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

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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

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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

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Print & Environmental (Month 5-6)

- ☐ Replace building signage, department signs, and wayfinding*
- ☐ Update posters, wall graphics and office branding
- ☐ Refresh event signage, banners and podium signs

replace as needed/if budget allows

Internal Communications & Monitoring (Month 5-6)

- ☐ Create review process to catch old logos in circulation
- ☐ Identify brand ambassador/contact for compliance questions (list of communications liaisons by department)

Quick Reference

LOGO & VISUAL IDENTITY

✔ Anschutz

University of Colorado **Anschutz**

Anschutz
School of Medicine

✘ University of Colorado **Anschutz Medical Campus**

School of Medicine
UNIVERSITY OF COLORADO
ANSCHUTZ MEDICAL CAMPUS

Name of Department
PARENT UNIT
UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**

NAMING & EDITORIAL

✔ Correct usage:
  - CU Anschutz
  - University of Colorado Anschutz
  - CU Anschutz School of Medicine
  - CU Anschutz Name of Department

✘ Incorrect usage:
  - University of Colorado Anschutz Medical Campus
  - CU School of Medicine
  - University of Colorado School of Medicine
  - CU Name of Department
  - AMC, CUA, CUSOM, etc.

Full guidance can be found at cuanschutz.edu/brand