

Branding ^[1]

The University of Colorado branding program brings consistency and coordination to its messages and visual images.

All eComm communications must reflect the University of Colorado's brand standards. Select a brand-approved and tested email template ^[2] for your next eComm campaign.

Visit your campus brand websites:

- CU System ^[3]
- CU-Boulder ^[4]
- CU UCCS??? ^[5]
- CU Denver ^[6]
- CU Anschutz Medical Campus ^[7]
- CU Advancement ^[8]

Contact your eComm specialist ^[9] for additional assistance.

Groups audience:

eComm

Source URL: <https://www.cu.edu/ecommerce/branding>

Links

[1] <https://www.cu.edu/ecommerce/branding> [2] <https://www.cu.edu/ecommerce/admins/email-template-options>

[3] <https://www.cu.edu/dept/brand-and-identity-guidelines> [4] <https://www.colorado.edu/brand/>

[5] <http://www.uccs.edu/~brand/> [6] <http://www1.ucdenver.edu/offices/ucomm/brand>

[7] <https://www.cuanschutz.edu/offices/communications/brand>

[8] https://www.cusys.edu/branding/manual/cuf_identitystandards_quickguide.pdf

[9] <https://www.cu.edu/ecommerce/ecommerce-specialists>