UNIVERSITY OF DENVER

Visual Style Guide

This is the University of Denver's Visual Style Guide, intended to both direct and inspire your design work. In the following pages, you will learn how to effectively use and apply DU's fonts, colors and layouts, as well as the cornerstone of our visual brand—the logo. Use these guidelines to create impactful and appropriately branded graphic content. Consistent adoption of these visual standards will create, hone and fortify DU's image and reputation, both for internal University audiences and the global community in which DU operates.

Use this publication as your guide and please feel free to reach out to **brand@du.edu** with any questions or to request support for special situations you may encounter.

Foundational Elements

Logos

Colors

Typography

Photography

FOUNDATIONAL ELEMENTS: Seal & Monogram

UNIVERSITY SEAL

The University of Denver seal bears the words "University of Denver - Founded 1864" around the edge as well as the motto "Pro scientia et religione" inside, with an image of Mount Blue Sky and other stylized designs in the center.

Usage of the seal is reserved for formal University communications and cannot be combined with other identity elements. Contact the University Relations department for approval of application and usage by sending an email to brand@du.edu.

INTERLOCKING DU MONOGRAM

The interlocking DU, also known as the DU monogram, is our primary brand identifier. The mark is strong and bold, indicating our unwavering commitment to intellectual, personal and professional growth since 1864.

As the primary brand identifier, this mark should be included with the University of Denver logotype on all materials representing the institution. Usage of the monogram without the accompanying wordmark is reserved for internal audiences only and requires special approval from the Director of Creative and Brand Management.

FOUNDATIONAL ELEMENTS: Primary University Logo

When our monogram and wordmark are used together, this is considered a lockup - the two components are combined with intentional spacing and sizing, "locked" together to create our primary logo.

Our logo lockup is the most recognizable component of our visual brand. Three formats have been created, ensuring flexibility for appropriate application based on available space. Examples for application of each are provided on the following page.

When choosing a format, **be sure to use the full lockup artwork**. Do not use the interlocking DU and wordmark as separate elements placed next to each other.

All versions of the primary logo lockup are available in 3-color, red interlocking DU with black type, all black and all white versions. There is an **all red version** available for swag orders only. Please reach out to **brand@du.edu** for a file request.

Minimum size requirements: Reproductions of the DU logo should be at least .25" high or 1.25" wide, whichever is larger within the available imprint area.

Vertical Lockup

Horizontal Lockup

Stacked-Horizontal Lockup

PRIMARY WORDMARK

The primary wordmark is intentionally crafted with specific text spacing and weighting. Therefore, when the wordmark appears as part of the logo, always use the official artwork. **This artwork can only be used in black, white or red**.

SECONDARY WORDMARK (PIPE)

In certain instances, University of Denver colleges, schools and departments have the opportunity to identify themselves with a stand-alone wordmark (pipe). A DU logo must always accompany this mark on the materials created and this artwork **can only be used in black or white**.

Secondary logos for schools, business units and centers can be found on page 14.

UNIVERSITY OF DENVER

Daniels College of Business

FOUNDATIONAL ELEMENTS: Primary University Logo

Recommended Stacked-Horizontal lockup usage: Ideal in instances where there is space to balance identifying the University with other important information, such as images or text.

Recommended Horizontal lockup usage: Best for applications where space is tight, the horizontal lockup allows the most room for other design and messaging elements while also ensuring "University of Denver" is legible and visually prominent.

Recommended Vertical lockup usage: Great for applications where there is plenty of space and identifying the University is the primary goal.

FOUNDATIONAL ELEMENTS: Secondary Unit Marks

Secondary logo lockups and standalone logotypes for schools, business units and centers are available for use to visually identify a specific entity within the University. These work well in instances where the DU primary logo and secondary wordmark pipe will not fit with accurate spacing.

To request a logo kit for your college, school or unit, please reach out to **brand@du.edu**.

Secondary Logo Lockup

The primary University lockup is NOT required when using this style of mark.

DJ Daniels College of Business
UNIVERSITY OF DENVER

Secondary Unit Wordmark (Pipe)

Full University lockup is required when using this style of mark. Do not delete the vertical pipe from the wordmark. See examples of appropriate use on the following page.

| Daniels College
of Business

Daniels College
of Business

DJ UNIVERSITY OF DENVER

Secondary Wordmark (Pipe) + Primary University Lockup: Best used in large-scale applications where there is room in the layout to create appropriate hierarchy.

FOUNDATIONAL ELEMENTS: Secondary Unit Marks

DJ **Daniels College of Business**
UNIVERSITY OF DENVER

Secondary Unit Lockup usage: Available for use when the unit, department or school is the intended focus, but space for the full primary lockup is not available.

Knoebel Institute for Healthy Aging

DJ UNIVERSITY OF DENVER

Center / Institute lockup usage: Marketing materials for centers and institutes need to be locked-up with the DU logomark.

In instances where there is more space, the unit lockup can replace the primary lockup.

FOUNDATIONAL ELEMENTS: Co-branding

In instances where multiple units collaborate on a piece or sponsor an initiative, appropriate co-branding can be achieved by utilizing secondary unit wordmarks. When co-branding with external entities or organizations, secondary wordmarks can be combined with primary logos for those entities. See examples below.

DJ UNIVERSITY OF DENVER

Joint Doctoral Program in the Study of Religion | Community + Values | Department of Philosophy

DJ UNIVERSITY OF DENVER

Joint Doctoral Program in the Study of Religion

Community + Values

Department of Philosophy

DJ UNIVERSITY OF DENVER

Joint Doctoral Program in the Study of Religion

Community + Values

Department of Philosophy

uchealth

DENVER
THE MILE HIGH CITY

DJ UNIVERSITY OF DENVER

Joint Doctoral Program in the Study of Religion | Community + Values | Department of Philosophy | uchealth

FOUNDATIONAL ELEMENTS: Logo Usage

EXCLUSION ZONE

An exclusion zone has been established to create a clear space around the logo. To ensure clarity, it is important that other elements do not enter the exclusion zone.

The exclusion zone for all logos **is explained in the language below** and should apply no matter what size it is being used.
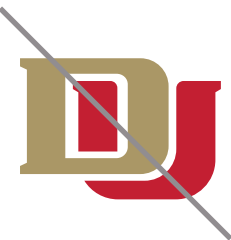
Clear space is equal to the inside width/ space of the large D in the monogram.
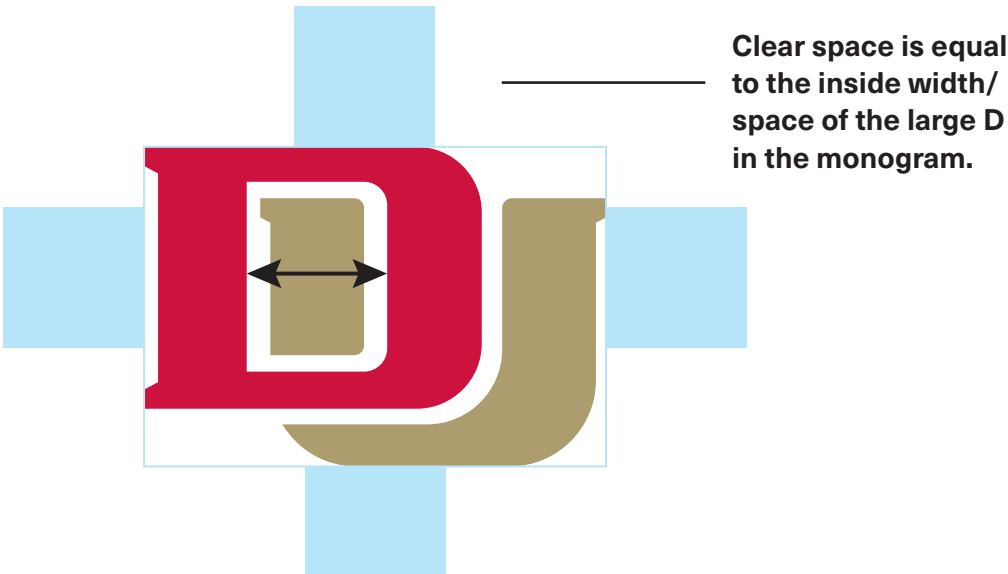
Clear space is equal to size of the D in the monogram.

FOUNDATIONAL ELEMENTS: Logo Usage

KEEP IT CLEAN

The University endeavors to create knowledge and clarity. To maintain a strong brand image, it is important that the logos are applied consistently and never manipulated or distorted.

Don't invert colors
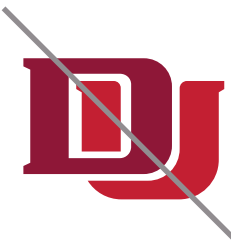
Don't "duotone"

Don't stretch or distort

Don't use all DU Gold

Don't use secondary colors

**Always consider accessibility**

Don't block important items

No busy backgrounds

Don't change the 2-color logo

ADHERE TO THE CURRENT VISUAL STYLE GUIDELINES

Over time, our visual style guide evolves to best represent the University of Denver brand and provide effective tools and systems for university communicators. Previous iterations of the visual style guide include elements that have been phased out and are no longer permissible for use in official marketing and communications materials. Be sure to reference the most recent guidelines for each project, available at **du.edu/brand**.

VISUAL STYLE GUIDE

VISUAL STYLE GUIDE
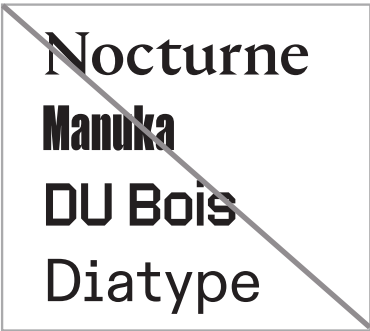
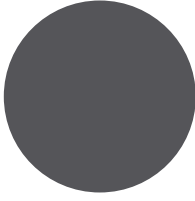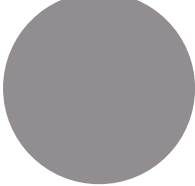# FOUNDATIONAL ELEMENTS: Color Standards
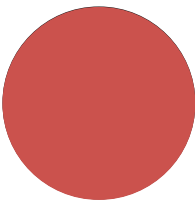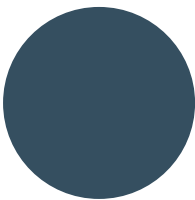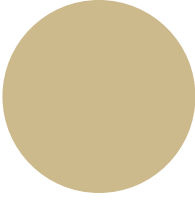
BRAND COLORS

Crimson and gold have served DU throughout much of our vibrant history. Crimson symbolizes DU's passion and determination to succeed, while gold signifies the bright future we see on the horizon.

DU CRIMSON

PMS 200
CMYK: 3,100,70,12
RGB: 186,12,47
Hex: #BA0C2F

DU Crimson must be used in every visual communication.

DU GOLD

PMS 7503
CMYK: 10,15,50,29
RGB: 168,153,104
Hex: #A89968

WHITE

CMYK: 0,0,0,0
RGB: 255, 255, 255
Hex: #FFFFFF

BLACK

CMYK - 10,10,10,100
RGB - 0,0,0
HEX - #000000

TINTS, SHADES AND COMPLIMENTARY COLORS

Tints, shades and complimentary colors are available to augment our brand colors where more options are needed, such as pie charts, infographics and icons. **The following colors cannot be used as the primary color within a layout**.

Crimson Tint
CMYK: 0 - 86 - 63 - 0
RGB: 213 - 81 - 84
HEX: #D55154

Navy Tint
CMYK: 81 - 60 - 45 -29
RGB: 55 - 80 - 96
HEX: #375060

Gold Tint
CMYK: 11 - 16 - 44 -11
RGB: 204 - 186 - 140
HEX: #CCBA8C

Dark Grey Tint
CMYK: 66 - 57 - 51 - 29
RGB: 84 - 86 - 91
HEX: #54565B

Light Gold Tint
CMYK: 16, 13, 21, 0
RGB: 213 - 210 - 197
HEX: #D5D2C5

Light Grey Tint
CMYK: 36 - 32 - 29 - 16
RGB - 146 - 142 - 145
**HEX** - #928E91

20% MAX

When it comes to graphic elements, let photos or illustration provide the color. For consistency across our brand, **please limit tint, shade and complimentary color usage** to no more than 20% of a layout. Colors appearing within a photograph or illustration do not contribute to this percentage.
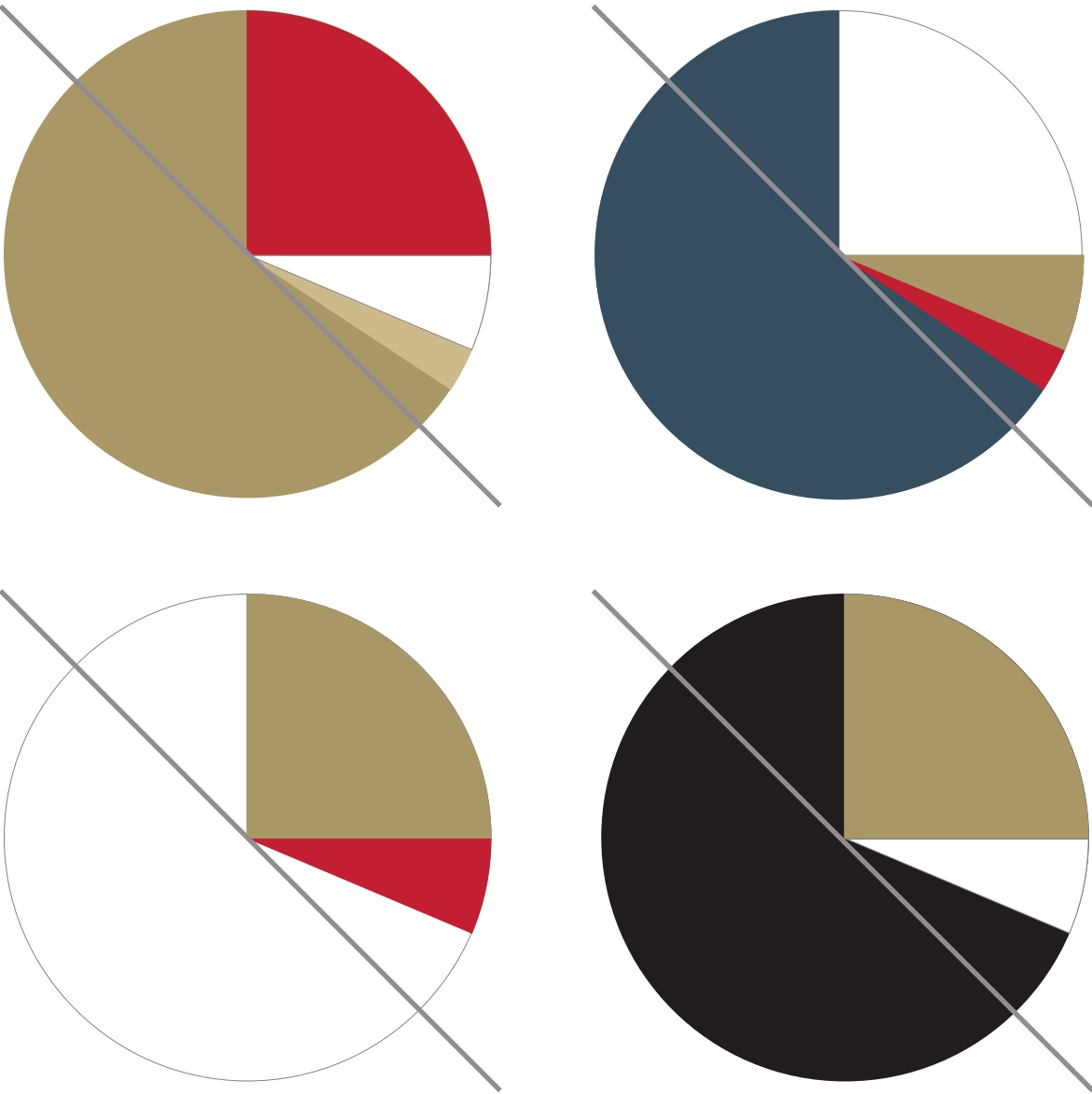
FOUNDATIONAL ELEMENTS: Color Standards

BRAND COMPLIANT

The primary color should always be DU Crimson. If a significant amount of white is visible within the layout, DU Crimson must be the next most-used color.
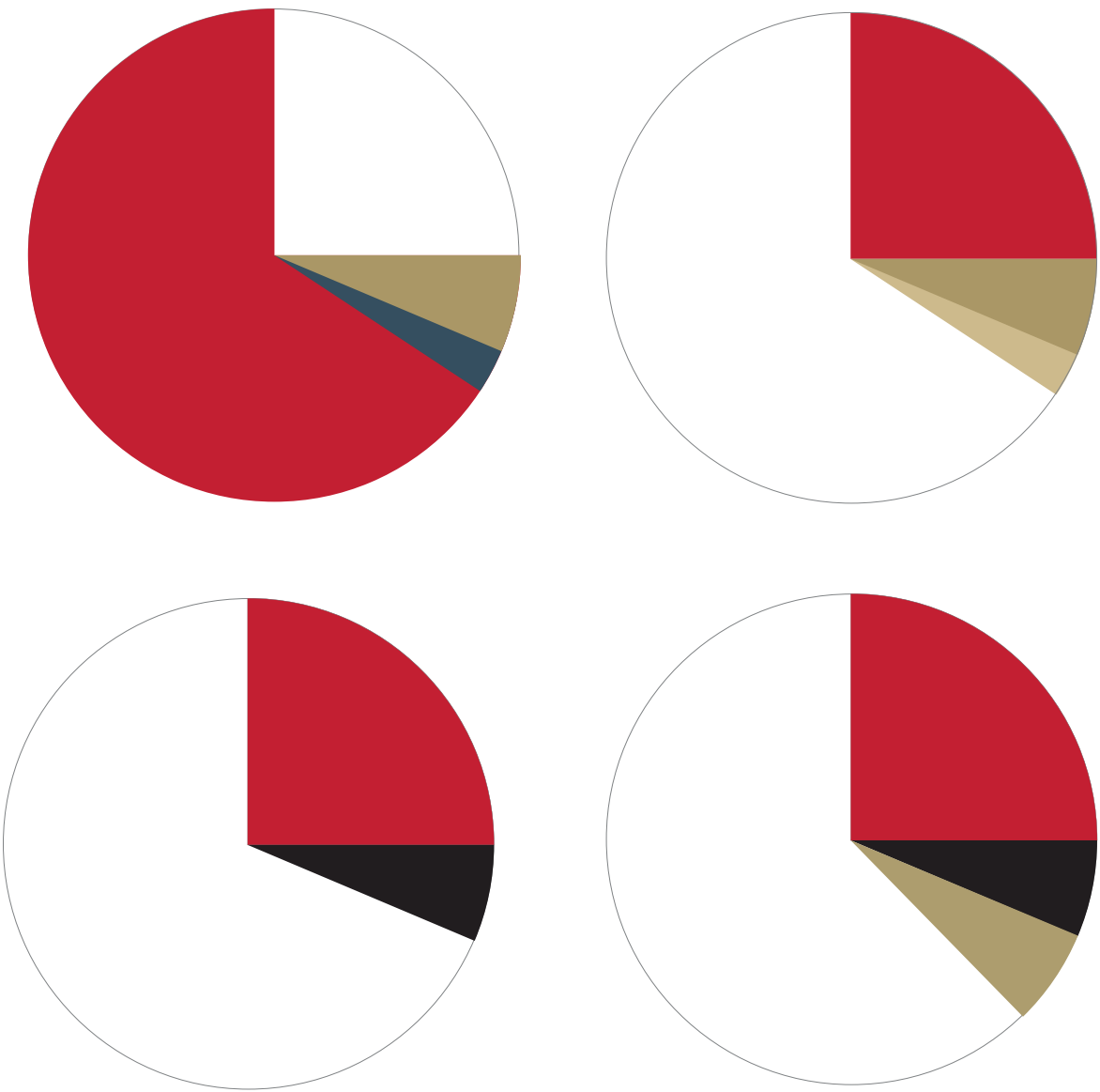
NOT BRAND COMPLIANT

DU Gold, black and any tints or shades may not be the dominant color in a layout, even when DU Crimson is present.

FOUNDATIONAL ELEMENTS: Color Standards

ACCESSIBILITY

University of Denver is for everyone, including those with visual impairments and other disabilities. It is critical that we ensure all of our branded materials and communications are accessible to all.

We are committed to maintaining our WCAG AA status for accessibility. **WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text**. To learn more about accessibility go to **https://webaim.org/resources/**

Tip: WebAim's contrast checker is a great resource for testing the color combinations of your design. **https://www.webaim.org/resources/contrastchecker**

PRIMARY BRAND COLORS

The following foreground (FG) and background (BG) combinations are the only acceptable combinations for text that meet our accessibility standards.

Please note: White + DU Gold and DU Crimson + DU Gold are not accessible color combinations and cannot be used.

Aa 21.1
FG: Black
BG: White

Aa 6.6
FG: DU Crimson
BG: White

Aa FAIL
FG: DU Gold
BG: White

Aa 6.6
FG: White
BG: DU Crimson

Aa 21.1
FG: White
BG: Black

Aa FAIL
FG: White
BG: DU Crimson

TINTS AND SHADES

Aa 8.5
FG: White
BG: Navy Tint

Aa 13.6
FG: Black
BG: Light Gold Tint

Aa 5.1
FG: Black
BG: DU Crimson Tint

Aa 7.3
FG: White
BG: Dark Grey Tint

Aa 6.5
FG: Black
BG: Light Grey Tint

Aa 7.3
FG: Dark Grey Tint
BG: White

Aa 8.5
FG: Navy Tint
BG: White

BODY USE ONLY

Lorem ipsum dolor sit amet, consectur. 21.1
FG: Black
BG: White

Lorem ipsum dolor sit amet, consectur. 6.6
FG: Crimson
BG: White

Lorem ipsum dolor sit amet, consectur. 7.4
FG: Dark Grey Tint
BG: White

Lorem ipsum dolor sit amet, consectur. 8.5
FG: Navy Tint
BG: White

Lorem ipsum dolor sit amet, consectur. 13.6
FG: Black
BG: Light Gold Tint

Lorem ipsum dolor sit amet, consectur. 8.5
FG: White
BG: Navy Tint

Lorem ipsum dolor sit amet, consectur. 21.1
FG: White
BG: Black

Lorem ipsum dolor sit amet, consectur. 7.3
FG: White
BG: Dark Grey Tint

FOUNDATIONAL ELEMENTS: Typeface Standards

DU's institutional fonts are a core component of our visual identity. Consistent application of these primary fonts supports brand association and, when paired with other components such as the logo and colors, reinforces our visual brand. Each font has a wide variety of weights and styles, ensuring they are applicable in many different applications and use cases.

NEUE HAAS UNICA

Neue Haas Unica is DU's institutional sans serif typeface. It works equally well when used as a bold headline or a paragraph of text, and can be used either in conjunction with Sole Serif or as the singular font used in a layout.

Use any weight of this font when identifying the University and its divisions, or when creating didactic materials, such has data display or way-finding signage.

Neue Haas Unica is available through Adobe CC Fonts. Users without Adobe Creative Suite access should use the system font Arial.

Heavy *Heavy Italic*
Bold *Bold Italic*
Medium *Medium Italic*
Regular *Regular Italic*
Light *Light Italic*

SOLE SERIF VARIABLE

As a serif typeface, Sole Serif Variable may lend itself well in more formal communications or documents. While still easy to read and approachable, Sole Serif is a more traditional option when selecting fonts.

Use any weight of this font when communicating in the voice of the University and its divisions.

Sole Serif Variable is available through Adobe CC Fonts. Users without Adobe Creative Suite access should use the system font Garamond.

Text Black *Text Black Italic*
Text Bold *Text Bold Italic*
Text Medium *Text Medium Italic*
Text Regular *Text Regular Italic*
Text Light *Text Light Italic*

FOUNDATIONAL ELEMENTS: Typeface Standards

FONT USAGE

When creating communications for the University of Denver and its academic and business units, typographic hierarchy is crucial for maintaining clarity of your message. Neue Haas Unica and Sole Serif may each be used on their own, or used in combination.

Below are examples of how both fonts may be combined in a hierarchical manner that is visually clear and legible. All font weights and styles are available for use.

Sole Text Small Semi Bd
40pt

Headline

Neue Haas Unica Bd
13pt
1pt rule above Subhead

Subhead

Sole Text Small Bk
10pt
14pt leading
No Indent

Indent
10pt (Equal to font size)

Body copy, first paragraph. vel entibus et volores equunto comni vendebis enihicBust, officiendel ma dolupta plit et dis quas et expla nossiti ullorit pliquidis sitatem faccuptae. Nam inim.
    Second paragraph, ne vel entibus et volores equunto comni vendebis enihic. Bust, officiendel ma dolupta plit et dis quas et expla nossiti ullorit pliquidis sitatem faccuptae. Nam inim.

Neue Haas Unica Roman
10pt
All-caps

INLINE SUBHEAD
First paragraph vel entibus et volores equunto comni vendebis enihicBust, officiendel ma dolupta plit et dis quas et expla nossiti ullorit pliquidis sitatem faccuptae. Nam inim.

Neue Haas Unica Light
8pt
10 pt leading

Caption, Otas dolecte num et eaquiam que poratum quam, optam harum di alique plaut adigendel milit adi re aboribus, soluptae consequodit et untis audaerspero

Pull Quote Example ——

"Pull quote, vel entibus et volores equunto comni vendebis enihic bust."

Sidebar Example ——

SIDEBAR CALLOUT
Basic callout vel entibus et volores equunto comni vendebis enihicBust, officiendel ma dolupta plit et dis quas et expla nossiti ullorit.

du.edu/readable-url

Neue Haas Unica Bold
40pt

Headline

Sole Serif Variable Bold
13pt
1pt rule above Subhead

Subhead

Neue Haas Unica Light
10pt
14pt leading
No Indent

Indent
10pt (Equal to font size)

Body copy, first paragraph. vel entibus et volores equunto comni vendebis enihicBust, officiendel ma dolupta plit et dis quas et expla nossiti ullorit pliquidis sitatem faccuptae. Nam inim.
    Second paragraph, ne vel entibus et volores equunto comni vendebis enihic. Bust, officiendel ma dolupta plit et dis quas et expla nossiti ullorit pliquidis sitatem faccuptae. Nam inim.

Sole Serif Variable Medium
10pt
All-caps

INLINE SUBHEAD
First paragraph vel entibus et volores equunto comni vendebis enihicBust, officiendel ma dolupta plit et dis quas et expla nossiti ullorit pliquidis sitatem faccuptae. Nam inim.

Sole Serif Variable Light
8pt
10pt leading

Caption, Otas dolecte num et eaquiam que poratum quam, optam harum di alique plaut adigendel milit adi re aboribus, soluptae consequodit et untis audaerspero

FOUNDATIONAL ELEMENTS: Photography

Photography plays a vital role in storytelling. The foundational photography style of the DU brand is **energetic, impactful, authentic and vivid**. These characteristics should be incorporated in all types of photography including portraiture, action, abstract and detail.

When taking or selecting photographs, prioritize natural lighting, authentic emotion, and believable moments.

FOUNDATIONAL ELEMENTS: Photography

DO'S AND DONT'S

We always give thought to what we purposefully feature in our images. This means both the main subject matter and the other elements in the foreground, middle and background.

DO:

1. Look for genuine expressions of happiness, enjoyment, focus, and confidence.
2. Reduce visual clutter: shoot imagery in favor of clean, uncluttered compositions.
3. Use shallow depth of field to separate subject from background.
4. When photographing people, focus on the subject while having room around them for scene context and cropping.
5. Use natural lighting as the main source of light whenever possible as well as utilizing campus and its beauty as a natural backdrop.

DON'T:

1. Place subject in front of a busy background.
2. Overly pose or stage subjects.
3. As a general rule don't use unnecessary photography tools: extreme angles, fish eye lenses, light gels or props.
4. Over process or manipulate images in post production.
5. Choose an image that feels staged or forced.

Design
Examples

DESIGN EXAMPLES: General Brand

Your mark will last.

Make it count.

UNIVERSITY OF DENVER

College/School
cover options

DESIGN EXAMPLES: General Brand

This page: Sample magazine layout pages
Opposite page: One-page flier

UNIVERSITY OF DENVER

Free Expression
at the University of Denver

HIGHER EDUCATION MUST PREPARE STUDENTS FOR A COMPLEX WORLD

To serve society and the public good, we need agile, curious minds who can think critically and question long-held assumptions during the unending quest for truth. We get there by welcoming all voices. At DU, we uphold free expression, diverse perspectives, and academic freedom as essential pillars of an education, and we do so by prioritizing opportunities, structures, and partnerships that help us think differently, together.

ANYONE CAN GET INVOLVED

Spark

Each year, we dedicate a day to free expression with events open to DU and the entire Denver community. In 2024, Eboo Patel, Greg Lukianoff and Katia Campbell (PhD '04) held a conversation on whether hate speech should be protected, and

DU faculty experts explored the present and historical role of "civil" in civil discourse.

Braver Angels Debates

In partnership with Braver Angels, Bridge USA, and ACTA, DU hosts, non-competitive open-invitation debates on salient topics such as immigration, social media, and funding the war in Ukraine.

Denver Dialogues

Hosted by DU's Josef Korbel School of International Studies and the Scrivner Institute of Public Policy, this event series convenes thought leaders from premier think tanks representing the breadth of the political spectrum to engage in constructive conversation and debate on policy issues impacting the nation and the world. Topics have included migration, U.S. congressional reform, and the shifting global democratic order.

(Images: Top Left—2024 Spark panel hosted at DU; Bottom Left—Braver Angels debate 2023)

HOW WE SUPPORT FREE EXPRESSION

Faculty Director for Free Expression & Civil Discourse Initiatives

This newly created position convenes and galvanizes free expression work across DU by organizing workshops, events, speaking opportunities and more for the community to put crucial skills into practice.

Committee for the Promotion of Free Expression

A convening group of faculty, students and staff appointed by the Faculty Senate and charged with creating meaningful and respectful forums for discourse—especially around salient or emergent topics on campus. As well, the committee examines issues of freedom of expression should they arise.

Scan to learn more about Civil Discourse at DU.

DESIGN EXAMPLES: General Brand

Education With Impact

At the University of Denver, we fuel progress by pursuing knowledge, sparking innovation and inspiring our community to impact the public good. We actively prepare the next generation of leaders, thinkers and doers with an education that empowers you to make a difference.

Train to be an ethical leader who contributes to the good of society with an MBA from the **Daniels College of Business** or find solutions to complex technological problems with a graduate degree from **Ritchie School of Engineering & Computer Science**. Boost your career without putting it on hold by earning an online master's or certificate through **University College**. Graduate education at DU empowers you with the skills and knowledge to positively impact the world.

Discover your potential and receive advanced training to forge a better future, for yourself and for your community.

LEARN MORE AT
DU.EDU/DRIVE-CHANGE

UNIVERSITY OF DENVER

Rosh Hashanah

UNIVERSITY OF DENVER

It's your September *Holiday Hello!*

UNIVERSITY OF DENVER

Live at DU:
Kyle Clark of 9News & Chancellor Haefner

October 22

7pm | doors at 6:30pm

Newman Center

UNIVERSITY OF DENVER

Media and Democracy: What happens when we can't agree on the facts?

9NEWS

How are you?

DU wants to check in on how you're doing this quarter.

Check your email for a voluntary one-question survey that will take less than one minute to complete.
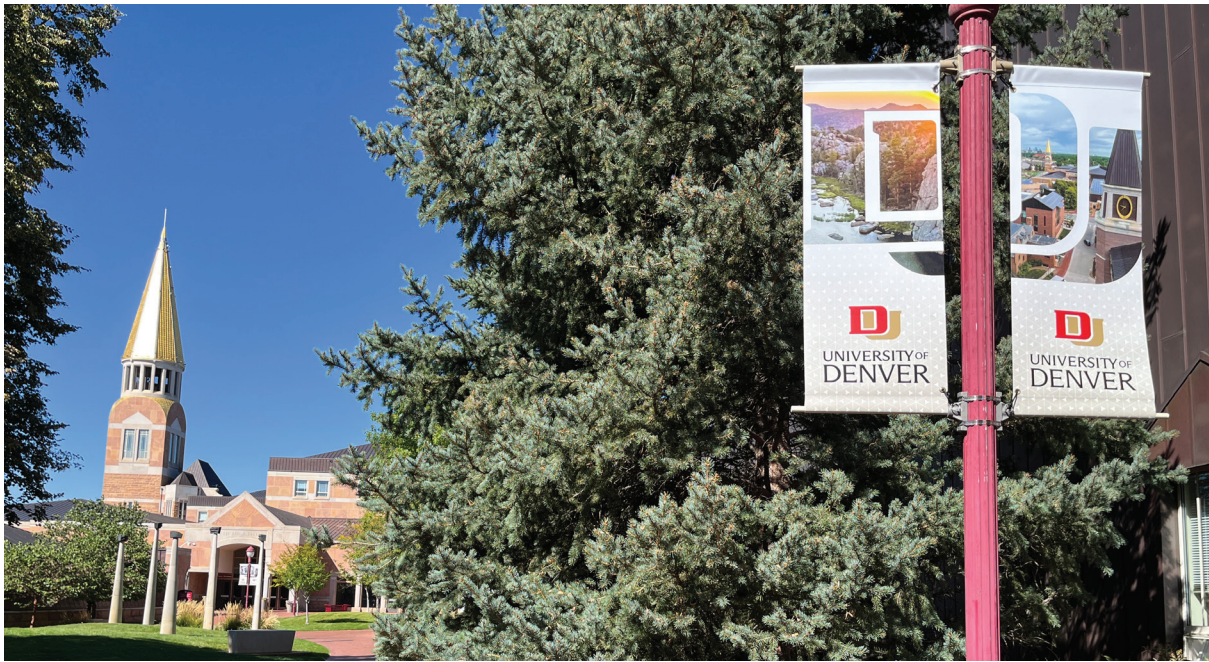
This page: Campus event digital screen ads for campus use and social media advertising

Opposite page: 5280 Magazine layout and HAI social graphics

DESIGN EXAMPLES: General Brand

This page:
Light Pole banners on campus

Opposite page:
Ritchie Center complex building banners

CAMPAIGN EXAMPLES: Princeton Review Ranking

This page: A digital screen design for the hockey game, instagram story post and digital ad

Opposite page:
A billboard design for Brand Marketing Advertising and a newspaper ad creation

UNIVERSITY OF DENVER