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

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.

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.

DU 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

DU 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

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

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.
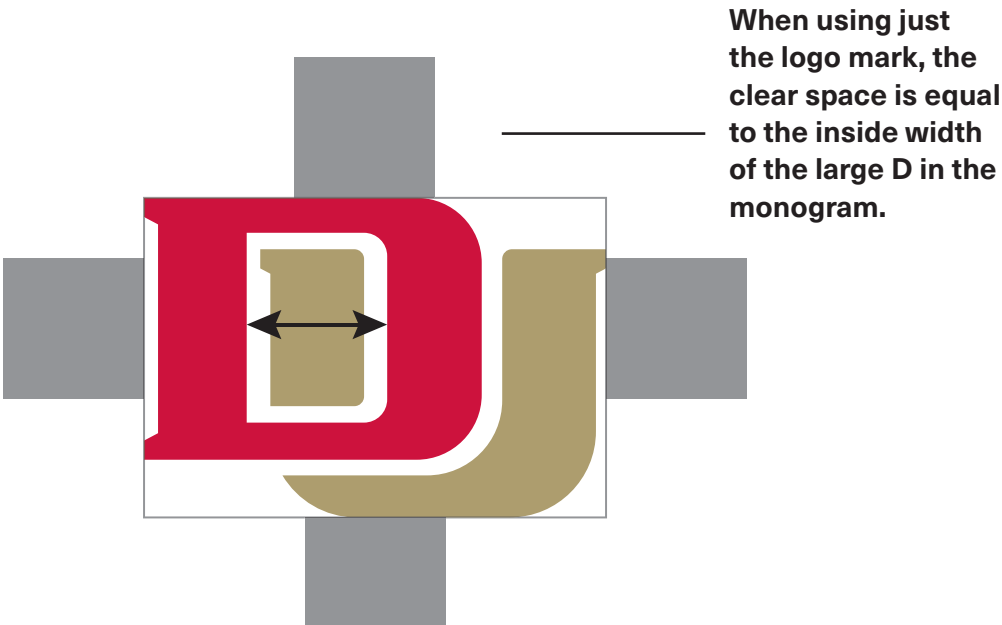

UNIVERSITY OF DENVER

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

UNIVERSITY OF DENVER

Joint Doctoral Program in the Study of Religion

Community + Values

Department of Philosophy

UNIVERSITY OF DENVER

Joint Doctoral Program in the Study of Religion

Community + Values

Department of Philosophy

uchealth

DENVER
THE MILE HIGH CITY

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.

**When using just
the logo mark, the
clear space is equal
to the inside width
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.
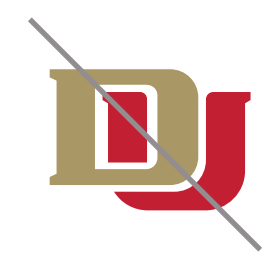
Don't invert colors
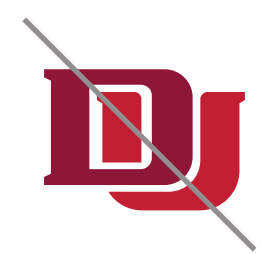
Don't "duotone"
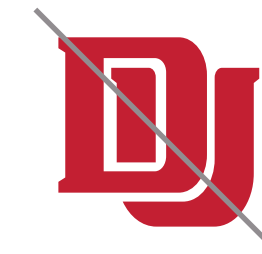
Don't stretch or distort

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**.

Nocturne

Manuka

DU Bois

Diatype

FOUNDATIONAL ELEMENTS: Color Standards

BRAND COLORS

Crimson and gold carry DU's color story. Crimson reflects our passion and determination to succeed. Gold signals the bright future we see on the horizon. Black and white are part of the core palette and provide contrast, legibility, and balance. Use them for typography, backgrounds, negative space, and structure.
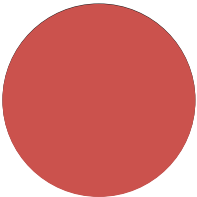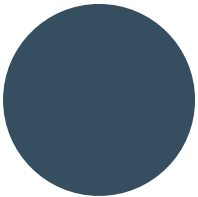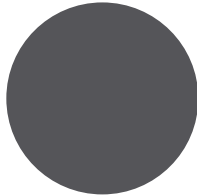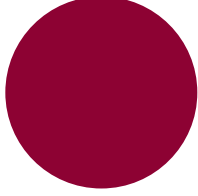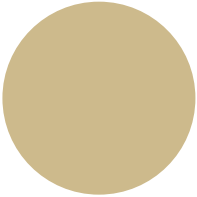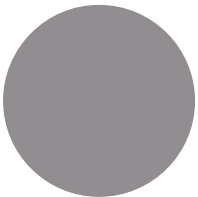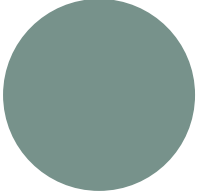
DU CRIMSON

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

SECONDARY COLORS AND TINTS

Our secondary colors and tints support the brand colors and add flexibility across communications and design applications. Select a color that relates to the imagery in use so layouts feel unified.

COLOR USAGE

Let primary colors lead. They should set the tone and dominate wherever possible.

Use color accents with intention. Secondary colors and tints work best as functional accents that support hierarchy, guide attention, and connect visual elements. Think subheads, clickable elements, subtle background fields, and other interface details.

Keep accents subtle. Color accents should never compete with or replace our primary brand colors.

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

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

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

Garnet Red Secondary
CMYK: 9, 100, 54, 43
RGB: 138 - 21 - 56
HEX: #8A1538
(environmental use only with approval)

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

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

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

Blue Spruce Tint
CMYK: 57 - 32 - 44 - 4
RGB - 118 - 145 -139
HEX - #76918B

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

SECONDARY COLORS AND TINTS

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.

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

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 ——

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.

Indent ——
10pt (Equal to font size)

   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

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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 ——

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.

Indent ——
10pt (Equal to font size)

   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: Brand Expressions

THE DENVER DIFFERENCE

The Denver Difference is our brand expression. A brand expression is how a brand's core identity shows up in the world through voice, visuals, and experience. It builds on the University of Denver's established brand and brings it to life across our stories and visual assets.

Creating in The Denver Difference style means we follow DU's brand standards in full. Colors, fonts, logos, photography approach, and tone remain the same. The Denver Difference is not a separate look or a new rulebook. It is a focused way to express who we are, what we stand for, and how we deliver on our promise.

This expression also highlights what we do and how we do it. We elevate industry-leading faculty, human-centered research, and the 4D experience. We show how learning and discovery happen in classrooms, labs, neighborhoods, and the mountains. We speak with an adventurous, driven, and purposeful voice. When our choices align with DU's core brand, and our actions reflect the spirit of The Denver Difference, audiences can feel it, remember it, and choose DU.

GRAPHIC ELEMENTS

The Denver Difference brand expression uses a few distinct graphic elements:
D frames (outline and solid), rounded corner frames, and The Denver Difference signature.

The Denver Difference Signature

The Denver Difference signature may be added to a communication when the communication is highlighting a message around what makes DU unique.

It should take less prominence than the University of Denver logo.

D Frames | Outline

Outline D frames can be used in crimson, gold, or white and are often used to frame a subject. The subject may "pop" out of the D frame by masking the D frame behind their head.
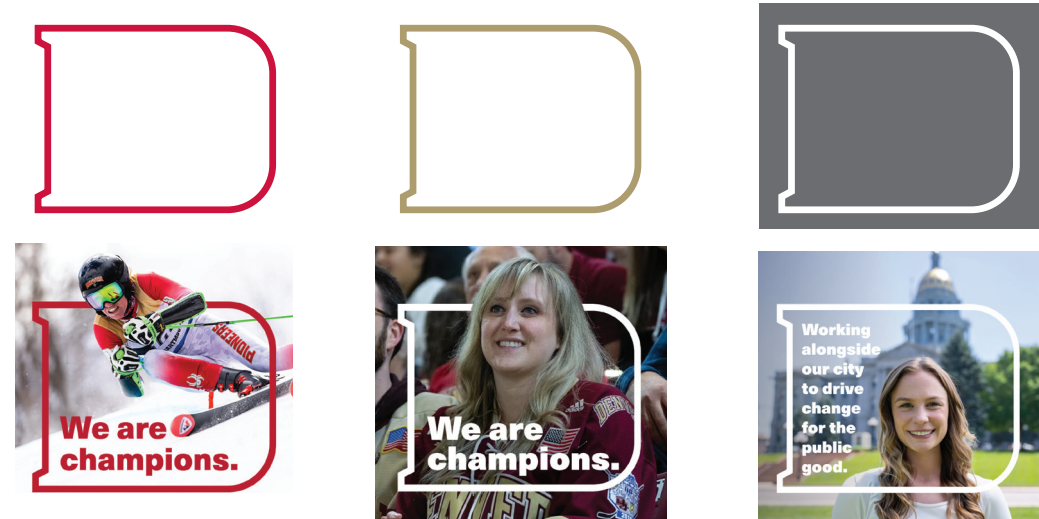
D Frames | Solid

Solid D frames may also be used in crimson, gold, or to frame a photo.

Rounded Corner Frames

Rounded corner frames are used against crimson backgrounds to frame photography with a subtle callback to the curvature of the signature D frames.

All 4 corners, 2 corners, or 1 corner may be rounded, depending on how the rest of the frame bleeds off the edges.

2 rounded corners   1 rounded corner   4 rounded corners

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.

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.

FOUNDATIONAL ELEMENTS: Photography

When possible, photography should visually express our brand personality—adventurous, driven, inspiring, confident, and purposeful. Imagery should feel authentic and dynamic, capturing real moments that reflect movement, ambition, and intent.

Whether through composition, subject matter, or tone, photos should evoke a sense of forward momentum and aspiration, helping to build an emotional connection with our audience and reinforce our brand identity across all channels.

ADVENTUROUS

We are excited by possibilities and face challenges with enthusiasm. We are intentional. We are open-minded, daring to explore and boldly venture to every corner of the world, undeterred by limitations or constraints.

Courageous | Boundless | Brave

DRIVEN

We are fueled by ambition and relentless in the pursuit of our goals. We work hard with a clear vision and know we can build the future of our dreams with innovation, creativity, and dedication.

Ambitious | Motivated | Forward-Thinking

INSPIRING

We are moved by what we can achieve together, cultivating a community where everyone can thrive. Optimism drives us. Curious, we champion each other to reimagine and transform the world into what could be.

Uplifting | Optimistic | Enthusiastic

CONFIDENT

We are certain of our value and the impact we create. We stride forward with purpose, shaping our community and the world—leading for the public good. We trust our expertise to make forward-thinking decisions, staying open to learning and growing.

Self-Assured | Bold | Proud

PURPOSEFUL

We are here to empower successful careers and lives of meaningful impact. We push toward a brighter future and welcome new perspectives, beliefs, and experiences. Our path is clear—to be a great private university community for the public good.

Steadfast | Resolute | Focused

du.edu/brand