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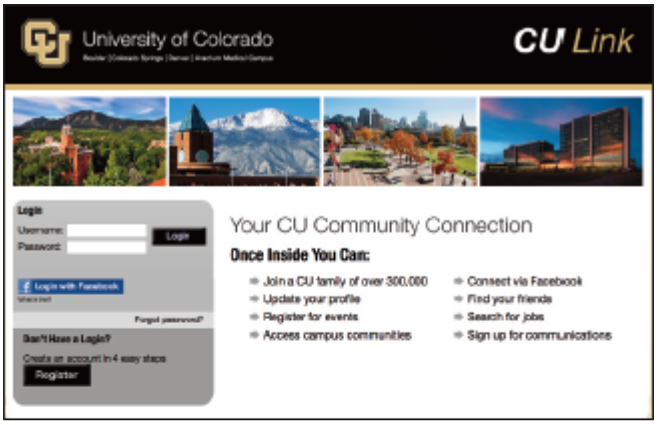
Online communications and e-communications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Forgot password?
Don't Have a Login?
Create an account in 4 easy steps
Register
Your CU Community Connection
Once Inside You Can:
Join a CU family of over 300,000
Update your profile
Register for events
Access campus communities
Connect via Facebook
Find your friends
Search for jobs
Sign up for communications

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CU Link
My Profile
Update My Profile
View My Public Profile
My Photos
My Groups
My Gadgets
My Connections
My Email Options
Change Password
Help
My Profile
Kimberly Egan
View my public profile
Edit my personal profile
EVENTS
View all Events
UPDATED PROFILES
NEW MEMBERS
CU NOTES

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UNIVERSITY OF COLORADO BOULDER
Forever Buffs Link
Login
Username:
Password:
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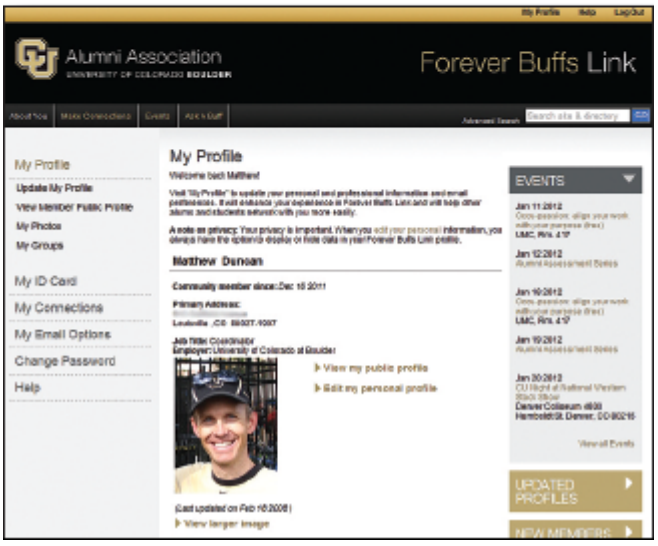
Login with Facebook
Forgot password?
Don't Have a Login?
Create an account in 4 easy steps
Stay in touch with your Forever Buffs family
Once Inside You Can:
Update your contact information
Share professional advice
Find your friends
Get your Forever Buffs ID card to access discounts
Sign up for e-communications
Welcome to our redesigned Forever Buffs Network. With our new look comes a new name, Forever Buffs Link. Enjoy all the things you loved


My Profile
Help
Log Out
Alumni Association
UNIVERSITY OF COLORADO BOULDER
Forever Buffs Link
My Profile
Update My Profile
View Member Public Profile
My Photos
My Groups
My ID Card
My Connections
My Email Options
Change Password
Help
My Profile
Welcome back Matthew!
Matthew Duncan
View my public profile
Edit my personal profile
View larger image
EVENTS
View all Events
UPDATED PROFILES
NEW MEMBERS

Electronic communication & online community templates
CU branded templates ensure visual consistency across all electronic communications and online communities system wide.

Electronic communications
Brand-approved email templates can be found at http://www.cu.edu/ecomm/email-template-options. [1]Content and images between the header and footer are up to the unit. Headers and footers must remain consistent.

A unit may choose to have a template custom designed, but it must be CU brand compliant.

All email footers must contain the following elements, all of which are found in the prebuilt email templates at http://www.cu.edu/ecomm/email-template-options [2]?:

- Unsubscribe link
- Unit's contact information, including name, address, phone, website URL and email

The unit?s name must be in the header and it must be in either the Helvetica Neue or Arial font. Email templates are designed to allow a unit to customize the header within the eComm Email Marketing tool.

NOTE: All emails must be delivered via eComm to ensure compliance with federal CAN-SPAM legislation and access to accurate and up-to-date information. To request access to eComm, go to www.cu.edu/ecomm [3].

Online communities
If a unit wants an online community, it must work with a CU eComm campus manager for the development of the community. For system units please contact the CU system eComm program administrator at contact@cu.edu [4].

There are three templates to choose from for an online community.

The CU logo, name of the unit (i.e., ?Alumni Association?) and the campus name are on the left side of the banner. The name of the community (i.e., ?Alumni Link?) is on the right side of the banner.

The footer must contain:

- Basic unit contact information (name, address, phone, website URL, email)
- Link to Terms of Use?http://www.cu.edu/terms-service [5]
- Link to Privacy Policy?unique to each campus
- © Regents of the University of Colorado
- Page contact or ?Contact Us? link

Navigation must follow a basic structure outlined by the CU system eComm program administrator (contact@cu.edu [4]).

Source URL: https://www.cu.edu/brand-and-identity-guidelines/online-communications-and-e-communications

Links:

[1] https://www.cu.edu/ecomm/email-template-options.%C2%A0
[2] https://www.cu.edu/ecomm/email-template-options
[3] https://www.cu.edu/ecomm
[4] mailto:contact@cu.edu
[5] https://www.cu.edu/terms-service