University of Colorado Anschutz Medical Campus

Campus Administrative Policy

Policy Title: Campus Brand and Communications Policy

Policy Number: 3022A   Functional Area: General Administration

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Effective: July 1, 2025

Approved by: Kathy Green

                 Vice Chancellor, Marketing and Communications

Applies to: CU Anschutz

A. Introduction

The CU Anschutz Office of Communications safeguards the university brand through consistent and approved use of logos, communications, signage and promotional materials. This policy outlines required steps and approval processes for all branded communications and displays — inside and outside campus buildings — to ensure equity, trademark compliance, professional appearance and brand cohesion.

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C. Policy Statement

All communications — print, digital, environmental, social media and merchandise — must adhere to CU Anschutz brand standards: proper logo/mark usage, colors, typography, messaging and vendor approvals. Internal materials must use an approved CU Anschutz-branded template or have approval from the department's designated communications representative if a template is not used.

External-facing materials must be reviewed and approved by the CU Anschutz Office of Communications. Unauthorized materials may be removed or refused, particularly if they pose compliance, accessibility or legal concerns.

D. Definitions

- **External Communications:** Materials visible to the public or broader campus community, including flyers, digital assets, banners, signage and printed materials.

- **Brand Assets:** Official CU Anschutz logos, colors (Black HEX #000000, Gold HEX #CFB87C, etc.), fonts (Neue Helvetica; web: Roboto, Source Sans Pro) and signage systems.

- **Licensed Vendor:** A CU-approved vendor for branded apparel, merchandise and signage.

- **Building Administrator:** Designated liaison responsible for signage approval.

- **Internal Materials:** Communications materials that will be viewed by an internal audience (faculty, staff, students).

E. Procedures

1. Logo & Brand Asset Use
    a. Always use approved files — do not recreate or alter logos in color, scale, spacing or layout.
    b. Full-color versions are preferred; single-color versions are to be

used only when required. [Respect minimum clear space and size standards](#).

2. Color & Typography

   a. Adhere to primary brand [color palette](#): black, gold, white, gray; use accent and action colors for emphasis only.

   b. Use only official university typeface: print - Neue Helvetica; web - Roboto or Source Sans Pro.

3. Printed Materials (Flyers, Posters, Signs)

   a. Post only in approved locations: bulletin boards, display cases or designated wall areas. Please refer to [Campus Signage Policy](#) for detailed guidance.

   b. Obtain Building Administrator approval prior to posting print materials. For digital signage requests, obtain OIT Digital Signage approval, with final approval through the CU Anschutz Office of Communications.

4. Large-Scale Displays & Banners

   a. Displays and banner materials must be reviewed by the Building Administrator and the CU Anschutz Office of Communications. Temporary easels or hanging displays are allowed only on the day of and event or function.

5. University Websites

   a. All university websites must follow university brand standards and be built on the [approved content management system](#), Sitefinity, unless an exemption has been granted. If an exemption is approved, the website must match the current CU Anschutz Sitefinity templates in both design and functionality to ensure consistency across university platforms.

6. Digital & Social Media

   a. Use approved social templates and messaging. [New social media](#)

accounts require registration and review/approval by the CU Anschutz Office of Communications.

b. Social content must align with editorial style and brand voice.

7. Vendor & Swag Production

a. Only licensed vendors may produce merchandise using the CU Anschutz brand.

b. Order process: choose vendor → locate official logo asset → follow clear space and logo color guidelines → submit design to vendor → vendor submits to Brand Manager for approval.

8. Student Clubs & Organizations

a. Affiliated organizations must align custom graphics with brand standards. Independent organizations may not use CU or CU Anschutz brand marks.

9. Business & Stationery Use

a. Official stationery (letterhead, business cards, email signatures) must use only the CU Anschutz logo and approved templates.

10. Advertising & Paid Media

a. All advertising and paid media, including digital, print, radio, out of home and sponsored content, must be reviewed and approved by the CU Anschutz Office of Communications prior to placement. This ensures alignment with brand standards, messaging strategy and audience targeting.

F. Responsibilities

1. **Building Administrators:** enforce signage and posting rules.

2. **Office of Communications/Brand Team:** approve designs, messaging, logos; train campus units.

3. **Communicators/Units/Vendors/Students:** comply with brand usage and seek approvals before production or posting.

G. Violations & Enforcement

Non-compliant materials may be removed without notice and units may be asked to correct infringements.

Contact & Resources

Office of Communications – brand@cuanschutz.edu

Brand Resources: Logos, templates, colors and fonts, photography, messaging guidelines

Notes

1. History
   * Adopted July 1, 2025

2. Cross References
   * Campus Administrative Policy 3014A: Campus Posting, Announcement, Sign and Display Procedure and Approval Process – CU Anschutz
   * Campus Administrative Policy 5008: Centralized Content Management System IT Cabinet Policy

3. Responsible Office
   * Office Vice Chancellor for Marketing and Communications