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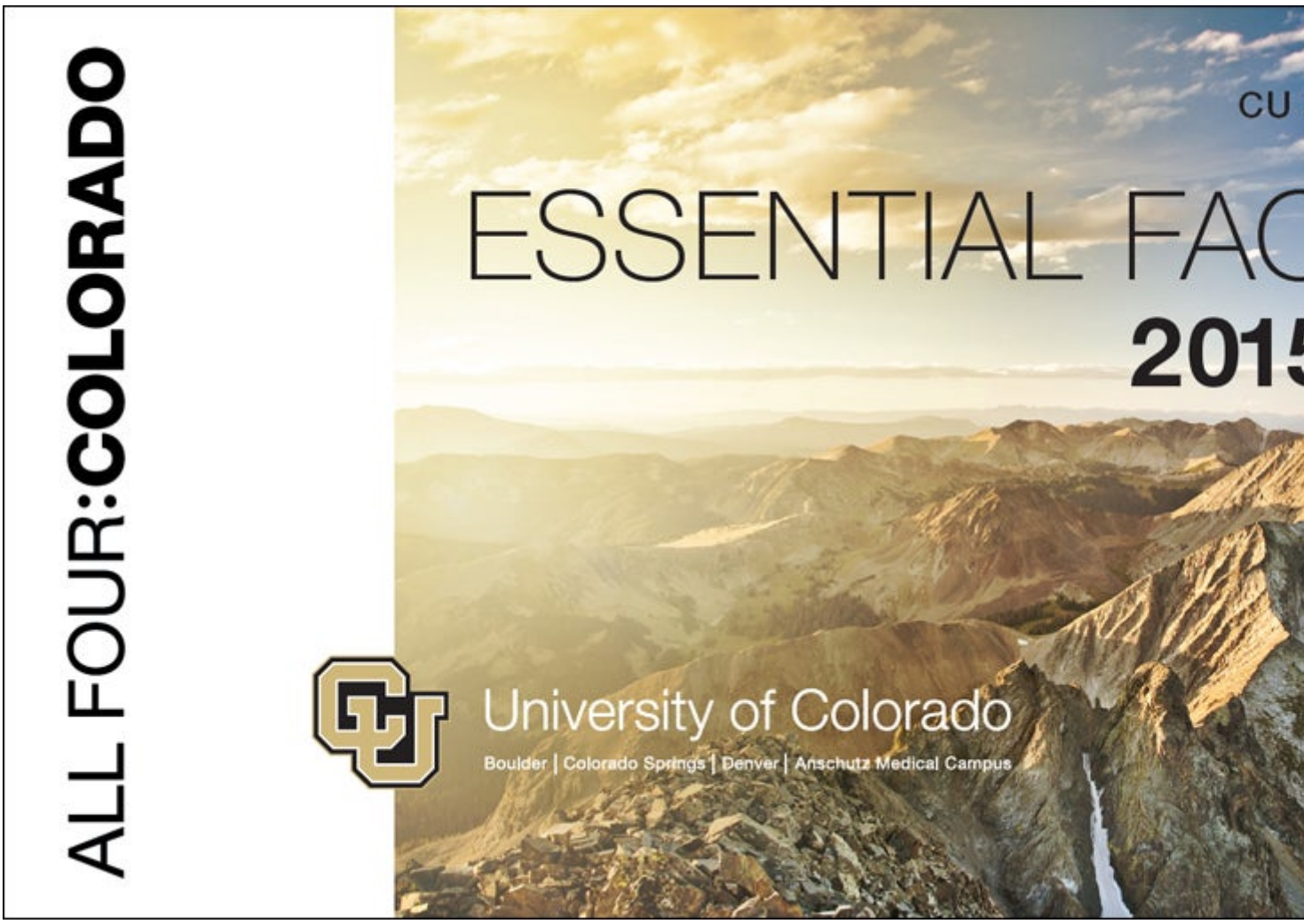


# Print communications

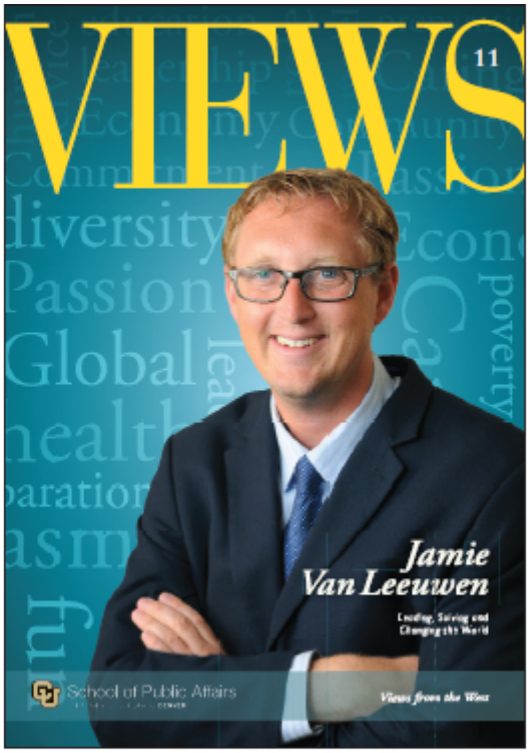
Use university, campus and CU Foundation specific signatures, the primary color palette, and the Helvetica Neue type family in all print communications.

Cover pages are of particular importance in maintaining consistency and building the impact of the university's brand identity.

**Additional details are available in the brand identity standards for each campus [1].**



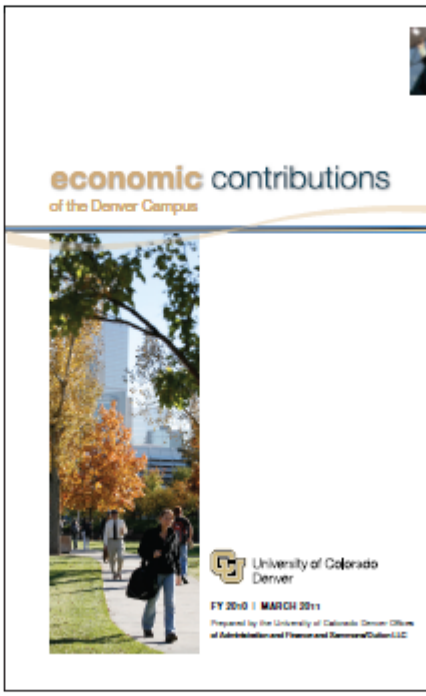









**Source URL:**https://www.cu.edu/brand-and-identity-guidelines/print-communications

**Links**
[1] https://www.cu.edu/brand-and-identity-guidelines/campus-branding-sites