

CU Branding ^[1]

April 17, 2019 by [Melanie Jones](#) ^[2]

Ensure your Marketing Cloud emails and Cvent registration forms comply with CU brand standards.

[Our Visual Identity](#) ^[3]

[Campus Branding Site](#) ^[4]

LOGO



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

TYPOGRAPHY

Typography is an essential part of our personality. It helps unify our materials and promotes familiarity with our messaging.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

0123456789
!@&\$*“”

Display Title:

CU Branding

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecommerce-wiki/cu-branding>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/cu-branding> [2] <https://www.cu.edu/blog/ecommerce-wiki/author/39>
[3] <https://www.cu.edu/brand-and-identity-guidelines/our-visual-identity> [4] <https://www.cu.edu/brand-and-identity-guidelines/our-visual-identity>

COLORS

Color is an important part of our visual system. Specific signature colors are combined to create a unique signature for each University of Colorado campus.



WE

Consistent web design ensures visual consistency across all University of Colorado digital assets, improving recognition and understanding of our brand.



[identity-guidelines/campus-branding-sites](#)