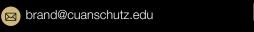
## **Brand Alignment Checklist**

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 <u>email signatures</u>	
	Distribute <u>updated templates</u> to all faculty/staff	
	Remove old logos from local files, OneDrive, shared drives	
	Remove department/unit/program-specific logos from digital materials	
Na	ming & 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	
Dig	jital 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	



## **Brand Alignment Checklist**

Use this checklist as a guide for implementing the updated CU Anschutz brand.

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 budge	: allows		
Internal Communications & Monitoring (Month 5-6)				
	Create review process to catch old logos in circulation			
	Create review process to catch old logos in circulation  Identify brand ambassador/contact for compliance questions ( <u>list of</u>			
	Identify brand ambassador/contact for compliance questions (list of			

## **Quick Reference**

**LOGO & VISUAL IDENTITY** 







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

## **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

