

BRAND: *Visual Guide*



UNIVERSITY *of*
DENVER

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The University of Denver brand has a distinct personality. This guide has been developed to bring the brand's visual personality to life.

To align with the brand language, our visual brand orients around light, open layouts with movement and dynamism. This means large areas of neutral colored negative space, concise copy, engaging photography, and considered use of fonts and color. This guide will define the component elements and provides an outline on how they can be combined.

With consistent application through the various University communication channels, the visual brand will assume a living character that will encapsulate and represent the University's unique experience.

We are all owners of the brand.

The Brand Statement

The University of Denver is a catalyst for a purposeful life, ignited by a personalized educational journey and inspired by Denver's Rocky Mountain spirit of exploration and openness.

We're **open** and **affirming**. We welcome people from all walks of life and celebrate their perspectives and experiences. We see promise, potential and purpose in each of our students, and we do everything possible to empower it.

We're **adventurous**. We explore new lines of inquiry and seek to make new connections.

We're **engaging**, eager to pose and answer questions and to challenge assumptions.

We're **purposeful**. In response to opportunity and in service of our mission and vision, we leverage our resources strategically.

We're **smart**. We have no shortage of brain power, of course, but we're also crisp in our thinking and bold in our actions.

We're **real**, credible and no-nonsense.

We're **transformational**. We're driven by a genuine commitment to create positive change, in individual lives and in communities around the world.

A RECIPE APPROACH TO DESIGN

The University's visual brand consists of many elements; some are required and others are optional. Using a recipe analogy, base ingredients are a part of all designs, while additional ingredients are added as needed for uniquely crafted outcomes. With the following ingredients, we can express our experiential brand while maintaining a cohesive, unique, focused brand personality.

Base Ingredients — a part of all designs

- Open and minimal layouts with light, expansive backgrounds (versus heavy, dense and overdone)
- Sense of movement and action (versus static and staid)
- Consistent use of brand colors
- Consistent use of brand fonts
- Consistent treatment and placement of logo
- Focused, concise content

Additional Ingredients — Designs do not require these ingredients, but if used, must be used in the following manner.

- Engaging photography that evokes emotions
- Graphic and bold use of font and text
- University accent colors (page 15)
- University library of accent fonts (page 11)
- University library of icons (page 17)

First-Tier Logo



Second-Tier Logo



Third-Tier Logo



Logo Spacing and Size

Minimum Size: Print 1.5 inches; Online 100 pixels



The 2nd and 3rd tier title can extend on one line or wrap to two to match owner preference.

Note: Always close excessive letter-space gaps between initial capitals and lowercase letters.

Our logo has four variations: full color; all white; all black; and full color shield with white text. The logo may be used only against one of the solid backgrounds displayed below. These background colors are the colors described on page 15, plus pure white and pure black. Use the full-color version of the logo when possible.

Full Color



Full Color with White Text



Single Color



The logo with a secondary or tertiary line can be used in the following configurations. The variations for secondary and tertiary usage are more limited than the plain logo to counter brand dilution. Again, use the full-color version when possible. The background colors are the same as the first-tier logos on the previous page.

Full Color



Full Color with White Text



Single Color



The shield may be used as an independent element. **It may not be used in place of the full logo.** For instance, a brochure design could feature an isolated shield element, but it would still need the full logo purposely incorporated into the design.

As an independent design element, the shield may be used in full color, one color, and as a watermark or screen. The mountains and buildings within the logo should not be isolated from the shield and used as independent elements.

In special instances, the shield may be incorporated into alternate University logos, such as the 150th Anniversary or debate logos. Please consult with Marketing & Communications before developing an alternate logo.

Variations as design element



Variations of the logo beyond the previous page are not permitted. The stacked title should not be used independently of the shield. **The logo may not be used over photographs or over patterned or gradient backgrounds.** Examples of proper logo usage are found on page 20.



MAIN FONTS

The main fonts, Futura Std and Trajan Pro, should be used for the majority of print projects. Futura Std is suitable for large blocks of text as well as titles. Futura Std, with its many weights, provides the University a modern-looking and flexible typeface. Trajan Pro should only be used for titles and graphic display applications, as its lack of lower-case letters precludes its use for block text. Trajan Pro balances Futura Std's modern look with one that is derived from classical Roman letter forms. Both fonts are used in the University logo.

Futura Std

Intended Use: Print — Display, Title, Body

123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Grumpy wizards make toxic brew for the evil Queen and Jack.

Source: Various weights available through Adobe.

<http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFontPackage&code=1189>

TRAJAN PRO

Intended Use: Print — Display, Title

123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ (ONLY UPPER CASE)

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.

Source: Installed with most Adobe software and computer operating systems, but also available through Adobe.

<http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFont&code=TRA310005050>

WEB-SAFE FONT

For web design, Trebuchet is recommended for all applications, body text and titles. Mac OS and Windows both install Trebuchet, which makes it an attractive font installed on the vast majority of internet users' machines.

Trebuchet

Intended Use: Web — Display, Title, Body

123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Grumpy wizards make toxic brew for the evil Queen and Jack.

Source: Installed with most computer operating systems, but also available at Fonts.com

<http://www.fonts.com/font/microsoft-corporation/trebuchet>

SPECIAL APPLICATION AND ACCENT FONTS

For print designs, the accent and special application fonts can be used to add nuance to designs for specific audiences. Accent fonts are typically best suited for titles, graphic text displays, pull quotes, and other graphic elements intended to add visual interest.

MaryDale provides a casual handwritten look. Use it with Futura Std for a contemporary, casual feel. It's best suited for small lines of text, titles and graphic display.

MaryDale **Intended Use:** Print — Display, Title
 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Grumpy wizards make toxic brew for the evil Queen and Jack.
Source: Available as an OpenType font from 3IPFonts.com.
<http://www.3ipfonts.com/font.html?sku=3IP00101>

Bilbo Regular is a handwriting font similar to MaryDale, but slightly more formal. It's best suited for small lines of text, titles, and graphic display.

Bilbo Regular **Intended Use:** Print - Display, Title
 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Grumpy wizards make toxic brew for the evil Queen and Jack.
Source: Available free at <http://www.google.com/fonts>

Tangerine is an elegant and simple script font. Use Tangerine to suggest casual sophistication. It's best suited for small lines of text, titles and graphic display.

Tangerine **Intended Use:** Print — Display, Title, Body (small portions)
 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Grumpy wizards make toxic brew for the evil Queen and Jack.
Source: Available free at <http://www.google.com/fonts>

SPECIAL APPLICATION AND ACCENT FONTS

Mr. Canfields is similar to Tangerine, but it includes sweeping flourishes and suggestions of cursive. This makes it harder to read at small size, but perfect for dramatic titles. Pair it with Trajan Pro, Minion Pro or Futura Std.

Mr. Canfields

Intended Use: Print — Display and Title

123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Grumpy wizards make toxic brew for the evil Queen and Jack.

Source: Available as a free TrueType font from FontPalace.com.

<http://www.fontpalace.com/font-download/Mr+Canfields/>

Minion Pro is classic serif font. It works well for all print applications, especially large blocks of text. When a more traditional or formal look than Futura Std is desired, use Minion Pro. Like Futura Std, it comes in many weights making it very adaptable.

Minion Pro

Intended Use: Print — Display, Title, Body

123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Grumpy wizards make toxic brew for the evil Queen and Jack.

Source: Installed with most Adobe software, but also available through Adobe.

<http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFontPackage&code=1719>

FONT PAIRINGS

Pairing fonts can add visual interest to a design, but it requires careful judgment. Generally, using fewer fonts is better than using many. No more than three per layout is a good rule of thumb. Combining fonts with very different visual styles is more effective than combining similar fonts.

GOOD Example

Futura Std + MaryDale

ANOTHER
Possibility

Minion Pro + Mr. Canfields

~~POOR Example~~

Bilbo + MaryDale (too similar)

The University's visual brand orients around light, open layouts with movement and dynamism. Color plays a key role. University colors fall into one of four categories: Primary Colors; Analogous Colors; Background Colors; Accent Colors. The color builds for each appear on the next page. Designs should follow these guidelines on color use.

Primary Colors: 

Analogous Colors: 

Background Colors: 

Accent Colors: 

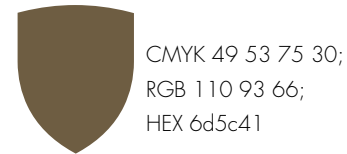
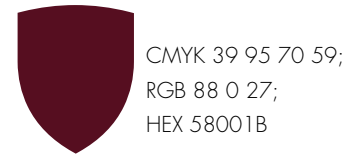
- Background Colors (light, neutral) should form a majority portion of the design.
- Primary Colors, as the official University colors, should appear as the next most used colors.
- Primary Colors should not be altered.
- Analogous Colors (tints, shades, gradients and screens of the primary colors) can be used in support of the Primary Colors but should not replace Primary Color use.
- Accent Colors are optional and should be used sparingly to act as attention-grabbing elements. Special care should be taken to ensure that designs using many accent colors do not look childish.
- These colors were chosen to form a harmonious palette. They work well together, but good design sense should be used to evaluate when color pairings—through improper contrast, hue, brightness or similarity—detract from a layout.



Primary Colors



Analogous Colors



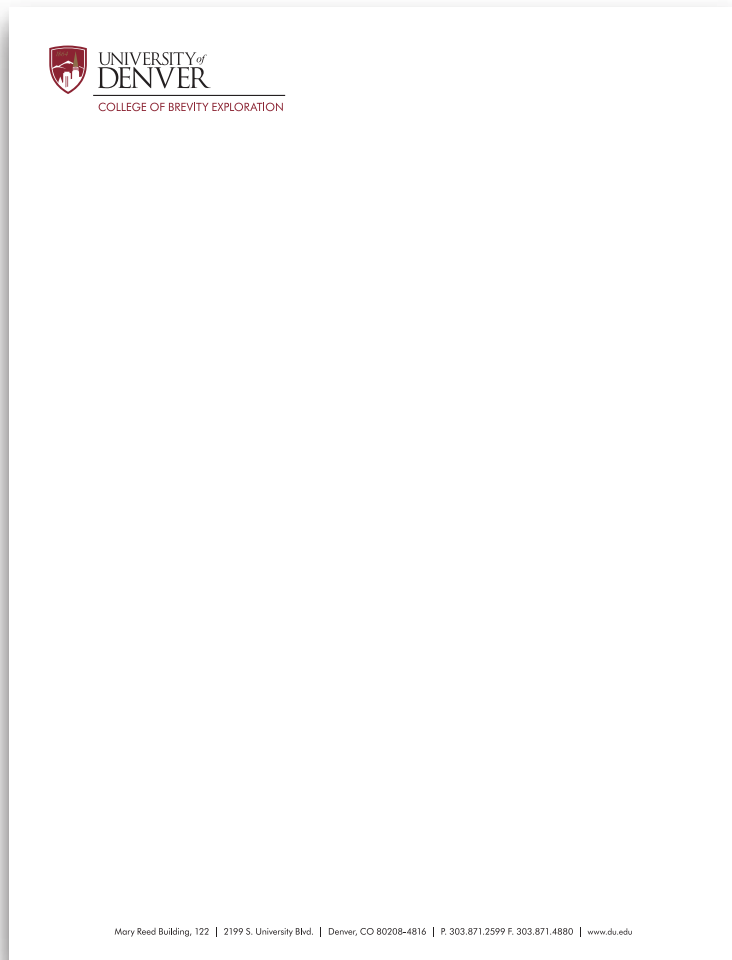
Background Colors



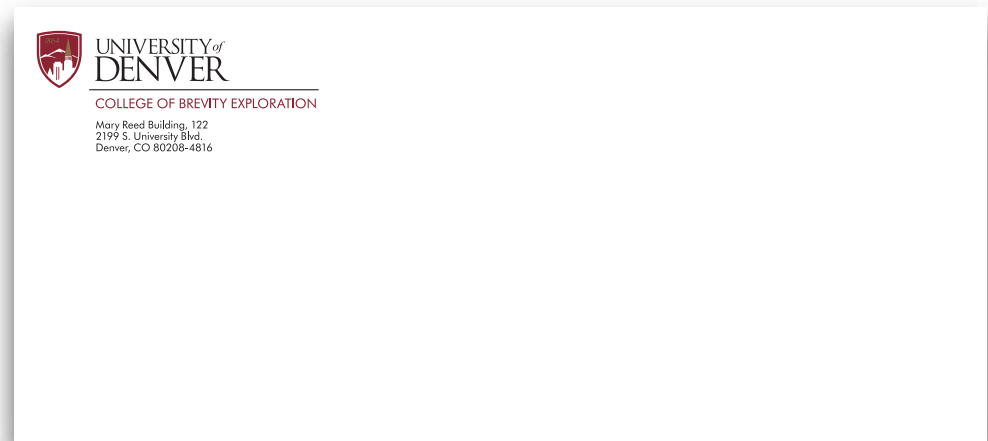
Accent Colors



Letterhead



Envelope



Business Card



* Additional information can be added to the back of business cards. In the case of social media accounts, we suggest using the actual account URL versus just the icon, as it provides more useful information.

ICON LIBRARY

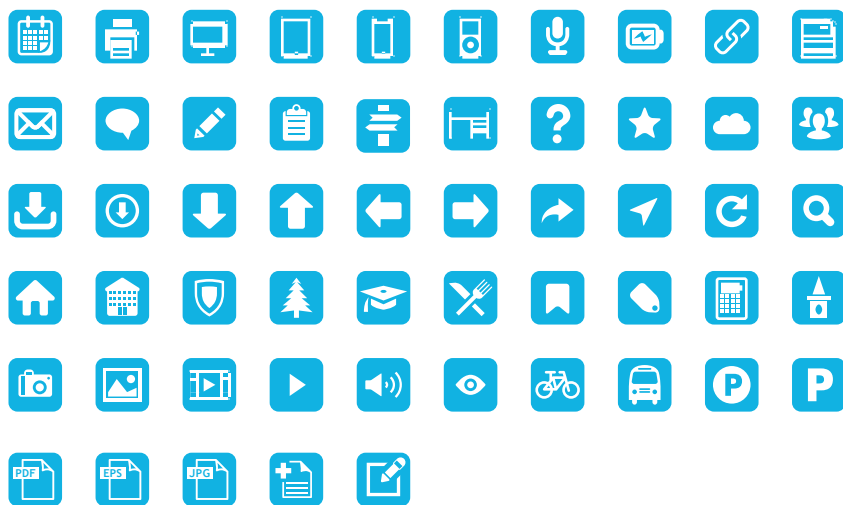
A library of minimalist icons provides designers with the tools to enliven designs while maintaining consistent brand and user experience across all assets. The icon library provides ready-to-use vector files in the University's color palette. Print sizes will vary, but the ideal digital size for icons is 32x32 pixels. The examples below are at a reduced size for examples only. The icon library is available for download at: <http://www.du.edu/marcomm/brandguidelines/iconlibrary.html>.



Standard social media and application icons. These should be used in place of other social icons on all University assets.



Specific icons will have defined uses to establish a common function across all University applications.



Examples of the various icons available within the icon library. Additional icons are available within the download.

Additional icons can be created upon request, if they fill a requirement not matched by an existing icon. To maintain a consistent user experience, do not create custom icons.



The full set of icons will be available in the full range of University colors.

CREATING MOVEMENT

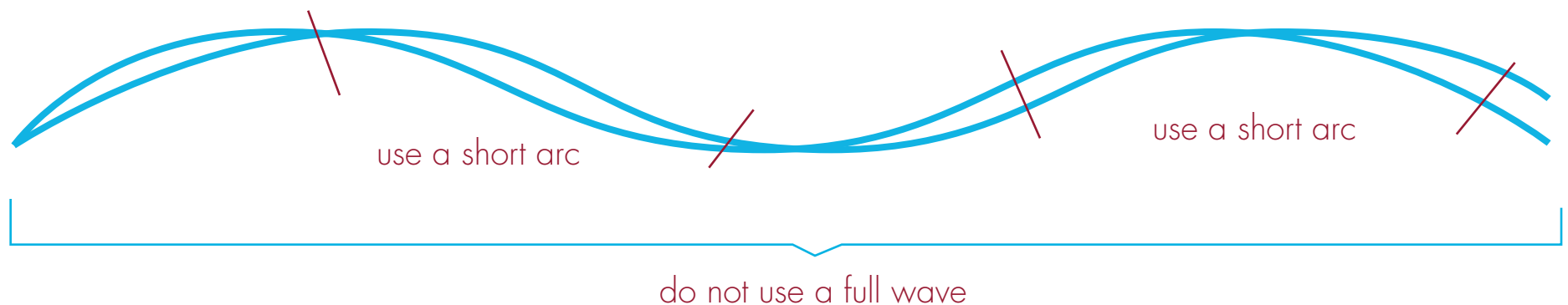
We are communicating to audiences that range from 17-year-old prospective students to 70-year-old alumni, for events that range from student festivals to formal dinners, in aesthetic styles that need to range from avante garde to formal traditionalism. As such, the brand visual language must work across that broad spectrum with enough potential variation to stay engaging.

Graceful curves and the strong radial lines both work within the brand visual language to create movement.

As a means of balancing brand flexibility and cohesion, limit the nature of the curves to shorter arcs versus ocean-like waves. This makes the curves more visually similar to the radial lines, improving brand cohesion, while still affording flexibility to use **either** curve or line.

Taking cues from the 150th celebration subbrand, the curves are simplified to short arcs versus ocean-like waves. Transparency is useful to suggest movement, but avoid creating sea-scape like wave elements. As the examples on the following pages show, this creates a stronger visual link between line and curve treatments.

Instead of using the full wave, use a segment.



EXAMPLES OF RAYS AND CURVES



Strong angular lines



Short flowing arcs with transparency



Short curves and arcs

ON BRAND



On-brand photography has the following characteristics:

- shows emotion
- interesting perspective
- engaging
- lifestyle
- showcases brand personality: open, affirming, real, purposeful, engaging, transformational, adventurous, smart
- representative of community



OFF BRAND



Avoid photography that is:

- stiff
- staged
- overly lighted so that it looks fake
- enhanced by gel lighting/added colors (gold and crimson duotones do have their place)



Brand: Example Layouts

Summer Sturm Bldg. Banner



- branded colors and fonts
- open, light feel
- sense of movement
- logo positioned meaningfully with crimson background

University of Denver Magazine Debate Issue

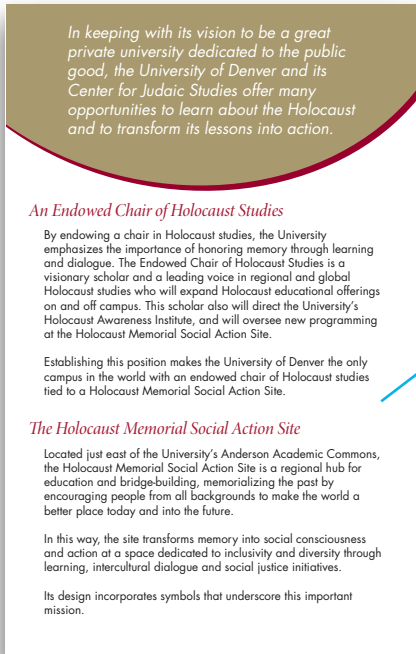
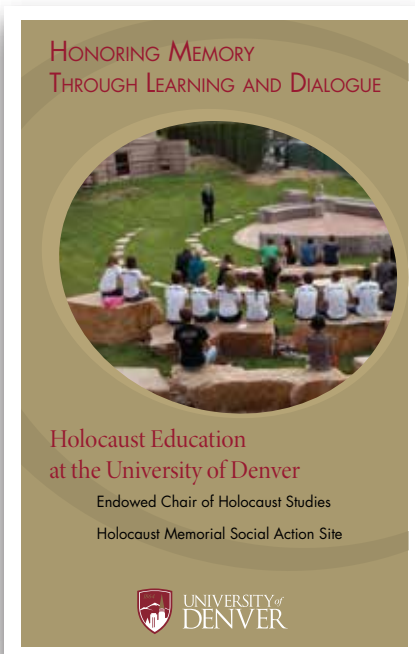


- branded colors
- feeling of movement
- engaging photos
- logo prominently placed



Graduation Pole Banners

- feeling of movement
- graphic use of text
- concise, purposeful copy



HMSAS Brochure Excerpts

- branded colors and fonts
- sense of movement in layout
- graphic callouts
- logo placed over gold background
- engaging photos
- movement and continuity across two-page layout

University Brandbook Excerpt - Two-Page Spread



This comparison illustrates the new approach to design. Both layouts contain the same text and similar imagery. The layout on the right is lighter and grid based while creating movement and using engaging photography and dynamic text treatments to enliven the design.

Sample Layout: Before

UNIVERSITY OF DENVER

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Natoque Penatibus

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Etiam Cursus Convalliscus.

- *Sed leo enim*
- *Tristique sed vehicula*
- *Sit amet*
- *Ultrices eu lectus*

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Natoque Penatibus


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UNIVERSITY of DENVER
www.du.edu/wcpls

Sample Layout: After


Aenean Non Arcu Ligula



UNIVERSITY of DENVER

Malesueada

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*Etiam Cursus Convalliscus:
Sed leo enim, Tristique sed vehicula, Sit amet, Ultrices eu lectus*


Cras mattis venenatis ante id vestibulum. Nullam vestibulum, ante malesuada adipiscing tincidunt, urna dolor interdum arcu, id vestibulum massa leo id ante. Nunc non sem at augue dignissim ultricies sit amet quis justo. Fusce aliquet, leo quis semper auctor, massa nisl malesuada turpis, quis porta ante sapien non odio. Duis at tellus sit amet turpis eleifend adipiscing. Fusce felis mauris, bibendum id egestas non, iaculis eget nisi. Sed leo enim, tristique sed vehicula sit amet, ultrices eu lectus. Aenean id lacus diam, in tempus felis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

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Aliquam eros mi, molestie vulputate vulputate in, varius vel mi. Praesent placerat tincidunt lacus eget luctus. Aenean non arcu ligula. Aliquam placerat ornare metus ac laoreet.

www.du.edu/wcpls



UNIVERSITY of DENVER



Advertising: The Student ID Campaign

OVERALL

Everyone has a story, and we're proud of the stories beginning at the University of Denver. These ads showcase personal journeys. The University demonstrates that it is a catalyst for purposeful lives by featuring inspiring examples of transformation. Because these stories are also interest-driven, the audience is invited to connect with like-minded people who have done great things. And encouraged to follow their path at the University of Denver.

DU University of Denver

Peter Morton
STUDENT
BSBA Hotel and Restaurant Mgmt.
Class of 1969
NON TRANSFERABLE • REPLACEMENT CHARGE

Hard Rock Cafe

Peter Morton's story begins with the quest for a cheeseburger. Upon graduation, Peter found himself in London living to settle for bangers and mash. That's when he found his purpose and the Hard Rock Cafe was born. Now, 172 locations and 70,000 pieces of rock memorabilia later, Peter's purpose is still his passion. And his story began right here, at The University of Denver. Start your story at DU.EDU.

UNIVERSITY of DENVER
SESQUICENTENNIAL

University of Denver

BA Political Science, 1974
PhD International Studies, 1981

Condoleezza Rice
STUDENT
NON TRANSFERABLE • REPLACEMENT CHARGE

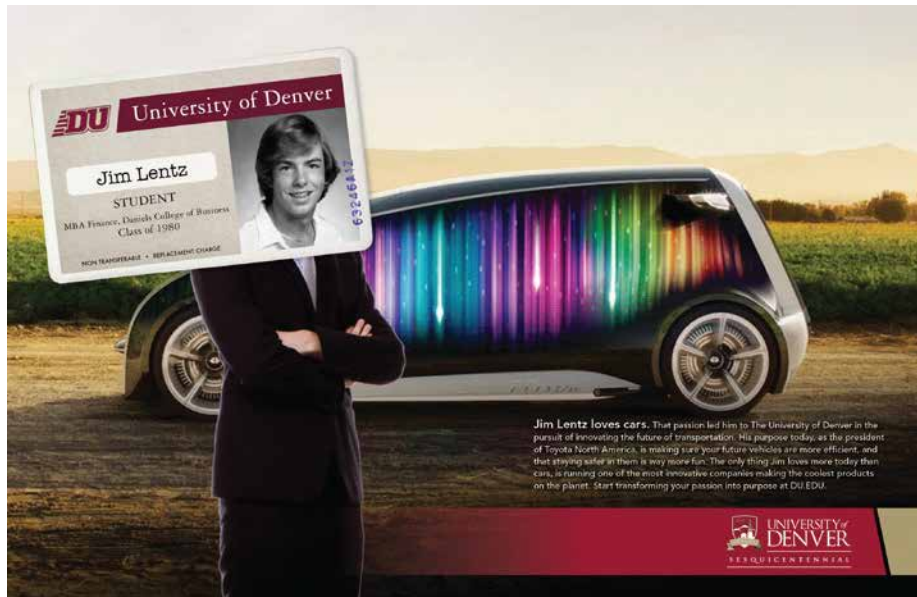
THE WHITE HOUSE
WASHINGTON

What you may not know about Condoleezza Rice is that classical piano was her first passion and her first major at The University of Denver. After attending an international politics course taught by Josef Korbel, she discovered her purpose in political science and international relations. The rest of her story in public service you do know. Whatever the world will know about you should begin at The University of Denver. Transform your future at DU.EDU.

UNIVERSITY of DENVER
SESQUICENTENNIAL

Advertising: The Student ID Campaign

MAIN CAMPAIGN COMPONENTS



Main Campaign Guidelines:

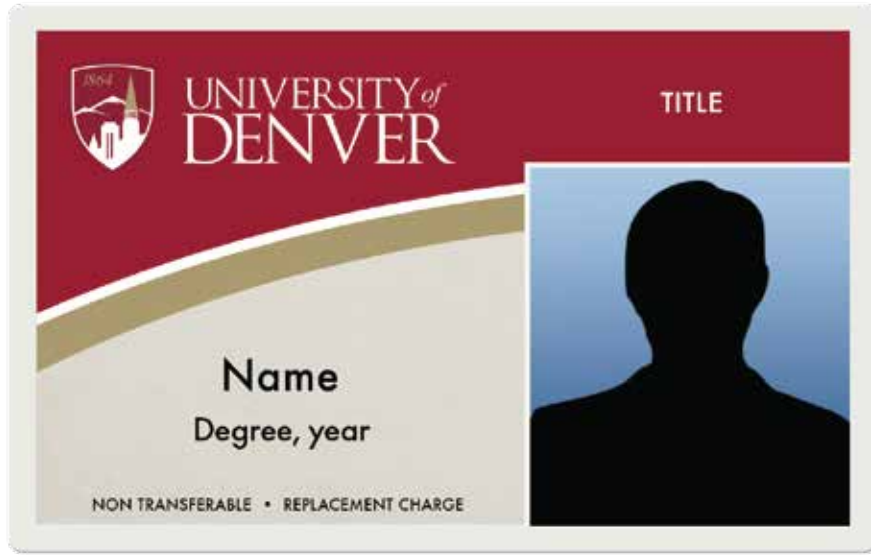
- Era-appropriate Student ID
- For alumni and faculty, use a background image that gets the achievement or adventure story across quickly
- When showcasing a student, use a dynamic interest-driven background image
- Because the face in the background image is obscured, the individual does not need to be the same person as that in the ID
- ID photo clothing needs to be different from the background image to show contrast
- Look for compelling imagery that is contextually accurate over factually accurate
- Stories should be conversational and have unexpected details—leverage elements of discovery and surprise
- Highlight the individual's unique transformation
- Story copy starts out with larger intro copy to draw the audience in
- Bottom bar must house the logo and maintain graphic consistency as a bold brand foundation
- Bottom bar may fade into featured person or element

College-Specific Guidelines:

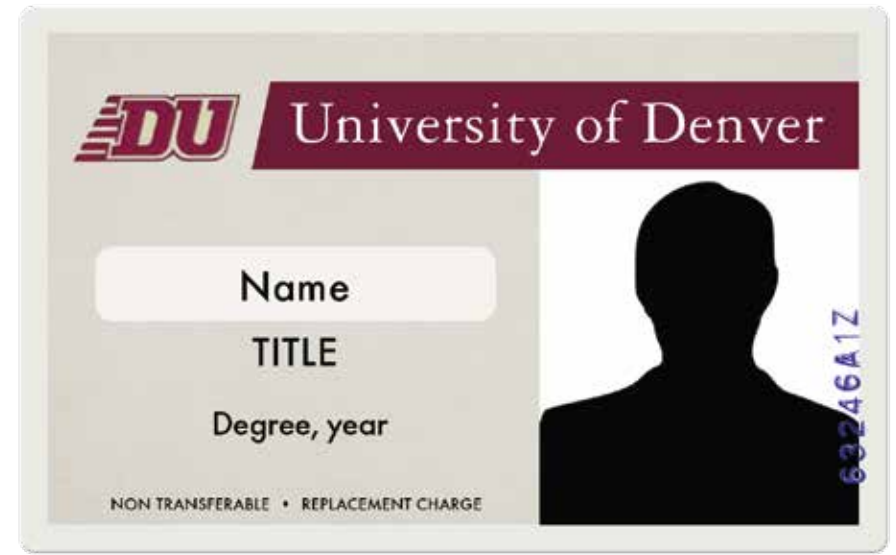
- Feature an individual or a related interest from the college you are representing

Permissions:

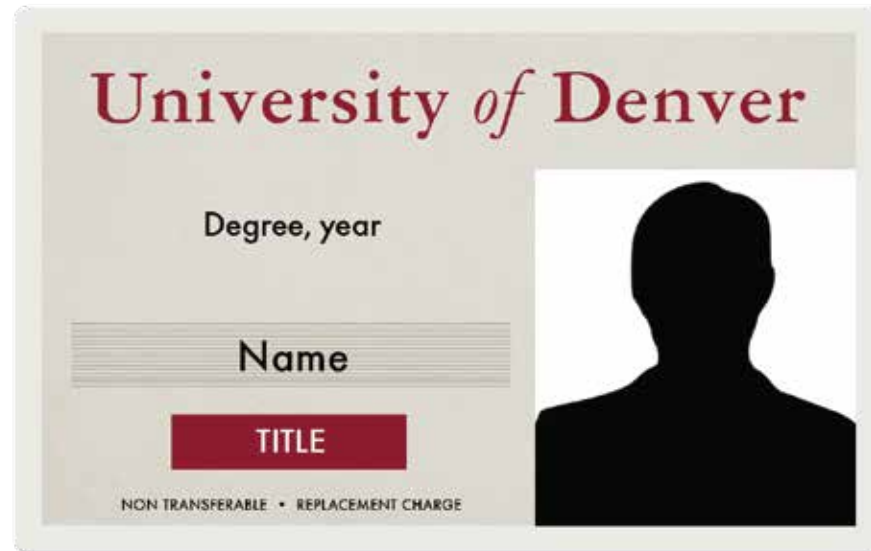
- Before publishing, have subject sign release for permission to use name, likeness and corporate markings
- When possible, the subject should provide an image of themselves to be used as the ID photo (does not need to be ID photo, just one that can be manipulated into the ID photo)



Current ID: For use from 2000 - Present



Older ID: For use from 1980 - 1999



Oldest ID: For use from 1950 - 1979

Moving Forward

The most up-to-date version of this guide and additional brand assets can be found on the University of Denver's Marketing & Communication site.

<http://www.du.edu/marcomm/>

Additional Brand Guidelines

Certain University divisions maintain related brand guidelines specific to their units. Please contact the groups below for more information.

Athletics & Recreation: Media Relations

http://www.denverpioneers.com/ViewArticle.dbml?&ATCLID=205818160&DB_OEM_ID=18600

Daniels College of Business

<http://daniels.du.edu/brand>

Arts, Humanities & Social Sciences (AHSS)

http://www.du.edu/ahss/contact_info/

Questions? Need more information? Please contact:

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Phone: 303-871-2711
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