College of Music publication ad creation guide

This guide has been created to help you put together ads quickly and effectively while aligning the College of Music with the CU Boulder brand.
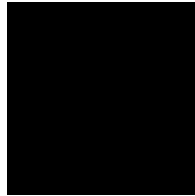
BRANDING

Logo lockup

Use the College of Music logo lockup, provided on request, in your ads. The lockup comes in one size and multiple color modes. To retain best quality of the lockup, don't resize it.

You can use the name "University of Colorado Boulder College of Music" in your ad copy to further increase brand awareness.

Colors to use

CU Gold
C0 M10 Y48 K22
R207 G184 B124
#CFB87C

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Brand guides for reference

CU Boulder's brand website landing page:
https://www.colorado.edu/brand/how-use

Guidance for spacing around the logo lockup:
https://www.colorado.edu/brand/how-use/logos/cu-boulder-logo

Requesting the College of Music lockup

When you are ready to create your ad, email Publications Specialist Sabrina Green at sabrina.green@colorado.edu to request the College of Music lockup brand assets.

Fonts

CU Boulder's brand font is Helvetica Neue; if possible, use this in the regular and bold weights. If you do not have Helvetica Neue available, use Arial. We recommend using a minimum font size of 10pt.

ACCESSIBLITY

For color ads, we recommend using gold (CU Gold) text for points of emphasis in your ad copy (see examples). Because of this, copy should be placed on a black background. Gold text on white is not high-contrast enough for low-vision readers.

AD DESIGN EXAMPLES

Examples of recommended ad designs, with an example of ad copy, are shown in common proportions used and in full color/black and white. The recommendations are provided for you to follow so that you can easily build an ad and sub in your preferred image and text. If the ad you're designing isn't in the size of one of the proportions used, follow the recommendations of the best fit. **See the rest of this guide for design recommendations.**

Questions or need to request brand assets?

Email Publications Specialist Sabrina Green at sabrina.green@colorado.edu

College of Music
UNIVERSITY OF COLORADO **BOULDER**

DESIGN RECOMMENDATIONS

Square or near-square ads: smaller than a full page

- The College of Music lockup should be placed in the top half of the ad; placement on the left or right side depends on the image used.

- Use one image only, and make sure it fits at least half of the allotted space.

- Use solid black under text; the text block should take no more than half of your allotted space.

- See design examples on pages 2-3.

Make music with the best in one of the most beautiful places on Earth.

Renowned performances and educators shape the future of music at the **University of Colorado Boulder College of Music**.

Discover more at **colorado.edu/music**.

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DESIGN RECOMMENDATIONS

Vertical, rectangular ads, smaller than a full page

- The College of Music lockup should be placed at the bottom of the ad.

- Use one image only, and make sure it fits at least half of the allotted space.

- Use solid black under text; the text block should take no more than half of your allotted space.

- See design examples on pages 5-6.

Design examples start on the next page.

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DESIGN RECOMMENDATIONS

Horizontal, rectangular ads: smaller than a full page

- The College of Music lockup should be placed in the bottom half of your text block.

- Use one image only, and make sure it fits at least half of the allotted space.

- Use solid black under text; the text block should take no more than half of your allotted space.

- See design examples on pages 7-8.

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DESIGN RECOMMENDATIONS

Full page ads

- The College of Music lockup can be placed in either a top corner of the ad, depending on the image used, or a bottom corner. See both full page examples for use of both modes.

- Use one image only, and make sure it fits at least half of the allotted space.

- Use solid black under text; the text block should take no more than half of your allotted space.

- Most full page ads are designed to accomodate bleed and trim in the print production process. As a general rule, .5" margins, in addition to bleed, are a good practice to keep any important design or brand assets safe during the print production process. If you have any questions about this, please contact your advertiser.

- See design examples on pages 10-11.

Design examples start on the next page.

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