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University Brand Identity Standards Board [1]

The University Brand Identity Standards Board comprises representatives with professional expertise in branding, marketing and communications from each campus, system administration and the CU Foundation.

It is the responsibility of this board to maintain the standards of the University of Colorado brand as authorized by the Board of Regents and directed by the president.

Each campus has its own brand standards board, responsible for maintaining the brand standards specific to the campus. The campus boards provide advice and guidance on issues specific to campuses, but do not approve exceptions or deviations from the campus or system guidelines.

Any requests to deviate from brand identity standards must be submitted in writing to the University Brand Identity Standards Board and only after the request has first been made with the campus board.

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Groups audience:
Brand and Identity Guidelines

Source URL:https://www.cu.edu/brand-and-identity-guidelines/university-brand-identity-standards-board

Links
[1] https://www.cu.edu/brand-and-identity-guidelines/university-brand-identity-standards-board
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