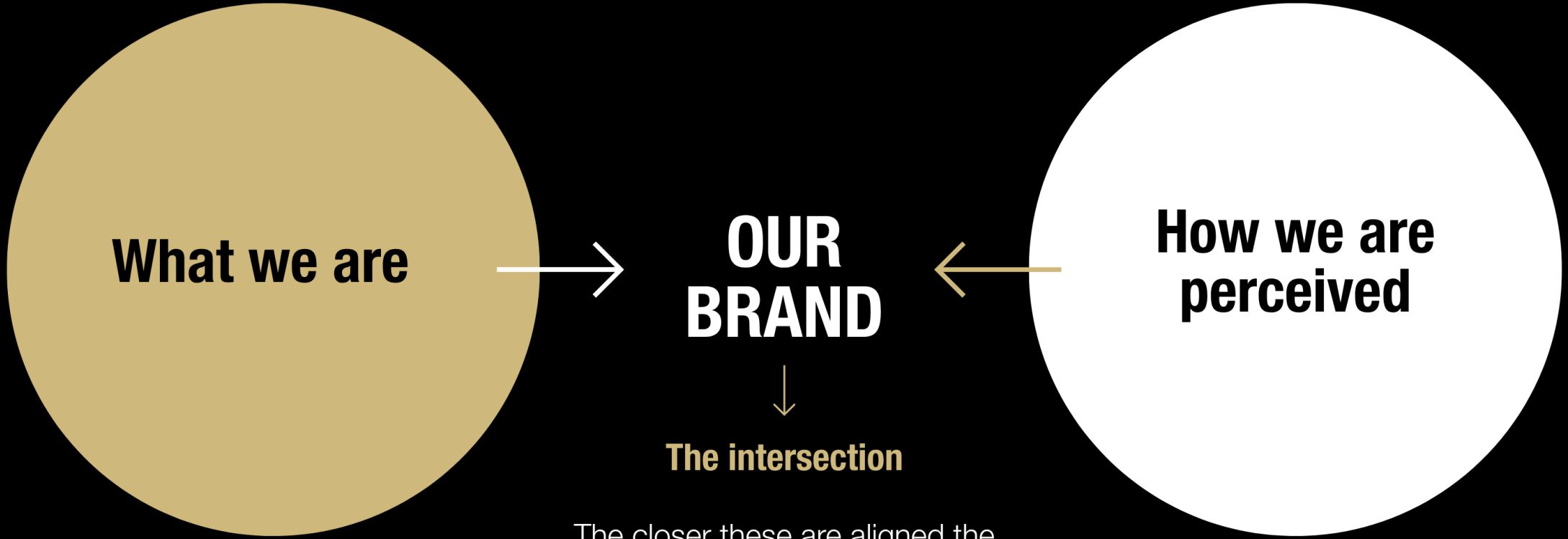


# CU Anschutz Brand Alignment





The closer these are aligned the stronger the brand

Close the gap through: visual identity, consistent naming, storytelling

# Why Brand Alignment Matters

A STRONG BRAND =

NATIONAL RECOGNITION

RECRUITMENT

FUNDING AND GRANTS

PHILANTHROPY

PARTNERSHIPS

COMMUNITY AND ALUMNI ENGAGEMENT

# The Opportunity



## Naming



University of Colorado Anschutz Medical Campus  
CU Anschutz Medical Campus



University of Colorado Anschutz  
CU Anschutz

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## Visual Identity



University of Colorado **Anschutz Medical Campus**

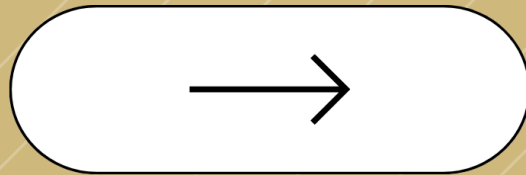


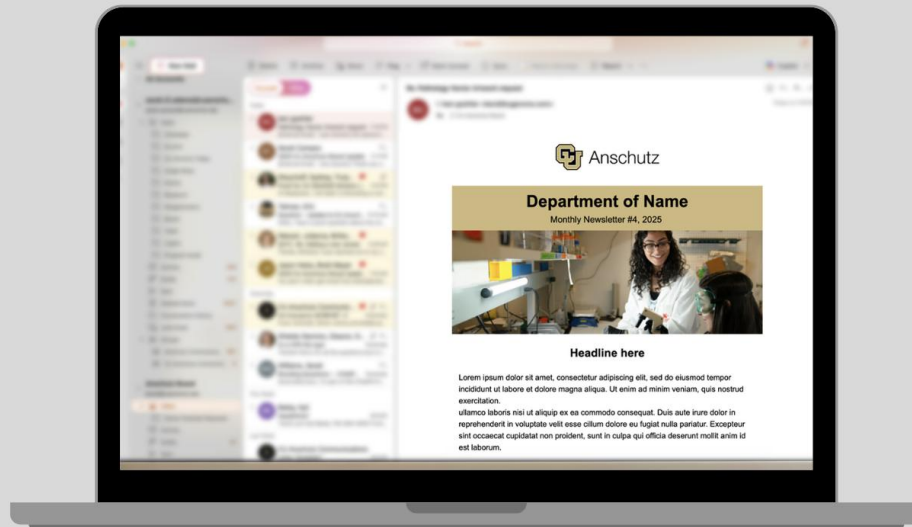
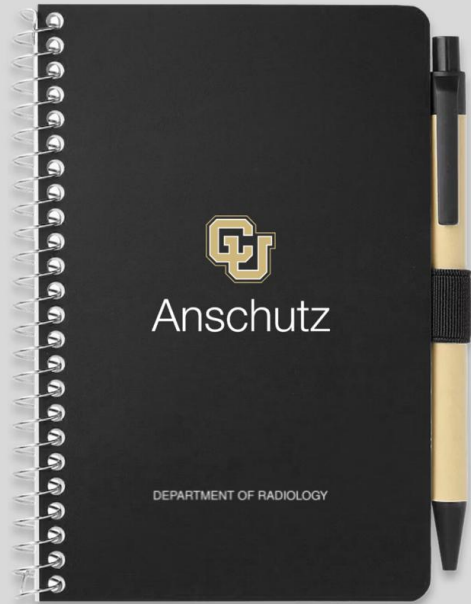
**Anschutz**



University of Colorado **Anschutz**

# What This Looks Like



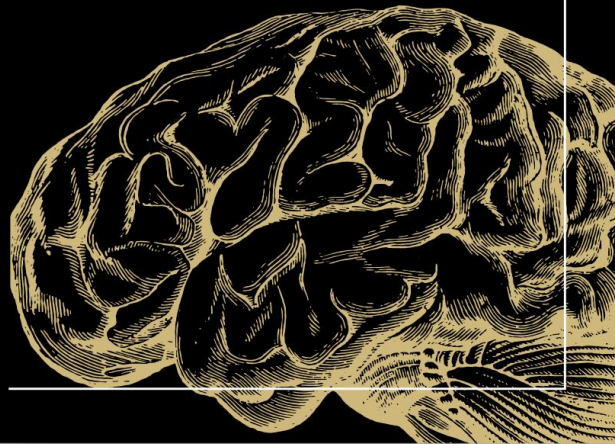


# JOIN OUR STUDY

## Conversational Speech in the Diagnosis of Neurocognitive Disorders

This study seeks to develop new diagnostic tools using conversational speech, with the hopes of eventually using recorded conversations between primary care doctors and their patients to help detect neurocognitive disease in its early stages.

[Learn more](#)



## CONVERSATIONAL SPEECH IN THE DIAGNOSIS OF NEUROCOGNITIVE DISORDERS

This study seeks to develop new diagnostic tools using conversational speech, with the hopes of eventually using recorded conversations between primary care doctors and their patients to help detect neurocognitive disease in its early stages. **Learn more.**

*Join our study*



# What This Means for You

- If you create content/communicate, you shape the brand
- Small choices add up (presentations, emails, flyers, web, zoom backgrounds)

# Why This Matters More Now

- Audiences expect clarity and trust
- Strong brands = stronger recruitment (patient, staff, and student), funding, partnerships
- Laws on digital accessibility
- AI/search prioritizes consistency

# Visibility

Has already more than doubled since launch

## AI Visibility <sup>i</sup>







### Monthly Audience <sup>i</sup>

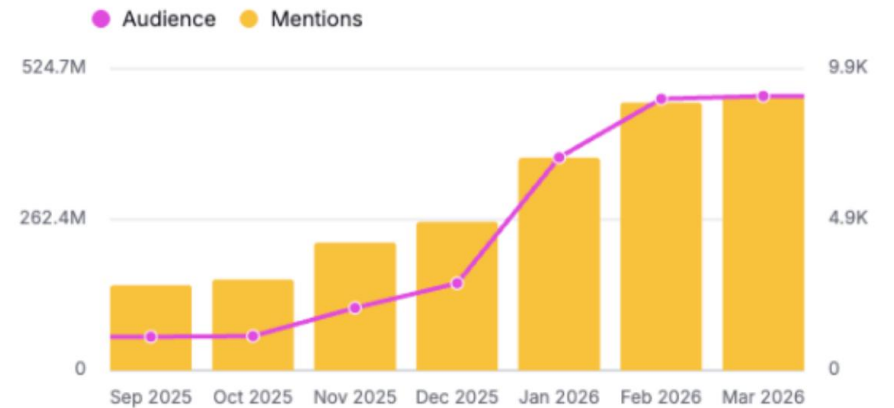
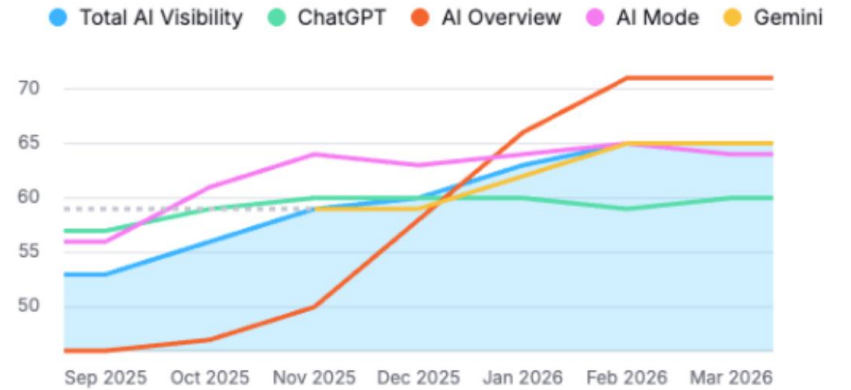
**477M** +4.9M

### Mentions <sup>i</sup> Cited Pages <sup>i</sup>

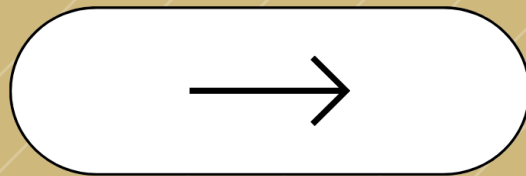
**9K** +216

**6.7K** -4

 ChatGPT	655
 AI Overview	5.7K
 AI Mode	1.4K
 Gemini	1.3K



# Resources to Help Build a Strong Brand



# Checklist

All CU Anschutz communications and marketing must include the following →



**Correct name**



**Approved logo**

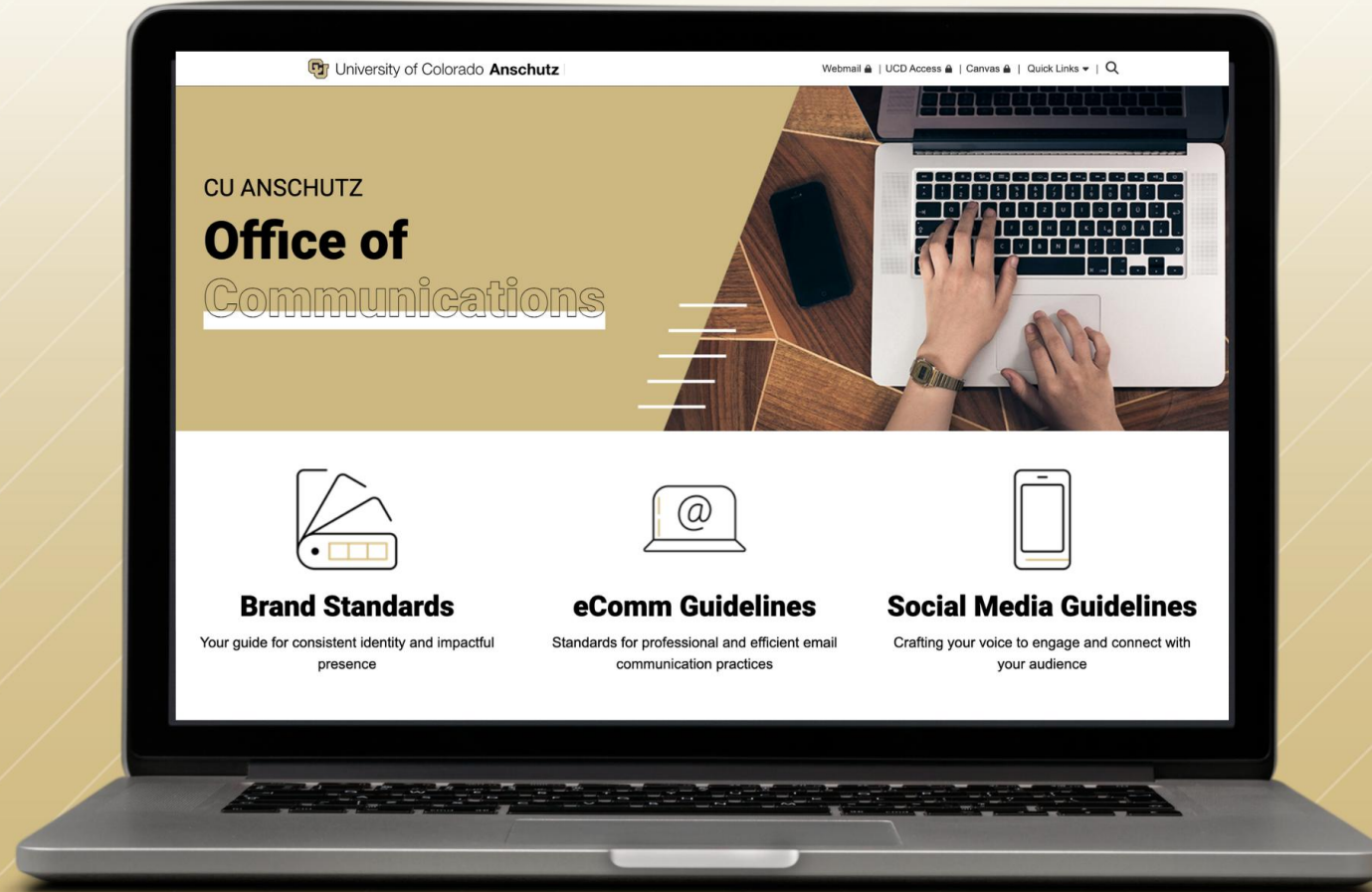


**Official colors**



**Official typeface**

# Office of Communications Website

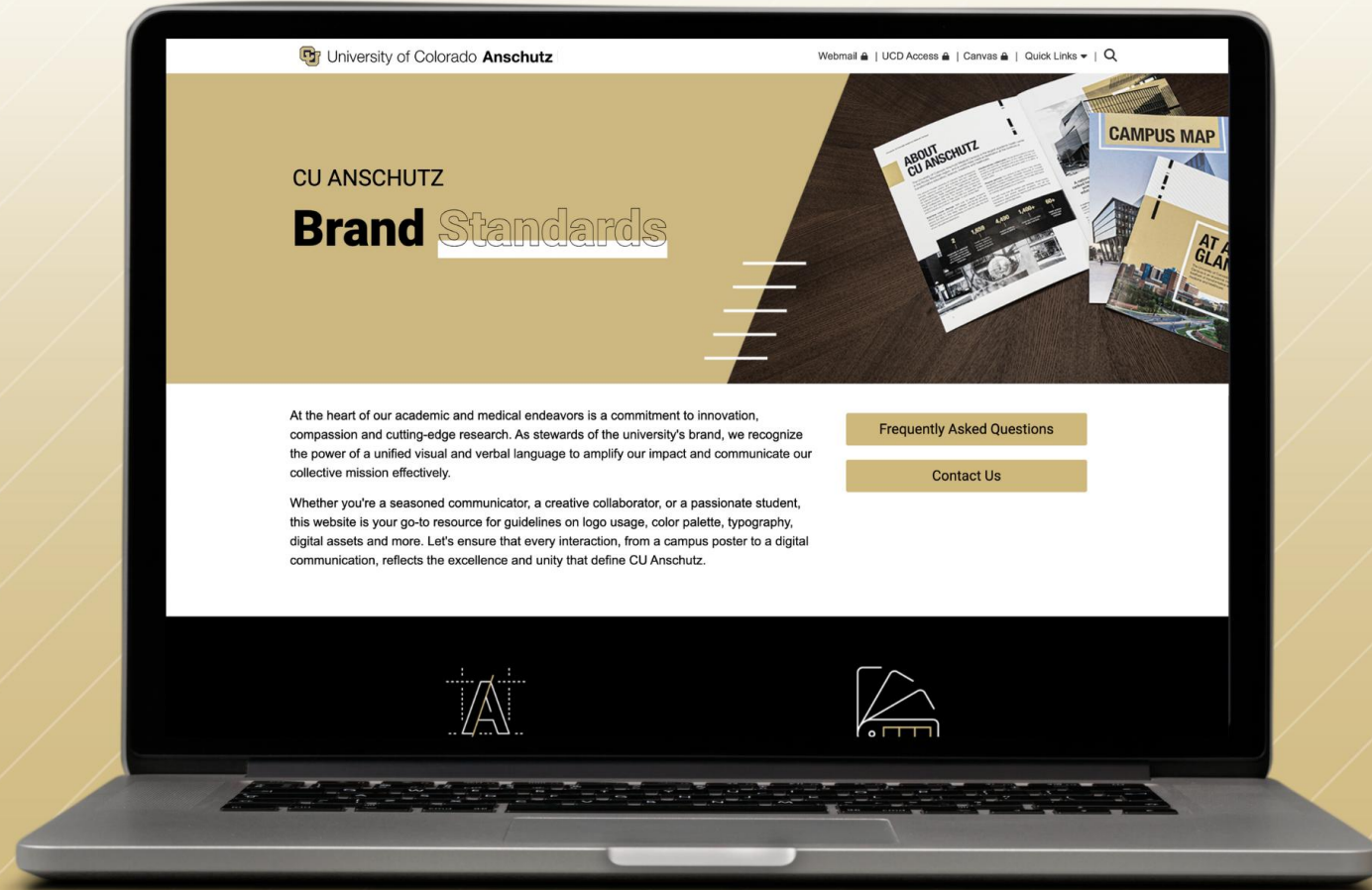


Scan to access site



[cuanschutz.edu/communications](https://cuanschutz.edu/communications)

# Brand Website

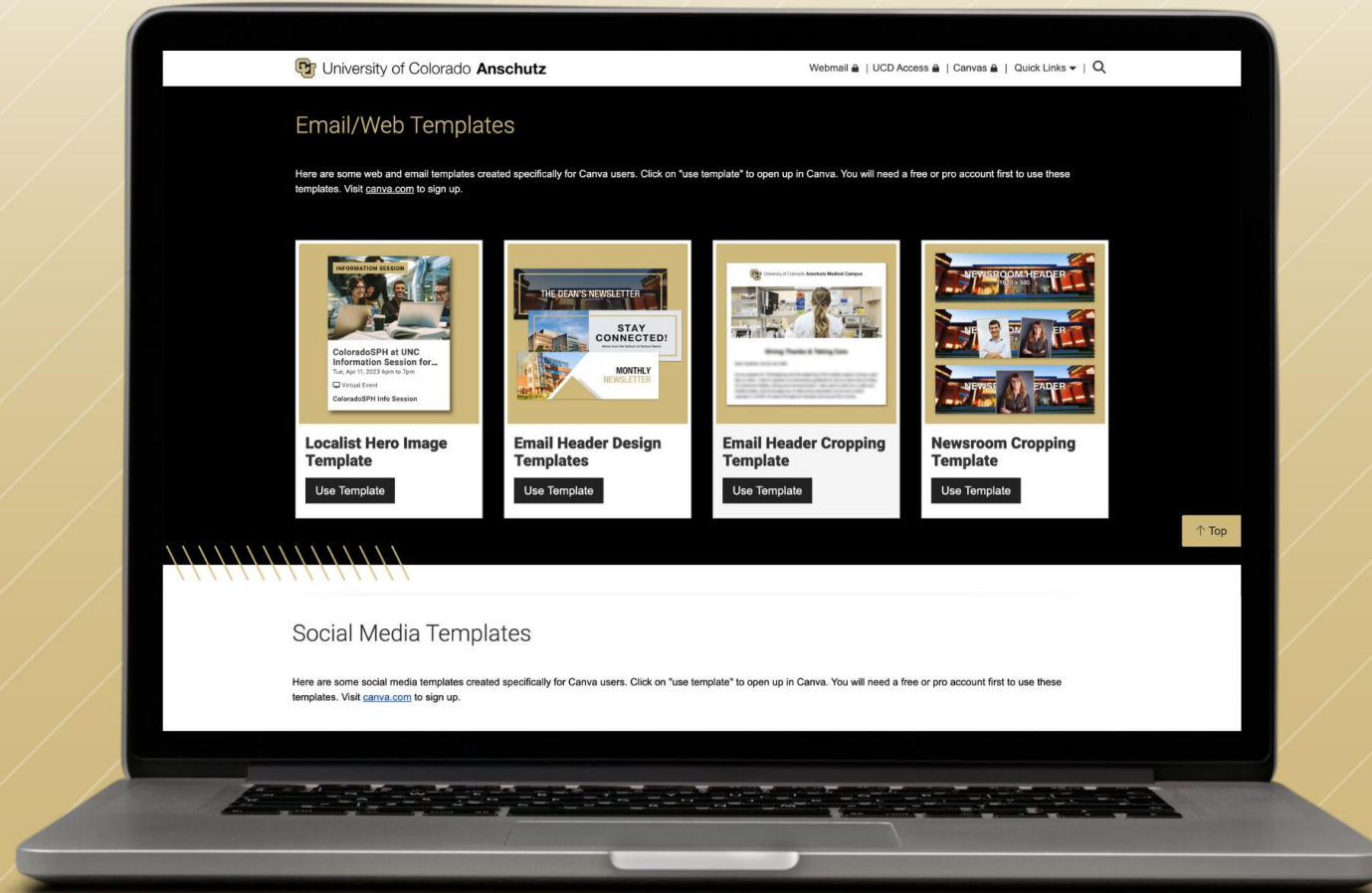


Scan to access site



[cuanschutz.edu/brand](https://cuanschutz.edu/brand)

# Design Templates



Scan to access site



[cuanschutz.edu/offices/communications/templates](https://cuanschutz.edu/offices/communications/templates)

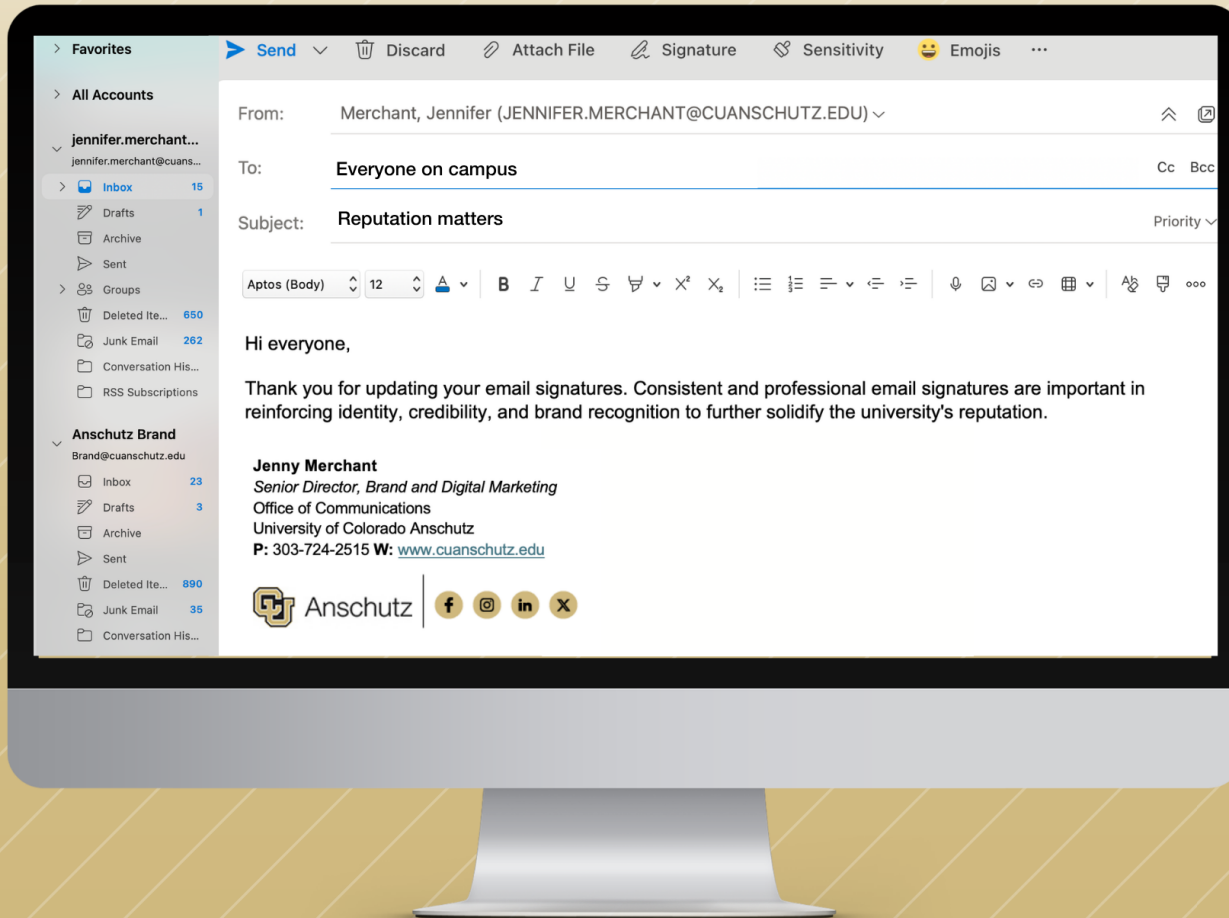
# Digital Asset Library

Access official logo files, campus photos, icons, research poster templates, PowerPoint Templates, and more.

[cuanschutz.imagerelay.com](https://cuanschutz.imagerelay.com)



# Email Signature Generator



Scan to access



<http://bit.ly/47mjKGB>

# Where to start

## Brand Alignment Checklist

Use this checklist as a guide for implementing the updated CU Anschutz brand. Timelines serve as a roadmap for completing adoption within six months, but departments are encouraged to begin updates immediately starting in September 2025.

### Logo & Visual Identity (Month 1-2)

- Update [email signatures](#)
- Distribute [updated templates](#) to all faculty/staff
- Remove old logos from local files, OneDrive, shared drives
- Remove department/unit/program-specific logos from digital materials

### Naming & Editorial Updates (Month 1-2)

- Update written and online references to [approved naming conventions](#)
- Remove acronyms from all materials (AMC, CUA, CUSOM, [full list here](#))
- Update [boilerplate](#) text, press releases and faculty/staff bios

### Digital Presence (Month 3-4)

- Move any off-domain sites to [cuanschutz.edu](#) ([guidance and policy here](#))
- Replace old logos/names in any digital forms
- Update any intranet/SharePoint spaces with updated branding
- Update event registration forms and e-invitations
- Update logos and sender profiles on e-newsletters
- Update social media profile names to include "CU Anschutz"
- Replace old social media graphics/templates with new designs if applicable
- Begin updates to Google search results, Google My Business and Wikipedia

# Key Takeaway

- Brand consistency isn't just aesthetics—it directly impacts our reputation, visibility, and impact.
- We're already doing incredible work. Brand alignment makes sure people can find it, trust it, and connect it back to CU Anschutz.

# Questions?



**brand@cuanschutz.edu**