived from the long-term vision of the university’s Flagship 2030 strategic plan, as developed through the collaborative efforts of CU-Boulder leadership, faculty, staff, students, alumni, and government, business, and community members across Colorado.
Brand attributes
The personality and character of our brand, developed through the tone of how we communicate with our stakeholders.

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

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

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

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

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

Service-oriented
We work tirelessly to benefit communities in Colorado, the nation, and the world.

Sustainable
We are longstanding stewards of the environment and leaders in finding new ways to meet the world’s climate and energy challenges.

Core messages
How we communicate in support of our position—the facts, stories, and concrete details that reveal how we’re redefining learning and discovery in a global context to advance Colorado and the nation—organized under four areas of excellence and impact.

Learning and Teaching
• Delivering an unrivaled university experience
• Transforming the way we teach, discover, and share knowledge
• Building a 21st-century learning environment

Discovery and Innovation
• Collaborating on solutions to our greatest challenges
• Forging new kinds of partnerships with government, community, and business

Community and Culture
• Promoting diverse backgrounds, opinions, and intellectual endeavors
• Pursuing knowledge in service to Colorado, the nation, and the world*

Health and Wellness
• Pursuing knowledge in service to Colorado, the nation, and the world*

*While it is desirable to touch all unifying themes in our messaging, our core messages will often “fit” under more than one theme. Choosing which themes to emphasize will depend on specific audiences and objectives on a project-by-project basis.

Naming conventions

First reference
University of Colorado Boulder **

Second reference
CU-Boulder

Incorrect
CU Boulder  UCB  UC Boulder
CUB  University of Colorado at Boulder

** Required use for all university nonprofit permit mailings
Subidentities

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

Co-branding

A small number of entities at the university operate under the auspices of, or in conjunction with, external entities such as the federal government. Those that do may use the external entity’s logo in conjunction with the university logo, as approved by the University Brand Identity Standards Board.

Donor-named Schools or Colleges

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

Intercollegiate Athletics Marks

Athletics marks (“Ralphie” and the athletics interlocking CU) are exclusive to the Department of Intercollegiate Athletics. They may be used in limited school-spirit uses, as approved by the CU-Boulder Chancellor through the Boulder campus Brand Identity Standards Committee.

Exceptions to Identity Standards

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

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
University seals

**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. Any other uses must be approved by the University of Colorado Brand Identity Standards Board.

Colorado wordmark

The CU-Boulder wordmark (created in the late 1990s) will be eligible for use in select external communications, in conjunction with the interlocking CU signature, as approved by the CU-Boulder Chancellor through the Boulder campus Brand Identity Standards Committee.

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
The goal of our brand architecture is to support a strong University of Colorado visual identity with strong campus identities.

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

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

The University of Colorado system signature is used by the President’s office and the University of Colorado Foundation.

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

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

Always use the original artwork; never recreate or reposition the elements. To download the artwork, please visit brand.colorado.edu.

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

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

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

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Signature variations

Campus communicators can choose from five approved variations of the official signature, as illustrated by the examples below.

- **Full mark horizontal**
  - University of Colorado Boulder

- **Full mark vertical**
  - University of Colorado Boulder
  - University of Colorado Boulder
  - University of Colorado Boulder

- **Full mark single line**
  - University of Colorado Boulder

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Typography

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

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

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

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Color specifications

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

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

Other colors may be used in CU-Boulder communications as accents in support of the primary color palette on this page. All communications, however, should feature the specific colors specified on this page in order to ensure consistency and build recognition of the CU-Boulder visual identity.

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Print communications

Use CU-Boulder logo signature, the primary color palette, and the Helvetica Neue type family in all print communications.

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

For samples and other print design resources, visit brand.colorado.edu.

"There’s no one thing to being a Buff. It’s the culmination of being proud of your school and doing things that reflect that. Acting with integrity, I’m really proud to be a Buff. Whenever someone asks me where I go to school, I’m proud to say that I go to the University of Colorado. I think every single student is a Buff—it’s more than just sports. You have to wear your school colors well on and off the field.”

Tara Zinn, BA
Boulder, CO

This is a great university. The professors are the best and are willing to help you. At first I was hesitant just because they’re so prestigious but after a while you see they’re down-to-earth people and you get comfortable with them. Our professor, Michael Dubson, is one of the top seven physics professors in the nation. Being taught by him is so powerful. If I can do well here, I know I can succeed anywhere.

Tamia Mendoza, BA, MS
Boulder, CO

This is a great university. The professors are the best and are willing to help you. At first I was hesitant just because they’re so prestigious but after a while you see they’re down-to-earth people and you get comfortable with them. Our professor, Michael Dubson, is one of the top seven physics professors in the nation. Being taught by him is so powerful. If I can do well here, I know I can succeed anywhere.

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Tara Zinn, BA
Boulder, CO

Use your smart phone to check out the latest aerial video of the CU-Boulder campus.

Find Your Place . . .

admissions.colorado.edu

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Typographic treatments

In lieu of secondary college, school, and unit-specific logomarks, the following parameters govern the creation and use of consistent typographic treatments for the promotion of university programs and offerings within these brand identity guidelines.

• All treatments should utilize the Helvetica Neue type family.
• Unique treatments may be developed through variations of type weight, color, and alignment.
• The only colors available for use in typographic treatments are BLACK and CU GOLD.
• Each typographic treatment, once created, must be used consistently and cannot be altered with each use.
• Treatments must always be used in conjunction with the University of Colorado Boulder logomark, according to the brand identity guidelines.
• Treatments may NOT be used in university web banners.

For additional guidance—and for assistance in the development of typographic treatments—contact cubrand@colorado.edu.
Brand standards for websites

The following website standards will help ensure an online visual identity that improves recognition and awareness of the university and generates increased understanding of and support for CU-Boulder’s mission, vision, and goals.

CU-Boulder’s web identity is intended for university departments and university-recognized affiliates conducting official university business, and these guidelines describe the required elements for both custom designs and university web templates. The CU-Boulder web identity may not be used on personal websites or on student group sites.

CU-Boulder’s Web Publishing Policy requires compliance with the web identity standards. To assist web publishers in implementing the standards, consultation on use of the templates and on creating custom designs is available from University Communications at no charge.

Review and approval of the site by University Communications prior to launch is also required to ensure that CU-Boulder’s web identity is properly implemented.

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Website banners

- Banner must appear at the very top of every CU-Boulder webpage.
- Banner must not be resized or altered in any way.
- The name of the unit must be in the font Helvetica Neue as shown above.
- The name of the unit should be as short as possible and should not include designations such as: “Department of,” “Division of,” or “Office of.”
- Using “Center of” or “Institute of” is acceptable to distinguish a center from an academic unit or major.
- Using “College of” or “School of” is acceptable to distinguish units from academic departments.
- The full name of the unit should be spelled out in the text on the home page of the webpage and in the text wherever appropriate.
- Banners and required elements are available for download at brand.colorado.edu

Sample banners featuring available colors

Search Box: The CU-Boulder search box in the banner is required and must link to the campus search engine and campus directory search.

Two options are offered:
A general search of all CU-Boulder web sites OR
A site-specific search customized to search only the unit site the search box is on.

Required footer elements:
- Link to your unit contact page, email address, phone number, and/or address
- University Name: University of Colorado Boulder
- Copyright statement: © Regents of the University of Colorado
- Privacy & Trademark links: Legal & Trademarks | Privacy
  (http://www.colorado.edu/about/legal.html, http://www.colorado.edu/privacy/)

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Business collateral

A unified stationery system establishes a common style and helps us communicate effectively and consistently.

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

Envelopes and business cards comply to a standard layout.

They will be printed using black and Metallic PMS 873.

All business cards and stationary will be printed by Imaging Services on the Boulder campus.

Business cards are available in two design templates:

- Option one (top right) is the primary design for all CU-Boulder business card uses and is recommended for all faculty and staff.

- Option two (bottom right) is an alternative design available to university employees.

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Stationery/envelopes

OPTION ONE

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Apparel and signage

Due to the complexities involved with the creation of logo apparel and permanent signage, standards for these applications are in development and will be added to these guidelines as they are approved and implemented.

For guidance on the creation of apparel and signage featuring the CU-Boulder visual identity, please contact cubrand@colorado.edu.

For more detailed information, including resources and access to downloads, visit brand.colorado.edu.
Video brand guidelines

Video produced for or by official University of Colorado Boulder colleges, departments or institutes should follow consistent visual elements (logos, type, etc.) as laid out in these guidelines. Larger fonts should be used when necessary for legibility in smaller venues (phones, small players, etc.)

Type in video should be Helvetica Neue and centered when possible (except for in lower thirds identifiers).

Videos should open with the following CU-Boulder image (see left). The image may be made transparent and overlay an opening image if needed. An optional animated closing sequence will be made available for campus-wide use, but users should not create their own opening or closing animation sequences from branded elements.

Lower thirds identifiers should have the interlocking CU with either one or, in rare cases, two lines of descriptor fields below the subject’s name (see left):

Lower thirds (identifiers) templates will be made available for use campus-wide. The interlocking CU on identifiers allows CU subjects to be referenced in case a snippet of a video or opening sequences are eliminated when shared or linked to non-CU sites.

Contact brand@colorado.edu with any questions.

Mobile Device Branding

Branding for mobile devices should use the single line full logo-mark as shown at left. The name of the site should be rendered as html for mobile devices for clear readability on small screen sizes. Code samples can be found at brand.colorado.edu.
Logo signature extensions

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