Brand Guidelines
Updated 2.26.2021

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Color palette

Primary color

Do:
- Use gray when in doubt. It is our primary brand color.
- Use color sparingly.

Secondary colors

Do:
- Use these colors in select instances for items that need to stand out—such as in charts, graphs or flyers.

Don’t:
- Use these colors as the sole color palette of a department or center.
- Use these colors for body copy. Gray should always be used in body copy.
Campus colors

Do:
- Use one school-specific color for a university-specific instance. Ex: A ColoradoSPH at CSU event could opt to use just green in an email or flyer.
- Use gray when in doubt. It is our primary brand color.

Don’t:
- Use all of these colors at once in a document or designed material.

CU Anschutz Gold
Pantone: 4525
HEX: #cfb87c
CMYK: 0/10/48/22
RGB: 207/184/124

UNC Blue
Pantone: 295
HEX: #013c65
CMYK: 100/69/8/54
RGB: 1/45/91

CSU Green
Pantone: 357
HEX: #215732
CMYK: 92/18/94/61
RGB: 33/87/50
Typography

For print

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

H1 Heading One, 16 pt, bold
H2 Heading Two, 14 pt, bold
H3 Heading Three, 11 pt, bold
P Paragraph, 11 pt, regular

For web

H1, Heading One, 31 px, bold
H2, Heading Two, 28 px, regular
H3, Heading Three, 21 px, bold
P, Paragraph, 16 px, regular

For logo and select uses

Egyptian Slate
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headings: Bold
Logo & lockups: Medium
Body copy: Bk
Logos

Guidance

Do:
• Default to using the primary logo (with all three university names listed in gray) for most instances.
• Use the primary logo only when it will be legible. If not, opt for the shortened school logo (without universities listed), instead.
• Use the logo that includes our three university names (or icons) when the entire school—and/or multiple units or locations—are represented. The rule is "all three or none at all"—you must use a logo that includes all three university names/icons or a logo that includes no university names/icons (the shortened "Colorado School of Public Health" logo).
• Leave some space around the logo.
• Adjust the size as needed (as long as it’s legible), by holding the Shift key and moving the corners of the logo.

Don’t:
• Change the logo to list only one university name or icon next to the school wordmark. The rule is "all three or none at all"—you must use a logo that includes all three university names/icons or a logo that includes no university names/icons.
• Alter the logo in any way.
• Stretch or distort the logo.
• Use the logo—or any branded materials—for non-university or school business, to endorse a political candidate or position, or to violate other university marketing, branding, or lobbying restrictions.

Primary logo

When to use:
• On most branded materials, this is our primary logo and should be the default.
• When it will be legible. If not, opt for the shortened school logo (without universities listed), instead.

Campus highlight logos

When to use:
• To designate school information or events specific to a campus.
• When it will be legible. If not, opt for the shortened school logo (without universities listed), instead.

Shortened logo

When to use:
• When the entire school, and/or multiple units or locations, are being represented AND design space constraints don’t allow for use of the default tri-institutional wordmark.

Unit logos

When to use:
• When the need to identify the unit is greater than that of the school (i.e., email communications coming directly from the unit, website pages, marketing and promotional materials, etc.).
Editorial style & naming conventions

Our editorial style is based upon the Associated Press Stylebook and CU Anschutz editorial guide.

Naming conventions

Do:

- Reference the school as the Colorado School of Public Health—a collaboration of the University of Colorado, Colorado State University, and the University of Northern Colorado—in all electronic and print materials used in school and program marketing, media, and other public relations-oriented materials.
- You may use “ColoradoSPH” after including the full name and acronym in a document. Do not include the word “the” before ColoradoSPH in text.

  Example:
  The Colorado School of Public Health (ColoradoSPH) is a collaboration of the University of Colorado, Colorado State University, and the University of Northern Colorado. ColoradoSPH was formed in 2008.

- Use “&” in the official titles of departments to match their wordmarks/logo lockups (Example: the Department of Health Systems, Management & Policy)

Don’t:

- Use the abbreviation “CSPH.”

Academic degrees

Do:

- List academic degrees following a name and without periods (Example: Jane Doe, MS, MPH).

Don’t:

- Include periods when abbreviating academic degrees: MPH, PhD, DrPH, etc.

Academic titles

Do:

- Capitalize and spell out formal academic titles when they proceed a name.
- Use lowercase letters when academic titles do not precede a name.*
- Place longer titles after the name.

*Exception: associate dean titles should be capitalized, regardless of where they the title falls in a sentence (Ex: Brittain Danielle, PhD, Associate Dean for Academic & Student Affairs)
Acronyms

Do:
- Avoid acronyms and industry jargon as often as possible in communications. Unless they are universally recognized (e.g. CDC), they act as an obstacle to reader comprehension and engagement.

Punctuation

Do:
- Use the Oxford comma (Ex: the University of Colorado Anschutz Medical Campus, Colorado State University, and the University of Northern Colorado).

Requests

Communications requests

Have a communications request such as a press release, story, or social media post request? Please fill out the communications request form.

Directory update requests

Need to update your online directory profile or submit a request for someone else? Please fill out the directory update request form.

Questions

If you have any questions, or suggestions for additions to this guide, please email us at coloradosph.marcomm@cuanschutz.edu.