

University Brand Identity Standards Board

The University Brand Identity Standards Board comprises representatives with professional expertise in branding, marketing and communications from each campus, system administration and the CU Foundation. It is the responsibility of this board to maintain the standards of the University of Colorado brand as authorized by the Board of Regents and directed by the president.

Each campus has its own brand standards board, responsible for maintaining the brand standards specific to the campus. The campus boards provide advice and guidance on issues specific to campuses, but do not approve exceptions or deviations from the campus or system guidelines.

The development or use of independent logos, graphics or word marks by CU entities that deviate from the guidelines detailed in these standards is not consistent with university trademark policy and is strictly prohibited without written approval from the University Brand Identity Standards Board, campus chancellor or CU president.

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Links

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