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CU Users [1]

HOW TO PLACE AN ORDER [2] FREQUENTLY ASKED QUESTIONS [3]

Trademark Policy

The university is the owner of certain valuable trademarks, trade names and service marks (“marks”), and must manage those marks “to protect the university's reputation and to ensure that their use is related to the University's educational, research, community service, and patient care missions.”

ADMINISTRATIVE POLICY STATEMENT: University Trademarks, Trade Names and Service Marks [4]

List of Approved Vendors (2021)

- **Internal Campus Suppliers** [5]
  Vendors that manufacture licensed product for campus only; cannot produce items used for resale
- **Licensees by Product Category** [6]
  Vendors sorted by the type of licensed product they produce

Brand Standards

Our brand is a promise we make about all things related to the University of Colorado (CU): our campuses, our foundation, and our system. Our brand is more than a name or a logo. Every point of contact we have with our audiences—students, faculty, staff, alumni, donors, and others—builds perception about who we are as a university, the things we do to fulfill our mission, and why we are important to our stakeholders. Read full Branding and Identity Guidelines [7]

Campus Specific Brand Information

University of Colorado Boulder

The University of Colorado Boulder (CU Boulder) is the flagship university of the University of Colorado System in Boulder, Colorado. Founded in 1876, CU Boulder is an AAU Tier-1 research university, the only one in the Rocky Mountain region. Our world-renowned faculty maintain a reputation for excellence in research, creative work and teaching across 150 academic fields. From hands-on learning to close connections with dedicated faculty, CU-Boulder prepares students to become leaders within Colorado and throughout the world.

The Boulder campus manages the following trademarks including the Colorado Buffalo Athletic logos and Be Boulder tagline.











Many additional variations of these marks are also available. For use and instructions on how these marks can be used including by campus departments, please consult the following website: https://www.colorado.edu/brand/logo/universityathletics-branding-and-licensing [8]

To download graphics or for further assistance, please visit the CU-Boulder brand website: http://www.colorado.edu/brand [9]

Contact Information:

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Visual Identity Manager
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www.colorado.edu/brand [11]

LICENSING

Maureen Riedel
Director of Licensing and Brand Management
Department of Intercollegiate Athletics

University of Colorado Boulder
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University of Colorado Colorado Springs

The University of Colorado Colorado Springs, located on Austin Bluffs Parkway in Colorado Springs, is one of the fastest growing universities in Colorado. The university offers 39 bachelor's degrees, 20 master's and five doctoral degrees. For more information, visit www.uccs.edu [13].

The UCCS campus manages the following trademarks including the Mountain Lions name and logo:



View/download the latest UCCS Brand Identity Standards [14]

Marks/Logos:

- View/download the latest UCCS Brand Identity Standards [14]
- View/download the latest UCCS licensing art sheet for apparel and merchandise orders.
- View/download the UCCS Brand Appendix IV – Apparel [15] for more information about apparel standards.
- Logo and approved artwork downloads are available at www.uccs.edu/brand/downloads.html [16].

Contact information:

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719-255-3847
www.uccs.edu/brand [14]

University of Colorado Denver

Established in 1973, the University of Colorado Denver provides a quality academic experience through engagement with gifted faculty members, exposure to original research and real-world learning. Part of the fabric of the city, CU Denver a community where students learn with purpose and benefit from a range of opportunities that enhance their lives and careers.

CU Denver manages the following trademarks, including the Lynx Spirit Identity and Learn with Purpose tagline:



Many additional variations of these marks are also available. For use and instructions on how these marks can be used for internal as well as external purposes, visit ucdenver.edu/brand [19] .

Contact information:

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University Communications, CU Denver
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ucdenver.edu/brand [19]

University of Colorado Anschutz Medical Campus

CU Anschutz Medical Campus is the only comprehensive academic health sciences center in Colorado, and one of the newest education, research and patient care facilities in the world. CU Anschutz features schools of medicine, pharmacy, dental medicine and public health, a college of nursing and a graduate school.

CU Anschutz manages the following trademarks:







Many additional variations of these marks are also available. For use and instructions on how these marks can be used for internal as well as external purposes, visit ucdenver.edu/brand [19] .

Contact information:

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University Communications, CU Anschutz
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ucdenver.edu/brand [19]

University of Colorado System

Through our four campuses, the University of Colorado plays a profound role in the lives of individuals, businesses and communities throughout Colorado, across the country and around the world. Nearly half a million alumni have led the way in business, science, the arts, health care and their communities, and they're joined by 15,000 more each year. In Aurora, Boulder, Colorado Springs and Denver, all four of our campuses are all for Colorado.

University of Colorado's system administration comprises 21 units that serve the entire CU system. These units provide critical support services to CU's campuses in Aurora, Boulder, Colorado Springs and Denver, as well as the Office of the President in Denver.

The CU System manages the following trademarks:



University of Colora

Boulder | Colorado Springs | Denver | Anschutz Medical



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus



View/download the latest CU System Identity Standards Manual [7]

Marks/Logos

Logo and approved artwork downloads are available at: http://www.cu.edu/brand-and-identity-guidelines/download-art [22]

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Groups audience:
Trademark and Licensing Program

Source URL:https://www.cu.edu/trademarks/cu-users

Links
[1] https://www.cu.edu/trademarks/cu-users [2] https://www.cu.edu/trademarks/how-place-order
[3] https://www.cu.edu/trademarks/trademark-and-licensing-frequently-asked-questions
[4] https://www.cu.edu/ope/aps/2026 [5] https://www.cu.edu/doc/cu-trademarkcu-systeminternal-licenseespdf [6] https://www.cu.edu/doc/cu-trademarkcu-systemlicenseesproduct-subcatpdf
[7] https://www.cu.edu/brand-and-identity-guidelines
[8] https://www.colorado.edu/brand/logo/universityathletics-branding-and-licensing
[9] http://www.colorado.edu/brand [10] mailto:whitney.fullmer@colorado.edu
[11] https://www.colorado.edu/brand/ [12] mailto:maureen.riedel@colorado.edu [13] http://www.uccs.edu
[14] http://www.uccs.edu/brand [15] http://www.uccs.edu/Documents/brand/UCCS-Brand-Appendix-IV-Apparel.pdf [16] http://www.uccs.edu/brand/downloads.html [17] mailto:Jfoster2@uccs.edu
[18] mailto:brand@uccs.edu [19] https://www1.ucdenver.edu/offices/ucomm/brand
[20] mailto:laura.rodgers@ucdenver.edu [21] mailto:jennifer.merchant@ucdenver.edu
[22] https://www.cu.edu/brand-and-identity-guidelines/download-art

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