


# Online communications and e-communications




**University of Colorado**  
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

**CU Link**



**Log In**

Username:

Password:

[Log in with Facebook](#)

Forgot password?

**Don't Have a Login?**

Create an account in 4 easy steps

**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


**University of Colorado**  
BOULDER | COLORADO SPRINGS | DENVER | ANSCHUTZ MEDICAL CAMPUS

**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

What do you think of this new online community? Send us your feedback.

**My Profile**

Welcome back Kimberly!

Use My Profile to let other members know about your activity and to access links for changing your personal information and preferences. Be sure to keep your personal information up-to-date. This helps build the community and makes sure the CU Link community members can easily find you.


Aside as privacy: Your privacy is important. What you set your personal information, you always have the option to edit or hide data in your University of Colorado online community profile.

**Kimberly Egan**

Community member since: May 19, 2012

Primary Address:  
 600 S. College Ave.  
 Box, CO 80520-0287 United States

Job Title: Executive Director, Communications for University Employees, University of Colorado



➤ View my public profile

➤ Edit my personal profile

**EVENTS**

Feb 1, 2014  
 Research Medical Campus Tour  
 Friday, November 2, 2012  
 Anschutz, CO


Feb 1, 2014  
 Research Medical Campus Tour  
 Friday, November 2, 2012  
 Anschutz, CO

View all Events


**UPDATED PROFILES** ➤

**NEW MEMBERS** ➤

**CU NOTES** ➤


**Alumni Association**  
UNIVERSITY OF COLORADO BOULDER

**Forever Buffs Link**



**Log In**

Username:

Password:

[Log in 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 OPPODAYS
- 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 about Forever Buffs Network in our expanded community.


**Alumni Association**  
UNIVERSITY OF COLORADO BOULDER

**Forever Buffs Link**

My Profile   Info   Logout

Home

My Profile

My Connections

Groups

Jobs & Ops

Member Search

**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!

Use My Profile to update your personal and professional information and email preferences. It will also allow you to update your preferences in Forever Buffs Link and will help other alumni and faculty members with you more easily.


Aside as privacy: Your privacy is important. What you set your personal information, you always have the option to edit or hide data in your Forever Buffs Link profile.

**Matthew Durvan**

Community member since: Dec 16, 2011

Primary Address:  
 Leadville, CO 80401-4007

Job Title: Coach/Manager  
 Employer: University of Colorado at Boulder



➤ View my public profile

➤ Edit my personal profile

Last updated on Feb 10, 2013

➤ View larger image

**EVENTS**

Jan 11, 2012  
 Open position: align your work with your passions (Part 1)  
 LMC, Rm. 410

Jan 12, 2012  
 Public Assessment Dates

Jan 10, 2012  
 Open position: align your work with your passions (Part 1)  
 LMC, Rm. 410

Jan 10, 2012  
 Public Assessment Dates

Jan 30, 2013  
 CU Board of National Veterans Week 2013  
 Career Coliseum 4000  
 Harnett Hall, Denver, CO 80202

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 systemwide.

### **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 pre-built email templates at <http://www.cu.edu/ecomm/email-template-options> [1]?:

- 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](http://www.cu.edu/ecomm) [2].

### **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](mailto:contact@cu.edu) [3].

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> [4]
- 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](mailto:contact@cu.edu) [3]).

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

### **Links**

[1] <https://www.cu.edu/ecommerce/email-template-options> [2] <https://www.cu.edu/ecommerce>  
[3] <mailto:contact@cu.edu> [4] <https://www.cu.edu/terms-service>