UCCS
BRAND
IDENTITY
STANDARDS

2011
Updated January 2021

UCCS University of Colorado
Colorado Springs

CU University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

# Table of Contents

At-a-Glance

The University of Colorado Colorado Springs is one of more than a dozen state colleges and universities in Colorado and one of more than 15 institutions of higher learning in the Pikes Peak Region. With so many colleges and universities trying to attract students, you can quickly see why it is important to have a strong, consistent, recognizable brand identity.

This document provides specific directions on how to use our brand identity elements. We encourage you to utilize this guide whenever you develop marketing communications.

If you have questions about the Brand Identity Standards, please contact the university brand manager at brand@uccs.edu.

Colors

The official colors are CU Black and CU Gold. These colors should be present in all visual communications.
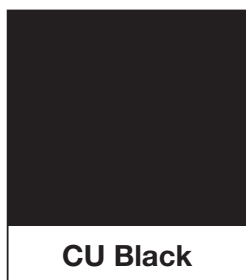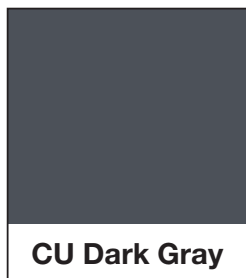
CU Black	CU Gold

CU Black
PANTONE® Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #00000

CU Gold
PANTONE® 4525C
CMYK: 0, 10, 48, 22
RGB: 207, 184, 124
HEX: #CFB87C

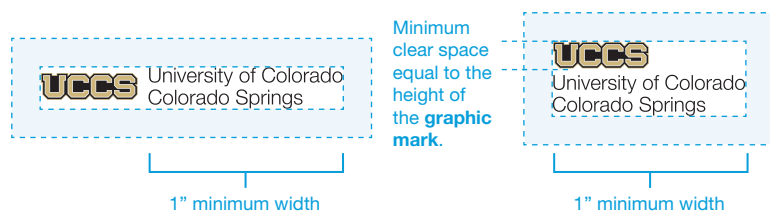| CU Dark Gray	CU Light Gray

CU Dark Gray
PANTONE® 425C
CMYK: 38, 28, 21, 63
RGB: 86, 90, 92
HEX: #565A5C
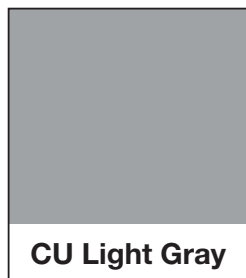
CU Light Gray
PANTONE® 422C
CMYK: 16, 11, 11, 29
RGB: 162, 164, 163
HEX: #A2A4A3

UCCS Logo Signature

GRAPHICMARK   WORDMARK

LOGO SIGNATURE

Minimum clear space equal to the height of the **graphic mark**.

1" minimum width   1" minimum width

University Name

Full name / first use:	**University of Colorado Colorado Springs**
Short name / subsequent use:	**UCCS**

The university name should **not** include "at", or any punctuation such as hyphens or commas.

Typeface

Helvetica Neue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS
TUVWXYZ | 1234567890

Aa

Helvetica Neue Thin
Helvetica Neue Light
Helvetica Neue Roman
Helvetica Neue Bold

Helvetica Neue Thin Italic
Helvetica Neue Light Italic
Helvetica Neue Roman Italic
Helvetica Neue Bold Italic

Our typeface is **Helvetica Neue** (pronounced "noy-a" or "new"). It is recommended for use as the featured typeface in all UCCS communications. When Helvetica Neue is not available, Helvetica and Arial are suitable substitutes. Contact the university brand manager about obtaining a license for the Helvetica Neue typeface.

University of Colorado Brand Positioning

Our brand is a promise we make about all things related to the University of Colorado (CU): our campuses, our foundation, and our system. Our brand is more than a name or a signature. Every point of contact we have with our audiences—students, faculty, staff, alumni, donors, and others—builds perception about who we are as a university, the things we do to fulfill our mission, and why we are important to our stakeholders.

Position
Who we are, what we do, and why it matters

For centuries, people have been drawn to Colorado for discovery, individual success and better lives. We are the University of Colorado, and we embody that spirit by investing in the people, places, and ideas that will move Colorado and the nation successfully into the future.

We are a recognized leader in higher education on the national and global stage. We collaborate to meet the diverse needs of our students faculty staff and communities. Our purpose is to promote innovation, encourage discovery and support the extension of knowledge in ways unique to the state of Colorado.

The University of Colorado advances the economy, culture, and health of Colorado and the nation.

Brand Attributes
The personality and character of our brand

Advocates
We are committed to the improvement of higher education in the state of Colorado.

Collaborative
We partner with other institutions, our communities and among ourselves to advance the educational and health needs of the state and our constituents.

Creators
We support discovery and create possibilities so people, places, and ideas can thrive.

Inspired
We draw from the environment and the people around us to keep our thinking fresh and meaningful.

Down-to-earth
We are pragmatic and honest about the challenges facing us today and the solutions we will employ tomorrow.

Core Messages
How we communicate in support of our position, organized under four areas of excellence and impact

Learning and Teaching
- We are a leader in higher education for the state, providing the broadest range of educational opportunities.
- We provide a distinctive balance of traditional and experiential learning that supports a broad range of faculty and student endeavors.

Discovery and Innovation
- Our research directly benefits Colorado, from health care advancement to technology innovation.
- We cultivate people and ideas to create value for the state of Colorado.

Community and Culture
- We are an essential part of the fabric of communities across Colorado.
- We play a significant role in sustaining economic social and cultural vitality in the state, and we extend our reach to a national and global stage.

Health and Wellness
- We drive health care innovation, delivery and education for Colorado and beyond.
- We improve health by treating and curing disease through research and innovation.

University Name

Consistent and correct use of our proper name across every communication—printed, electronic and oral—is a fundamental step towards presenting UCCS as a focused institution with a clear vision of the future.

For other CU entities, visit **cu.edu/brand**

The full name of the university is "University of Colorado Colorado Springs" and should be used on first reference. Subsequent references should use the short name "UCCS."

"CU Colorado Springs" may be used only in special circumstances in CU System communications where the name is listed in sequence with the other CU campus names.

No other names or abbreviations may be used and no punctuation or symbols may be added.

We are UCCS

Correct

➕ **University of Colorado Colorado Springs**
(full name / first reference)

➕ **UCCS**
(short name / subsequent reference)

Incorrect

❌ **Univ of CO Colo Sprgs**

❌ **CU the Springs**

❌ **CUCS**

❌ **UC of CO Springs**

❌ **UC Colorado Springs**

❌ **University of Colorado – Colorado Springs**
(no hyphen or other punctuation)

❌ **University of Colorado at Colorado Springs**
(no "at" or @ symbol)

Special Case

➖ **CU Colorado Springs**   * limited use
(For use by CU System, only in cases where all campus names are listed sequentially)

UCCS Logo

The standard UCCS logo is the cornerstone of the UCCS brand. Anything that bears the UCCS logo should be considered official communication from the university.

The UCCS logo includes two elements: the graphicmark and the wordmark. Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the university brand manager.

UCCS University of Colorado Colorado Springs

GRAPHICMARK   WORDMARK

LOGO

Clear Space

Placing other graphic elements too close to the UCCS logo signature diminishes its importance. When placing the logo, please maintain a minimum clear space around the logo equal to the height of the graphicmark.

1x   **UCCS** University of Colorado Colorado Springs   1x

Minimum Size

When sizing the logo, please ensure the wordmark is always at least 1" wide.

UCCS University of Colorado Colorado Springs

1" minimum width

UCCS
University of Colorado Colorado Springs

1" minimum width

Logo Color Variations

There are six different color variations: full-color, grayscale, one-color (black), full-color reverse, grayscale reverse, and one-color reverse (white).

Always use the appropriate color variation. Do not use the one-color version on a full-color document, and do not use a reverse version on a light background. Full-color is preferred.

* The limited-use **special one-color alternate (black)** version is available only with permission from the brand manager, for applications where the standard one-color mark cannot be accurately reproduced, such as small engraving or embroidery. It may only be used on a light-colored background.

Full-color

UCCS University of Colorado Colorado Springs

Grayscale

UCCS University of Colorado Colorado Springs

One-color (black)

UCCS University of Colorado Colorado Springs

Special one-color alternate (black) * limited use

UCCS University of Colorado Colorado Springs

Full-color reverse

UCCS University of Colorado Colorado Springs

Grayscale reverse

UCCS University of Colorado Colorado Springs

One-color reverse (white)

UCCS University of Colorado Colorado Springs

Logo Arrangement Variations

The UCCS signature has four official arrangement variations: standard, bottom-left, bottom-center and single-line, plus a standalone graphic mark. Logo arrangements other than those shown below are expressly prohibited. Standard and stacked (bottom-center) arrangements are preferred.

Standard
horizontal

UCCS University of Colorado Colorado Springs

Stacked
vertical

UCCS University of Colorado Colorado Springs

Bottom-left

UCCS University of Colorado Colorado Springs

Bottom-center

Single-line

UCCS University of Colorado **Colorado Springs**

Standalone Graphic Mark
* Limited use. See page 9.

UCCS

Standalone UCCS Graphicmark

The UCCS graphicmark (without the wordmark) is available under special circumstances and may only be used with permission from the university brand manager.

Whenever possible the full UCCS signature (graphicmark and wordmark) should be used. However, there are a select set of circumstances where the wordmark may not be practical or legible.

➕ *Under these circumstances, the graphicmark may be used as a stand-alone element:*

- Lapel pins
- Limited embroidery (hats, fronts or sleeves of polo shirts and jackets, fronts of vests, etc.)
- Select promotional items (golf balls, tees, pens, etc.)
- Event banners or flags in which the full logo is difficult to read from a distance
- Way finding signs, door plates, and large building signs

❌ *The stand-alone UCCS graphicmark may not be used for:*

- General marketing and promotional material
- As a design element in any print or online application
- Distorted, ghosted or used as a pattern or watermark in business and marketing collateral
- As a stand-alone element for social media icons (other than the official campus account)
- Any other application without express permission from the university brand manager.

UCCS Logo Unacceptable Use

The UCCS Logo Signature must be accurately reproduced. All UCCS logos were created as single, unified graphics. Everything about them—their size, placement, spacing, color and proportions—is intentional, and should be applied correctly in all instances.

+ DO use the correct, official, unmodified logo artwork available at **brand.uccs.edu**

✖ DO NOT redraw or retype the signature.

✖ DO NOT stretch or distort the signature.

✖ DO NOT change the logo proportions.

✖ DO NOT change the colors in the signature.

✖ DO NOT stack or group the signature with other elements.

✖ DO NOT use the signature in a line of text.

✖ DO NOT disassemble, remove or rearrange elements of the signature.

✖ DO NOT reverse the signature or otherwise modify the artwork.

✖ DO NOT place the signature inside a small rectangle, or add any other additional shapes, elements, or containers to the artwork.

Marketing Campaign

UCCS fuels SUCCESS

Marketing campaign standards have been developed with guidelines to create a standard of usage for campaign graphics, colors and typography in order to maintain the look and feel of the UCCS fuels SUCCESS marketing campaign across different mediums. In order to represent the campaign in a consistent manner, use the guidelines in the marketing campaign standards as a starting point for all marketing communication.

For access to the full campaign standards and campaign digital assets, go to: **brand.uccs.edu/campaign**

For any questions related to the use of the marketing campaign, or any other marketing needs, please contact University Marketing at marketing@uccs.edu.

Tagline Lockup

Where space allows, the UCCS fuels SUCCESS lockup should be used as a prominent element on all campaign materials.

The UCCS fuels SUCCESS campaign lockup is available in both a horizontal and vertical format.

The lockup should not be adjusted or modified from its original format. Additional official color builds and accentuated versions are available.

To access all approved lockups go to: **brand.uccs.edu/campaign**

Campaign Mantra

They say success breeds success. And we couldn't agree more. But success doesn't just come from anywhere. You have to find it and you have to earn it. To be successful, you have to have the right tools in place. With our smaller class sizes, courses based on student outcomes, and nationally ranked graduate and undergraduate programs, we don't just believe in success: we fuel it.

Horizontal tagline lockup

UCCS F U E L S **SUCCESS**

UCCS F U E L S **SUCCESS**

Vertical tagline lockup

UCCS
F U E L S
SUCCESS

UCCS
F U E L S
SUCCESS

Color Specifications

Color is an important part of our visual system. To maintain consistency in our visual identity system, it is essential to reproduce our colors accurately and consistently in all our communication.
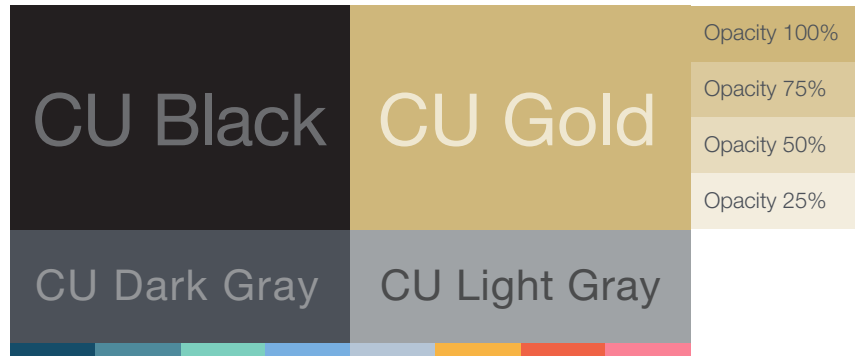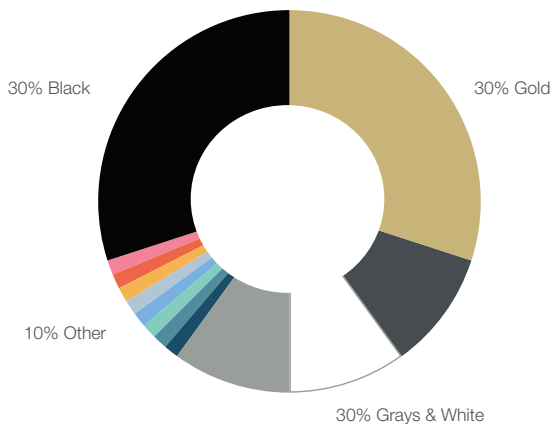
This scale is an example of how much each color should appear in proportion to other colors; primarily black and gold, with dark and light grays secondary. Tertiary colors may be used in moderation, but never as a replacement for, or an equal to, the primary or secondary colors. CU Gold may in some cases be used at various levels of opacity over white.

Always follow the Pantone, CMYK, RGB, or web/hex values shown on this page.

All flagship materials and anything produced in large enough quantity enough for a press run should use PMS spot gold when possible. Use rich black when appropriate, following printer specifications.

Uses other than print and digital marketing material, such as interior and exterior paint, cut vinyl, etc, might vary from the CU Gold Pantone color depending on the application.

Sherwin Williams "Believable Buff" is an interior paint color reasonably related to CU Gold.

CU Black   CU Gold

Opacity 100%
Opacity 75%
Opacity 50%
Opacity 25%

CU Dark Gray   CU Light Gray

30% Black
30% Gold
10% Other
30% Grays & White

CU Black

FOR PRINT
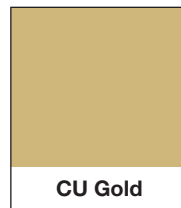PANTONE® Black
CMYK: 0, 0, 0, 100
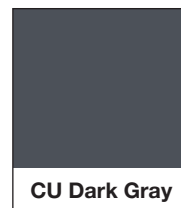
FOR WEB
HEX: #000000
RGB: 0, 0, 0

CU Gold

FOR PRINT
PANTONE® 4525C
CMYK: 0, 10, 48, 22

FOR WEB
HEX: #CFB87C
RGB: 207, 184, 124

CU Dark Gray

FOR PRINT
PANTONE® 425C
CMYK: 38, 28, 21, 63

FOR WEB
HEX: #565A5C
RGB: 86, 90, 92

CU Light Gray

FOR PRINT
PANTONE® 422C
CMYK: 16, 11, 11, 29

FOR WEB
HEX: #A2A4A3
RGB: 162, 164, 163

Typography

Typography is an essential part of our personality. It helps unify our materials and promotes familiarity with our messaging.

Our typeface is **Helvetica Neue**, (pronounced "noy-a" or "new"). It is a classic sans serif face: simple, modern, and elegant. The openness and geometry of its form make it highly legible. It works equally well for display type and body copy. Helvetica Neue is recommended for use as the featured typeface in all University of Colorado communications.

When Helvetica Neue is not available, Helvetica is a suitable substitute. Arial may be used with Helvetica Neue or Helvetica cannot be used, such as in shared documents or website.

Other typefaces may be used, sparingly, in support of specific appropriate art direction. Avoid typefaces that mimic the appearance of the CU or UCCS graphicmarks.

Contact the brand manager about obtaining a license for the Helvetica Neue typeface family.

Helvetica Neue specimen examples

AaBb
Helvetica Neue Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS
TUVWXYZ | 1234567890

AaBb
Helvetica Neue Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS
TUVWXYZ | 1234567890

AaBb
Helvetica Neue Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS
TUVWXYZ | 1234567890

Business Stationary

A unified stationery system establishes a common style and helps us communicate effectively and consistently.

For UCCS business stationary, use the official UCCS logo signature. Unit-specific signature extensions cannot be used in place of the UCCS logo signature on business stationary.

Letterhead and Envelopes

The letterhead and envelopes feature a logo signature and clean presentation of contact information. Use of a consistent layout supports our unified image and builds brand recognition.

Preprinted business stationary is available from the UCCS Copy Center. Visit **www.uccs.edu/copycenter** for more information.
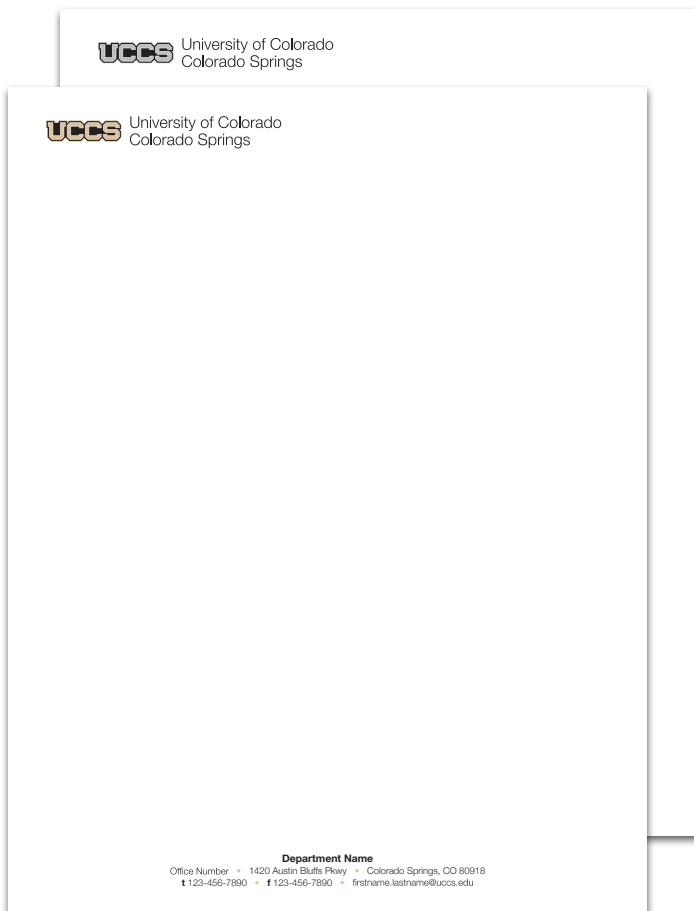
Business Cards

Business cards feature a clean layout with logo signature at top left, cardowner's name, title and affiliation at bottom left, and contact information at bottom right.

Business cards are available from the UCCS Copy Center. Visit **www.uccs.edu/copycenter** for more information.

Business stationary should contain only essential information as articulated in system and campus identity standards manuals. Business cards and stationery should not have extraneous information such as taglines, additional contact information, or departmental or individual mission statements (either on front or back of business cards).

The only acceptable use for the back of business cards is essential information such as physician clinic or medical/emergency contact numbers. QR codes may be added to the back of business cards only if they contain university contact information and/or point to official university websites with the domain name of uccs.edu, colorado.edu, ucdenver.edu, cu.edu or cufund.org.
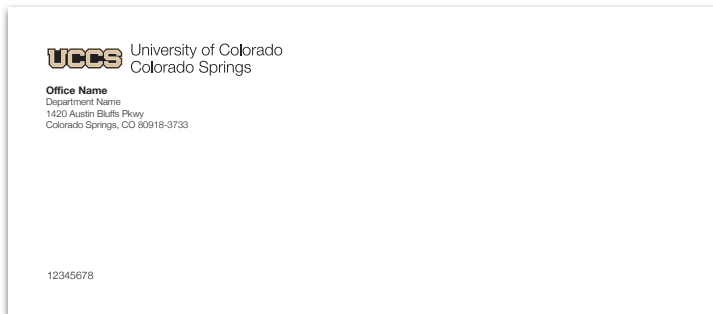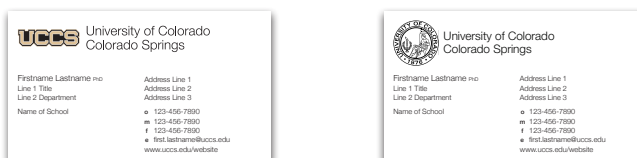
Design standards and stationary templates are available from the university brand manager.

Letterhead

Department Name
Office Number • 1420 Austin Bluffs Pkwy • Colorado Springs, CO 80918
t 123-456-7890 • f 123-456-7890 • firstname.lastname@uccs.edu

Envelopes

UCCS   University of Colorado
        Colorado Springs

Office Name
Department Name
1420 Austin Bluffs Pkwy
Colorado Springs, CO 80918-3733

12345678

Business cards

Letterhead and Envelope Design Standards

A unified stationery system establishes a common style and helps us communicate effectively and consistently. Letterhead and envelopes feature the UCCS logo and clean presentation of contact information. Use of a consistent layout supports our unified image and builds brand recognition.

University of Colorado Colorado Springs

Department or Office Name
College or Division Name
Office Number
1420 Austin Bluffs Pkwy
Colorado Springs, CO 80918
...me@uccs.edu

University of Colorado Colorado Springs

University of Colorado Colorado Springs

Office Name
Department Name
1420 Austin Bluffs Pkwy
Colorado Springs, CO 80918-3733

12345678

Department Name
Office Number • 1420 Austin Bluffs Pkwy • Colorado Springs, CO 80918
t 123-456-7890 • **f** 123-456-7890 • firstname.lastname@uccs.edu

Design Notes

- **Layout Options:** Letterhead contact information can appear centered at the bottom, or left-aligned at the top right.

- **Margins:** 0.375 in

- **Typography:** 10/12pt Helvetica Neue Bold and 9/10.8pt Helvetica Neue Light

- **Colors:** 100% Process Black and CU Gold PMS 4525C. Pantone-matched spot color is preferred.

- **Alignment:** Envelopes are left-aligned, letterhead is center-aligned when contact information is at the bottom, and left-aligned when contact information is at the top.

- **Columns:** Letterhead with contact information on the top-right can have either one or two-column layouts. A single column should never be wider than 2.75" and should be positioned against the top-right margins. Margins between columns must be at least 0.275"

1 UCCS Logo
The UCCS logo appears in the top left of the letterhead and envelopes. A greyscale version is also available.
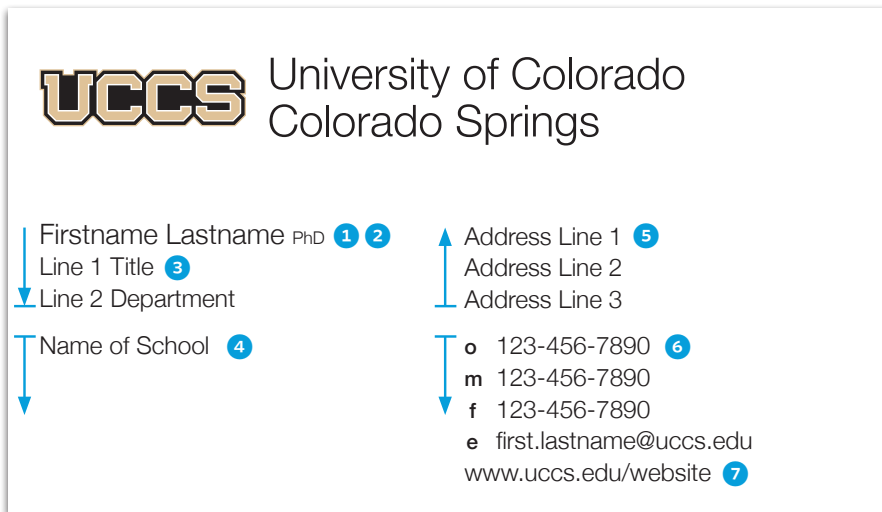
2 Contact Information
Department name is 10/12pt Helvetica Neue Bold.
Contact information is 9/10.8pt Helvetica Neue Light.
On color letterhead, the bullet separators are CU Gold.
Please use official titles and department-level identification.

3 Speedtype
Full speedtype number is required by Mail and Shipping Services.

Business Card Design Standards

University of Colorado
Colorado Springs

Firstname Lastname PhD ① ②
Line 1 Title ③
Line 2 Department

Name of School ④

Address Line 1 ⑤
Address Line 2
Address Line 3

o 123-456-7890 ⑥
m 123-456-7890
f 123-456-7890
e first.lastname@uccs.edu
www.uccs.edu/website ⑦

Business cards feature a clean layout with the logo at top left, cardowner's name, title and affiliation below the logo, and contact information on the right. An alternate "seal" version of the business card is also available.

University of Colorado
Colorado Springs

Firstname Lastname PhD
Line 1 Title
Line 2 Department

Name of School

Address Line 1
Address Line 2
Address Line 3

o 123-456-7890
m 123-456-7890
f 123-456-7890
e first.lastname@uccs.edu
www.uccs.edu/website

① Name

The cardowner's name appears slightly larger in 8/9pt Helvetica Neue Light.

② Degree(s)

Degree references are optional, and are presented in a smaller type size, 5/9pt Helvetica Neue Light.

③ Title and Department

Reserved for official titles and department-level identification.

④ School/College/Unit

Separated by a small space above, this area is for the school/college/administrative unit identifier, and/or multiple titles or departments. Space before paragraph: 0.0625 in

⑤ Address

There are two options for listing your address: mailing address, or office location. This column builds up from the linebreak.

⑥ Phone/Fax/Email

All phone, fax, and email contact information types will be identified by boldface letters (e.g., o=office phone, f=fax, e=email.) Dashes will be used in place of parentheses or spaces in phone numbers. Email is restricted to official university email addresses only. All letters will be lowercase.

⑦ Website Address

For school/college/admin/department website addresses. (Not for personal profile pages.)

Design Notes

- **Margins:** 0.125 in.
- **Typography:** 7/9pt Helvetica Neue Light 100% Black.
- **Typography exceptions:** Name is 8/9pt, degree references are 5/9pt.
- **Colors:** PMS Process Black (100% Black) and CU Gold PMS 4525C
- **Spacing:** 2 columns, maximum 8 lines per column. 0.125 in gutter. 0.0625 in space before paragraph for Name of School and phone numbers.
- **Default build direction:** The arrows show the default build direction. When possible, the linebreak should align between columns.

Nametag Design Standards

University of Colorado
Colorado Springs

First & Last Name Ph.D
Position/Title
School/College/Unit Affiliation

① UCCS Logo
The UCCS logo appears at the top of the nametag. A single-color version is also available.

② Name
The name appears in 21/25pt Helvetica Neue Light. Longer names may require smaller type size, so 18/21pt and 16/19pt are also available. Name may be set in bold when long distance visibility is the priority.

③ Degree(s) and Post-nominal Titles
Optional. Presented in a smaller type size, 11/13pt Helvetica Neue Light. If many are present, they may be on their own line.

④ Position/Title
Optional. Reserved for official titles and department-level identification. Appears in 11/13pt Helvetica Neue Light.

⑤ School/College/Unit Affiliation
Optional. School/college/unit identifier, and/or multiple titles or departments. This can be two lines, or three if no Position/Title is present.

Design Notes
- **Size:** default size is 1.25 in. tall by 3.25 in. wide
- **Color:** black or CU Gold
- **Margins:** 0.125 in. minimum
- **Text Block:** 0.125 in. minimum from UCCS signature. Content is vertically centered.
- **Position and Unit Affiliation:** visually identical, and do not strictly require a line-break to separate them (see single-line example)
- Letter shape is never modified (no "stretching")
- Nametag height may be increased if necessary to fit additional content
- UCCS logo may be single-color if necessary

Minimal example

University of Colorado
Colorado Springs

Short Name
Position/Title/Affiliation

Single-line example

University of Colorado
Colorado Springs

First and Last Name
Position/Title, Unit Affiliation

Full example

University of Colorado
Colorado Springs

Longer First and Last Name
Position/Title
School/College/Unit Affiliation
Additional Line Available if Necessary

Name-only example

University of Colorado
Colorado Springs

First and Last Name

One-color UCCS logo, bold name example

University of Colorado
Colorado Springs

First & Last Name
Position/Title
School/College/Unit Affiliation

Ancillary Marks

School, Department and Unit Logos

For approved school, college, department and unit logo designs, see **Subidentities** on page 21.

Donor-Named Schools or Colleges

Schools or colleges that have received contributions that allow naming of the school or college for the donor (as approved by the CU Foundation and Board of Regents) shall have the opportunity to use a distinctive typeface as part of the signature line, but not a signature that deviates from approved identity standards.

Intercollegiate Athletics Marks

Athletics marks ("Ralphie" and the athletics interlocking CU at CU Boulder; Mountain Lion at UCCS) are exclusive to the Departments of Intercollegiate Athletics. These marks should not be used by units, departments, schools, colleges or affiliates. Any use other than for intercollegiate athletics and/or approved vendors must have written permission from the Brand Identity Standards Board and Departments of Intercollegiate Athletics. The marks are trademarked and governed by the University Licensing Office.

Exceptions to Identity Standards

Any exceptions or deviations to the University of Colorado Identity Standards must be approved by the University of Colorado Brand Identity Standards Board, as authorized by the Board of Regents and directed by the President. Complementary campus Brand Identity Standards Boards (and campus Identity Standards documents) provide advice and guidance on issues specific to campuses, but do not approve exceptions or deviations from campus or system guidelines.

University Regents Seal

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.
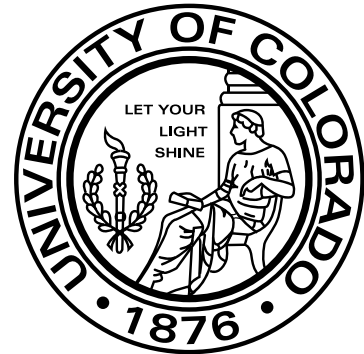
Co-branding

A. General Guidelines for Co-Branded Logos:

A small number of entities at the university operate under the auspices of, or in conjunction with, external entities such as agencies of the federal government. Those that do may use the external entity's logo in conjunction with the university logo, as approved by the University Brand Identity Standards Board.

- Approved co-branded logos may only be employed by those groups that meet requirements and have received approval from the University Brand Identity Standards Board and the CU president.
- Approved co-branded logos may be used for marketing, communications and promotional purposes.
- Approved co-branded logos can be used with or without an accompanying wordmark identifying the entity.
- Approved co-branded logos may be used on university business cards or letterhead.
- In all other aspects, co-branded logos follow the same usage guidelines as standard university logo signatures.
- Refer to the CU System Brand Guidelines for an example.

The following eligibility requirements detail what units may be able to receive a co-branded status:

- Entity must to have a permanent contractual connection establishing them as a joint entity between the university and an outside entity or be a university institute that has been approved by the Board of Regents.
- Entity must detail why the inclusion or utilization of a custom logo or mark will benefit their business objectives more than using the standard CU identity system.
- Entity must receive a recommendation from its chancellor.
- The University Brand Identity Standards Board must approve a co-branding exemption.

B. Transitional Use of a Unit-Specific Brand Identity
(Custom logo) in conjunction with the university logo:

A small number of university entities (e.g., arts organizations or other cultural attractions) may qualify for transitional use of an existing logo identity where existing brand equity is directly tied to revenue streams. To request transitional use of an existing logo identity, university entities should contact their campus brand identity representatives. Each request will be forwarded to the University Brand Identity Standards Board for review and approval. In each case a period of transition will be identified, during which time the entity may use their existing logo identity in conjunction with their correct campus logo ID.

C. Use of University Logos in Conjunction with a Third-Party Logo:

In select instances (e.g., event sponsorships, joint initiatives, special events, etc.) a university logo may be used on materials that also feature external third-party logos. In these instances, the university logo must be placed with a minimum clear space on all four sides equal to the width of the interlocking CU (or UCCS graphic) as placed. A university logo may not be COMBINED with an external third-party logo under any circumstances (other than a permanent contractual connection as described in Section A). The interlocking CU or UCCS graphicmark may not be used as a standalone element.

For university events, the university logo should not appear mixed in with other sponsorship logos, but rather be treated separately. If the logo must appear beside other sponsor logos, it must appear first and be at least twice the size of the other sponsors.

Subidentities & Custom Logos

The brand equity for units, schools and colleges rests with their affiliation with the University of Colorado and its campuses. Subidentities (including signatures, wordmarks, typefaces and alternate design elements other than those officially approved) detract from the university's ability to project a consistent, coordinated identity. Therefore, signatures, wordmarks and alternate identities that deviate from the approved identity standards detailed in this manual and/or campus manuals are prohibited. More information can be found in CU System Administrative Policy Statement 2025, "University Brand Identity and Trademarks."

The development or use of independent logos, graphics or word marks by UCCS entities that deviate from the guidelines detailed in these standards is not consistent with university trademark policy and is strictly prohibited without written approval from the University Brand Identity Standards Board, campus chancellor and CU president.

If your unit employs a custom logo, contact brand@uccs.edu immediately to begin the transition process.
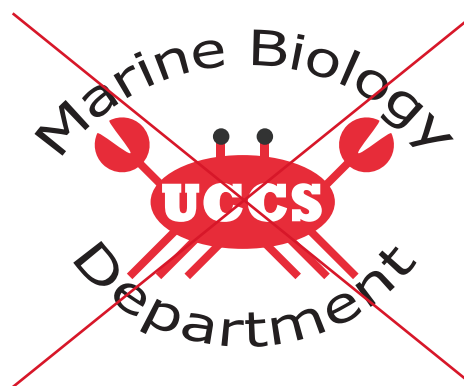
Approved School, College, Department and Unit Logos

University entities may use one of the following options to visually identify their unit.

Signature Extension
These are based on the standard UCCS logo with a customized wordmark. They must be built precisely to the specifications in this document. See **pages 22-24** for more information.

Typographic Treatment
Some units may require a more visually distinct identity. Typographic treatments are built using the official UCCS campus typeface and primary colors, and variations size and placement. They require that the standard UCCS logo must always also be present, but separate. See **page 25** for more information about typographic treatments.

Signature Extensions

Some university units may require specific identification distinct from the standard UCCS logo. Visual identification for university units is accomplished through the use of signature extensions. Signature extensions use a customized wordmark-based element to identify the entity or unit. In all other respects, they follow the same rules as the standard UCCS logo.

Use unit logos sparingly, and only when the need to communicate the unit identity is greater than that of the university. When in doubt, use the standard UCCS logo.

To request signature extension artwork for your university entity, please contact the university brand manager or submit an artwork request at brand.uccs.edu.

Unit Eligibility

➕ *Eligible Units:*

- Schools and colleges
- Academic and administrative offices, departments and degree programs
- Groups and committees subject to member elections
- Centers and institutes
- University-managed patient and clinical care sites

❌ *Ineligible Units:*

- Non-degree and certificate programs
- Campaigns, initiatives, slogans, taglines
- Student clubs and organizations
- Events and other time-based programs
- Satellite alumni organizations
- Committees and non-permanent organizations
- Partnership and sponsor operations

Standard signature extension

UCCS School, College or Unit Name
UNIVERSITY OF COLORADO
COLORADO SPRINGS

Optional alternate "stacked" arrangement

UCCS
School, College or Unit Name
UNIVERSITY OF COLORADO
COLORADO SPRINGS

Signature Extensions

Signature extensions, like the standard UCCS logo, are used to mark anything that bears it as official communication from the respective unit.

Usage

Signature extensions can be used in place of the standard UCCS logo when identifying a specific university entity is appropriate. Please follow all the standard UCCS logo usage guidelines.

Use unit logos sparingly, and only when the need to communicate the unit identity is greater than that of the university. When in doubt, use the primary UCCS logo.

When more than one university entity is represented, please use the primary UCCS logo. (Do not use multiple signature extensions together.)

Signature extensions may not be used on business collateral, such as business cards or letterhead, or on university website mastheads.

Signature extensions are available in both the standard arrangement and the bottom-centered arrangement. (See page 8 for more information on signature arrangement variations.)

Phrases such as "office of" or "department of" are not recommended, except in instances where it avoids confusion or distinguishes between a person from an office: "Office of the President" as opposed to "President" for example.

Signature extensions are created as single, unified graphics. Do not separate, retype, replace, reposition, distort or add elements to them. Ensure proper clear-space is used. (See page 6 for more information about minimum clear-space requirements.)
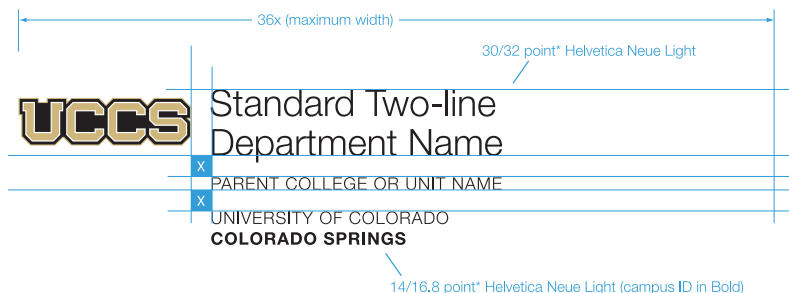
Do not attempt to recreate signature extension artwork; always use official artwork.

To request signature extension artwork for your university entity, please contact the university brand manager or submit an artwork request at brand.uccs.edu.

Standard signature extension examples

UCCS College of Letters, Arts, and Sciences
UNIVERSITY OF COLORADO
COLORADO SPRINGS

UCCS College of Education
UNIVERSITY OF COLORADO
COLORADO SPRINGS

UCCS Beth-El College of Nursing & Health Sciences
UNIVERSITY OF COLORADO **COLORADO SPRINGS**

UCCS Center for Science, Technology, Engineering, and Mathematics Education
UNIVERSITY OF COLORADO **COLORADO SPRINGS**

Large-text one-line signature extension examples

UCCS Student Health Center
UNIVERSITY OF COLORADO **COLORADO SPRINGS**

UCCS School of Public Affairs
UNIVERSITY OF COLORADO **COLORADO SPRINGS**

UCCS Bookstore
UNIVERSITY OF COLORADO
COLORADO SPRINGS

Bottom-center signature extension examples

UCCS
Human Resources
UNIVERSITY OF COLORADO
COLORADO SPRINGS

UCCS
Mechanical Engineering
UNIVERSITY OF COLORADO
COLORADO SPRINGS

Signature Extensions

To request signature extension artwork for your university entity, please contact the university brand manager or submit an artwork request at brand.uccs.edu.

Design Notes

Signature Extensions are created as single, unified graphics. Do not separate, retype, replace, reposition, distort or add elements to them. Ensure proper clear-space is used. (See **page 6** for more information about minimum clear-space requirements.)
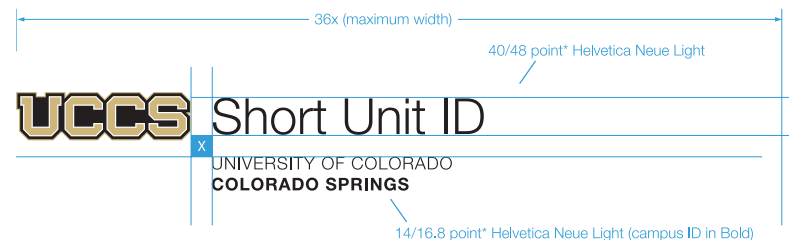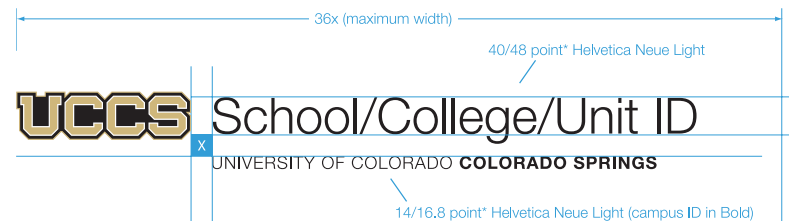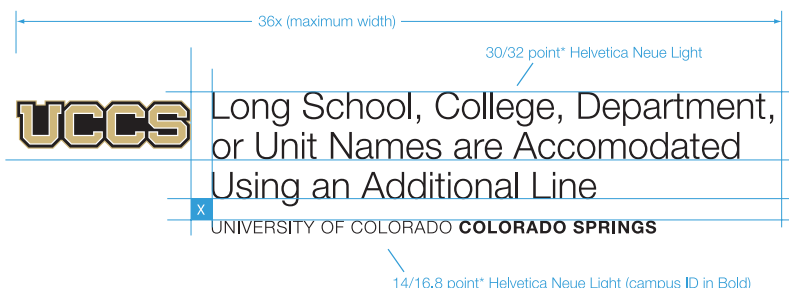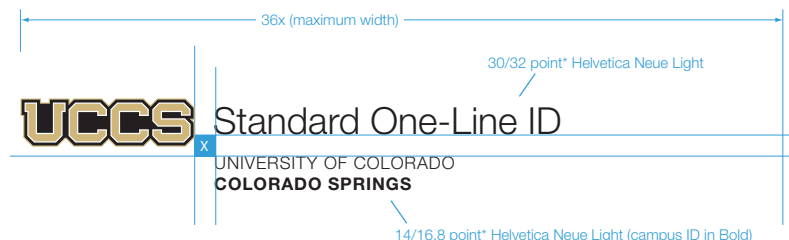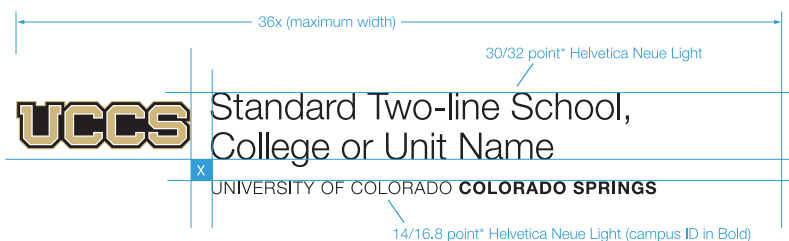
A maximum width ratio, based on the size of the UCCS graphicmark and length of the wordmark, will determine whether groups use the standard treatment or qualify for the large-text one-line treatment, as well as where line breaks will occur.

The **standard** multi-line version preserves the primary logo signature architecture, with the addition of a tagline element for the university and campus identification that follows the "light/bold" treatment used in the single-line primary logo signature.

The **large-type one-line** version provides a larger word mark for single-line unit identifiers. Eligibility for the large-type one-line version is dependent upon the length of the unit name. Line breaks in the primary word mark are not allowed in the one-line version; units whose names do not fit on one line must use the standard version instead.

Line breaks will be inserted when the length of the wordmark exceeds the specified maximum width, and/or when the university + campus tagline significantly exceeds the length of the wordmark above it.

In limited cases, when displaying unit hierarchy is critical, parent units may be included as a new line at the same size as the university name.

36x (maximum width)

30/32 point* Helvetica Neue Light

Standard Two-line School, College or Unit Name

x

UNIVERSITY OF COLORADO **COLORADO SPRINGS**

14/16.8 point* Helvetica Neue Light (campus ID in Bold)

36x (maximum width)

30/32 point* Helvetica Neue Light

Standard One-Line ID

x

UNIVERSITY OF COLORADO **COLORADO SPRINGS**

14/16.8 point* Helvetica Neue Light (campus ID in Bold)

36x (maximum width)

30/32 point* Helvetica Neue Light

Long School, College, Department, or Unit Names are Accomodated Using an Additional Line

x

UNIVERSITY OF COLORADO **COLORADO SPRINGS**

14/16.8 point* Helvetica Neue Light (campus ID in Bold)

36x (maximum width)

40/48 point* Helvetica Neue Light

School/College/Unit ID

x

UNIVERSITY OF COLORADO **COLORADO SPRINGS**

14/16.8 point* Helvetica Neue Light (campus ID in Bold)

36x (maximum width)

40/48 point* Helvetica Neue Light

Short Unit ID

x

UNIVERSITY OF COLORADO **COLORADO SPRINGS**

14/16.8 point* Helvetica Neue Light (campus ID in Bold)

36x (maximum width)

30/32 point* Helvetica Neue Light

Standard Two-line Department Name

x

PARENT COLLEGE OR UNIT NAME

x

UNIVERSITY OF COLORADO **COLORADO SPRINGS**

14/16.8 point* Helvetica Neue Light (campus ID in Bold)

*Type sizes measured when UCCS graphicmark is 1" in size

Typographic Treatments

Some units may require more visually distinct identification. In lieu of secondary college, school, and unit-specific logos, the following parameters govern the creation and use of consistent typographic treatments for the promotion of university programs and offerings within these brand identity guidelines.

- The standard UCCS logo must also be present on any material that includes the use of a typographic treatment.
- All treatments utilize the Helvetica Neue type family.
- Unique treatments may be developed through variations of type weight, size, color, and alignment. No other graphic elements or effects can be used.
- The only colors available for use in typographic treatments are BLACK, WHITE when reversed, and CU GOLD.
- Each typographic treatment, once created, must be used consistently and should not be altered with each use.
- Treatments may NOT be used in university website mastheads.
- Phrases such as "office of" or "Department of" are not recommended, except in instances where it distinguished between a person and an office. "Office of the President" as opposed to "President" for example.

For assistance in the development of typographic treatments, contact the university brand manager at brand@uccs.edu

Office of
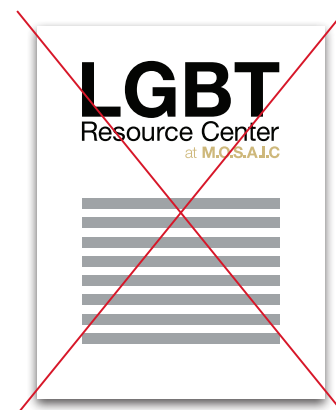**Sustainability**
www.uccs.edu/sustain

OFFICE OF **STUDENT**
ACTIVITIES

Weekend UNIVERSITY

LGBT
Resource Center
at **M.O.S.A.I.C**

LGBT
Resource Center
at M.O.S.A.I.C

University of Colorado
Colorado Springs

LGBT
Resource Center
at M.O.S.A.I.C
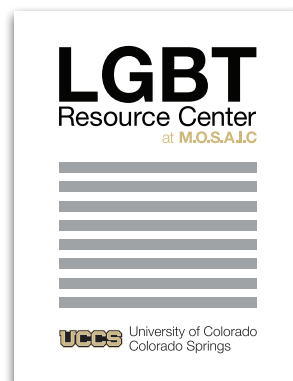
➕ Acceptable use

❌ Standard UCCS logo must be present

Custom Art Direction

ART DIRECTION is a comprehensive strategy for generating awareness, consistency and recognition across all visual communications and media. Art direction include a specific creative direction, colors, imagery, illustration and distinctive typography. Custom graphics may be used for visual impact and decoration, not to identify an entity.

A LOGO is a graphic symbol or mark, used to identify an entity. Custom logos other than official signature extensions or approved typographic treatments are expressly prohibited for all UCCS entities.

Art Direction for Schools, College and Units
UCCS schools, colleges and units are welcome to develop their own visual art direction, as long as it does not include a custom logo design, and supports the core UCCS brand identity guidelines.

➕ **DO** consult the university brand manager to ensure your art direction supports the UCCS brand and identity.

➕ **DO** incorporate the official UCCS colors and typeface in all art direction and visual expressions.

➕ **DO** be strategic. Determine whether the standard UCCS art direction, or custom art direction, will be stronger for your audience.

❌ **DO NOT** use a custom logo as part of your creative direction.

❌ **DO NOT** use any custom graphics to identify an entity; graphics may be used for visual impact and decoration, but not for unit identification.

For more information on developing custom art direction, contact **brand@uccs.edu**.

Social Media

Social media may be used to enhance communication, engagement, collaboration and information exchange in support the university's mission. Use common sense and thoughtful judgment when embarking on social media.

For additional information on social media please go to **uccs.edu/socialmedia** or email **socialmedia@uccs.edu**

➕ DO:

- Place the name of the university first, i.e. on Twitter, UCCSNews rather than NewsUCCS
- Prominently list the university on the social media site and not only the name of the department
- Avoid punctuation such as periods and underscores (_) when naming the account
- Have authorization to post on your department's behalf
- Protect confidential and proprietary information
- Respect copyright and fair use
- Ensure the security of your social media account
- Be transparent
- Be respectful and thoughtful
- Be consistent and timely
- Strive for accuracy

❌ DON'T

- Post private, restricted or sensitive information
- Engage in arguments or negative dialogue when someone disagrees with your post
- Represent your personal views as those of the university
- Use the stand-alone logo of the university as your sole image
- Use images that are too small to easily recognize in a browser or on mobile devices
- Design your own prohibited department logo, alternate graphic identity, or create an icon that is not recognizable as being affiliated with the University of Colorado
- Use the university logo or any other university images or iconography on personal social media sites

Graphical Representation

When choosing an icon for use on social media platforms such as Facebook or Twitter, consider using a photograph that represents of your unit, for example, a photograph of your location. Alternately there is a simple template available that makes use of the UCCS graphicmark. Do not use the standalone UCCS, CU, Mountain Lion, or Board of Regents logos iconographically; only accounts that represent the university as a whole, with permission from the UCCS brand manager, may use the standalone UCCS graphicmark. Contact **brand@uccs.edu** for access to the template.

Template examples
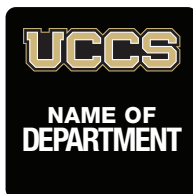
Twitter profile examples

UCCSNews
@UCCSNews
The official twitter account for news and information from the University of Colorado Colorado Springs.
http://www.uccs.edu/advancement/media

UCCSAlumni
@UCCSAlumni
In the spirit of educational advancement, the Alumni & Friends Association strives to be the central link between the University and its alumni.
http://www.uccs.edu/alumni

Websites

Consistent website mastheads ensure visual consistency across University of Colorado websites, improving recognition and understanding of the university brand. The website masthead standards must be used on all official university websites.

Below summarizes the standards for UCCS websites and CU system-wide consistency, with full details available in the **UCCS Brand Appendix III - Website Masthead Standards**.

The UCCS website masthead is meant for university departments and university-recognized affiliates conducting official university business, and these guidelines describe the required elements for all university websites. The UCCS web identity may not be used on personal websites or on student group sites.

UCCS website mastheads contain a **global header** and, when applicable, a **local header**. Global header logo identification is limited to the official campus logo. School, center, unit, program, and section identification is represented in the local section header.

Specifications for sizing, spacing, composition and other considerations are detailed in the UCCS Website Masthead Standards appendix.

Additional details are available from IT Web Services at **www.uccs.edu/webstyle/**

Required Footer Elements
- Include basic contact information such as address, email address, phone number, and/or mailing address
- University Name: University of Colorado Colorado Springs
- Links to the privacy policy and terms of use
- © Regents of the University of Colorado
- CU System logo signature, when appropriate. See page 29 of the UCCS Brand Identity Standards for more information

Title Tags
The title in a webpage is important for search engine ranking and identification of affiliation.
The following format should be used on all pages: **Page Name | Site Name | UCCS**

UCCS and System Logo Integration

UCCS will incorporate the CU System logo signature to inform readers and viewers that UCCS is part of the greater CU System.

The CU System logo signature will appear on marketing and promotional materials, such as admissions and recruitment marketing materials, viewbooks, student housing brochures, program and departmental brochures, etc., but is not required on items such as nametags, forms, business collateral, banners, etc.

Placement and sizing of the CU System logo signature must be secondary to the UCCS signature, but should never appear to marginalize the CU System mark.

CU System Logo Signature Sizing

The wordmark should not appear smaller than 1.5 inches wide and must be legible. The CU System logo signature must be between 70% and 100% the size of the UCCS logo signature as measured by the width of the wordmark.

Artwork is available from the university brand manager at brand@uccs.edu. Usage guidelines for the CU System logo are available at www.cu.edu/brand.

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

1.5" minimum width

UCCS
BRAND
IDENTITY
STANDARDS
2011
Updated Janunary 2021

UCCS logo signature

UCCS University of Colorado
Colorado Springs

CU System logo signature

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus
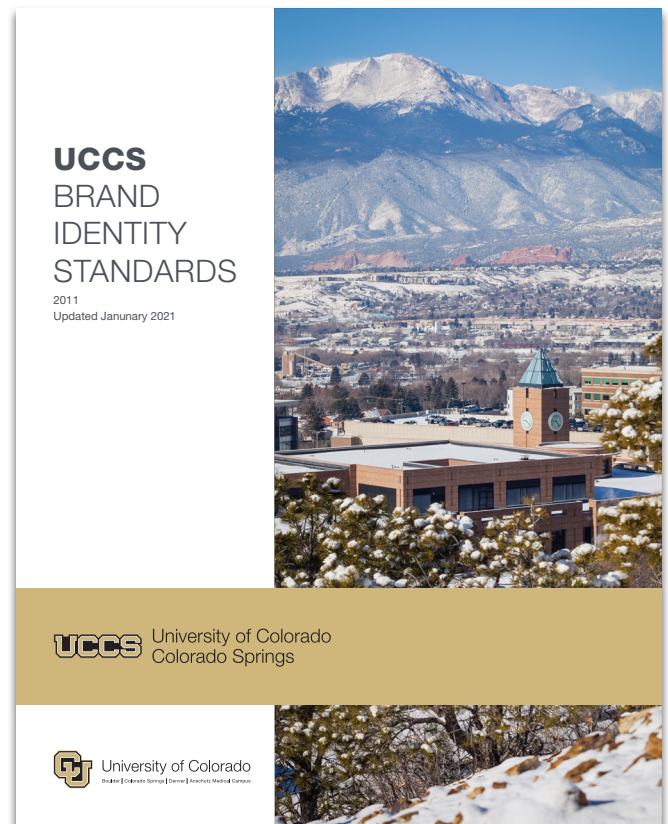
Apparel Standards

Official apparel (apparel that department and unit personnel wear as part of their job duties) must use the university logo signature, or customized university signature extensions. Promotional apparel (such as apparel sold in the UCCS Bookstore) can be designed with more latitude within the brand standards.

All apparel, official and promotional, are subject to trademark licensing processes. For more information, see brand.uccs.edu/trademarks.

Customized university signature extensions for apparel follow the bottom-centered signature extension design specifications. See pages 22–24 for additional details.

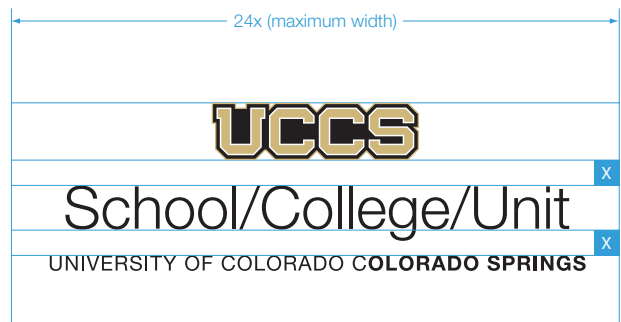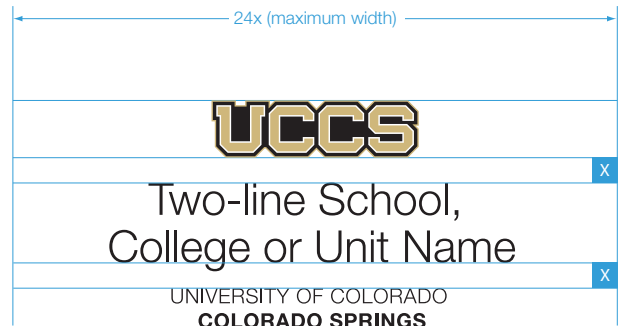The preferred use is full-color or one-color. One-color reproduction must be black, white or gold.

When embroidering, the campus-identifier can be modified to all bold text.

Always use official artwork.

See "Appendix IV" for more information about official and promotional apparel.

For guidance on the creation of official apparel, please contact brand@uccs.edu.

Vehicle Standards

Official vehicles must use the university logo signature, or customized university signature extension (following the bottom-centered design specifications) on the door panel. See pages 22–24 for additional details regarding signature extensions.

The preferred use is full-color. One-color reproduction is also available and must be black, white or gold.

Special consideration my be given to vehicles with specific requirements, for example athletics buses or police vehicles which must be instantly recognizable, may incorporate additional graphics to support their mission. Special considerations may be made for official business partnerships.

Basic pin striping with university colors, and the addition of appropriate reflective material or required other markings are permitted. Any additional graphics must support the brand identity, including using the university colors and typeface, and must be approved by the university brand manager.

For guidance on the creation of official vehicle signage, please contact brand@uccs.edu.

UCCS
University of Colorado
Colorado Springs

24x (maximum width)

UCCS
Two-line School,
College or Unit Name
UNIVERSITY OF COLORADO
COLORADO SPRINGS

24x (maximum width)

UCCS
School/College/Unit
UNIVERSITY OF COLORADO C**OLORADO SPRINGS**

UCCS
Facilities Services
UNIVERSITY OF COLORADO
COLORADO SPRINGS
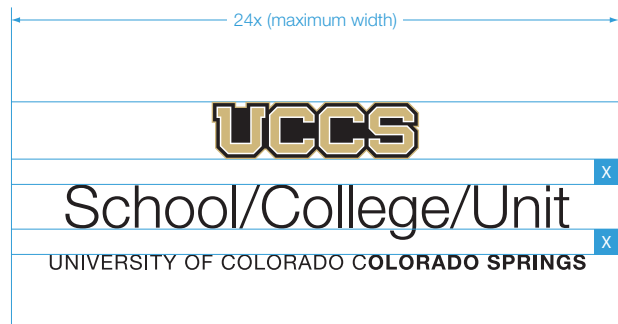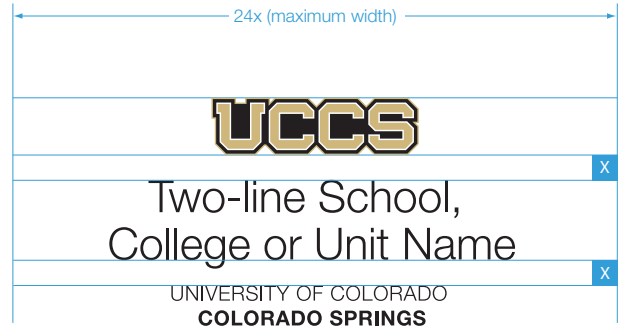
Information

The UCCS Brand Identity Standards establishes official policy and standards for the design and content of university print and online publications, business collateral, and other applications. The document describes specific rules and usages to be followed by authors and editors. Adhering to these standards will help ensure that communications from every college, department, and office speak with a clear and uniform voice that best represents the image and brand of our university and the University of Colorado as a whole.

The contents of this manual are protected by copyright. All restrictions apply. Any use of the signature or official university names other than those prescribed in this manual is prohibited.

Questions and Comments
Contact the brand manager with any questions or comments at **brand@uccs.edu**

Download Information
Information, resources, and downloads are available at **brand.uccs.edu**

System Standards
The CU System identity guidelines are available at **www.cu.edu/brand**