

Be Boulder.

OUR PROMISE

Set in one of the world's most inspiring and entrepreneurial learning environments, the University of Colorado Boulder enables each member of our community to reach their potential and **Be Boulder** through an extraordinary range of challenging academic, research and service opportunities.

Be Boulder.



University of Colorado **Boulder**

TABLE OF CONTENTS

1	About The Visual Strategy Guidelines
2	CHAPTER ONE: Elements Overview
3	Tagline
18	Color
27	Typography
28	Imagery
33	Text
34	Layout and Design
40	Infographics
45	Attitude
46	CHAPTER TWO: Applications
48	Print Materials
51	Advertising
56	Banners
60	Transportation
61	Posters
66	Apparel and Accessories
70	Email Signature
71	PowerPoint Template
72	Website
75	Social Media
79	Video Openers/Closers
80	CHAPTER THREE How to Apply Be Boulder
81	Step by Step
82	Categorize Content
83	Visual Architecture Elements
85	Additional Information
86	Appendix: Be Colorado - Language to Avoid

ABOUT THE VISUAL STRAGETY GUIDELINES

A memorable and effective visual strategy takes years to build, yet it can quickly erode if we fail to protect the elements that define it. This is one of the principal reasons we created these visual strategy guidelines.

In this document you will find the basic guidelines for using CU-Boulder's visual strategy tools. Significant time has been spent refining the multiple expressions of the CU-Boulder brand. These new visual tools, used with care and imagination, will ensure that CU-Boulder's image will retain its power and consistency for years to come.

CHAPTER ONE: Elements Overview

The elements that make up the core of CU-Boulder's visual strategy are:

1. Tagline
2. Color
3. Typography
4. Imagery
5. Text
6. Layout and Design
7. Infographics
8. Attitude

These are the primary tools for expressing the CU-Boulder visual strategy. They can be effective forms of communication used separately or combined, but it is important to follow a few basic guidelines. This section details each of the visual design elements and how to use them.

Elements Overview Tagline

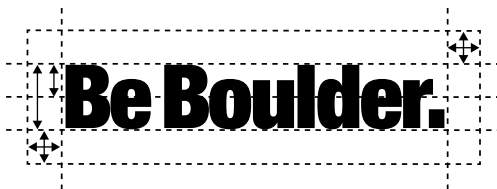
This tagline is one of the primary graphic tools used to express CU-Boulder's visual strategy. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

Be Boulder.

Tagline/Wordmark

Be Boulder.

Minimum width is 1 inch



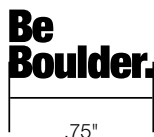
The minimum required space around the wordmark should be one-half its height on all sides as shown above.

Elements Overview Tagline

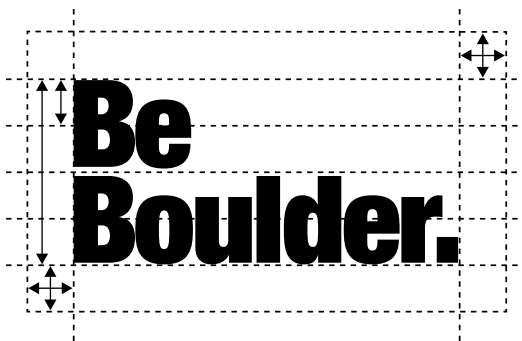
This tagline is one of the primary graphic tools used to express CU-Boulder's visual strategy. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

**Be
Boulder.**

Stacked Tagline/Wordmark



Minimum width is .75 inches



The minimum required space around the wordmark should be one-quarter its height on all sides as shown above.

Elements Overview Tagline and Sub-line Lock Up Version 1 (“Be” Statements)

Version 1 should be used most often as a headline, with the sub-line reflecting the message of what you can achieve and become at CU-Boulder. There should always be three “Be” statements used with this version; however, “Be” statements may also be used on their own. “Be statements” should always be set in upper and lower case. The tagline and sub-line are set in Helvetica Neue Extra Black Condensed. Template files are available to create custom “Be” statement lock ups.

Be confident. Be inspired. Be a leader.
Be Boulder.

Wordmark and Sub-line Lock Up

Be confident. Be inspired. Be a leader.
Be Boulder.



2.5"

Minimum width is 2.5 inches



The minimum required space around the lock up should be one-quarter its height on all sides as shown above.



The sub-line should span from the edge of the first “B” to the end of the “r,” and the space between the sub-line and “Be Boulder.” should be half the height of the period in “Be Boulder.”

Elements Overview “Be” Statements

Below are the qualities and outcomes CU-Boulder enables people to achieve. They define the emotion and attitude of the university’s communications and explain what “Be Boulder.” means. The “Be” statements stem from the real experiences of students, faculty, staff, alumni, parents and supporters. Additional statements can be used based on real stories that demonstrate the positive outcomes achieved and the bold, entrepreneurial spirit of the university. *Please see appendix for important information on specific “Be” language to avoid related to the university’s Be Colorado health and wellness program.*

Be confident.	Be game-changing.	Be smart.
Be adventurous.	Be entrepreneurial.	Be sustainable.
Be successful.	Be helpful.	Be thoughtful.
Be visionary.	Be different.	Be relentless.
Be groundbreaking.	Be competitive.	Be considerate.
Be inspired.	Be balanced.	Be driven.
Be informed.	Be opportunistic.	Be ambitious.
Be prepared.	Be honorable.	Be surprising.
Be spirited.	Be honest.	Be dynamic.
Be supportive.	Be noble.	Be challenging.
Be proud.	Be together.	Be good.
Be audacious.	Be unified.	Be giving.
Be disruptive.	Be excited.	Be ethical.
Be reliable.	Be daring.	Be imaginative.
Be efficient.	Be exemplary.	Be enterprising.
Be effective.	Be ingenious.	Be pioneering.
Be impactful.	Be inventive.	Be memorable.
Be generous.	Be creative.	Be independent.
Be inclusive.	Be fun.	Be brilliant.
Be friendly.	Be innovative.	Be fearless.
Be active.	Be accomplished.	Be genuine.
Be curious.	Be collaborative.	Be authentic.
Be disciplined.	Be global.	Be relevant.


Elements Overview Tagline and Sub-line Lock Up Version 2

The flexibility of **Be Boulder** is apparent in version 2, as it allows each academic department to customize their material while being obvious where it is coming from. The sub-line does not have to be the department's name, but should relate in some way to the message being conveyed. The sub-line should always have the preposition ("In," "With," etc.) in upper and lower case, and the department set in all caps. Version 2 may be used as a headline or a sign-off, and should reinforce what can be achieved at CU-Boulder. The tagline and sub-line are set in Helvetica Neue Extra Black Condensed. Template files are available to create custom version 2 lock ups.

Be Boulder.
In CHEMICAL ENGINEERING

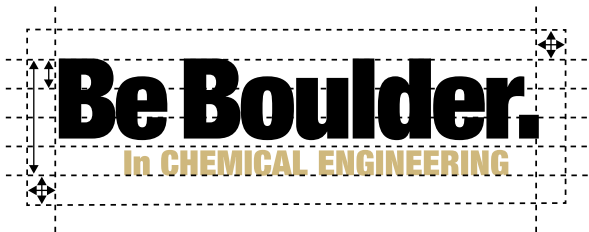
Wordmark and Sub-line Lock Up

Be Boulder.
In CHEMICAL ENGINEERING

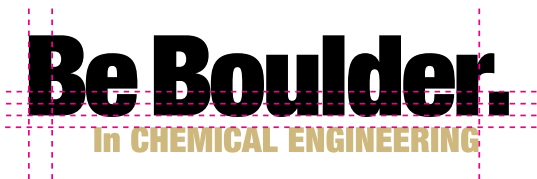


2.5"

Minimum width is 2.5 inches



The minimum required space around the lock up should be one-quarter its height on all sides as shown above.



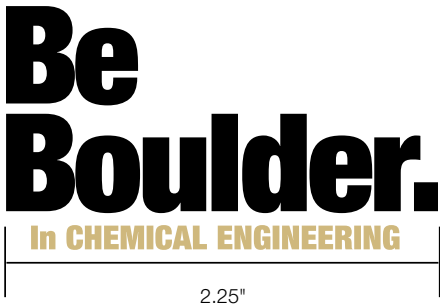
The sub-line should be aligned to the far right side of the stem of the "r," and the space between the sub-line and "Be Boulder." should be half the height of the period in "Be Boulder." If the sub-line extends past "Be Boulder," adjust the type size so that it is to the right of the stem in the first "B."

Elements Overview Stacked Tagline and Sub-line Lock-up Version 2

The flexibility of **Be Boulder** is apparent in version 2, as it allows each academic department to customize their material while being obvious where it is coming from. The sub-line does not have to be the department's name, but should relate in some way to the message being conveyed. The sub-line should always have the preposition ("In," "With," etc.) in upper and lower case, and the department set in all caps. Version 2 may be used as a headline or a sign-off, and should reinforce what can be achieved at CU-Boulder. The tagline and sub-line are set in Helvetica Neue Extra Black Condensed. Template files are available to create custom version 2 lock ups.



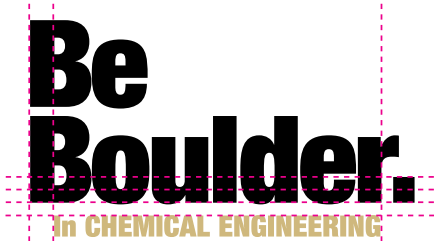
Stacked Wordmark and Sub-line Lock Up



Minimum width is 2.25 inches



The minimum required space around the lock up should be one-quarter its height on all sides as shown above.



The sub-line should be aligned to the far right side of the stem of the "r," and the space between the sub-line and "Be Boulder." should be half the height of the "Be Boulder." period. If the sub-line extends past "Be Boulder," adjust the type size so that it is to the right of the stem of the "B."

Elements Overview Tagline and 1-Line Logo Lock Up

The tagline and logo lock up can be used in general applications, such as a headline or a sign off. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

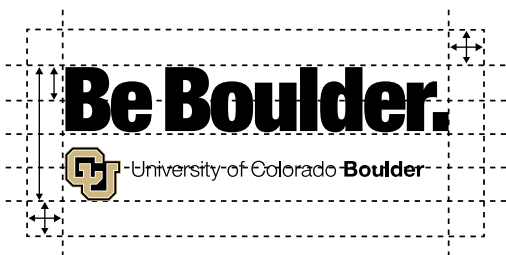
Be Boulder.



Tagline and Logotype Lock Up



Minimum width is 2 inches



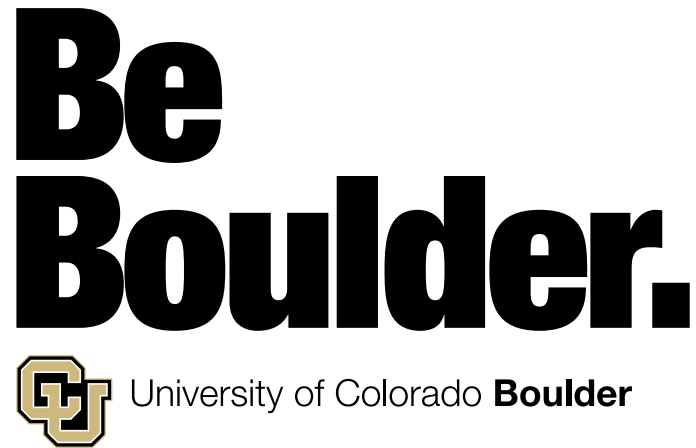
The minimum required space around the tagline and logo lock up should be one-quarter its height on all sides as shown above.



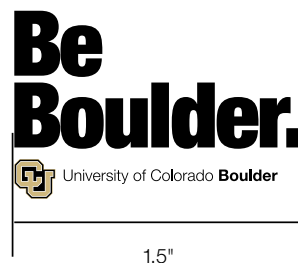
According to the system wide identity standards, the required space around the CU-Boulder logo should be at least the height of the "U" in "University."

Elements Overview Stacked Tagline and 1-Line Logo Lock Up

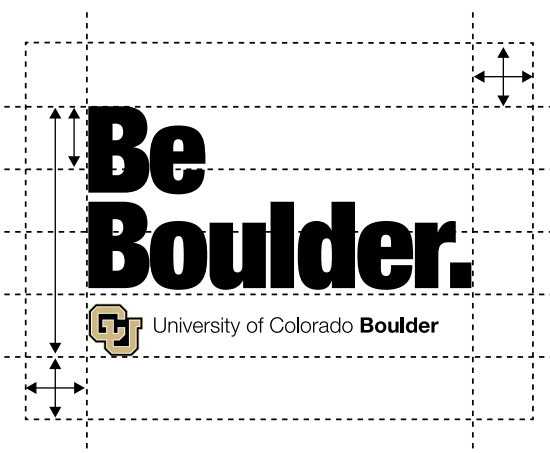
The tagline and logo lock up can be used in general applications, such as a headline or a sign-off. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.



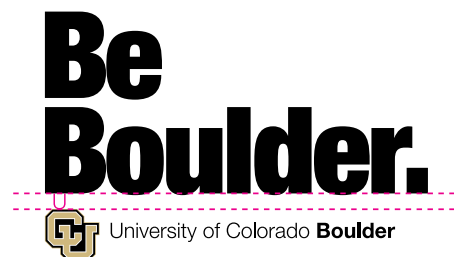
Stacked Tagline and Logotype Lock-Up



Minimum width is 1.5"



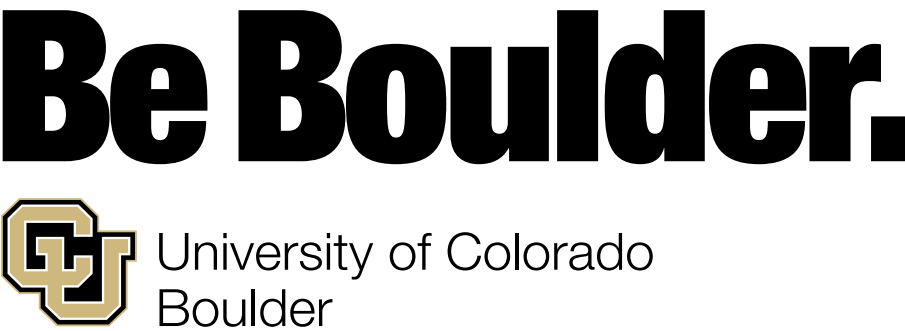
The minimum required space around the lock up should be one-quarter its height on all sides as shown above.



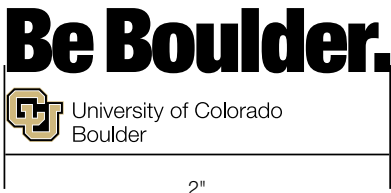
According to the system-wide identity standards, the required space around the CU-Boulder logo should be at least the height of the "U" in "University."

Elements Overview Tagline and 2-Line Logo Lock Up

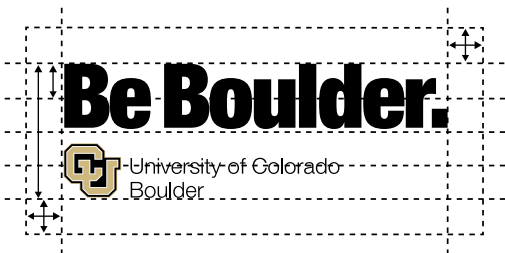
The tagline and logo lock up can be used in general applications, such as a headline or a sign-off. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.



Tagline and Logotype Lock Up



Minimum width is 2 inches



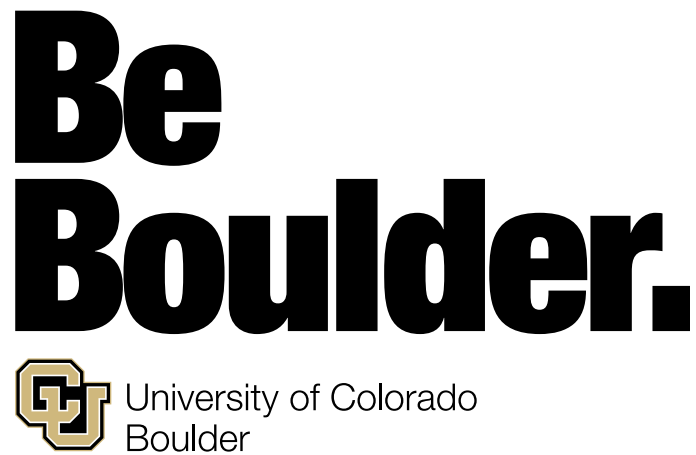
The minimum required space around the tagline and logo lock up should be one-quarter its height on all sides as shown above.



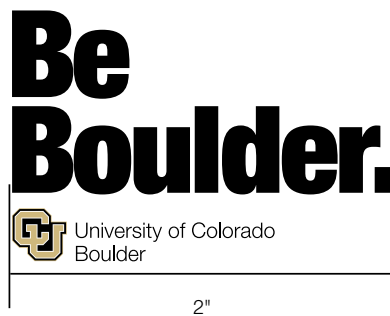
According to the system-wide identity standards, the required space around the CU-Boulder logo should be at least the height of the "U" in "University."

Elements Overview Stacked Tagline and 2-Line Logo Lock Up

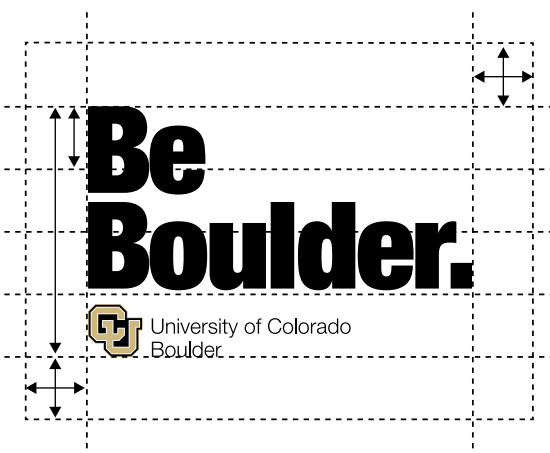
The tagline and logo lock up can be used in general applications, such as a headline or a sign-off. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.



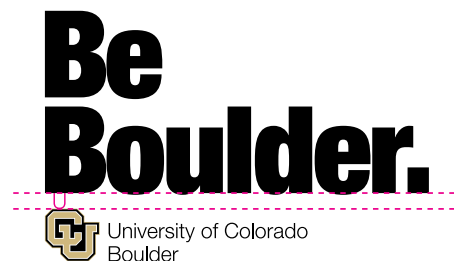
Stacked Tagline and Logotype Lock Up



Minimum width is 2 inches



The minimum required space around the lock up should be one-quarter its height on all sides as shown above.



According to the system-wide identity standards, the required space around the CU-Boulder logo should be at least the height of the "U" in "University."

Elements Overview Stacked Tagline and Unit-specific Logo Lock Up

When a unit-specific logo is needed, always use the most horizontal version, not vertical lock ups. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

To request a unit-specific logo lock up, please email cubrand@colorado.edu and we will create the artwork for you. Please do not attempt to create your own lock ups.

Be Boulder.



Continuing Education

UNIVERSITY OF COLORADO **BOULDER**

Tagline and Logotype Lock Up

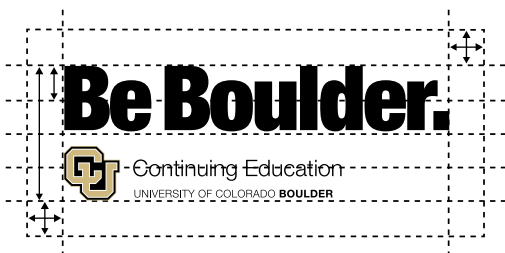
Be Boulder.



Continuing Education
UNIVERSITY OF COLORADO **BOULDER**

2"

Minimum width is 2 inches



The minimum required space around the tagline and unit-specific logo lock up should be one-quarter its height on all sides as shown above.

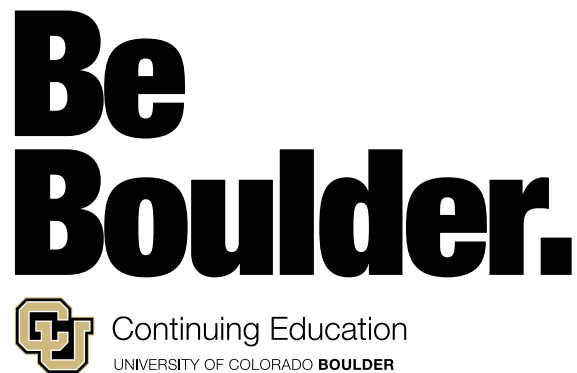


According to the system wide identity standards, the required space around the CU-Boulder logo should be at least the cap height of the unit-specific logo.

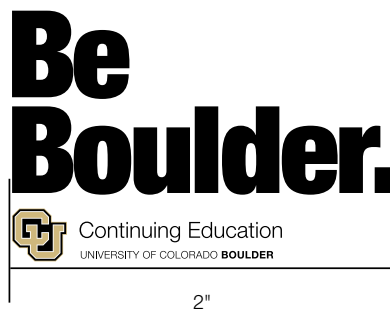
Elements Overview Stacked Tagline and Unit-specific Logo Lock Up

When a unit-specific logo is needed, always use the most horizontal version, not vertical lock ups. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

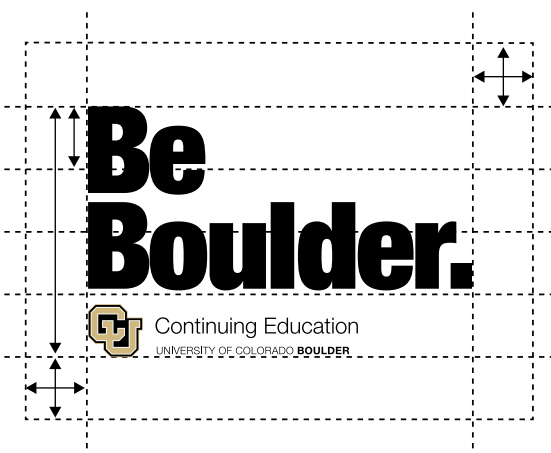
To request a unit-specific logo lock up, please email cubrand@colorado.edu and we will create the artwork for you. Please do not attempt to create your own lock ups.



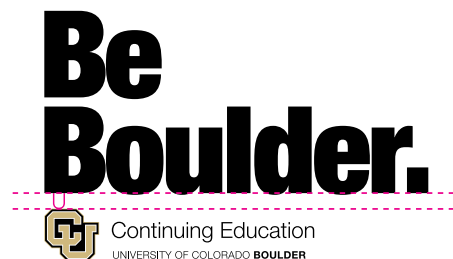
Tagline and Logotype Lock Up



Minimum width is 2 inches



The minimum required space around the lock up should be one-quarter its height on all sides as shown above.



According to the system-wide identity standards, the required space around the CU-Boulder logo should be at least the cap height of the unit-specific logo.

Elements Overview Tagline Versions

Below is an overview of the different versions of the tagline. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

Be Boulder.

Wordmark

**Be
Boulder.**

Stacked Wordmark

Be confident. Be inspired. Be a leader.
Be Boulder.

Version 1

Be Boulder.
In CHEMICAL ENGINEERING

Version 2

**Be
Boulder.**
In CHEMICAL ENGINEERING

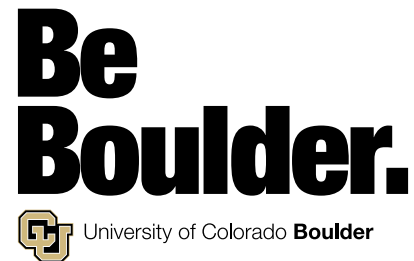
Stacked Version 2

Elements Overview Tagline Versions

Below is an overview of the different versions of the tagline. The tagline is set in Helvetica Neue Extra Black Condensed. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.



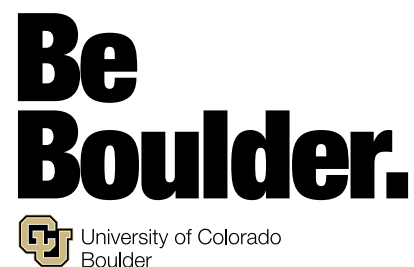
1-Line



Stacked 1-Line



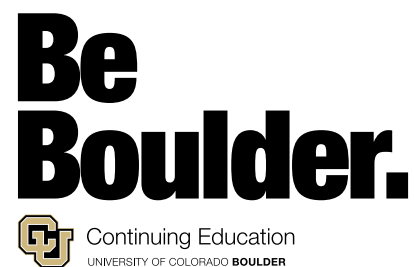
2-Line



Stacked 2-Line



Unit-specific



Stacked Unit-specific

Uses not permitted.



Be Boulder.

Don't lock up the CU-Boulder logo on top of the wordmark.

BE BOULDER.

Don't set the wordmark in all caps.

Be Boulder.
In CHEMICAL ENGINEERING

Don't center align the wordmark lock ups.

Be Boulder.

Don't use unapproved colors.

Be Boulder.

Don't vertically scale the wordmark.

Be Boulder.

Don't horizontally scale the wordmark.

Be Boulder.

Don't set the wordmark in another weight other than Extra Bold Condensed (107).

Be confident. Be inspired. Be a leader.

Be Boulder.



University of Colorado **Boulder**

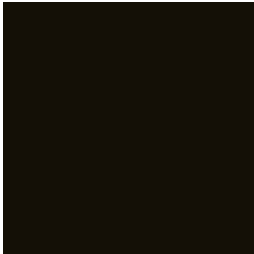
Don't combine tagline versions.

Elements Overview Approved Colors

The official colors of CU-Boulder are CU Gold (PMS 466 C), Black, CU Dark Gray (PMS 425 C) and CU Light Gray (PMS 422 C). CMYK, RGB and Hex screen mixes are listed below for situations where a PMS ink is not available. Use only the approved color combinations. The tagline or logo may not appear in any other colors.



CU Gold
PMS 466 C
CMYK: 0C 10M 48Y 22K
RBG: 207R 184G 124B
Hex Code: #CFB87C



Black
PMS Black C
CMYK: 0C 0M 0Y 100K
RBG: 0R 0G 0B
Hex Code: #000000



CU Dark Gray
PMS 425 C
CMYK: 38C 28M 21Y 63K
RBG: 86R 90G 92B
Hex Code: #565A5C



CU Light Gray
PMS 422 C
CMYK: 16C 11M 11Y 29K
RBG: 162R 164G 163B
Hex Code: #A2A4A3

Elements Overview Approved Tagline Color Combinations

These are the approved color combinations for CU-Boulder's tagline. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.



Be Boulder.

White or Light Background

When the tagline appears on a white or light-colored background, the primary configuration is black or CU Gold.



Be Boulder.



Be Boulder.

Black or Dark Background

When the tagline appears on a black or dark-colored background, the primary configuration is white or CU Gold.



Be Boulder.

Elements Overview Approved Tagline Color Combinations

These are the approved color combinations for CU-Boulder's tagline. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.



**Be
Boulder.**

White or Light Background

When the tagline appears on a white or light-colored background, the primary configuration is black or CU Gold.



**Be
Boulder.**



**Be
Boulder.**

Black or Dark Background

When the tagline appears on a black or dark-colored background, the primary configuration is white or CU Gold.



**Be
Boulder.**

Elements Overview Approved Tagline/Sub-line Color Combinations

These are the approved color combinations for CU-Boulder's tagline. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

Be confident. Be inspired. Be a leader.

Be Boulder.

White or Light Background

When the tagline appears on a white or light-colored background, the primary configuration is black or CU Gold.

Be confident. Be inspired. Be a leader.

Be Boulder.

Be confident. Be inspired. Be a leader.

Be Boulder.

Black or Dark Background

When the tagline appears on a black or dark-colored background, the primary configuration is white or CU Gold.

Be confident. Be inspired. Be a leader.

Be Boulder.

Be confident. Be inspired. Be a leader.

Be Boulder.

Over a Photo

When the tagline appears over a photograph and CU Gold does not read well, the primary configuration is white or black.

Be confident. Be inspired. Be a leader.

Be Boulder.

Elements Overview Approved One-Color Combinations

These are the approved color combinations for all of CU-Boulder's tagline/logo lock ups. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

Be confident. Be inspired. Be a leader.
Be Boulder.

White or Light Background

When the tagline/logo lockup appears on a white or light-colored background, the primary configuration is black or CU Gold.

Be confident. Be inspired. Be a leader.
Be Boulder.

Be confident. Be inspired. Be a leader.
Be Boulder.

Black or Dark Background

When the tagline appears on a black or dark-colored background, the primary configuration is white.

Elements Overview Approved Tagline/Sub-line Color Combinations

These are the approved color combinations for CU-Boulder's tagline. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.



Be Boulder.
In **CHEMICAL ENGINEERING**

White or Light Background

When the tagline appears on a white or light-colored background, the primary configuration is black or CU Gold.



Be Boulder.
In **CHEMICAL ENGINEERING**



Be Boulder.
In **CHEMICAL ENGINEERING**

Black or Dark Background

When the tagline appears on a black or dark-colored background, the primary configuration is white or CU Gold.



Be Boulder.
In **CHEMICAL ENGINEERING**



Be Boulder.
In **CHEMICAL ENGINEERING**

Over a Photo

When the tagline appears over a photograph and CU Gold does not read well, the primary configuration is white or black.



Be Boulder.
In **CHEMICAL ENGINEERING**

Elements Overview Approved One-Color Combinations

These are the approved color combinations for all of CU-Boulder's tagline/logo lock ups. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.



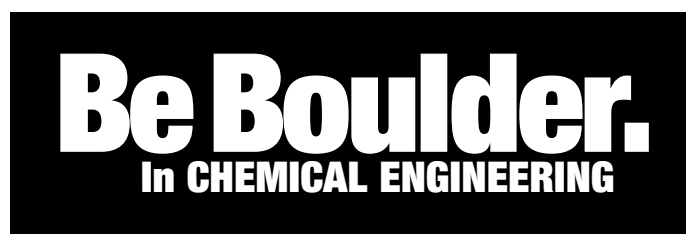
Be Boulder.
In CHEMICAL ENGINEERING

White or Light Background

When the tagline/logo lock up appears on a white or light-colored background, the primary configuration is black or CU Gold.



Be Boulder.
In CHEMICAL ENGINEERING



Be Boulder.
In CHEMICAL ENGINEERING

Black or Dark Background

When the tagline appears on a black or dark-colored background, the primary configuration is white.

Elements Overview Approved Tagline/Logo Lock Up Color Combinations

These are the approved color combinations for all of CU-Boulder's tagline/logo lock ups. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

Be Boulder.



University of Colorado **Boulder**

White or Light Background

When the tagline/logo lock up appears on a white or light-colored background, the primary configuration is black or CU Gold.

Be Boulder.



University of Colorado **Boulder**

Be Boulder.



University of Colorado **Boulder**

Black or Dark Background

When the tagline appears on a black or dark-colored background, the primary configuration is white or CU Gold.

Be Boulder.



University of Colorado **Boulder**

Elements Overview Approved One-Color Combination

These are the approved color combinations for all of CU-Boulder's tagline/logo lock ups. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the tagline in all applications.

Be Boulder.



University of Colorado **Boulder**

White or Light Background

When the tagline/logo lock up appears on a white or light-colored background, the primary configuration is black, grayscale or gold.

Be Boulder.



University of Colorado **Boulder**

Be Boulder.



University of Colorado **Boulder**

Black or Dark Background

When the tagline appears on a black or dark-colored background, the primary configuration is white.

Be Boulder.



University of Colorado **Boulder**

Elements Overview Typography

The designated typeface for CU-Boulder is Helvetica Neue. This face can be used in all of its available weights and styles as a display face in other official communications and print collateral. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Helvetica Neue, rather than simply pushing the Bold button in a program. This alters the font and is not recommended. Please contact cubrand@colorado.edu for font purchasing information.

HELVETICA NEUE LIGHT (45) & ITALIC (46)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE ROMAN (55) & ITALIC (56)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE BOLD (75) & ITALIC (76)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE EXTRA BLACK CONDENSED (107)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Elements Overview Imagery

Images used for CU-Boulder should reinforce the **Be Boulder** tagline. Basic guidelines to follow are listed below, and examples are shown on the following pages.

- **Bold** imagery.
- **Straightforward**, in-your-face portraits.
- **Active**, energetic situations.
- **Simple**, easy to understand subjects.
- **Realistic** and **believable**.
- **Human** and **emotional** moments.
- **Natural**, contemporary lighting.

Elements Overview Imagery/Portraits

Bold, straightforward, in-your-face portraits. Realistic and believable. Human and emotional moments. Natural, contemporary lighting.



Elements Overview Imagery/Active

Bold, active, energetic situations. Realistic and believable. Human and emotional moments. Natural, contemporary lighting.



Elements Overview Imagery/Objects

Bold, simple, easy to understand subjects. Realistic and believable. Human and emotional moments. Natural, contemporary lighting.



Elements Overview Imagery Don'ts

Image styles **not permitted**. These are general guidelines, as there will always be exceptions to the rule.



Don't use unnecessary photography tools.
Extreme angles and fisheye lenses



Don't use unnecessary photography tools.
HDR



Don't use unnecessary photography tools.
Long exposure



Don't use unnecessary photography tools.
Color gels



Don't use unnecessary photography tools.
Props



Don't use unnecessary photography tools.
Inconsistent lighting and unnatural poses

Elements Overview Text

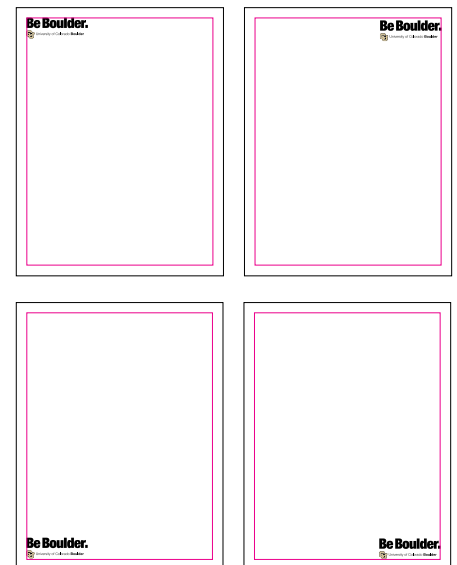
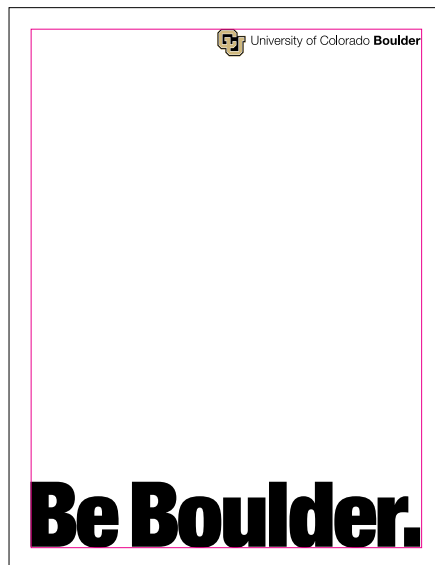
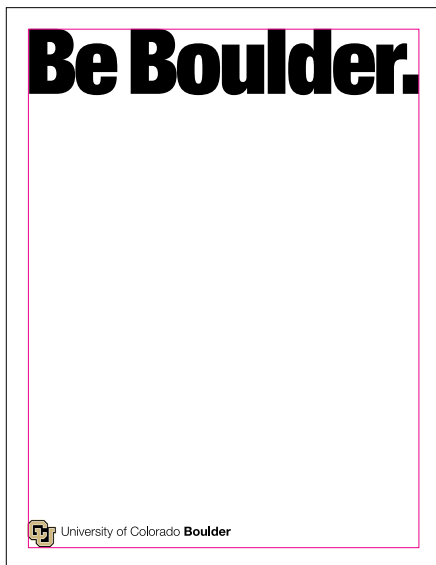
Text used for CU-Boulder should reinforce the **Be Boulder** tagline. Basic guidelines are listed below.

- **Bold** text.
- **Simple**, non-institutional language.
- **Conversational** and matter-of-fact.
- **Short** and **to the point**—heavily edited.
- **Punchy, short** and **memorable headlines**—don't have to spell everything out.
- Use **humor** when possible—an effective communication tool, especially with students.

Elements Overview Layout and Design

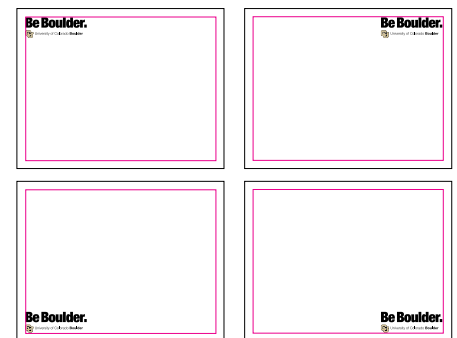
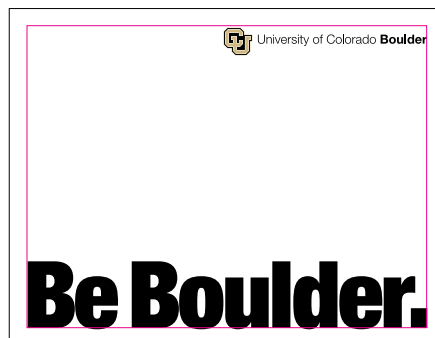
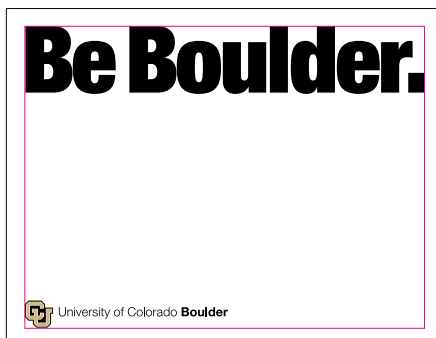
Layouts used for CU-Boulder should reinforce the **Be Boulder** tagline. Basic guidelines are listed below.

- **Bold** layouts.
- **Simple, spare, uncluttered** and **confident**.
- **Organized**, easy to read and understand.
- **Intelligent**... “talk up to the audience.”
- Use of **large, simple photography**—mostly full-page or full-spread imagery.
- When the tagline is used as a headline, it should expand the width the page, from margin to margin. If photography is used, the placement of the CU-Boulder logo should be dictated by the image.
- When the tagline is used as a sign-off, any imagery used should dictate where the tagline is placed. Refer back to pages 3-14 to meet the minimum size and white space requirements.



Tagline used as headline.

Tagline used as sign-off.



Tagline used as headline.

Tagline used as sign-off.



Before



After

CAREER GUIDE

One in Three
CU students change their majors by their junior year.
So creating a rigid career plan may not always be ideal.
Consider these four activities as you build your flexible plans.

Begin with any activity:

EXPLORE Majors and Careers

You already know a bit about yourself and might even know what you want out of a career or major. **Start by reviewing your strengths, the subjects you are interested in, and the people you enjoy working with.** If you need a creative push, the Online Majors Card Sort can help you narrow down your interests and CU-Boulder Majors. Career assessments can also help you find the words to describe yourself more effectively. Start at: [CareerServices.Colorado.edu/Students](#), click on "Learn About Career Assessments."

Once you have identified some interests you can explore majors and careers that might fit. [Career Services](#), [your advisor](#) and the [Career Planning Guides](#)

START an Internship/Job Search

Experience can come in many forms:
[Volunteer](#), [Intern](#), [Work](#).

Gaining experience will help you determine if particular field is a good fit for you. Create or enhance a resume and visit [Career Buffs](#) and [Career Services](#) for additional help.

ADAPT for a Changing World

Career Plans are not always straight lines with a clear beginning and end. The world of work continues to change, as will you and your interests.

Many people get here and realize they want to go back to Explore. That's okay. As you discover more information, your plans might change. Reflect on experiences and refine your list of interests to determine your first steps.

PREPARE for an Internship/Job Search

Getting involved in areas of interest is a powerful way to learn more! Opportunities are all around you to [get involved](#) including, [student organizations](#) even [informational interviews](#) all are great resources to investigate areas/industries of interest.

Check out local opportunities to try a major or career field of interest.

HELPFUL HINT:

Create flexible plans that allow you to have goals while remaining open to changes.

Center for Community, N352 careerservices.colorado.edu 303.492.6541

Before

Career Services

Career Guide

One in three CU students change their majors by their junior year.

So creating a rigid career plan may not always be ideal.

EXPLORE
PREPARE
START
ADAPT

Consider these four activities as you build your flexible plans.

EXPLORE
MAJORS AND CAREERS

You already know a bit about yourself and might even know what you want out of a career or major.

START BY REVIEWING YOUR STRENGTHS, THE SUBJECTS YOU ARE INTERESTED IN, AND THE PEOPLE YOU ENJOY WORKING WITH.

If you need a creative push, the Online Majors Card Sort can help you narrow down your interests and CUBoulder Majors. Career assessments can also help you find the words to describe yourself more effectively.

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START
AN INTERNSHIP/JOB SEARCH

Experience can come in many forms:

VOLUNTEER. INTERN. WORK.

Gaining experience will help you determine if particular field is a good fit for you. Create or enhance a resume and visit [Career Buffs](#) and [Career Services](#) for additional help.

ADAPT
FOR A CHANGING WORLD

Career Plans are not always straight lines with a clear beginning and end. The world of work continues to change, as will you and your interests.

Many people get here and realize they want to go back to **Explore**. That's okay. As you discover more information, your plans might change. Reflect on experiences and refine your list of interests to determine your first steps.

PREPARE
FOR AN INTERNSHIP/JOB SEARCH

Getting involved in areas of interest is a powerful way to learn more! Opportunities are all around you to get involved including, student organizations even informational interviews all are great resources to investigate areas/industries of interest.

Check out local opportunities to try a major or career field of interest.

HELPFUL HINT

Et quisque conem et volut denimodis estinctis doluptis aut quostibus ra consequi quiae sint. Giatustio. Nem. Namus, te pratur aut reped qui unt listet Raturi quis blanducis aut pratem fugite milia sererchil moste quasimenem que voluptati con eatem ra quam.

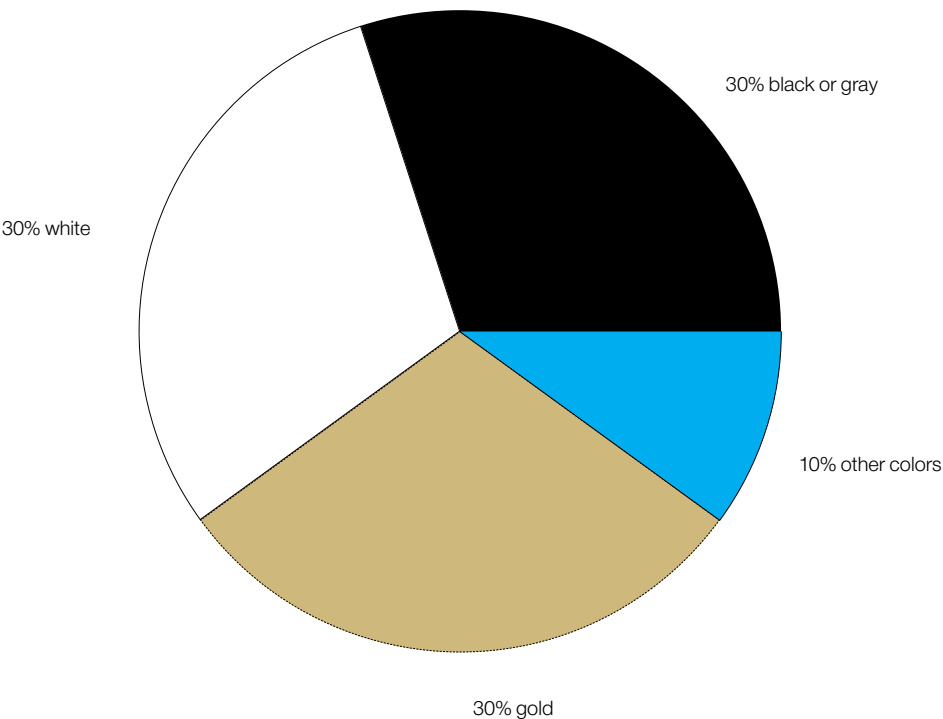
Center for Community, N352
careerservices.colorado.edu
303.492.6541

Be Boulder.
University of Colorado Boulder

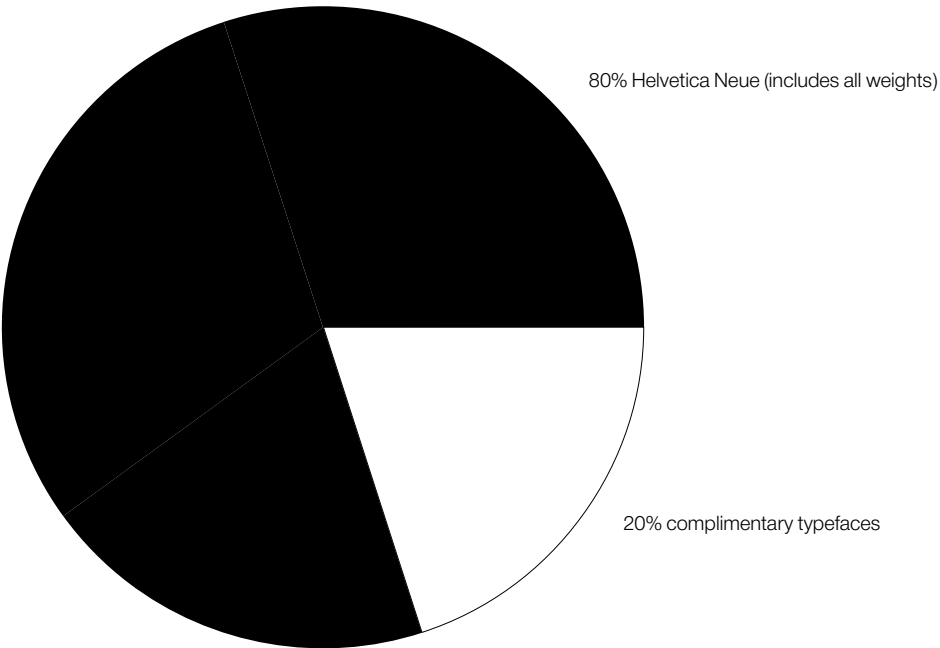
After

Elements Overview Layout and Design

Additional color usage is depicted in the chart below. Color should be used sparingly, and large photography or illustration should be the main source of color in layouts.



Additional typeface usage is depicted in the chart below. Helvetica Neue should be used in most applications, but in some instances where a complimentary serif face is needed (such as a magazine) it may be used sparingly.





Black and gray are the main colors of the copy, with orange highlighting the headline. The illustration is the main source of color, and the supporting headline color was pulled directly from it.



In this text heavy spread, only the pull quotes and photo cut line use color. The color was pulled from the previous opening spread (not shown here).

Two supporting colors are used, but how they work together was considered when selecting the colors. Colors were taken directly from the photos on the page, which are the main source of color in the spread.

[illegible]

The large, almost full-spread photo, is the main source of color, and supporting color in the headline and additional information section was taken from the photo to compliment the spread.

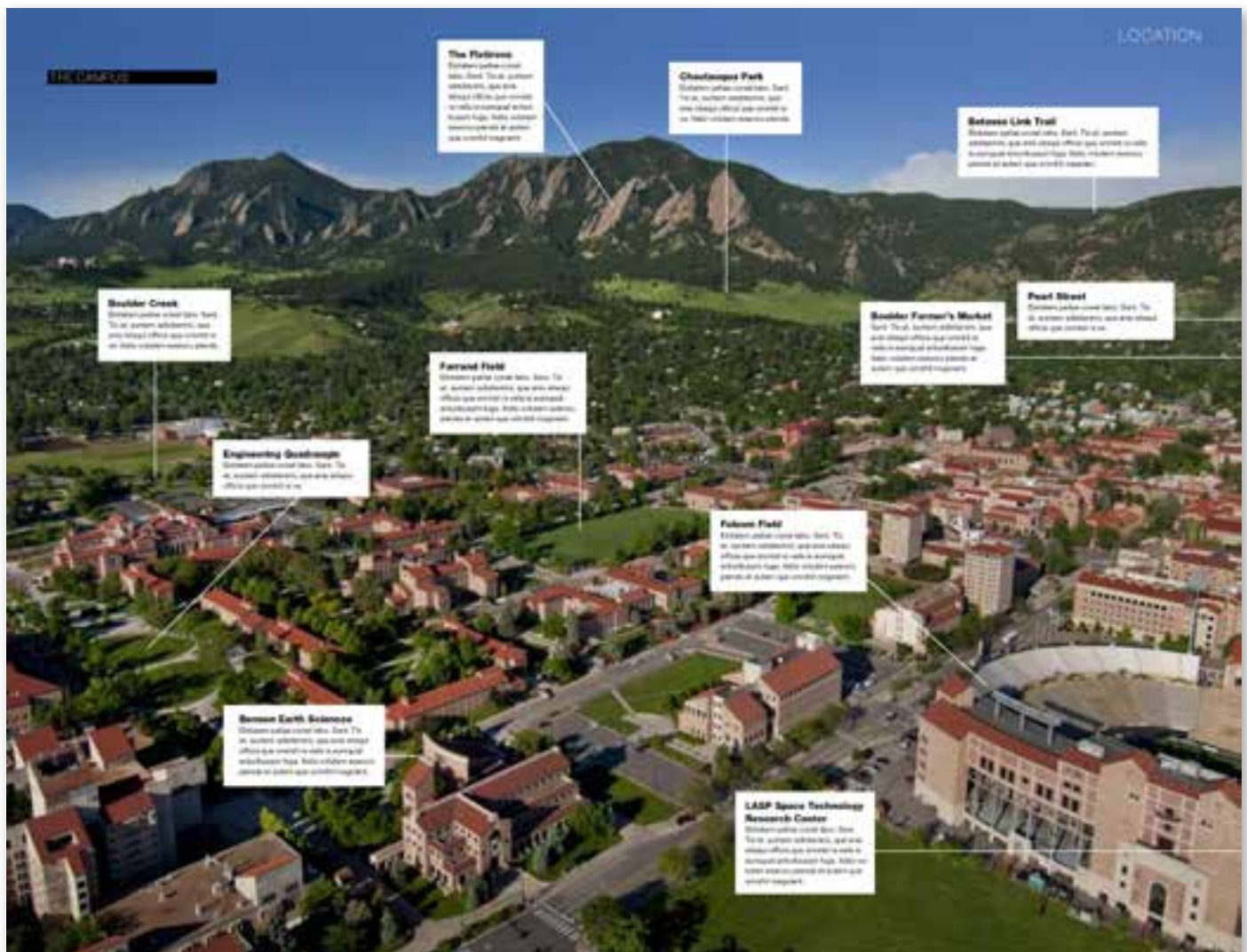
[illegible]

Elements Overview Infographics

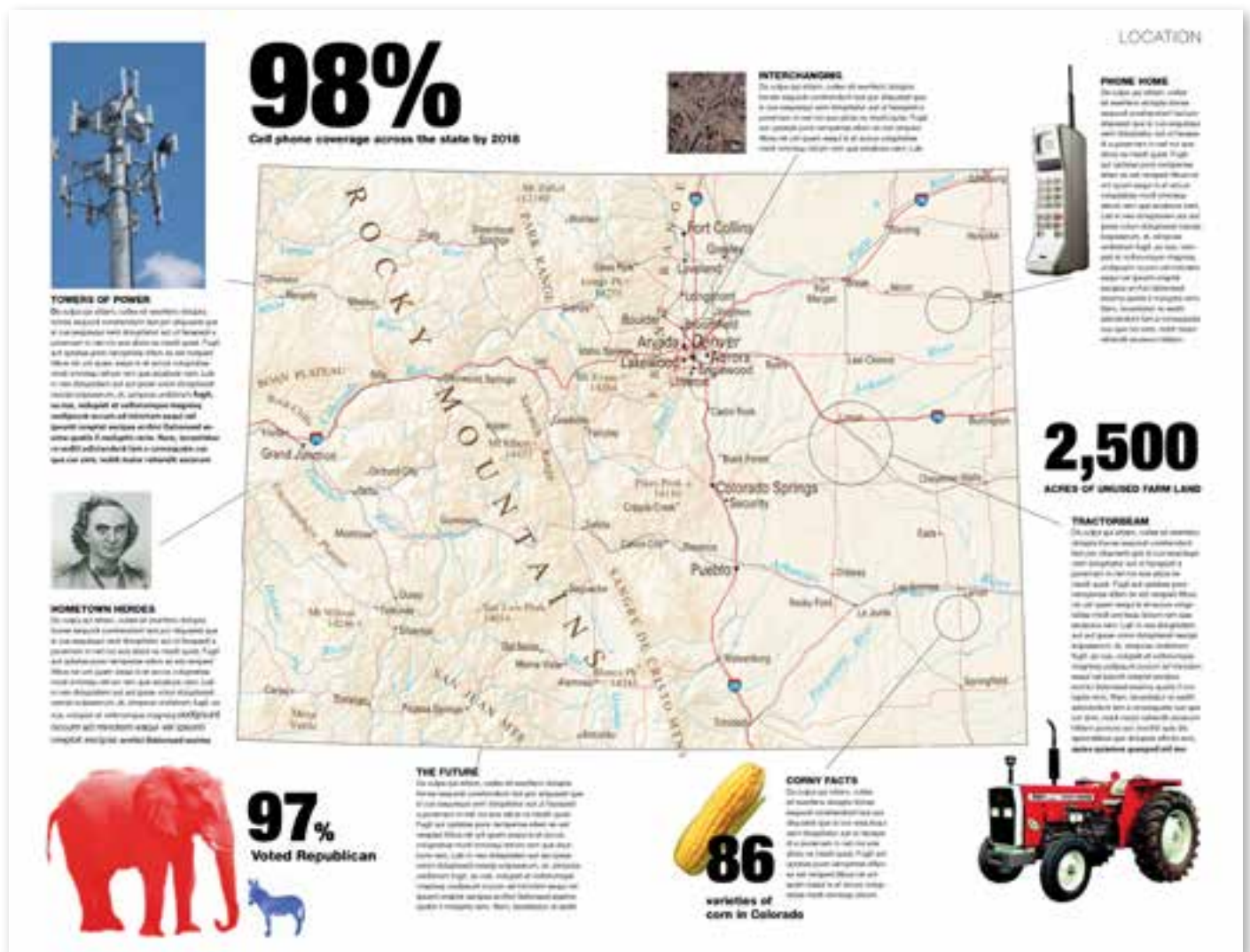
Infographics are a powerful and effective tool. Ones used for CU-Boulder should reinforce the **Be Boulder** tagline. Basic guidelines are listed below, and examples are on the following pages.

- **Bold** infographics. This will be a major tool for the CU-Boulder look and feel across the board.
- Easy to understand **visual storytelling**.
- **Simple** graphics and diagrammatic pairing of imagery and captions.
- **Consistent** infographic styling.

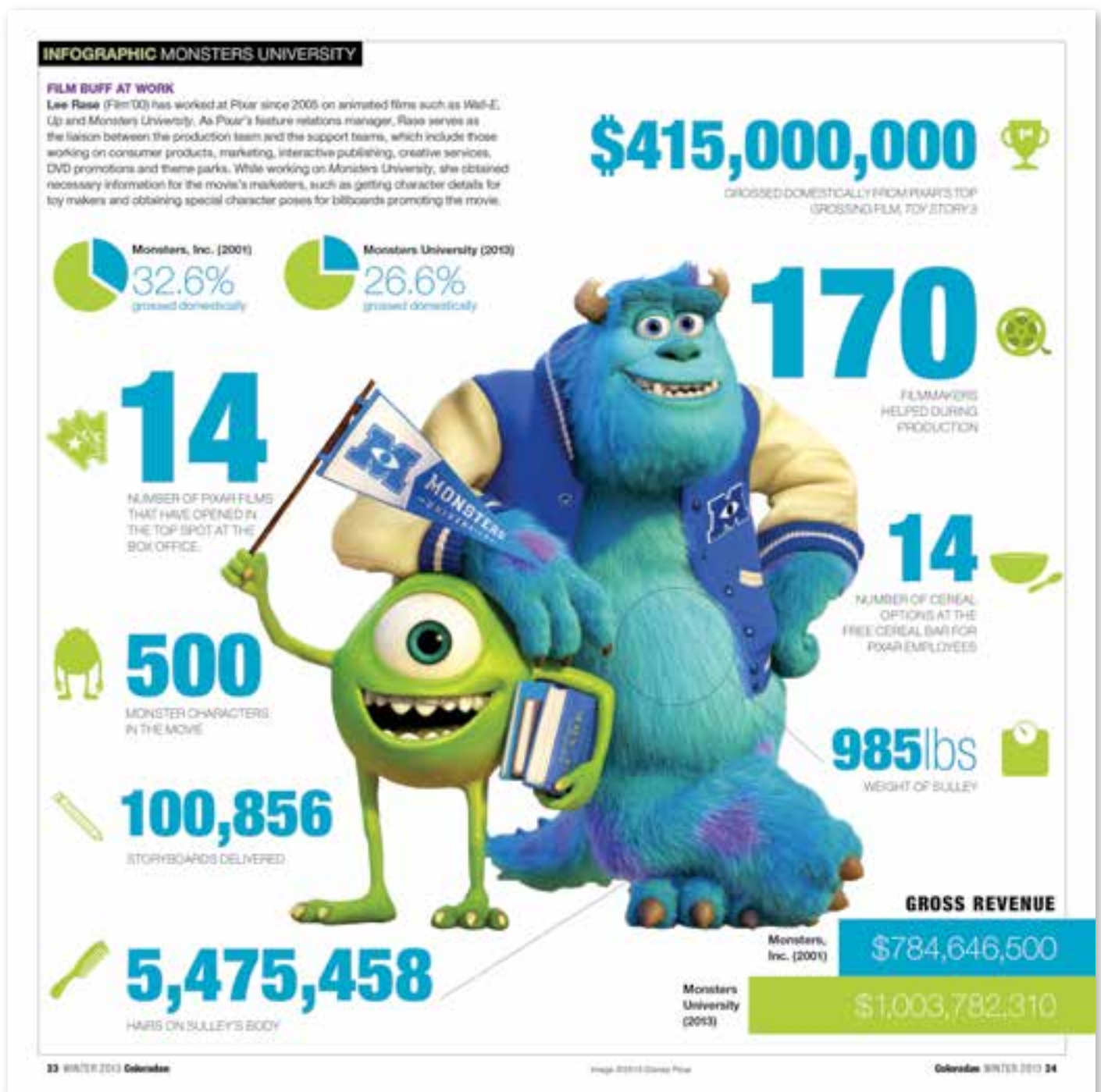
Elements Overview Infographics



Visual elements that can be used include (but not limited to) rules to point to specific objects referred to in factoids (shown in this example), directional rules, large numerals, small informational photographs, charts and graphs, icons and illustrations, and bold or colored headlines.



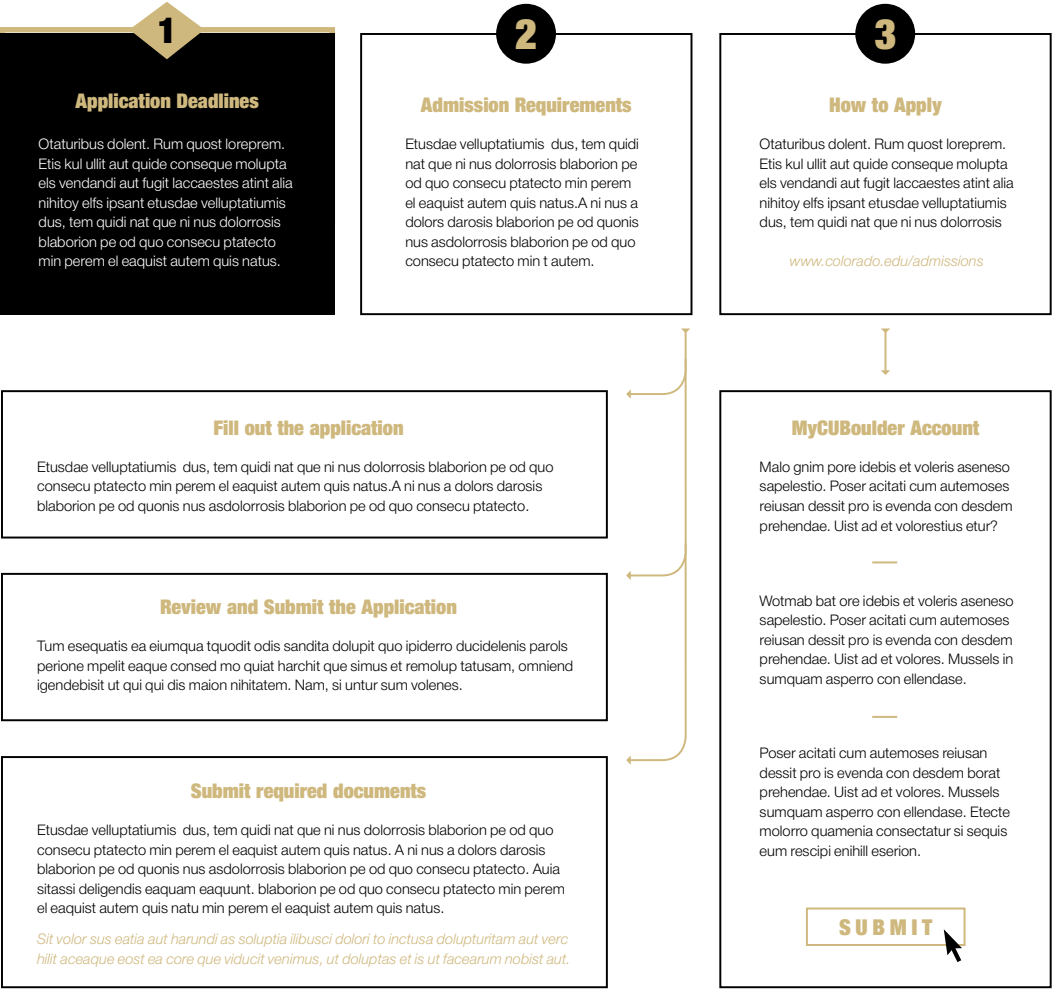
Visual elements represented in this example include large numerals, rules to point to specific locations listed in factoids, and small informational photographs.



Visual elements represented in this example include charts, large numerals, rules to point out specifics listed in factoids, small icons, and colored headlines.

Be prepared.

We are excited that you are considering applying to the University of Colorado Boulder. Your admission counselor and the entire admissions team looks forward to meeting you and your family, introducing you to CU-Boulder, answering your questions, and guiding you through the admissions process.



Be smart. Rum quost loreprem. Etis kul ullit aut quide consequo molupta boralesy ndandi aut fugit laccaestes atint alia nihitoy elfs ipsant etusdae velluptatiumis dus, tem quidi nat que ni nus dolorrosis blaborion pe od quo consecu ptatecto min perem el eaquist autem quis natus. www.colorado.edu/contact

Be Boulder.
University of Colorado **Boulder**

Visual elements represented in this example include bold colored headlines and directional rules.

Elements Overview Attitude

The attitude of CU-Boulder is **Be Boulder**. Basic guidelines are listed below.

- **Bold** attitude.
- Unapologetically **proud**.
- **Confident**, based on indisputable **fact**.
- **Laid-back** and noncorporate/institutional.

CHAPTER TWO: Applications

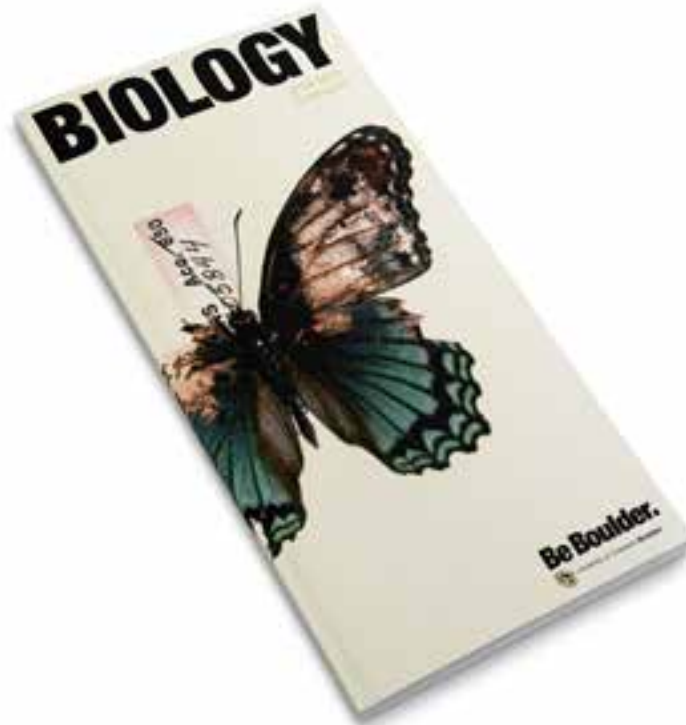
Every application of CU-Boulder's visual strategy has been carefully considered and designed for a purpose. Each component plays an important role in expressing the brand to your constituents. It is important to adhere to these basic guidelines to ensure consistency and professional-quality graphic expression overall. The applications in this chapter are not final. They are meant to serve as inspiration and show how the various identity elements can be used separately and together on different materials.

Application examples shown in this chapter include:

1. Print Materials
2. Advertising
3. Banners
4. Signs
5. Apparel and Accessories
6. Email Signature
7. Powerpoint Template
8. Website
9. Social Media
10. Video Opening Sequence

Applications Print Materials

Suggested layout for print materials.



Example with tagline as a sign-off



Example with tagline as a headline

Applications Print Materials

Suggested layout for print materials.



Booklet cover example

Applications Print Materials

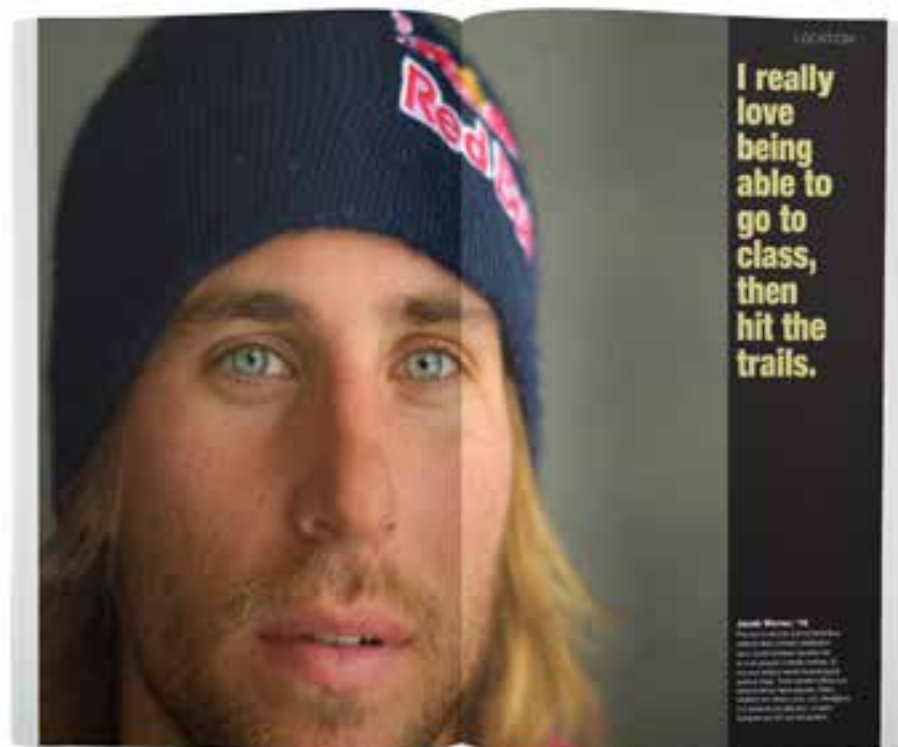
Suggested layout for print materials.



Booklet spread examples

Applications Print Materials

Suggested layout for print materials.



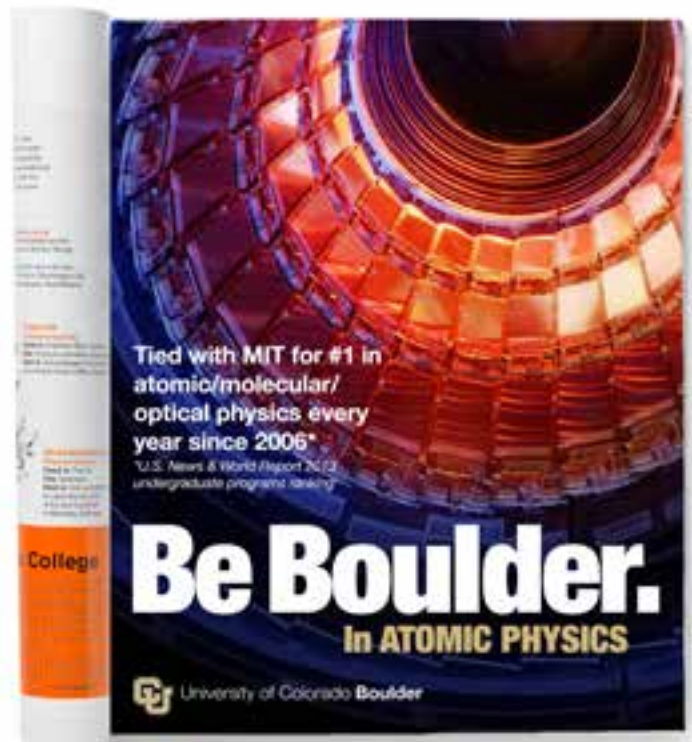
Booklet spread examples

Applications Advertising

Suggested layout for advertisements.



Version 1 tagline



Version 2 tagline



Tagline/Logo Lock up as sign-off

Applications Advertising

Suggested layout for advertisements.



Full spread newspaper ad



One page newspaper ad

Applications Advertising

Suggested layout for advertisements.



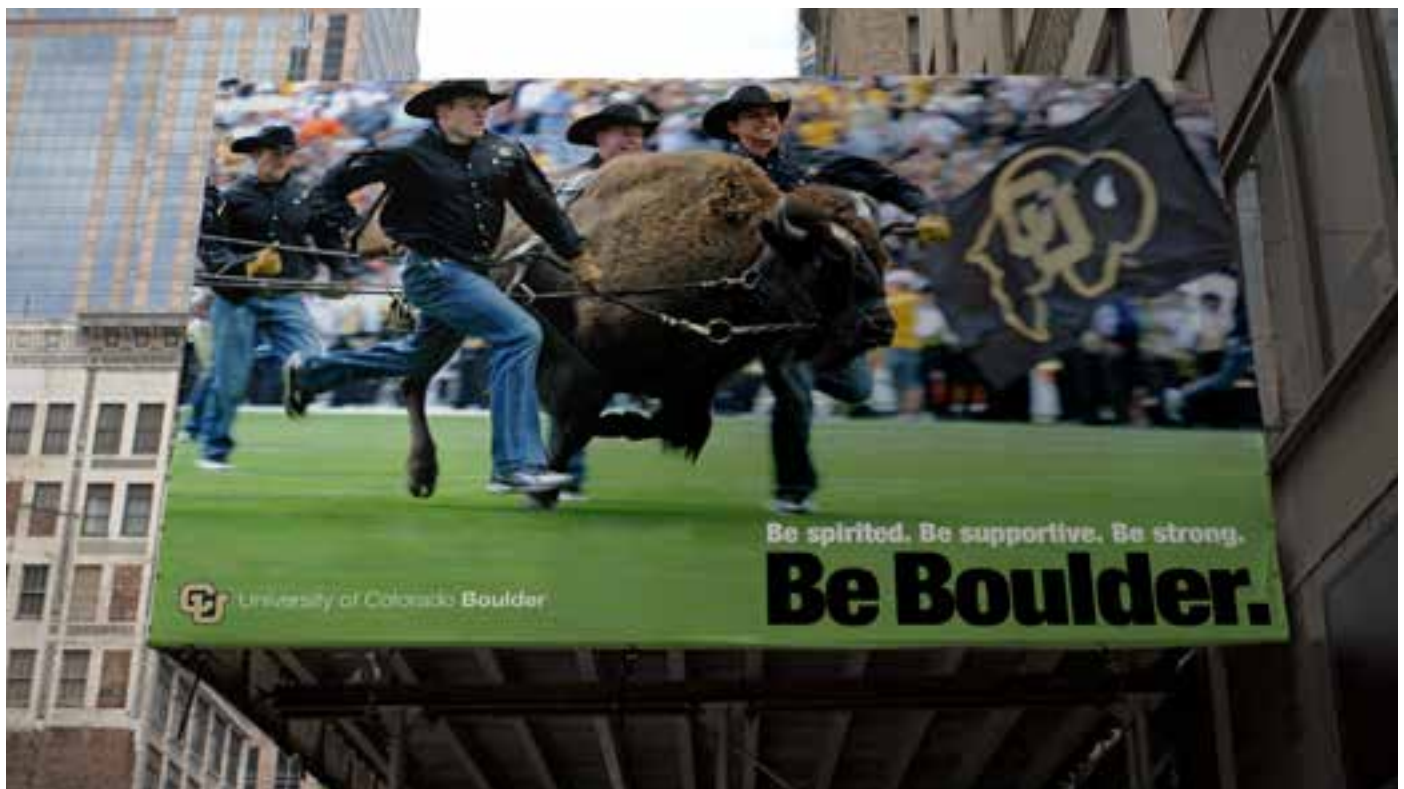
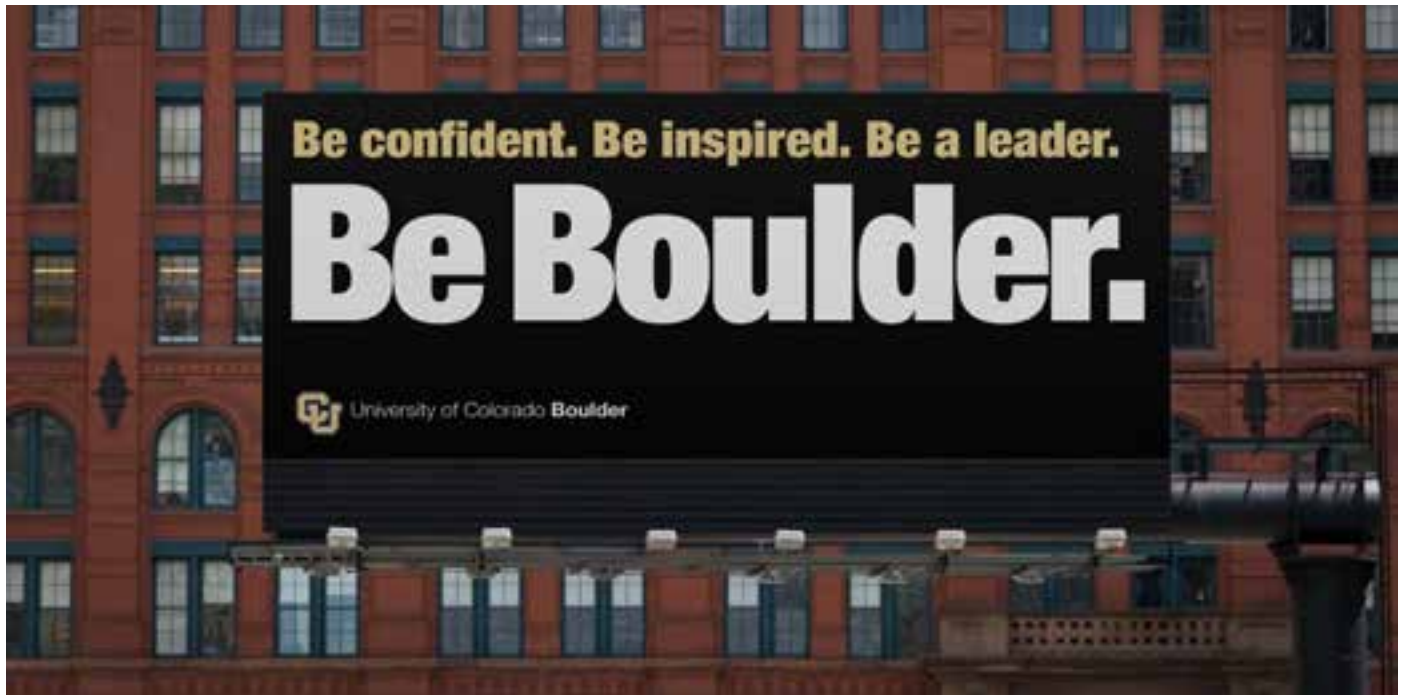
Taxi ad



Taxi ad

Applications Advertising

Suggested layout for advertisements.



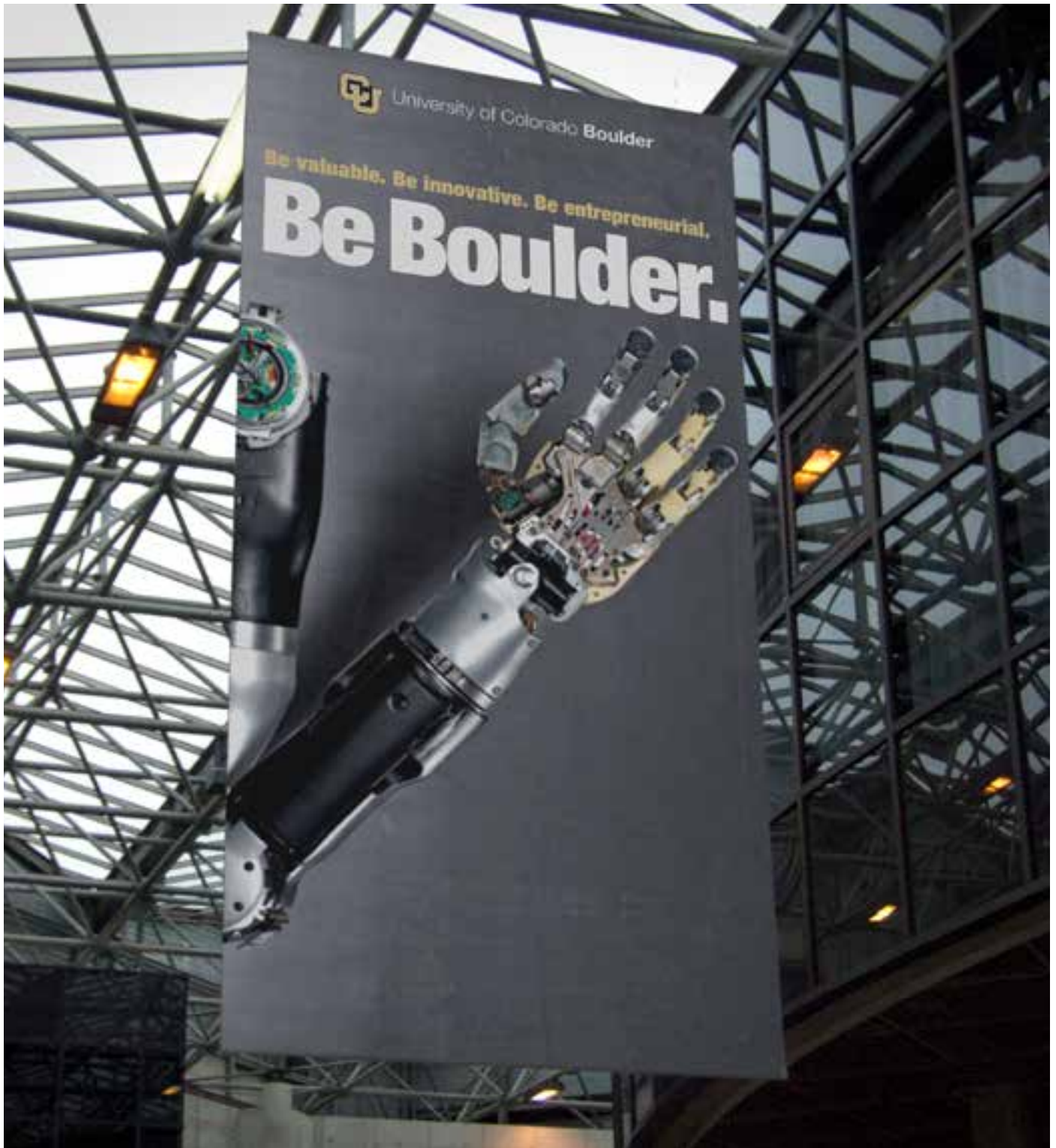
Applications Advertising

Suggested layout for advertisements.



Applications Banners/"Be" Statements

Suggested design for banners.

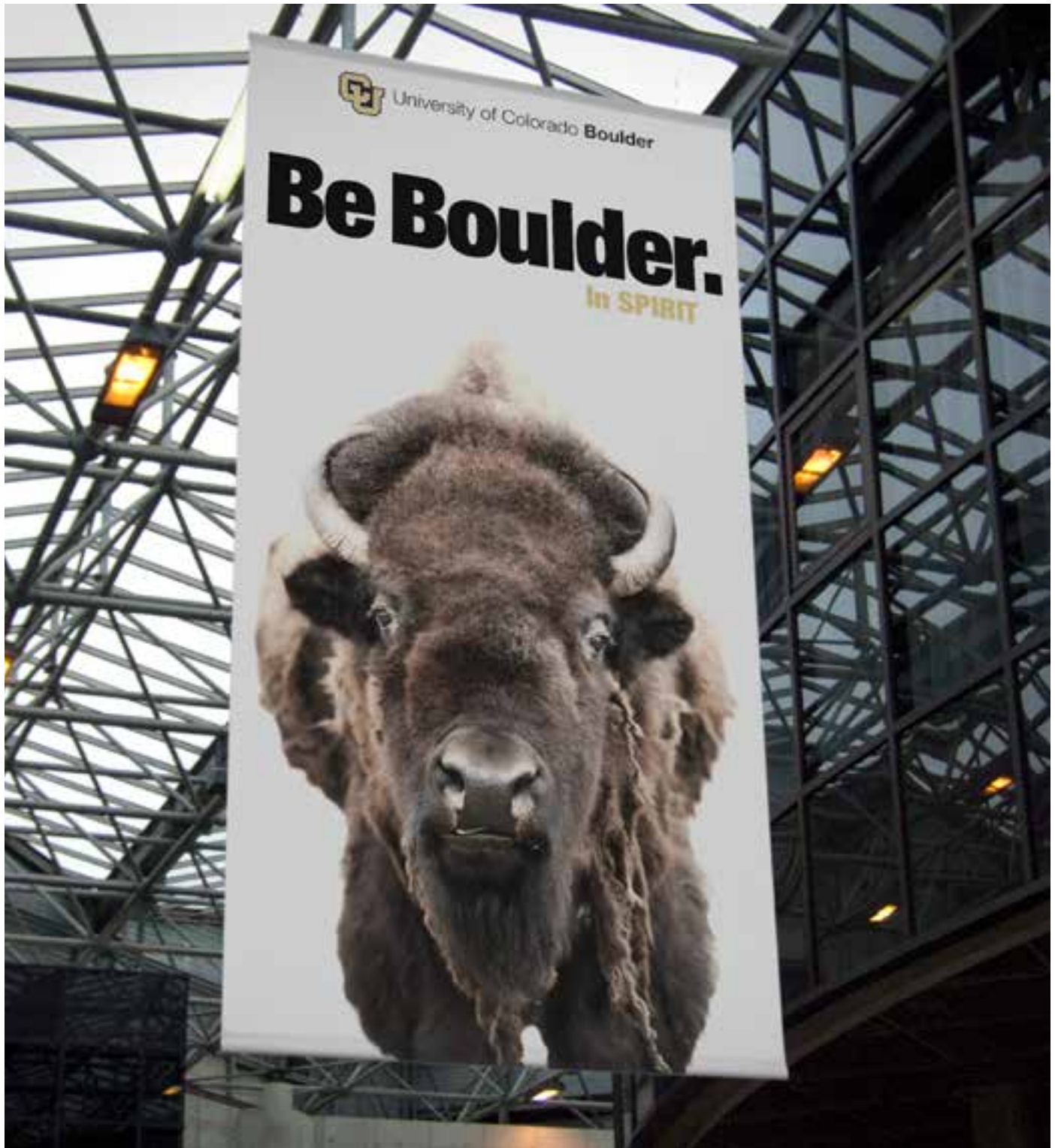


Suggested design for banners.



Applications Banners/Version 2

Suggested design for banners.



Applications Banners/Tagline

Suggested design for banners.



Applications Transportation

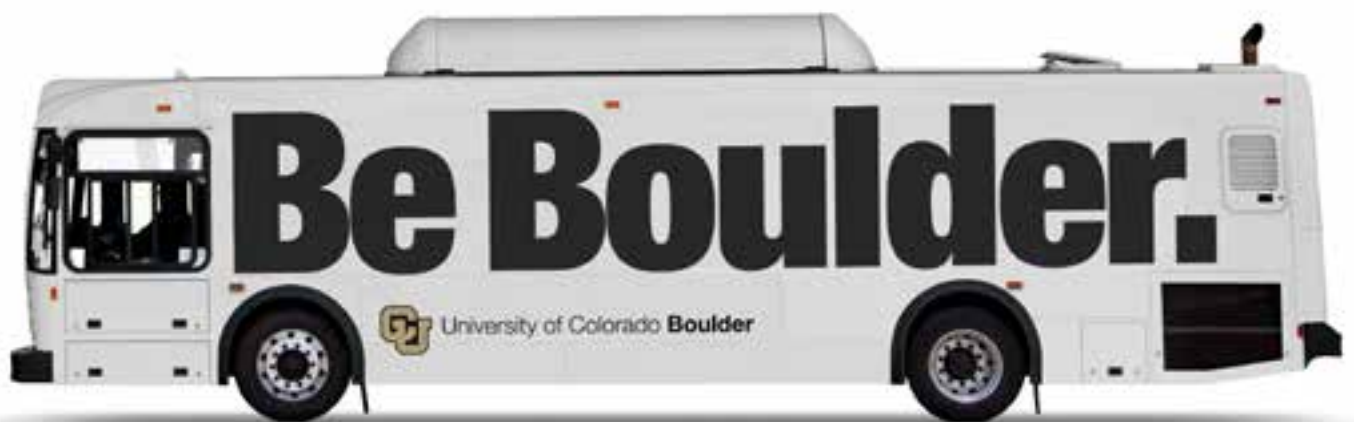
Suggested layout for transportation.



Bus application



SUV application



Bus wrap

Suggested design for posters.

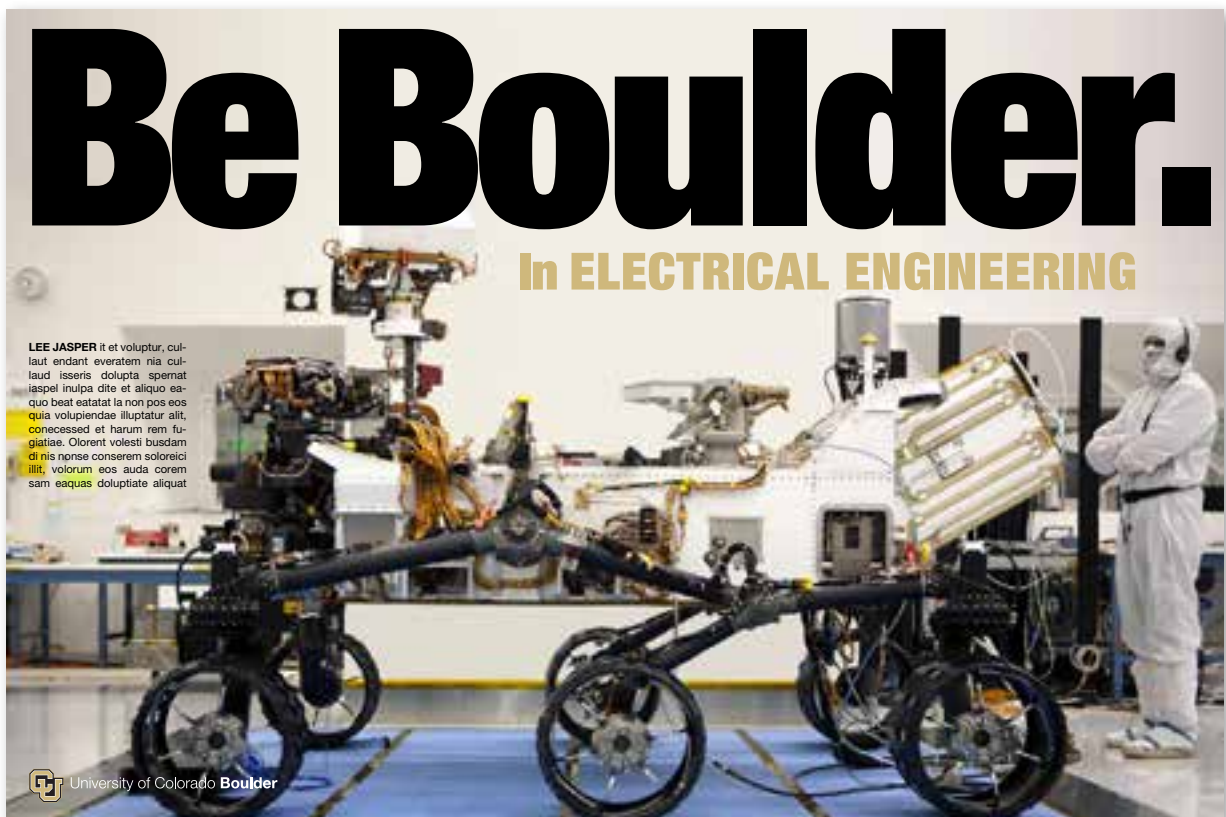
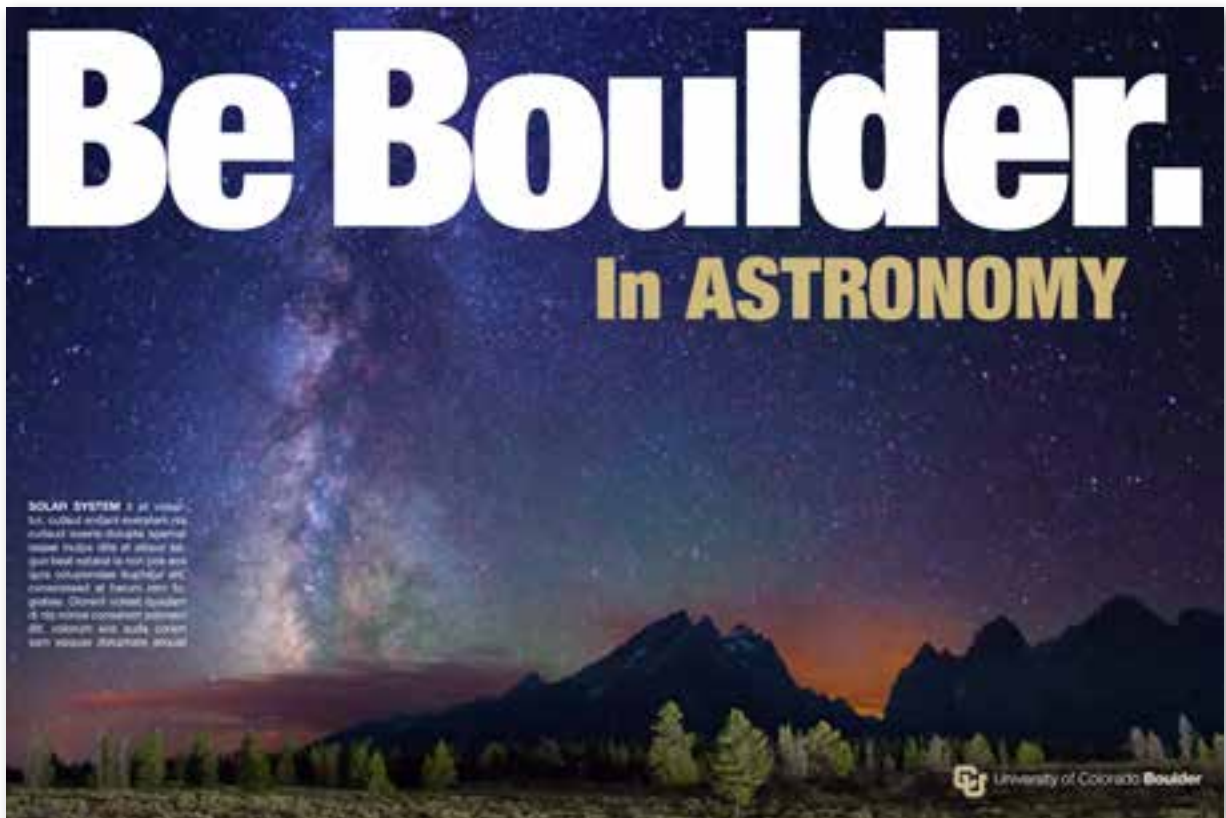
[illegible]

Applications Posters/"Be" Statements

Suggested design for posters.



Suggested design for posters.



Suggested design for posters.



Applications Posters/Tagline

Suggested design for posters.



Applications Apparel and Accessories

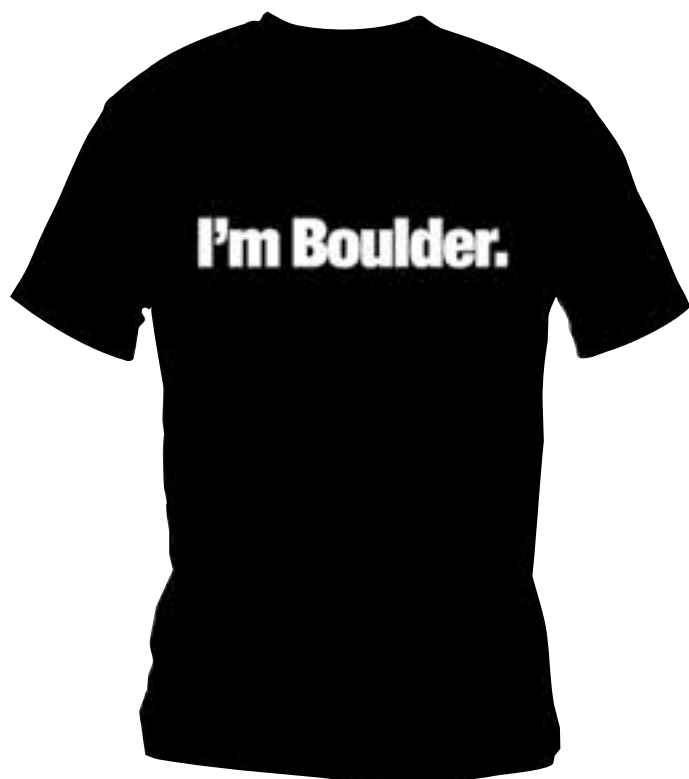
Suggested design for T-shirts.



Base T-shirt



Department specific T-shirt



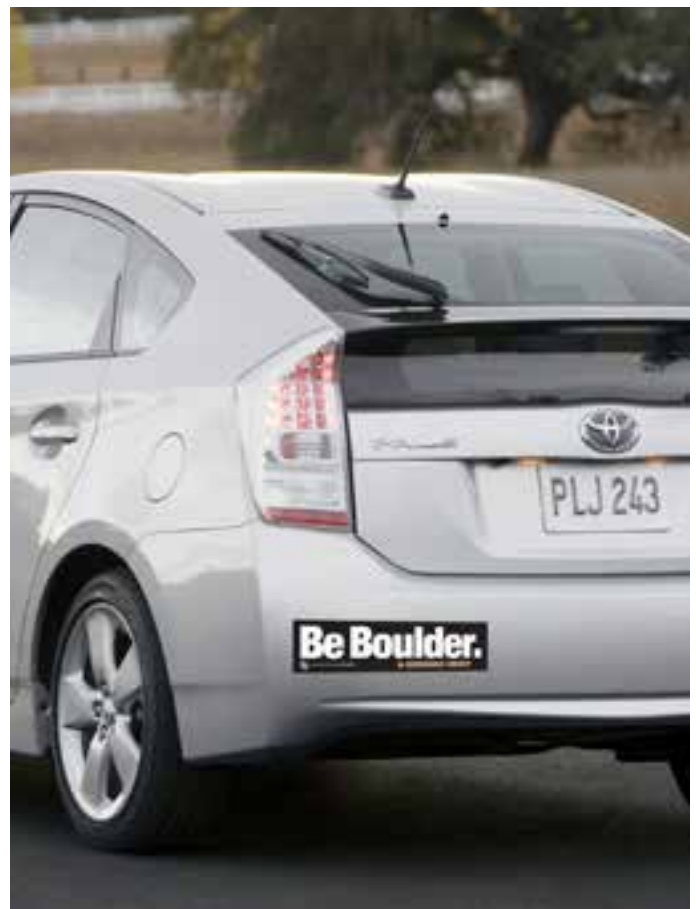
General spirit T-shirt



Department specific T-shirt

Applications Apparel and Accessories

Suggested design for spirit items.



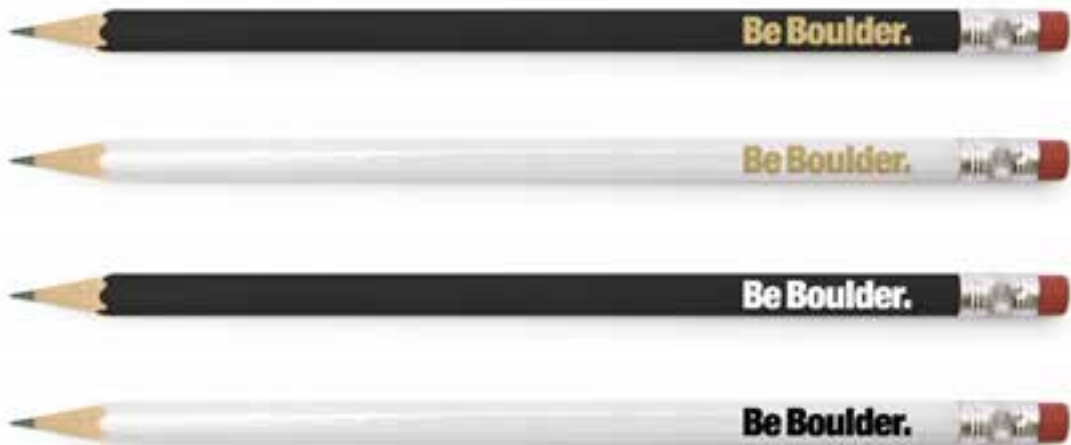
Applications Apparel and Accessories

Suggested design for spirit items.



Applications Apparel and Accessories

Suggested design for spirit items.



Applications Email Signature

Consistent email signatures deliver a visually coherent look across university departments and offices. Just as our business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card, and include the appropriate information.

First Name Last Name

Title

Department

University of Colorado Boulder
Boulder, Colorado 80309

T 303 456 7890

F 303 678 9012

Helvetica Neue Bold (H75) 12pt
Hex Code: #000000

Helvetica Neue Regular (H45) 12pt
Hex Code: #000000

Helvetica Neue Bold (H75) 12pt
Hex Code: #CFB87C

Be Boulder.



University of Colorado **Boulder**

Width: 150 px

Suggested design for PowerPoint template.



Title Page

Policies and Procedures: Bicycles

Can I bring my bike to campus?

- Bicycles may be parked in bike racks adjacent to the halls or may be kept in the resident's room. Be advised to use a U-lock when parking bikes outside. It is a fire code violation to store bikes in public areas of the residence hall.
- Bikes may not be parked in stairways, in front of doorways (inside or out), on rails (inside or out), in laundry areas, lounges, or other common areas. Bikes parked in prohibited areas will be impounded by the university police.
- No one may ride a bike inside any buildings. University policy requires bicycles to be registered with the CU Bicycle Program.

Be Boulder.

SECTION TITLE 02/02/2014 3

Content heavy page

How to get involved at CU?

46%
Alicaborem que ma nats as

- Omnihil dyllos 32%
- Venda eocsedis 59%
- Eteventemis 20%

Be Boulder.

SECTION TITLE 02/02/2014 4

Page with infographics

Applications Website

Suggested refresh design for the CU-Boulder website.



Applications Website

Suggested placement for marketing use above the fold for a college or department level site.

CU College of Engineering & Applied Science
UNIVERSITY OF COLORADO BOULDER

Search this site
CU Home - A to Z - Campus Map

SP13 FSP1 Students Alumni H-12 Faculty & Staff Business/Community

ABOUT US ADMISSIONS ACADEMICS RESEARCH GIVING

Students design, innovate, and create solutions to an array of real-world challenges

CU-Boulder students prepare a celestial sail for astronauts to deep space

Ted Randolph's lab reformulates (breaks) vaccines to extend their shelf life and reach more people

Students design, innovate, and create solutions to an array of real-world challenges

Acorn Cresset takes a microscopic view of the world based on "big data"

Be innovative. Be driven. Be global.
Be Boulder.

DEGREE PROGRAMS ►
FIND YOUR PLACE ►

News Events Deadlines

- Aerospace engineering students dominate national award
- 7 CU-Boulder students among 20 national engineering leaders
- Avalon Week names 7 CU-Boulder students among 20 national engineering leaders
- Results from CU-led gut bacteria sequencing project coming in

View All College News

Why CU-Boulder Engineering?

Leader in Active, Hands-on Learning

The College of Engineering and Applied Science is a leader in active, hands-on learning that gets students out of the classroom and doing real-world engineering.

> Learn more


Connect with Us
Facebook Twitter YouTube LinkedIn

Facilities, Maps & Directions

Important Announcements
Fall 2013 Engineering Recognition Ceremony

Applications Website

Suggested placement for **Be Boulder** as a footer.




Facilities Management
UNIVERSITY OF COLORADO BOULDER

Search the site
CU Home | A to Z | Campus Map

Departments | About Us | Services | Contact Us

For Emergencies call 303-440-5502



Property Surplus & Disposal

We Can Help You

Dispose of Unwanted Furniture and Equipment
Get rid of that old chair that you keep stubbing your toe on once and for all. The Distribution Center will come by and pick up all your surplus equipment and furniture.

Find and Request Services

To search for a service, just enter the type of service below:

Search for a service (or tools)

View services A to Z

Popular Services

Card Readers

Irrigation

Mailed Mail

Recycling

Trash

Announcements

This is a test announcement

Service Alerts List

Electrical outage in Ekeley 2nd basement
11/11/2018

Outage - Business Field east of Kobell
11/14/2018

Street Closures - Itasca Dr. And Pleasant Street
11/16/2018


Ad Enën Sogocher Solsco Volatob
11/22/2018


Humo Jugs Vero
11/18/2018

No Service Alerts

Did you know?


'Tis the season
Winter in Colorado means that snow days are always possible. Call 303-440-4636 to find out about campus closures.
[Learn More](#)






Customer Login

Service Requests/Building Information



Services A to Z

A complete listing of facilities services



Employee Website

Facilities Management Staff Internal Site

Facilities Management
Campus Box 455, Boulder, CO, 80509-0455

Be Boulder.
University of Colorado Boulder
© Regents of the University of Colorado
[Privacy](#) • [Legal](#) & [Policies](#)

Applications Social Media

Suggested layout for the CU-Boulder Facebook page. Posts should be informative, intriguing and relevant. The use of the hashtag **#BeBoulder** should be applied on the official Facebook page, Twitter and Instagram for CU-Boulder, with the goal that it will catch on with the student population. Use of **#BeBoulder** can be used when announcing achievements of the university, its faculty, staff, alumni, and students to reflect the proud and positive attitude of the university.



Suggested profile picture and cover photo for Facebook



Profile picture detail

Applications Social Media

Suggested layout for the CU-Boulder cover photo Facebook page. The use of imagery can be used to highlight current research, events, awards, etc.



Applications Social Media

The use of the hashtag **#BeBoulder** should be applied on the official Facebook page, Twitter and Instagram for CU-Boulder, with the goal that it will catch on with the student population. Use of **#BeBoulder** can be used when announcing achievements of the university, its faculty, staff, alumni, and students to reflect the proud and positive attitude of the university.



Example of #BeBoulder being used by the official CU-Boulder Twitter account, as well as students and faculty.

Applications Social Media

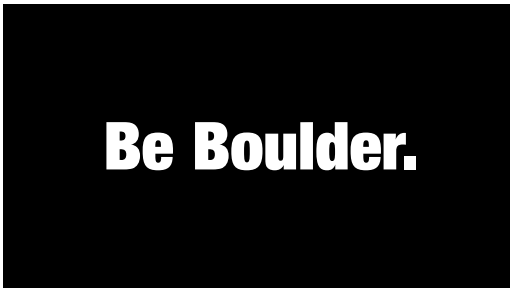
Instagram can be used to target prospective students, current students and recent graduates. Images posted should be engaging and exciting. The use of the hash tag **#BeBoulder** should be applied on the official Facebook page, Twitter and Instagram for CU-Boulder, with the goal that it will catch on with the student population. Use of **#BeBoulder** can be used when announcing achievements of the university, its faculty, staff, alumni, and students to reflect the proud and positive attitude of the university.



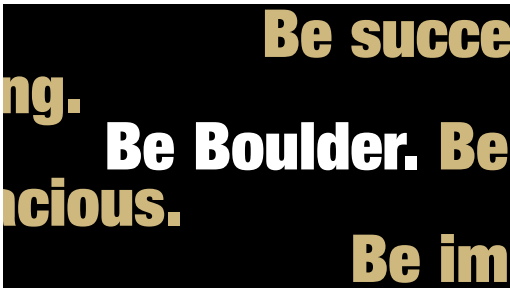
Example of #BeBoulder catching on and being used by students or faculty.

Elements Overview Video Openers/Closers

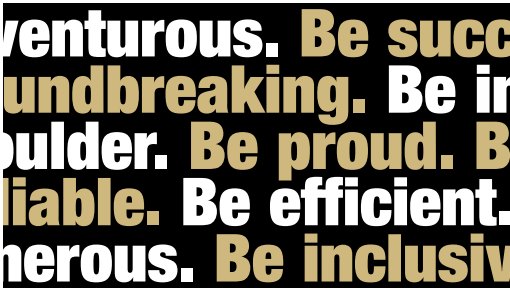
Suggested video animation.



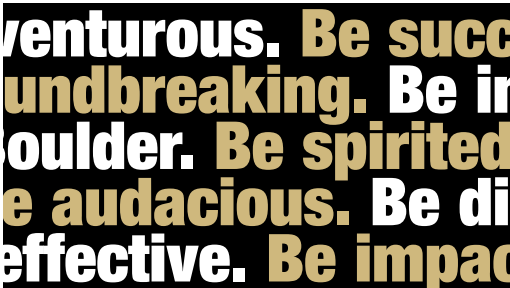
Be Boulder. tagline fade-in



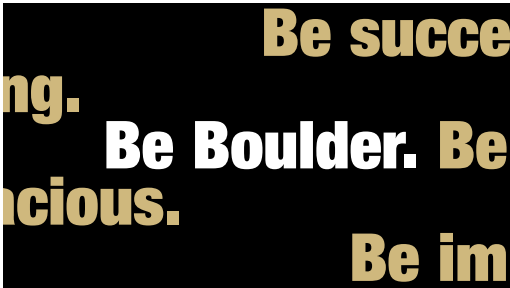
Other "Be" statements fly in from sides



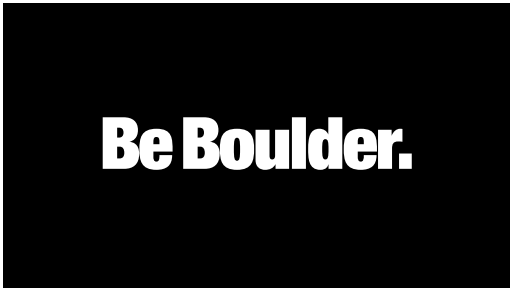
Pans across "Be" statements



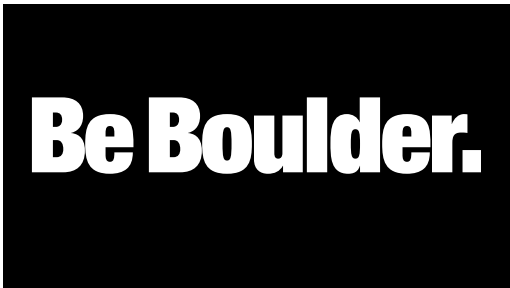
Pans across "Be" statements



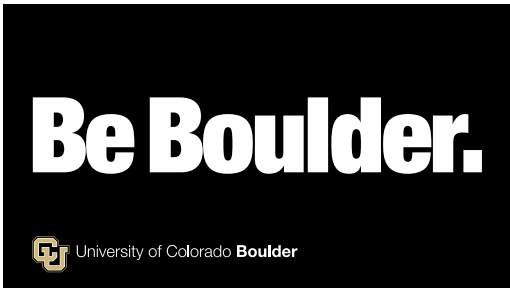
"Be" statements fly out



Be Boulder. sits alone



Be Boulder. slowly zooms in

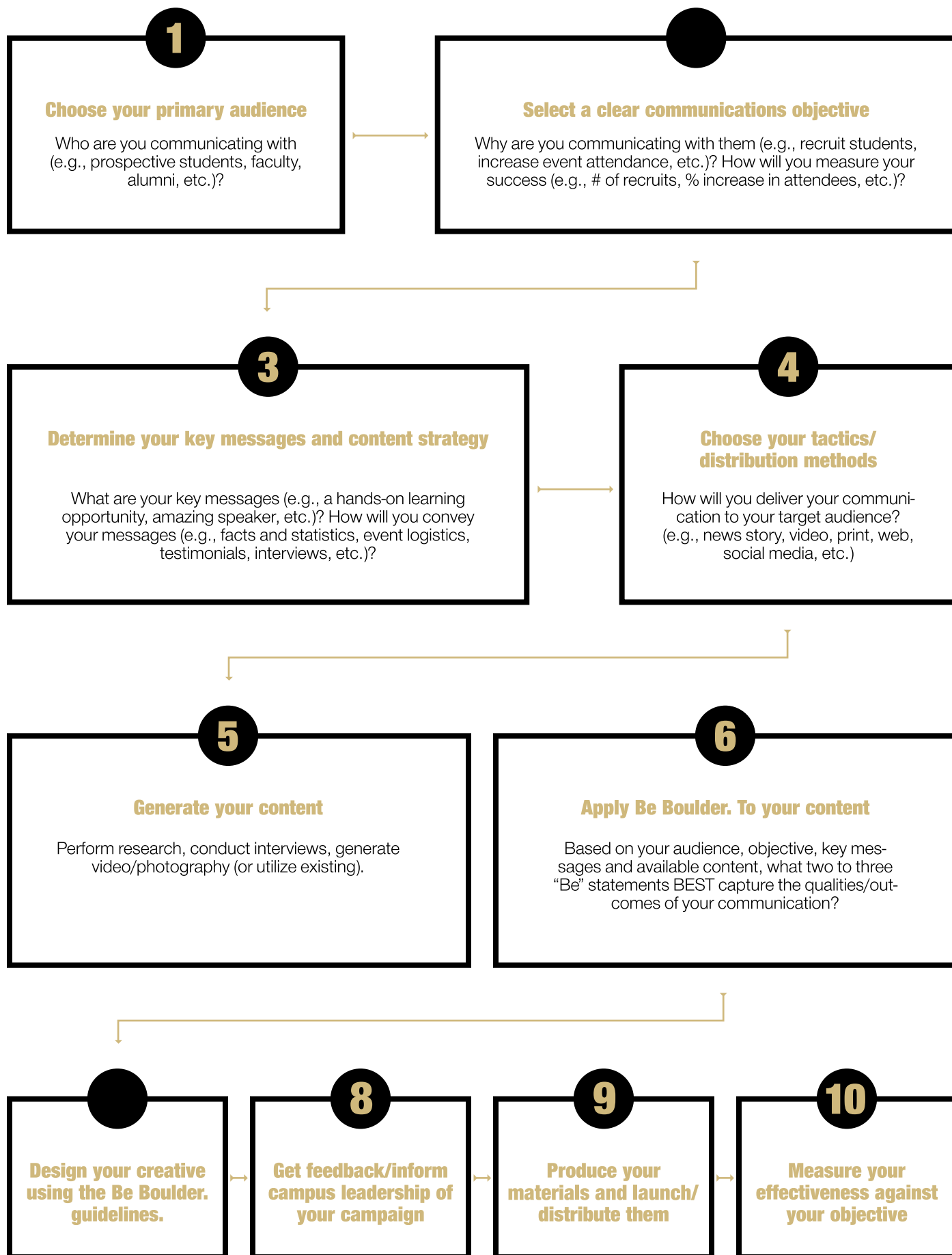


CU-Boulder logo appears

CHAPTER THREE: How to Apply **Be Boulder**.

The following pages outline how you can apply **Be Boulder** to meet your specific needs and generate your own content. The **Be Boulder** messaging was designed to be flexible and allow creativity to flourish, while showing off what can be achieved by students, alumni, faculty and staff at CU-Boulder.

How to Apply Step-by-step



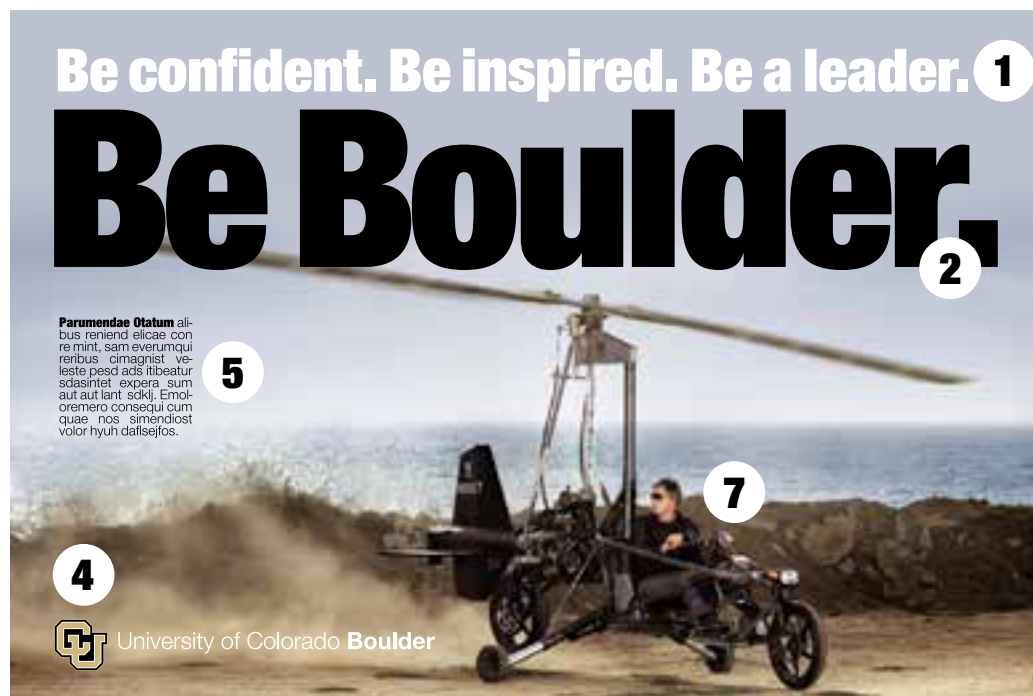
How to Apply Categorize Content

The word “BOULDER” can serve as a reinforcement of the **Be Boulder** tagline and our collection of “Be” statements. Using “BOULDER” to categorize facts and stories about the CU-Boulder experience will associate our content with the emotion and attitude of Be Boulder. Below is a partial list of content categories. Additional categories can be created when one of these does not work for a specific need.

Boulder Academics
Boulder Community
Boulder Research
Boulder Creative Work
Boulder Innovation
Boulder Partnerships
Boulder Environment
Boulder Achievement
Boulder Spirit
Boulder Pride
Boulder Impact
Boulder Value

How to Apply Visual Architecture Elements

Note: Not all of the elements below will be used in every communication.



1

“Be” Statements

(qualities/outcomes; must be three; never less, never more)

2

Tagline (our promise)

3

Sub-Identity (what part of CU-Boulder is communicating?)
See page 82.

4

Visual Identity (always the campus logo)

5

Messaging (factoids and REAL stories/profiles about CU-Boulder people; can include category headers as appropriate)

6

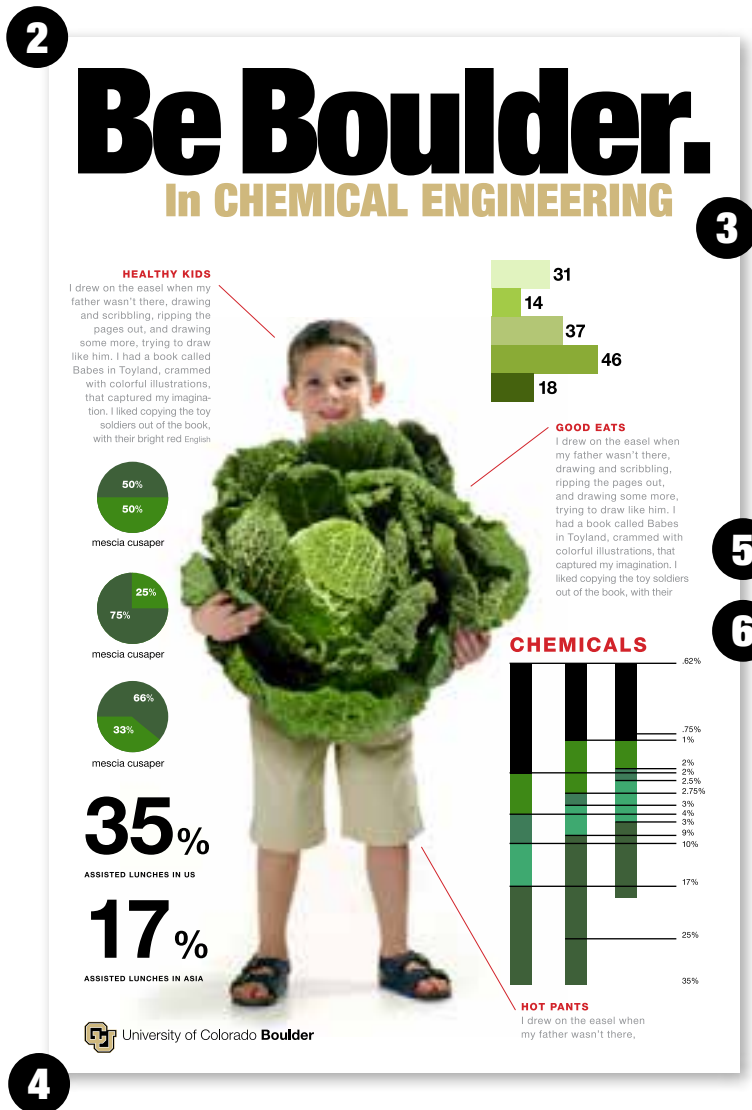
Infographics (visual representation of complex information to make it accessible/easily understood) See pages 40-44.

7

Visuals (photography, etc. – should match the emotion/attitude of the “Be” statements)

How to Apply Visual Architecture Elements

Note: Not all of the elements below will be used in every communication.



1

"Be" Statements
(qualities/outcomes; must be three; never less, never more)

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Infographics (visual representation of complex information to make it accessible/easily understood) See pages 40-44.

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Visuals (photography, etc. – should match the emotion/attitude of the "Be" statements)

Need More Help?

For questions pertaining to CU-Boulder's Identity Program, usage, ordering, etc., please contact:

Will Kubie, Program Director, Strategic Brand Management

cubrand@colorado.edu

brand.colorado.edu

Appendix: Be Colorado - Language to Avoid

To avoid confusion between **Be Boulder.** and the CU System health and wellness program *Be Colorado*, the use of Be Colorado, the “Well. Educated.” tagline and existing Be Colorado “Be” statements (see examples) are prohibited in CU-Boulder communications.

Be Colorado

Well. Educated.

Be **Secure** 

Be **Optimistic** 

Be **Energized** 

Be **Inquisitive** 

Be **Connected** 