## Naming Proposal

A strong name has the power to inform, educate and create an instant bond with your audience. A weak, overly-complex or inaccurate name creates confusion, disinterest and apathy.

Just as our university’s name is indispensable to the success of our brand, so too is that of CU Denver units, departments, centers, programs and initiatives. As such, the following proposal should be completed and submitted to [brand@ucdenver.edu](mailto:brand@ucdenver.edu) early in the development process of any proposed new name or name change.

### will the entity being named serve the CU Denver Campus or multiple campuses?

*[Answer]*

### What is the proposed name? (list all names being considered)

*[Answer]*

### Who or what will the proposed name define?

*[Answer]*

### How is the proposed name relevant to the entity’s target audience or user?

*[Answer]*

### Describe the relevance of the proposed name to the entity being named.

*[Answer]*

### [if renaming]: Describe the benefit of the proposed name, over the current name.

*[Answer]*

### What is the timeline for launch of the new or renamed entity?

*[Answer]*

## The following additional questions apply to naming proposals incorporating the CU Denver Lynx spirit identity and/or mascot

### Does the initiative, event or service being named serve CU Denver audiences only?

*[Answer]*

### Does the name apply to a student-facing event, initiative or program?

*[Answer]*

### Describe how incorporating CU Denver’s spirt identity is beneficial, compared to a more standard or traditional name.

*[Answer]*

### Describe how incorporating CU Denver’s spirit identity for this initiative, event or service would promote and strengthen the CU Denver brand.

*[Answer]*

## Naming approval process

University Communications and/or the campus brand standards group will review all naming proposal submissions and provide input, recommendations or alternatives. When applicable, recommendations will be given to the vice chancellor for University Communications, as well as the Chancellor’s Office.

**Please allow 5-7 business days for proposal review and feedback.**

For more information on the naming process and best practices, contact us at [brand@ucdenver.edu](mailto:brand@ucdenver.edu)