



BRAND GUIDELINES

Updated March 2026

TABLE OF CONTENTS

BRAND FOUNDATION.....5

CMU's Philosophy

- ▶ Mission and Vision
- ▶ Our Core Values
- ▶ Maverick Values in Action
- ▶ Brand Promise and Pillars
- ▶ Brand Personality
- ▶ Brand Story and Purpose
- ▶ CMU's Unique Positioning
- ▶ Tagline

BRAND VOICE 13

Key Messaging

- ▶ Maverick Tone of Voice
- ▶ Maverick Language Style
- ▶ Editorial Style Guide
- ▶ Boilerplate language (standardized language providing a brief overview of CMU)

VISUAL IDENTITY17

Brand Mark

- ▶ University Seal
- ▶ University Main Institutional Mark
- ▶ CMU Tech Mark
- ▶ Unit Identifiers
- ▶ Clear Space and Scaling
- ▶ Small Size Application
- ▶ Incorrect Usage Examples

Typography

- ▶ Typeface
- ▶ Font Styles
- ▶ Font Hierarchy for Headline Lock Up
- ▶ Font Usage
- ▶ Alternate Font

Color Palette

- ▶ Primary Colors
- ▶ Secondary Colors
- ▶ Gradients
- ▶ Accessible Color Contrasts

Graphic Elements

- ▶ The Core Values Graphics
- ▶ The Core Values Combinations
- ▶ Layouts and Backgrounds

Photography

- ▶ Storytelling
- ▶ Locations
- ▶ Casting
- ▶ Compositions
- ▶ Lighting
- ▶ Angles

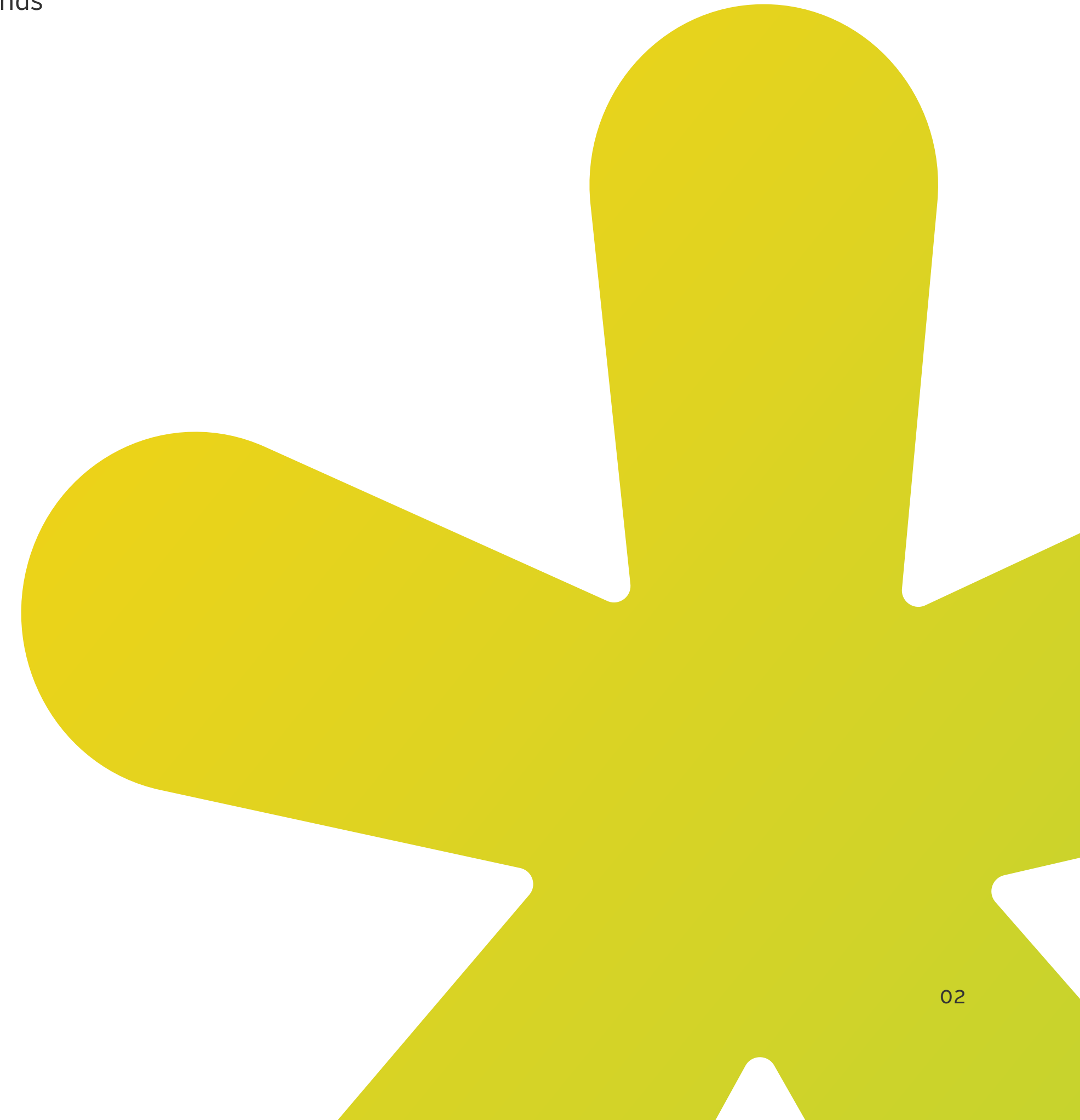


TABLE OF CONTENTS (CONT.)

DESIGN RESOURCES 73

Print

- ▶ Letterhead, Envelope and Business Cards
- ▶ Brochures
- ▶ Posters
- ▶ Tablecloths

Digital

- ▶ Email Signature Templates
- ▶ Presentation Templates
- ▶ Social Media: Static Posts, Carousels and Stories
- ▶ Display Banners

Motion

- ▶ Logo Reveal
- ▶ Video Template with Lower Thirds

RIGHTS, PERMISSIONS AND LICENSING..... 89



WELCOME TO THE CMU BRAND GUIDELINES

A comprehensive guide that solidifies our brand identity and centralizes all essential brand elements.

This document serves as your go-to resource for creating marketing materials that accurately reflect who CMU is, what we offer and why it matters. By using these brand guidelines, you ensure brand consistency across departments and communications, helping present a cohesive and unified image of the university to our audience. This living resource outlines how the CMU brand is to be visually expressed and how to infuse the Maverick spirit into our brand communications.



**BRAND
FOUNDATION**



OUR MISSION

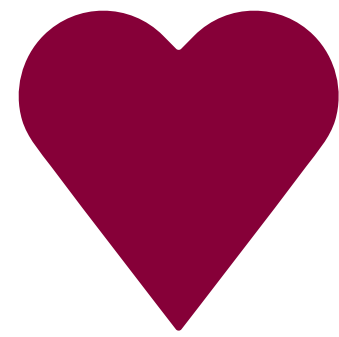
Our mission is to provide an affordable and accessible education and form meaningful and mutually beneficial relationships that support the well-being and vibrancy of our community.

OUR VISION

CMU aspires to be a Human Scale University that serves as a model of the world we want to create — a world where people aspire to love, extend dignity, choose courage, demonstrate humility, develop resiliency, celebrate curiosity and use power for good.

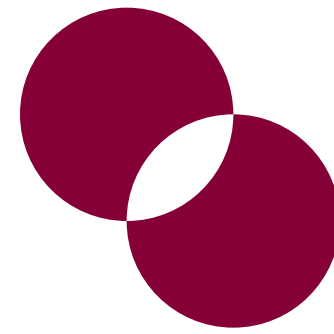


CORE VALUES



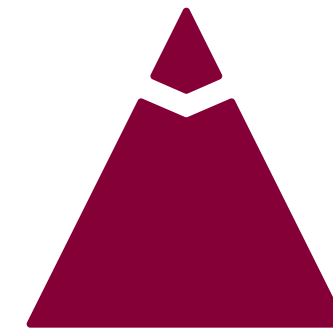
LOVE

Extending oneself for nurturing the growth of self and others.



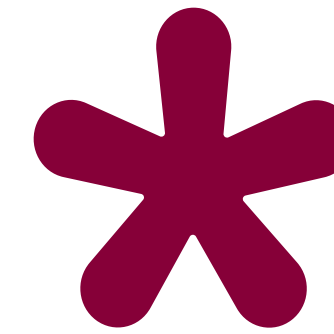
DIGNITY

Respecting the intrinsic value of each person and believing that others act from a foundation of goodwill.



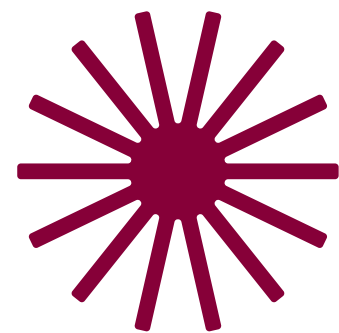
COURAGE

Taking risks in the pursuit of new possibilities.



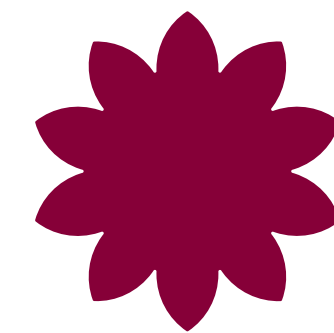
HUMILITY

Suspending one's ego and pride to recognize that no idea is perfect and being open to the input of others.



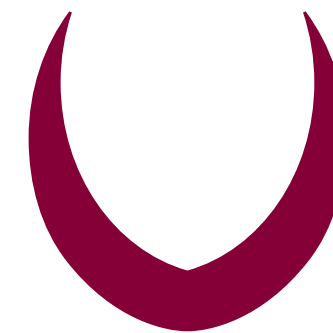
CURIOSITY

Cultivating awe and exploring the unknown.



RESILIENCE

Investing in the future by adapting to changes, overcoming challenges and pursuing opportunity.



POWER

Having strength to act collaboratively with individual agency to achieve our goals.

MAVERICK VALUES IN ACTION

We embrace love as the driving force behind our actions, nurturing personal growth and fostering it in others.

By extending dignity to others as a daily practice, we create an environment that deeply respects the intrinsic value of every individual.

At CMU, we believe in acting from a foundation of goodwill. This belief gives us the courage to form meaningful relationships, embark on joint endeavors and take risks in the pursuit of new possibilities.

From this place of humility and courage, we've built a culture of resilience. We invest in the future by continuously adapting to change, overcoming challenges and seizing new opportunities.

Endless curiosity drives us to approach the unexpected as if it were expected and leads to endless opportunities for growth and advancement.

Inspired by the Soul of the West, we emerge as a force for positive change, harnessing our collective power to build a Human Scale University that reflects our values and brings to life our shared vision of the world we want to create.



BRAND PROMISE

Opportunity
for a better life.

BRAND PILLARS

Radical Affordability

Reflects our unwavering commitment to providing unmatched value for students and families by ensuring access to higher education for all, making quality education affordable and within reach for all.

Intellectual Freedom

Reflects our steadfast dedication to welcoming students from all perspectives and teaching them how to think, not what to believe, empowering them to explore their own ideas and think critically.

Relevant Education

Emphasizes our commitment to offering relevant degrees, credentials and workforce training that equip students to thrive in today's dynamic job market whether locally or globally.



BRAND PERSONALITY

Adventurous

We are driven by our innate curiosity and our thirst for exploration. Always eager to explore new frontiers, we remain connected to our ancestors' land and animated by the Soul of the West.

Daring

We are known for our fearless pursuit of progress and our commitment to challenging the boundaries of higher education for the betterment of our community.

Resilient

Rooted in our Maverick Spirit, we show resilience in the face of challenges, swiftly adapting to new circumstances and overcoming obstacles with strength and perseverance.

Resourceful

We pride ourselves on being ingenious and resourceful, continuously exploring new approaches to tackle challenges. We embrace unconventional thinking and practicality, finding creative solutions even in places where there appear to be none at first.

Playful

Through our spirited nature, we wholeheartedly embrace learning as the ultimate form of play, drawing energy from the boundless beauty of western Colorado.

Relational

At the heart of our ethos lies a commitment to collaboration and support. We deeply care about our community and our people, fostering a supportive learning environment where the connections we make empower purposeful transformations.



BRAND STORY AND PURPOSE

In the heart of the expansive western Colorado landscape, CMU stands as a beacon of learning, creativity and community.

Nestled at the convergence of the Colorado and Gunnison rivers, our university was born from the rugged terrain, where nature's grandeur has shaped the spirit of our institution.

Here, amid the canyons, mountains, mesas, plateaus and promenades, CMU Mavericks draw inspiration from the Soul of the West and embody the Maverick Spirit. This spirit, infused with a deep sense of playfulness and exploration, defines our approach to higher education. We believe that learning is the ultimate form of play — where research, teaching and discovery unfold in everyday life.

At CMU, our power is inspired by love. Guided by our brand purpose, "to be a model of the world we want to create," we embark on a journey of transformation, where the Soul of the West inspires us to live out our values. Together, we dare to pursue a better life through education.



CMU'S UNIQUE POSITIONING

CMU is a fearless force rooted in the Soul of the West.

True mavericks challenge the status quo, driving upward mobility and providing people with the tools for a better life.

TAGLINE

**MAVERICK
AT HEART**

BRAND VOICE



MAVERICK TONE OF VOICE

Our tone of voice is the attitude or emotion that we convey in our brand communications.

It is a combination of tone dimensions that mirror our brand personality traits, defining an authentic way to engage with our audience and helping us differentiate ourselves from our competitors.

When crafting brand communications, refer to these five tone dimensions as a reference point to maintain consistency and alignment with our audience and brand identity.

Confident and Brave

While we exude confidence and expertise in our field, we do so in a humble and approachable manner, encouraging individuals to embrace challenges with courage and determination.

Dynamic and Engaged

Our tone is dynamic and engaged, reflecting our active involvement and playful nature as well as our zeal in all aspects of university life and beyond — without sounding overly enthusiastic.

Warm and Approachable

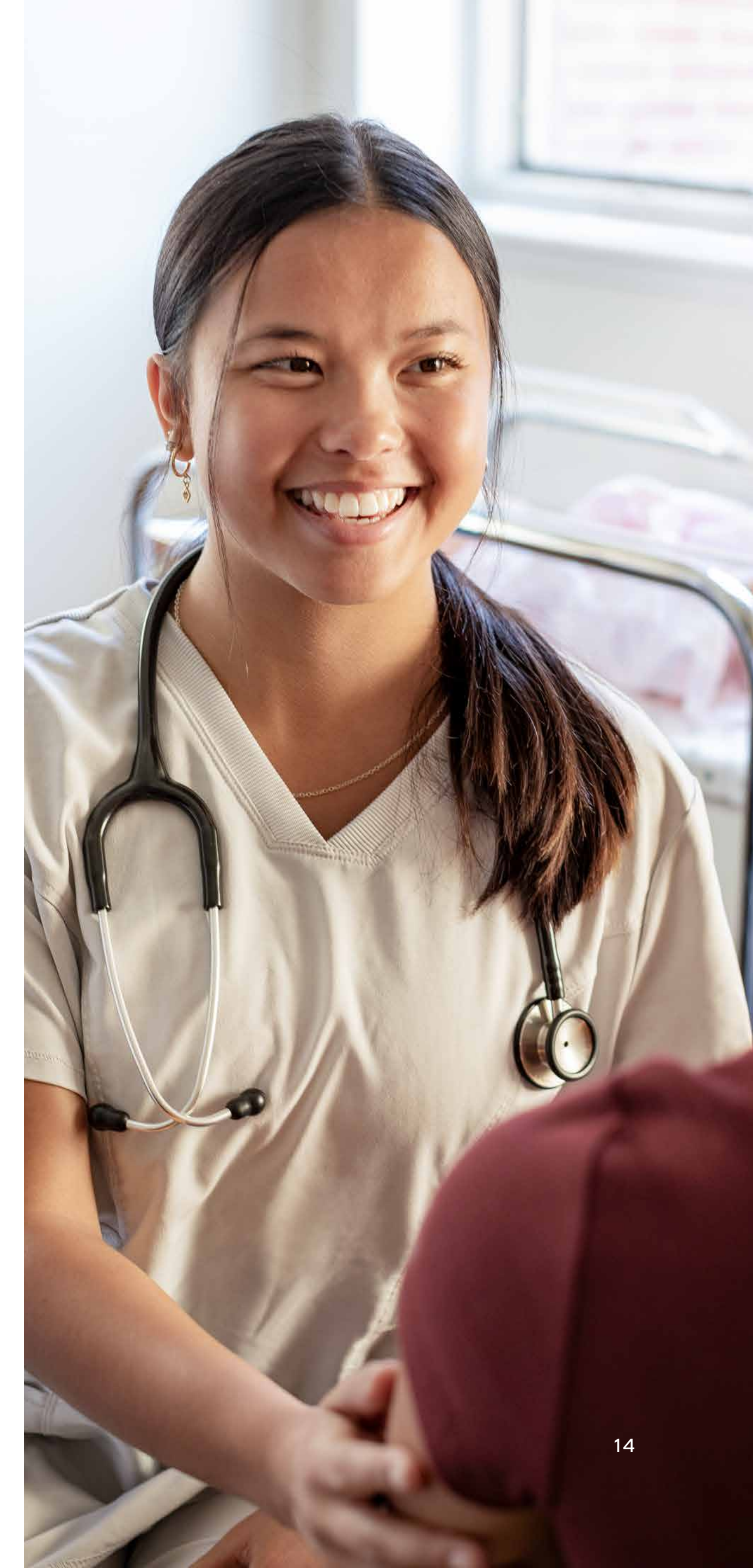
CMU's tone is warm and approachable inviting individuals to feel at home and valued within our community — without being overly sentimental.

Simple and Clear

We communicate in a straightforward, matter-of-fact and clear manner, ensuring that our messages are easily understood by all.

Down to Earth

CMU's tone is down to earth, reflecting our grounded nature and genuine connection with our audience.



MAVERICK LANGUAGE STYLE

Our language style and tone of voice are the elements that make up our personal brand voice.

While our tone of voice is the attitude or emotion we convey in our brand communications, our language style is the way we use language. The following are rules of language for how CMU's brand communications should be written.

By applying these principles, you ensure our language style reflects our brand identity, engages our audience effectively and brings consistency across mediums.

Active Voice

Prefer the active voice over the passive voice for clarity and directness in communication.

Clarity and Simplicity

Prioritize clarity and simplicity in language, avoiding unnecessary complexity or verbosity. Use straightforward language to convey messages effectively, particularly on short-format communications.

Engage and Connect

Aim to engage and connect with the audience through relatable language and storytelling, fostering a sense of connection and belonging, particularly on long-format communications.

Authenticity

Strive for authenticity in all written communication, reflecting CMU's genuine commitment to our community and values.

Tone of Voice

Ensure communications use the appropriate brand tone, defined in the previous section.

Avoid Higher Ed Jargon

Steer clear of higher education jargon, clichés and tropes, opting instead for clear, concise language that resonates with a wide audience.



EDITORIAL STYLE GUIDE

Let's uphold our standards for clear, unified communication!

CMU's Editorial Style Guide serves as a comprehensive resource for maintaining consistency and clarity in all written communications representing our university. By adhering to these guidelines, we ensure a unified brand voice and enhance the effectiveness of our messaging across platforms.

Whether you are writing for print materials, websites, social media or other channels, this guide provides essential standards and best practices to help you effectively communicate with our audience. While primarily based on the Associated Press (AP) stylebook, our [CMU Editorial Style Guide](#) also incorporates unique CMU style preferences and key numerical references used in marketing materials.



CMU BOILERPLATE

Boilerplate language helps uphold our standards for clear, unified communication.

Boilerplate language should be thought of the “About” explanation for the university. It should be used in media releases, brochures, about sections on social media and CMU-owned websites, etc.

Word Count: 20

Colorado Mesa University is a Human Scale University with foundational values of love, dignity, courage, humility, resilience, curiosity and power.

Word Count: 42

Colorado Mesa University is a Human Scale University that serves as a model of the world we want to create — a world where people aspire to love, extend dignity, choose courage, demonstrate humility, develop resilience, celebrate curiosity and use power for good.

Word Count: 100

CMU is a Human Scale University that serves as a model of the world we want to create — a world where people aspire to love, extend dignity, choose courage, demonstrate humility, develop resilience, celebrate curiosity and use power for good.

Nestled in beautiful western Colorado, we promise an opportunity for a better life, a commitment to radical affordability and an education that teaches you how to think, not what to believe.

You can pursue a traditional four-year degree, master’s or doctorate, or an associate degree or certificate through CMU Tech.

If you are a Maverick at Heart, join us.

Word Count: 136

Colorado Mesa University is a Human Scale University that serves as a model of the world we want to create — a world where people aspire to love, extend dignity, choose courage, demonstrate humility, develop resilience, celebrate curiosity and use power for good.

At CMU, we promise three things: an opportunity for a better life, a commitment to radical affordability and an education that teaches you how to think, not what to believe. Through these promises, you can

pursue a traditional four-year degree, master’s or doctorate, or an associate degree or certificate through CMU Tech.

Nestled in beautiful western Colorado, at the convergence of the Colorado and Gunnison rivers, our university was born from the rugged terrain, where nature’s grandeur has shaped the Maverick spirit of our institution.

If you are a Maverick at Heart, join us.

Word Count: 271

CMU is a Human Scale University that serves as a model of the world we want to create — a world where people aspire to love, extend dignity, choose courage, demonstrate humility, develop resilience, celebrate curiosity and use power for good.

We embrace love as the driving force behind our actions, nurturing personal growth and fostering it in others. By extending dignity to others as a daily practice, we create an environment that deeply respects the intrinsic value of every individual. At CMU, we believe in acting from a foundation of goodwill. This belief gives us the courage to form meaningful relationships, embark on joint endeavors, and take risks in the pursuit of new possibilities. From this place of humility and courage, we’ve built a culture of resilience. We invest in the future by continuously adapting to change, overcoming challenges and seizing new opportunities. Endless curiosity drives us to approach the unexpected as if it were expected and leads to endless opportunities for growth and advancement. Inspired by the Soul of the West, we emerge as a force for positive change, harnessing our collective power to build a Human Scale University that reflects our values and brings to life our shared vision of the world we want to create.

Nestled in beautiful western Colorado, we promise: an opportunity for a better life, a commitment to radical affordability and an education that teaches you how to think, not what to believe.

Through these promises, you can pursue a traditional four-year degree, master’s or doctorate, or an associate degree or certificate through CMU Tech. If you are a Maverick at Heart, join us.

VISUAL IDENTITY

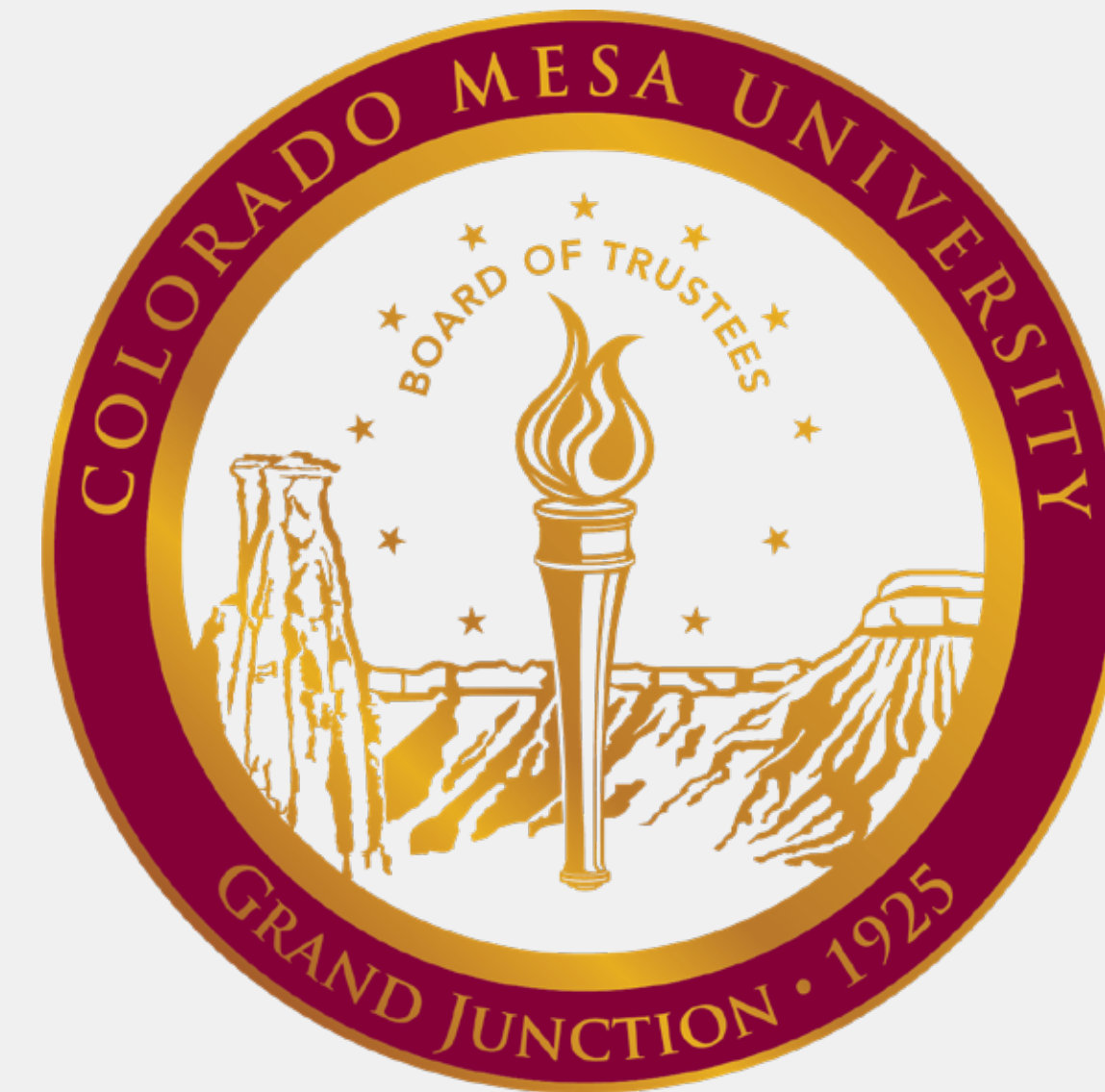


UNIVERSITY SEAL

The university seal is associated with honor and tradition and speaks to the university's 100-year longevity.

The seal features regional landmarks including Independence Monument, Mount Garfield and the Grand Mesa. The seal displays an academic torch, which represents both learning and knowledge. Eleven stars surround the torch, representing the Board of Trustee members.

Reserved for official and ceremonial uses such as diplomas, transcripts, deeds and decrees. The CMU Marketing and Communications Office may also authorize the use of the university seal on other materials related to the granting of degrees. Do not combine the university seal with other marks or graphic elements. The art should not be rotated or altered in any manner.



University Seal

UNIVERSITY MAIN INSTITUTIONAL MARK

The interlocking CMU and full name of the institution is our primary and most commonly used mark for the institution. This mark is known as a logo or a signature.

Horizontal Signature

The horizontal signature consists of the interlocking CMU, a black vertical line and the Colorado Mesa University wordmark. This should be used in most cases. The art should not be rotated or altered in any manner.

Vertical Stacked Signature

If needed, there is a vertical stacked version of this logo that includes the interlocking CMU and wordmark. Do not use a line separator in the vertical stacked version.

→ **See guidance on CMU Tech’s primary logo on page 23.**



Horizontal Signature



Vertical Stacked Signature

UNIVERSITY MAIN INSTITUTIONAL MARK

ALTERNATIVE VERSIONS

To provide flexibility when working with CMU's logo, there are a few alternative versions.

Horizontal Signature Color Variations

There are four color variations for the horizontal signature. Please note the black and maroon marks should be used on light backgrounds, whereas the yellow and white signatures are to be used on dark backgrounds.

→ **Additional alternative versions on the next page.**



Horizontal Signature Color Variations

UNIVERSITY MAIN INSTITUTIONAL MARK

ALTERNATIVE VERSIONS

Horizontal Signature 90 Degree Orientation

All horizontal logos may be rotated by 90 degrees clockwise in specific cases. This flexibility is designed for instances where the branding space is more vertical and narrow. When opting for this rotated presentation, two key guidelines must be followed:

- (1) The base of the letters must always be positioned on the left side of the mark.
- (2) Despite the rotation of the logo, the interlocking mark should maintain its original orientation to ensure it is displayed as intended.

Interlocking Signature

All units may use this mark under the new brand guidelines. Since this acronym does not include the university's name, it should be used in cases where brand recognition is high. The full name, "Colorado Mesa University," must also appear whenever the interlocking signature is used.

Wordmark Signature

The wordmark should be utilized when the complete name of the school is required in communications, yet there isn't enough space to incorporate the interlocking mark. This signature offers a more formal appearance than the standalone interlocking. Note: In the standalone wordmark, the word UNIVERSITY appears in maroon.



Horizontal Signature 90 Degree Orientation



Interlocking Signature



Wordmark Signature

CMU TECH MARK

CMU Tech offers Colorado Mesa University's career and technical programs. There are four versions of the CMU Tech primary logo.

Primary Horizontal Signature

CMU Tech's primary horizontal signature consists of the interlocking CMU, a black horizontal line and the name Tech. This should be used in most cases where brand recognition is high.

Primary Vertical Stacked Signature

If needed, there is a primary vertical stacked version of the horizontal logo that includes the interlocking CMU and name Tech. Do not use a line separator in the vertical stacked version.



Tech Horizontal Signature



Tech Vertical Stacked Signature

CMU TECH MARK

CMU Tech Full Name Signature

Horizontal Full Name Signature

The horizontal signature consists of the interlocking CMU, a black horizontal line, the name Tech and the institution's full name. This should be used in cases where brand recognition is low, especially outside the region.

Vertical Stacked Full Name Signature

If needed, there is a vertical stacked version of the horizontal full name logo that includes the interlocking CMU, the name Tech and the institution's full name. Do not use a line separator in the vertical stacked version. This should be used in cases where brand recognition is low, especially outside the region.



Tech Horizontal Full Name Signature



Tech Vertical Stacked Full Name Signature

UNIT IDENTIFIERS — CMU

INTERNAL AND EXTERNAL USE

Unit identifiers allow departments, programs, administration offices and athletic programs to have their own identifying mark that aligns with the institution’s main mark and reinforces branding.

The internal use unit identifier should most often be used, especially when brand recognition is high.

The external use unit identifiers include the CMU interlocking, solid black line, unit name and full university name. This version should be used when brand recognition is low.

Only one branding mark should be used per communication material. This guidance applies even when multiple units collaborate on a project; the project should feature the primary institutional mark to represent the collective effort.

To create or use a unit mark, contact the CMU Marketing and Communications Office.



UNIT NAME ONE LINE

CMU Internal Unit Identifier
Horizontal Signature



UNIT NAME TWO LINES

CMU Internal Unit Identifier
Vertical Signature



UNIT NAME ONE LINE

COLORADO MESA UNIVERSITY

CMU External Unit Identifier
Horizontal Signature



UNIT NAME

COLORADO MESA
UNIVERSITY

CMU External Unit Identifier
Vertical Signature

UNIT IDENTIFIERS — CMU TECH

TECH INTERNAL AND EXTERNAL USE

Unit identifiers allow departments, programs and administrative offices to have their own identifying mark that aligns with the CMU Tech main mark and reinforces branding.

The internal use unit identifiers include the CMU interlocking, solid black line, Tech and unit name. This version should be used within the region when brand recognition is high.

The external use unit identifiers include the CMU interlocking, solid black line, unit name and full university name. This version should be used outside the region when brand recognition is low.

Only one branding mark should be used per communication material. This guidance applies even when multiple units collaborate on a project; the project should feature the primary institutional mark to represent the collective effort.

To create or use a unit mark, contact the CMU Marketing and Communications Office.



TECH
UNIT NAME ONE LINE

CMU Tech Internal Unit Identifier
Horizontal Signature



TECH
UNIT NAME

CMU Tech Internal Unit Identifier
Vertical Signature



UNIT NAME TWO LINES
UNIT NAME TWO LINES
COLORADO MESA UNIVERSITY TECH

CMU Tech External Unit Identifier
Horizontal Signature



UNIT NAME ONE LINE
COLORADO MESA
UNIVERSITY TECH

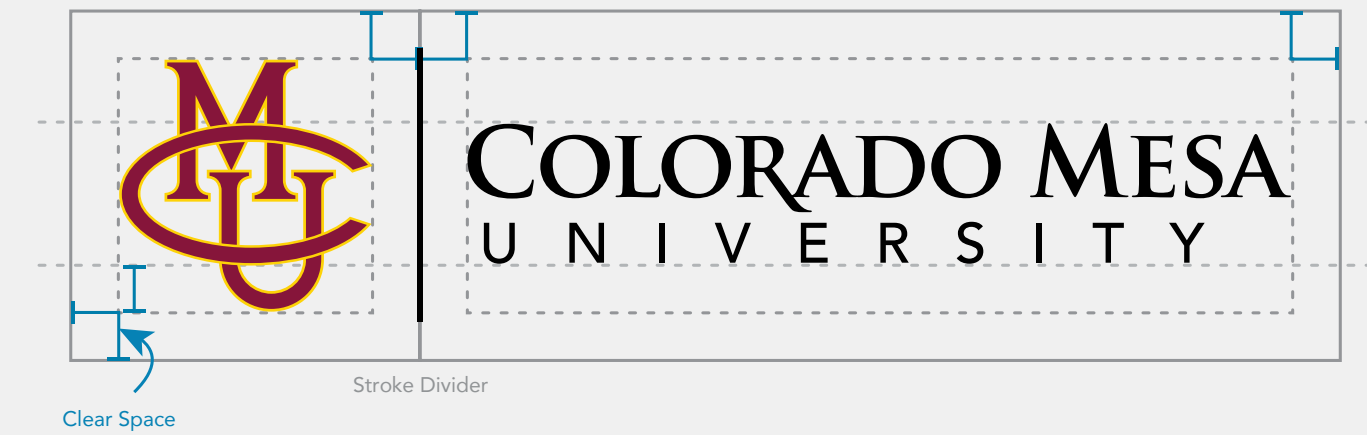
CMU Tech External Unit Identifier
Vertical Signature

CLEAR SPACE AND SCALING

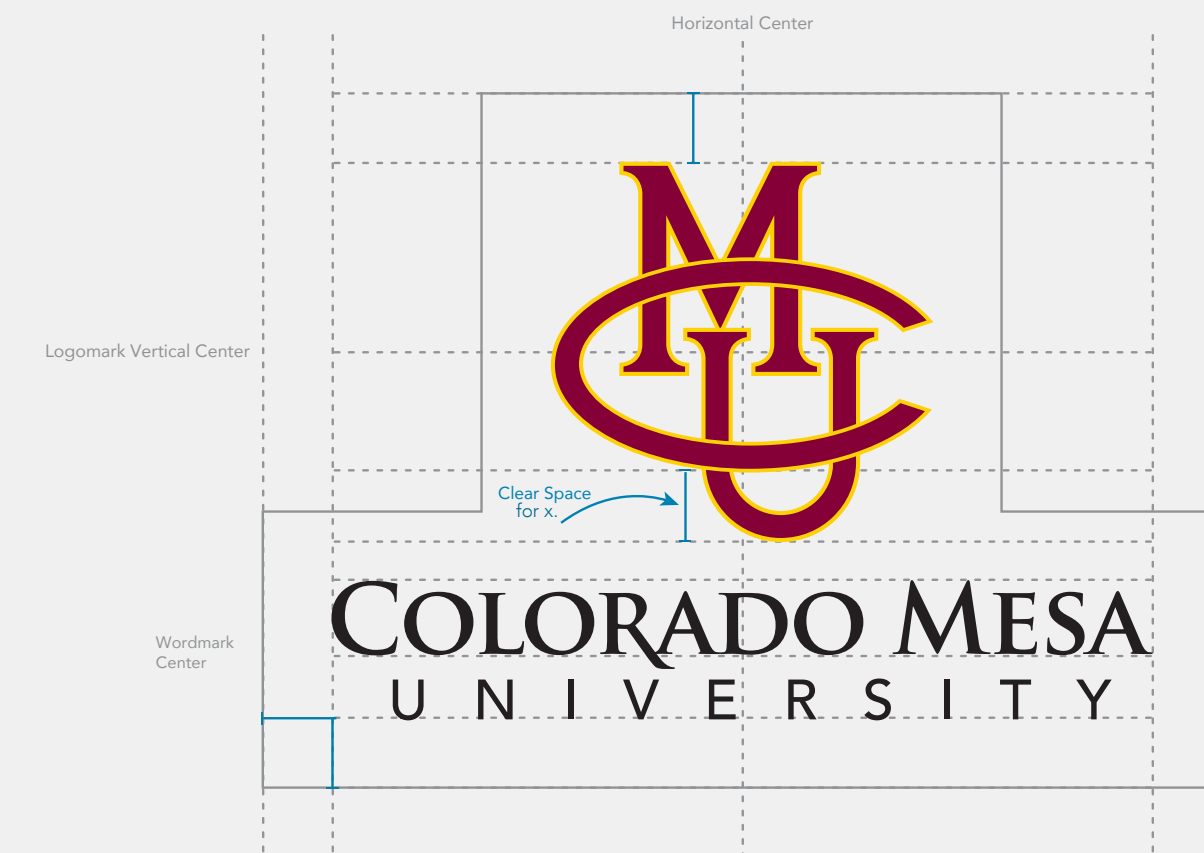
OTHER INSTITUTIONAL MARKS

The safe area is a buffer around our logo, which must remain free of any visual interference to ensure our brand stands out with clarity and integrity.

The clear zone is defined by the “x,” which is the distance from the bottom of the “C” to the bottom of the “U” in the interlocking logo.



Horizontal Signature Safe Area



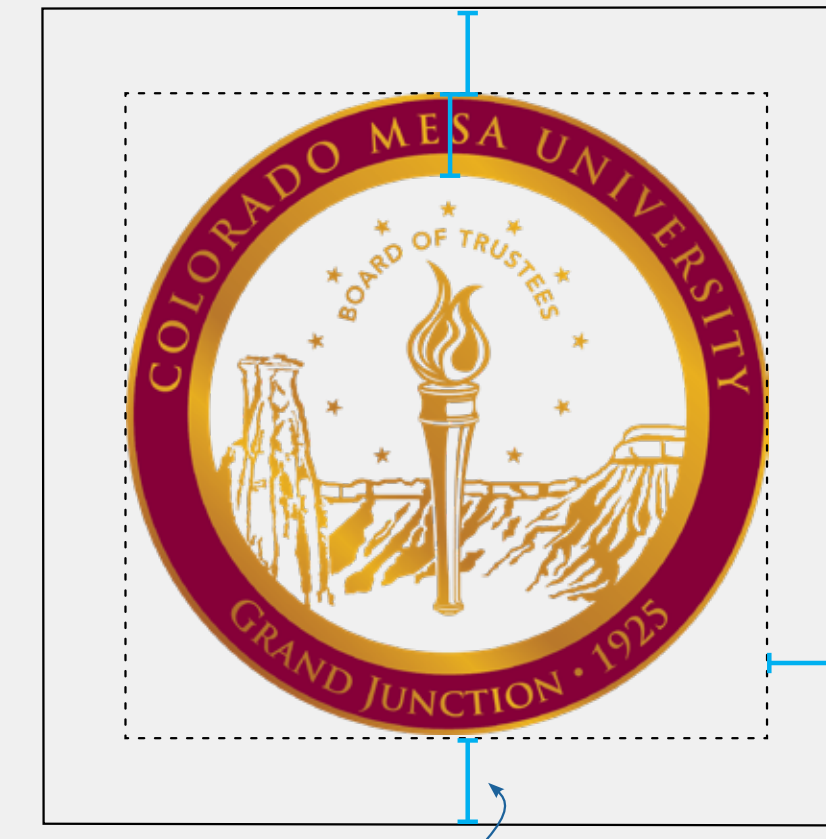
Vertical Stacked Signature Safe Area

CLEAR SPACE AND SCALING

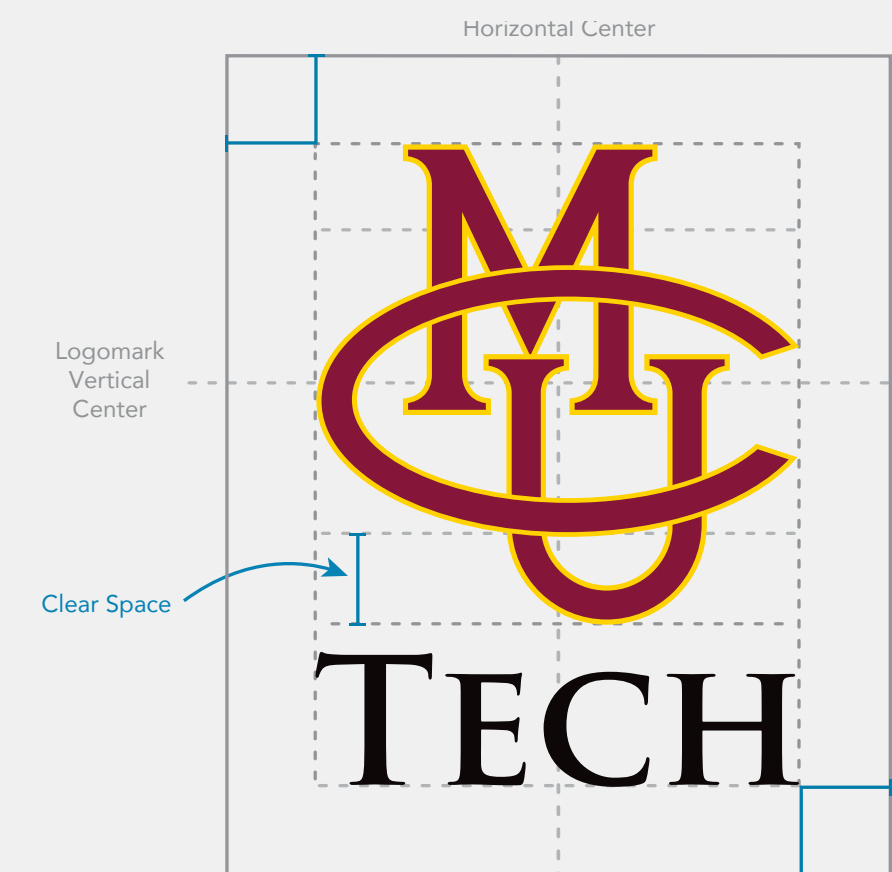
OTHER INSTITUTIONAL MARKS

The safe area is a buffer around our logo, which must remain free of any visual interference to ensure our brand stands out with clarity and integrity.

The clear zone is defined by the “x,” which is the distance from the bottom of the “C” to the bottom of the “U” in the interlocking logo.



University Seal Safe Area



Tech Vertical Stacked Signature Safe Area

SMALL SIZE APPLICATION

UNIVERSITY MAIN INSTITUTIONAL MARK

Follow the small size application guidelines to ensure the legibility of each mark.

If using the CMU interlocking, the height must be larger than .5”.

If using the wordmark, the height must be larger than .375”.

Any mark smaller than these guidelines should be avoided. If these guidelines are impossible to meet based on product specifications, contact the CMU Marketing and Communications Office.



Interlocking Signature Height Minimum



Wordmark Signature Height Minimum

INCORRECT USAGE EXAMPLES

To ensure brand identity integrity, do not alter the institutional mark.



Do not recolor any part of our marks. The only color variations allowed are listed in the guide.



The colors should not include any additional textures or patterns.



Only invert colors in mark when allowed by this guide.



Do not rotate or tilt the mark.



Do not fade or use gradients in the mark.



Do not use a portion of the mark or combine it with other graphics.



Do not alter the layout of the design.



Do not stretch the proportions of the mark.



Ensure readability and accessibility and do not place similar logo color on similar background color (i.e., do not put the maroon logo on a black background, and vice versa, and do not place a yellow logo on a white background, and vice versa).

TYPEFACE

**PF GRAND
GOTHIK
VARIABLE**

The PF Grand Gothik type system comes with a wide range of styles/weights and supports an extended array of languages and scripts such as Latin, Greek and Cyrillic.

PF Grand Gothik is available on Adobe.fonts and requires a subscription. CMU's alternative font is Arial, which is commonly installed on all computers.

While PF Grand Gothik is a variable font, which allows almost unlimited variations, CMU primarily uses Regular, Bold, Wide Bold and Condensed.





PF GRAND GOTHIK VARIABLE

***BE A MODEL
OF THE WORLD
WE WANT
TO CREATE.***

FONT STYLES

PF GRAND GOTHIC VARIABLE

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Wide Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Condensed Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Condensed Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Wide Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Extended
Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT HIERARCHY FOR HEADLINE LOCK UP

We are using a mixture of italic and bold fonts to express the Maverick Spirit. It's daring and energetic, providing a satisfying juxtaposition without losing any of the impact in the process.

Note: We recommend using this high contrast dynamic styling on headlines of eight words or less.

Condensed
Book

Condensed
Book Italic

BE A MODEL
OF THE WORLD
WE WANT
TO CREATE.

Wide Black

Extended
Black Italic

FONT USAGE

| | | Font Style | Font Sizes | Leading |
|-------------------|--|--------------|------------|---------|
| H1 / Headlines | MAVERICK AT HEART | Wide Bold | 32pt | 32 pt |
| H2 / Subheadlines | CMU OFFERS AN OPPORTUNITY FOR A BETTER LIFE. | Wide Bold | 12 pt | 12 pt |
| H3 / Subheadlines | CMU IS COMMITTED TO RADICAL AFFORDABILITY. | Wide Bold | 10 pt | 10 pt |
| Body Copy (Large) | CMU’s seven core values in love, dignity, courage, humility, curiosity, resilience and power. | Regular | 14 pt | 21 pt |
| Body Copy | Founded in 1925, Colorado Mesa University is a Human Scale University that offers bachelor’s, master’s or doctoral degrees as well as associate degree or certificates through CMU Tech. | Regular/Bold | 10 pt | 15 pt |
| Captions | As a Human Scale University , our mission is to provide an affordable and accessible education and form meaningful and mutually enriching partnerships that support the well-being and vibrancy of our community. | Regular/Bold | 8 pt | 12 pt |

ALTERNATE FONT USAGE – ARIAL

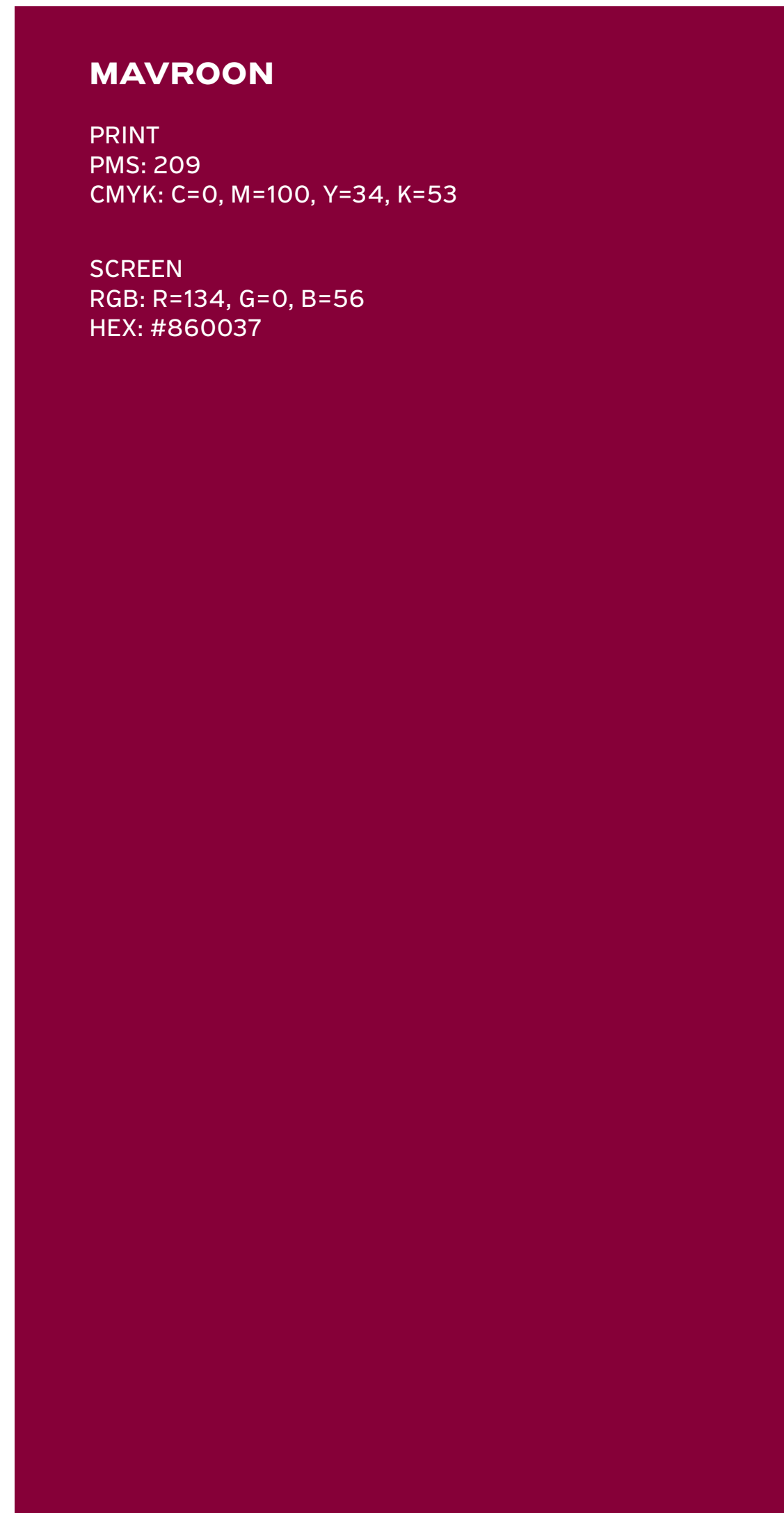
Note: Arial can be substituted when PF Grand Gothik is not available.

| | | Font Style | Font Sizes | Leading |
|-------------------|--|--------------|------------|---------|
| H1 / Headlines | MAVERICK AT HEART | Black | 32 pt | 32 pt |
| H2 / Subheadlines | CMU OFFERS AN OPPORTUNITY FOR A BETTER LIFE. | Black | 12 pt | 12 pt |
| H3 / Subheadlines | CMU IS COMMITTED TO RADICAL AFFORDABILITY. | Black | 10 pt | 10 pt |
| Body Copy (Large) | CMU’s seven core values in love, dignity, courage, humility, curiosity, resilience and power. | Regular | 14 pt | 21 pt |
| Body Copy | Founded in 1925, Colorado Mesa University is a Human Scale University that offers bachelor’s, master’s or doctoral degrees as well as associate degree or certificates through CMU Tech. | Regular/Bold | 10 pt | 15 pt |
| Captions | As a Human Scale University , our mission is to provide an affordable and accessible education and form meaningful and mutually enriching partnerships that support the well-being and vibrancy of our community. | Regular/Bold | 8 pt | 12 pt |

PRIMARY COLORS

Mavroon and white are the university's main colors. Mavroon must be used in every piece of marketing and communications.

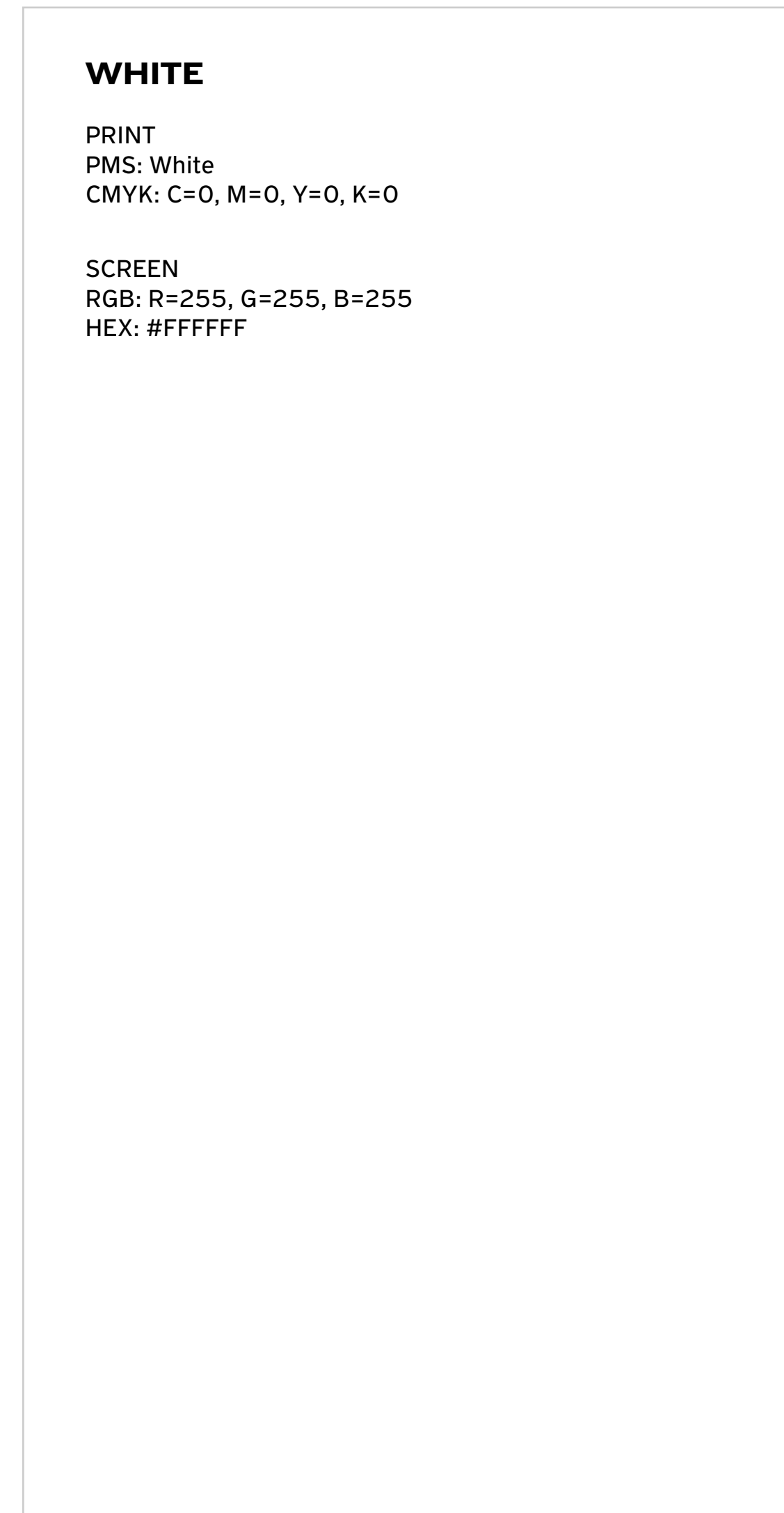
In addition to Mavroon and white, Athletic Gold, aka "yellow," and black are used as accent colors to provide flexibility and reinforce the CMU brand.



MAVROON

PRINT
PMS: 209
CMYK: C=0, M=100, Y=34, K=53

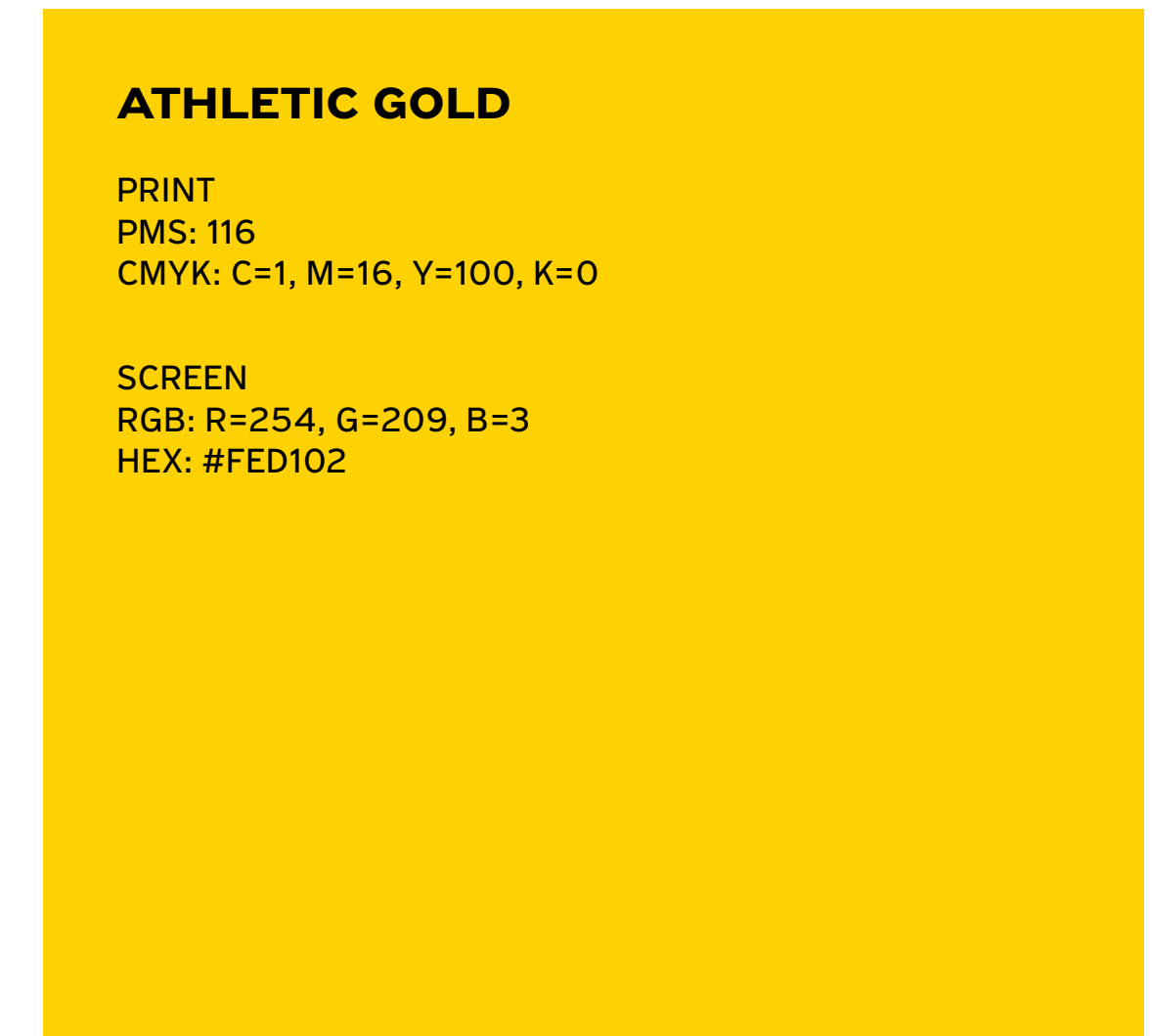
SCREEN
RGB: R=134, G=0, B=56
HEX: #860037



WHITE

PRINT
PMS: White
CMYK: C=0, M=0, Y=0, K=0

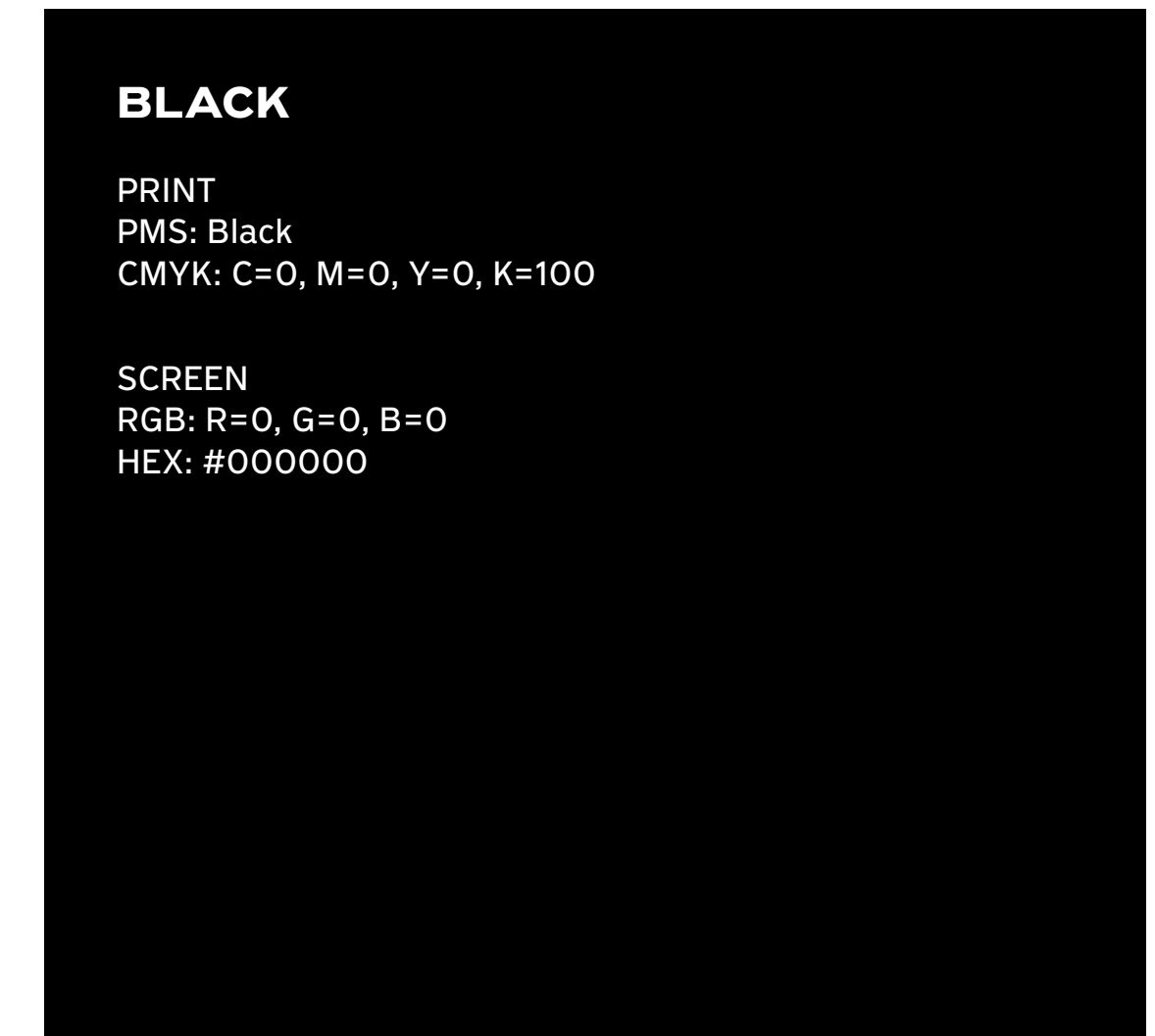
SCREEN
RGB: R=255, G=255, B=255
HEX: #FFFFFF



ATHLETIC GOLD

PRINT
PMS: 116
CMYK: C=1, M=16, Y=100, K=0

SCREEN
RGB: R=254, G=209, B=3
HEX: #FED102



BLACK

PRINT
PMS: Black
CMYK: C=0, M=0, Y=0, K=100

SCREEN
RGB: R=0, G=0, B=0
HEX: #000000

SECONDARY COLORS

The secondary colors are inspired by the natural beauty of western Colorado.

The dark red and oranges represent our geological landscape, and the blue represents the wide open sky.

These four colors can be used as solid colors and in gradients.

MAVERICK TERRACOTTA

PRINT
PMS: 3517 C
CMYK: C=20, M=100, Y=100, K=12

SCREEN
RGB: R=180, G=18, B=25
HEX: #B41219

SANDROCK RED

PRINT
PMS: 172 C
CMYK: C=0, M=90, Y=100, K=0

SCREEN
RGB: R=239, G=65, B=35
HEX: #EF4023

MONUMENT SUNSET

PRINT
PMS: 715 C
CMYK: C=0, M=57, Y=97, K=0

SCREEN
RGB: R=246, G=136, B=36
HEX: #F58724

COLORADO SKY

PRINT
PMS: 635 C
CMYK: C=29, M=0, Y=0, K=0

SCREEN
RGB: R=174, G=226, B=250
HEX: #ADE1F9

These three colors are only used in gradients.

CLASSIC BLUE
(Gradient use only)

PRINT
PMS: 647 C
CMYK: C=92, M=64, Y=15, K=1

SCREEN
RGB: R=28, G=98, B=155
HEX: #1B619A

MIDNIGHT BLUE
(Gradient use only)

PRINT
PMS: 289 C
CMYK: C=95, M=78, Y=50, K=60

SCREEN
RGB: R=7, G=33, B=53
HEX: #072135

SPRING BUD
(Gradient use only)

PRINT
PMS: 2290 C
CMYK: C=32, M=0, Y=100, K=0

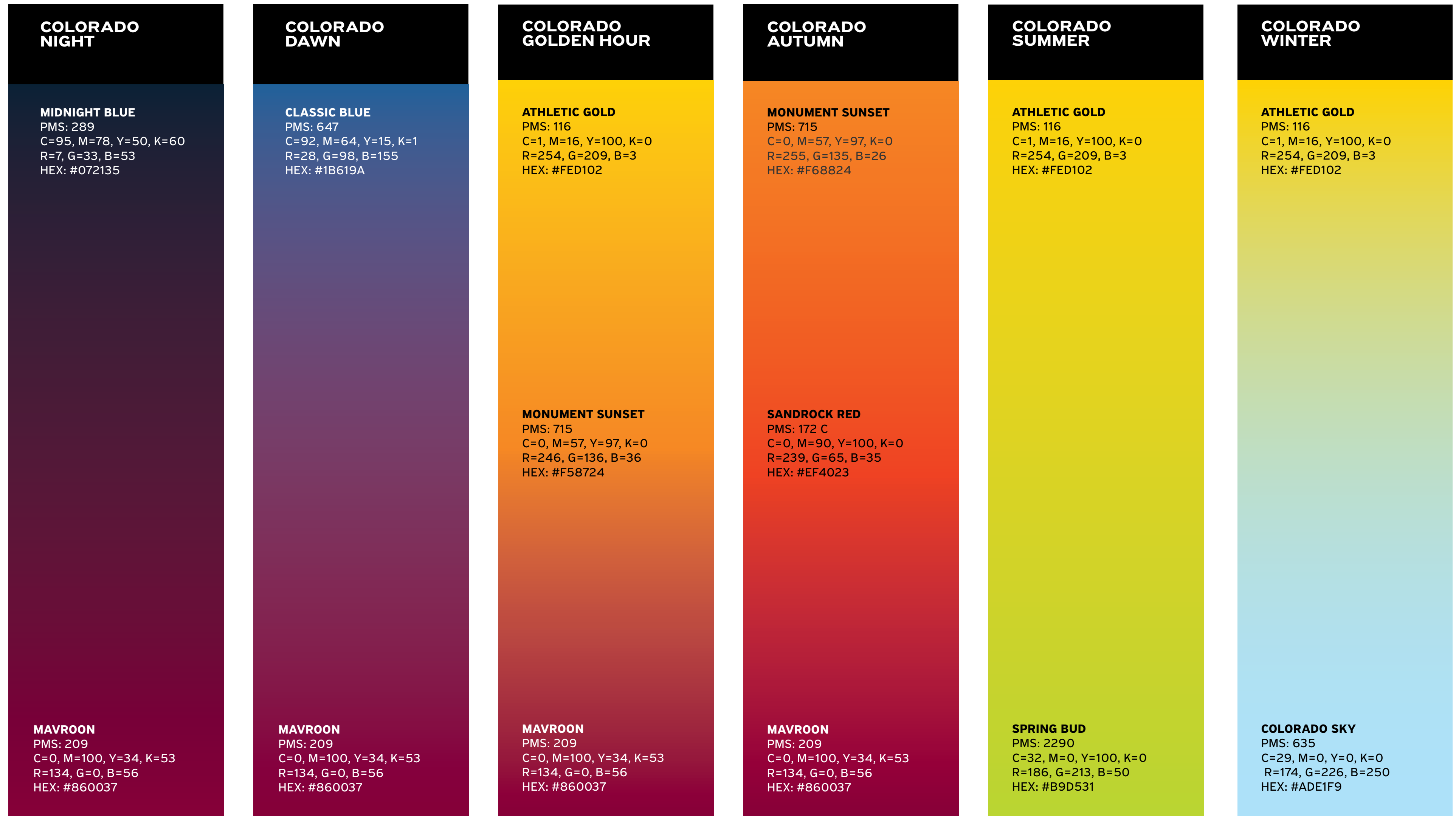
SCREEN
RGB: R=186, G=213, B=50
HEX: #B9D531

GRADIENTS

The gradients are a combination of Mavroon and secondary colors.

Gradient use is limited to this selection. Please do not create custom gradients, as introducing additional gradients will dilute the brand.

Note: A third color is added to Colorado Golden Hour and Colorado Autumn to enrich the gradient.



ACCESSIBLE COLOR CONTRASTS

To ensure readability of text, only color combinations that meet the required color contrast for WCAG AA compliance (preferably AAA) should be used in all CMU materials.

Color combinations were confirmed using the WebAIM contrast checker.

- AAA contrasts can be used in all instances
- AA contrasts should not be used for normal text (18 points/24 pixels or smaller)
- LIMITED contrasts should only be used for large text and graphical elements but isn't AAA compliant.
- If a color combination is not listed, it is not allowed.

Large text is defined as 14 point (typically 18.66px) and bold or larger or 18 point (typically 24px) or larger (source: webaim.org).

MAVROON

WHITE (AAA)
COLORADO SKY (AAA)
SPRING BUD (AAA)
ATHLETIC GOLD (AA)
MONUMENT SUNSET (LIMITED)

MAVERICK TERRACOTTA

WHITE (AA)
ATHLETIC GOLD (AA)
COLORADO SKY (AA)
SPRING BUD (AA)
BLACK (LIMITED)

CLASSIC BLUE

WHITE (AA)
ATHLETIC GOLD (AA)
COLORADO SKY (AA)
SPRING BUD (AA)

WHITE

MAVROON (AAA)
BLACK (AAA)
MIDNIGHT BLUE (AAA)
MAVERICK TERRACOTTA (AA)
CLASSIC BLUE (AA)
SANDROCK RED (AA)

SANDROCK RED

BLACK (AA)
MIDNIGHT BLUE (AA)
WHITE (LIMITED)

MIDNIGHT BLUE

WHITE (AAA)
ATHLETIC GOLD (AAA)
COLORADO SKY (AAA)
SPRING BUD (AAA)
SANDROCK RED (AA)
MONUMENT SUNSET (AA)

ATHLETIC GOLD

BLACK (AAA)
MIDNIGHT BLUE (AAA)
MAVROON (AA)
MAVERICK TERRACOTTA (AA)
CLASSIC BLUE (AA)

MONUMENT SUNSET

BLACK (AAA)
MIDNIGHT BLUE (AA)
MAVROON (LIMITED)

SPRING BUD

MAVROON (AAA)
BLACK (AAA)
MAVERICK TERRACOTTA (AA)
MIDNIGHT BLUE (AAA)
CLASSIC BLUE (AA)

BLACK

WHITE (AAA)
ATHLETIC GOLD (AAA)
COLORADO SKY (AAA)
SPRING BUD (AAA)
MONUMENT SUNSET (AAA)
SANDROCK RED (AA)
CLASSIC BLUE (LIMITED)
MAVERICK TERRACOTTA (LIMITED)

COLORADO SKY

MAVROON (AAA)
BLACK (AAA)
MIDNIGHT BLUE (AAA)
MAVERICK TERRACOTTA (AA)
CLASSIC BLUE (AA)

THE CORE VALUES GRAPHICS

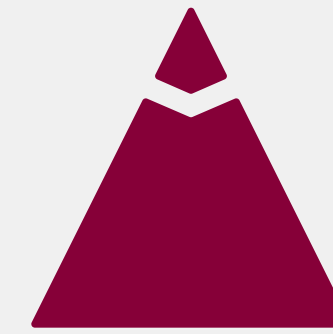
Our symbols embody the essence of each core value. Each design is thoughtfully crafted to reflect its underlying meaning.



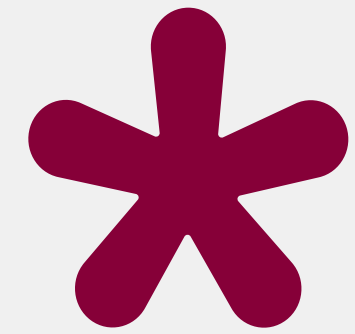
LOVE



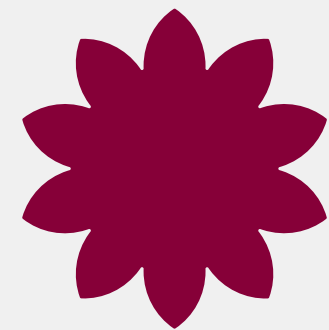
DIGNITY



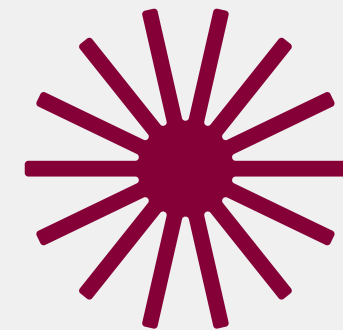
COURAGE



HUMILITY



RESILIENCE



CURIOSITY



POWER

THE CORE VALUES GRAPHICS

LOVE

Extending oneself for nurturing
the growth of self and others.

The heart symbol was chosen to represent love,
as it is universally recognized as the most profound
expression of care, compassion and connection.



THE CORE VALUES GRAPHICS

DIGNITY

Respecting the intrinsic value of each person and believing that others act from a foundation of goodwill.

The Venn diagram–like design represents the core principles of dignity, where respect and understanding intersect to form a foundation of mutual recognition.

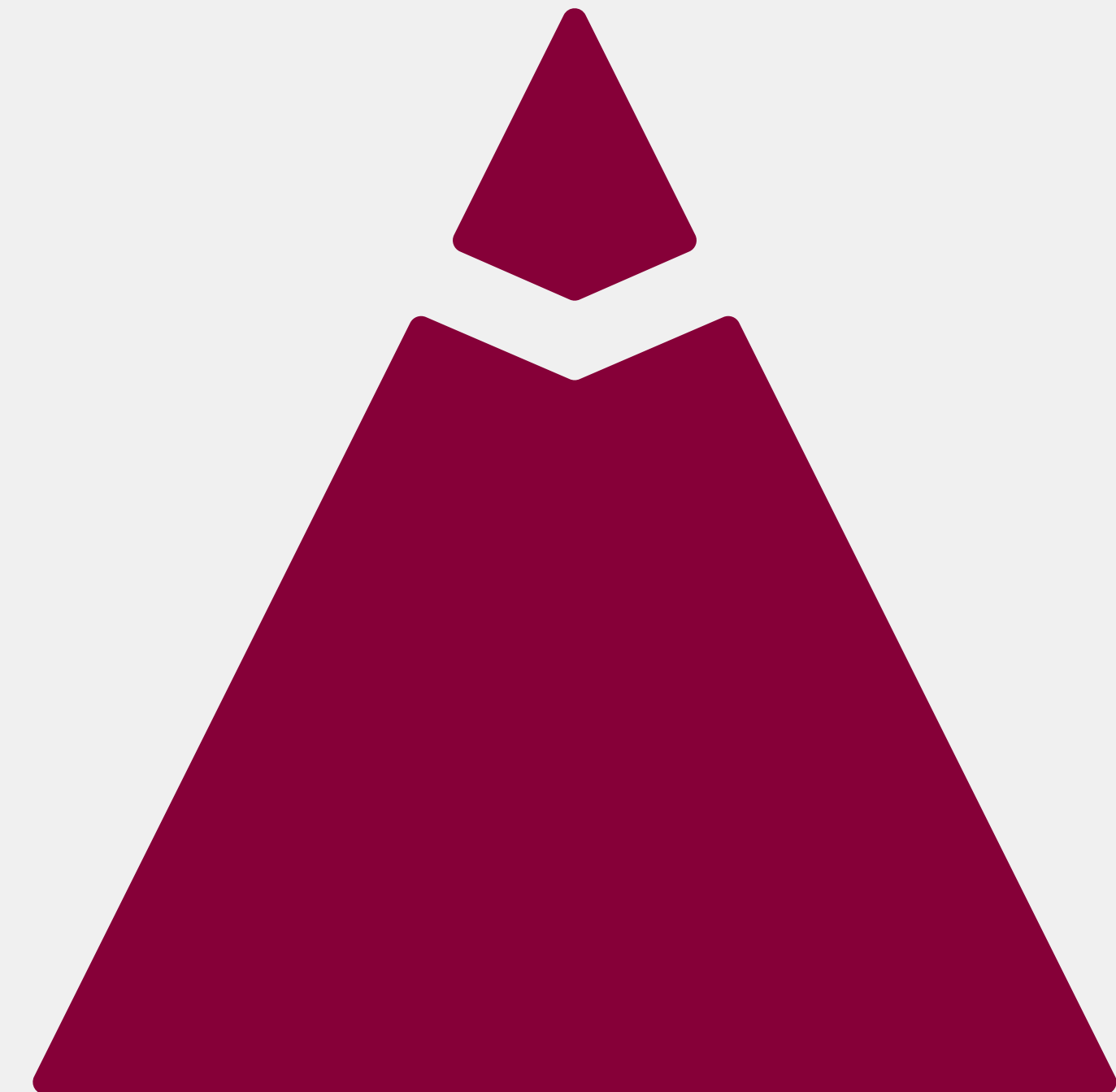


THE CORE VALUES GRAPHICS

COURAGE

Taking risks in the pursuit
of new possibilities.

The mountain symbolizes courage, reflecting the
determination, resilience and bravery required to
overcome everyday obstacles as we pursue growth.

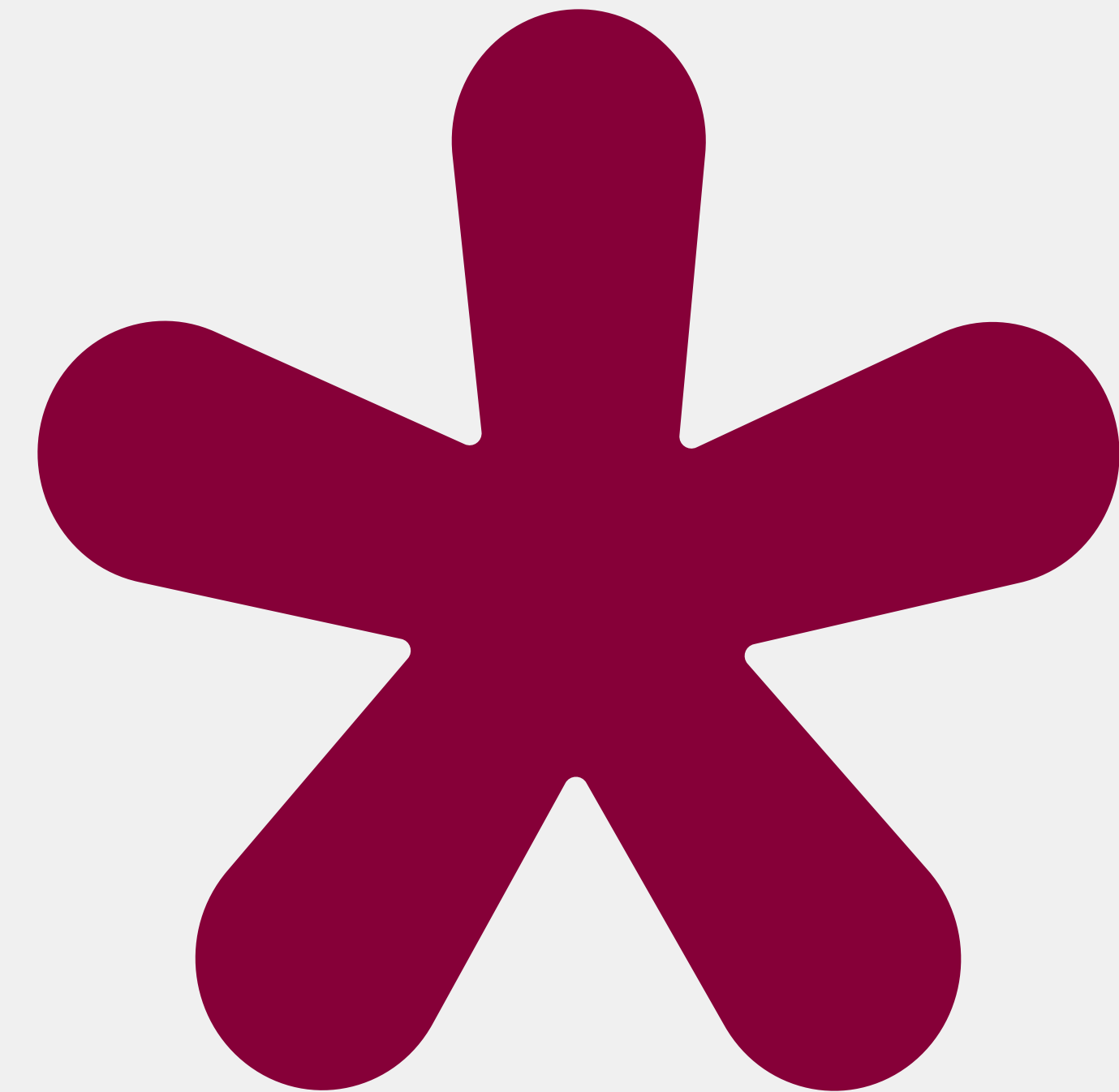


THE CORE VALUES GRAPHICS

HUMILITY

Suspending one's ego and pride to recognize that no idea is perfect and being open to the input of others.

Inspired by the Golden Ratio, a concept championed by Leonardo da Vinci, this symbol underscores the importance of balance and proportion in one's character.

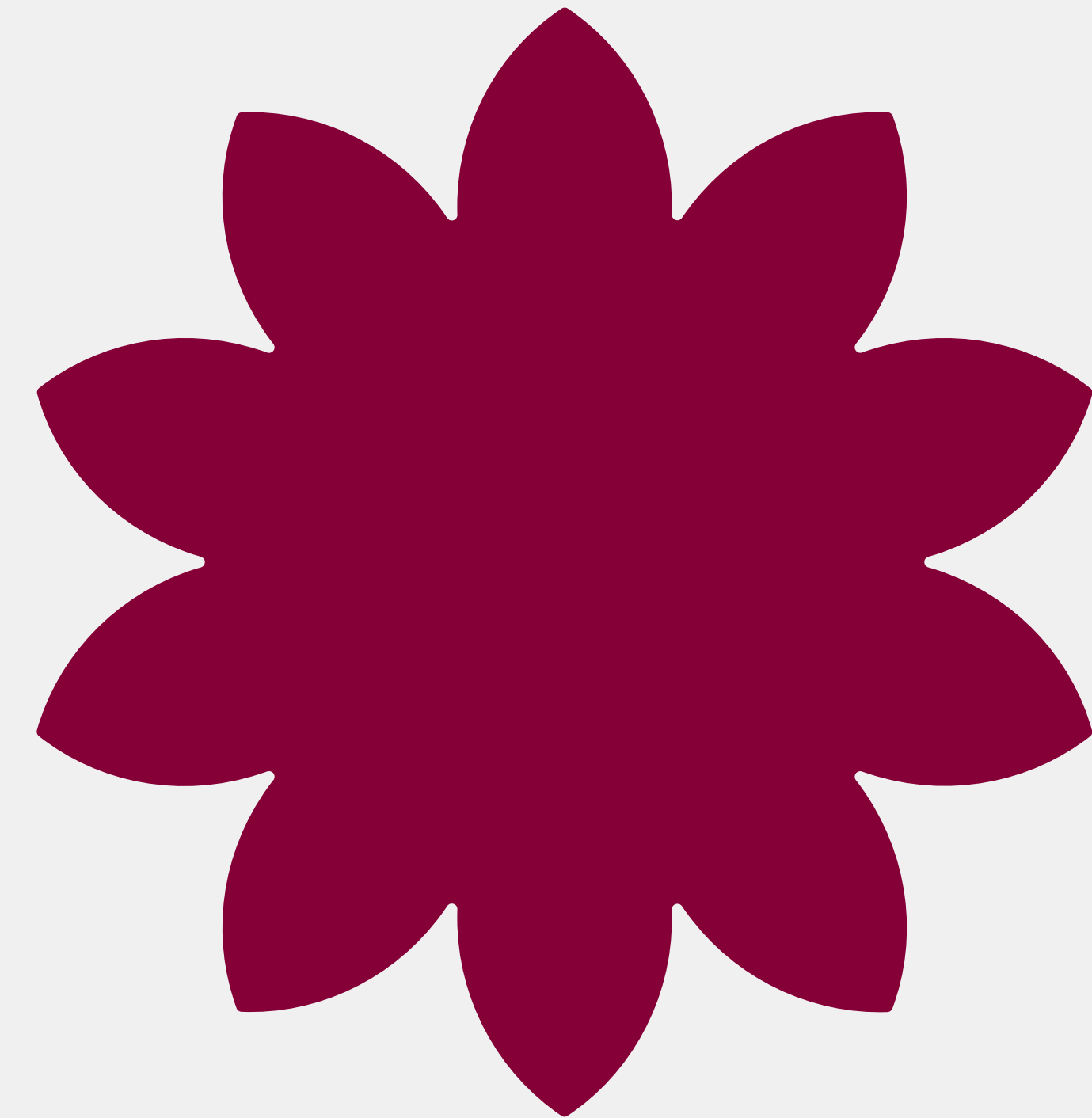


THE CORE VALUES GRAPHICS

RESILIENCE

Investing in the future by adapting to changes,
overcoming challenges and pursuing opportunity.

This symbol draws inspiration from the natural world's use of
adaptability to withstand life's continually changing conditions.

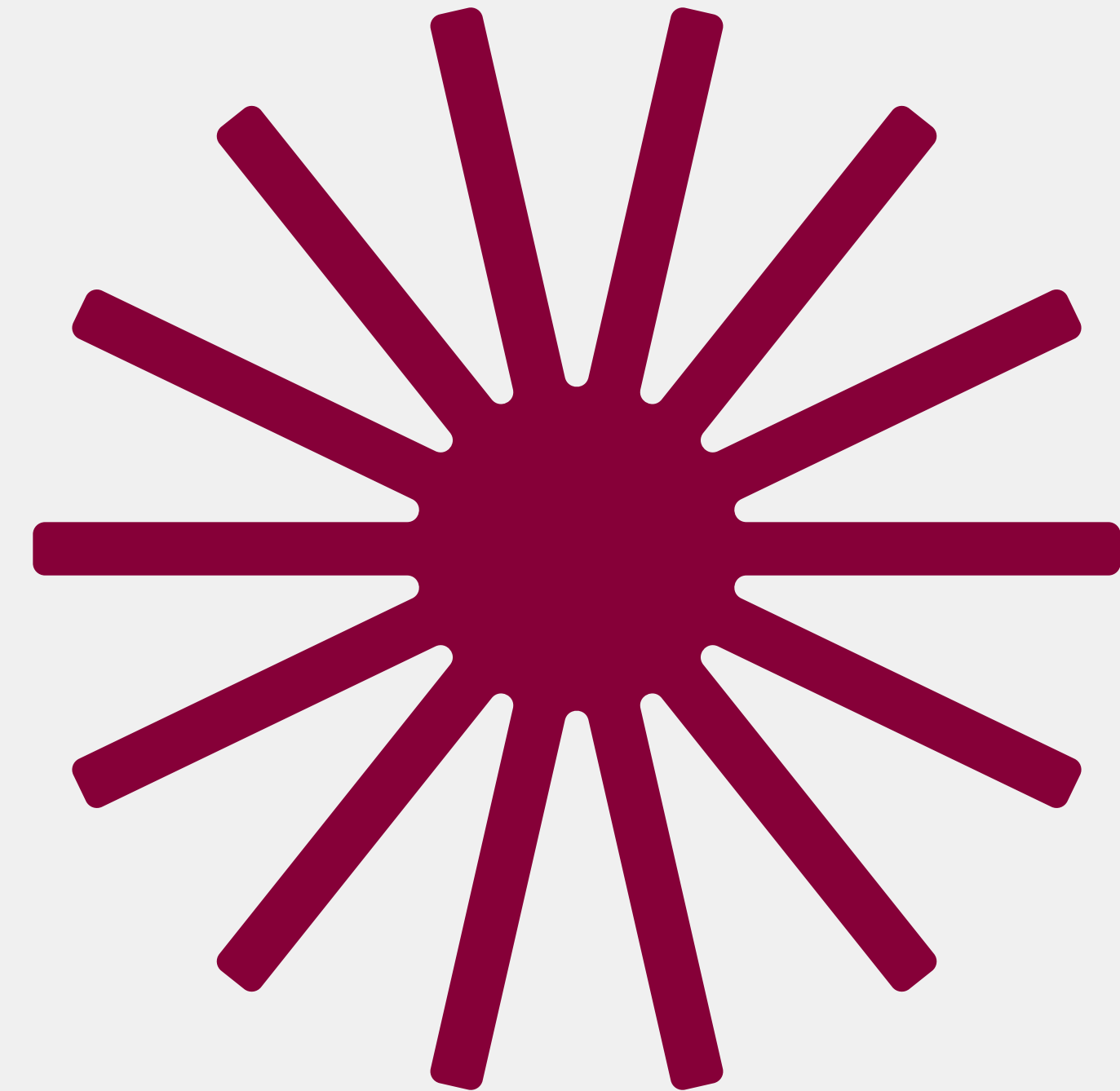


THE CORE VALUES GRAPHICS

CURIOSITY

Cultivating awe and
exploring the unknown.

This symbol evokes the expansive nature of curiosity,
constantly seeking knowledge and understanding.



THE CORE VALUES GRAPHICS

POWER

Having strength to act collaboratively with individual agency to achieve our goals.

The Maverick horns represent strength and power, which is inspired by our university mascot.



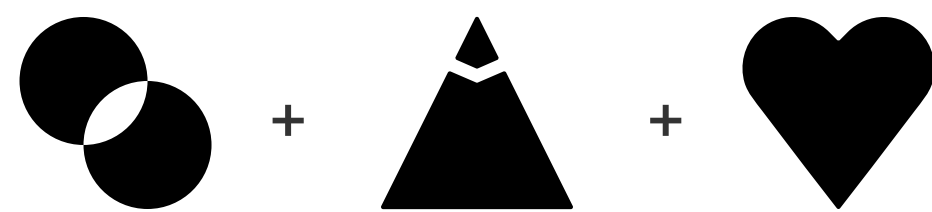
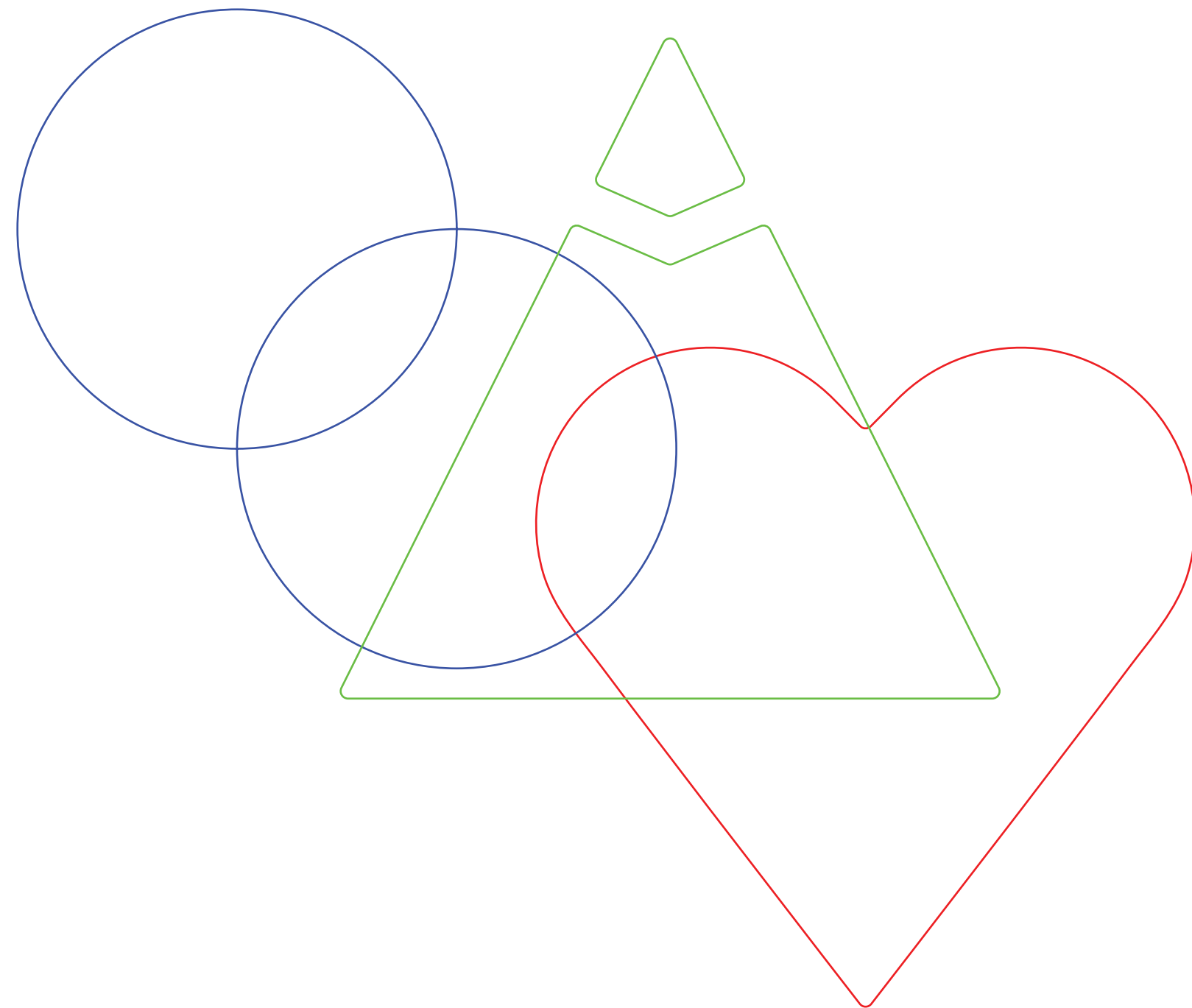
THE CORE VALUES COMBINATIONS

Our symbols generate diverse background art by overlapping and filling them with branded colors and gradients.

Each background incorporates three core values.

Cropping varies depending on the layout, so ensure adequate space for the logo and other essential information.

THE CORE VALUES COMBINATIONS



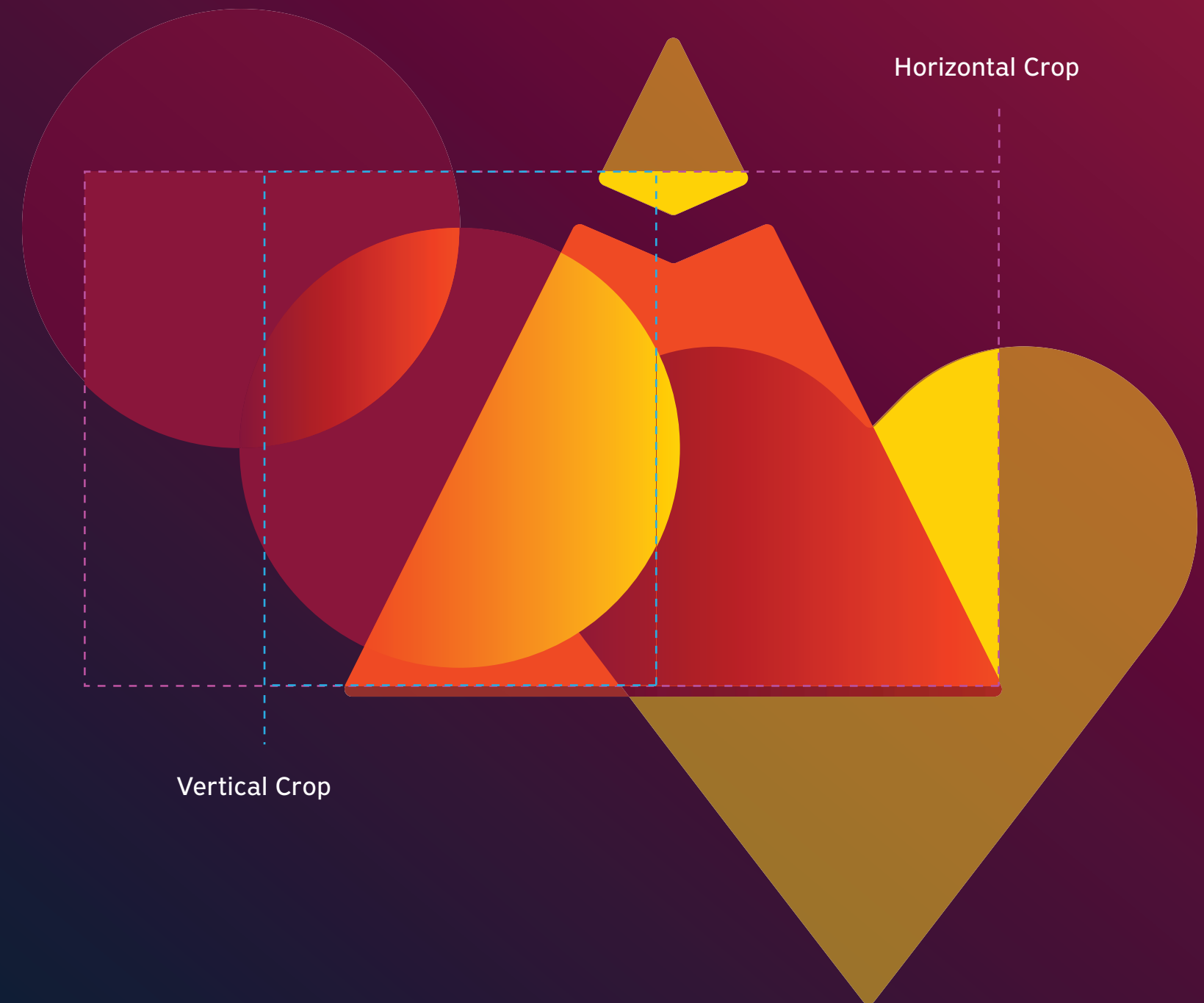
THE CORE VALUES COMBINATIONS



Vertical Crop

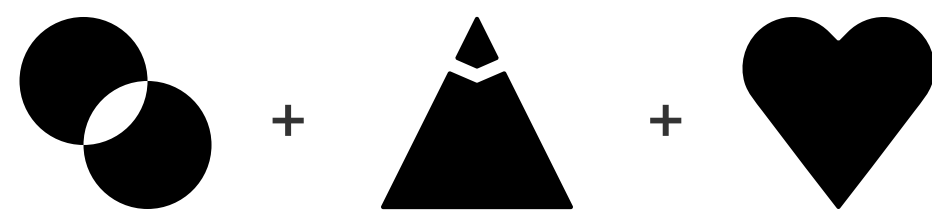


Horizontal Crop



Vertical Crop

Horizontal Crop



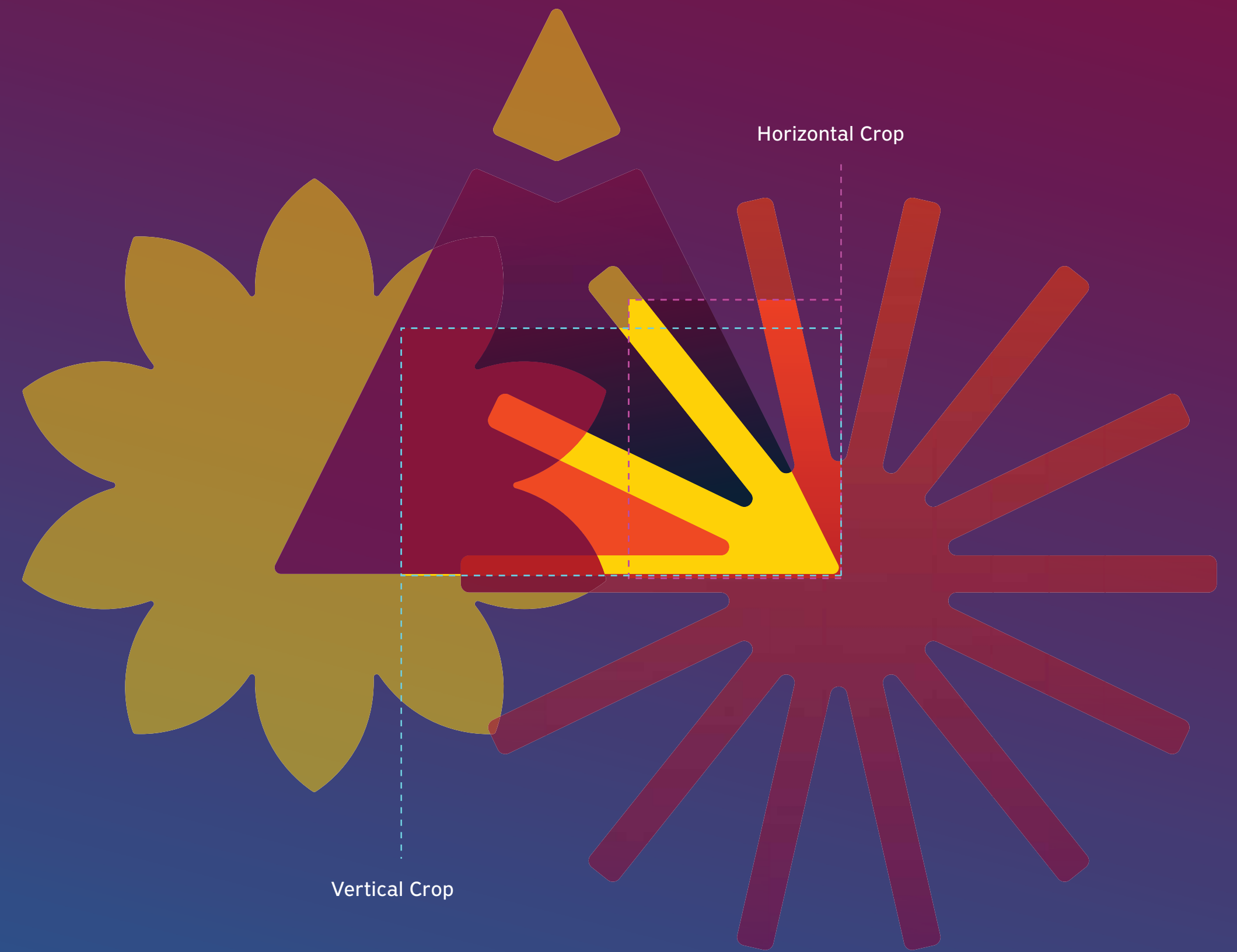
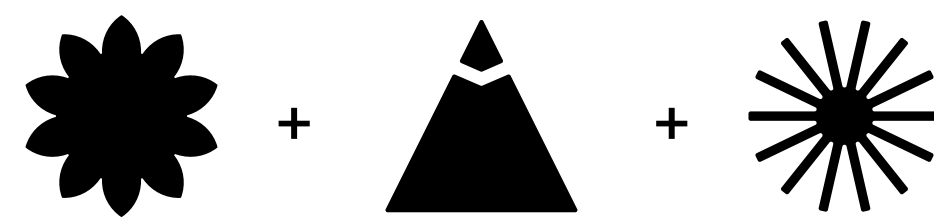
THE CORE VALUES COMBINATIONS



Vertical Crop



Horizontal Crop



Vertical Crop

Horizontal Crop

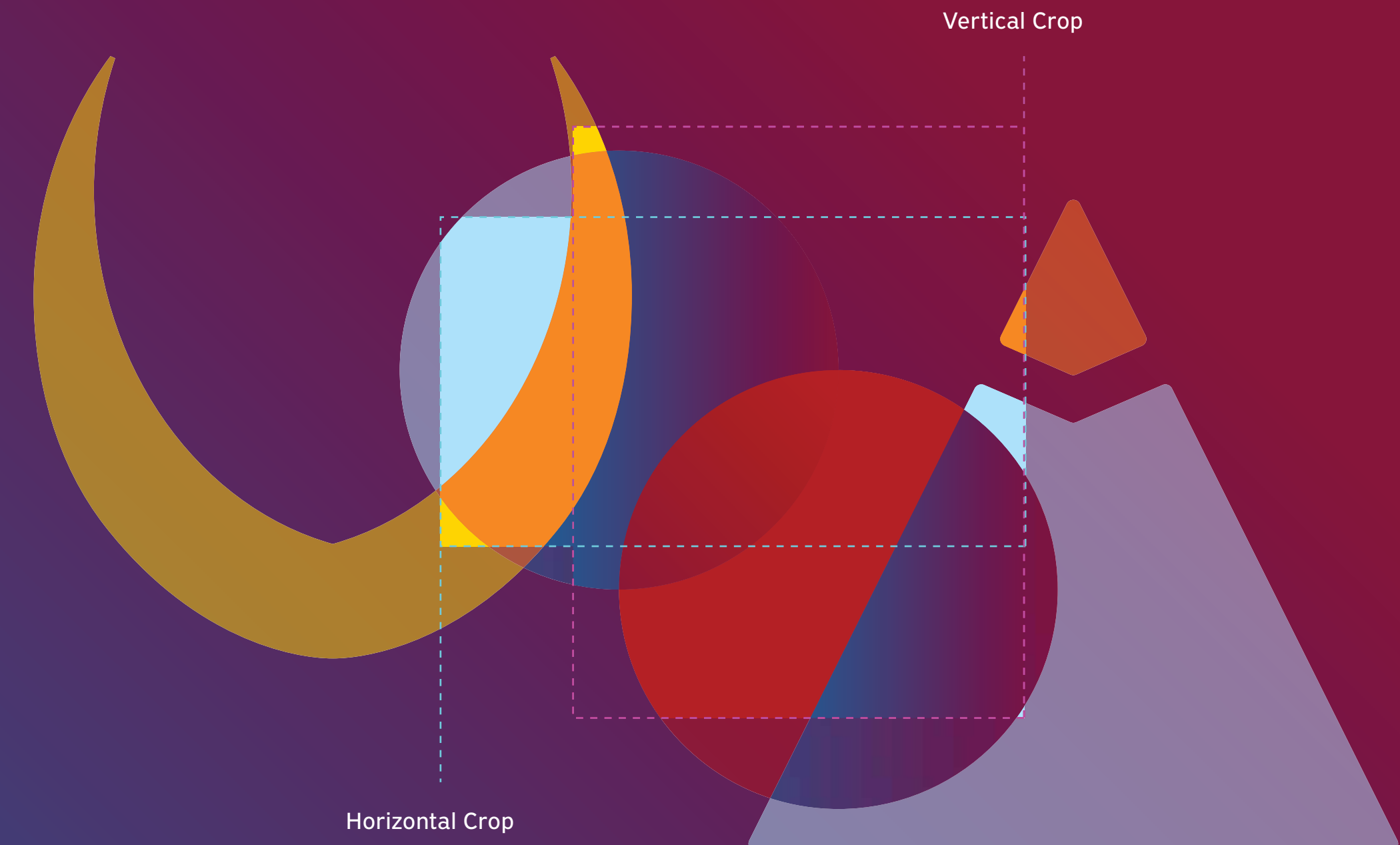
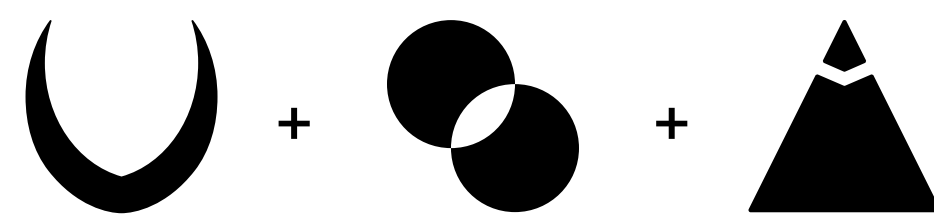
THE CORE VALUES COMBINATIONS



Vertical Crop



Horizontal Crop



Vertical Crop

Horizontal Crop

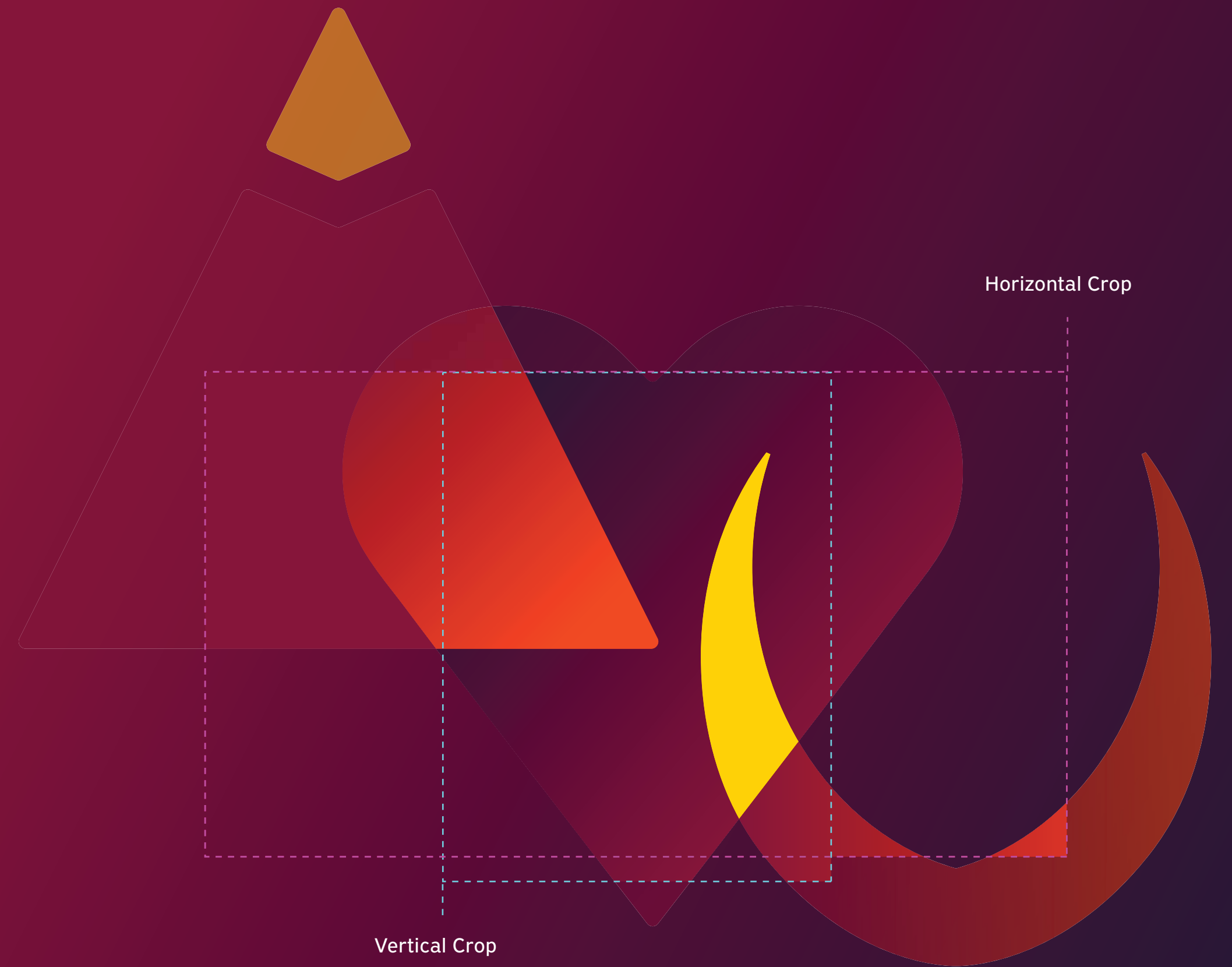
THE CORE VALUES COMBINATIONS



Vertical Crop



Horizontal Crop



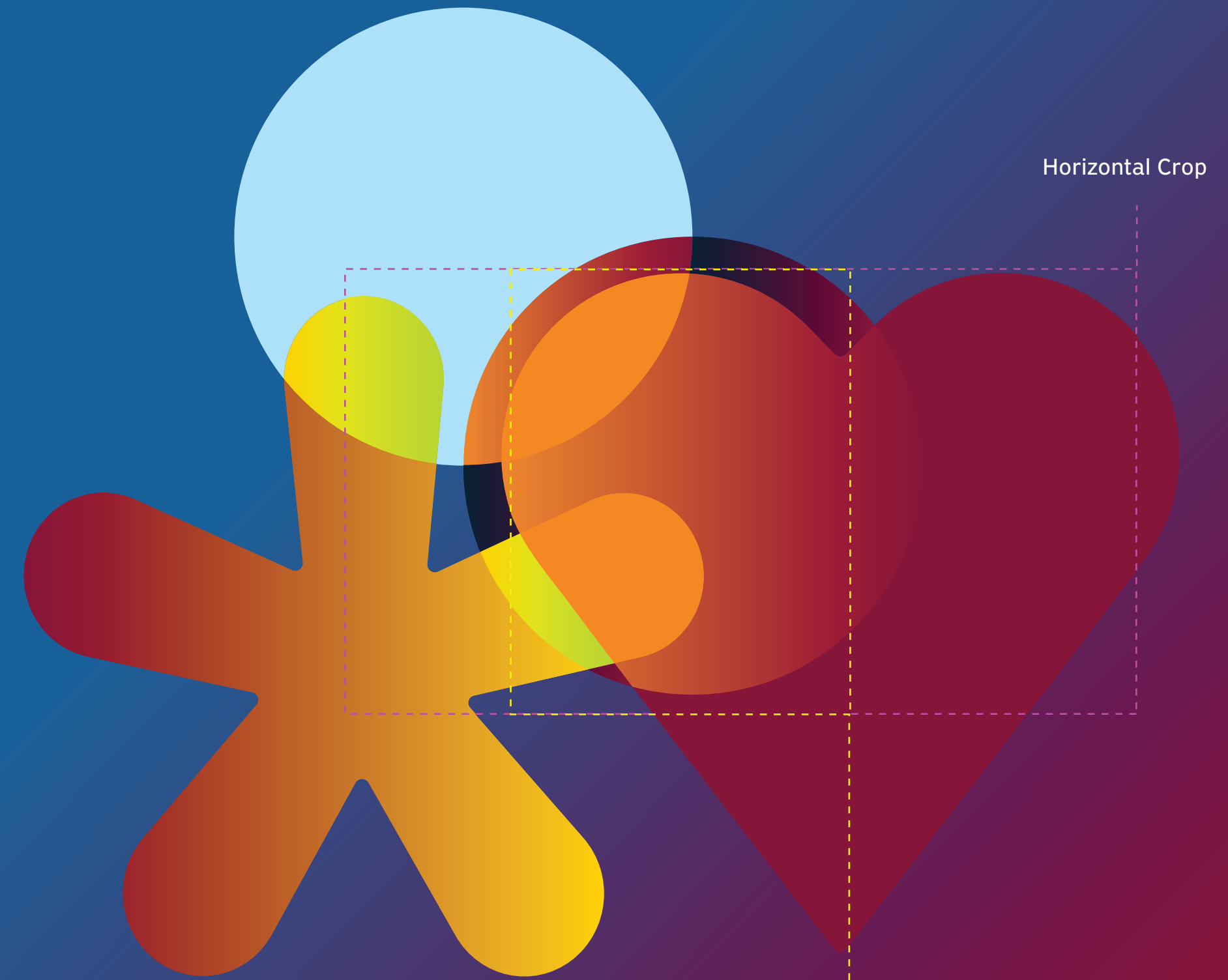
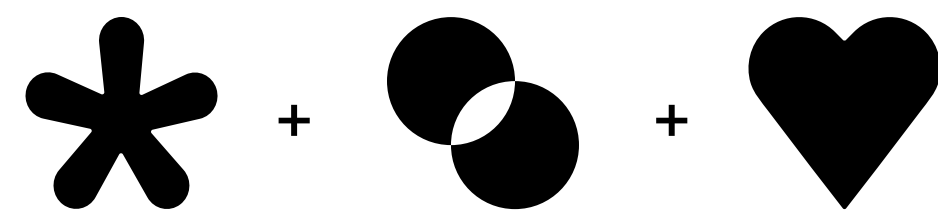
THE CORE VALUES COMBINATIONS



Vertical Crop



Horizontal Crop



Vertical Crop

Horizontal Crop

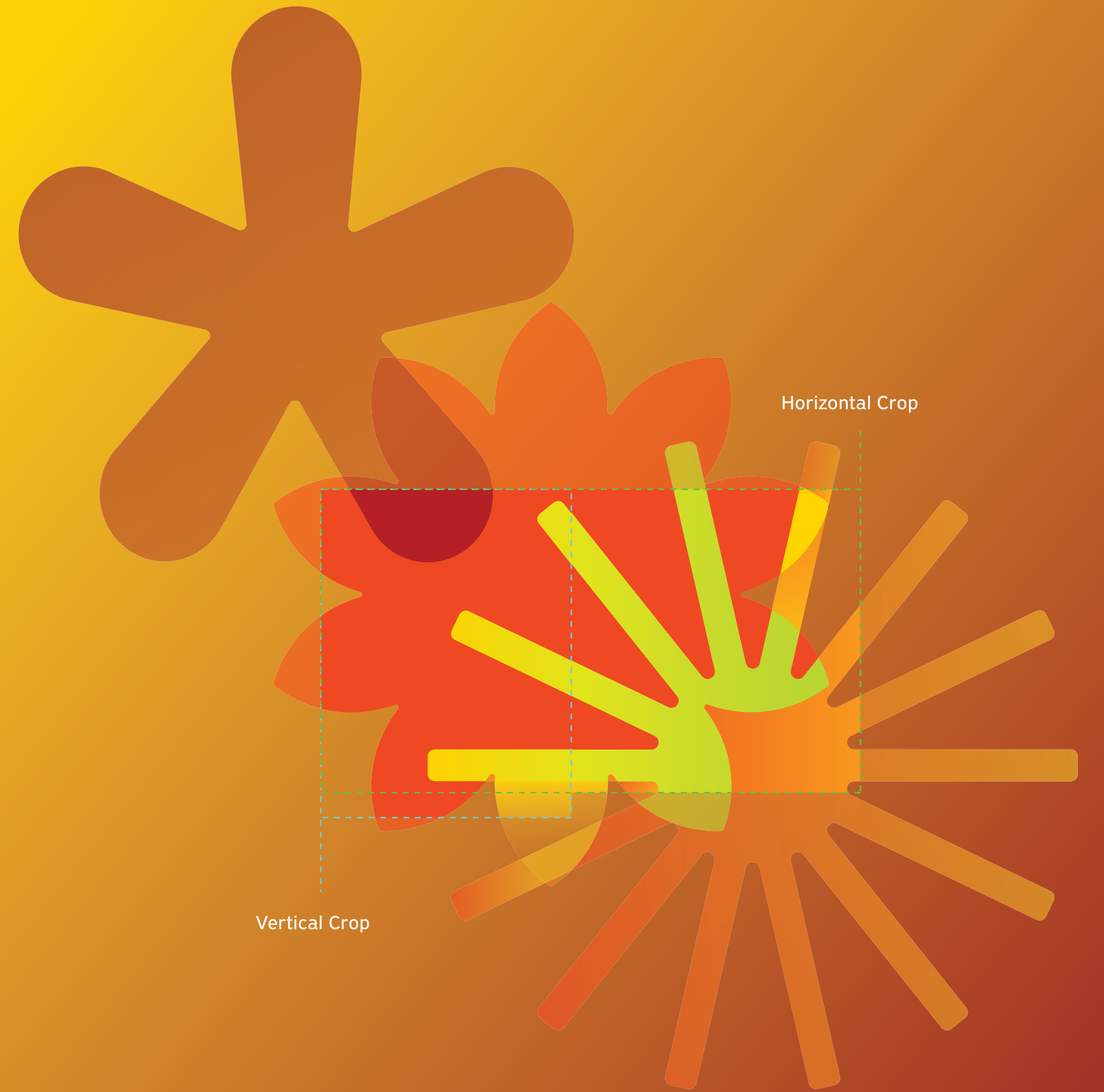
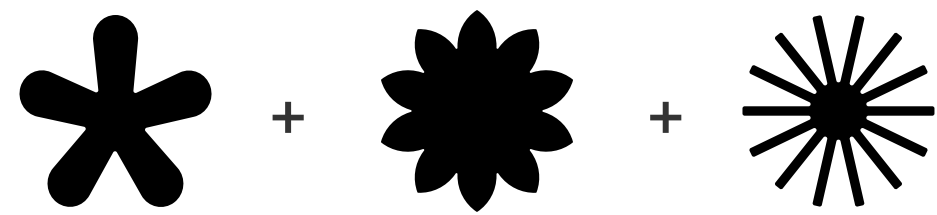
THE CORE VALUES COMBINATIONS



Vertical Crop



Horizontal Crop



Vertical Crop

Horizontal Crop

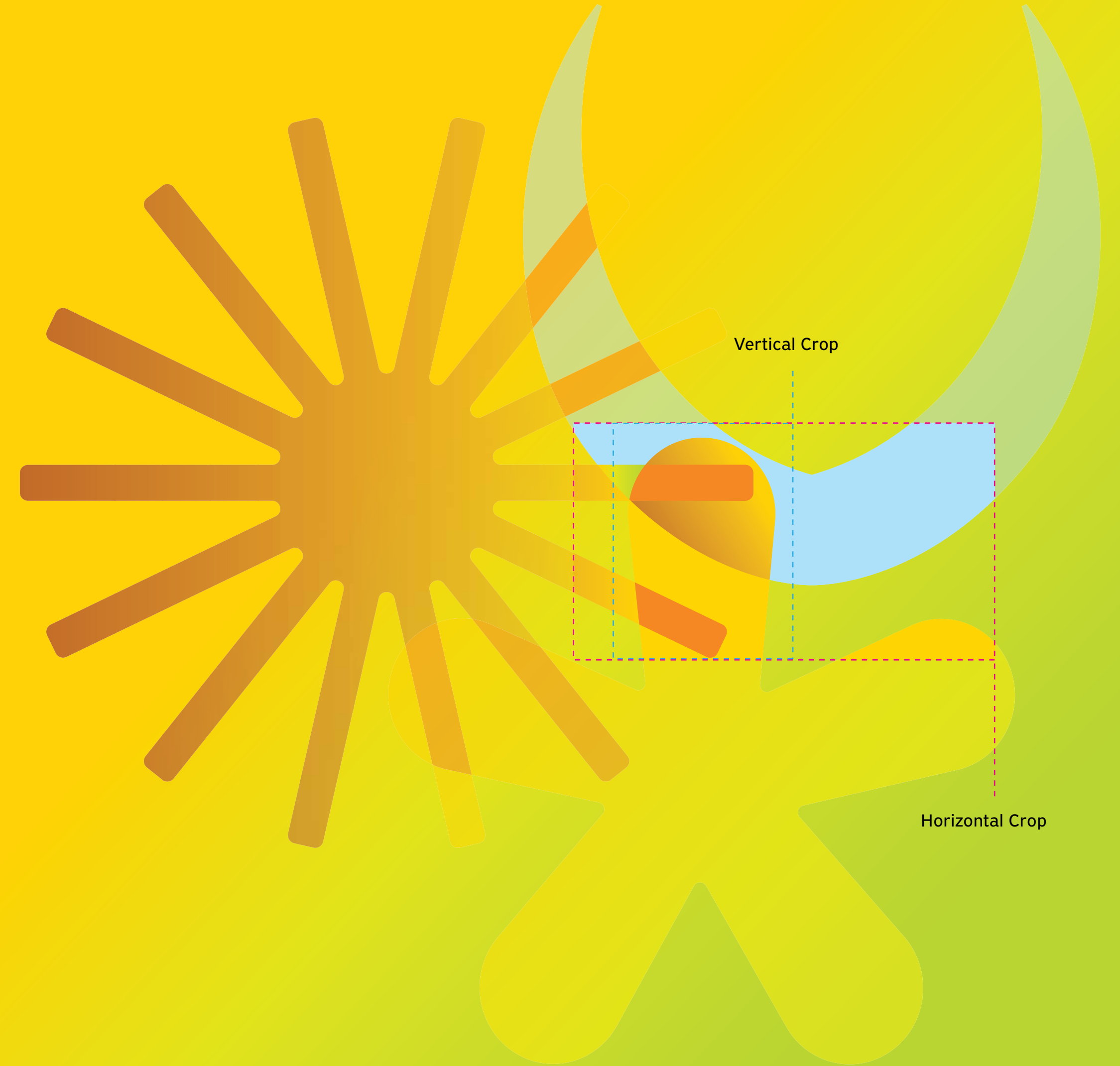
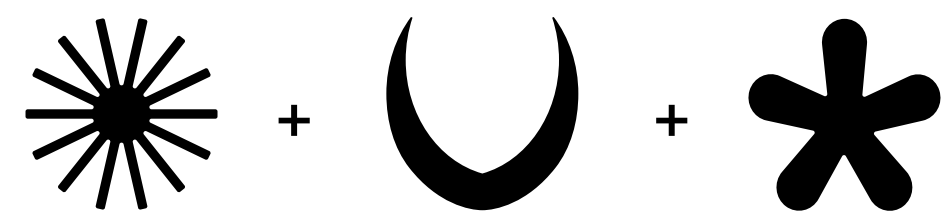
THE CORE VALUES COMBINATIONS



Vertical Crop



Horizontal Crop



LAYOUTS AND BACKGROUNDS

Grid System

The layout uses a 8x6 grid (8 rows and 6 columns) for portrait layout and 6x8 grid (6 rows and 8 columns) for landscape layout. This grid structure helps organize elements within the design, providing flexibility while maintaining balance.

Brand Identity

The brand employs a dynamic modular system, meaning that elements like the headline, logos and images are flexible and can be rearranged based on the content. However, the core structure of the headline and image placement remains consistent.

Other Elements

Elements within the grid will also include logos and other supporting text or graphics, arranged in a way that complements the main headline.

Headline Positioning

With Graphic Backgrounds: When the background is purely graphic (like abstract or geometric elements), the main dynamic headline is positioned in the center of the layout. The headline becomes the focal point, taking center stage in the design.

With Photography: When there's a photograph included in the design, the headline moves to the bottom. It is placed at the centered base of the layout, ensuring that the image sits above it.

Headlines

The headline should include three different fonts for visual interest, but it should be no more than 3 rows long. This means the headline must be brief but dynamic, making a strong impact in the layout.

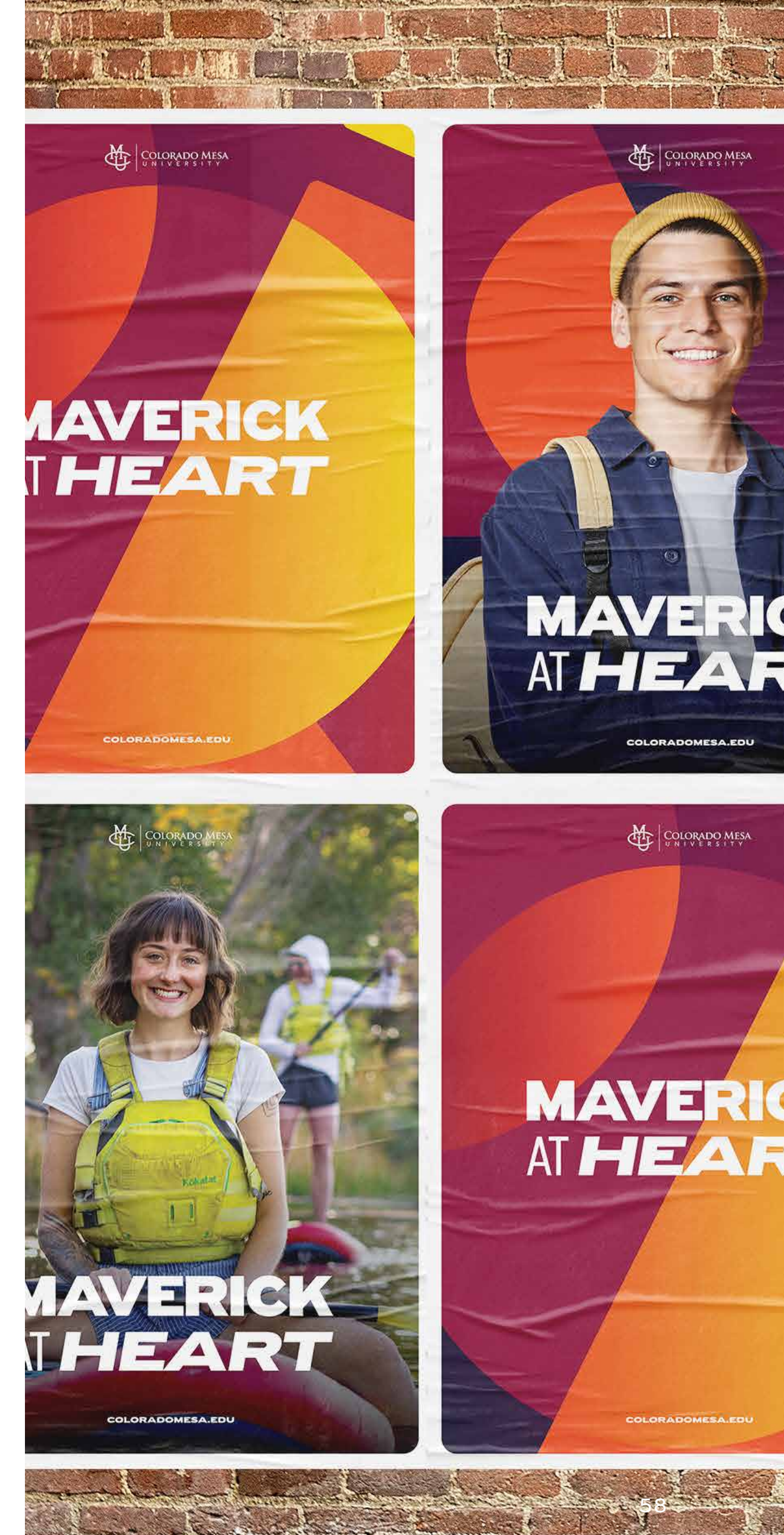
Visual Summary

- ▶ Graphic Background → Headline is centered in the middle.
- ▶ Photography → Headline is at the bottom, centered.
- ▶ Headline: Limited to 3 rows and uses 3 fonts for a dynamic look.
- ▶ The layout is based on a 6x8 grid, ensuring a clean, modular structure.

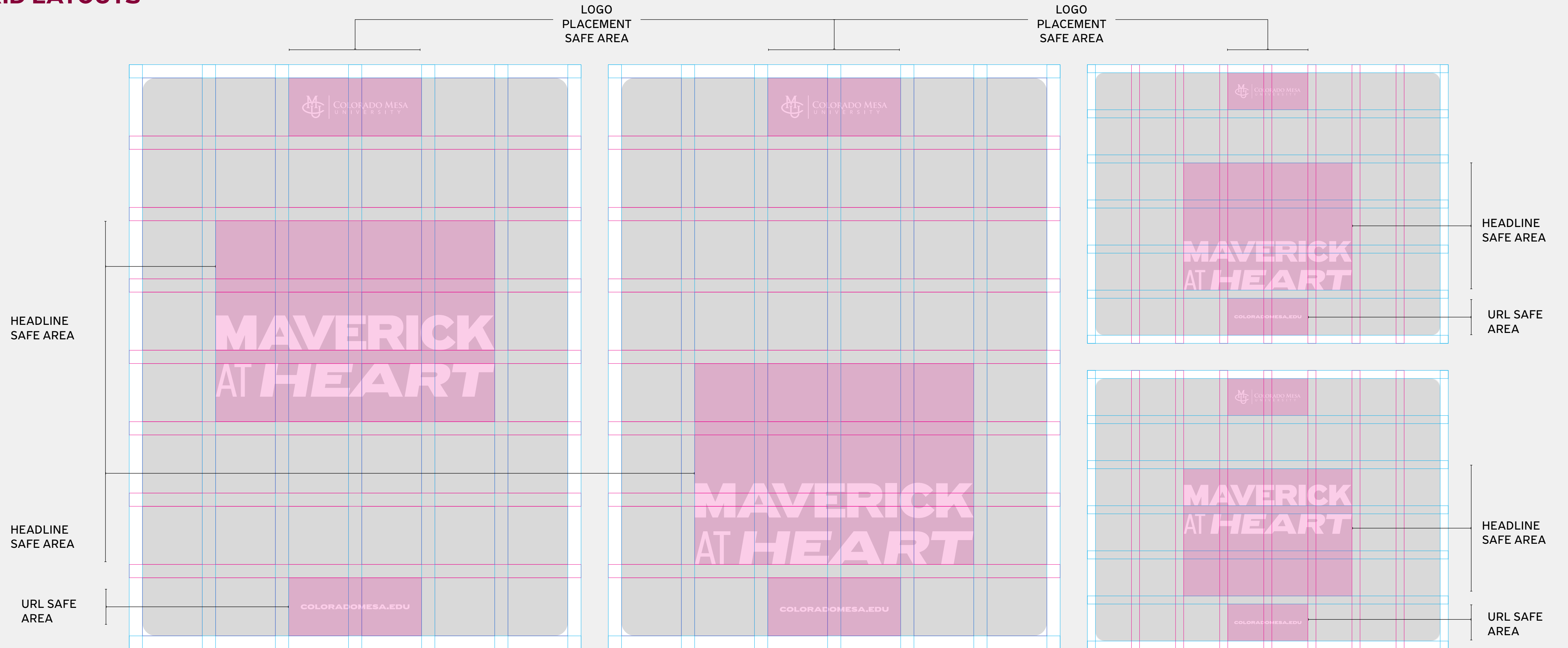
Why It Makes Sense

Graphic Backgrounds: The focus is on the text, so the headline is centered to grab attention immediately.

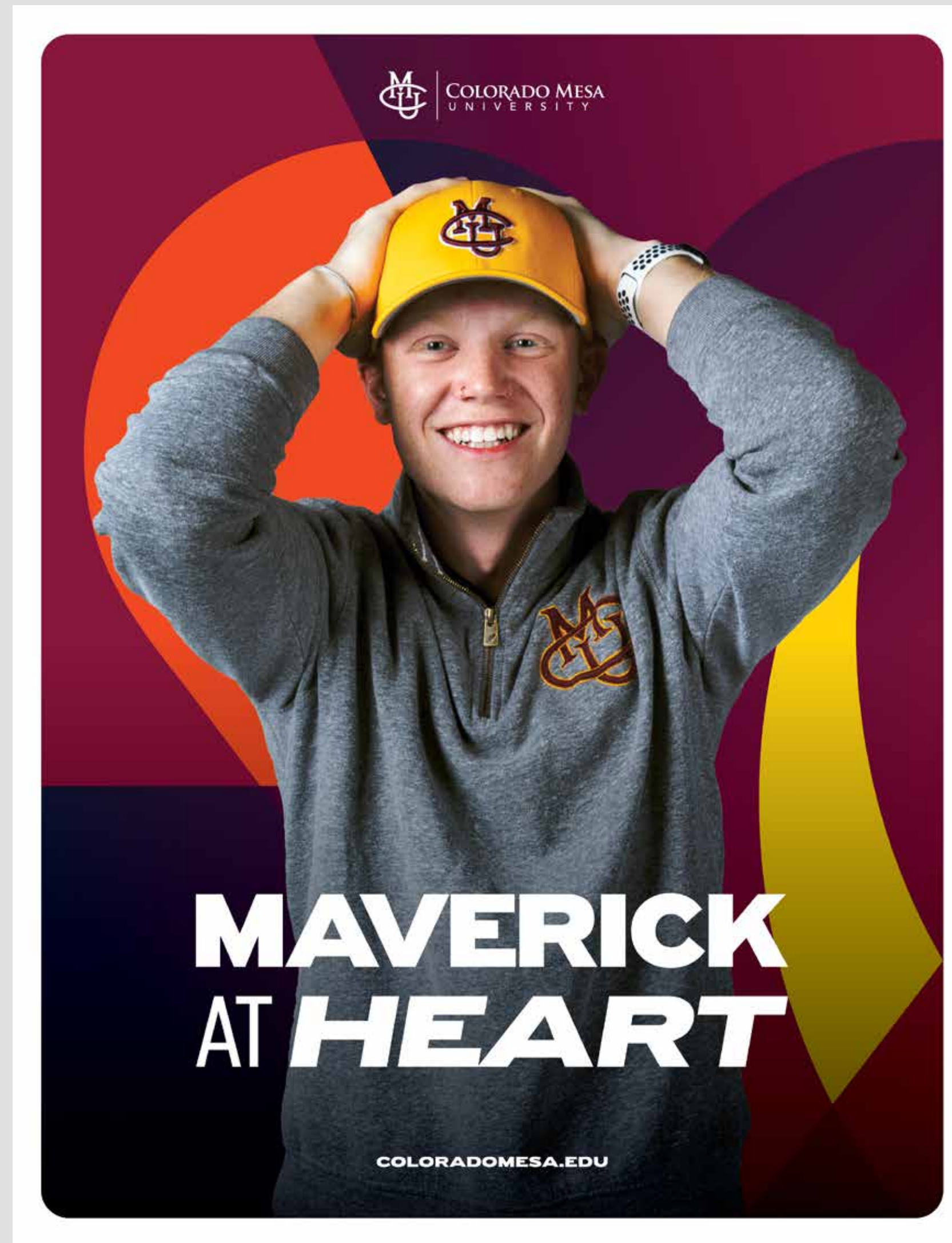
Photography: The photo becomes the key visual element, so the headline is placed at the bottom to not distract from the image but still be a clear focal point.



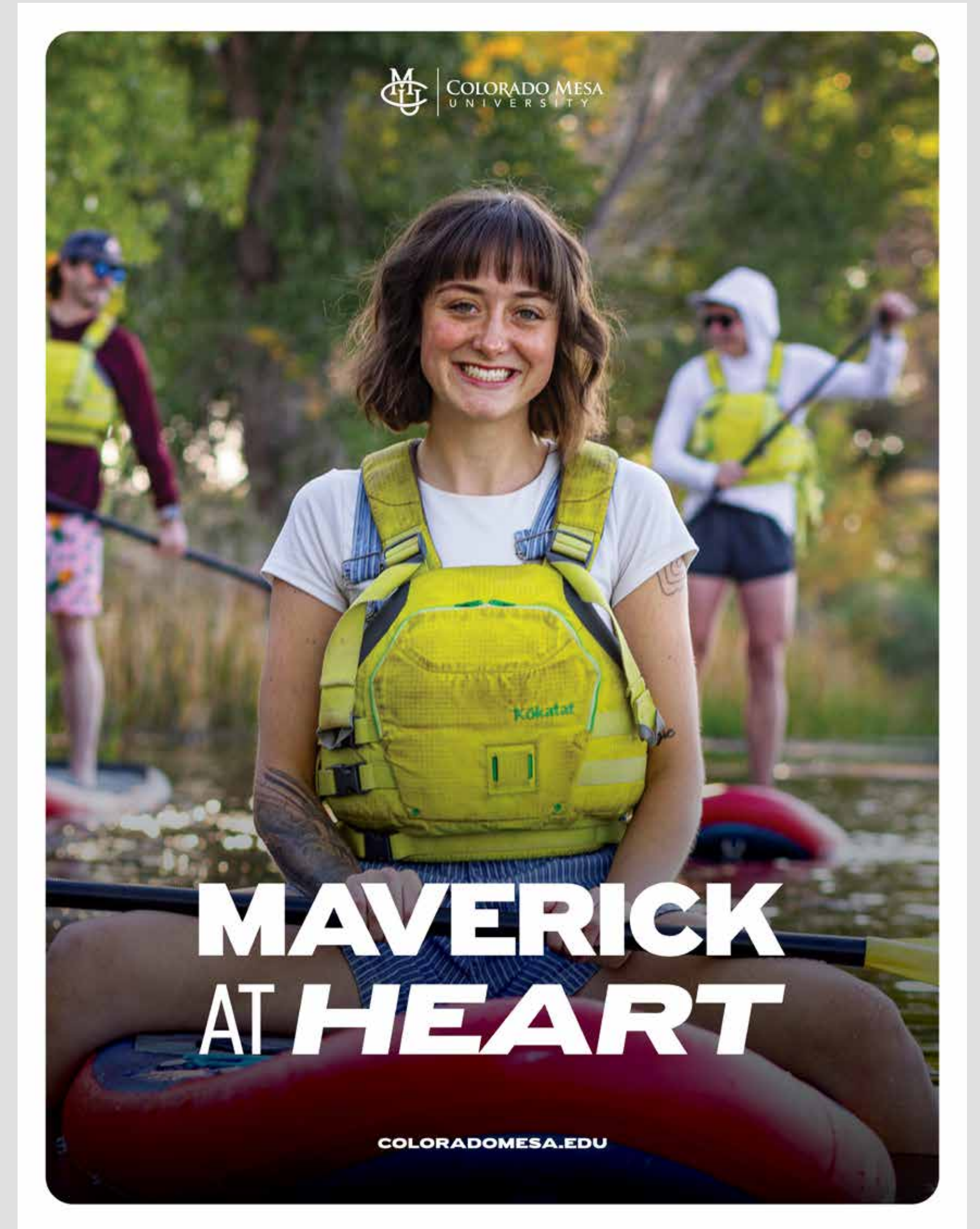
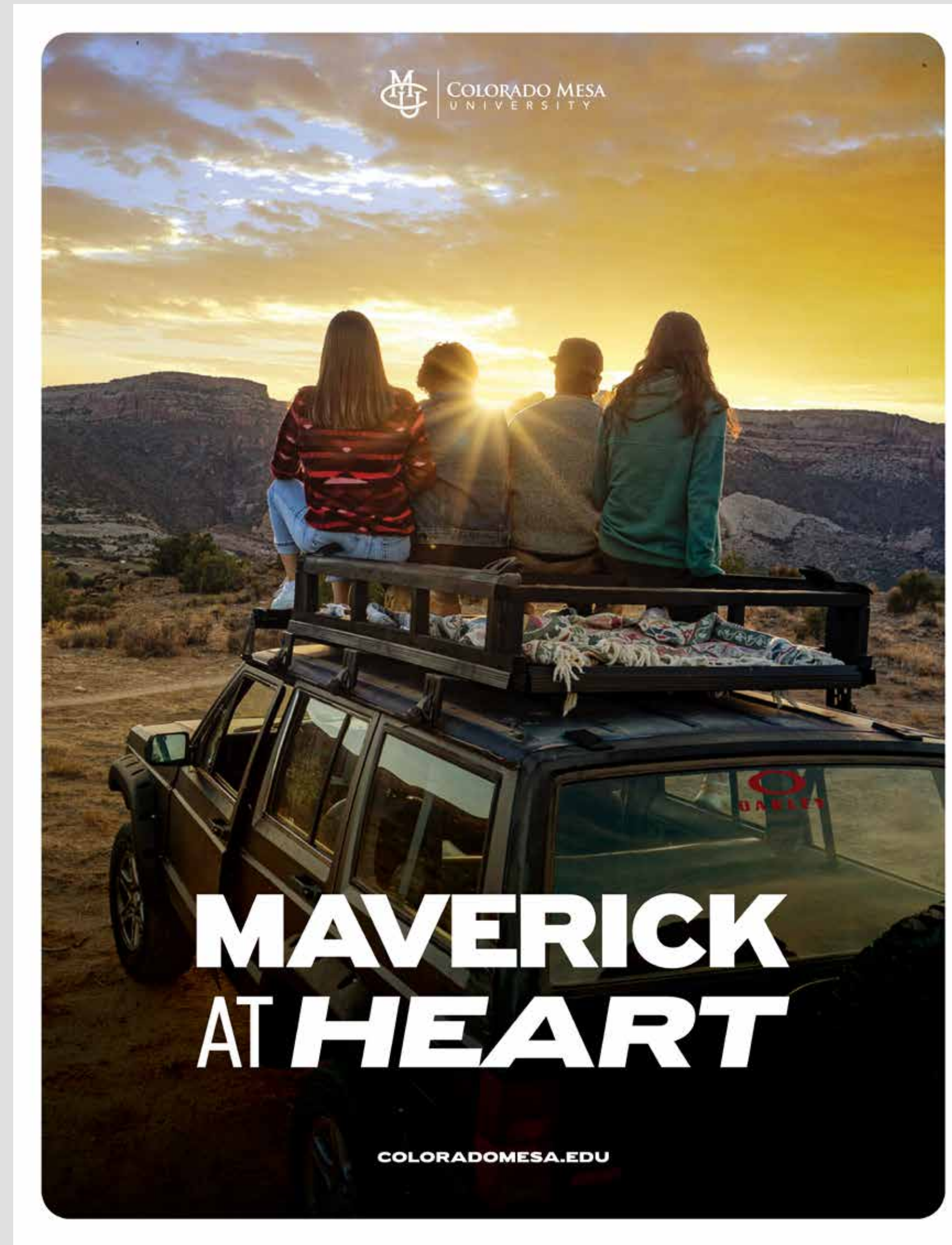
GRID LAYOUTS



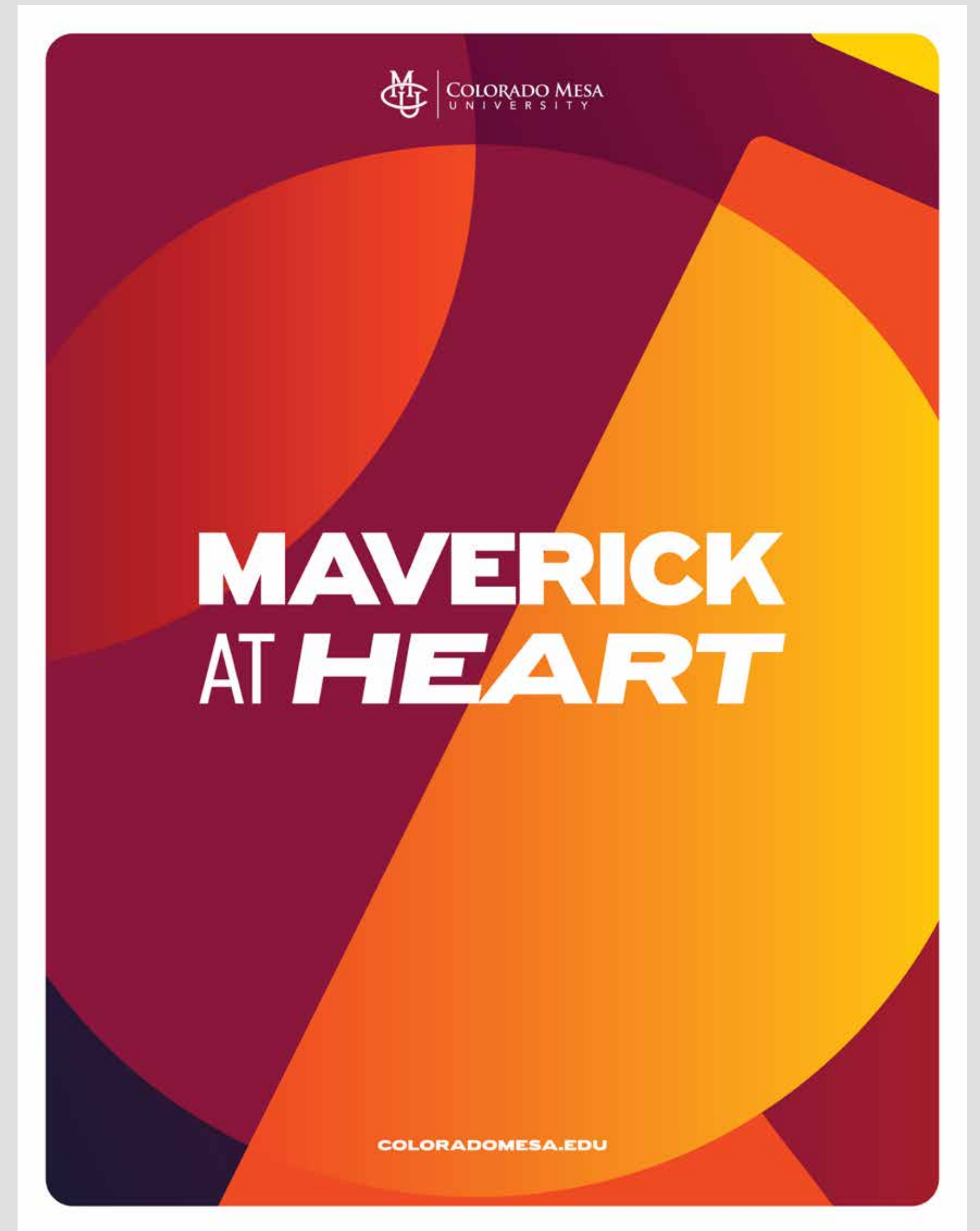
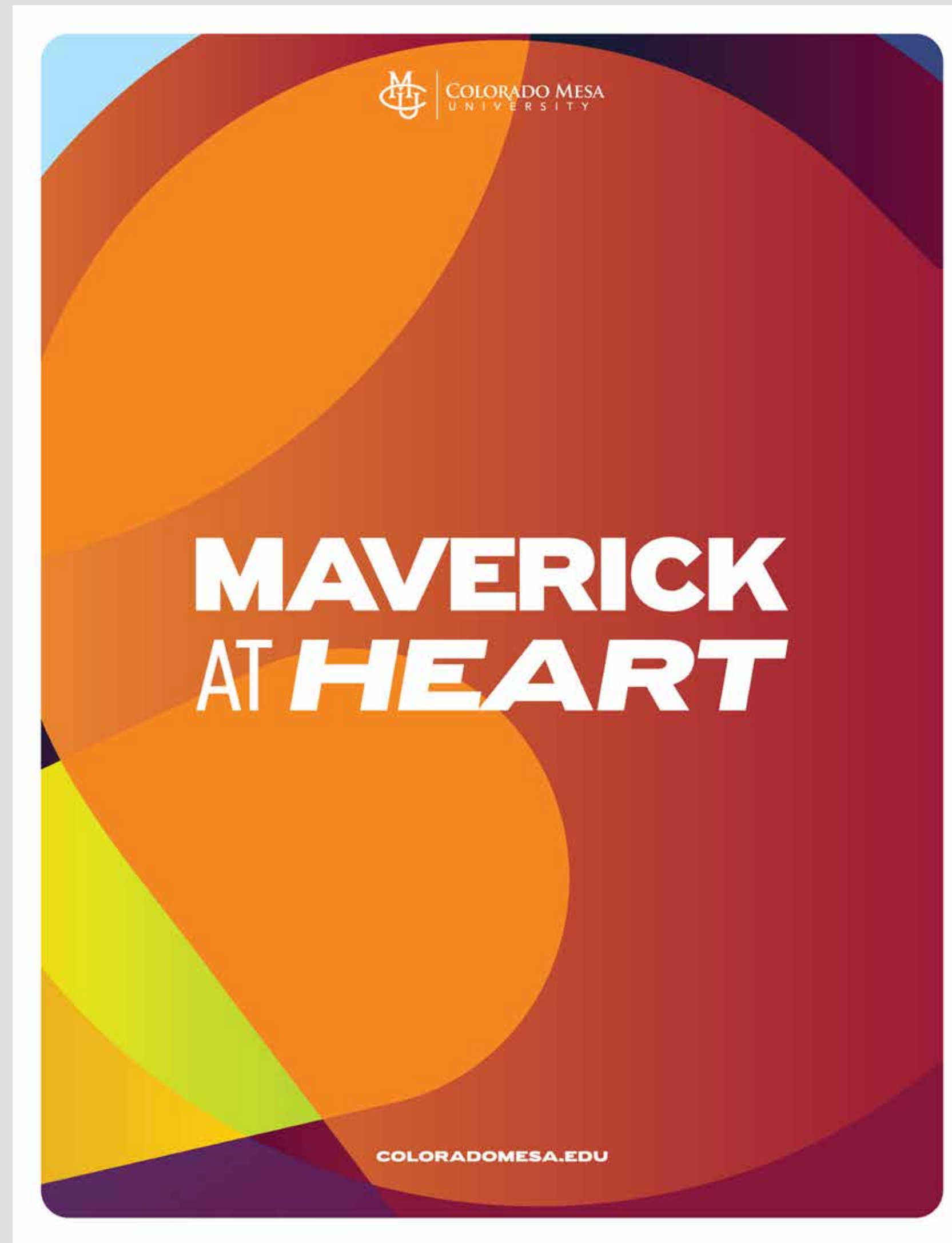
LAYOUT AND BACKGROUND EXAMPLES



LAYOUT AND BACKGROUND EXAMPLES



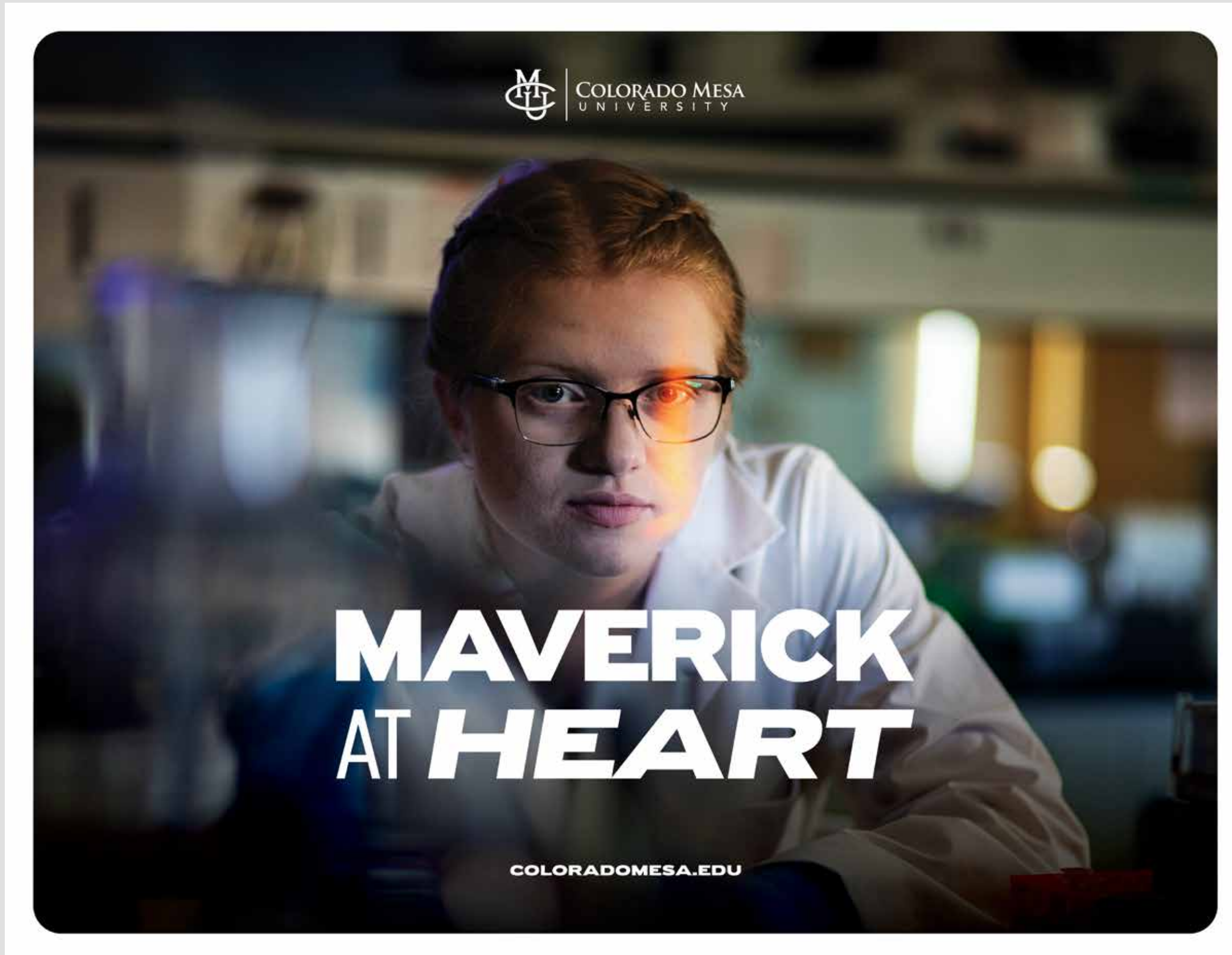
LAYOUT AND BACKGROUND EXAMPLES



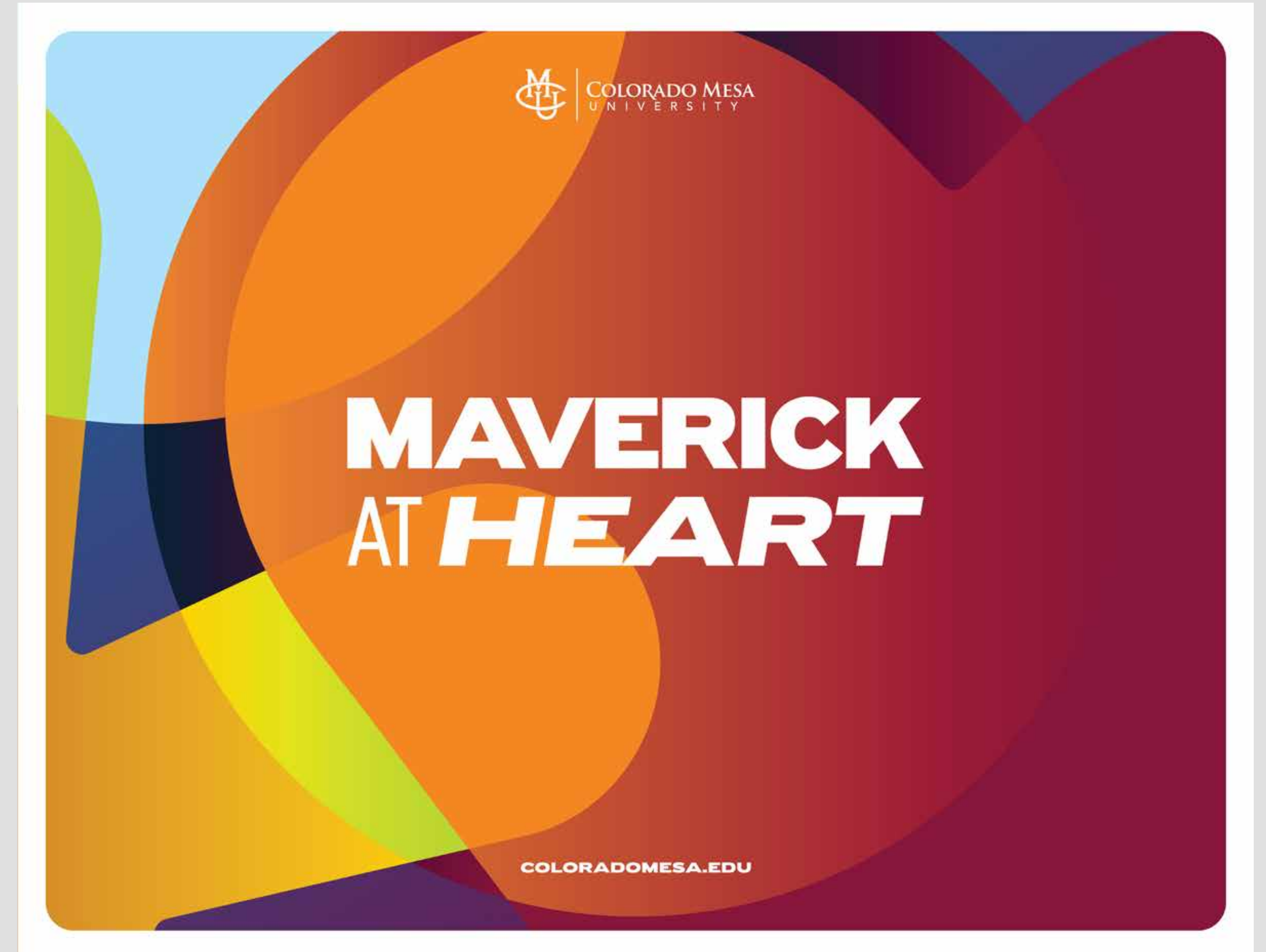
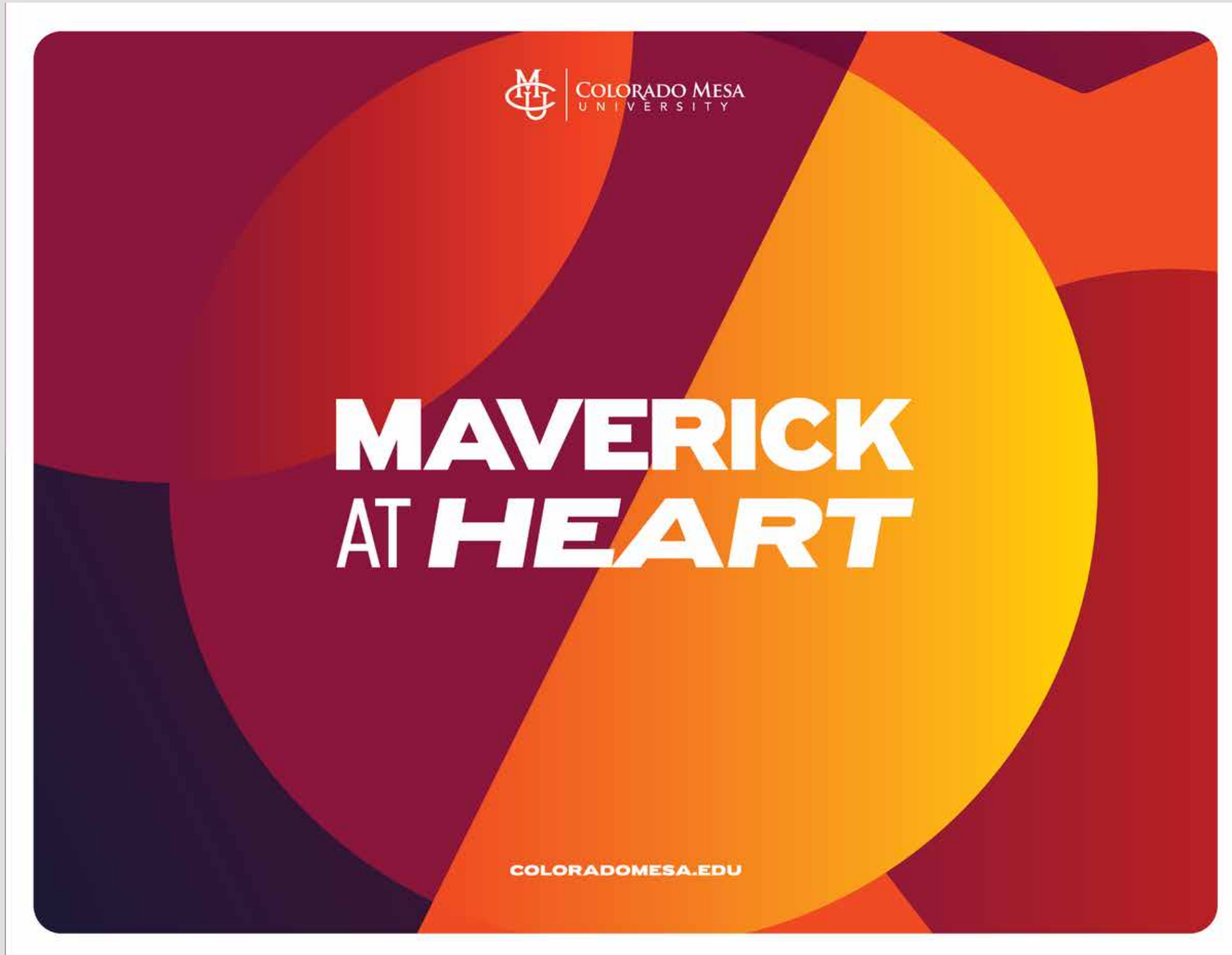
LAYOUT AND BACKGROUND EXAMPLES



LAYOUT AND BACKGROUND EXAMPLES



LAYOUT AND BACKGROUND EXAMPLES

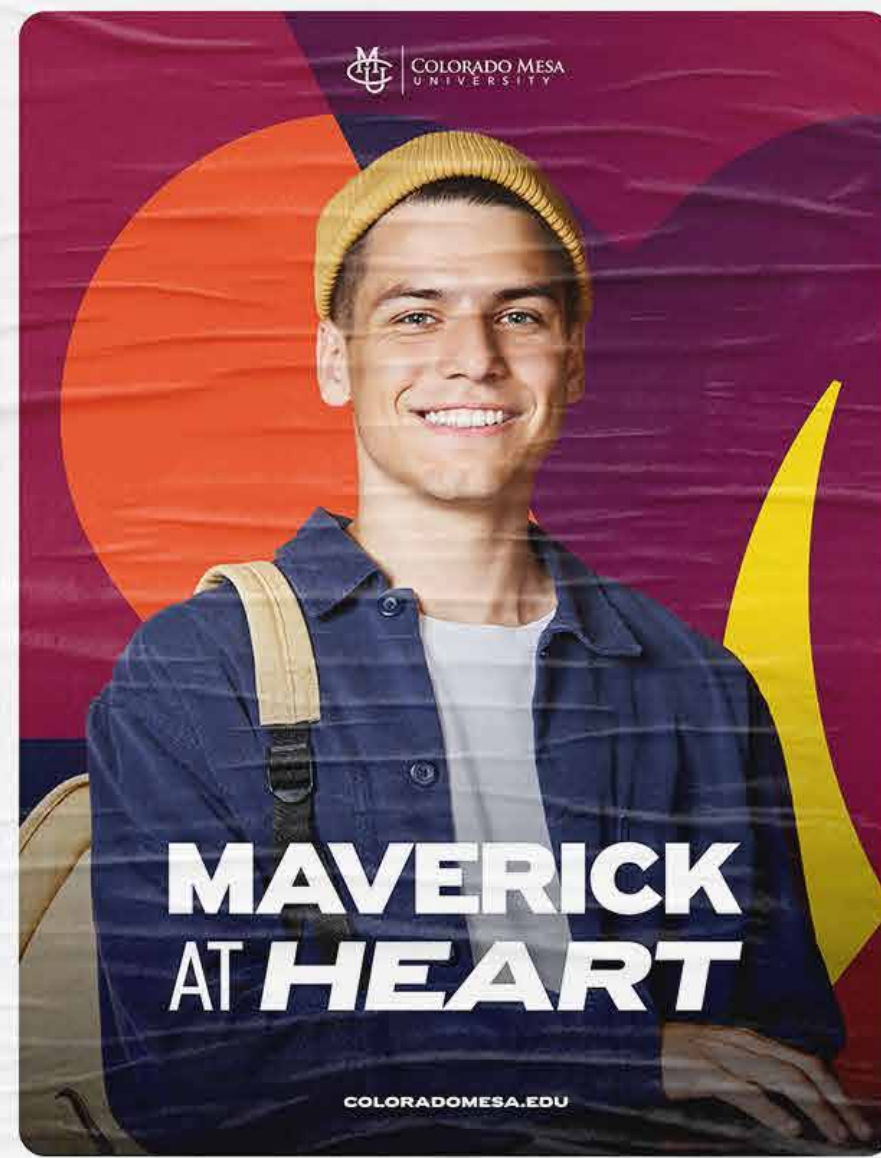


COLORADO MESA UNIVERSITY

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AT HEART**

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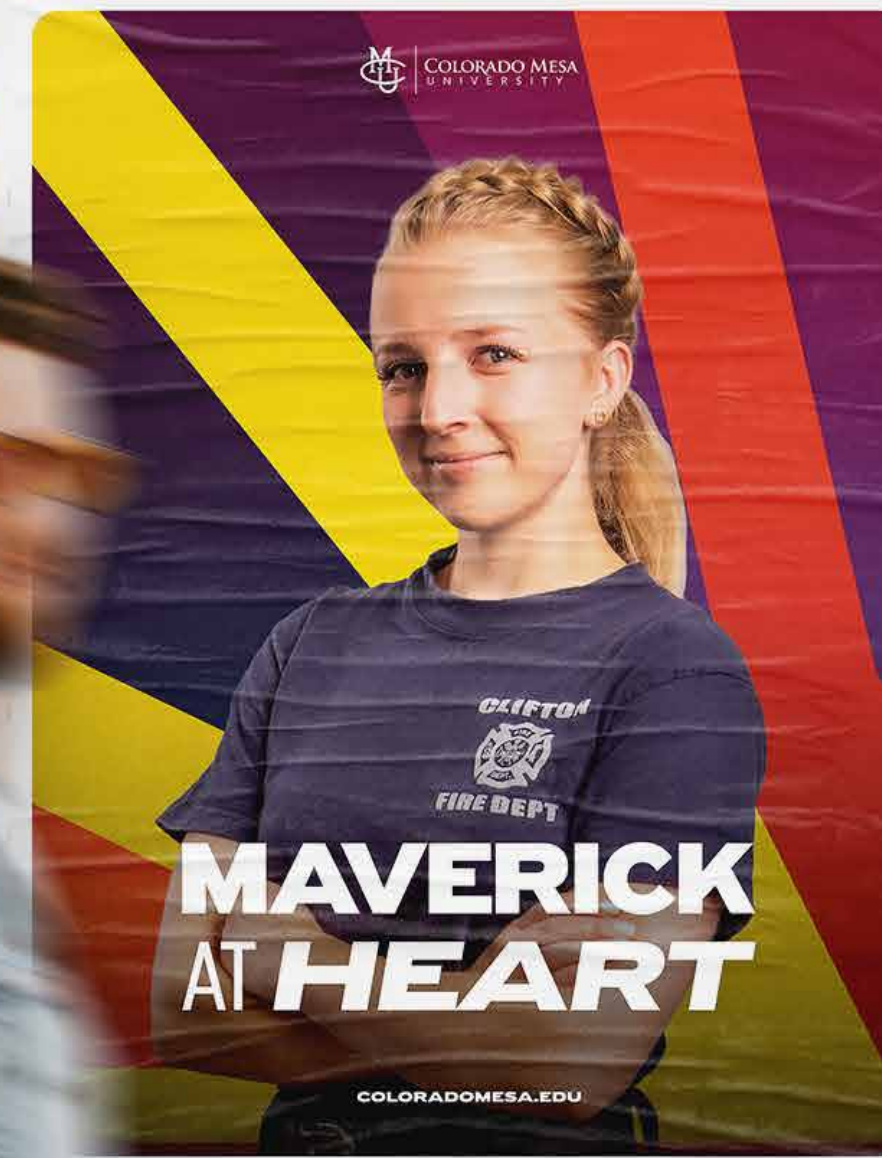
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**MAVERICK
AT HEART**

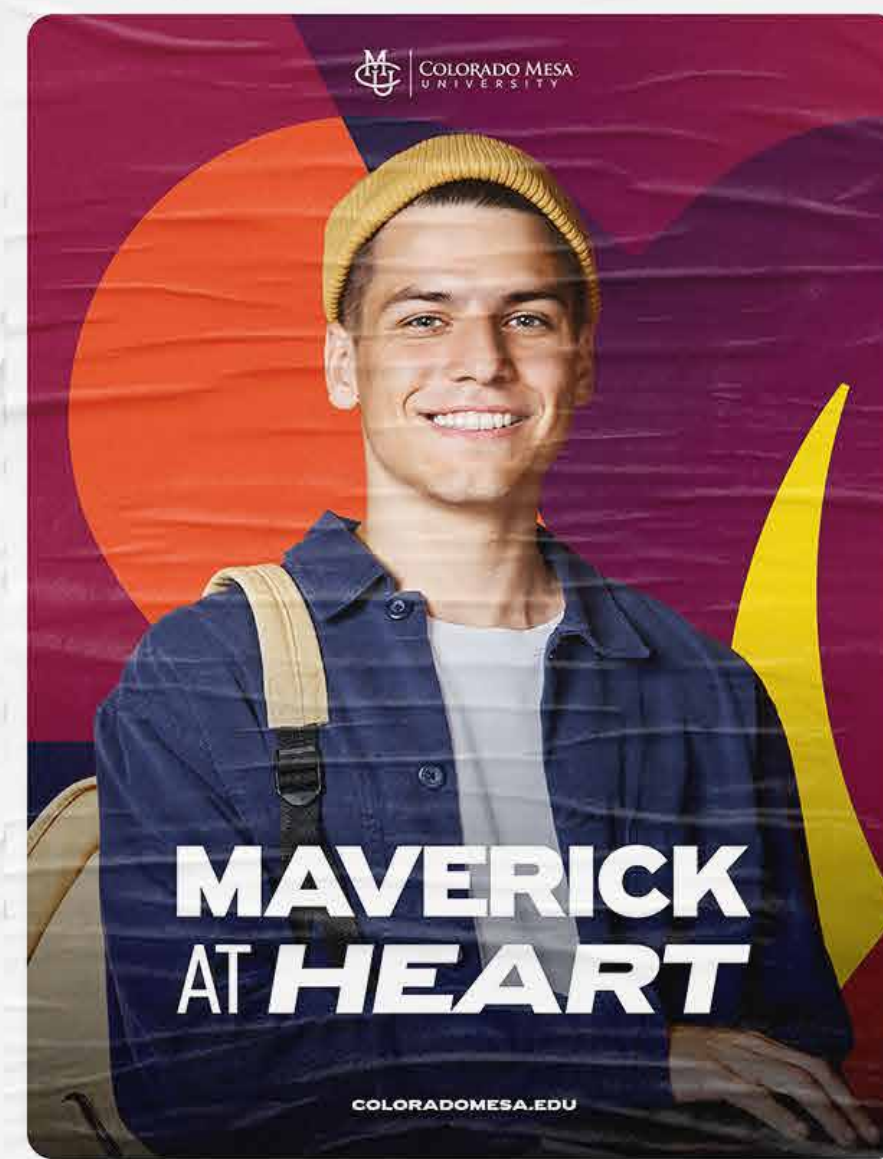
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STORYTELLING

Whether it's a candid shot of a student in the library, a moment of connection during a class discussion or a glimpse of campus events, these photographs bring the university's story to life.



LOCATIONS

Capturing students studying under the vast skies, engaging in campus activities or interacting with peers in iconic buildings, these locations will bring depth and authenticity to the visual narrative.



CASTING

Our school prioritizes accurately representing our student body and campus community.



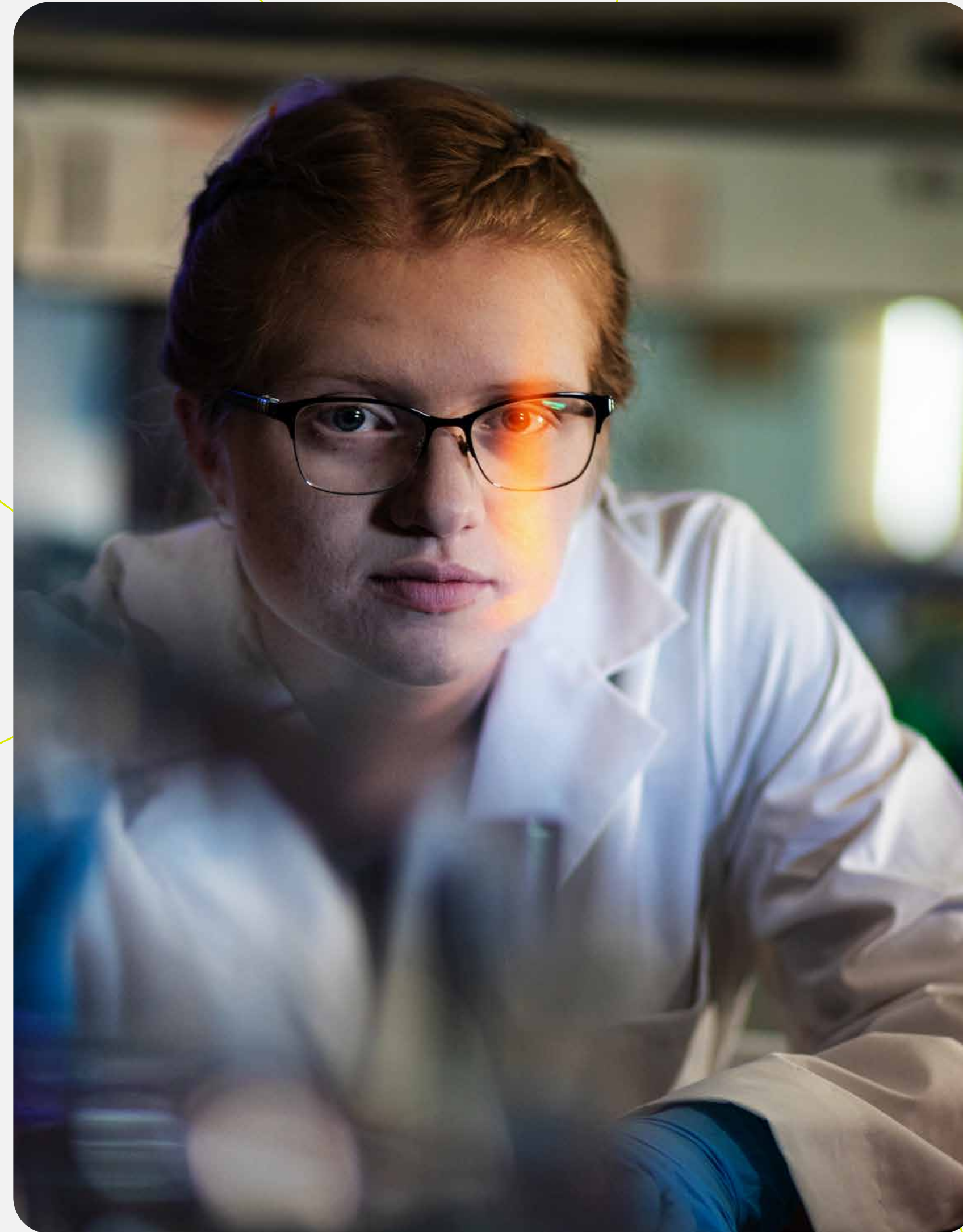
COMPOSITIONS

The photography composition will emphasize cropping to enhance storytelling.



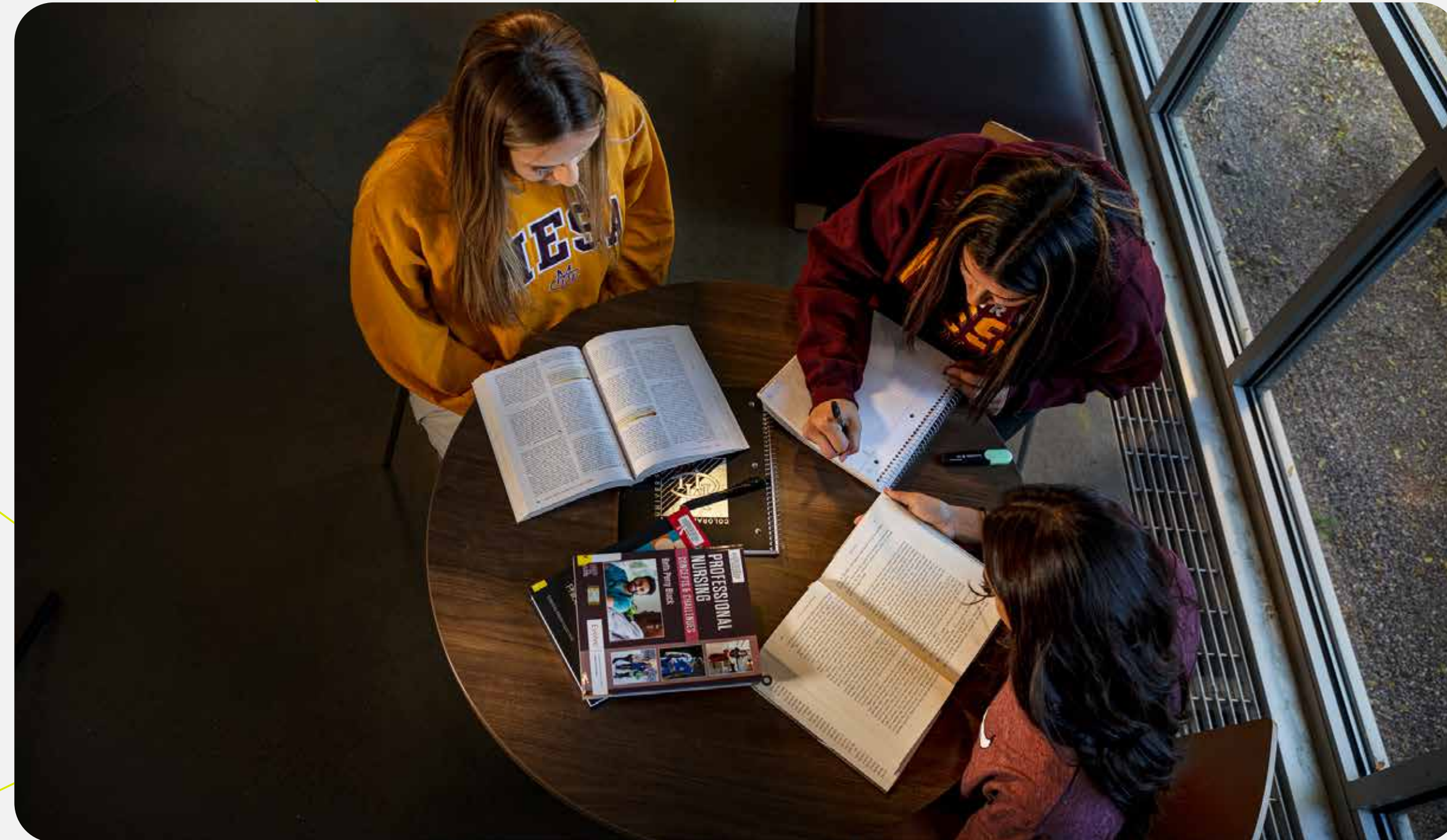
LIGHTING

Capturing the golden glow of a sunset illuminating a study session or the soft, diffused light in a campus gathering, the lighting will enhance the authenticity of the scenes, making them feel approachable and intimate.



ANGLES

By using varied perspectives—such as low or high angles, close-ups and wide shots—the images will add energy and depth to each scene, showcasing the action and emotion of the moment.



DESIGN RESOURCES

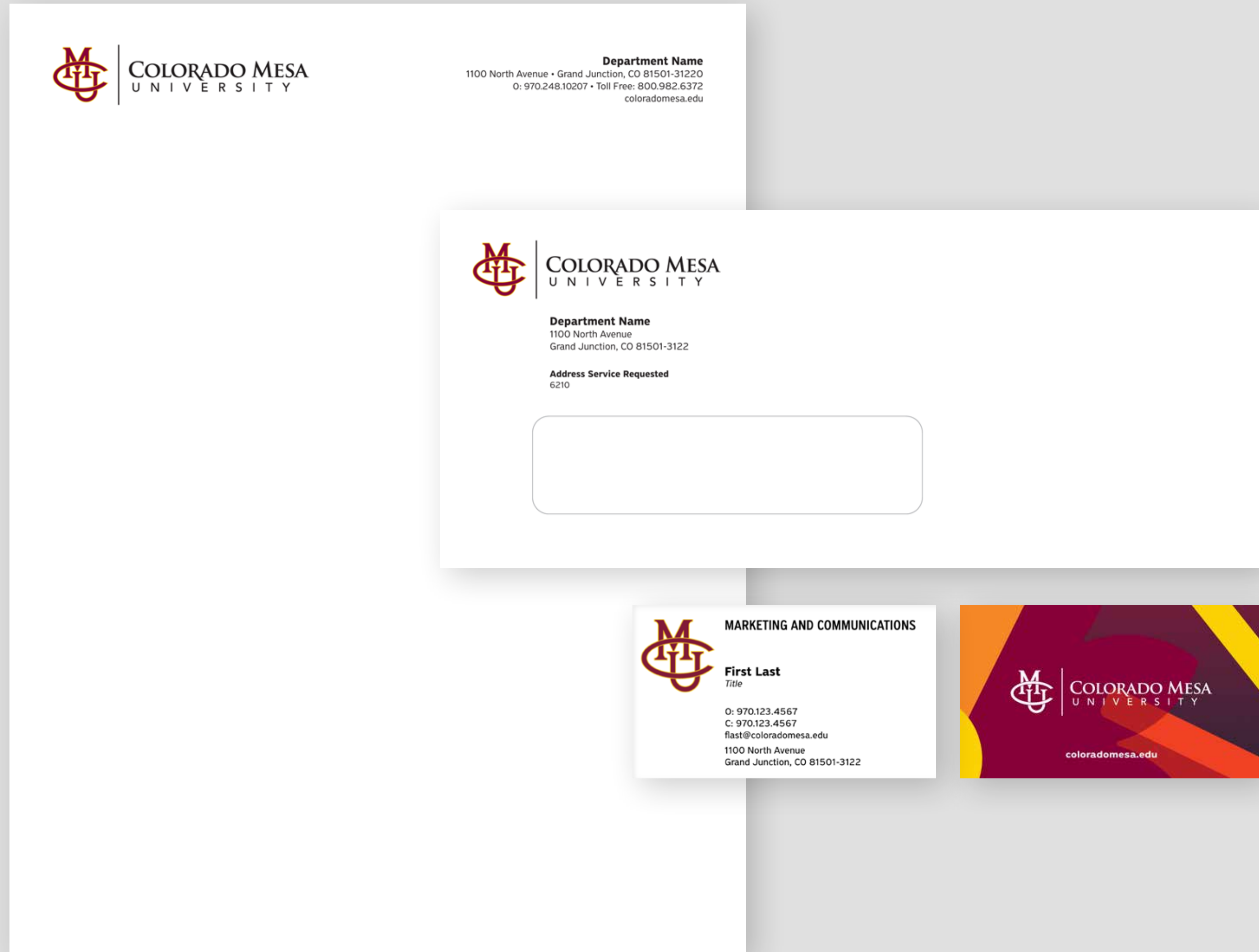


STATIONERY EXAMPLES

Staff and faculty can visit the print portal to order office stationery:

stationery.coloradomesa.edu


A digital Microsoft Word letterhead document can be requested by emailing ismith@coloradomesa.edu.



BROCHURES

Please contact the CMU Marketing and Communications Office to request a department brochure. Brochures follow standardized guidelines to ensure a cohesive and consistent branding experience.

coloradomesa.edu/marketing



CMU COLORADO MESA UNIVERSITY
DAVIS SCHOOL OF BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION ECONOMICS
COLORADOMESA.EDU/BUSINESS

ECONOMICS PROGRAM HIGHLIGHTS
Students who wish to study economics will earn their Bachelor of Business Administration (BBA) with a concentration in Business Economics. This economics degree combines business knowledge with a focus on the analytical skills needed by today's workforce.

Economists are called upon for a variety of tasks, including economic analysis of the overall economy as well as data collection, research analysis, forecasting, short and long-term planning, and consulting. The ability to make decisions at the macroeconomic level, as well as use economic modeling tools, make this concentration valuable for all industries as well as local, state and federal government entities. An increased emphasis on analytical, quantitative and technological skills sets this concentration apart from others.


Economic positions prefer experience with actual projects, including data gathering, analysis, and reporting. The applied hands-on approach in the classroom is a valuable experience for graduates when they enter the job market.

The Department of Business is located on the third floor of Dominguez Hall (DH) in Suite 309.

ABOUT THE UNIVERSITY
A comprehensive university in Grand Junction, Colorado Mesa University provides rigorous educational opportunities through small class sizes and a high level of student/faculty interaction.

Students have the opportunity to build one-on-one relationships with professors dedicated to providing the tools to succeed. An education at CMU offers value through more than 70 undergraduate and graduate programs that enable students to discover and pursue their dreams.

Since the institution was founded in 1925, it has been guided by a commitment to providing the highest quality education in a student-centered environment. This principle continues to lead the university into the future.



Nathan Perry, PhD
Area Coordinator
Dominguez Hall 301C

970.248.1888
naperry@coloradomesa.edu
business@coloradomesa.edu
coloradomesa.edu/business
1100 North Avenue
Grand Junction, CO 81501-3122



ABOUT THE PROGRAM
The Bachelor of Business Administration (BBA) with a concentration in Economics is designed to prepare students to analyze the ways in which scarce resources are allocated for businesses, governments and non-profits. Strong analytical skills are necessary for this discipline. Coursework focuses on developing critical thinking skills, computer skills and quantitative skills.

Coursework focuses on developing critical thinking skills, computer skills and quantitative skills — all imperative in today's business world.

Since critical thinking and analytical skills are imperative in today's business world, those students acquiring that skill set have a variety of job opportunities.

Please refer to the CMU Catalog at coloradomesa.edu/academics for exact degree and graduation requirements.

CAREER OPPORTUNITIES
Economists are found in differing organizations where data analysis is needed. Businesses, non-profits and governmental organizations all employ economists. Many economists are also faculty in institutes of higher education.



Colorado Mesa University's Department of Business offers courses to help students build a strong background in core business areas such as economics, marketing, management, finance, accounting, business communications, computer literacy, business law and quantitative and strategic decision making.

Hands-on learning provides students with practical experience in all areas of business. Group projects and presentations are an exciting way to learn not only from textbooks and professors, but peers and professionals in the business community. Guest speakers often join the classroom to bring about a new aspect of learning and networking opportunities for students.

Economists help businesses analyze past data and predict what is going to happen.

Economists help businesses analyze past data and predict what is going to happen. Classes geared towards students studying economics are: Money and Banking, Intermediate Macro/Microeconomic Theory, International Economics, Labor Management Relations, History of Economic Ideas and Public Sector Economics.

ABOUT THE UNIVERSITY
A comprehensive university in Grand Junction, Colorado Mesa University provides rigorous educational opportunities through small class sizes and a high level of student/faculty interaction.

Students have the opportunity to build one-on-one relationships with professors dedicated to providing the tools to succeed. An education at CMU offers value through more than 70 undergraduate and graduate programs that enable students to discover and pursue their dreams.

Since the institution was founded in 1925, it has been guided by a commitment to providing the highest quality education in a student-centered environment. This principle continues to lead the university into the future.



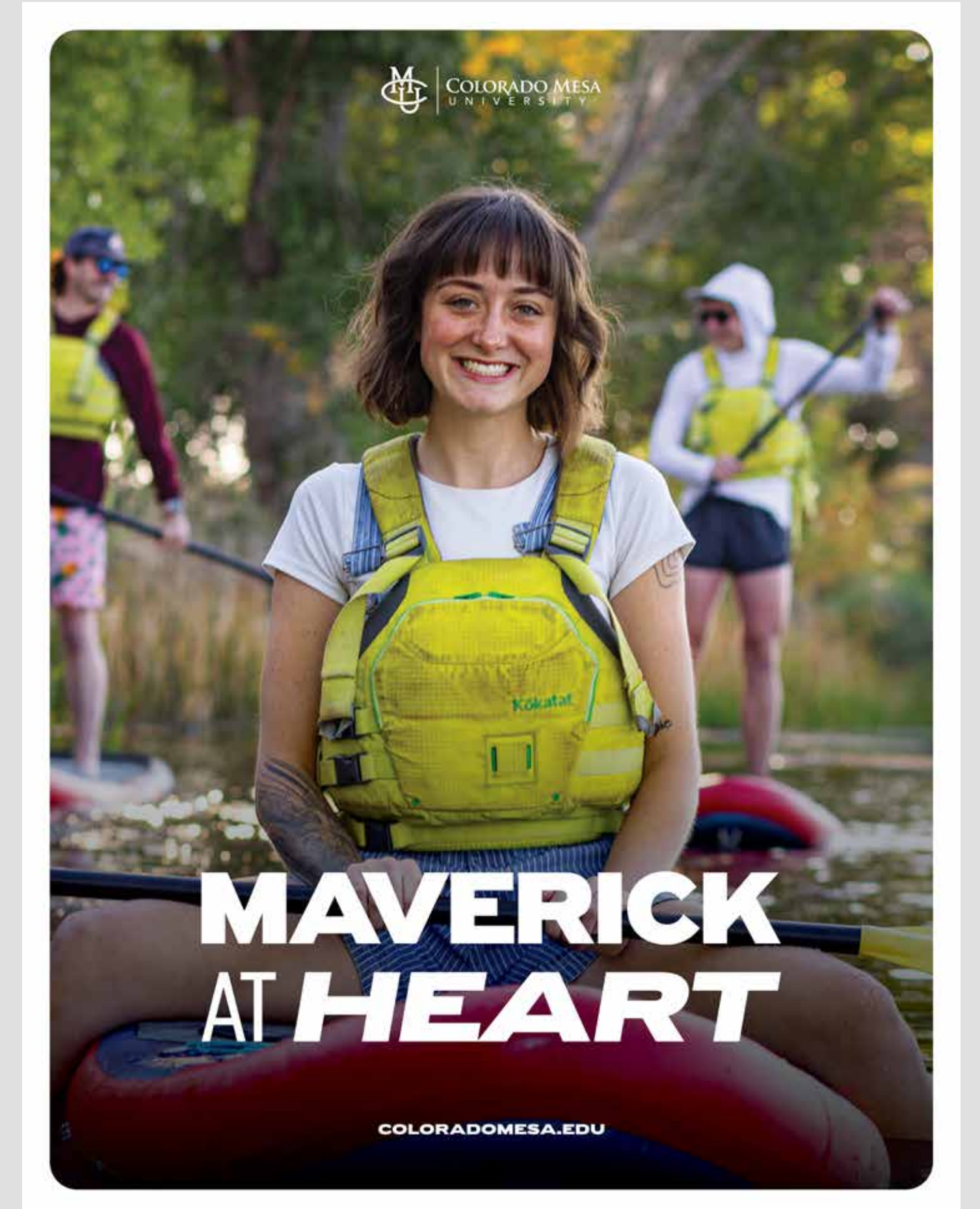
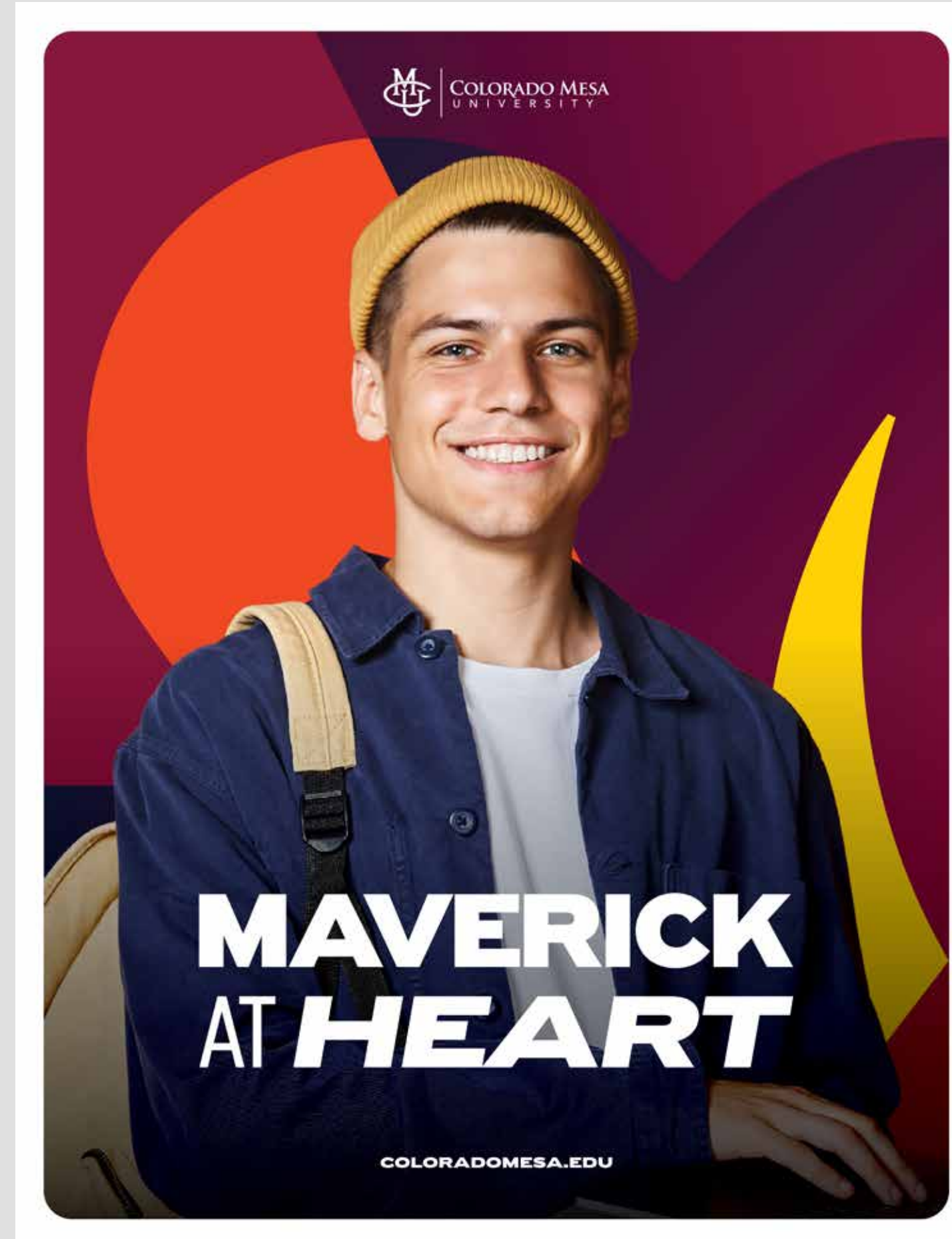
Nathan Perry, PhD
Area Coordinator
Dominguez Hall 301C

970.248.1888
naperry@coloradomesa.edu
business@coloradomesa.edu
coloradomesa.edu/business
1100 North Avenue
Grand Junction, CO 81501-3122

POSTERS

Contact the CMU Marketing and Communications Office to have a poster designed for your department.

coloradomesa.edu/marketing



TABLECLOTHS

Contact the CMU Marketing and Communications Office to have a standardized tablecloth set up for your department.

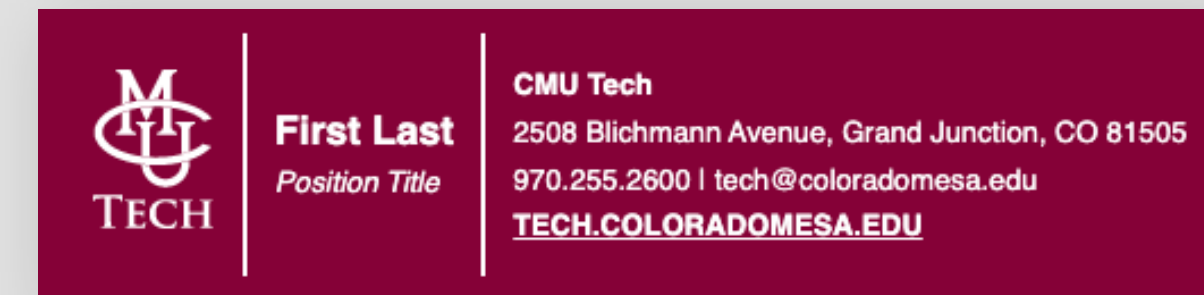
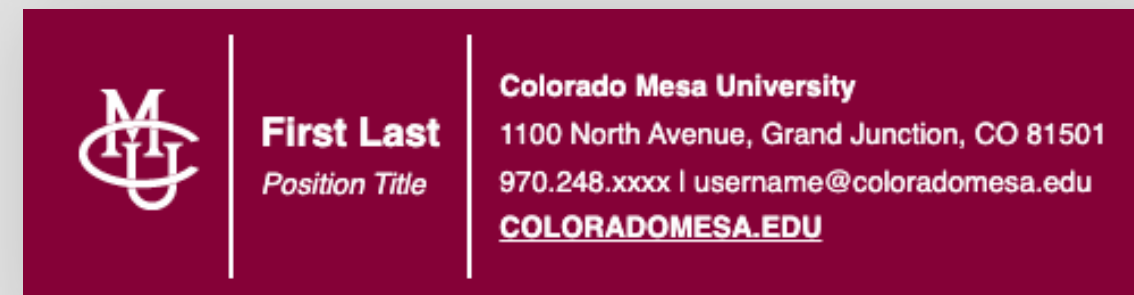
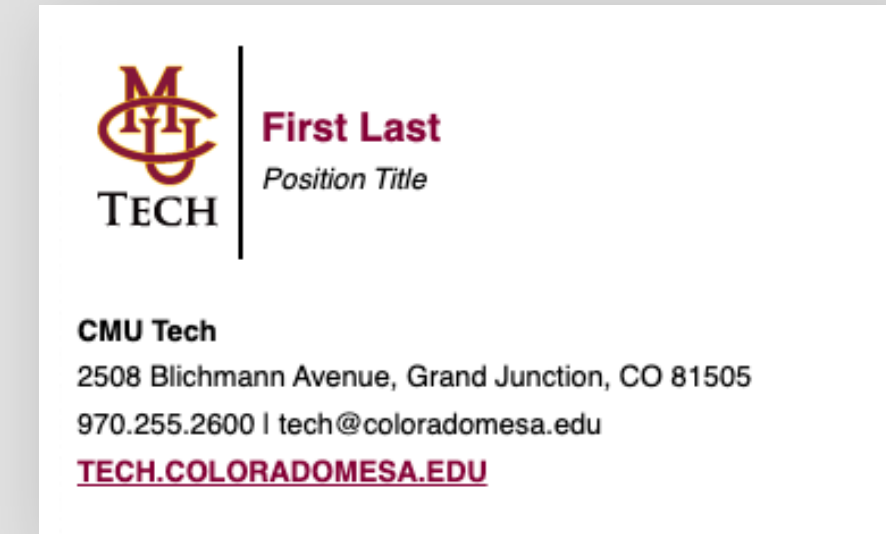
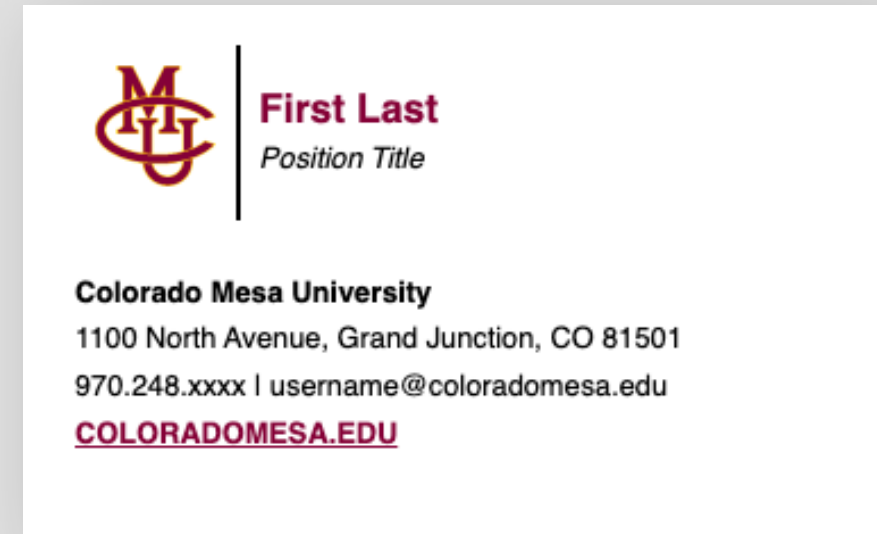
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EMAIL SIGNATURES

Staff and faculty can download and customize an email signature for CMU and CMU Tech.

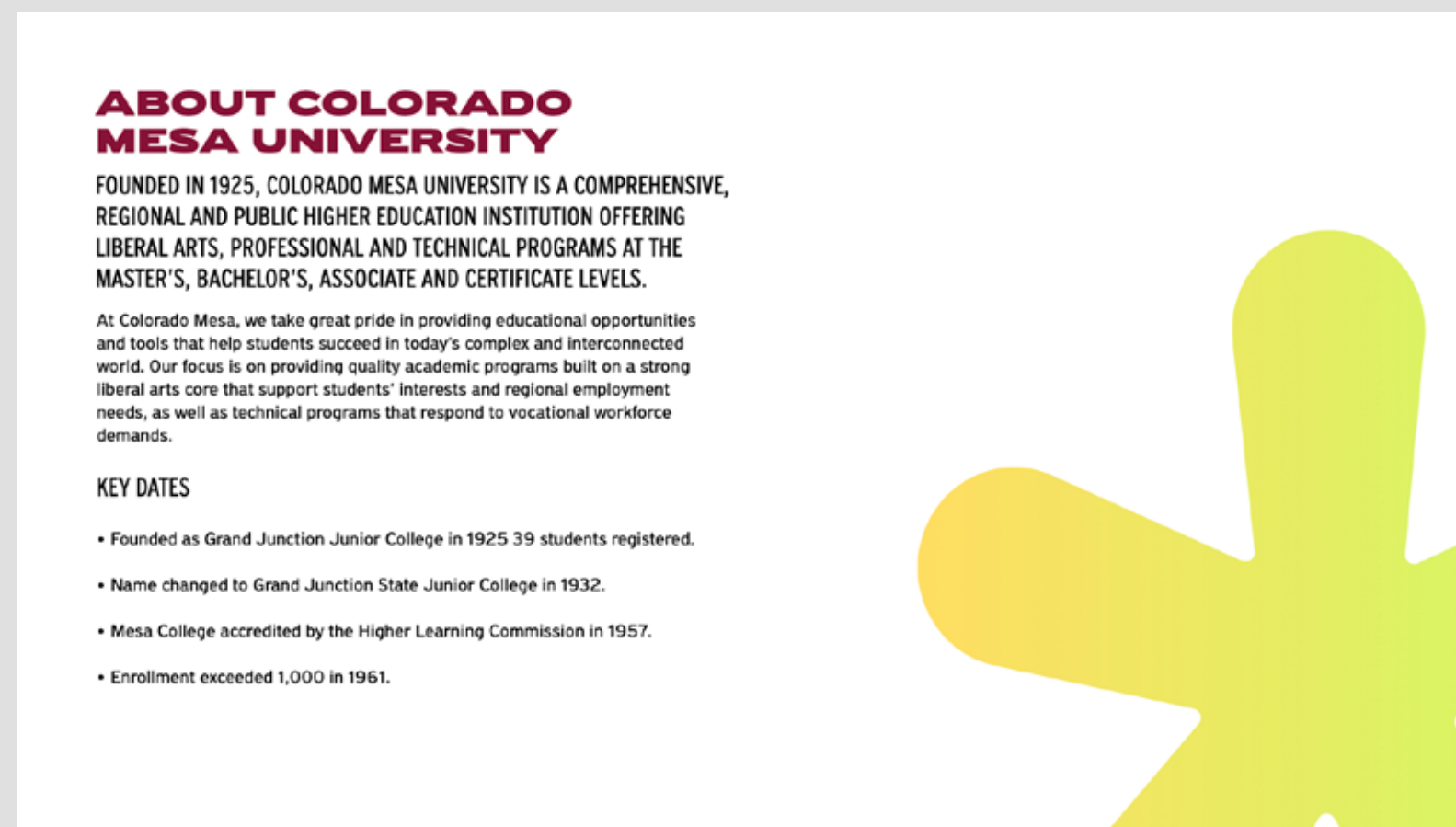
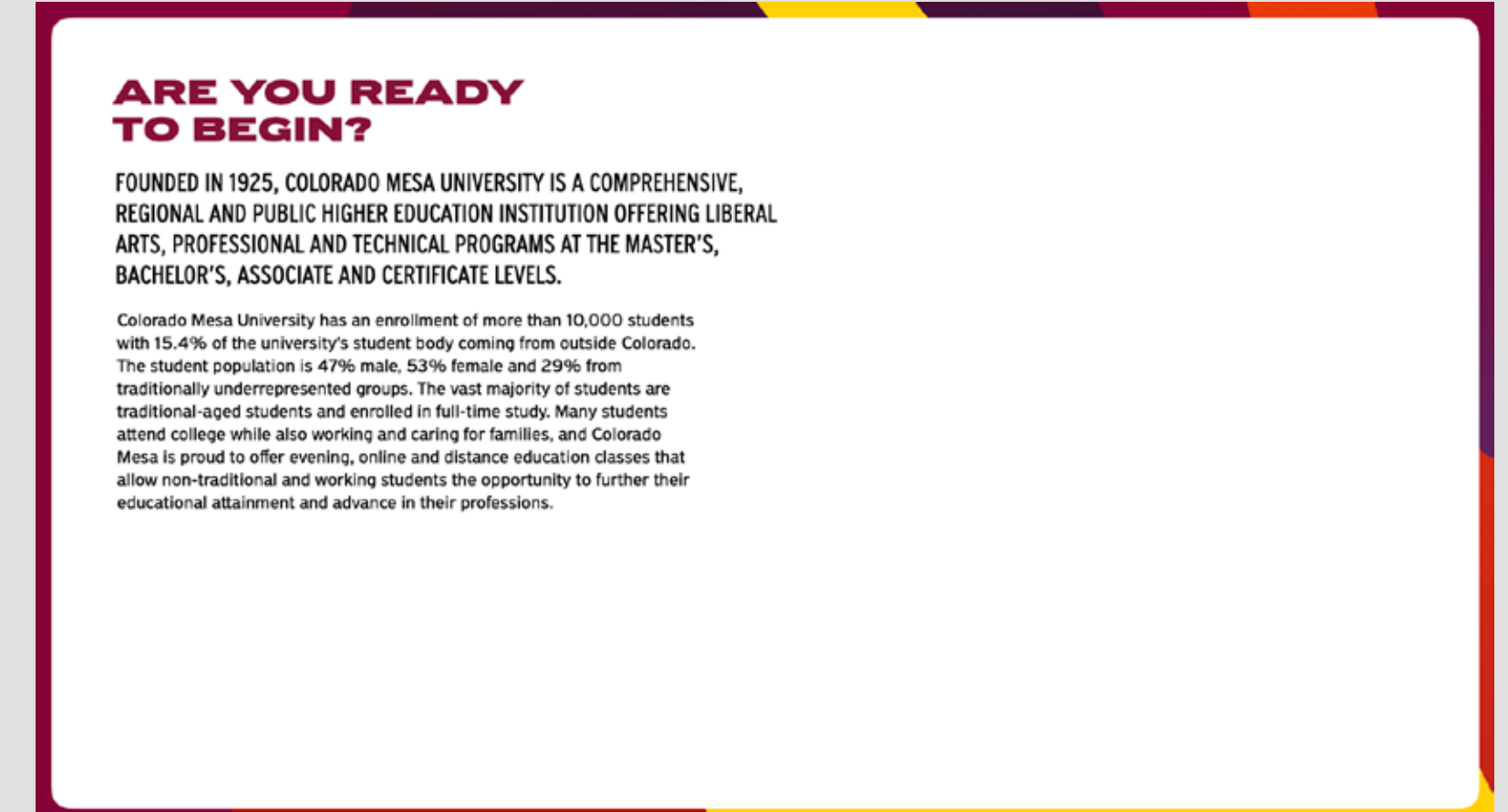
coloradomesa.edu/marketing/templates

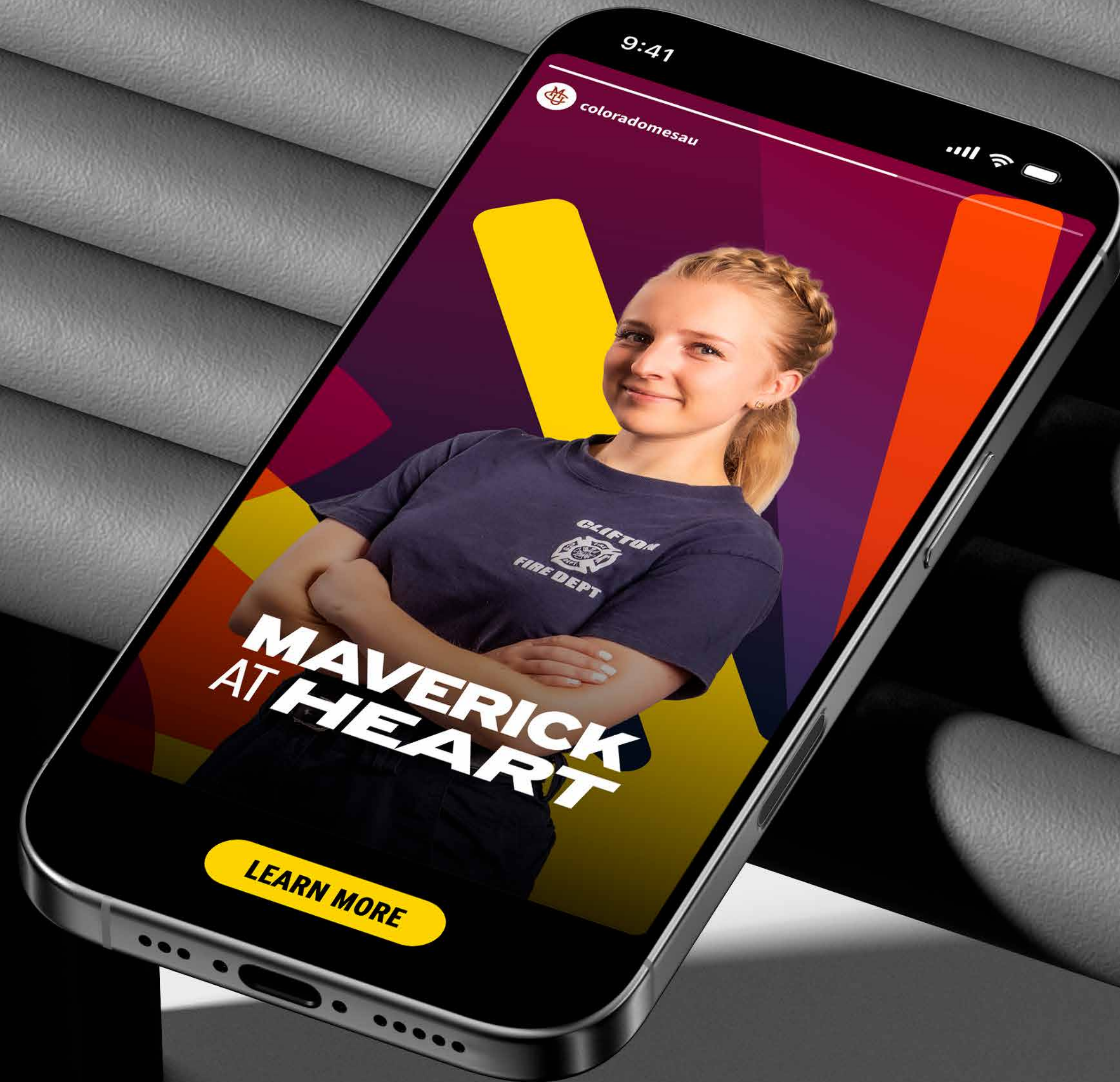


POWERPOINT TEMPLATES

PowerPoint templates are available using PF Grand Gothik or Arial.

coloradomesa.edu/marketing/templates





9:41

coloradomesau

**MAVERICK
AT HEART**

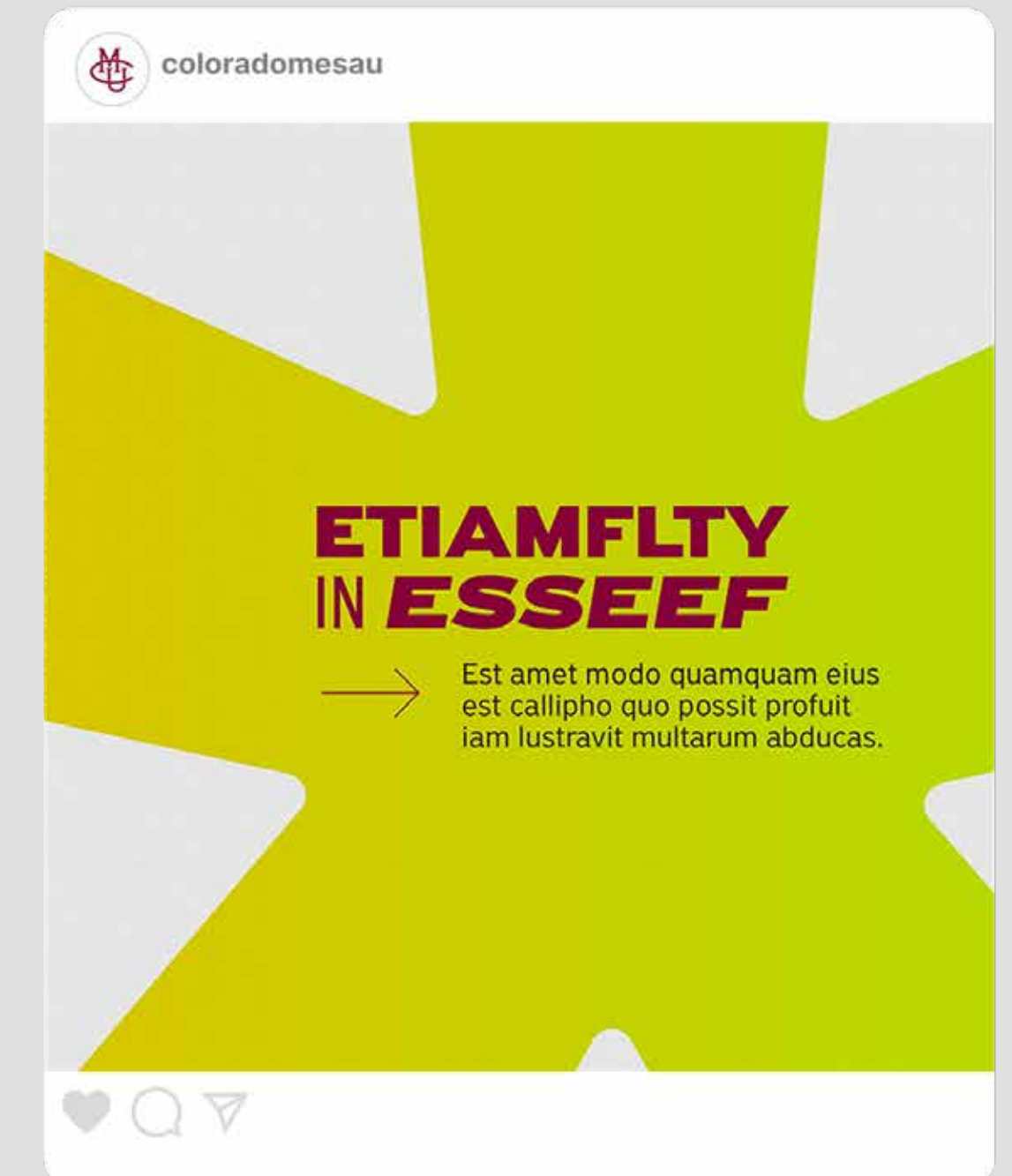
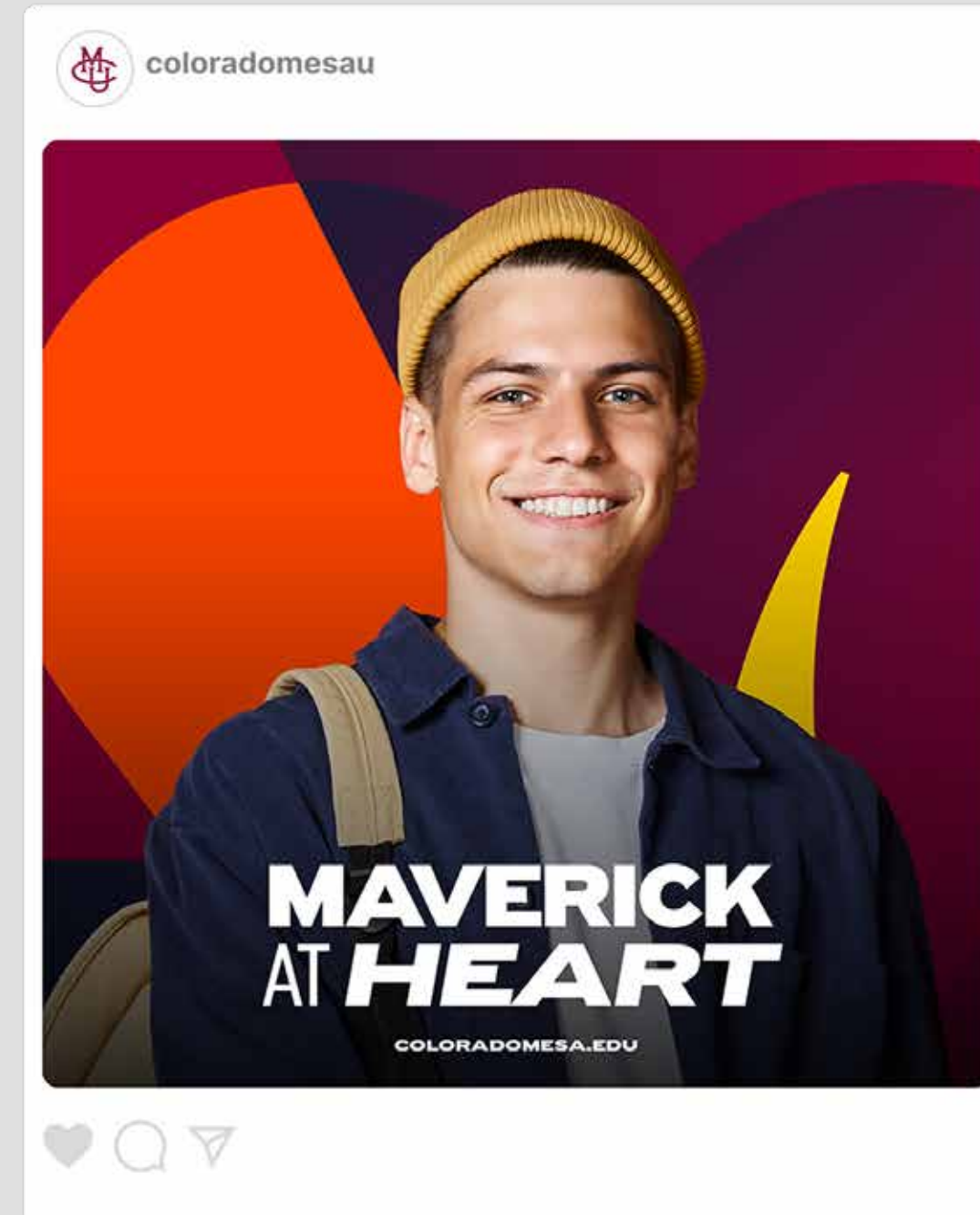
LEARN MORE

SOCIAL MEDIA

Static 1080x1080 posts
with CMU graphics background

Contact the CMU Marketing and Communications Office to have social media designed for your department.

coloradomesa.edu/marketing

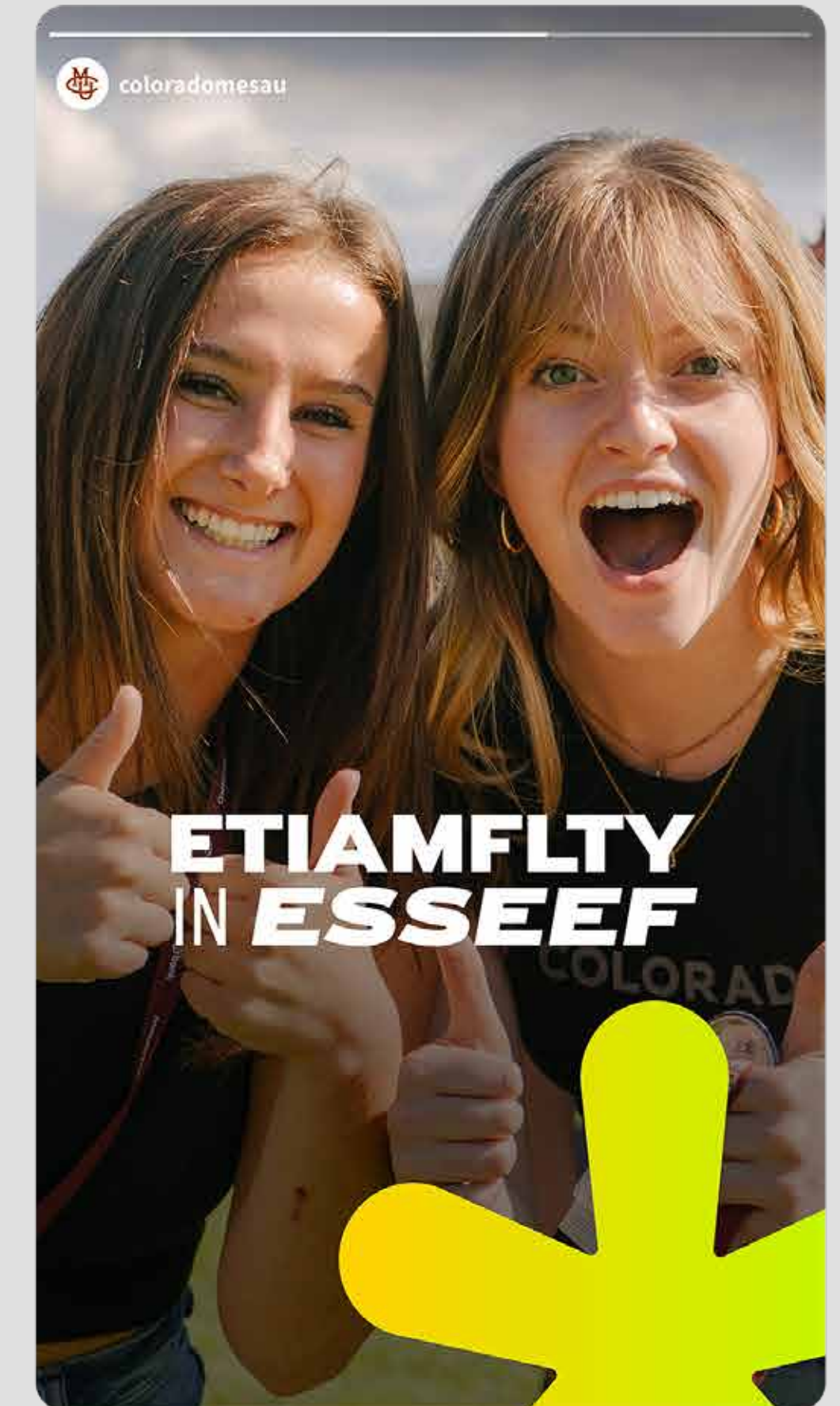
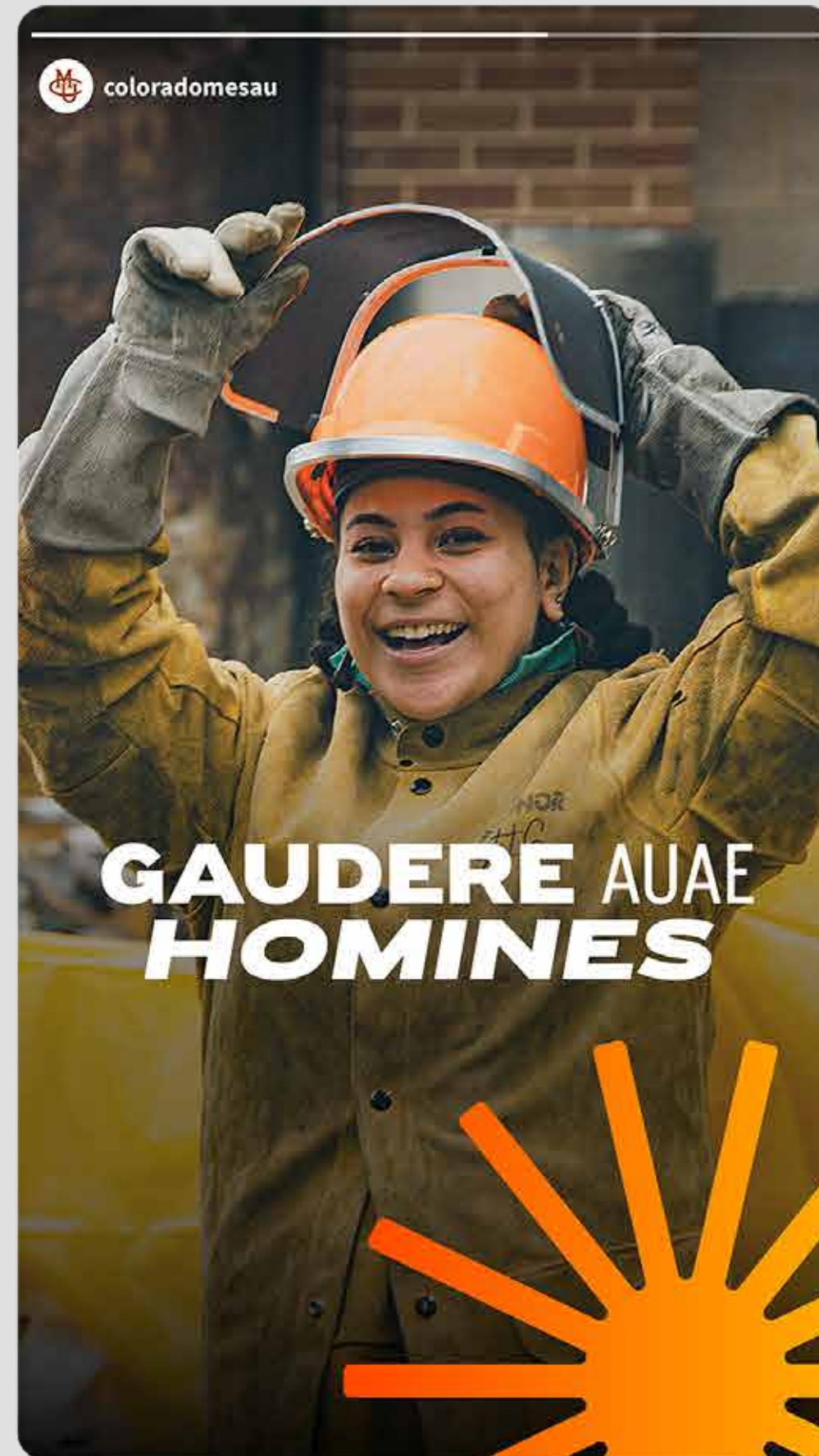


SOCIAL MEDIA

Stories 9x16
with CMU core graphics

Contact the CMU Marketing and Communications office to have social media designed for your department.

coloradomesa.edu/marketing



WEBSITE DISPLAY BANNERS

Website display banners for paid advertising are examples of how the brand can be applied across many mediums.

300x250



728 x 90



120 x 600

WEBSITE DISPLAY BANNERS

Contact the CMU Marketing and Communications department to have website display banners designed for your department.

<https://www.coloradomesa.edu/marketing/index.html>

300x600



300x250



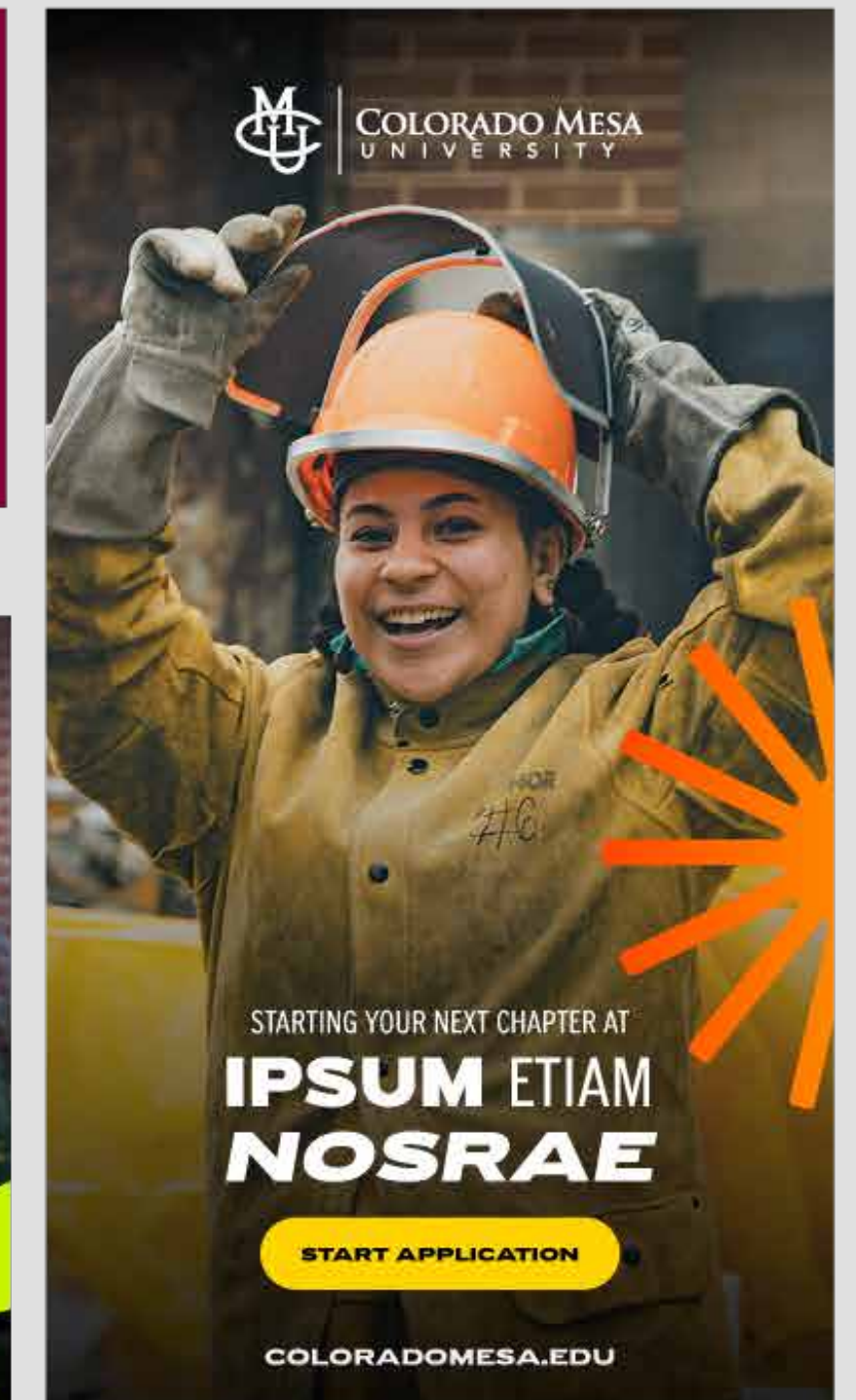
300x250



300x250



Vertical Digital Display 16:9



Horizontal Digital Display 9:16



WEBSITE DISPLAY BANNERS

Contact the CMU Marketing and Communications department to have website display banners designed for your department.

<https://www.coloradomesa.edu/marketing/index.html>



LOGO REVEAL

Contact the CMU Marketing and Communications Office for motion video graphics.

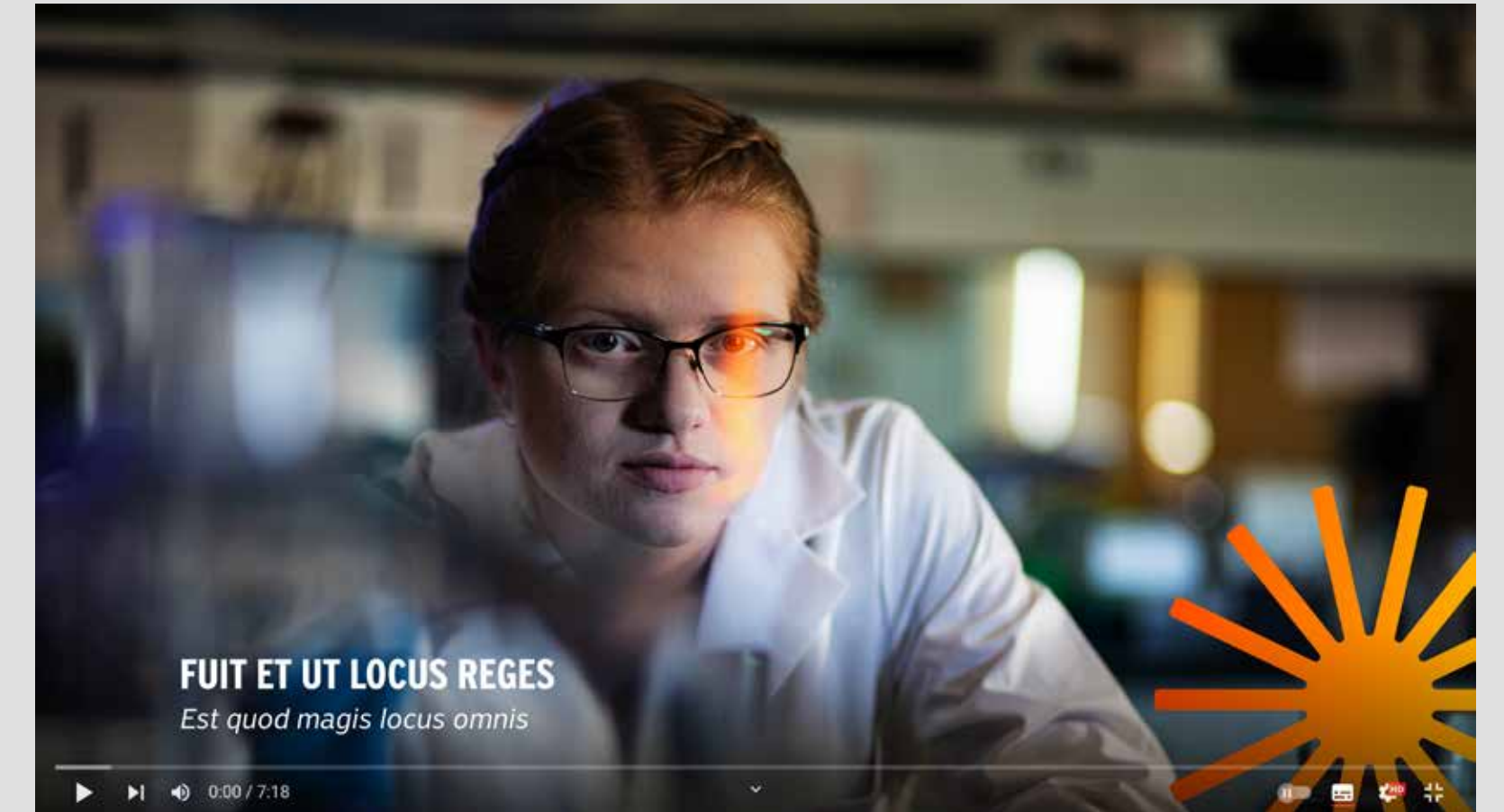
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VIDEO WITH LOWER THIRDS

Contact the CMU Marketing and Communications Office for motion video graphics.

coloradomesa.edu/marketing





MAVERICK AT *HEART*



RIGHTS, PERMISSIONS AND LICENSING

Colorado Mesa University has partnered with Nexus Licensing Group to administer CMU's trademark licensing program:

Permission for Use of Content Licensing Agent
Nexus Licensing Group
Brian Young
10 East Main Street
Victor, NY 14564
Phone: 617.645.7041
Email: byoung@nexuslicensinggroup.com

How Can I Obtain a License?

Prospective licensees can begin the licensing process in two ways:

- ▶ Complete the application steps via Nexus' online software BrandComply: BrandComply Application
- ▶ Email Nexus and request an application at licensing@nexuslicensinggroup.com

What Products Can Be Licensed?

Countless products can be decorated with the CMU name, logo marks and other references. Commonly licensed product categories include

- ▶ Apparel
- ▶ Bags
- ▶ Drinkware
- ▶ Headwear
- ▶ Home & Office
- ▶ Outdoors & Leisure
- ▶ Speciality Items
- ▶ Stationery
- ▶ Technology
- ▶ Toys and Novelties
- ▶ Trade Show/Marketing
- ▶ Writing Instruments



PERMISSION FOR USE OF CONTENT

Who Needs a License?

Any third party utilizing the CMU name, logo marks or other references for promotional or retail purposes must hold a license agreement with Nexus Licensing Group.

What If I Do Not Get a License?

Vendors violating CMU's trademark licensing policies risk losing good standing with the institution and may face legal and enforcement actions.

Can Alumni, Students or Booster Groups Sell Products Using the University's Marks as a Fundraiser?

CMU-affiliated groups may sell products bearing the University's marks by sourcing their products from a CMU licensee. For a list of CMU licensees, please contact our licensing agent at Nexus Licensing Group.

What About Using the University's Name or Logo on a Website?

No third party may utilize CMU's name, marks or related proprietary information on a website without written consent from CMU and/or Nexus Licensing Group.





**THANK
YOU**