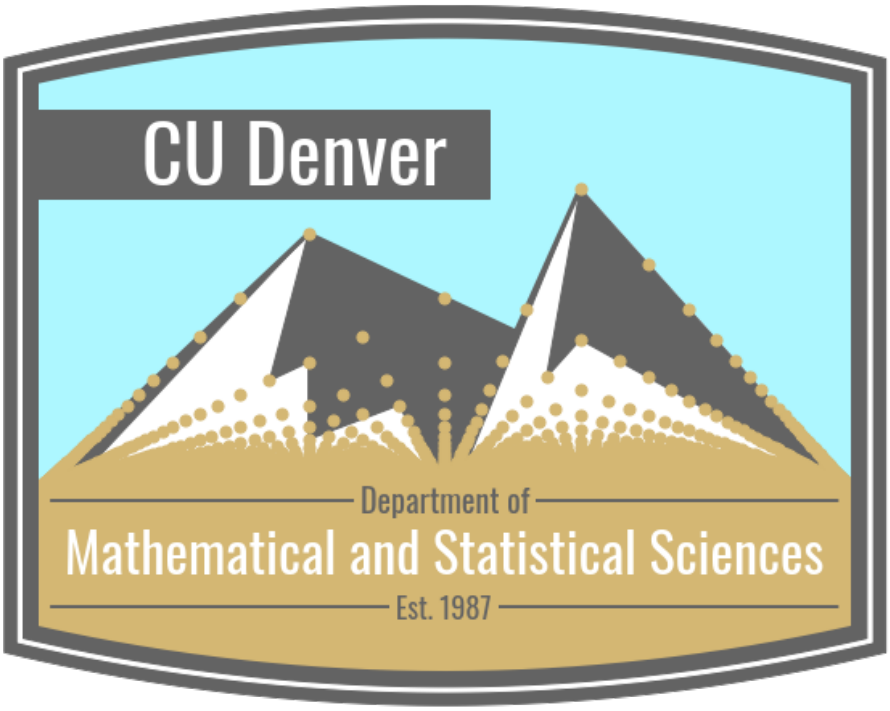
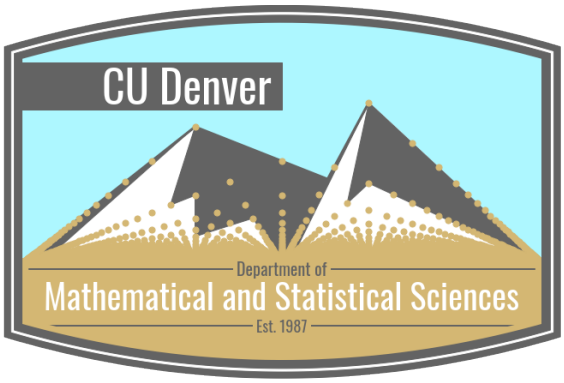
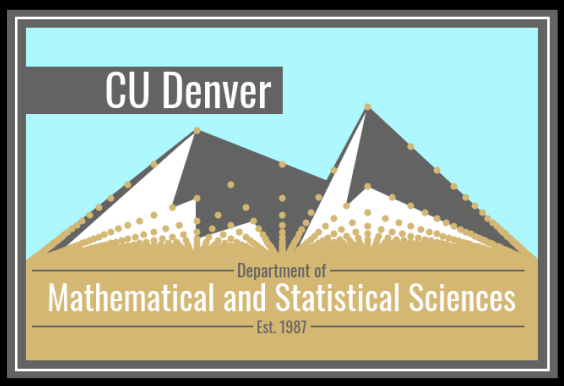
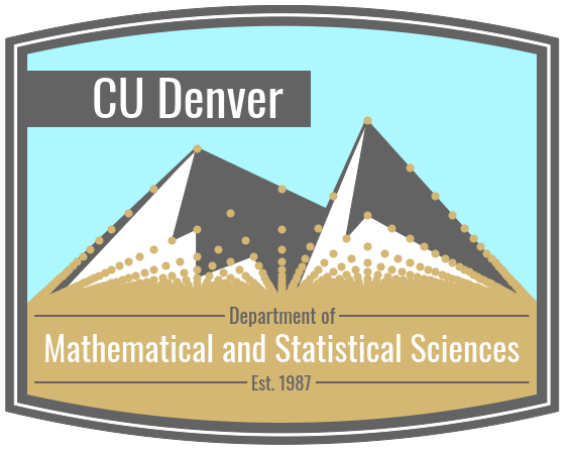
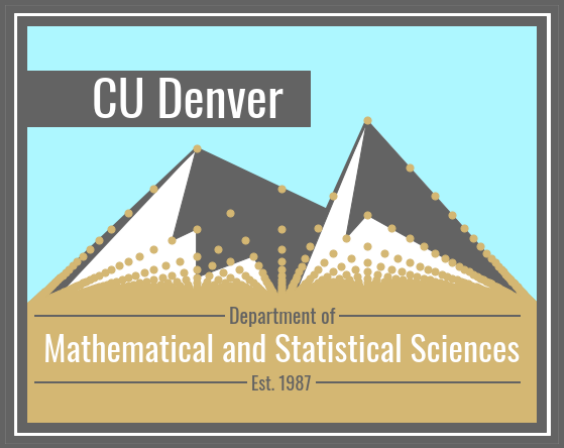
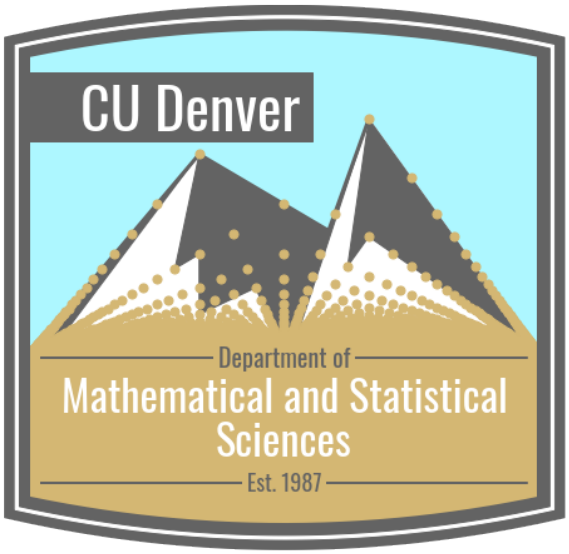
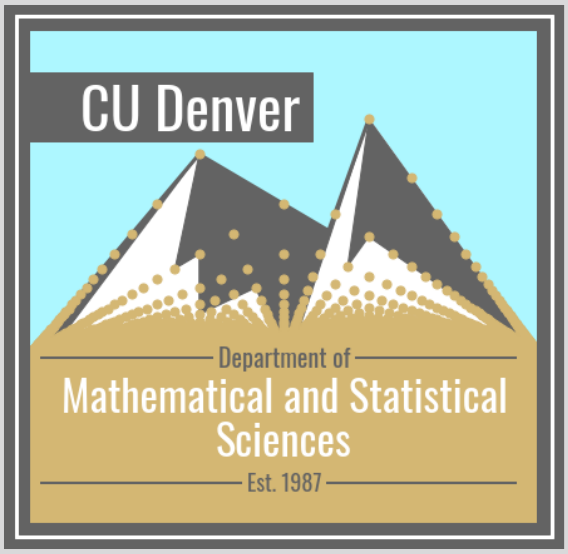
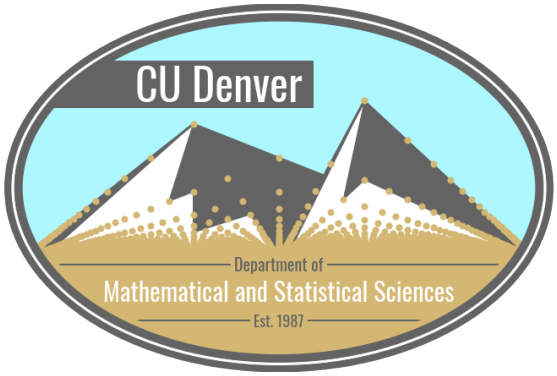
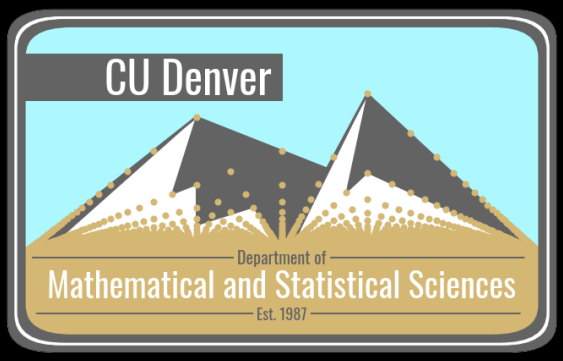
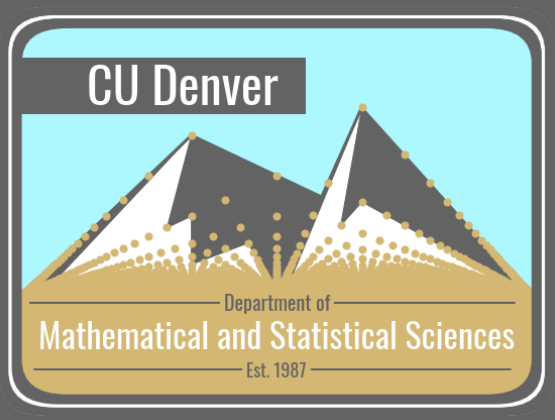
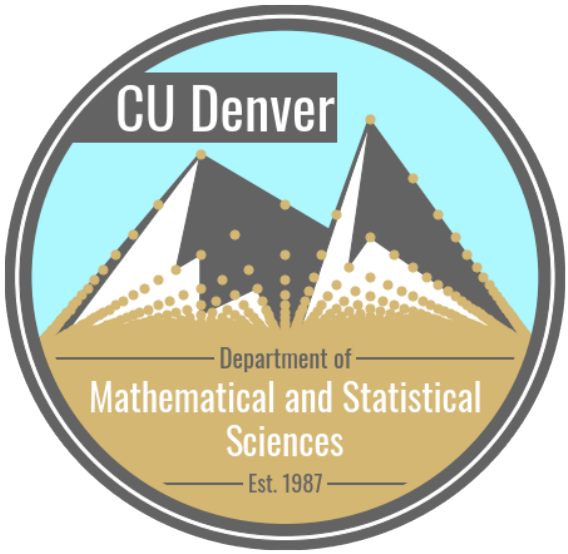


The logo above is one of many possible logo variations that can be created using the provided python code. An infinite number of colorways and different shapes can be easily generated using the python code. The logo depicts mountains drawn as triangles with vertices formed using Thomae's, or the "popcorn", function. The function has been scaled where $x \leq \frac{1}{2}$ to make two mountains of different heights. The colors are inspired by the CU Denver colors (CU gold, black, white, and gray), with a blue sky reminiscent of a classic Colorado golden-fields-and-blue-sky landscape. It uses a total of 5 distinct colors and is designed to look effective on a white, black, or gray background.

In the following pages, examples of possible variations are provided. Some of these will look nicer on black, white, or gray backgrounds, some use limited numbers of colors for printing purposes, and some are specifically created as 1:1 aspect ratio images to ensure they will look good as Twitter or other social media profile pictures. Page 5 demonstrates some "celebration" colorways to show how the logo featured on the department's online or Twitter pages could change during, for example, Pride or Black History months, or on International Women's Day or Halloween.

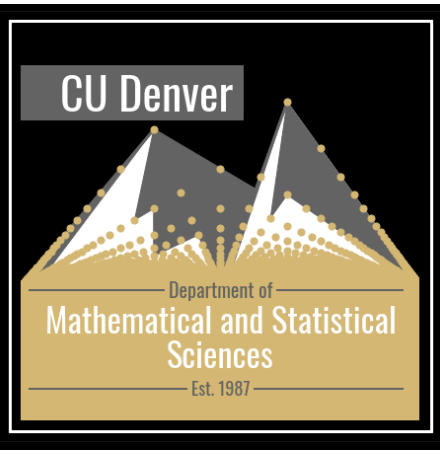
My (probably impractical) dream is that the department would have an open-source logo, with the attached code hosted on github, and members of the department could generate a different logo depending on their identity or affinity, the occasion, or their need. For branding purposes, I'm assuming a single logo image will be selected, in which case I recommend a version of the above colorway or the "Just CU Denver Colors" alternate colorway shown on page 4.

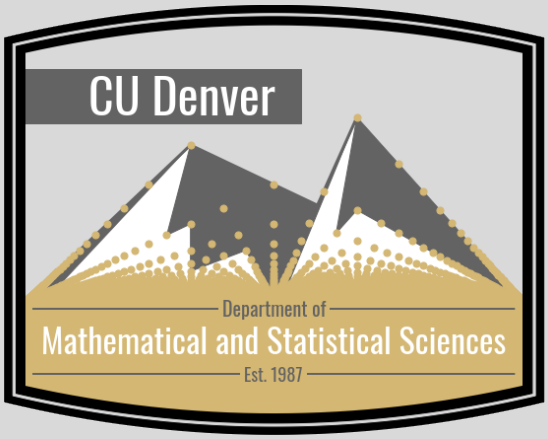
	Default shape and default colors	Rectangle/square shape, default colors	
3:2			3:2
5:4 (default)			5:4 (default)
1:1			1:1

	Oval/circle shape and default colors	Rounded rectangle/rounded square shape, default colors	
3:2			3:2
5:4 (default)			5:4 (default)
1:1			1:1

Alternate Colorways

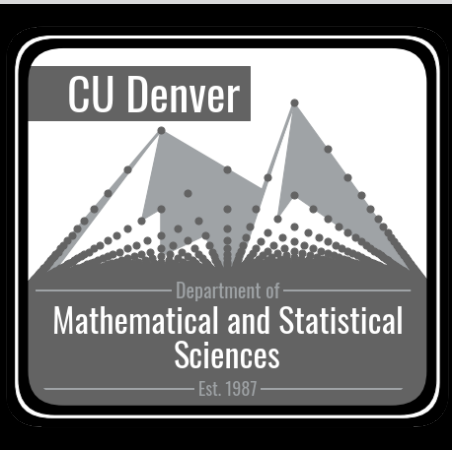
Just CU Denver colors (black background) (square)





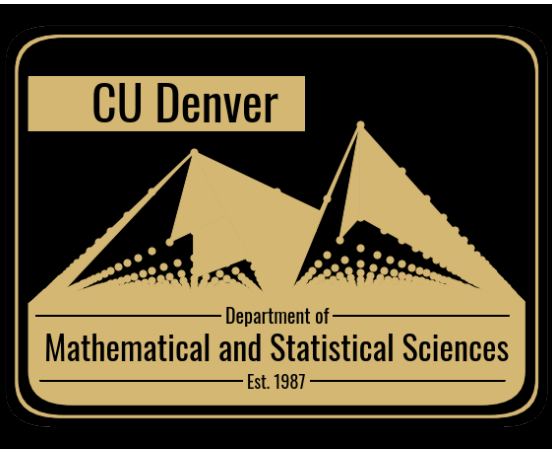
Just CU Denver colors (grey background) (default, 5:4)

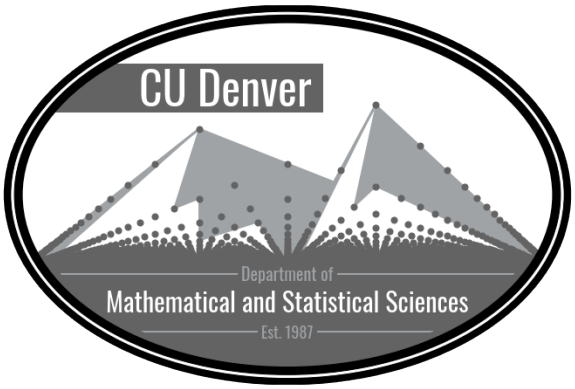
Just CU Denver colors (oval, 5:4)



Grayscale, black background (rounded square)

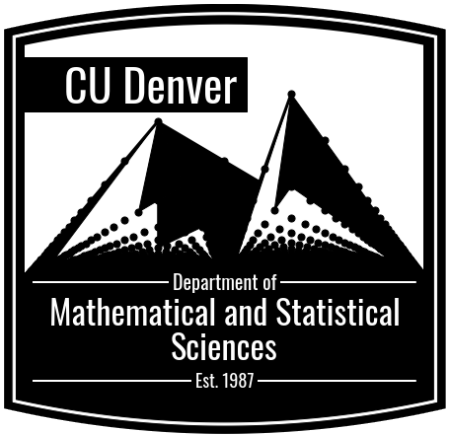
One color (gold, black background) (rounded rectangle, 5:4)

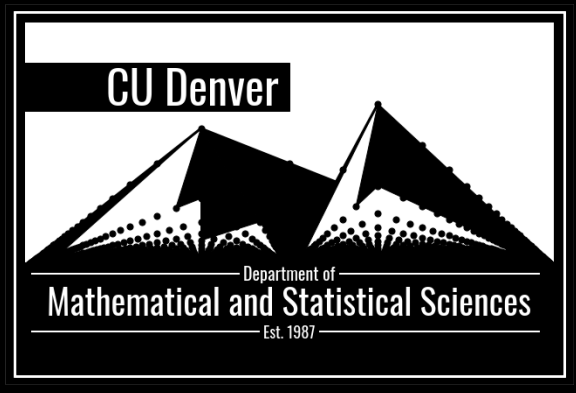




Grayscale (oval, 3:2)

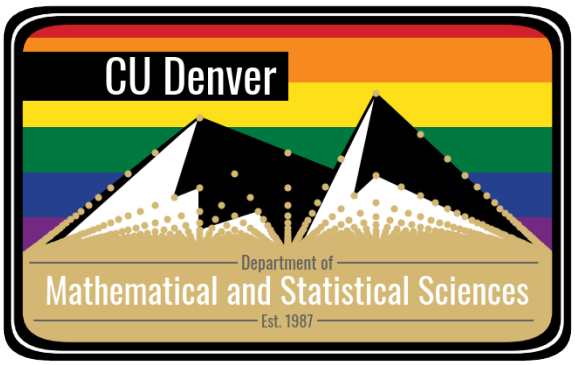
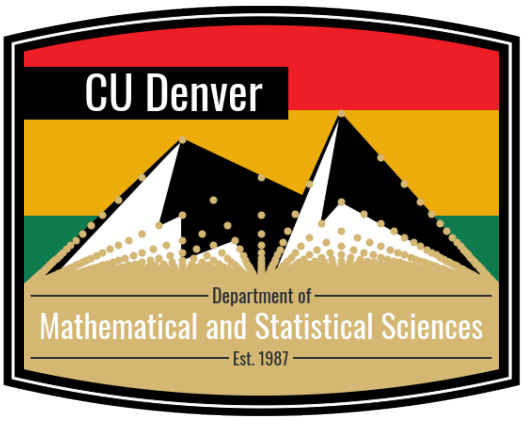
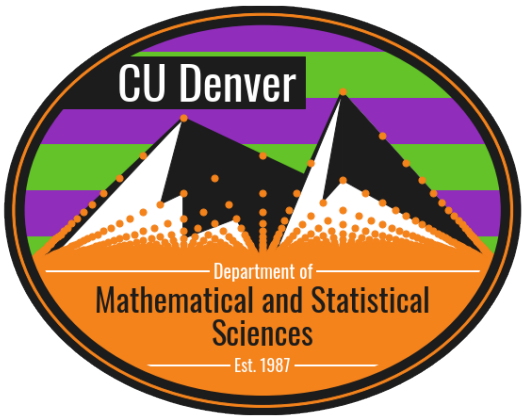
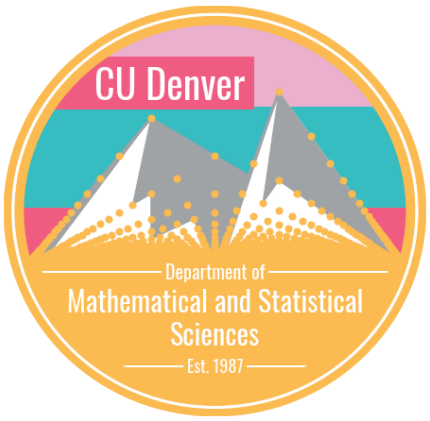
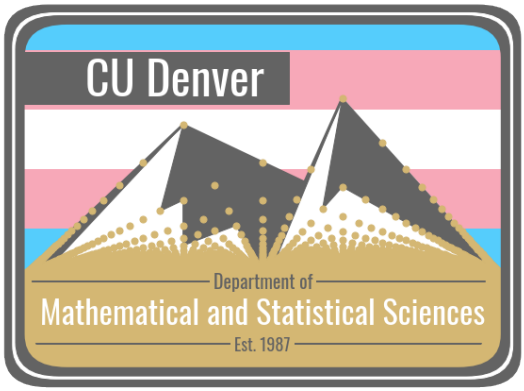
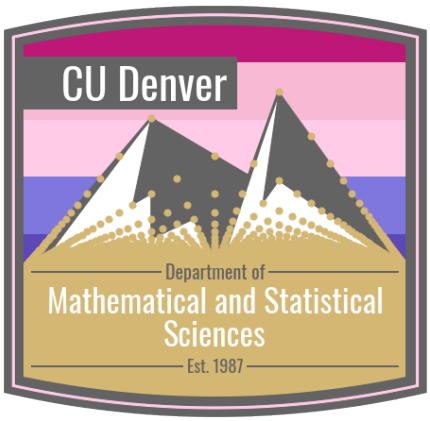
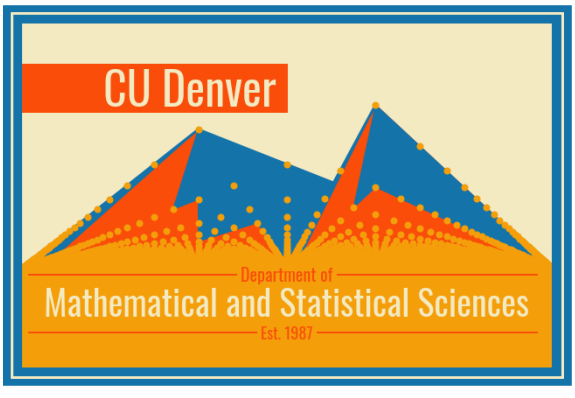
One color (black, white background) (default, 1:1)





One color (white, black background) (rectangle, 3:2)

Celebration Colorways!

Pride! (rounded rectangle, 3:2)			Earth day/month (square)
Juneteenth/Black history month (default, 5:4)			Halloween (oval, 5:4)
Asian American Pacific Islander heritage month (circle)			Trans pride! (rounded rectangle, 5:4)
International women`s day (default, 1:1)			Native American and Alaskan Native Heritage month (rectangle, 3:2)