



University of Colorado

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## University of Colorado signature

The University of Colorado signature includes two elements: the logomark and the wordmark.

Always use the original artwork; never recreate or reposition the elements. For artwork, please contact the university brand manager.

### **Color variations**

There are five different color variations: full-color, grayscale, one-color (black), reverse (gold) and reverse (white).

### **Clear space**

Clear space is measured by the height of the U in the wordmark.

### **Minimum size**

The wordmark cannot be smaller than 2 inches wide.

Full-color



Logomark

Wordmark

Grayscale



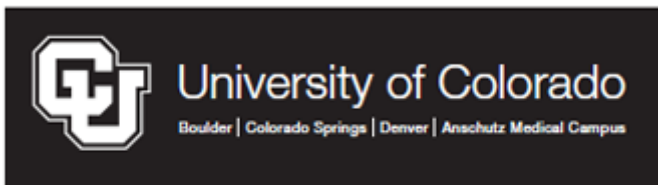
One-color (black)



Reverse (gold)



Reverse (white)



Clear space



Minimum size



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**Source URL:** <http://www.cu.edu/brand-and-identity-guidelines/university-colorado-signature>