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The University of Denver brand has a distinct personality. This guide has been developed to bring the brand’s visual personality to life.

To align with the brand language, our visual brand orients around light, open layouts with movement and dynamism. This means large areas of neutral colored negative space, concise copy, engaging photography, and considered use of fonts and color. This guide will define the component elements and provides an outline on how they can be combined.

With consistent application through the various University communication channels, the visual brand will assume a living character that will encapsulate and represent the University’s unique experience.

We are all owners of the brand.

The Brand Statement

The University of Denver is a catalyst for a purposeful life, ignited by a personalized educational journey and inspired by Denver’s Rocky Mountain spirit of exploration and openness.
Brand Personality

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 it.

We’re **adventurous**. We explore new lines of inquiry and seek to make new connections.

We’re **engaging**, eager to pose and answer questions and to challenge assumptions.

We’re **purposeful**. In response to opportunity and in service of our mission and vision, we leverage our resources strategically.

We’re **smart**. We have no shortage of brain power, of course, but we’re also crisp in our thinking and bold in our actions.

We’re **real**, credible and no-nonsense.

We’re **transformational**. We’re driven by a genuine commitment to create positive change, in individual lives and in communities around the world.
A RECIPE APPROACH TO DESIGN

The University’s visual brand consists of many elements; some are required and others are optional. Using a recipe analogy, base ingredients are a part of all designs, while additional ingredients are added as needed for uniquely crafted outcomes. With the following ingredients, we can express our experiential brand while maintaining a cohesive, unique, focused brand personality.

**Base Ingredients — a part of all designs**

- Open and minimal layouts with light, expansive backgrounds (versus heavy, dense and overdone)
- Sense of movement and action (versus static and staid)
- Consistent use of brand colors
- Consistent use of brand fonts
- Consistent treatment and placement of logo
- Focused, concise content

**Additional Ingredients — Designs do not require these ingredients, but if used, must be used in the following manner.**

- Engaging photography that evokes emotions
- Graphic and bold use of font and text
- University accent colors (page 15)
- University library of accent fonts (page 11)
- University library of icons (page 17)
Brand: Logo

First-Tier Logo

Second-Tier Logo

Third-Tier Logo

Logo Spacing and Size

Minimum Size: Print 1.5 inches; Online 100 pixels

CLEAR SPACE: Use 30% of the height of the logo first tier portion as the minimum clear space around the logo.

Minimum Horizontal Clear Space

Minimum Vertical Clear Space

The 2nd and 3rd tier title can extend on one line or wrap to two to match owner preference.

TERTIARY FIELD Entities: 10/11 BT Futura Book, Initial capitals and lowercase, -20 em letter space, 100% word space, Prints Black / Reverse to White

Note: Always close excessive letter-space gaps between initial capitals and lowercase letters.
Our logo has four variations: full color; all white; all black; and full color shield with white text. The logo may be used only against one of the solid backgrounds displayed below. These background colors are the colors described on page 15, plus pure white and pure black. Use the full-color version of the logo when possible.
The logo with a secondary or tertiary line can be used in the following configurations. The variations for secondary and tertiary usage are more limited than the plain logo to counter brand dilution. Again, use the full-color version when possible. The background colors are the same as the first-tier logos on the previous page.
The shield may be used as an independent element. **It may not be used in place of the full logo.** For instance, a brochure design could feature an isolated shield element, but it would still need the full logo purposely incorporated into the design.

As an independent design element, the shield may be used in full color, one color, and as a watermark or screen. The mountains and buildings within the logo should not be isolated from the shield and used as independent elements.

In special instances, the shield may be incorporated into alternate University logos, such as the 150th Anniversary or debate logos. Please consult with Marketing & Communications before developing an alternate logo.

Variations as design element
Variations of the logo beyond the previous page are not permitted. The stacked title should not be used independently of the shield. The logo may not be used over photographs or over patterned or gradient backgrounds.
MAIN FONTS

The main fonts, Futura Std and Trajan Pro, should be used for the majority of print projects. Futura Std is suitable for large blocks of text as well as titles. Futura Std, with its many weights, provides the University a modern-looking and flexible typeface. Trajan Pro should only be used for titles and graphic display applications, as its lack of lower-case letters precludes its use for block text. Trajan Pro balances Futura Std’s modern look with one that is derived from classical Roman letter forms. Both fonts are used in the University logo.

**Futura Std**

Intended Use: Print — Display, Title, Body
123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Grumpy wizards make toxic brew for the evil Queen and Jack.
Source: Various weights available through Adobe.

**Trajan Pro**

Intended Use: Print — Display, Title
123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ (ONLY UPPER CASE)
GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.
Source: Installed with most Adobe software and computer operating systems, but also available through Adobe.

WEB-SAFE FONT

For web design, Trebuchet is recommended for all applications, body text and titles. Mac OS and Windows both install Trebuchet, which makes it an attractive font installed on the vast majority of internet users’ machines.

**Trebuchet**

Intended Use: Web — Display, Title, Body
123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Grumpy wizards make toxic brew for the evil Queen and Jack.
Source: Installed with most computer operating systems, but also available at Fonts.com
http://www.fonts.com/font/microsoft-corporation/trebuchet
The University’s visual brand orients around light, open layouts with movement and dynamism. Color plays a key role. University colors fall into one of four categories: Primary Colors; Analogous Colors; Background Colors; Accent Colors. The color builds for each appear on the next page. Designs should follow these guidelines on color use.

- Background Colors (light, neutral) should form a majority portion of the design.
- Primary Colors, as the official University colors, should appear as the next most used colors.
- Primary Colors should not be altered.
- Analogous Colors (tints, shades, gradients and screens of the primary colors) can be used in support of the Primary Colors but should not replace Primary Color use.
- Accent Colors are optional and should be used sparingly to act as attention-grabbing elements. Special care should be taken to ensure that designs using many accent colors do not look childish.
- These colors were chosen to form a harmonious palette. They work well together, but good design sense should be used to evaluate when color pairings—through improper contrast, hue, brightness or similarity—detract from a layout.
<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Analogous Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 202C; CMYK 29 96 76 29; RGB 139 35 50; HEX 8B2332</td>
<td>CMYK 39 95 70 59; RGB 88 0 27; HEX 58001B</td>
</tr>
<tr>
<td>PMS 873C; CMYK 40 50 75 18; RGB 139 111 75; HEX 8B6F4B</td>
<td>CMYK 30 100 78 38; RGB 126 0 38; HEX 7E0026</td>
</tr>
<tr>
<td></td>
<td>CMYK 24 100 79 18; RGB 165 0 50; HEX 7E0032</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Background Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 2 1 1 0; RGB 247 247 247; HEX F7F7F7</td>
</tr>
<tr>
<td>CMYK 7 5 8 0; RGB 234 233 229; HEX EAE9E5</td>
</tr>
<tr>
<td>CMYK 3 2 5 0; RGB 244 243 237; HEX F4F3ED</td>
</tr>
<tr>
<td>CMYK 0 0 0 0; RGB 255 255 255; HEX FFFFFF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Accent Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 92 51 38 14; RGB 0 99 123; HEX 00637b</td>
</tr>
<tr>
<td>CMYK 43 23 69 1; RGB 154 168 110; HEX 9AA86E</td>
</tr>
<tr>
<td>CMYK 0 30 100 0; RGB 253 185 19; HEX FD8813</td>
</tr>
<tr>
<td>CMYK 0 75 98 0; RGB 242 101 34; HEX F26522</td>
</tr>
<tr>
<td>CMYK 71 8 2 0; RGB 11 179 228; HEX 0BB3E4</td>
</tr>
<tr>
<td>CMYK 100 82 0 0; RGB 0 72 165; HEX 0048A5</td>
</tr>
<tr>
<td>CMYK 0 0 0 100</td>
</tr>
<tr>
<td>CMYK 0 0 0 0; RGB 255 255 255; HEX FFFFFF</td>
</tr>
</tbody>
</table>
* Additional information can be added to the back of business cards. In the case of social media accounts, we suggest using the actual account URL versus just the icon, as it provides more useful information.
ICON LIBRARY

A library of minimalist icons provides designers with the tools to enliven designs while maintaining consistent brand and user experience across all assets. The icon library provides ready-to-use vector files in the University’s color palette. Print sizes will vary, but the ideal digital size for icons is 32x32 pixels. The examples below are at a reduced size for examples only. The icon library is available for download at: http://www.du.edu/marcomm/brandguidelines/iconlibrary.html.

Standard social media and application icons. These should be used in place of other social icons on all University assets.

Specific icons will have defined uses to establish a common function across all University applications.

Examples of the various icons available within the icon library. Additional icons are available within the download.

Additional icons can be created upon request, if they fill a requirement not matched by an existing icon. To maintain a consistent user experience, do not create custom icons.

The full set of icons will be available in the full range of University colors.
On-brand photography has the following characteristics:

- shows emotion
- interesting perspective
- engaging
- lifestyle
- showcases brand personality: open, affirming, real, purposeful, engaging, transformational, adventurous, smart
- representative of community
Avoid photography that is:

- stiff
- staged
- overly lighted so that it looks fake
- enhanced by gel lighting/added colors (gold and crimson duotones do have their place)
Questions? Need more information? Please contact:

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