YOU ARE A CATALYST FOR PURPOSEFUL LIVES
A MESSAGE FROM THE CHANCELLOR

As the University of Denver prepares to celebrate 150 years of educating creative and independent thinkers, we can take enormous pride in our high-achieving students, our talented faculty, our accomplished staff and our stunning campus, designed to help all of us do our best work.

For some years now, we've been working toward building the visibility of the University among a very broad array of audiences throughout the United States and the world. We want more people to know more about us--about the quality of the academic enterprise at the University and its outcomes for students, and about the role the institution plays in addressing the major issues of our time. We want more people to recognize the qualities of the students who are graduating from DU and how their lives are impacting countless others. We are indeed a “great private university dedicated to the public good,” and we want that broad array of constituents to understand precisely what that means.

As the environment of higher education continues to change rapidly, and as it becomes increasingly competitive, it is important for the University to clarify what distinguishes us from other institutions. We must tell our story with more focus, consistently and vividly. Our message must capture the heart and soul of what we do and draw inspiration from our vision and mission.

To accomplish this, the Division of Marketing and Communications has engaged the University community throughout the past year in a branding exercise. This comprehensive and research-driven process has clarified just what makes our university so exciting. Now we have the words and images to communicate its unique qualities.

This brand book will help you connect with a statement that distills our identity to its essence:

**The University of Denver is a Catalyst for Purposeful Lives.**

We'll use this statement internally as a polestar, as a guide for charting our path forward.

As we chart that path, it’s up to all of us to ensure that we continue to deliver--every day, day after day--on the aspirations we articulate in our vision statement, on the commitments we outline in our mission and on the promises we make through our brand. It’s why we’re here. It’s what we love to do. It’s what we do best.

Robert D. Coombe
Chancellor
Our VISION

The University of Denver will be a great private university dedicated to the public good.

Our MISSION

The mission of the University of Denver is to promote learning by engaging with students in advancing scholarly inquiry, cultivating critical and creative thought, and generating knowledge. Our active partnerships with local and global communities contribute to a sustainable common good.
SHARING THE BRAND

The University of Denver is a diverse institution with a million stories. And one very dynamic brand.

As part of a recent initiative to clarify our brand, we learned that the University of Denver has great name recognition. Lots of people have heard of us.

That’s good news. But we also learned that many of those same people don’t know enough about us, about the strengths that define us and the values that inspire us.

Our brand—summarized in a simple statement, “Catalyst for Purposeful Lives”—encapsulates our identity. It reflects what all of us know about our university. Going forward, it will guide our decision making and inform our planning.

It’s important that we tell our story with consistent language and visuals—in other words, with one voice. After all, each program within our community benefits from its association with the University and from its alignment with our brand strategy, mission and vision.

This brand statement grows out of extensive research drawing upon the insight of thousands of people. Throughout our study, we explored—systematically and thoroughly—their perceptions of the institution, drilling down to discover just what makes us the University of Denver.

Think of this book as a guide to our brand. It reminds each of us that we are brand ambassadors—the people who bring it to life.

Kevin Carroll
Vice Chancellor/Chief Marketing Officer
A SIMPLE STATEMENT to capture a multifaceted institution
You could write a book about the University of Denver and still not have said it all.

But you can capture its essence in a simple statement:

THE UNIVERSITY OF DENVER IS A CATALYST FOR PURPOSEFUL LIVES, ignited by a PERSONALIZED EDUCATIONAL JOURNEY and inspired by Denver’s Rocky Mountain spirit of EXPLORATION and OPENNESS.
At the University of Denver, we want to ensure that each and every one of our students can live a purposeful life.

And because we recognize that each student will discover purpose through a different path, we offer a personalized educational journey.

We do so by embracing a collaborative approach to learning. Our students join their professors, peers and members of the community on projects, research and fieldwork. They cross disciplines to discover new perspectives and approaches to problem solving.

Just as important, we urge students to partake in a broad range of experiential opportunities that expand classroom learning and provide the chance to test new skills and knowledge. We also urge students to discover new interests and passions through clubs, outdoor adventures, artistic pursuits and community service.
a spirit of exploration and openness

Whether they're pursuing purpose through an undergraduate degree in art history or a graduate degree in finance, University of Denver students benefit from our Rocky Mountain spirit of exploration and openness.

Thanks to our urban location and proximity to wilderness, our students enjoy a unique view of the world. Their perspectives are shaped by local and global engagement. Not only do we work to improve our immediate community, but we send our students and faculty abroad for study and research with wide-ranging impact. What's more, we welcome students and faculty from all over the world to bring new ideas and insights to our campus.

In addition, our programs and curricula provide students with the culture and tools to create positive impact. When they graduate, University of Denver students go on to make meaningful and lasting contributions to their professions and communities.
Our brand is backed by programs, people and outcomes. They provide us with reasons to believe—in other words, hard evidence that we deliver on our promises.
EVIDENCE of the brand can be found in every department, division and classroom on campus. Evidence is offered by every brand ambassador—by our students, alumni, faculty and staff.

We can believe in the brand every time we see an undergraduate student collecting data for a Partners in Scholarship project, a research or creative venture funded by the University. We can believe in the brand every time a University of Denver brand ambassador, working through our longstanding Bridge Project, mentors a student from one of Denver’s public housing projects, helping him or her connect with educational possibilities.

There are as many reasons to believe in the brand as there are brand ambassadors.
A collaborative approach to learning

From their first days on campus, students benefit from opportunities to join their peers and professors on research and creative projects. Many of these opportunities extend into the community, where students get the chance to test new ideas and solve problems.

Working with Professors Peter Laz and Mohammad Mahoor and adjunct professor Bob Johnson, engineering students John DeWitt, Jeff Evans, Peter Neilson and Jordan Rath spent an entire academic year creating affordable and durable technology that allows people with severely limited mobility to operate a computer just by moving their eyes.

The team modified existing software to build an easy-to-use eye-tracking device, which they tested in the adaptive technology lab at Denver’s Craig Hospital, where patients with spinal cord and traumatic brain injuries receive state-of-the-art treatment.

The verdict? Craig Hospital patients pronounced the eye-tracking glasses—and the collaborative project—a success. With a few tweaks, this new tool could open up the online world to people coping with paralysis.
Like their undergraduate counterparts, students in the graduate and professional programs enjoy experiential opportunities that enhance their career prospects. At the Sturm College of Law, for example, students get the chance to represent real clients and file real cases. They also get real results.

One such effort, spearheaded by the Sturm College’s Environmental Law Clinic, fended off a proposed logging operation that threatened a national forest and the headwaters of the Rio Grande.

The clinic filed suit against the National Forest Service in 2009, hoping to overturn a timber permit for more than 3,400 acres in the Handkerchief Mesa area of the Rio Grande National Forest. Because the area in question had not yet recovered from previous logging and a beetle infestation, and because the area feeds a river that provides drinking water for millions of people, students argued that the Forest Service should have considered these stresses before issuing a permit.

The suit was prepared by student Jacob Schlesinger and Environmental Law Clinic Fellow Ashley Wilmes under the direction of Environmental Law Clinic Director Michael Harris. Student lawyers Mason Brown and Justine Shepherd argued the case in federal court.

In February 2012, the court ruled in favor of the Sturm College students. As Harris put it, "The court has told the Forest Service, 'The game has changed, and you need to change if you are going to continue to permit these projects.'"
Local and global perspectives

Locally, the University powers a number of initiatives that make the community better while giving students insight into the challenges confronting various populations.

Meanwhile, global citizenship is so much a part of the University experience that, in some years, as much as 75 percent of the graduating class has benefited from international education.

While they’re abroad, many students blog about their experiences, sharing insights with their friends and peers.

Kelsey Guziak, an international studies and Spanish major, spent much of the 2011–12 academic year in Salamanca, Spain. The experience raised lots of unanticipated questions while offering her a new way of answering them.

“Looking back,” she wrote in a blog post shortly before returning to the U.S., “I left for a year to rediscover myself and figure out who I was. What does that even mean? I leave this city in a matter of days. Have I really figured out who I am? I am not sure yet. But I am sure of one thing: My only regret was having hesitations.”

Her time in Spain also helped her become comfortable with new places and cultures. “Somewhere along the line,” she wrote, “I made a home in a city that once felt foreign and strange.”
Culture and tools to create positive impact

To promote research that impacts lives and communities, the University provides public good grants to faculty. Professors, in turn, often enlist their students in these projects, nurturing their love of learning and fueling their sense of purpose.

In the anthropology department, Associate Professor Bonnie Clark uses public good funds to conduct an archaeology field school at Camp Amache, a World War II internment camp for people of Japanese heritage. Students not only learn how to work a site and analyze artifacts, they also work at the Amache Museum, helping to interpret and display the institution’s collection.

On one triple-digit day in summer 2012, junior anthropology and religious studies major Kevin Davis worked with his teammates to survey a block of land at Amache that once housed several barracks and a mess hall. The toil paid off when he located an artifact that spoke to the ways in which camp residents tried to retain their cultural traditions.

“I found the top of a tea kettle cover. It had a Japanese pattern over it,” he says. For Kevin, the artifact was more than a personal discovery. It was a meaningful contribution to an ongoing project that adds to our understanding of a troubling chapter in the nation’s history.
A personality puts a human face on the brand. It reflects how the brand behaves and helps the outside world achieve a comfort level with the brand.

An ENGAGING personality
The University of Denver’s graphic identity—its signature—portrays the institution to the outside world. The identity was designed to reflect the University’s stature within a dynamic city and a region characterized by opportunity and independent thinking. Its combination of traditional and modern elements tells us that the University is grounded in the past but oriented toward the future.

Some brands are hip and youthful; others are refined and elegant; still others are witty and playful.

As for us, we’re OPEN and AFFIRMING. We welcome people from all walks of life and celebrate their perspectives and experiences. We see promise, potential and purpose in each of our students, and we do everything possible to empower them.

In our quest for learning, insight and new knowledge, we’re ADVENTUROUS. We explore new lines of inquiry and seek to make new connections.

Just as important, we’re ENGAGING, eager to pose and answer questions and to challenge assumptions. We’re always reaching out to the world beyond our campus, always looking for ways to contribute to the community.

With tomorrow in mind, we’re PURPOSEFUL. In response to opportunity and in service of our mission and vision, we leverage our resources strategically.

That’s just one of the things that makes us SMART. We have no shortage of brainpower, of course, but we’re also crisp in our thinking and bold in our actions.

In everything we do, we’re REAL, credible and no-nonsense.

And finally, as our students remind us, we’re TRANSFORMATIONAL. We’re driven by a genuine commitment to create positive change, in individual lives and in communities around the world.
A VISUAL IDENTITY that speaks to our past, present and future

The University of Denver’s graphic identity—its signature—portrays the institution to the outside world. The identity was designed to reflect the University’s stature within a dynamic city and a region characterized by opportunity and independent thinking. Its combination of traditional and modern elements tells us that the University is grounded in the past but oriented toward the future.

The main elements in the University of Denver visual identity are the shield, logotype and official colors. When used together, these elements provide a strong, distinctive signature.

This signature identifies the University as an institution defined by its geography, history and ambitions.
THE SHIELD
Signifies prestige, incorporates three key elements:
- a vignette of the University's skyline to emphasize the primacy of academics and the scope of our aspirations
- the date of the University's founding, 1864, to communicate the institution's longevity and strength
- a depiction of nearby Mount Evans to reference our inspiring location

THE COLORS
Crimson and gold have served the University throughout much of its vibrant history. Crimson, in particular, plays a dominant role in the institution's graphic identity, while gold serves as an elegant accent.

THE LOGOTYPE
The University of Denver logotype is rendered in Trajan, a modern font celebrated for its clarity, beauty and reverence for the classics.
You are the UNIVERSITY OF DENVER brand
We're a diverse community, made up of people with different passions and perspectives. But we share one thing in common: We're proud of the University’s legacy and excited about its potential.

An expression of our heritage and potential, the University of Denver brand is one of the most distinctive in higher education.

All of us—faculty, staff, students and alumni—can take pleasure in championing the brand. Each one of us is an ambassador for its promise.

It’s up to us to embody the brand’s identity and personality every day. That means bringing out the best in the University of Denver within every corner of our community.

Let this brand book inspire your communications with the outside world. When you write a letter to a prospective student, post an announcement on a social media site, prepare a brochure for publication or add a link to the website, keep our brand in mind. And when you consider your role at the University, remember that you are a

CATALYST FOR PURPOSEFUL LIVES

For ongoing developments and more information, please visit us at www.du.edu/marcomm/brandguidelines/.
CATALYST for purposeful lives