



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

**ECOMM**

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## **Branding** <sup>[1]</sup>

The University of Colorado branding program brings consistency and coordination to its messages and visual images.

All eComm communications must reflect the University of Colorado's brand standards. Select a brand-approved and tested [email template](#) <sup>[2]</sup> for your next eComm campaign.

### **Visit your campus brand websites:**

- [CU System](#) <sup>[3]</sup>
- [CU-Boulder](#) <sup>[4]</sup>
- [CU UCCS???](#) <sup>[5]</sup>
- [CU Denver](#) <sup>[6]</sup>
- [CU Anschutz Medical Campus](#) <sup>[6]</sup>
- [CU Advancement](#) <sup>[7]</sup>

Contact your [eComm specialist](#) <sup>[8]</sup> for additional assistance.

### **Groups audience:**

eComm

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**Source URL:** <http://www.cu.edu/ecomm/about/branding>

### **Links:**

[1] <http://www.cu.edu/ecomm/about/branding>

[2] <http://www.cu.edu/ecomm/admins/email-template-options>

[3] <http://www.cu.edu/brand-and-identity-guidelines>

[4] <http://www.colorado.edu/brand/>

[5] <http://www.uccs.edu/~brand/>

[6] <http://www.ucdenver.edu/about/departments/ucomm/brand/Pages/default.aspx>

[7] [https://www.cusys.edu/branding/manual/cuf\\_identitystandards\\_quickguide.pdf](https://www.cusys.edu/branding/manual/cuf_identitystandards_quickguide.pdf)

[8] <http://www.cu.edu/ecomm/ecomm-specialists>