UCDenver, a theme for LaTeX Beamer using the current official standard

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Brand Identity Standards

The **University of Colorado Denver Brand Identity Standards** provides direction for messaging, design and content of university print and online publications, stationary, signage and other expressions.

Adhering to these standards will help ensure that communications from every university group maintain a clear and uniform message that best represents the image and brand of our two campuses and the University of Colorado as a whole.
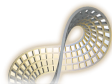
Our Brand

Our brand is much more than a name or a logo. Every point of contact we have with our audience—students, faculty, staff, alumni, donors, and the world—builds upon the perception of who we are as a university, the things we do to fulfill our mission, and why we are important to our stakeholders.

Our brand serves as our North Star for the decisions we make and the way we communicate with our external and internal community. It is our promise, our story, our driving force. It is what the world experiences when they interact with us, and the benchmark with which we measure our success.

In short, our brand is what makes our university unique.

Brand Position

The University of Colorado Denver | Anschutz Medical Campus is a dynamic university – comprehensive in scope, entrepreneurial in spirit, and innovative at heart. We believe in forward movement – the promise of opportunity, the power of creativity, the impact of discovery. From the heart of downtown Denver to our new state-of-the-art health sciences campus, we are uniquely positioned to impact the region, the nation and the world.

Our tradition is in the untraditional: Our students contribute to and thrive in a diverse cultural, professional and experiential setting; our faculty and researchers elevate the definitions of collaboration, inquiry and patient care; our alumni and supporters engage with us in fulfilling the shared vision of a better world.
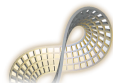
How to use the theme

- Install Beamer
  - Some distros have a `latex-beamer` package
- Read the Beamer documentation
  - `/usr/share/doc/latex-beamer/beameruserguide.pdf.gz` if you are using Debian
  - `doc/beameruserguide.pdf` in the source package
- Install the theme
  - If using Linux
    - `mkdir -p ~/texmf/tex/latex/beamer/UCDenver`
    - `mv *.sty ~/texmf/tex/latex/beamer/UCDenver`
    - `texhash`
  - If using TexLive on Mac OS X
    - `mkdir -p ~/Library/texmf/tex/latex/beamer/UCDenver`
    - `mv *.sty ~/Library/texmf/tex/latex/beamer/UCDenver`
    - `texhash`

How to use the theme

- Changing from black to white (or vice versa)
  - Within the preamble you can specify either the black theme or the white theme by changing the logical variable `useblack`.
    - `\useblacktrue` : black background for title page header with correct logo and white on black footer
    - `\useblackfalse` : white background for title page header with correct logo and black on white footer
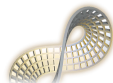
Theme files

- Themes are composed by sub-themes for single features
- Inner themes define how the title page, the bullet lists, margins, etc. work
  - `beamerinnerthemefancy.sty`
- Outer themes define how headers and footers look like
  - `beamerouterthemedecolines.sty`
- The color theme defines the colors to be used in outer and inner themes
  - `beamercolorthemeucdblack.sty`: black and gold footers and headers
  - `beamercolorthemeucdwhite.sty`: white and gold footers and headers
- Global themes just include inner, outer and color themes
  - `beamerthemeUCDenver.sty`
- This is a heavily modified theme based on the Torino theme by Marco Barisione

Configuring the theme

- This beamer theme can be configured with options between [and]
  - `\usetheme[option1 = value, option2 = value]{UCDenver}`
- Valid options are:
  - `pageofpages`
  - `bullet`
  - `titleline`
  - `alternativetitlepage`
  - `titlepagelogo`
  - `headerlogo`
  - `watermark`
  - `watermarkheight`
  - `watermarkheightmult`
- If you do not specify any option, you get
  - Simple title page
  - No watermark or logo
  - Black color theme
  - Squares for bullet lists

Configuring the theme

- A logo, shown in the upper right corner, can be choosen with the `\logo` command
  - `\logo{\includegraphics[height=50px]{logo-image}}`
- The official colors have been defined as:
  `CUGold, CULightGray, CUDarkGray, CUBlue`

Alternative title page

- A fancy title page can be enabled with the `alternativetitlepage` option
- You can put a logo in the title page, just pass the file name using the `titlepagelogo` option
- Remember to use a plain and top-aligned frame when using alternative title pages:

```
\begin{frame}[t,plain]
\titlepage
\end{frame}
```

Watermark

- A watermark can be shown in the bottom right corner of frames
- Use the `watermark` option to set name of the image file
- The `watermarkheight` option specifies the height of the watermark image
- It's a good idea to have a big image and shrink it, so it looks good when the slide is full screen
- If the image height in the slide is not the same as the original one, you have to use the `watermarkheightmult` option
  - For example, if the image is 400 pixel tall but you want it to occupy only 100 pixels, use `[watermarkheight=100px, watermarkheightmult=4]`
  - It's ugly but I don't know how to fix it

Disabling the watermark

- You may want to disable the watermark on some frames
  - For example, an image could partially cover the watermark, with ugly results
- The \watermarkoff command can be used to disable the watermark in the following frames
- The \watermarkon command restores the watermark in the following frames
- If you did not specify a watermark, nothing happens

- \watermarkoff was used for this frame

Other options

- The pageofpages option defines the string between the current page number and the total page count
  - The default is "/"
  - The example files set pageofpages to "of"
- The bullet option can be used to choose the symbol used in bullet lists
  - square: A filled square (■) for first and third level items, an empty square (□) for second level items
  - circle: A filled circle (●) for first and third level items, an empty circle (○) for second level items
  - The default value is square
- If the titleline option is set to true, a horizontal line is drawn below the title