

COMMUNICATORS TOOLKIT

IDENTITY REFERENCE

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

CONSOLIDATED VS. CAMPUS-SPECIFIC IDENTIFICATION

Though our organization is administratively consolidated, the approved strategy is to position each campus as a separate entity, to better reach our campus-specific audiences, needs and goals. As such, communications should be tailored to fit a campus-specific audience—and feature a campus-specific logo—whenever possible. Campus-specific branding & identity manuals, as well as identity & messaging quick reference guides are available at ucdenver.edu/brand.

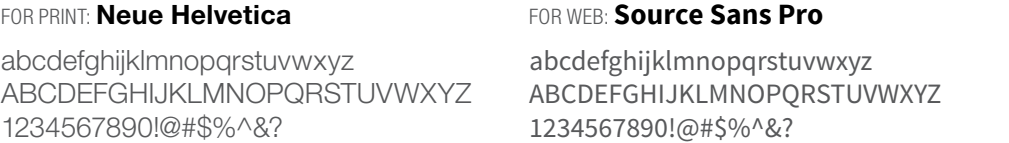
LOGO



LAYOUT VARIATIONS



TYPEFACE



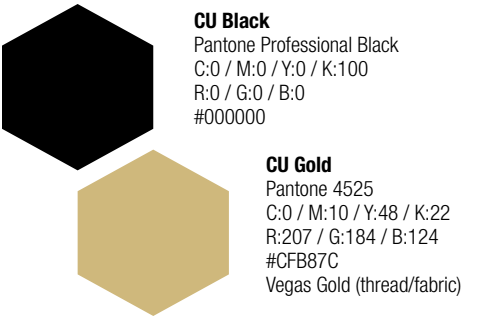
DO'S & DON'TS

- Official artwork.** Always use the official, approved artwork for logos and supporting graphics.
- No custom logos.** Custom logos of any kind are not permitted for CU entities—including schools, departments, programs, units, centers and institutes.
- Alteration.** Do not add to or subtract from the logo or supporting graphics. Do not retype the wordmark, or add additional content inside the minimum clear space.
- Distortion.** Do not reposition, resize, rotate, skew, stretch, crop or change proportions.
- Substitution.** Do not replace the icon or wordmark.
- Special effects.** Do not add outlines, reflections, gradients, 3-D or other effects.
- Recolor.** Do not change the logo colors.
- Grouping.** Do not combine with other logos or supporting graphics into a single element.
- Visibility.** Do not use logos or supporting graphics as background patterns or watermarks, or place over low-contrast and distracting backgrounds.
- Poor reproduction.** Do not use low resolution artwork for high resolution output.
- Unofficial use.** University logos and supporting graphics are for official university communications and identification only. Do not use to identify with other CU campuses or locations, or external organizations.

COLOR VARIATIONS



COLORS



CHECKLIST

All university communications and marketing must include the following:

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

- For more information, including access to logo artwork and branded templates, visit ucdenver.edu/brand
- Access university images at ucdenver.webdamdb.com
- For questions, contact us at brand@ucdenver.edu

