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Logo signature extensions

Visual identification for all university entities—including schools, colleges, administrative units, departments, divisions, programs, events, centers and institutes—is accomplished through the use of logo signature extensions. Logo signature extensions add a wordmark-based element beneath the primary logo signature to identify the entity or unit. In all other respects, they follow the same rules for the primary logo signature. Standard horizontal, vertical and centered logo signature options will be available soon.

Source URL:https://www.cu.edu/brand-and-identity-guidelines/logo-signature-extensions