



# ***LOGOS & MARKS***

# CU DENVER MARKS

Our logo is the most recognizable—and essential—part of our brand. It is composed of two parts: an interlocking C and U and a letter mark with the university’s name.

The first element is vital because it represents the entire CU System. The interlocking CU logo is the visual face for a higher education system that is bigger than CU Denver and that is codified in the state constitution.

Each of the four campuses has its own signature lockup, which allows for individual identity, while maintaining a cohesive brand across all CU System entities. At CU Denver, the CU logo is always stacked with our name to establish that we are part of this larger system.

## Usage

We have multiple variations of the logo, which can be used in specific contexts. Logo uses include academic materials, building signage, events happening on campus, campus life, internal content, and pairing with other campuses.

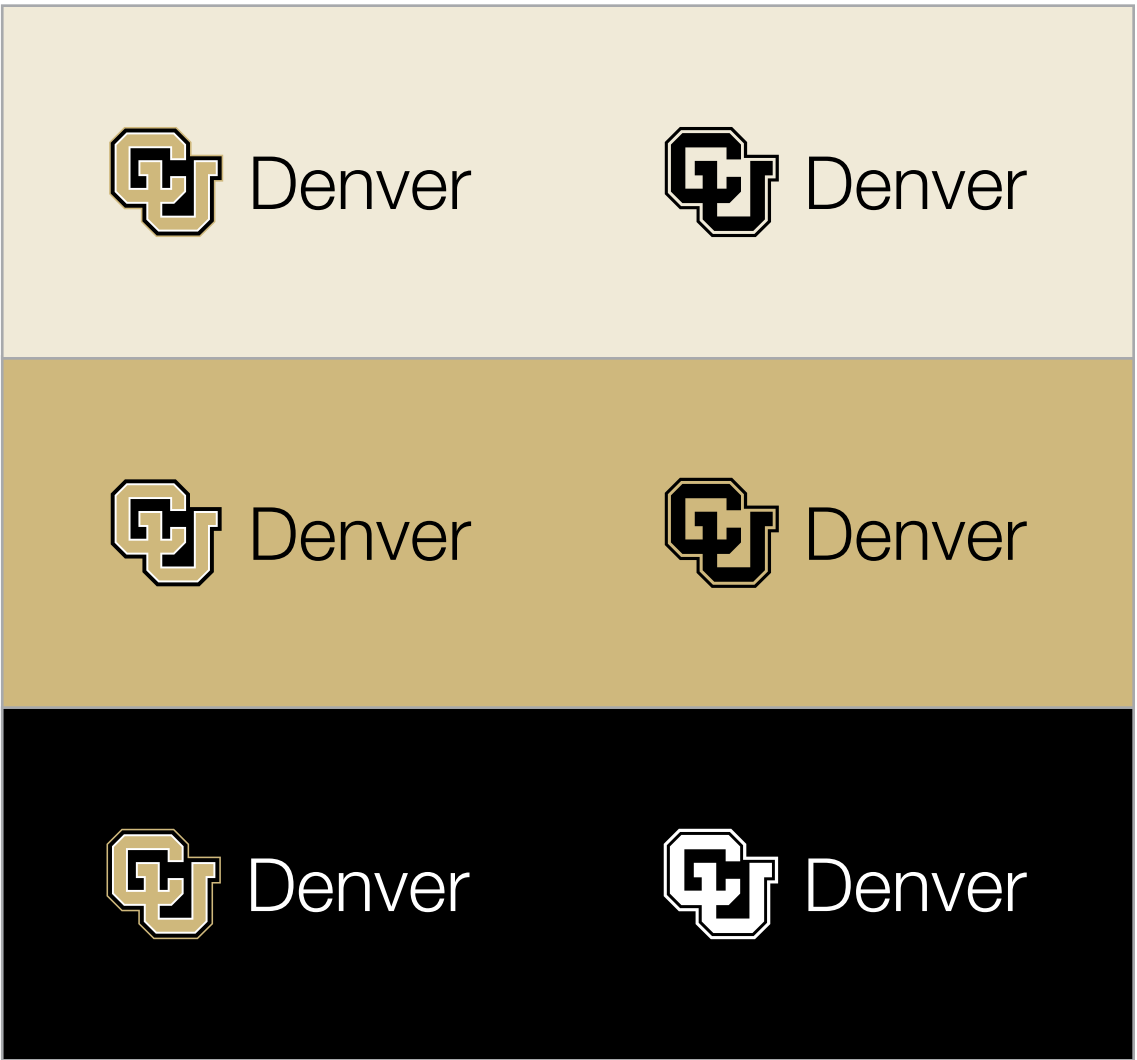
### Tips and Guidelines

- Do not stretch, condense, or distort the mark.
- Do not replace or retype any part of the name.
- Do not alter, reposition, or rescale the mark elements.
- Do not use the CU icon or mark as a watermark, background graphic, or repeating pattern.
- Do not add text or graphics to the mark.
- Do not change the colors of the mark.
- Do not add strokes, drop shadows, gradients, additional styling, or visual effects.
- Do not pair the mark with other graphics or logos.

<div><div>Full Mark</div><div>The full mark is the university's logo. It should be used for all materials that are prepared for external audiences. It cannot be deconstructed or reconfigured in any way. The mark must be taller than .5" and a minimum of 40 px.</div></div>	
<div><div> University of Colorado <b>Denver</b></div><div>HORIZONTAL</div></div>	<div><div> University of Colorado Denver</div><div>CENTERED</div></div>
<div><div>Condensed Mark</div><div>The condensed mark creates a vertical logo that can be used for internal audiences who are already familiar with the CU Denver brand.</div></div>	
<div><div> Denver</div><div>HORIZONTAL</div></div>	<div><div> Denver</div><div>CENTERED</div></div>

**Color Variations**

All signatures come in full color, reverse color, black, and white.

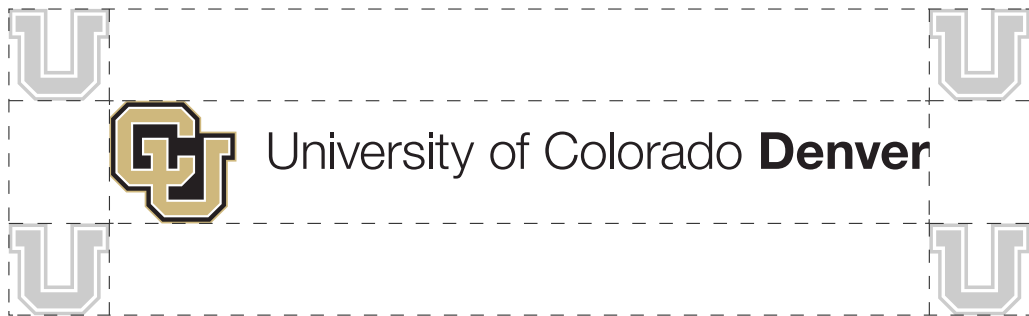




Logos & Marks

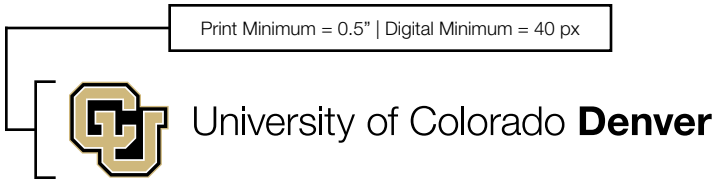
Clear Space

Clear space must always surround university marks to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the U in the interlocking CU icon as it appears in the mark.



Minimum Sizing

In order to ensure legibility, signature marks must never appear smaller than the size below.





# DUAL - CAMPUS SIGNATURES





The University of Colorado Denver and the University of Colorado Anschutz Medical Campus are administratively consolidated. While we operate under this organizational structure, each campus maintains its own brand and identity, which allows CU Denver and CU Anschutz to be strategic, focused, and more attuned to their internal and external audiences.

## External Use

In all but a few select cases, the dual-campus identity should be avoided for external communications, in favor of a single-campus strategy. Users with questions about how to accomplish this effectively should contact University Communications.

## Internal Use

When necessary, entities serving both campuses may deploy the dual-campus identity for internal communications. However, this approach should only be used for official dual-campus efforts. The default strategy is to communicate on a case-by-case basis, and use the appropriate CU Denver or CU Anschutz brand.

Full Mark	
<div> University of Colorado <b>Denver   Anschutz Medical Campus</b></div> <div>HORIZONTAL</div>	<div> University of Colorado Denver   Anschutz Medical Campus</div> <div>CENTERED</div>
Condensed Mark	
<div> Denver   Anschutz</div> <div>HORIZONTAL</div>	<div> Denver   Anschutz</div> <div>CENTERED</div>

# UNIT SIGNATURES

Visual identification for all university entities—including schools, colleges, administrative units, departments, divisions, programs, centers, and institutes—is accomplished by using unit signatures. The signatures are stacked and locked up with the CU logo.

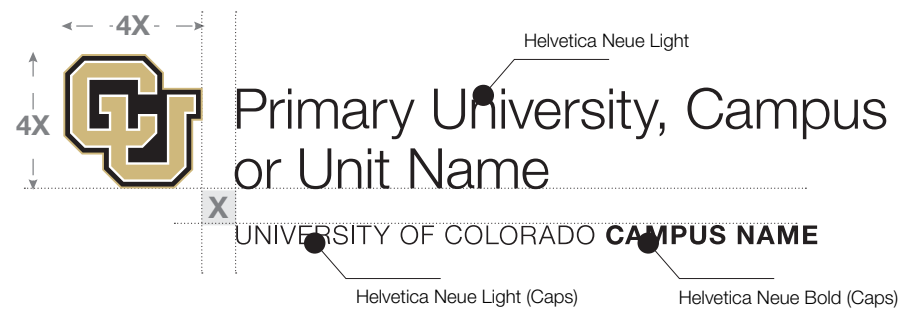
Most of the time, only lockups will be used as the visual identifiers for schools, colleges, units, programs, etc. In rare instances, creative treatments may be developed to support the launch or marketing of campuswide initiatives, at the discretion of the Office of Communications.

## Available Configurations

Standard horizontal and centered unit signature options are available. For units with longer names, a stacked version of the mark is also available.

## Colorways

All unit marks and signatures come in full color, reverse color, black, and white.



## Clear Space

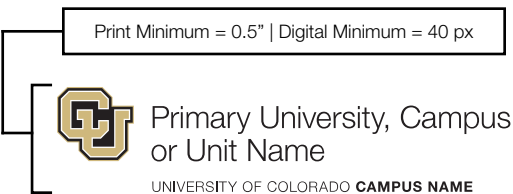
Clear space must always surround university marks to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the U in the CU icon as it appears in the mark.

## Tips and Guidelines

- Do not stretch, condense, or distort the mark.
- Do not replace or retype any part of the name.
- Do not alter, reposition, or rescale the mark elements.
- Do not use the CU icon or mark as a watermark, background graphic, or repeating pattern.
- Do not add text or graphics to the mark.
- Do not change the colors of the mark.
- Do not add strokes, drop shadows, gradients, additional styling, or visual effects.
- Do not pair the mark with other graphics or logos.




## Minimum Sizing



In order to ensure legibility, signature marks must never appear smaller than the size below:





Examples

<i>School/College</i>	
	School of Education & Human Development UNIVERSITY OF COLORADO <b>DENVER</b>
<i>Office</i>	
	Office of Undergraduate Academic Advising UNIVERSITY OF COLORADO <b>DENVER</b>
<i>Unit Within School/College</i>	
	Geospatial Analysis and Mapping Laboratory COLLEGE OF LIBERAL ARTS AND SCIENCES UNIVERSITY OF COLORADO <b>DENVER</b>

<i>Centered Configuration</i>
 School of Public Affairs UNIVERSITY OF COLORADO <b>DENVER</b>
<i>Centered Configuration: Stacked</i>
 Office of Undergraduate Academic Advising UNIVERSITY OF COLORADO <b>DENVER</b>

# SPIRIT MARKS

Three additional marks—spirit marks—are used for community building and brand awareness. They should be reserved for merchandise and materials for student-facing activities and events. They should not be used for professional communications, email signatures, websites, or stationery. They should not take the place of the official mark on any printed materials.

### *Improper Use*

CU Denver's spirit marks and character illustration are registered trademarks and cannot be altered in any way. Always use the approved artwork to maintain consistency and retain the integrity of the spirit identity.

### *Tips and Guidelines*

- Do not stretch, condense, or distort the spirit marks.
- Do not separate, alter, reposition, or rescale spirit mark artwork.
- Do not add text or graphics to the spirit mark.
- Do not change the colors of the spirit mark.
- Do not combine the spirit mark with other CU logos or symbols.
- Do not use the spirit mark for identification of CU Denver academic or administrative units, departments, or programs.
- Do not use the spirit mark as a watermark, background graphic, or repeating pattern.
- Do not add strokes, drop shadows, gradients, additional styling, or visual effects.
- Do not redraw or create alternate illustrations of the character/mascot.
- Do not add clothing or props to the character/mascot illustration.





# LEAPING LYNX SPIRIT MARK

The leaping Lynx spirit mark features the same iconography and wordmark as the shield spirit mark, but without the encompassing shield and skyline elements.

### Color Variations

The leaping Lynx mark is available in full color, color reverse, black-and-white, and reverse black-and-white versions.

### Clear Space

Clear space must always surround the leaping Lynx mark to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the CU icon as it appears in the mark.

### Minimum Size

To ensure legibility, the leaping Lynx mark must never appear smaller than 1” wide for print or physical media, or 72 px wide for online or digital media.



# SHIELD SPIRIT MARK

The shield spirit mark features the CU icon combined with a “leaping Lynx” illustration, above the wordmarks Denver and Lynx. It is surrounded by a shield graphic that encompasses the Rocky Mountains at top and a stylized Denver skyline beneath.

### Color Variations

The shield mark is available in full color and black-and-white versions.

### Clear Space

Clear space must always surround the shield mark to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the CU icon as it appears in the shield mark.

### Minimum Size

To ensure legibility, the shield mark must never appear smaller than 1” wide for print or physical media, or 72 px wide for online or digital media.



# MILO ILLUSTRATION MARK

The CU Denver spirit identity also includes an approved illustration of our mascot, Milo the Lynx.

## Clear Space

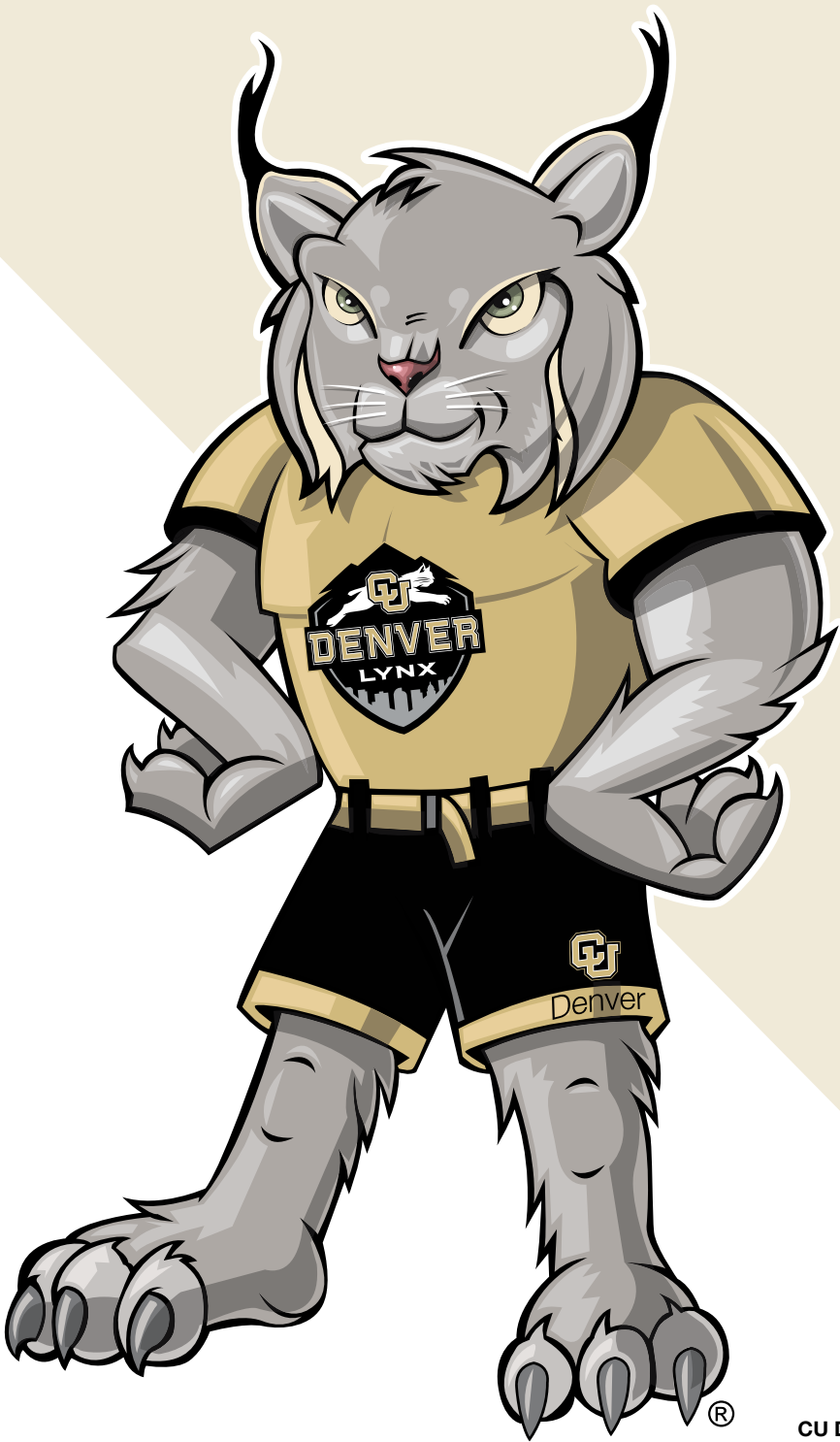
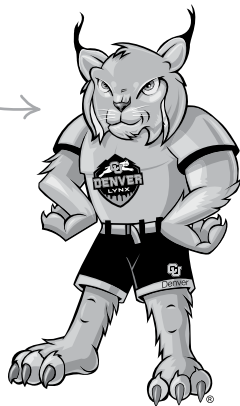
Clear space must always surround the mark to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the shield mark as it appears on the chest of the character illustration.

## Minimum Size

To ensure legibility, the mark must never appear smaller than 1” wide for print or physical media, or 72 px wide for online or digital media.

## Color Variations

The character illustration is available in full color and grayscale.





***Milo Head Mark***

The Milo Head Mark provides an additional activation of Milo, but should be used sparingly and in consultation with University Communications.



# UNIVERSITY SEALS

The official seals of the University of Colorado are used on official university documents, such as diplomas, degrees, and official transcripts. The use of the official seal rests with the secretary of the university and Board of Regents. Logos and seals cannot be combined.

## Official Seal

The official university seal (with Greek lettering as part of the interior design) lends authenticity to documents that emanate from the university, particularly in its corporate capacity. It is used primarily on diplomas, official transcripts, written agreements and contracts, and certification of Board of Regents actions. It is also used on the president's chain of office, the university mace, commencement programs, regent regalia, and print and electronic publications of the Board of Regents.

The offices of admissions and records on each campus are authorized to use the official seal on documents requiring authentication and containing information drawn from official records of the university.

**Use of the official seal for purposes other than those described above is prohibited. The secretary of the university and Board of Regents is the custodian of the official seal and maintains discretion as to its use.**

## Commercial Seal

The commercial seal (English lettering as part of the interior design) has limited application and should not be substituted for approved university marks on business collateral (stationery, envelopes, etc.), web pages, electronic applications, print pieces, signage, vehicles, or apparel. Its use is reserved for approved signage and podiums.

Members of the university community have the option of using it on business cards and laboratory coats for physicians and researchers. **Any other uses must be approved by the University of Colorado Brand Identity Standards Board.** Information about the CU System brand can be found at [cu.edu/brand-and-identity-guidelines](https://cu.edu/brand-and-identity-guidelines).



Official Seal



Commercial Seal



MEET YOUR MOMENT ▶

MEET YOUR MOMENT ▶

MEET YOUR MOMENT ▶

MEET YOUR MOMENT ▶

MEET YOUR MOMENT ▶

## MEET YOUR MOMENT TAGLINE

This mark includes the brand tagline, underline, and triangle icon. It should not be altered.

### ***Color Variations***

The brand tagline is available in five colorways. See page 60 for more information on our color palette.

### ***Clear Space***

Clear space must always surround the mark to improve visual impact and ensure legibility. The minimum acceptable clear space is equal to the height of the M.

### ***Minimum Size***








To ensure legibility, the mark must never appear smaller than 1" wide for print or physical media, or 72 px wide for online or digital media.

### ***Tips and Guidelines***

- Do not stretch, condense, or distort the brand tagline.
- Do not replace or retype any part of the name.
- Do not alter, reposition, or rescale the brand tagline elements.
- Do not add text or graphics to the brand tagline.
- Do not change the colors of the brand tagline.
- Do not add strokes, drop shadows, gradients, additional styling, or visual effects.
- Do not pair the brand tagline with other graphics or logos.
- Do not underline any word other than "Moment."
- Do not use the brand tagline font for any other text.

# LEGACY AND RETIRED MARKS

The university has used several marks in the past to promote our brand or share information.

<div>50th Anniversary</div> <div>(retired May 2023)</div>	<div>LynxTogether</div> <div>(retired May 2022)</div>	<div>CU in the City</div> <div>(retired January 2020)</div>
	 	   

This mark was used to celebrate the university's 50th birthday.

These marks were utilized during the COVID-19 pandemic to share information with our community.

The CU in the City brand is being replaced by the Meet Your Moment brand.

## LOGO USE IN SOCIAL MEDIA

Consistent branding across social media channels avoids confusion for our key audiences and provides an opportunity to introduce ourselves to new audiences. The standard social media logo is a gold condensed mark in a white circle.

Additional social media logos should be designed to adhere to the university's logo guidelines. Whenever possible, the condensed logo should be used with the appropriate stacking for schools, colleges, units, and other relevant distinctions.

### ***Tips and Guidelines***

- Do not cut off any part of the logo.
- Do make sure the logo is at least 150 ppi.
- Do not use other marks or symbols.

► Thinking about starting a social media account? Connect with a University Communications team member to learn more about best practices and brand standards at [ucdenver.edu/brand](https://ucdenver.edu/brand).



