

UCCS Brand Cheat Sheet

Auxiliary Services Marketing

Who is this for?

The aim of this document is to assist program managers, marketing teams, and anyone else who is involved in creating designs, advertising, or marketing pieces that are used to promote UCCS events and services. While full guidelines about the UCCS brand can be found on the Brand website (brand.uccs.edu), this cheat sheet is intended to help clarify how to use the brand to represent and strengthen the UCCS brand.

How do I go about ordering branded merchandise?

When ordering merchandise, please make sure to use one of UCCS's licensed vendors ([full list here](#)). Licensed vendors have been vetted by UCCS to ensure that the brand will be presented consistently and correctly, and have pledged to conduct business with honesty, integrity, and respect.

Where can I find photos of UCCS?

The [UCCS Photography Database \(photography.uccs.edu\)](http://photography.uccs.edu) is open to all of the UCCS community. All photos are professional quality and have been approved for usage by both the photographers and models.

Types of Graphic Identities



University of Colorado
Colorado Springs

CU Logo

The logo for UCCS is has the CU mark on one side, and "University of Colorado Colorado Springs" on the right. There are no logos with the CU mark for individual departments; departments should use the CU logo and have the department name in Helvetical to the side.

When using the CU logo, leave space around the logo so it does not blend into other graphic elements. Whenever possible, the logo should be placed in the bottom left corner.



Typographic Treatment

A typographic treatment is a distinct text graphic designed to promote UCCS programs. Typographic treatments can be one color (black, CU gold, or white) or a combination of two CU colors. The Brand Office is responsible for the creation of typographic treatments; please contact them or Auxiliary Services Marketing for more info.

When using the typographic treatment, a UCCS logo must also be placed on the document.



7 DIMENSIONS
of Wellbeing

Graphic Identity

A graphic identity is not a logo, and cannot be used in lieu of one. Graphic identities can be used to promote UCCS programs and events, but with limited usage. Examples of usage include websites, marketing pieces, or t-shirts. If a graphic identity is used, an official UCCS logo must also be placed in the document.

Graphic identities are for specific cases only and must be approved by Auxiliary Services Marketing and/or the Brand Office.



The mountain lion face belongs to Athletics, and CANNOT be used without their express permission. Please refrain from using the mountain lion face on marketing materials without first discussing with Athletics and the Brand Office.

Creating Designs

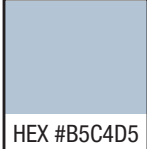
CU Colors

The official UCCS colors are CU Black and CU Gold. These colors should be visible in all marketing designs, but the degree in which they appear can differ.

Primary Colors			Secondary Colors		
	CU Black HEX #00000	CU Gold HEX #CFB87C		CU Dark Gray HEX #565A5C	CU Gray HEX #A2A4A3

Tertiary Colors

Tertiary colors are suggested colors that can be used as accents or highlights, particularly in pieces that fall under Tier 2 and Tier 3. Use these or other colors as needed; photos are also a great way to add color to your design.

				
HEX #EE6245	HEX #F7B444	HEX #7ECCBD	HEX #4E8A9C	HEX #154E69
				
HEX #79AFDF	HEX #B5C4D5	HEX #F38196	HEX #F26C6E	

CU Fonts

Our typeface is Helvetica Neue. It is recommended for use as the featured typeface in all UCCS communications. When Helvetica Neue is not available, Helvetica and Arial are suitable substitutes.

Helvetica Neue

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890

Helvetica Neue Thin

Helvetica Neue Light

Helvetica Neue Roman

Helvetica Neue Bold

Degrees of Branding, as illustrated by the Commode Chronicles



TIER 1

Major university-wide events where UCCS brand visibility is critical.

EXAMPLES

Commencement
Grad Fair
Move-In Week
Clyde's Kickoff

Uses only official fonts and colors.



TIER 2A

Medium-scale events that need to maintain core branding elements (most school events).

EXAMPLES

Black Out/White Out/
Storm the Stadium Nights

Disorientation Week
Pride Parade
Roar Daze

2A: header has more color and different font, but everything else follows the CU brand.

2B: more color overall, but all fonts follow the UC brand.



TIER 2B



TIER 3

Smaller, internal events primarily organized by student organizations.

EXAMPLES

Registered club events
Registered club functions

Can use different fonts and colors; branding is minimal but having some branding is recommended.

COMMODOE CHRONICLES EXAMPLES

GENERAL TIPS: Make sure there isn't too much text on the ad so it's not overwhelming. Keep in mind who the viewer is and make sure the text is an appropriate size and meets ADA contrast standards.

Below are examples of Commode Chronicles ads and how to tell which ones belong in which category.

Tier 1



Uses only official fonts and colors. Photos can add color to the design.

Tier 2 - Large Events



Header has more color and different font, but everything else follows the UCCS brand.

Tier 2 - Small Events



More color/design elements, but all fonts outside of the header follow the UCCS brand.

Tier 3



Can use different fonts and colors; branding is minimal but having some branding is good.

Tier 1



Tier 2 - Large Events



Tier 2 - Small Events



Tier 3



COMMODE CHRONICLES – MORE EXAMPLES

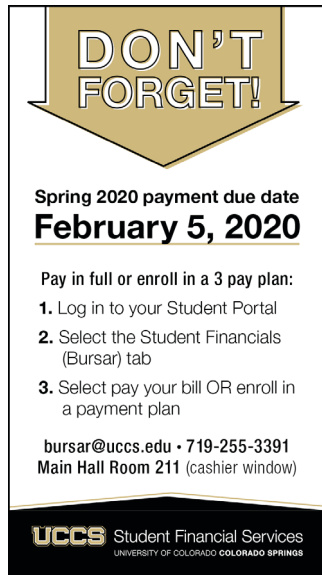


CAMPUS STORE

UCCS GRADUATION FAIR

Grad regalia, diploma frames, alumni gear, graduation gifts and announcements, and more!

Wed, Nov 6
10am-6pm
and
Thu, Nov 7
9am-4pm
at the UCCS Campus Store



DON'T FORGET!

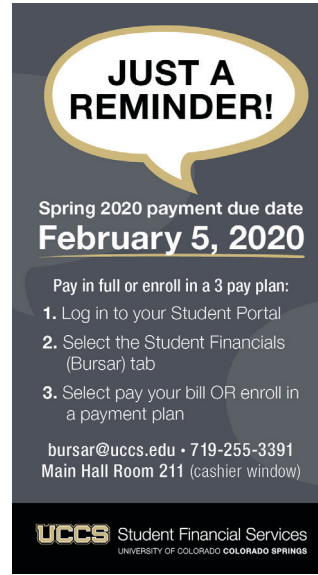
Spring 2020 payment due date
February 5, 2020

Pay in full or enroll in a 3 pay plan:

1. Log in to your Student Portal
2. Select the Student Financials (Bursar) tab
3. Select pay your bill OR enroll in a payment plan

bursar@uccs.edu • 719-255-3391
Main Hall Room 211 (cashier window)

UCCS Student Financial Services
UNIVERSITY OF COLORADO COLORADO SPRINGS



JUST A REMINDER!

Spring 2020 payment due date
February 5, 2020

Pay in full or enroll in a 3 pay plan:

1. Log in to your Student Portal
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bursar@uccs.edu • 719-255-3391
Main Hall Room 211 (cashier window)

UCCS Student Financial Services
UNIVERSITY OF COLORADO COLORADO SPRINGS

Tier 1

Uses only official fonts and colors. Photos can add color to the design.

On second and third examples, the signature extension is not required and just text for the department name would be better for this.



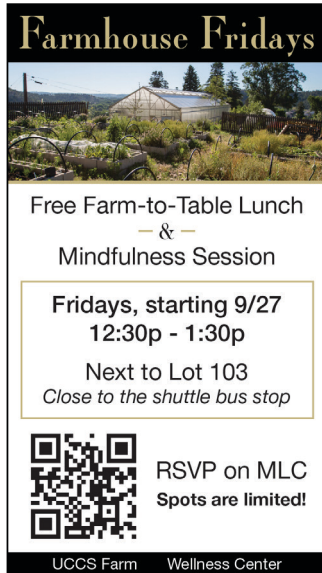
CARRY THE LIGHT

UCCS GIVING DAY
APRIL 10, 2025

You're invited to be part of something extraordinary.



Learn more or give today at
giveto.uccs.edu/carry-the-light



Farmhouse Fridays

Free Farm-to-Table Lunch
— & —
Mindfulness Session

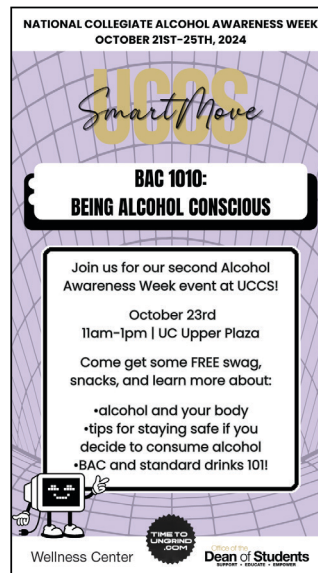
Fridays, starting 9/27
12:30p - 1:30p

Next to Lot 103
Close to the shuttle bus stop



RSVP on MLC
Spots are limited!

UCCS Farm Wellness Center



NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK
OCTOBER 21ST-25TH, 2024

Smart Move

BAC 1010: BEING ALCOHOL CONSCIOUS

Join us for our second Alcohol Awareness Week event at UCCS!

October 23rd
11am-1pm | UC Upper Plaza

Come get some FREE swag, snacks, and learn more about:

- alcohol and your body
- tips for staying safe if you decide to consume alcohol
- BAC and standard drinks 101!

Wellness Center

TIME TO ENGAGE WITH US

Dean of Students

Tier 2

The first two are close to being tier one, but this is why they are in the tier 2 category.

First example has a graphic that isn't a main UCCS logo/mark.

The second example uses a custom font for the header.

The third example uses a custom background, graphic, and logo. *The fonts should be Helvetica Neue or Inter. This one would not pass ADA contrast standards for the gold text on purple. Logos on the bottom are too small.*



DANCING ON THE BLUFFS

FREE BIMONTHLY DANCE LESSONS

Rec Center Fit Room 2
Sep 12, 4:30-5:30p
Sep 26, 2:00-3:00p

RSVP



@dancing_on_the_bluffs_uccs
mmetzge2@uccs.edu



HOLIDAY DONATION DRIVE

DEC 2 - DEC 20

WHAT TO BRING:

Any adult clothing, crafting supplies, small sporting goods & games, small exercise items, and accessories!

HOW TO DONATE:

Drop off your gifts in the bins at the **Student Life Lounge**, located on the first floor of the University Center.

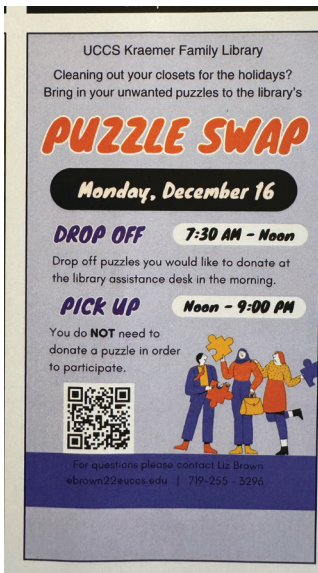
INSTAGRAM



MLC



Green Action Fund • Feminist Club • Clyde's Closet • Student Life



UCCS Kraemer Family Library

Cleaning out your closets for the holidays?
Bring in your unwanted puzzles to the library's

PUZZLE SWAP

Monday, December 16

DROP OFF 7:30 AM - Noon

Drop off puzzles you would like to donate at the library assistance desk in the morning.

PICK UP Noon - 9:00 PM

You do **NOT** need to donate a puzzle in order to participate.



For questions please contact Liz Brown
ebrown22@uccs.edu | 719-255-3394

Tier 3

These are all fun designs, but don't have any branded elements. Using a gold would help tie it to UCCS.

Examples two and three were used by campus departments and tier 3 designs should only be used by clubs and organizations. If an event is being hosted by a UCCS office/department, it should be a tier 1 or 2 design.