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

Promotional items

The system logo must include the campuses on most promotional items. The exception to the rule is when the printing surface is too small to clearly print the campus line. For example, pens can be printed with only the logo mark and University of Colorado. You must receive approval from the Brand Identity Standards Board to print the system logo without the campuses. When printing a one-color logo it must be in black, white or our Pantone® gold (4525 C).









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