

CU Anschutz Brand Alignment

Video Transcript

Hello. Hello, everyone.

I'm going to go ahead and get started while we're

still filling in. This is so wonderful to see such a large room of

people here today, so thank you all for coming.

So as everybody's getting settled in with their lunches, I'm going to go ahead and

start. It is right at the 12 o'clock hour, so I'm going to go ahead

and do introductions. We are so excited today

to have the

communications folks here today.

With us today, we have Kathy Green and Jenni Merchant.

Now, Kathy Green,

they have a cheerleading group up here.

They really do. They have been sending little notes up here,

inspirations for their talk.

So you're going to have a fun time here this morning, or I should say, for lunch

here today. So let me introduce Kathy Green.

If you haven't seen Kathy, or you haven't had the opportunity to meet

her, Kathy comes to us with a career spanning

politics, healthcare, and even rock and roll.

Oh, my. So, we might have to find out a little bit more about that.

She brings a uniquely strategic lens to her role as Vice Chancellor of

Marketing and Communications for

our university. She specializes in building high impact

communication strategies that elevate institutional

reputation, strengthen stakeholder engagement, and drive

measurable growth. Prior to CU Anschutz, Kathy served as
Communications

Director for Colorado Governor John Hickenlooper,

where she led a comprehensive transformation of the state's

communications function. She rebuilt and modernized the

division to be more strategic, data-driven, and responsive, significantly

increasing resident engagement, elevating the governor's national media

presence, and expanding influence across platforms.

And she's done a lot of really wonderful things here on campus since she's
been

here as well. And our team has had the wonderful pleasure of working with

her and her team, and she's done such amazing things here.

We've also had the pleasure of working with Jenny, and Jenny is the creative and brand leader with over 15 years of experience in marketing and communications across higher education, government, and the private sector.

In her current role as Senior Director of Brand and Digital Marketing here at CU, she leads brand and digital marketing strategy and creative direction for the Office of Communications and across campus.

Her background includes leading branding and marketing efforts for cities and initiatives across Colorado and contributing to statewide brand work. She has been at CU for seven

years, developing deep expertise in understanding and

elevating the brand that we've got going on here.

So they're here to talk to us about all of the new initiatives going on

with the changing in our brand, and so they've got some

exciting news. And they left some really fun swag.

So that's always a fun thing about having

Jenny and Kathy come to visit us. So-

We bring gifts.

They bring gifts. All right. I'm going to turn it over to them.

Thank you so much for being here with us.

Thank you, Debbie.

Thank you, Debbie, and thank you...

If I knew how...

Right here?

Is that better?

Yes, thank you for telling me.

There we-- Okay, and I'll move this a little closer.

Thanks everybody for being here. This is exciting that this many people are interested in brand. And Debbie, thanks for the invite.

We really appreciate it, and as anybody that knows us knows I do love talking about

this all the time. So any meeting you want us to go to, we will.

And thanks to my team. I have a few team members here that brought the extra

notebooks and pens, notice the brand,

so you can follow along or take notes as needed.

We're going to talk a little bit about what we're doing, what we've started, results so far, which has actually worked out well that this is a few months after launch, so we can just show you the scoreboard of where we stand on this movement.

And, as I tee it up, I'm going to actually let my boss,

Don, speak first on that video, and then I will

give you a little bit more background.

I don't really know how. Thank you.

Well,

no one says it better, and I'm not just saying that because he's my boss.

If you've seen the video, I just did want to play it as a reminder of why we did

what we did.

When I was hired here about eight years ago, this will remind many of you, but the day I came on board, we didn't have a website. So that is seven and a half years ago.

Your emails were UC Denver, and our website was UC Denver.

So we've come a long way in a very short time. At that time, the chancellor had asked me, "Well, what do we need to do?" We immediately said, "This is one of those initiatives."

COVID happened. Lots of things have happened, and it is not an easy undertaking to make this kind of change at a campus this big.

But I will say in the last year too, what we have noticed is this sense of urgency around this related to not

just funding and all of the other things, but we have an

entirely new way of searching for information out in the world, which is AI.

And AI cannot recognize us as 500 names, and we will not be in

those conversations locally or nationally related to research innovation,

patient care, patient

access, and education if we don't make this change.

So it really did, last year, start this conversation at

a higher level, and with, like I said, quite a sense of urgency around

it. We've built amazing resources.

You'll see as we get through this a little bit more on the details that Jenny
will

present, who's done an incredible and Herculean effort in making this
happen and

accessible for campus,

the results. And that's what I always say.

We'll just look at the scoreboard when we get through this, and you'll see where we

are so far and how this is working. But I will let Jenny walk you through

some of the other details of what we're doing.

Thank you. Okay.

One moment, please. I'm trying to find the screen.

How do I get back to this one? Okay. Let's see.

Okay.

Got it.

Yeah.

Mm-hmm.

I know. It's always so hard.

There we go.

There you go.

Okay.

Yep.

Thanks.

You're welcome.

Thank you. Okay, great. Thank you. Thank you all for coming.

Glad that you all could make it.

So we're going to dive into a little bit about what the CU Anschutz

rebrand means, what it looks like, how it applies to your work,

and some resources that we've built for you to help with the brand alignment.

And before we get into that, I just wanted to kind of set some

groundwork for what we mean when we say the word brand.

So when you say the word brand, it's easy to think about a logo or a

visual identity, but it is much more than that.

The logo and identity are a piece of it, but really

what a brand entails is all the

different repeated, consistent experiences that people have with

your institution or organization.

So how a brand develops is really kind of at this intersection

of who you are, what you actually are as an institution.

So for us as the CU Anschutz Medical Campus,

it's the work we're doing, it's our values, it's our mission, it's who we

actually are in our daily work. And

then

it's also balanced with how we're perceived, so how we are perceived

externally and how the world views our

work. And all of that is built

through consistent interactions,

and built over time because of that.

So really, kind of our job in the brand work is to

consistently communicate, not only visually but

in our references, in our naming, how we reference ourselves

in order to help elevate and build a consistent brand.

Because the consistency also helps to build trust.

So basically, the goal is try to make sure that the perception matches the

reality.

And why does this matter?

Having a strong brand, it is important.

It actually has great impact on national

recognition, which in turn affects

recruitment, so the caliber of not only students,

faculty, staff that we can recruit who

comes to our institution. It affects our ability to receive

funding and grants. When we show up

consistently you garner that

trust for people. It all goes back to our reputation.

So the stronger our reputation is, the more likely we are to be able

to

receive these things. And

basically, when we look like a unified institution, we

feel like a leading institution.

So just to kind of illustrate why this matters,

if you saw these two flyers, which study would you participate

in?

The one on the left. Good answer.

Yes. So these are the exact same content.

It's the same words, same information, but one is branded, one is not.

So you're more likely to trust the one that you know, that's familiar,

that you have seen. It looks reputable.

So all of this consistency, it helps to build trust,

and it directly influences decision-making.

So the opportunity that we have on our campus is to help shape this reputation and help build it. So previously, as Cathy mentioned, we had over 500 logos across campus representing all the various departments, units, programs on our campus.

But really what that was doing was just diluting our overall brand, and it was making us essentially compete with ourselves.

And so we were losing opportunities to elevate our reputation because it was just confusing. It was noisy.

People couldn't understand exactly what we were because there was too many of us.

So with the rebrand, there's two main changes, and that's to our

name and to our visual identity. So for naming, we have

dropped

the medical campus portion of our name, and

also, as Don was saying in the video, this is really allowing us to

move from just a physical location to a national

brand. So having the word campus in our name,

it limits us to just being tied to a physical location.

So removing that allows us to move from

where we are to who we are and what we are.

And also, this is just leaning into human nature.

So we have looked at and heard anecdotally

and through research what people actually call us, and it's just CU

Anschutz. I'm sure even in your conversations with people when they're asking

where you work, you're not saying, "I work at the University of Colorado

Anschutz Medical Campus." You probably just say, "CU Anschutz," or something

along those lines. It's short, it's memorable, it's easy, it's the easiest to say,

easiest to reference. So

we're just leaning into that as well.

And this coincides with our visual identity.

So what this looks like in practice,

the goal is to align under this single anchor brand.

But we are not trying to eliminate any individual

identities. We just want to amplify them under a singular

brand.

So some examples of what this could look like

are using the main CU Anschutz logo and then identifying your department
or

unit in text. So this actually gives us a lot

more freedom than what we had previously with the logo lockup,

because the logos before,

we couldn't alter them. And a lot of them are really long

names. You try to put it on apparel, it looks like a paragraph long of text.

It doesn't look good. You can't read it.

So this just simplifies it. CU Anschutz is the logo, and

then you can identify the department,

depending on the material that you're creating.

So if you're creating a sweatshirt

versus a newsletter, it might look different.

It's going to be whatever looks best for that application.

And we have many more examples of this on our website,

and we are also happy to walk through any examples with you.

We do still hold our brand office hours every Thursday from 2:00 to

3:00 in the Fitzsimmons building.

So happy to walk through any specific examples if you guys are wondering,
like,

"How do I do this for my department?"

And if you're sitting here like, "Well, I don't do any of that.

I don't create marketing materials, and I'm not a designer,"

just want to reinforce that every

communication on behalf of the university helps shape the university's

reputation. So every email that you send, every time you create a

PowerPoint,

a social media post, how you're talking about your department on a website, this is

all opportunities that go directly back to CU

Anschutz's reputation.

And

again, as Cathy was mentioning, why this is so important now,

because, well, we live in a world that we don't have

very big attention spans, first of all.

So we need to get people's attention quickly,

and we don't want to expect people to sift through the noise themselves.

We need to declutter it, and we need to make it easy for people to understand who

we are at a glance very quickly.

And

the other thing is AI. This is huge. We're all living it.

We all understand that this is kind of changing the current landscape of our digital presence and how things are found online.

And so AI really prioritizes consistency

and trust. So you're not going to get cited.

You're not going to be recognized.

The amazing work that we're doing here on campus won't be discoverable if it's inconsistent and if it's not consistently named.

So

to just give you an example of the results that we've had so far,

we launched the rebrand in September of 2025, and since

then, our AI visibility has already more than

doubled. So that means we are being picked up by

AI platforms. We are being mentioned because we are seen as

a trustworthy and credible source.

And we are consistently, by just changing our name, by changing the

references across our campus to consolidating it,

becoming a lot more visible and discoverable.

So how can you do this?

Well, we created a lot of resources for you to be able to align with brand.

So I wanted to make it as easy as possible.

This is a basic checklist that you'll want to just have in the back of your

mind for any time you're communicating on behalf of the university.

So at minimum, you want to make sure that you're using the correct name.

So always have the tie to the CU Anschutz brand.

So tie it back to the CU Anschutz anchor brand.

And then of course use an approved and official logo

and our official colors and official fonts as

well.

All of this can be found on our Office of Communications website.

We have our brand standards on here.

We have also the different disciplines across the Office of

Communications. We have guidance for how to show up on social media,

your website, email marketing. All of that guidance can be

found here.

And specifically, you'll find all things brand

on the brand website. So what to do, what not to do.

The colors, the logos, the fonts, everything you need to know about incorporating

the brand into your written and

your marketing materials would be found here.

And if you're like, 'Well, I don't even understand different

fonts, and Helvetica and Times New Roman look exactly the same to me.

Why should I care?'

Well, we built some design templates that make it easy.

So the design templates, these are already built out in brand.

So these are linked on our website as well.

So if you just click on them, you can edit the material, and you'll know that

it's already in brand. So you can edit the title, edit the copy, and it's

already in our font, already in our colors, already using our official logo.

So we're trying to make it as easy as possible so you don't have to question

whether or not you're in brand.

Yeah, we can take questions.

The Helvetica

font has not always been available

to everybody. Is there someplace that we can download it at the brand site?

You can purchase Helvetica, but if you don't have the means to purchase it, then

you can also use Arial as a backup font or Roboto, which

are free fonts.

Okay, and then also,

another resource is our digital asset library. So this is our image relay.

This is where we house all of our beautiful imagery of campus, our official

logos that you can download,

research poster templates, PowerPoint templates,

all the things that you might need.

And then this one we've built out, thanks to Nicole

Lawrence.

She's a magician, and she created an email signature generator.

So if there's one thing that you take away from today, it's to

change your email signature. You can do it right now if you scan this

code.

It's so easy, though. Nicole made it really easy for us to do this, to be in

brand. And again, this is just another opportunity every time you send an email to

represent the university and have that stamp of credibility, stamp

of approval from the university. And I'm going to go ahead and

show you how easy it

is.

Okay, so once you get to the page...

Sorry, it's really hard to scroll backwards like this.

Scroll. Okay.

Name, just type in all your information.

A lot of these fields are optional, and then

where's the button? I can't see.

Where's

the

button?

Oh, here we go. Okay.

I swear it's easy. I just can't see.

Okay. And then once you put all your information in, all you have to do is copy it

and paste it into Outlook.

So again, if there's one thing you do today, let it be this.

Yes, question?

Yes, so there is a dual campus option, so for the few

consolidated campuses or units left, it would

look just like this, except for instead of the CU Anschutz logo, it would be the CU

Denver Anschutz logo.

Is it on that drop-down-

No, it's not

built out in a generator, but if you want, I can

help walk you through replacing the image.

Yes, exactly. Yeah.

And then another thing I wanted to show you guys, if you weren't aware,
let's

see.

Got to make sure it's on the right screen. Okay.

So we have templates, our letterhead templates, and then also our

PowerPoint templates. These are built out in

Microsoft So as long as you're logged in to your

CU Anschutz email, you can access the templates directly from Word.

So you don't have to download it or anything.

So if you're in a Word document, you just click on File, New,

and then go to the Templates folder.

It is under University of Colorado, Denver.

Not happy about that, but

then you can navigate to CU Anschutz Templates,

and these are already built in here. So this is our official letterhead.

There is a template just for a standard Word document, and then there's a

dual campus one as well. And

this is the same for PowerPoint. So if you're in a PowerPoint document, you just go

to the Templates section and our PowerPoint template's in there.

Okay.

Sorry, how do I get back to PowerPoint?

Thank you.

While you wait, you can update your email signatures.

Okay, so I know that this is a lot,

especially if this isn't your every day, you're not living it, you're not breathing

it like I am.

But we have created a checklist for you as well. So this is on our brand site.

We can send this out as a link afterwards as well.

So this just gives you a checklist of what to go through for the rebrand and the steps to take in order to align with the rebrand.

So

key takeaway is

update your email signature

and just understanding that brand consistency really matters.

This is what helps elevate our reputation. We're doing amazing work.

We're a world-class academic medical campus. We want to look like it.

We want to sound like it. We want to represent that.

We want people to be able to discover us. We want people to know that.

And so being consistent in brand and naming and visual

identity will help get us there.

Oh,

that's all.

Beginning.

Thank you.

I just want to jump in really quickly, and I

have to give the biggest thank you to Jenny Merchant.

And what she just walked you through, she built with one other person so that everybody could make this happen on their own end.

And in this federated model, the only way this works is if

everybody does do their own work in their department, program, or unit.

We've provided all the resources thanks to Jenny,

and we are happy to continue the open houses.

But it takes everybody. This isn't a model where you can just own a private company, it would just turn on. And we're also doing it in a very resource-friendly way.

When you need something reprinted, it would be reprinted in the brand, right?

The vendors all know about this. The print service is aware of this, so they're

ready to go, but doesn't mean you have to go throw everything out.

So we're definitely not moving in that direction, but it does require your attention and oversight in your program.

So thank you, Jenny, for all of this.

This is, as you can tell, when I said Herculean, I meant it.

That's a lot of work. But we'd love to open it up for questions.

We're going to start back here. We do

have microphones floating around the room, so if you could please wait until we get

to you, that would be great.

Do you have any resources for dual branding for our hospital partners?

Great question. For those on Zoom, the question was do we have any resources for dual campus or our partner hospitals?

So the templates that we've created, they are CU Anschutz branded, but you can follow our guidelines and either replace the logo with the dual campus logo that is on ImageRelay, so you can download that official logo file from ImageRelay.

And then we do have

guidelines for partnerships and partnering with our

hospitals. So basically,

it's on our website and I can walk you through it, but basically it's just

using the two logos. And then it would need to be vetted by

the partner brand people as well.

Yes.

Thank you. Question regarding signature.

Most of the people in my department have already updated their signature,
but many

of them, including myself actually, use mobile often,

either email or, sorry, iPad or phone.

I think I know the answer to this, but the way we've been getting around it is
the

same copy-paste we did from the generator that we put in Outlook,

we put it on our mobile signature block.

But unless I'm doing it wrong and I just don't know exactly how to do it

properly, the links don't carry over.

The hyperlinks that you had on the generator won't carry over.

Is that just the way it is, or is there a way that I'm not

familiar with?

I'm going to answer this through Nicole, who's in the audience.

Are you using Apple Mail?

Yes.

Yes.

No.

Okay, so does not currently work in Apple Mail, the

links.

The rest of it does, though.

Yes.

Okay.

So in Apple Mail, you have to manually insert the link from the gener-- You have to retype basically the link from the generator.

Okay.

Which I think still works.

Right. And this is just for mobile.

Thank you.

They're just fine without the microphone.

We want them to hear you all.

Yeah. They would trust me. They would hear me. Thank you.

With the branding site,

where do we find the branding site?

Because I'm going to have to go back with a whole lot of information on this.

It'd be a lot easier to look it up.

Yeah. So it's cunshutes.edu/brand.

Okay. Thank you.

Yeah, I think you can find all of the resources.

More questions?

That's

amazing.

Brian, do you want to take some online?

We've got some online questions.

Yes, we do.

"Can the doc template for Word

add page numbers? Because the bottom banner interferes

with page numbers on multiple page docs."

This on?

Here, give me that.

Give me that one. All right. "Can the doc

template for Word add page numbers because the bottom banner

interferes

with multi-page documents adding page numbers?"

I believe you could change the color of the number so that it shows up on

the image there.

I did have one more question on here.

"Is there a timeline when old logos are going to be phased out?"

I ask because some departments and teams have higher cost items that

they may not be able to replace right away, like tents, table covers, et

cetera."

Yeah. So we're

hoping to, and Chancellor's hoping to have this done by end of this school year, have everything turned over.

But we understand,

you can replace things like print stuff and physical signage as budgets allow.

So when you're reordering that and when the time comes,

it's appropriate to replace it at that time, and then just replace the digital things and the easy stuff that you can do now as soon as you can.

Sorry, one follow-up question regarding letterheads.

Back in late September when we went with one brand,

I shared with my department the new logo, the new letterhead, and

so on.

The first response that I got from

leadership was, "No, we still need it to say anesthesiology.

We cannot just say CU Anschutz."

And what I did, based on the guidelines of not putting it

next to the logo itself, is on one side there's a logo, and on

the other side, there's the Department of Anesthesiology, and I've just been

under the assumption that I'm following guidelines and that it's okay.

But I figured it's a good opportunity to make sure that it is.

Yes. Thank you for checking. I appreciate that.

And yes, that's correct. And that is how the template is set up.

So the logo can't be modified. The logo will still be CU Anschutz on the left, but

then on the right, you can modify and customize and personalize based on the department.

Wonderful.

Okay.

Is there one more?

One here.

Yeah, there's two, I believe here.

One of them is: "Do we want to encourage students to adopt the email signature?"

I would say yes. If they have a cuanschutz.edu email address, they should use the

signature.

And the last one here is: "It was mentioned there is some data

on our name and the overall advantages of a unified

brand. Is any of this available? I think it would help get

our faculty on board, particularly data on increased funding

or philanthropic contributions."

We will have that available. We just showed you a quick

snapshot because it's really only been when we moved centers and
institutes,

schools, probably September, October, November.

Centers, institutes, November, December.

We're looking at about a three-month, five-month analysis.

We're not going to provide that in a detailed manner yet, but we are going
to

provide analytics as this rolls out.

Likely, probably we'll do a one-year mark,

and be able to present that. Leadership across

campus has been given a lot of the data, but we just haven't provided...

We'll likely do it as an annual report.

Were there more online?

One.

Okay,

great. Thank you all.

Thank you.

Thank you for your support.