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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 updated signature and related 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 University Advancement 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
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
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

Helvetica Neue

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 University Advancement about obtaining a license for the Helvetica Neue typeface family.
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.” No other names or abbreviations should be used, and no punctuation or symbols should be added.

We are UCCS.

Correct

🔍 University of Colorado Colorado Springs
(full name / first reference)

🔍 UCCS
(short name / subsequent reference)

Incorrect

✗ CU Colorado Springs
✗ CU the Springs
✗ CUCS
✗ Univ of CO Colo Sprgs
✗ UC Colorado Springs
✗ University of Colorado – Colorado Springs
(no hyphen or other punctuation)
✗ University of Colorado at Colorado Springs
(no “at” or @ symbol)
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 University Communications and Media Relations.

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.

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

- **Full-color**
  - University of Colorado
  - Colorado Springs

- **Grayscale**
  - University of Colorado
  - Colorado Springs

- **One-color (black)**
  - University of Colorado
  - Colorado Springs

- **Full-color reverse**
  - University of Colorado
  - Colorado Springs

- **Grayscale reverse**
  - University of Colorado
  - Colorado Springs

- **One-color reverse (white)**
  - University of Colorado
  - Colorado Springs
## Logo Arrangement Variations

The UCCS signature has four official arrangement variations: standard, bottom left, bottom center and single line. Logo arrangements other than those shown below are expressly prohibited.

<table>
<thead>
<tr>
<th>Standard</th>
<th>University of Colorado Colorado Springs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottom-left</td>
<td>University of Colorado Colorado Springs</td>
</tr>
<tr>
<td>Bottom-center</td>
<td>University of Colorado Colorado Springs</td>
</tr>
<tr>
<td>Single-line</td>
<td>University of Colorado <strong>Colorado Springs</strong></td>
</tr>
</tbody>
</table>
Standalone UCCS Graphicmark

The UCCS graphicmark (without the wordmark) is available under special circumstances and may only be used with permission from University Communications and Media Relations.

Whenever possible the full UCCS signature (graphicmark and wordmark) should be used. However, there are a select set of circumstances where the wordmark is not 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 University Communications and Media Relations.
**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 logo artwork available at [www.uccs.edu/brand](http://www.uccs.edu/brand)

**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.
Campaign Theme/Platform

Reach higher/Reaching higher
At the University of Colorado Colorado Springs, our students, faculty and staff constantly strive to learn and do better. That is why our current marketing campaign theme is “Reach Higher.”

When using the “Reach Higher” theme in your communications, remember that it is more than a tagline that gets dropped in. It is the theme on which your communications should be based and it should have a visible place in your design.

If you choose to use the option that allows you to customize part of the “Reach Higher” message, have the phrase say something special about your college, department or program, or the audience you’re trying to influence.

As you see, the theme is used a couple of different ways. We use “Reach Higher” when we are talking to potential students and existing students about what they can accomplish at UCCS if they try. We also use “Reaching Higher” when we want the audience to understand that we are constantly trying to do better and offer them better opportunities to learn and grow.

The typefaces used are Helvetica Neue and Journal. Again, if you have questions or would like help developing a theme statement, contact University Marketing.
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.

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.

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

CU Black
FOR PRINT
PANTONE® Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

FOR WEB
HEX: #000000
RGB: 0, 0, 0

CU Gold
FOR PRINT
PANTONE® 4525C
CMYK: 0, 10, 48, 22
RGB: 207, 184, 124

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

CU Dark Gray
FOR PRINT
PANTONE® 425C
CMYK: 38, 28, 21, 63
RGB: 86, 90, 92

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

CU Light Gray
FOR PRINT
PANTONE® 422C
CMYK: 16, 11, 11, 29
RGB: 162, 164, 163

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 and Arial are suitable substitutes.

Contact University Communications and Media Relations about obtaining a license for the Helvetica Neue typeface family.
Business Collateral

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.

Business Collateral is available from the UCCS Copy Center. Visit [www.uccs.edu/copycenter](http://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](http://www.uccs.edu/copycenter) for more information.

Business collateral 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.
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.

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 466C. 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

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.

![Business Card Design Standards](image)

| 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 466C
- **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.
Ancillary Marks

School, Department and Unit Logos
For approved school, college, department and unit logo designs, see Subidentities on page 20.

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 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

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.

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.

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 21-23 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 24 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 University Communications or submit an artwork request at www.uccs.edu/brand.

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
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 10 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 8 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 University Communications or submit an artwork request at www.uccs.edu/brand.

Standard signature extension examples

- College of Letters, Arts, and Sciences
- College of Education
- Beth-El College of Nursing & Health Sciences
- Center for Science, Technology, Engineering, and Mathematics Education

Large-text one-line signature extension examples

- Student Health Center
- School of Public Affairs
- Bookstore

Bottom-center signature extension examples

- Human Resources
- Mechanical Engineering
Signature Extensions

To request signature extension artwork for your university entity, please contact University Communications or submit an artwork request at www.uccs.edu/brand.

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.

*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 additional guidance — and for assistance in the development of typographic treatments — contact University Communications.
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 University Communications 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 department logo 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 socialmedia@uccs.edu for access to the template.

Template examples

Tweet 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

**UCCSAccompani**

@UCCSAccompani
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

Web identity standards help ensure basic visual consistency across UCCS websites, improving recognition of the university brand.

Masthead
- The masthead must appear at the top of every UCCS webpage, and must not be resized, rearranged, or altered in any way.
- The masthead can be built using either a customized wordmark specific to your unit or the standard UCCS logo signature.
- Four background color options are available: black, dark gray, light gray, and white.
- For mastheads with a customized wordmark, two arrangement options are available: one-line and two-line. The one-line version is for site titles with fewer than 40 characters; the two-line version can accommodate over 100 characters.
- The name of the unit should be short and should not include divisional hierarchy, nor designations such as “Department of” or “Office of” except when such designations are necessary, to distinguish a center from an academic unit for example.
- The search box on the right can be removed in situations where an additional search function may cause confusion.
- A smaller version of the searchbox and standard (non-customized) masthead using the single-line UCCS signature are available.
- Web mastheads are for use on official UCCS websites only, and cannot be used on unofficial sites or reproduced in print.
- Only official artwork may be used; please do not attempt to recreate the artwork.

Additional details are available from IT Web Services at [www.uccs.edu/webservices](http://www.uccs.edu/webservices)

Masthead examples

![UCCS College of Education](image)

![UCCS University of Colorado Colorado Springs](image)

![UCCS Center for the Study of Government and the Individual (CSGI)](image)

![UCCS Kraemer Family Library](image)

![UCCS University of Colorado Colorado Springs](image)

Required Footer Elements
- Link to your unit contact page, email address, phone number, and/or mailing address
- University Name: University of Colorado Colorado Springs
- CU System logo signature, when appropriate. See page 28 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 University Communications and Media Relations. Usage guidelines for the CU System logo are available at www.cu.edu/brand.
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.

Customized university signature extensions for apparel follow the bottom-centered signature extension design specifications. See pages 18–19 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.

For guidance on the creation of official apparel, please contact University Advancement at 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 18–19 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.

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.

Any additional graphics must support the brand identity, including using the university colors and typeface, and must be approved by University Advancement.

For guidance on the creation of official vehicle signage, please contact University Advancement at brand@uccs.edu.
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 University Communications and Media Relations with any questions or comments at www.uccs.edu/advancement

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

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