

METROPOLITAN STATE UNIVERSITY OF DENVER **GRAPHIC STANDARDS**

Adhering to a consistent set of brand standards is critical to the enhancement of MSU Denver's image and reputation. For more information about the University's brand and standards, visit Brand Central. msudenver.edu/brandcentral

¹ LOGOS

⁷ TAGLINE

¹⁰ TYPOGRAPHY

¹² COLOR



METROPOLITAN
STATE UNIVERSITYSM
OF DENVER

A Bold Visual Identity

MSU Denver is graphically represented by a set of visual brands: a formal logo, an informal/athletics logo and our University seal. The classic yet contemporary design of our logos reflect the University's mission, core values and aspirations for national preeminence.

Officially recognized MSU Denver departments, programs, institutes, centers, clubs, teams and staff are authorized to use the logo to represent the University.

When to Use Our Logos

An MSU Denver logo should appear on all University publications, whether in print or electronic form, including:

- Brochures
- Advertisements (print, digital, video)
- Websites (those not using msudenver.edu templates where the logo already appears)
- Official social media accounts
- Admission recruitment materials
- Employee recruitment materials
- Fundraising materials
- Electronic or print newsletters
- Stationery, including business cards, letterhead and envelopes
- Business forms and documents
- Promotional items
- Presentations
- Signs

The MSU Denver logo should NOT be used on:

- *Personal social media accounts*
- *Personal documents*
- *Unofficial promotional items*

When to Use Our Wordmark

Use of the formal or informal logo is preferred. However, an official University wordmark is available for select applications where the official logos will not properly display, including:

- Small imprint areas
- Signs

All uses of the wordmark must be approved by Marketing and Communications. DO NOT attempt to recreate the wordmark by redrawing, typesetting or scanning. Only use approved reproduction artwork available through Marketing and Communications.



When to Use the Roadrunner Symbol

The Roadrunner symbol may be used without the wordmark ONLY by the University's NCAA Division II collegiate athletics program. DO NOT separate the symbol from the wordmark.

How to Use Our Logos

Because visual brands often are the first impression we make on key audiences, it is paramount that we adhere to brand standards.

- For maximum clarity and visibility, care should be taken to ensure that the logo is always readable and that other images or design elements do not visually interfere.
- The logo should appear in its entirety and should not be combined graphically with another emblem or symbol.
- Type appearing on the same surface as the logo should not touch the logo or be superimposed over it.
- The logo should not be rotated, altered or distorted in any way.
- The logo and seal include the superscript "SM," which stands for "service mark" and indicates that the University owns these elements. Do not remove the service mark.
- The MSU Denver Roadrunner symbol and MSU Denver wordmark are customized renderings and are proprietary to MSU Denver. DO NOT attempt to recreate any of our signatures by redrawing, typesetting or scanning. Only use approved reproduction artwork available through Marketing and Communications.
- To ensure consistent, accurate use of the MSU Denver logos, all logo imprints (including promotional items) require approval by Marketing and Communications.

Visual Brand Overview

This diagram indicates the various components that comprise our visual brand. These components are in a fixed size and spatial relationship to each other and are not to be altered or reconfigured.



Formal Logo

Our formal signature is our primary signature and should be used on all formal applications, such as stationery, forms, print and digital marketing, and signage.



Informal and Athletics Logo

Our informal signature also serves as our Athletics signature and may be used on promotional items that do not require a degree of formality. Casual items such as T-shirts, coffee mugs, drinking cups and buttons may employ this less-formal treatment of our signature.



University Seal

Our University seal is used only for official University documentation (such as diplomas and transcripts) and by the Board of Trustees. Use of the seal requires approval by Marketing and Communications.



Minimum Logo Size

The minimum acceptable size for the formal and informal versions of our logo is 1/4" as measured by the height of the Roadrunner symbol. The minimum acceptable size for the University seal is 1/2" diameter.



If a visual representation of the University is needed but the display area does not permit sufficient sizing, you may use the University wordmark with approval of Marketing and Communications, or you may typeset the University name. Use only approved reproduction artwork.

Metropolitan State University of Denver

Typeset the University name if the display area is too small.

Logo Formats and Area of Isolation

Our formal signature is available in three formats, with or without the tagline. This provides optimal signature display within the space provided per application. The components within these formats are in a fixed size and spatial relationship to each other and should not be altered. The vertical format is preferred and should be displayed wherever practical, providing the available display area permits sufficient size for the signature.

To avoid crowding our signatures with other imagery—such as text, photography, illustrations, color breaks or rule lines—an “area of isolation” is the minimum amount of space to remain free of other imagery. This minimum space requirement also applies to the page trim and folds. The area of isolation is proportional to the size of the signature, and its border is determined by measuring from the outer edges of the signature to the distances indicated in the diagrams below.

Format A
Preferred
Vertical



Format B
Horizontal



Format C
Extreme
Horizontal



Tagline Logo Formats

For external audiences, the tagline is incorporated into the University's formal logos (Format A, B or C). Use only approved tagline logo formats provided by Marketing and Communications.

When using the tagline logo, follow all standards for use, including minimum size and area of isolation. Do not separate the tagline from the logo, and do not try to create your own version of a tagline logo. All imprints of the tagline logo require approval of Marketing and Communications. Refer to the TAGLINES section for more information.



Logo Color Use

Our signatures consist of specific hues of blue, red and gray. Referred to as MSU Denver Blue, MSU Denver Red, and MSU Denver Gray, accurate reproduction of these colors is critical to maintaining a consistent brand image.

When the signature is darker than the background color on which it is displayed, it is referred to as a "positive signature." When the signature is lighter than the background color on which it is displayed, it is referred to as a "reverse signature." Within these two categories, there are both full-color and one-color options from which you may choose. The preference is to display the full-color version wherever practical. Often, only one color is permitted or practical. In these instances, the preference is to display the one-color version that utilizes MSU Denver Blue. If this is not a practical option, then the one-color black (or white on black) may be used.

Positive Signature Art



Full-Color – Preferred
 – MSU Denver blue
 – MSU Denver red
 – White or any light-value background



One-Color – Preferred
 – MSU Denver blue
 – White or any light-value background



One-Color – Approved
 – Black (Shown)
 – Neutral gray or silver metallics
 – White or any light-value background

Reverse Signature Art

All variations of reverse signature art are available upon request from Marketing and Communications.



Important Note about the Roadrunner Symbol

A A white silhouette behind and surrounding the Roadrunner allows optimal visibility regardless of the background color to which it is applied.



B The one-color version of the Roadrunner is available with or without the white silhouette. Use the white silhouette version wherever practical.



C **DO NOT** omit the white silhouette from the full-color Roadrunner. Various background colors will inhibit clear visibility of the Roadrunner components.



D Use this version of the one-color Roadrunner on applications with light-value surfaces where white is not the true background color.



E When the Roadrunner (and MSU Denver signature) appears lighter than its background color AND does not incorporate the white silhouette, this version must be used to ensure accurate visibility of the Roadrunner.



F **DO NOT** use positive art for a reverse application. Always use the approved reverse art on backgrounds that are darker than the Roadrunner (and MSU Denver signature.)



The signature should not be altered:



Do not re-arrange or re-size logo elements.



Do not change colors.



Do not stretch or alter proportions.

Request Logos

Request logo art via the Logo Request Form at msudenver.edu/brandcentral.

Questions?

Email brandcentral@msudenver.edu

A Tagline That Transforms

The Metropolitan State University of Denver tagline conveys the deep connection, commitment and impact the University has on the community and those it serves. The tagline supports the essence of the MSU Denver brand and communicates our key messages.

Our tagline is a flexible slogan that changes contextually, combining a noun with the verb “Transformed.” Three versions of the MSU Denver tagline are available for use in marketing the University to external audiences. Use the tagline version that is most relevant to your message and target audience, and use that version consistently in your marketing materials.

Version 1: **LIVES TRANSFORMED**

Version 2: **COMMUNITIES TRANSFORMED**

Version 3: **HIGHER EDUCATION TRANSFORMED**

Using Our Tagline

The tagline should appear with the University’s formal logo on all external marketing materials and publications, including:

- Brochures
- Advertisements (print, digital, video)
- Websites
- Admission recruitment materials
- Employee recruitment materials
- Fundraising materials
- Electronic or print newsletters
- Promotional items

The tagline should NOT be used on:

- Marketing and communication materials intended primarily for an internal audience
- Stationery, including business cards, letterhead and envelopes
- Business forms and documents
- Email signature lines
- Permanent signs

You may refer to the tagline or elements of the tagline in speeches or body copy, but do not use the tagline as a title.

Tagline Logo Formats

An MSU Denver logo should appear on all University marketing and communications materials, whether print or electronic. For external audiences, the tagline is incorporated into the University's formal logos (Format A, B or C). Use only approved tagline logo formats provided by Marketing and Communications.



In some cases, the tagline may stand alone as a separate design element, but only with prior approval of the Marketing and Communications office. If the tagline is used as a design element, do not also use it with the formal logo on the same piece. When used as a design element, all words in the tagline should be capitalized and used without punctuation.

**COMMUNITIES
TRANSFORMED**

The tagline may not be used with the informal/athletics logo.



When using the tagline logo, follow all standards for use, including minimum size and area of isolation. Do not separate the tagline from the logo, and do not try to create your own version of a tagline logo. All imprints of the tagline logo require approval of Marketing and Communications.

Request Tagline Logos

Request tagline logo art via the Logo Request Form at msudenver.edu/brandcentral.

Questions?

Email brandcentral@msudenver.edu

A Unifying Typographic Approach

Consistent typography unifies our visual brand story. The typeface used in our wordmark is a proprietary font unique to MSU Denver that is supported by type families that reinforce our image as an innovative urban university.

Do not attempt to recreate the MSU Denver wordmark by redrawing, typesetting or scanning. Only use approved reproduction artwork available through Marketing and Communications.

Univers

Univers is the preferred supporting type family for use in print applications. This sans serif type ensures a fresh and contemporary look. The array of fonts available within this type family provides a sufficient range of variety while maintaining a high degree of visual consistency. You may choose any typeface manufacturer's derivative within this type family. If this type family is not available, you may substitute the Arial or Helvetica type families for Univers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Schoolbook

The Century Schoolbook type family may be used for print applications where use of a serif typeface would enhance legibility of large amounts of text. If this type family is not available, you may substitute the Times Roman type family for Century Schoolbook.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Questions?

Email brandcentral@msudenver.edu

Avenir

The Avenir typeface may be used as a primary type family in designed, branded marketing collateral. (Rely on Univers for business applications, such as documents and forms, when a sans serif typeface is preferred.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AG Book Stencil

The AG Book Stencil typeface is a display font for limited use in designed, branded marketing collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion

The Minion typeface may be used as a primary type family in designed, branded marketing collateral where a serif typeface is preferred. (Rely on Century Schoolbook for business applications, such as documents and forms, when a serif typeface is preferred.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans

Open Sans is the preferred typeface for digital applications, including websites and email signatures. The Helvetica and Arial typefaces may be substituted if Open Sans is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A Distinctive Color Story

Our brand is represented graphically by our school colors, MSU Denver Blue, MSU Denver Red, and MSU Denver Gray. The consistent use of our official institution colors and supporting palettes helps to build a distinctive, recognizable brand.

Primary Color Palette

The specific hues for MSU Denver Blue, Red, and Gray should be matched as closely as possible. Their respective PANTONE®, CMYK and RGB equivalents are indicated below. Use all colors at full strength and do not screen them back. If a lighter value is needed, the blue and gray can be used at varying tint values; the red must always be used at full value.

MSU Denver Blue

Pantone 295 Blue / C100 M57 Y0 K40 / Web #00447c / R0 G68 B124



MSU Denver Red

Pantone 193 Red / C0 M100 Y66 K13 / Web #d11242 / R209 G18 B66



MSU Denver Gray

Pantone Cool Gray 11 / C0 M2 Y0 K68 / Web #717073 / R113 G112 B115



PANTONE® is a registered trademark of Pantone Inc. The colors throughout this document may not match PANTONE. Refer to the current PANTONE Color Formula Guide for accurate hue and density match. Consult Marketing and Communications for color options for embroidered goods.

Secondary Color Palette

Secondary blue and red values may complement the use of the primary color palette.



Custom Color

C 60
M 14
Y 0
K 0

R 76
G 180
B 242



Custom Color

C 92
M 66
Y 38
K 21

R 32
G 78
B 108



Custom Color

C 25
M 100
Y 100
K 26

R 151
G 18
B 0



Custom Color

C 0
M 95
Y 100
K 0

R 255
G 36
B 0

Neutral Color Palette

In addition to black and white, the following colors are preferred as neutral complements to both the primary and secondary color palette.



PMS Cool Gray 9

C 0
M 1
Y 0
K 51

R 145
G 145
B 149



PMS Cool Gray 7

C 0
M 0
Y 0
K 37

R 173
G 175
B 178



PMS Cool Gray 5

C 0
M 0
Y 0
K 29

R 190
G 192
B 194



PMS Cool Gray 3

C 0
M 0
Y 0
K 17

R 216
G 217
B 218



PMS 877

C 0
M 0
Y 0
K 40

R 167
G 169
B 172

Supporting Color Palette

The following colors are preferred as accents to complement official University colors.



PMS 130

C 0
M 30
Y 100
K 0

R 253
G 185
B 19



PMS 158

C 0
M 61
Y 97
K 0

R 245
G 128
B 37



PMS 383

C 20
M 0
Y 100
K 19

R 178
G 187
B 30



PMS 355

C 94
M 0
Y 100
K 0

R 0
G 169
B 79



PMS 320

C 100
M 0
Y 31
K 7

R 0
G 160
B 175



PMS 285

C 89
M 43
Y 0
K 0

R 0
G 125
B 195



PMS 253

C 43
M 95
Y 0
K 0

R 157
G 51
B 147



PMS 241

C 27
M 100
Y 0
K 2

R 181
G 26
B 138

Metropolitan State University of Denver Graphic Standards

For more information about the University's brand and standards, visit Brand Central.

msudenver.edu/brandcentral

