Contents

01 The brAND mission
02 Brand voice
03 Word treatment
04 Color
05 Typography
06 Icons
07 Print samples
08 Digital samples
09 Imagery
10 Resources
The brAND mission

brAND mission
About our mission
Attitudes & practices
BrAND mission
A&S links the things we love—a coalescence of ideas, interests, research, identities and experiences.

Quick mission
We treat AND as a verb.
About Our Mission

A&S strives to be a space in which connection enlivens university scholarship and creative expression, sparks ideas and passions, and creates space for multiple paths, voices and human stories.

The ampersand represents this collision:

The alchemy of ANDing.
Attitudes & practices

Curious

As a made-up word, ANDing naturally encourages questions. As an organization, A&S wants to encourage partners to ask questions and facilitate academic experiences with the flexibility to pursue those ideas.

Collaborative

ANDing stresses the importance of collaboration without limiting the scope and scale of partnership—folks can AND with people, ideas, the past and the unknown. We call the people who participate in A&S (e.g., students, faculty, staff, alumni and community members) “partners” because we want to pursue our academic mission together.

Intersectional

The Ampersand speaks to the complexity of the unique constellation that each of us embodies. As a brAND, the ampersand visually represents the weave and weft of intersectional identities, disciplines and imaginations.

Playful

ANDing offers space for spontaneity and learning from failure. Those adjectives are grounded in play. A&S partners are encouraged to improvise with the brand within the bumpers of these guidelines.

Inclusive

ANDing is inherently inclusive, as it allows partners to self-identify and build connection. ANDing serves as a welcome mat to all, making space for folks to feel at home and map their identities as they choose. Visually and in writing, we strive to represent the diversity of human experience and scholarship within A&S.
BrAND voice

BrAND voice
Our audiences
Brand Voice

A&S has a down-to-earth voice that speaks with students, faculty and staff as though we’re conversing face-to-face.

Brand Stories:

• Michelle Ellsworth. Though not a licensed scientist, technologist or carpenter, Ellsworth co-mingles these disciplines with dance to create solutions or demonstrations of peculiar geopolitical and personal phenomena. For example, her project the Cellular Automata shows 1,200 distinct videos that a computer algorithm renders in a collage.

• The Jargon Project. While an undergraduate student at CU Boulder majoring in English and Technology, Arts and Media, Alana Faller developed an algorithm that graded a piece of writing’s clarity. Her goal was to help scholars, in particular, see how easy it is for the public to understand their findings.

• The Ampersand Podcast. A&S produces a podcast that tells stories of faculty, staff, students and alumni who live out the alchemy of ANDing. The goal is to encourage listeners to consider and have confidence in the way their interests overlap and inform the people they are.
Our audiences

*The gluten-free, vegan granola: 40%*

- Want to support sustainability, equity and justice and seek to discover how.
- Love Boulder’s hippy history but want to wear pashmina and connect to the city’s entrepreneurial thrum.
- Desire to freely express and pursue their passion. Their interests vary widely but can often include running, pets, yoga, slack-lining, skiing--and they participate with these interests to the fullest potential.
- Generally age 16-25, although some older transfer students identify with this audience.
- Highly educated or interested in education.
- Often appreciates outdoor landscapes and is game for hikes or exercise.
- They enjoy slapstick/satire and look for “cringey” moments in which someone does something normal, like go to class, but the experience is somehow off (e.g., watching a faculty member crack a whip).
Our audiences

The Ravenclaws: 30%

- Remarkable thinkers who push or add to the *eruditio*.
- Highly educated and have reached the apex of educational training.
- Want to support sustainability, equity and justice and seek to discover how.
- Value transparency and shared governance.
- Love connection and feeling a part of the fellowship of the university.
- Generally age 30-75.
- Accustomed to freely offering and receiving unfiltered feedback.
- Admire prestige earned through long, often arduous careers pursuing tenure and professorships.
Our audiences

I’m not sure how I made it, but I’m forever grateful for CU: 30%

• CU Boulder alumni in the thick of career while looking back with nostalgia at their CU Boulder experience.
• Express gratitude to CU Boulder as a place that facilitated their growth into adulthood.
• When reflecting on their undergraduate experiences, discuss hurdles and a degree of surprise at graduating.
• Highly educated.
• Generally age 25 and older.
• Love attending campus life events (e.g., football games, Shakespeare Festival, the art museum).
Elements

Word treatment & usage
Black & gray-scale
Logo clear-space
Minimum sizes
Word treatment & usage

ARTS & SCIENCES

PRIMARY WORD TREATMENT

AMPERSAND STAMP

To be used as a design accent in layouts and only when the CU Boulder lockup is present. The stamp and word treatment can ONLY be used without the lockup on sticker and pen designs.

OFFICIAL CU BOULDER LOCKUP

To use the above word treatments, the official CU Boulder lockup must be present on the design. Exceptions can be made for small imprint areas, for example on pens and stickers, where space is limited.
Black & gray-scale

Occasionally, designs may require you to select a single color for printing. In this scenario, the logo must be produced using the highest contrast possible. To make the logo type as distinguishable from the background as possible, we recommend using black (#000000) or white (#ffffff) as shown below.

Use 100% white (#ffffff) for the type. Use 100% black (#000000) for the type.
The A&S word treatment requires separation from other elements around it. The quantity of clear-space should be roughly equivalent to the size of the ampersand stamp.

Please use that as a minimum and avoid adding elements that impede the legibility of the word treatment.
Minimum Sizes

A&S would like its word treatment to be legible ad clear in all designs. To ensure this, the word treatment should never be smaller than the minimum sizes shown below. Only use the smallest sizes when absolutely necessary.

**ARTS & SCIENCES**

**PRIMARY TREATMENT**
- Print: 1.5in width
- Digital: 115px @ 72d

**STAMP**
- Print: 0.4in width
- Digital: 115px @ 72d
Incorrect usage

A&S as a brand loves the playfulness of its brand and wants to create space for stakeholders to make the identity their own. We also want to avoid skewing or altering the brand in a manner that makes the brand unidentifiable. Please use your best judgment, but also don’t hesitate to ask!

- Off-brand effects should be avoided.
- Elements in the treatment should not be altered.
- Don’t use non-approved color schemes.
- Don’t skew, tilt or distort the treatment.
Colors

Brand colors
Additional colors
Use of colors
These four colors are the primary university colors (excluding the blue, mentioned on the next page). CU Gold should be used as frequently as possible, especially with the logo, buttons and when using black or dark gray backgrounds.

**Quick tips**

- Leave blank space around the ampersand.
- Choose minimal, simple designs without visual clutter.
- Prioritize organized, easy-to-read layouts.

**Inaccessible Color Combinations**

These color combinations should not be used at any scale for content intended to be read.

- White and CU Light Gray
- White and CU Gold
- CU Dark Gray and CU Light Gray
- CU Dark Gray and Web Express Blue
- CU Light Gray and CU Gold
- CU Light Gray and Web Express Blue
- CU Gold and Web Express Blue
Additional colors

Additional color choices should be secondary to the primary CU Boulder palette. Color should be used sparingly and chosen by picking a predominant color from imagery on the page.

Large photography or illustrations should be the main source of color in layouts. For example, we pulled a sample palette from the image to the left.

All layouts should consist mainly of branded colors with 20% designated for the possible use of a secondary color.
Color usage

**CMYK**
Used primarily to produce print pieces with images. For example, posters, brochures and stickers.

**RGB**
Used in most digital and screen-based applications. For example, websites, apps and online advertisements.

**PANTONE**
Used for fabric and thread-based pieces, including shirts, hats and most swag.
Elements

Typography
Photography
Icons & Infographics
Buffalo artwork
Print samples
Digital samples
Typography

The designated typeface for CU Boulder is Helvetica Neue (pronounced NOY-eh). This face can be used in all of its available weights and styles as a display face in other official communications and print collateral. (Helvetica and Arial are acceptable substitutes.)

Please contact cubrand@colorado.edu for font purchasing information.

Secondary Typeface

Typefaces other than Helvetica Neue or an approved substitute may be used sparingly, such as for magazine articles and advertisements. However, the bulk of written content (i.e., the visual “weight” of a given design) should remain Helvetica Neue.
Photography

The use of imagery in combination with content is one of the most crucial supporting elements of our CU Boulder brand. With so many sources of high-quality imagery, please refer to the quick tips and visual guidelines stated here.

For photography techniques to avoid, please visit: colorado.edu/brand/how-use/photography.

Quick tips

- Choose bold imagery.
- Straightforward, fun portraits.
- Active, energetic situations.
- Simple, easy-to-understand subjects.
- Realistic and believable.
- Human and emotional moments.
- Natural, contemporary lighting.
Icons & Infographics

Infographics are awesome! Use icons and infographics to help audiences rapidly digest data, outcomes or story summaries. Icons can be used to direct visual attention to key points.

Visual elements can include (but are not limited to) large numerals, small informational photographs, charts and graphs, icons and illustrations, and bold or colored headlines.

To keep content accessible, couple written copy that complements and/or offers context to visual elements.

Applying as an international student?

You are an international student if you need a visa to be in the U.S. U.S. passport and green card holders should apply as U.S. students. Either way, the University of Colorado Boulder recommends that you start your exploration of CU Boulder by choosing one of the student types above. This information is applicable to all students. Below, you will find any additional resources that you may need as an international applicant.

International Undergraduate Students  International Graduate Students

COVID-19 Updates

View the latest COVID-19 admissions information.
THE LIGHT OF THE GREAT OUTDOORS

American adults don’t sleep enough: On the average work night, we come up 30-90 minutes short of what our bodies need for long-term health, according to a poll by the National Sleep Foundation. Maybe we should go camping more often.

Recent research by CU Boulder sleep experts Ellen Stohard and Kenneth Wright show that exposure to the natural light and total darkness available outdoors helps reset our internal clocks in as little as two days—a weekend camping trip. By resetting our clocks, we get a chance to establish a more satisfying sleep pattern back at home.

7-8
hours of sleep adults typically need daily for long-term health

6 hours
31 minutes

U.S. average on work nights:

50-70 million

Expenses to
electric light
at night delays
natural sleep
rhythms

U.S. adults have a sleep disorder; insomnia is most common

A pattern of delayed sleep is associated with obesity, diabetes, mood disorders and other health problems

THE CAMPING EFFECT

2

Camping trips can jumpstart production of the sleep-regulating hormone melatonin, promoting sleep at an earlier time.

Fun Facts About Sleep:

73%

of U.S. adults watch TV before bed

64% of Americans find lavender a relaxing scent before bed

Average number of pillows per U.S. adult

Shut off smartphones and laptops two hours before bedtime

Our bodies respond quickly to the natural light/dark cycle

Get bright natural light, especially in the morning

Be regular: Go to bed, and wake up at the same time every day

Avoid caffeine, alcohol and large meals near bedtime

SLEEP TIPS

...Modern environments can significantly delay our circadian timing, and late circadian timing is associated with many health consequences. But as little as a weekend camping trip can reset it...
— Kenneth Wright

Information from: Kenneth Wright study, “Circadian Entrainment to the Natural Light-Dark Cycle across Decades and the Menstrual Cycle,” published in Current Biology; CDC, the National Sleep Foundation; the American Sleep Association.
When you want to use buffalo artwork that is not Ralphie, please see your options below.

These must always be used in conjunction with your department lockup or the universal CU lockup. The buffalo artwork must be used in black, gold, silver/gray or white only.

To learn about appropriate use of Ralphie on projects and apparel, check out CU Boulder’s branding website: colorado.edu/brand/how-use/logos/athletics-logo-licensing.
Print Samples

Buffaloes & ...

ANDing is the expression of passions and academic interests. A&S students are proud of their school spirit as much as their educational pursuits. The Ampersand icon can be used in combinations with approved buffalo art as long as the icon is visually separate from the other elements on the page. The icon must have a white perimeter and be the primary focus.

‘Arts & Sciences’ & Buffaloes

Arts & Sciences supports the union of the CU Boulder and the College of Arts & Sciences’ identities. The approved buffalo art can elevate a design following brand guidelines. Leave breathing room around the logo to maintain brand guidelines (page 15). Arts & Sciences must remain the primary focus.

‘Arts & Sciences’ Buff

At CU Boulder, we are all one herd. What separates the College of Arts and Sciences from the rest? The outstanding opportunity to AND. Our students are proud of their college and should have merchandise that supports this. ‘Buff’ is always visually secondary to the word-mark.
Digital Samples

Digital assets are great! Use digital assets to help audiences get excited about ANDing. Digital assets can be used to promote A&S, the Ampersand Podcast, A&S students, faculty, staff and alumni. The possibilities are endless.

Digital promotions can include (but are not limited to) photos, alternative colors and approved buffalo art.
Resources

Colorado.edu/ArtsSciences
ASInfo@colorado.edu