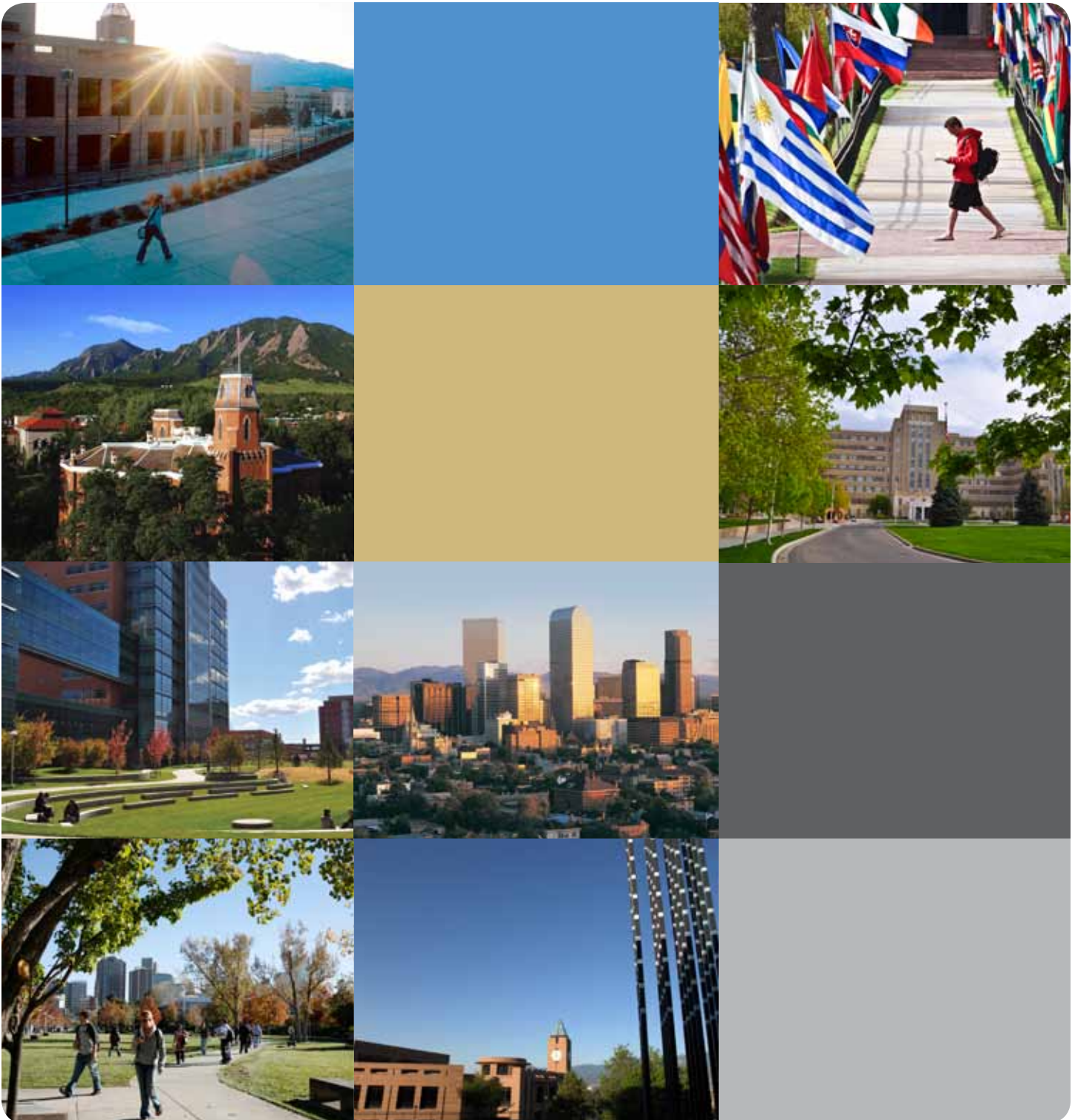


# Creating Futures

## Campaign Style and Identity Guide

UNIVERSITY OF COLORADO FOUNDATION



# Introduction

A campaign such as *Creating Futures* helps CU and Foundation personnel and partners pursue diverse goals under the umbrella of a unified message: **donor support helps CU thrive**. This core message is delivered most effectively when we all follow a common set of visual, verbal, and textual standards when describing and promoting *Creating Futures*.

To that end, we have developed this Campaign Style and Identity Guide to promote consistency and coordination in communications related to *Creating Futures*, and to align with style guidelines throughout the University of Colorado. It is recommended that all CU and Foundation communicators and development staff should become familiar with relevant contents, and reinforce these standards with academic partners and other constituents.

Campaign nomenclature and usage will be relevant to individuals addressing the campaign in oral or written form. Visual style elements and templates will be relevant to individuals coordinating campaign outreach in print, electronic, and video marketing materials.

**Note:** To ensure a consistent look-and-feel for campaign materials, the CU Foundation marketing and communications team oversees production of all such materials. Contact Jim Jonas, 303.541.1224, [jim.jonas@cufund.org](mailto:jim.jonas@cufund.org) for assistance.

All style guides evolve over time, and we will update this periodically as circumstances dictate. Additionally, you may have style questions and concerns not covered within this guide. For questions on visual style elements, contact John Pechacek (pa-ha-check), 303.541.1334, [john.pechacek@cufund.org](mailto:john.pechacek@cufund.org). For questions on nomenclature or usage, contact Jeremy Simon, 303.541.1218, [jeremy.simon@cufund.org](mailto:jeremy.simon@cufund.org).

# Nomenclature

- ***Creating Futures* is the name of the campaign.** The CU Foundation italicizes the campaign name in its marketing and communications, to maintain internal consistency. Some CU units have style guidelines that discourage italics in certain media, in which case **Creating Futures** is acceptable.
- **The tagline for *Creating Futures* is “A Campaign of Excellence and Impact.”**
  - This optional tagline is styled roman with key words capitalized. It can be used with the ***Creating Futures*** name in display or headline uses, and other uses in which the tagline helps define ***Creating Futures*** as a campaign.
- The accepted substitute for the ***Creating Futures*** name in subsequent uses is campaign, and is lowercase.
- **The Pillars of Excellence and Impact are Learning & Teaching, Discovery & Innovation, Community & Culture, and Health & Wellness.** (This is an exception to our master style reference, regarding use of the ampersand—which generally should not be substituted for the word “and.”)
- **CU in the Future is the planned giving initiative taking place concurrent with the *Creating Futures* campaign.** It is not literally a subset of ***Creating Futures*** (due to differences in counting methodology), but the time frame parallels that of ***Creating Futures***. CU in the Future should not be referred to as a “campaign.”

# Usage

## **Creating Futures: defined further**

*Creating Futures* is a comprehensive campaign to raise \$1.5 billion in private support for the University of Colorado's people, places, and programs across its four campuses. "Comprehensive" refers to the fact that the campaign addresses a broad array of fundraising priorities throughout CU. *Creating Futures* is not a capital campaign: capital campaigns generally focus solely on a building or infrastructure project, and though *Creating Futures* priorities include many capital projects, it is broader in nature.

The \$1.5 billion goal refers to total private support—not only gifts. Private funds received through the Office of Contracts and Grants are included as private support: these funds go directly through the university, and are not referred to as "gifts."

Campaign facts beyond the purview of this guide are available at the official campaign website, [www.cufund.org/campaign](http://www.cufund.org/campaign).

## **Four pillars organizational construct**

The pillars (they may be referred to as "four pillars" where appropriate) represent CU's areas of excellence and impact, and are a communications and organizational framework for *Creating Futures*. They are used in campaign outreach and in a broad array of general CU outreach.

hundreds of *Creating Futures* priorities, specific to each campus.

### **The pillars are shorthand for four core CU functions:**

- education      Learning & Teaching
- research        Discovery & Innovation
- outreach        Community & Culture
- wellness        Health & Wellness

We organize programs under one or more of these pillars with these four core CU functions in mind.

The pillars are not the *Creating Futures* fundraising or strategic priorities. There are

**When addressing the CU system, or a campus, in its entirety:** Each pillar is given equal weighting. (It is not necessary or appropriate to mention each pillar in each communication, but the weighting over time should be as equal as possible.)

**When addressing individual campus programs (e.g. School of Business, Center for Community):** You may choose one pillar to represent that program, or find ways in which the program reflects some or all pillars. Users should employ best judgment in applying the pillar construct to specific programs, balancing program specificity with breadth of potential impact.

The pillars are derived from the brand driver emerging from the university branding process. They are consistent with the pride points and messaging platforms of each CU campus. Language that further describes each pillar can be viewed under the appropriate links at [www.cufund.org/campaign/priority-support-areas/](http://www.cufund.org/campaign/priority-support-areas/).

## People, Places, Programs

We sometimes describe gift recipients as falling into one of three categories:

- People (including support for faculty and students)
- Places (including support for buildings and other capital upgrades)
- Programs (including support for schools and departments, centers, outreach, events)

The “Four pillars” framework complements the “People, Places, Programs” framework; it does not conflict with it. The former describes CU’s areas of excellence and impact. The latter describes the underlying assets that enable CU to pursue excellence, and make an impact.

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## Inflections and derivations of the phrase “*Creating Futures*”

We encourage integration of the phrase “*creating futures*” into varied communications to build awareness of the campaign theme. Sometimes, a grammatical construct makes it awkward to use the campaign name verbatim. Derivations that incorporate some inflection of “creating” and “futures” together are permitted.

### Do

- ✓ Do use “At CU, we create futures”
- ✓ Do use “This gift has created futures”
- ✓ Do use “At the business school, we are creating the future”

### Don’t

- ✗ Don’t use “building futures”
- ✗ Don’t use “creating tomorrows”
- ✗ Don’t use “innovating futures”

## Executive Soundbites

In communications within and beyond CU, from newsletters to speeches to editorials, there are occasions to make brief references to *Creating Futures*. To ensure that core campaign aspects are characterized in a unified way, we have devised short phrases for various uses. While these phrases need not be used verbatim, users should strive to retain as much specific language as possible, and adapt it to circumstances and personal style.

### What *Creating Futures* is:

- *Creating Futures* is a campaign to enhance the University of Colorado's four campuses on all fronts, and advance the economy, culture, and health of Colorado and the nation.

### What *Creating Futures* seeks to enhance:

- Our donors invest in the people, places, and programs that compose the University of Colorado's areas of excellence and impact. Learning & Teaching initiatives that educate tomorrow's leaders. Discovery & Innovation that expands what is possible. Community & Culture connections that make our towns and cities vibrant. Health & Wellness breakthroughs that lengthen and strengthen our lives.

### Why this is the time for *Creating Futures*:

- The University of Colorado faces extraordinary challenges and extraordinary opportunities. Thanks to the outstanding faculty, staff and students who compose the lifeblood of the university, we now have a rare capability to execute our visions and realize our full potential for leadership. Generous donors have enabled the early success of this campaign, and their continued investments will ensure a strong CU for generations to come.

### How donors make a difference:

- Donors provide a crucial margin of excellence that equips the University of Colorado to turn ideas into action.

### Summing it up—a call to action:

- *Creating Futures* isn't just the University of Colorado's campaign. This campaign is for *all* of us—for everyone with a stake in the pursuit of a better tomorrow. Invest in your personal passions at the University of Colorado, and bring your own dreams to fruition.

#### CU Foundation master style references:

- For visual communications beyond the scope of *Creating Futures* and this guide, the CU Foundation adheres to the university-wide identity guidelines, at <https://www.cu.edu/articles/upload/cu-branding-manual.pdf>.
- For editorial communications representing the CU system, we use the CU-Boulder style guide <http://ucommunications.colorado.edu/services/style-guide> as a primary style reference, and the Associated Press (AP) stylebook and Webster's New World College Dictionary as underlying references for style questions not addressed in the CU-Boulder guide.
- For campus-specific communications, the CU Foundation uses the style guide

specific to that campus, with AP and Webster's as underlying references. Users communicating frequently to audiences on more than one campus should be aware that minor style distinctions among campus style guides exist.

- Campus style guides can be found at:
  - CU-Boulder: <http://ucommunications.colorado.edu/services/style-guide>
  - CU Denver | Anschutz Medical Campus: <http://www.ucdenver.edu/about/departments/oiuc/brand/guides/editorialGuide/Pages/Style%20Guide.aspx>
  - UCCS: <http://www.uccs.edu/~brand/>

# Campaign Wordmark

The *Creating Futures* wordmark is the visual representation of the campaign.

It is used to form a consistent, identifiable mark that supports a strong University of Colorado Foundation campaign visual identity.

# *Creating Futures*

Wordmark

# Wordmark Variations

The *Creating Futures* wordmark can appear in either a single-line or a stacked format.

The wordmark can appear in CMYK (full-color) options including: full-color, color-reverse, black, and reverse.

**The default use of the wordmark is the full-color single-line format, at the top of the right-hand column.**

Full-color

## *Creating Futures*

Color-reverse

## *Creating Futures*

One-color (black)

## *Creating Futures*

Reverse (white)

## *Creating Futures*

Full-color stack

## *Creating Futures*

Color-reverse stack

## *Creating Futures*

One-color stack (black)

## *Creating Futures*

Reverse stack (white)

## *Creating Futures*

# Wordmark Space and Size

Maintain a clear space around the wordmark equal to the height of the capital letter “C” as shown above-right.

Maintain a minimum size of 2” for the single-line wordmark.

Maintain a minimum size of 1.25” for the stacked wordmark.



# Logo and Wordmark Integration

In certain instances, the University of Colorado Foundation logo and campaign signature will be used in conjunction with each other. They should always appear in-line with each other and always have adequate clear space and hierarchy.

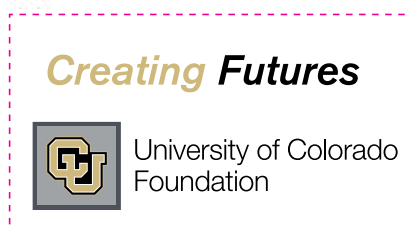
✓ DO



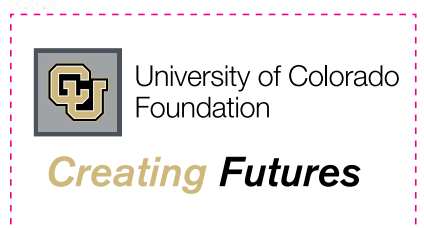
✗ DON'T



✗ DON'T



✗ DON'T



# Wordmark Usage Reference

## Do

- ✓ **DO** use the original electronic files
- ✓ **DO** maintain the original proportions
- ✓ **DO** maintain the approved colors
- ✓ **DO** give the wordmark its own space
- ✓ **DO** keep the wordmark in the approved configuration

## Don't

- ✗ **DON'T** redraw or retype the wordmark

*Creating Futures*

---

- ✗ **DON'T** stretch or distort the wordmark

*Creating Futures*

---

- ✗ **DON'T** change colors in the wordmark

*Creating Futures*

---

- ✗ **DON'T** stack or group the wordmark with other elements

*Creating Futures*



University of Colorado  
Foundation

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- ✗ **DON'T** use the wordmark in a line with text

A campaign such as *Creating Futures* helps CU and Foundation personnel and partners pursue diverse goals under the umbrella of a unified message: **donor support helps CU thrive.**

---

- ✗ **DON'T** disassemble or rearrange the wordmark

*Creating  
Futures*

# Campaign Templates

Several print and web templates have been developed for the needs of the campaign including: a general brochure template, single-page flyer template, trifold template, and pledge card template.

Consistent use of key template elements is of particular importance in maintaining consistency and building the campaign's identity.

See page 13 for further detail on template elements.

For questions on visual style elements, contact John Pechacek (pa-ha-check), 303-541-1334, [john.pechacek@cufund.org](mailto:john.pechacek@cufund.org).



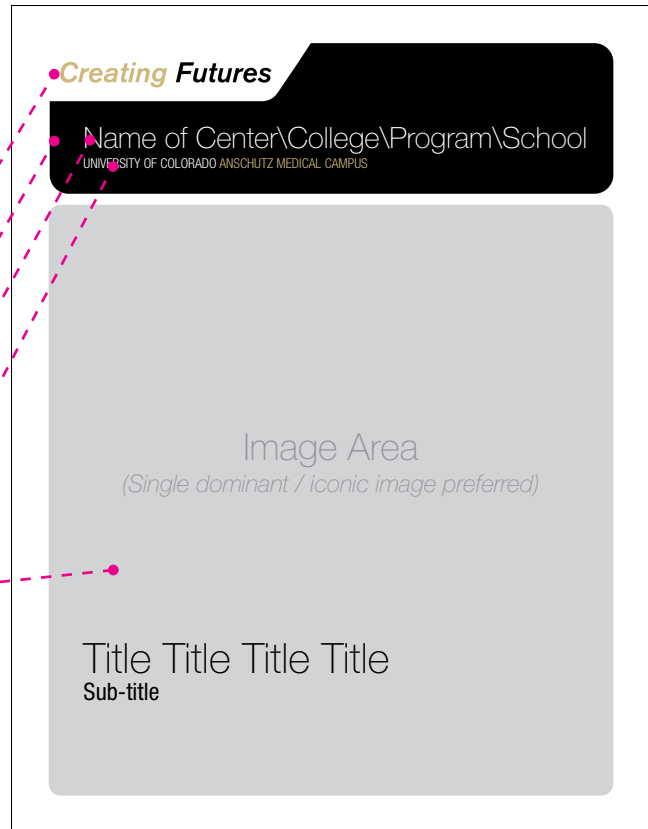


# Essential Template Elements

## Essential template elements:

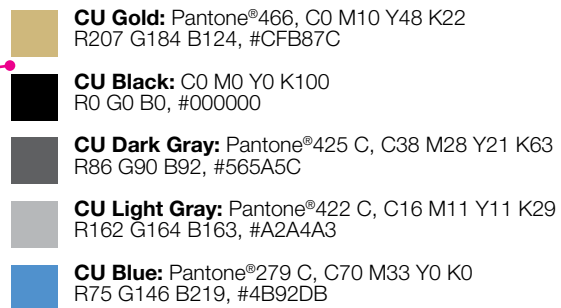
1. *Creating Futures* wordmark
2. Black “header” banner
3. Name of campus unit
4. Name of affiliate campus
5. Image box with rounded corners  
(Square corners and cutouts are permitted on subsequent pages only)

For questions on templates, contact John Pechacek (pa-ha-check), 303-541-1334, [john.pechacek@cufund.org](mailto:john.pechacek@cufund.org).



## Essential template brand elements are:

1. Color use
2. Typography - Helvetica Neue  
(Helvetica or Arial are substitutes for those who don't have Helvetica Neue)
3. Campus visual identity



## For additional brand inquiries go to

<https://www.cu.edu/brand/>

Helvetica Neue Light  
 Helvetica Neue Roman  
 Helvetica Neue Medium  
 Helvetica Neue Bold



# Header / Wordmark Reference

To maintain visual consistency on the front page of campaign documents, *Creating Futures* publications use a uniform header, shown in the left column below.

## Do

✓ **DO** use the native element files



✓ **DO** maintain the original proportions and configuration



✓ **DO** maintain the approved colors



✓ **DO** maintain the approved typography



## Don't

✗ **DON'T** redraw the header



✗ **DON'T** modify the approved header and signature configuration



✗ **DON'T** change colors in the header or typography



✗ **DON'T** add logos within the header



# Photography and Imagery

Photography style is a vital component to successful communications. Design, typography, writing, and photography all work together to define and support our visual identity.

The visual style used to depict our campaign is intended to represent in the best possible light and attributes of the campaign, the University of Colorado Foundation, and the university as a whole.

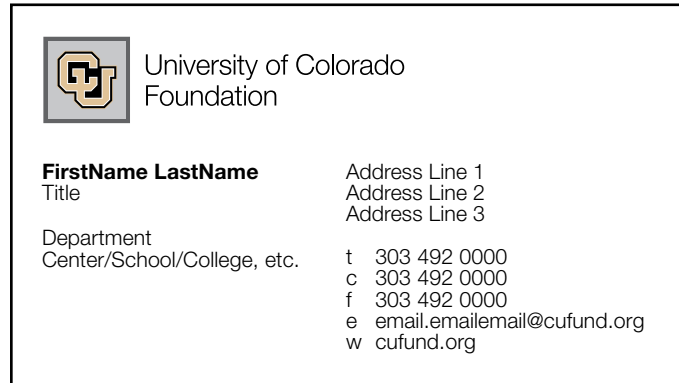
University of Colorado Foundation Marketing and Communications can assist you in finding stock as well as original photography, video, and graphic elements required for your project.




# Business Cards

A unified business card system helps us make connections consistently and credibly in business settings. While each campus uses its own signature, the structure for business card components is consistent across the CU system.

## Front



 University of Colorado  
Foundation

**FirstName LastName**      Address Line 1  
Title                              Address Line 2  
   Address Line 3

Department                      t 303 492 0000  
Center/School/College, etc.    c 303 492 0000  
   f 303 492 0000  
   e email.email@email@cufund.org  
   w cufund.org

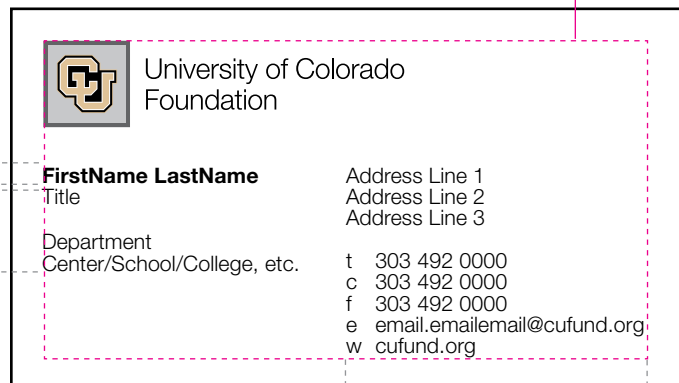
## Back




Text must stay within the .1667" safety margin

Helvetica Neue 75 Bold | 8pt

Helvetica Neue 45 Light | 8pt



 University of Colorado  
Foundation

**FirstName LastName**      Address Line 1  
Title                              Address Line 2  
   Address Line 3

Department                      t 303 492 0000  
Center/School/College, etc.    c 303 492 0000  
   f 303 492 0000  
   e email.email@email@cufund.org  
   w cufund.org

Helvetica Neue 45 Light | 8pt

# Stationery

A unified stationery visual system for letterhead, envelopes, and other collateral helps us communicate effectively and consistently. The structure for stationery system components is consistent across the CU system. Use of a consistent layout supports our unified image and builds brand recognition.

## Letterhead



University of Colorado  
Foundation

## Envelopes



University of Colorado  
Foundation

Anschutz Medical Campus  
Mail Stop A065  
13001 East 17th Place  
Aurora, CO 80045

Anschutz Medical Campus • Mail Stop A065 • 13001 East 17th Place • Aurora Colorado 80045 • t 303 724 6260 • f 303 724 4694 • www.cufund.org

# Email Signature

Two signature options are available— one with the University of Colorado Foundation logo and one without.

A unified email signature establishes a common style and helps us communicate effectively and consistently. While each campus uses its own signature, CU Foundation staff should all use one of the two signatures on this page.

## Option 1 - Signature with logo



University of Colorado  
Foundation

### First Last

Title, Department

University of Colorado Foundation

4740 Walnut Street, Boulder, CO 80301

t XXX XXX XXXX | c XXX XXX XXXX

[xxxx.xxxxxxxx@cufund.org](mailto:xxxx.xxxxxxxx@cufund.org) | [cufund.org](http://cufund.org)

Discover how donors are **Creating Futures** for people, places, and programs throughout the University of Colorado: [cufund.org/campaign](http://cufund.org/campaign)

## Option 2 - Signature without logo

### First Last

Title, Department

University of Colorado Foundation

4740 Walnut Street, Boulder, CO 80301

t XXX XXX XXXX | c XXX XXX XXXX

[xxxx.xxxxxxxx@cufund.org](mailto:xxxx.xxxxxxxx@cufund.org) | [cufund.org](http://cufund.org)

Discover how donors are **Creating Futures** for people, places, and programs throughout the University of Colorado: [cufund.org/campaign](http://cufund.org/campaign)

## Signature Specifications

10pt Arial bold, color: black

10pt Arial, color: black

10pt arial bold, lower case,  
color: R207 G184 B124

Line space

Campaign Paragraph

### First Last

Title, Department

University of Colorado Foundation

4740 Walnut Street, Boulder, CO 80301

t XXX XXX XXXX | c XXX XXX XXXX

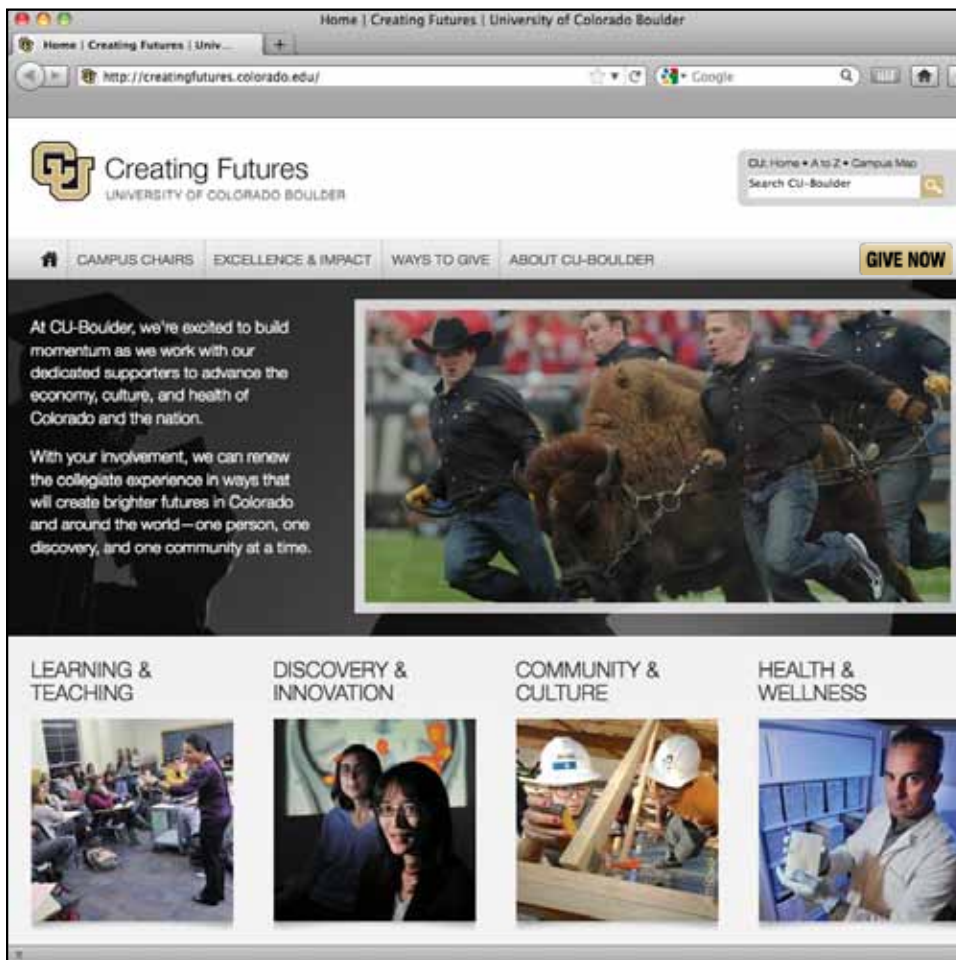
[xxxx.xxxxxxxx@cufund.org](mailto:xxxx.xxxxxxxx@cufund.org) | [cufund.org](http://cufund.org)

Discover how donors are **Creating Futures** for people, places and programs throughout the University of Colorado: [cufund.org/campaign](http://cufund.org/campaign)

# Giving Buttons

To help promote online giving we have developed several styles of “give” buttons for use by all CU System units. We recommend that each campus unit provide an easy and prominently positioned way for donors to give online.

For questions on giving buttons, contact Kirsten Steinke, 303-541-1209, [kirsten.steinke@cufund.org](mailto:kirsten.steinke@cufund.org).



--- Giving Button

# Contact Us

To ensure a consistent look-and-feel for campaign materials, the CU Foundation marketing and communications team oversees production of all such materials. Contact Jim Jonas, 303.541.1224, [jim.jonas@cufund.org](mailto:jim.jonas@cufund.org) for assistance.

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