Published on *University of Colorado* (https://www.cu.edu)



# Using the interlocking CU alone



The interlocking CU should be used with the official logotype of the entity it represents.

However, there are a select set of circumstances where the logotype is not practical, or legible, and the interlocking CU may be used alone at the system level only. Campus departments must follow campus guidelines.

You may use it for the following:

- Lapel pins
- Hats
- Limited embroidery (fronts or sleeves of polo shirts and jackets, fronts of vests, etc.)
- Select promotional items (golf balls, tees, pens, etc.)
- Event banners or flags in which the full logo is hard to read from a distance
- Press backdrops
- Way-finding signs and door plates
- Large building signs
- Official systemwide programs, i.e., CU Health brand

You may not:

- Campus-specific programs or events
- a design or art element in any print or online application. Do not combine the interlocking CU with any other design elements (typography, color, imagery) to create new or different graphic treatments.
- a watermark or pattern when designing business and marketing collateral
- a stand-alone element for social media icons (though it may be used when a department, school or college name is included in the icon)

Another approved option is to combine the interlocking CU with the campus descriptor: CU Boulder, CU Denver, CU Colorado Springs, CU Anschutz Medical Campus and CU Foundation.

Any use of the official interlocking CU alone should be approved by the University Brand

Identity Standards Board.

---

**Source URL:**https://www.cu.edu/brand-and-identity-guidelines/using-interlocking-cu-alone