Graphic Identity

The University of Denver’s Presidential Debate graphic silhouettes the landmark towers and spires from across the campus landscape against the majestic Rocky Mountains. A patriotic sentiment is evoked by the chosen color palette of red, white and blue.

Logo Usage:

1. The Presidential Debate mark can be used for all internal and external print and electronic communications.
2. The Debate Event Series mark should only be used for debate-related advertising for lectures, salons and other events throughout the months leading up to the debate.
Identity Elements

The main elements in the University of Denver’s Presidential Debate visual identity are the mark, architecture, logotype and colors, which make up the signature. When used together, these elements provide a strong, balanced visual identity.

These main elements are foundational to the system:

- The color red, with its reference to the Colorado landscape, has been important to the University historically. The University’s colors, after all, are crimson and gold. Crimson plays a distinct role in the graphic identity.
- The red, white and blue signify its political importance.
- The word “Denver” has power and presence as an identifier, relating the University to the city and the Rocky Mountains.
- The campus landscape in the forefront of the mountains signifies the University’s far-reaching presence.
Signature Color

Gradient reds, along with gradient blues and dark grey, should be used with the full-color logo. The Presidential Debate mark is designed to be reproduced with four-color process or five ink colors run at full density. Excellent results can be attained by any of these methods, as long as critical registration tolerances are met.

Gradient reds are PANTONE® 180 Red and PANTONE® 181 Red, shown in the current edition of PANTONE® Color Reference Manuals.

Gradient blues are PANTONE® 2766 Blue and PANTONE® 2726 Blue, shown in the current edition of PANTONE® Color Reference Manuals.

The University of Denver dark grey is PANTONE® 3 Dark Grey, shown in the current edition of PANTONE® Color Reference Manuals.
Signature Color Event Series

Gradient reds, along with gradient blues and dark grey, should be used with the full-color logo. The Presidential Debate Event Series mark is designed to be reproduced with the four-color process, but matching Pantone ink colors are listed below. Excellent results can be attained by any of these methods, as long as critical registration tolerances are met.
Logo Color Variations

The Presidential Debate mark comes in two color variations to suit the various applications in which it might be needed. Version one features white text for use on dark backgrounds. The grey background on version one is only for the purpose of highlighting the white text. Version two uses one color for applications in which a full-color process is unavailable. Both versions are intended to be reproduced through the CMYK process for print or converted to RGB for digital applications.
Typography

Typography is a key component in building an effective identity program. The following fonts are used in the Debate Event Series mark. For the sake of simplicity, only the Debate Event Series mark is illustrated below. The Debate logo does not use the Great Vibes font, but is otherwise identical.

Adobe Open Type fonts are preferred and are compatible with both Windows and Macintosh platforms. Great Vibes is available as a Google Web Font.
Approved Designs

A current and growing list of approved designs related to the University hosted debate can be found at: http://flic.kr/s/aHsjyFdXNU

Driscoll Bridge Hanging Banners

Table Tents
Approved Designs

36x92 Standing Banner
About the 2012 DEBATE Passport

Get YOUR ticket to the 2012 Presidential Debate. Attend one event each week to get your passport punched. Each punch will add your name to the drawing to get a ticket. You must be a DU student to be eligible to participate in the passport program. A completed passport does not automatically qualify you for a ticket.

PRE-DEBATE EVENTS

MAR
MAR 25 - 31

APR
APR 1 - 7
APR 8 - 14
APR 15 - 21
APR 22 - 28
APR 29 - MAY 5
MAY 6 - 12
MAY 13 - 19
MAY 20 - 26
MAY 27 - JUNE 2

JUNE
JUNE 3 - 30

JULY
JULY 1 - 31

AUG
AUG 1 - 31

SEP
SEP 1 - 8
SEP 9 - 15
SEP 16 - 22
SEP 23 - 29

OCT
OCT 3, 2012

PRES PASS
Brand Language Guidelines

Below are samples of branded language that describes the 2012 presidential debate and the Debate Event Series. This text can be used in whole as boilerplate or in part as needed.

The debate

On Oct. 3 the University of Denver is hosting the first presidential debate of 2012. The debate provides a once-in-a-lifetime opportunity for University students and the Denver community to be part of a historical event and actively engage with the greatest issues of our time.

Key messages

1. Student engagement—Engaging students in the debate and its surrounding issues is one of the University’s highest priorities. The limited number of debate tickets allocated to the University will be distributed to students via a lottery. Students will have opportunities to volunteer and attend an extensive series of events planned for the months before the debate and beyond. Many academic units are offering courses that explore the social and political issues surrounding the election and help students become informed, knowledgeable participants in the political process.

2. Visibility—Thousands of media representatives and visitors will come to the University of Denver campus in October, and hundreds of millions of viewers will watch the debate around the world. The event will draw an unprecedented amount of attention to the University, its beautiful campus, and its dedication to intellectual discovery, student engagement and serving the public good.

The Debate Event Series

The Debate Event Series is a collection of University-sponsored forums, lectures, performances and seminars that will inform the public and the campus community and engage them in the political, social and cultural issues surrounding this fall’s election. The University will hold events throughout the months leading up to the debate and will maintain the momentum and excitement with educational events up to the election and well beyond.
University of Denver Brand Attributes

Five key attributes reinforce the University brand. You will see them reflected in communications materials—from news stories on DU Today to banners celebrating special events.

1. **At the University of Denver, we are focused on improving the human condition.** We confront the great issues and contribute to society by developing new solutions, contributing expertise and inspiring others. Through the excellence of our teaching and learning environment, we extend these values to our students and alumni. We develop new ideas, brilliant minds and committed hearts capable of changing the world.

2. **We emphasize meaningful student-faculty interactions.** We understand that collaborative, inclusive, friendly and challenging relationships lead to personal discovery, sophisticated academic and personal experiences, and the development of values and commitments.

3. **University of Denver students leave here with the experiences that make them world-wise.** The University's emphasis on internationalization means our students benefit from cross-cultural experiences and perspectives. Because they leave here with an understanding of different values and behavior, they are prepared to assume the responsibilities of global citizenship.

4. **University of Denver culture is action-oriented.** University students, faculty and staff are fully engaged, innovative, inquisitive and results-oriented.

5. **We share and fuel Denver’s optimism and energy.** Our beautiful setting inspires stewardship and renews our sense of optimism and responsibility.
Contacts

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