

# Colorado

University of Colorado at Boulder <sup>TM</sup>

**Visual Identity Guidelines**

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## **Message from the Chancellor**

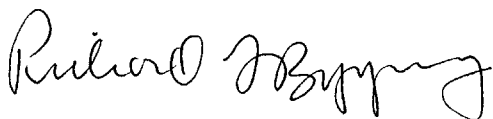
Dear Colleagues,

I am pleased to share with you the visual identity guidelines specifically designed for the University of Colorado at Boulder. They have been developed by CU-Boulder University Communications professionals with input from both external and internal audiences.

This is an era when the government and the public are demanding that institutions of higher education be accountable for the quality of the educational experience they are providing students. It is more important than ever for CU-Boulder to tell its story clearly and effectively and to promote a positive and accurate image of its accomplishments to the world.

The wordmark for the Boulder campus is designed to connote the scope, quality, and strength of this institution to all our publics. In using this wordmark on all public communications, we reinforce a unified image of CU-Boulder as a truly great institution of higher education.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard L. Bynny". The signature is fluid and cursive, with the first name "Richard" being the most prominent.

Richard L. Bynny, MD  
Chancellor

# Colorado

University of Colorado at Boulder <sup>TM</sup>

## Wordmark Specifications and Use

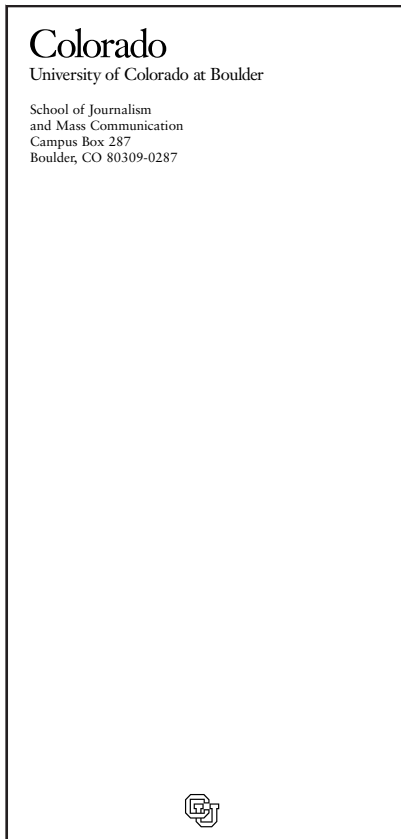
The Boulder campus wordmark is the basis of the visual identity for the Boulder campus.

This wordmark is to be used on all public communications issued by the University of Colorado at Boulder. Public communications include but are not limited to reports, brochures, catalogs, newsletters, and web sites. The wordmark does not have to appear on the front of a publication unless it is appropriate to the design but must appear on the publication somewhere, preferably on the front cover, back cover, or on the mailing panel.

When employees of the University of Colorado use the Boulder campus wordmark on university publications, they are not required to use the trademark symbol (<sup>TM</sup>). All other uses of the mark must be approved by the Office of Licensing Programs, 303-492-6414.

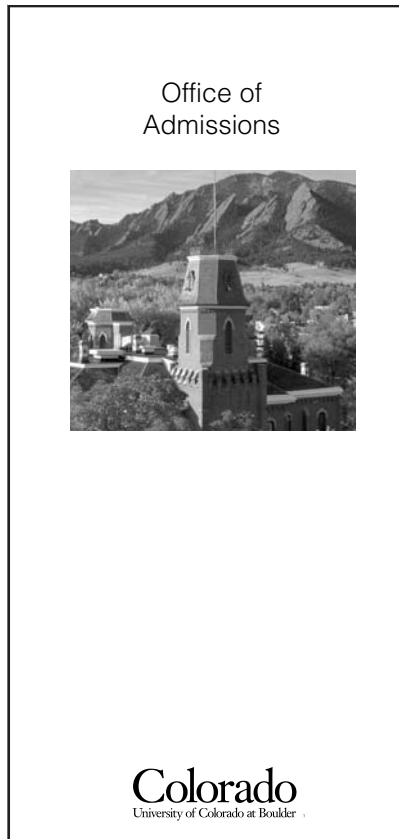
*Correct:*

**Back Cover**



*Correct:*

**Front Cover**



*Incorrect:*

Colorado  
University of Colorado at Boulder  
Office of Admissions

*Incorrect:*

Colorado  
University of Colorado at Boulder <sup>TM</sup>

Request a copy of the wordmark graphic file from University Communications, 303-492-7531. The Boulder campus wordmark is most effective when it appears alone with space around it. Do not combine the wordmark with running text, titles, other wordmarks, or design elements. The second line of the wordmark should not appear any smaller than 12 point.

This wordmark is trademarked by the University of Colorado and can only be used by university entities or by others who have received permission to use it by the Office of Licensing Programs. This wordmark should not be modified from the specifications in any way, such as condensing or extending the type or switching fonts. Size adjustments must be made proportionally with height and width changing equally. For more information on CU licensing policies, call the Office of Licensing Programs, 303-492-6414.

*Incorrect:*

Colorado  
University of Colorado at Boulder

*Incorrect:*

 Colorado  
University of Colorado at Boulder

*Version A:*

There are three versions of the wordmark available to be used large and small. Version A, the preferred version, may be proportionally enlarged to any size, but not used smaller than 12 point. Versions B and C may be used smaller, such as on mail panels or advertisements. Version B is flush left and version C is centered.

Colorado  
University of Colorado at Boulder™

*Version B:*

To obtain a print or electronic version of this wordmark, contact the following office, which has been designated as the gatekeeper office in the use and application of the wordmark.

Colorado  
University of Colorado at Boulder™

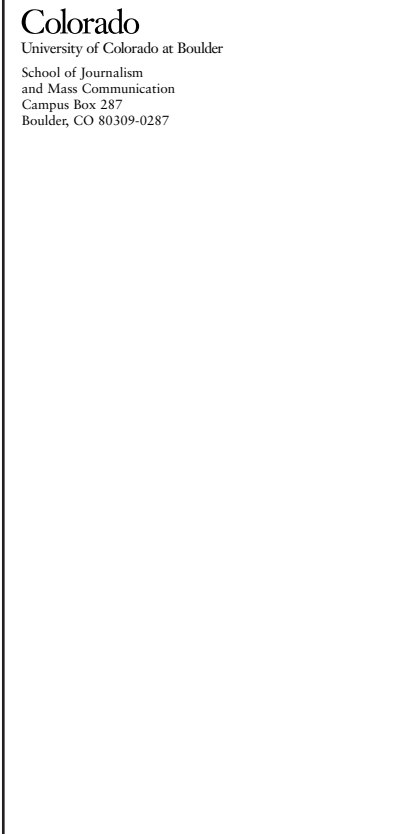
*Version C:*

Publications and Creative Services  
Administrative and Research Center  
– East Campus  
Room 581, 584UCB  
303-492-7531

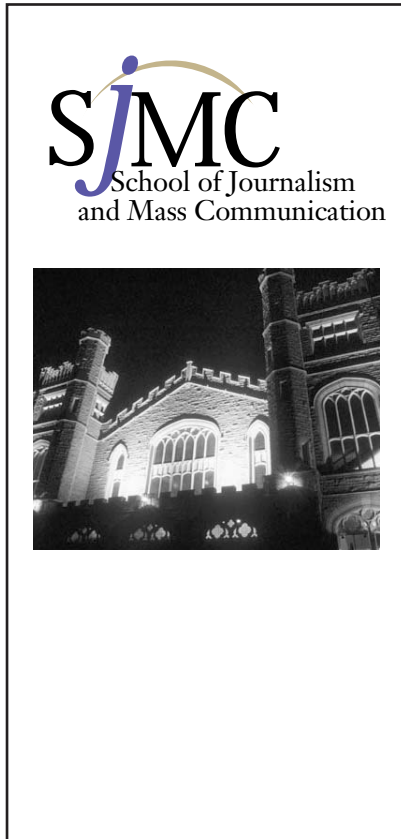
Colorado  
University of Colorado at Boulder™

*Correct:*

**Back Cover**



**Front Cover**



**Other Logos  
with the Wordmark**

Unlicensed logos produced by campus programs and departments may also appear on the same publication with the Boulder campus wordmark. Do not combine any unlicensed logo with the Boulder campus wordmark. Let the wordmark stand alone with space around it. Programs and departments with their own logos are encouraged to treat these marks as design elements in their communications so that these logos are not confused with the official Boulder campus wordmark.

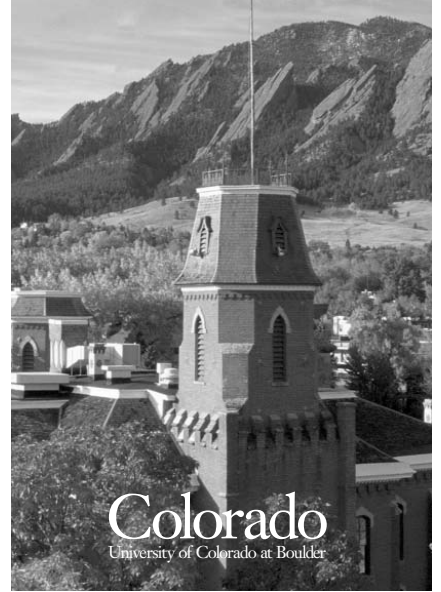
**The Wordmark as a Design Element**

The wordmark may be printed in any color, reversed out of any color, or dropped into a photograph. When reversed out of black, the words “University of Colorado at Boulder” may appear in white or in the same color as “Colorado.”

*Correct:*



*Correct:*



The wordmark should not be screened and/or used as a background. It should not be printed on an angle or reproduced in outlined type.

*Incorrect:*



*Incorrect:*



*Incorrect:*



## Other Official Marks and Their Use

The Boulder campus wordmark does not replace the interlocking CU adopted by the Board of Regents in 1989 as a component of a four-campus graphic identity. It also does not replace the official seal of the University of Colorado. For detailed information on the proper use and placement of the interlocking CU, or official university seal, refer to the *University of Colorado Graphic Standards Manual* ([www.cu.edu/downloads/gs\\_manual](http://www.cu.edu/downloads/gs_manual)), or contact Publications and Creative Services, 303-492-7531.

## Campus Name and Acronym

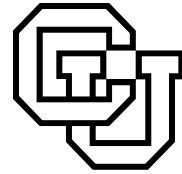
The official name of the Boulder campus is the University of Colorado at Boulder. The preferred second reference to the campus is CU-Boulder.

UCB should only be used in campus addresses.

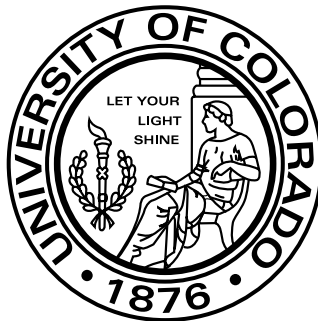
**Note:** *The official name of the four-campus system is the University of Colorado, and the acronym is CU. Use only when referring to the whole university.*



*Official seal of CU. The seal is used primarily on official documents, such as diplomas, transcripts, and regent's certificates. Other uses must be approved by the Board of Regents, 303-492-8203.*



*The official lettermark of the four-campus University of Colorado system; use on all CU system communications. Other uses must be approved by the office of the president, 303-492-6201.*



*Commercial seal of CU. This seal can be used as a design element on documents, publications, web sites, signage, and promotional items. Call 303-492-7531 for digital files.*

**Colorado**  
University of Colorado at Boulder™

*The official wordmark of the University of Colorado at Boulder; use on all CU-Boulder public communications. Other commercial uses must be approved by the Office of Licensing Programs, 303-492-6414.*



*Traditional symbol for CU athletic programs. Permission to use this mark must be obtained from the Office of Licensing Programs, 303-492-6414.*

## For Further Information or Assistance

Publications and Creative Services  
Administrative and Research Center – East Campus  
University of Colorado at Boulder  
584 UCB  
Boulder, CO 80309-0584  
303-492-7531

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