



BRAND GUIDELINES

Updated May 2025

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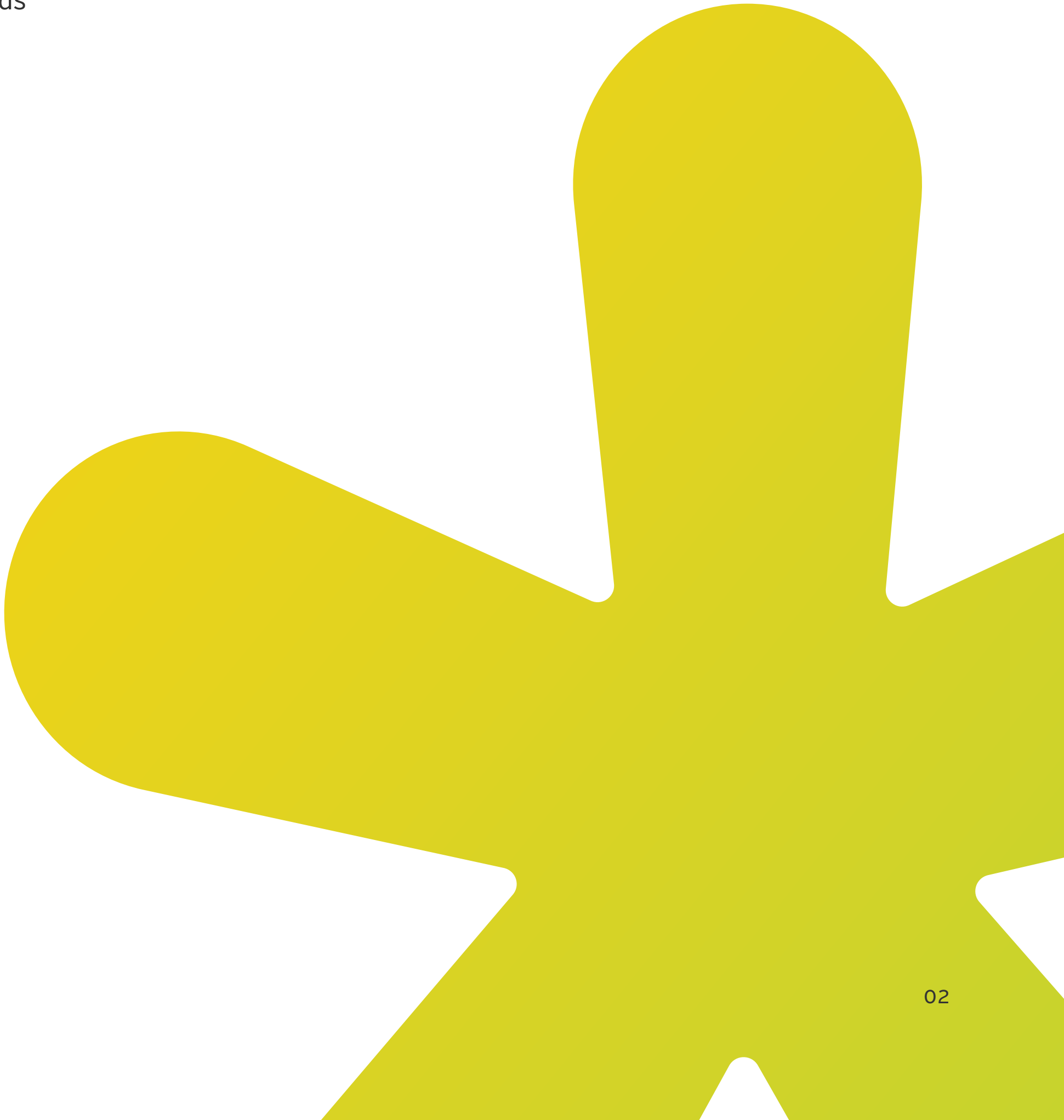


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**WELCOME TO
THE CMU BRAND KIT**

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 this brand kit, 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

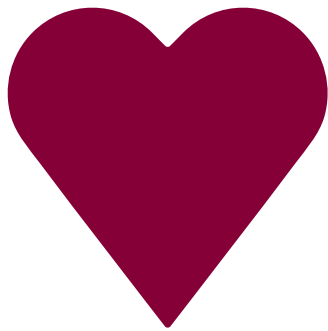
Our mission is to provide an affordable and accessible education and form meaningful and mutually beneficial relationships that support the well-being and vibrancy of our community.

OUR VISION

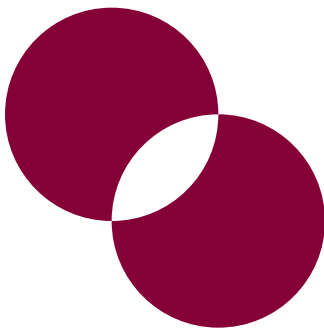
CMU aspires to be a Human Scale University that serves as a model of the world we want to create — a world where people aspire to love, extend dignity, choose courage, demonstrate humility, develop resiliency, celebrate curiosity and use power for good.



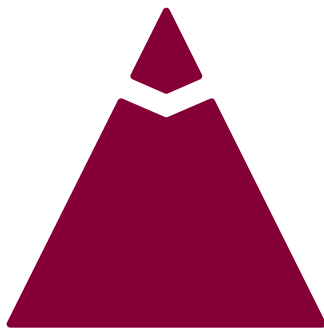
CORE VALUES



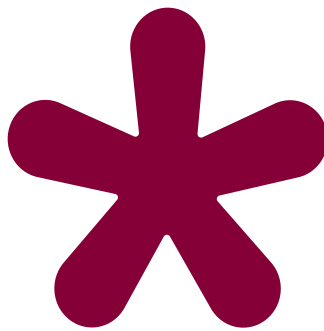
LOVE
Extending oneself for nurturing the growth of self and others.



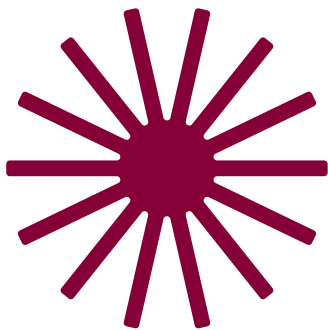
DIGNITY
Respecting the intrinsic value of each person and believing that others act from a foundation of goodwill.



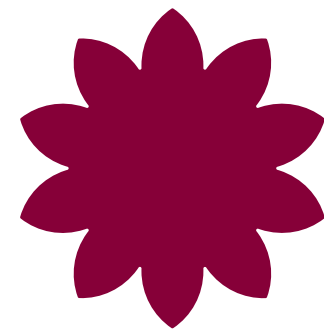
COURAGE
Taking risks in the pursuit of new possibilities.



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

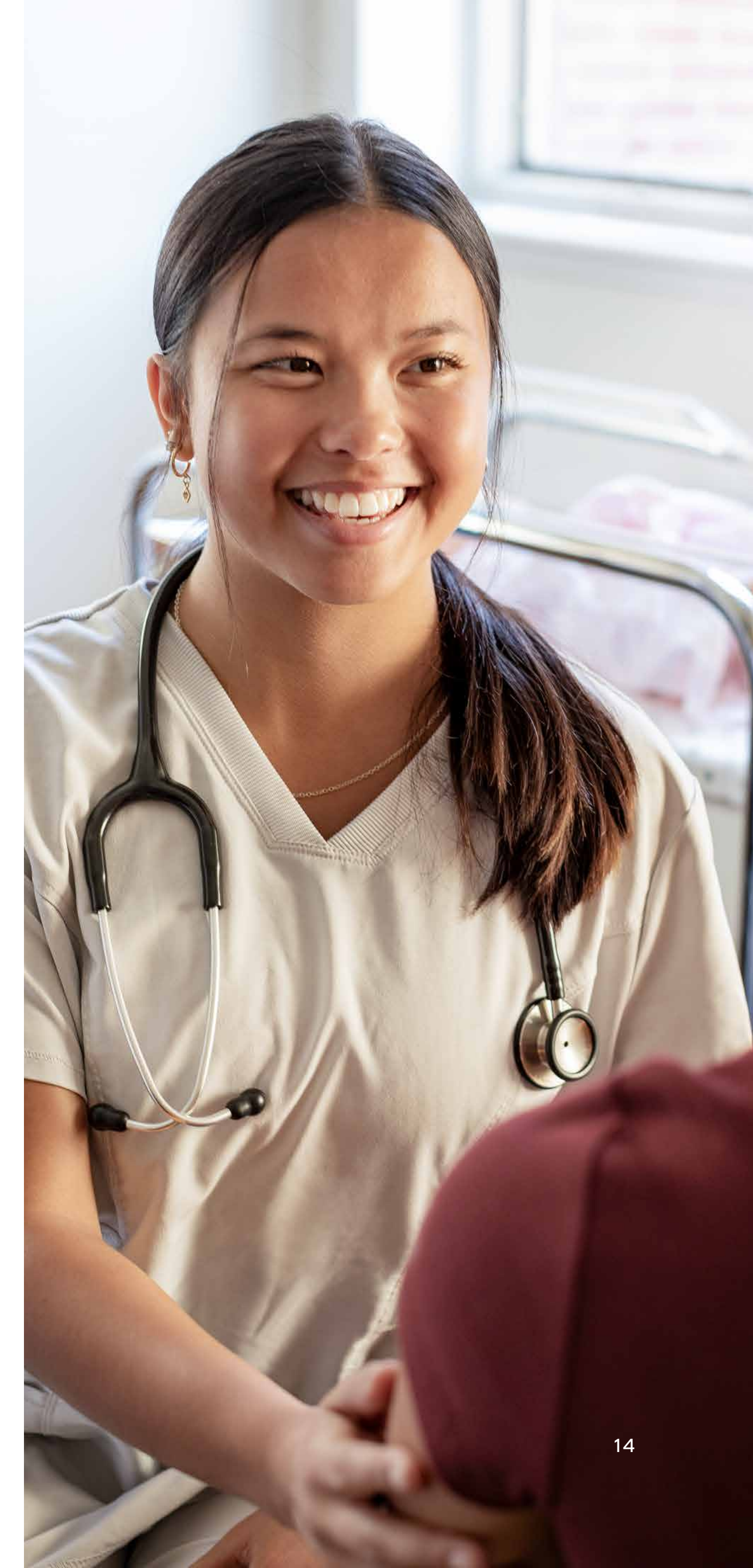
CMU's tone is warm and approachable inviting individuals to feel at home and valued within our community — without being overly sentimental.

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!

This 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.



VISUAL IDENTITY

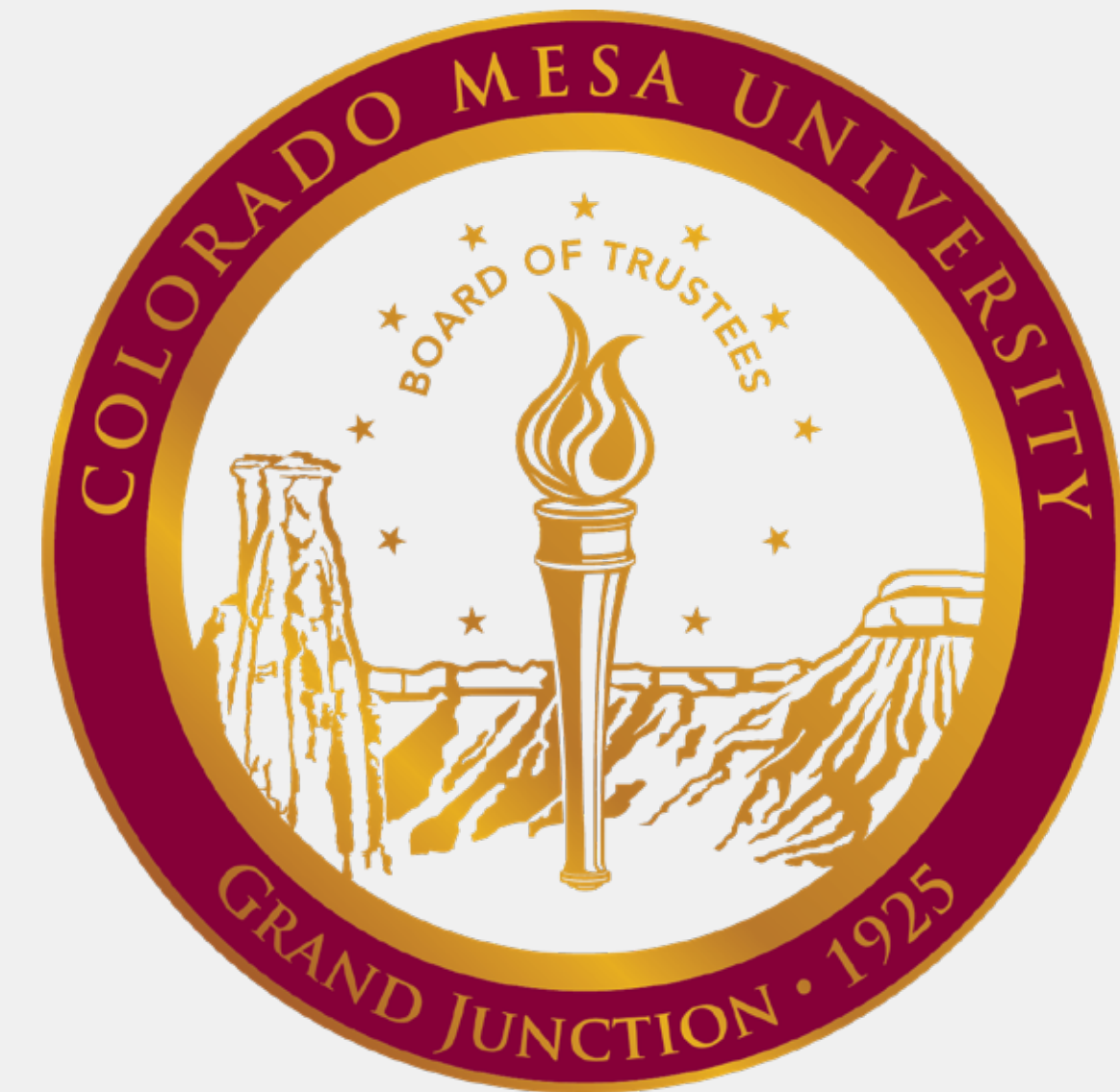


UNIVERSITY SEAL

The university seal is associated with honor and tradition and speaks to the university's 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 22.**



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.

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.



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
INTERNAL 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 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 Identifier Horizontal Signature



**UNIT NAME
TWO LINES**

Unit Identifier Vertical Signature

UNIT IDENTIFIERS

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 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
COLORADO MESA UNIVERSITY

Unit Identifier Horizontal Signature



UNIT NAME
COLORADO MESA
UNIVERSITY

Unit Identifier Vertical Signature

UNIT IDENTIFIERS
CMU 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.

UNIT IDENTIFIERS

CMU TECH INTERNAL AND EXTERNAL USE



CMU Tech Internal Unit Identifier
Horizontal Signature



CMU Tech External Unit Identifier
Horizontal Signature



CMU Tech Internal Unit Identifier
Vertical Signature



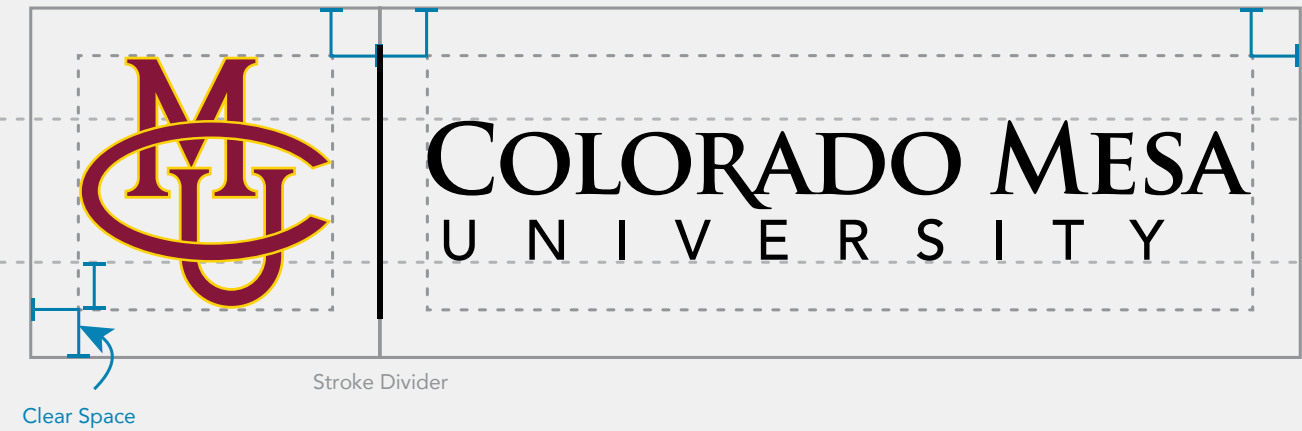
CMU Tech External Unit Identifier
Vertical Signature

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

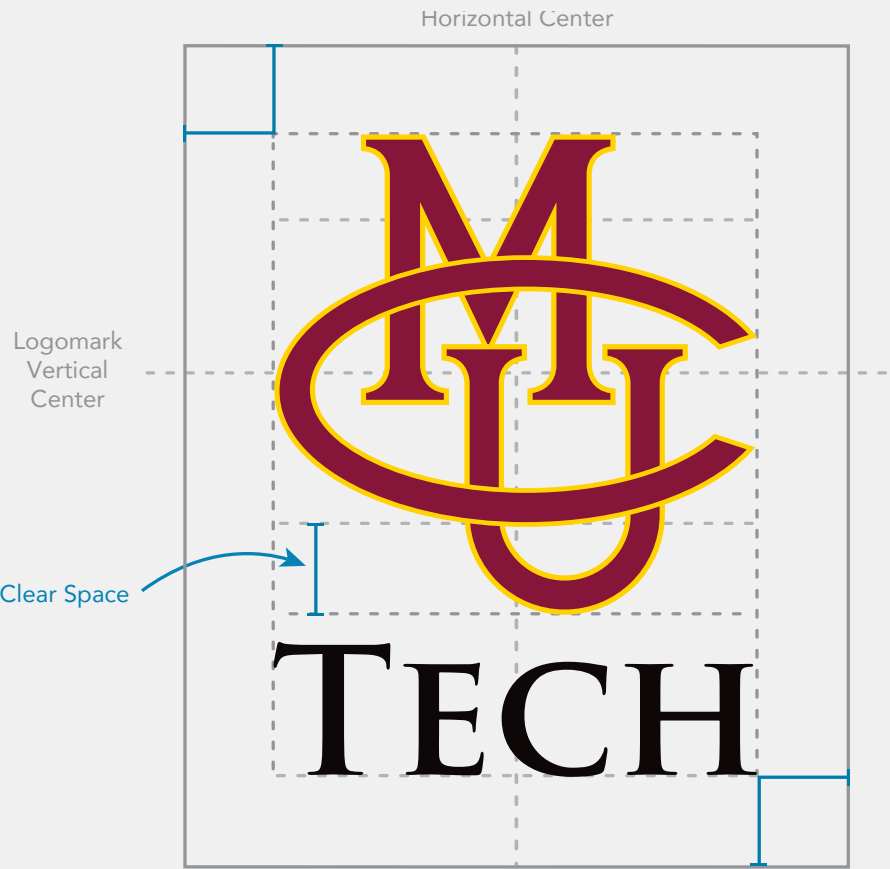
OTHER INSTITUTIONAL MARKS

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.

Keeping up with the ever-evolving virtual and digital landscape, PF Grand Gothik comes with an extended character set of weather icons, numeral symbols, wayfinding arrows, movie rating stars and emojis.



A group of four scientists in a laboratory setting. Three are wearing white lab coats and safety glasses, while one is in a blue lab coat. They are working with various glassware containing colored liquids (orange, green, yellow) on a dark lab bench. The background shows laboratory equipment and shelves.

PF GRAND GOTHIK VARIABLE

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

FONT STYLES

PF GRAND GOTHIK 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

Wide Black

Extended
Black Italic

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

FONT USAGE

		Font Style	Font Sizes	Leading
H1 / Headlines	MAVERICK AT HEART	Wide Bold	32pt	32 pt
H2 / Subheadlines	QUALITY EDUCATION AT AN AFFORDABLE PRICE.	Wide Bold	12 pt	12 pt
H3 / Subheadlines	EMPOWERING THE MIND THROUGH HEART.	Wide Bold	10 pt	10 pt
Body Copy (Large)	In 2004, Colorado Mesa University released “Achieving a Higher Degree,” which examined the institution’s contributions to the region.	Regular	14 pt	21 pt
Body Copy	Founded in 1925, Colorado Mesa University is a comprehensive regional public higher education institution offering liberal arts, professional and technical programs at the master’s, bachelor’s, associate and certificate levels.	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**

		Font Style	Font Sizes	Leading
H1 / Headlines	MAVERICK AT HEART	Black	32 pt	32 pt
H2 / Subheadlines	QUALITY EDUCATION AT AN AFFORDABLE PRICE.	Black	12 pt	12 pt
H3 / Subheadlines	EMPOWERING THE MIND THROUGH HEART.	Black	10 pt	10 pt
Body Copy (Large)	In 2004, Colorado Mesa University released “Achieving a Higher Degree,” which examined the institution’s contributions to the region.	Regular	14 pt	21 pt
Body Copy	Founded in 1925, Colorado Mesa University is a comprehensive regional public higher education institution offering liberal arts, professional and technical programs at the master’s, bachelor’s, associate and certificate levels.	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: #860038

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=255, G=210, B=0
HEX: #FFD200

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=255, G=59, B=0
HEX: #FF3B00

MONUMENT SUNSET

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

SCREEN
RGB: R=255, G=135, B=26
HEX: #FF871A

COLORADO SKY

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

SCREEN
RGB: R=171, G=225, B=250
HEX: #ABE1FA

These three colors can be used in gradients only.

CLASSIC BLUE
(Gradient use only)

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

SCREEN
RGB: R=26, G=96, B=153
HEX: #1A6099

MIDNIGHT BLUE
(Gradient use only)

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

SCREEN
RGB: R=5, G=32, B=54
HEX: #052036

SPRING BUD
(Gradient use only)

PRINT
PMS: 2290 C
CMYK: C=33, M=0, Y=99, K=0

SCREEN
RGB: R=183, G=212, B=53
HEX: #B7D435

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.

COLORADO NIGHT	COLORADO DAWN	COLORADO GOLDEN HOUR	COLORADO AUTUMN	COLORADO SUMMER	COLORADO WINTER
<div>MIDNIGHT BLUE PMS: 289 CMYK: C=95, M=78, Y=50, K=60 RGB: R=5, G=32, B=54 HEX: #052036</div>	<div>CLASSIC BLUE PMS: 647 C=92, M=64, Y=15, K=1 R=26, G=96, B=153 HEX: #1A6099</div>	<div>ATHLETIC GOLD PMS: 116 C=1, M=16, Y=100, K=0 R=255, G=210, B=0 HEX: #FFD200</div>	<div>MONUMENT SUNSET PMS: 715 C=0, M=57, Y=97, K=0 R=255, G=135, B=26 HEX: #F68824</div>	<div>ATHLETIC GOLD PMS: 116 C=1, M=16, Y=100, K=0 R=255, G=210, B=0 HEX: #FFD200</div>	<div>ATHLETIC GOLD PMS: 116 C=1, M=16, Y=100, K=0 R=255, G=210, B=0 HEX: #FFD200</div>
<div>MAVROON PMS: 209 C=0, M=100, Y=34, K=53 R=134, G=0, B=56 HEX: #860038</div>	<div>MAVROON PMS: 209 C=0, M=100, Y=34, K=53 R=134, G=0, B=56 HEX: #860038</div>	<div>MONUMENT SUNSET PMS: 715 C=0, M=57, Y=97, K=0 R=255, G=135, B=26 HEX: #F68824</div>	<div>SANDROCK RED PMS: 172 C C=0, M=90, Y=100, K=0 R=255, G=59, B=0 HEX: #FF3B00</div>	<div>SPRING BUD PMS: 2290 C=32, M=0, Y=100, K=0 R=183, G=212, B=53 HEX: #B7D435</div>	<div>COLORADO SKY PMS: 635C C=29, M=0, Y=0, K=0 R=171, G=225, B=250 HEX: #ABE1FA</div>

THE CORE VALUES GRAPHICS

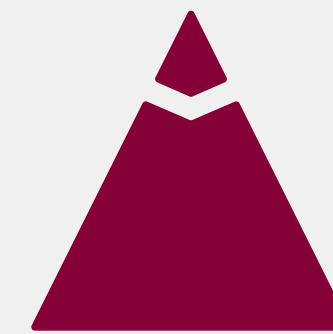
Our symbols embody the essence of each core value. Each design is thoughtfully crafted to reflect its underlying meaning.



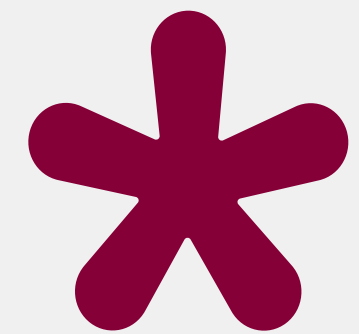
LOVE



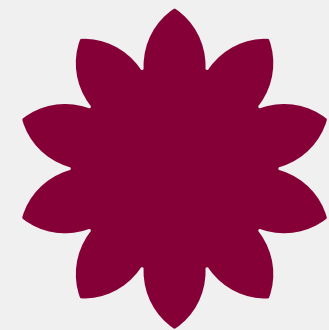
DIGNITY



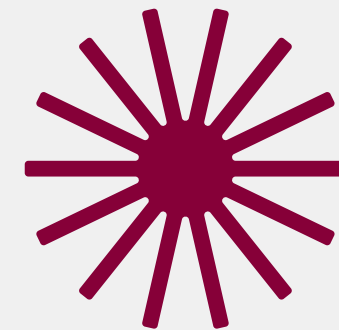
COURAGE



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.

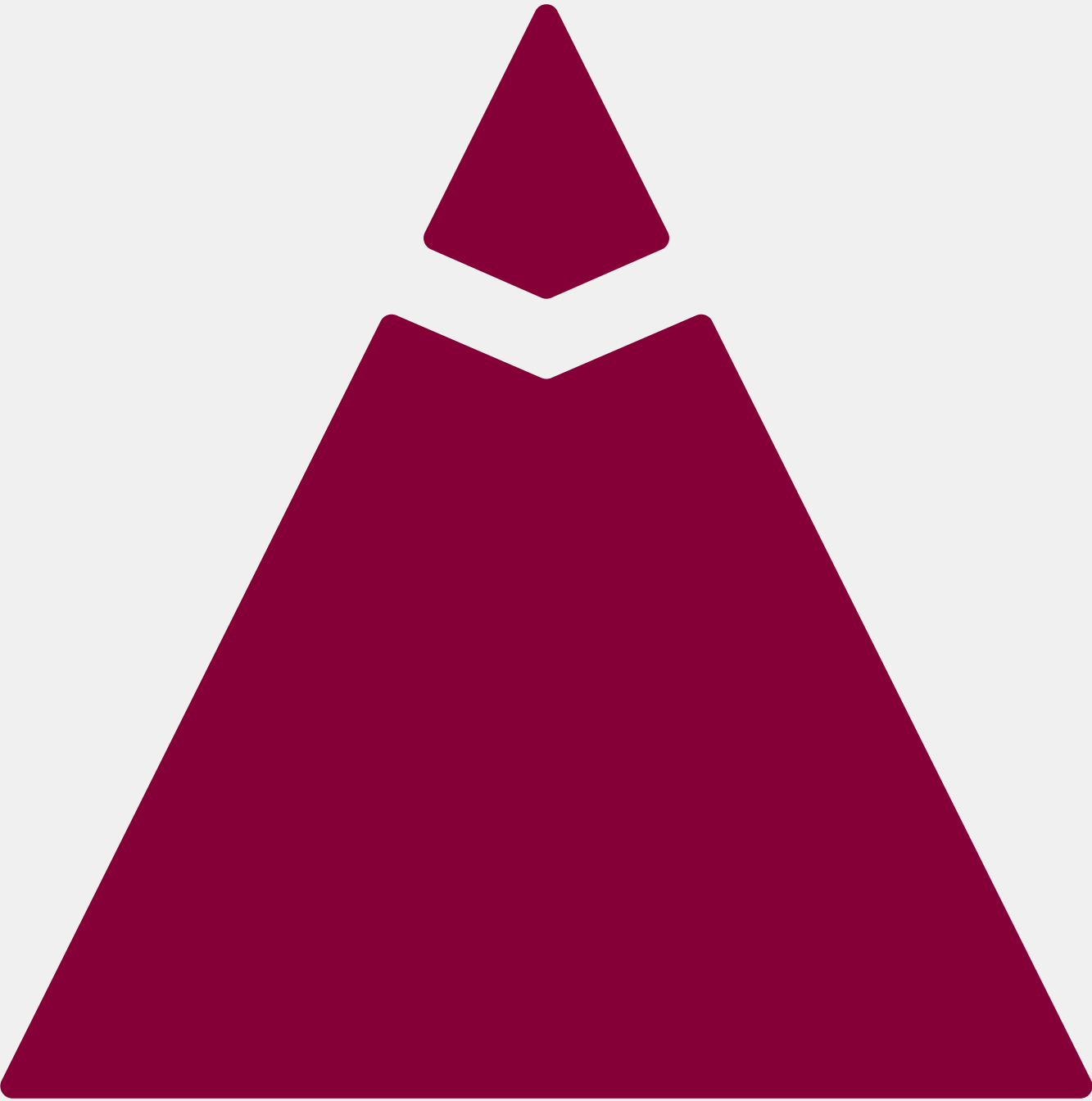


**THE CORE VALUES
GRAPHICS**

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.

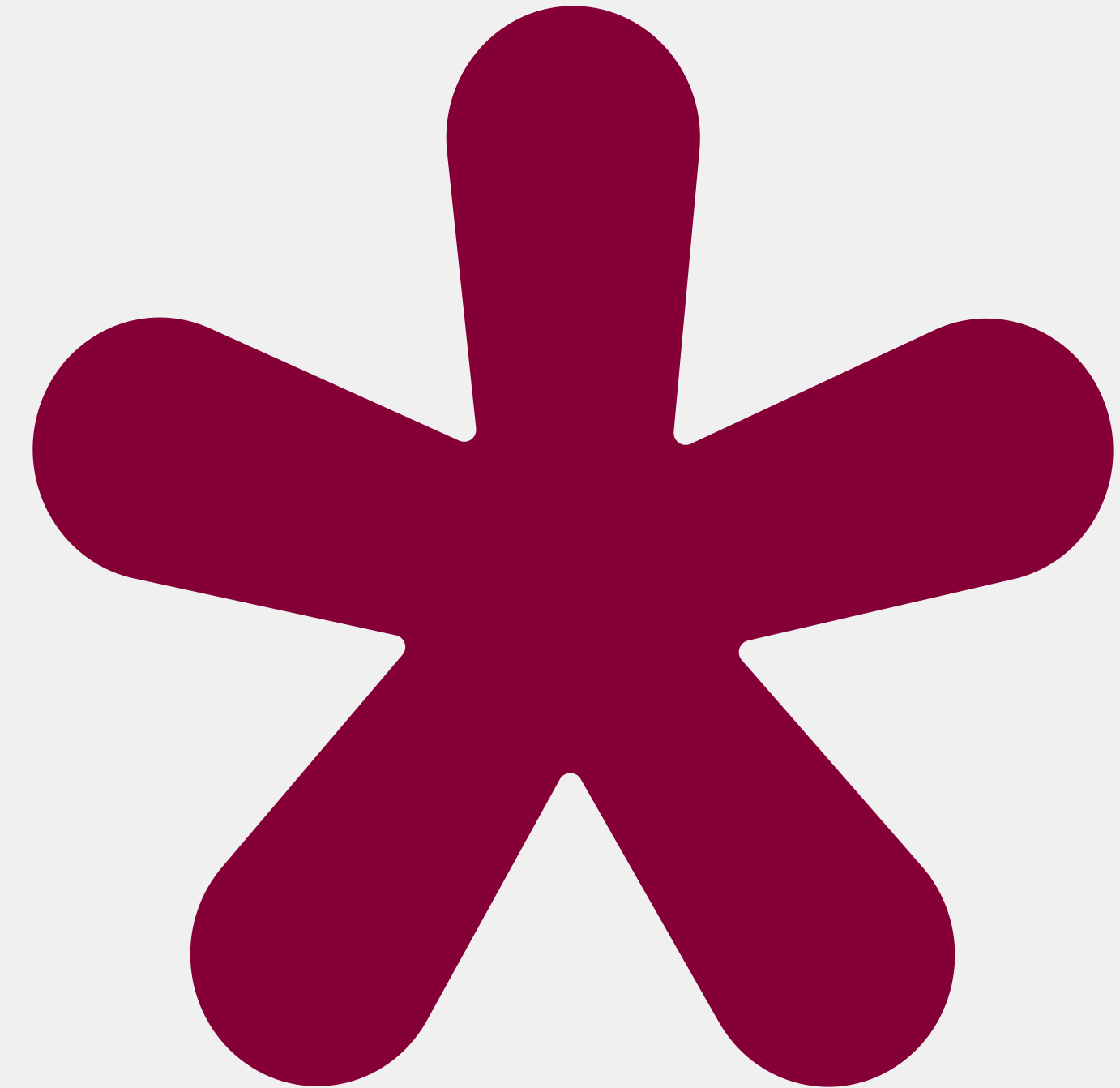


THE CORE VALUES GRAPHICS

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.

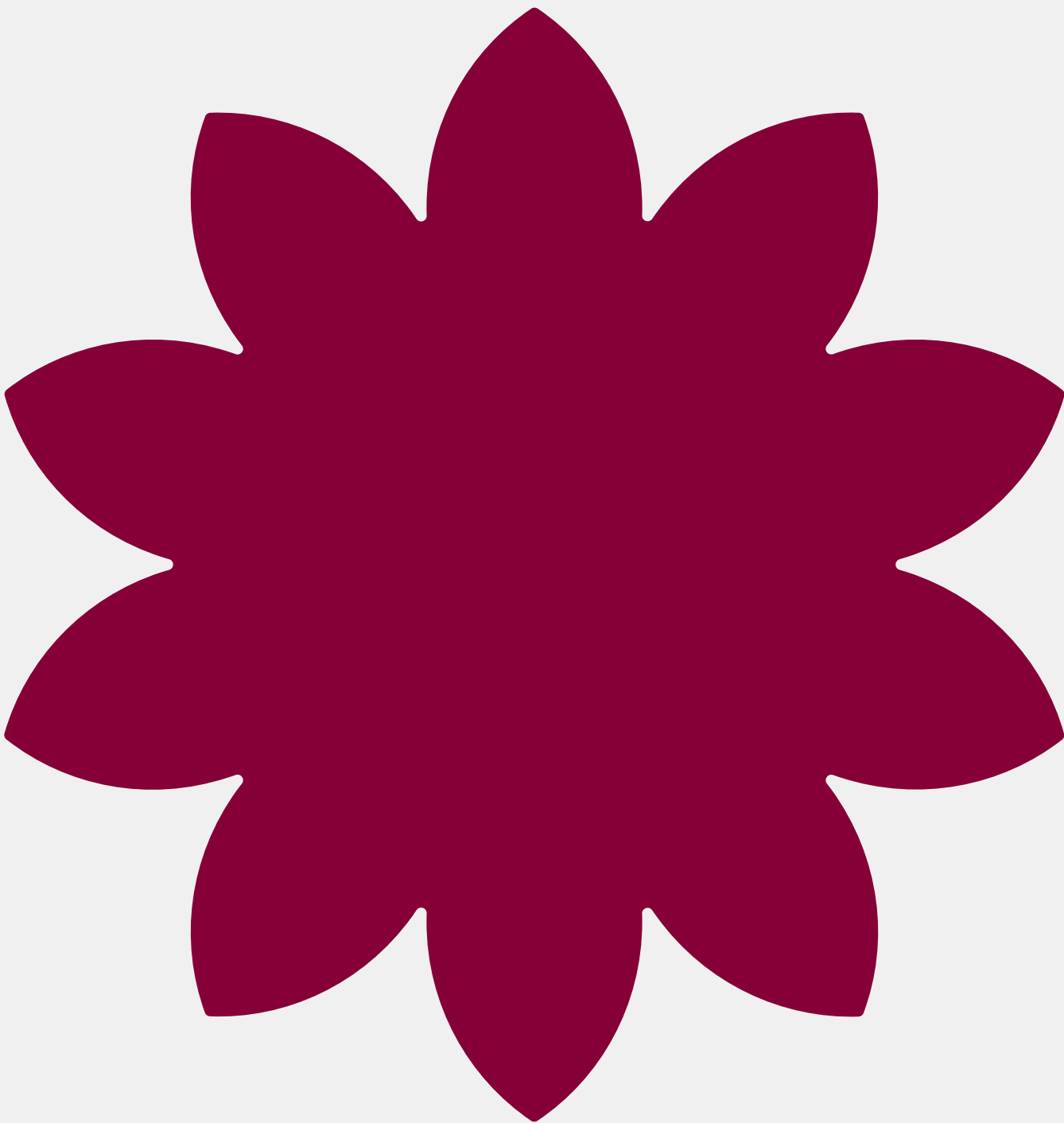


**THE CORE VALUES
GRAPHICS**

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.

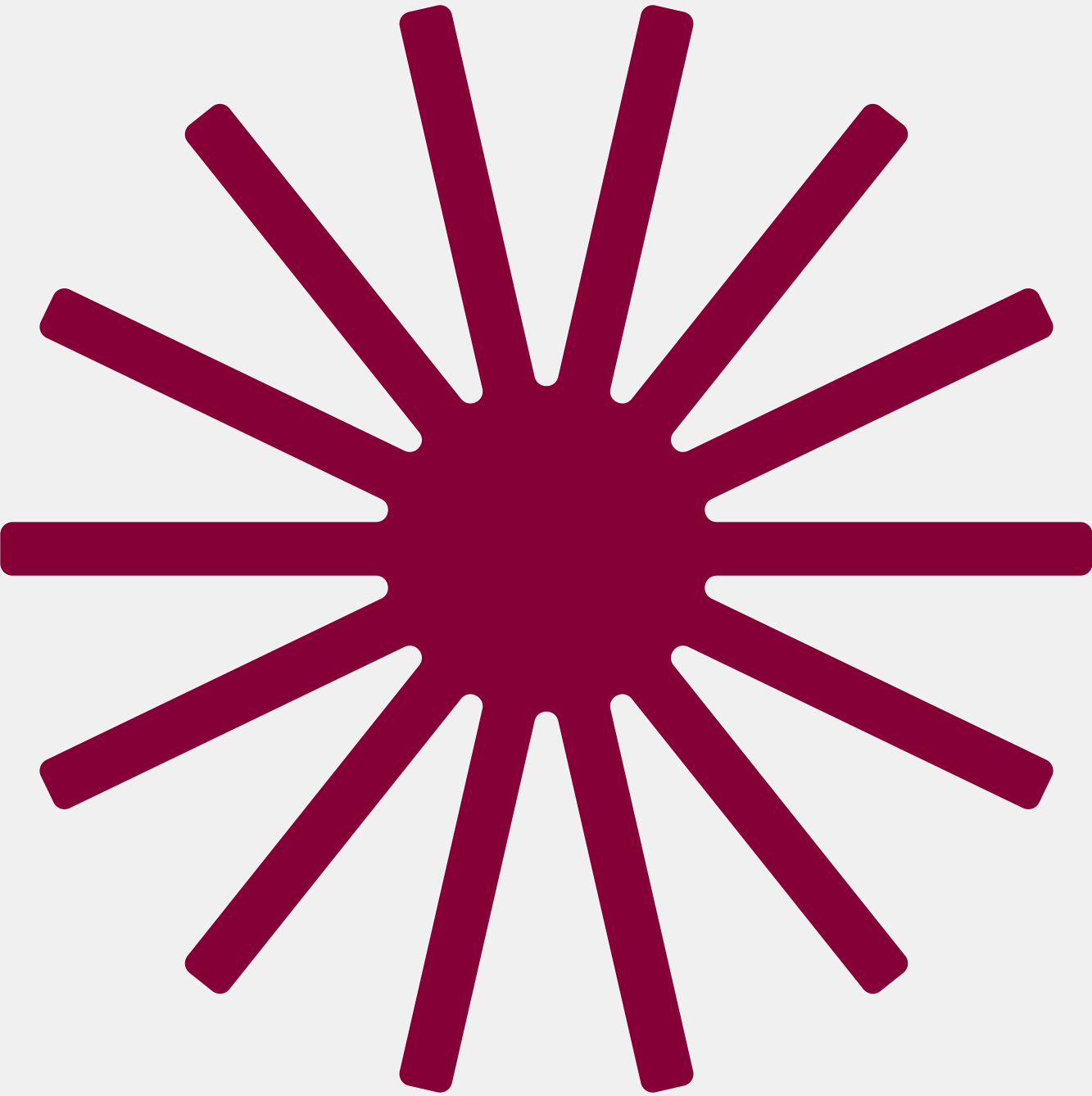


**THE CORE VALUES
GRAPHICS**

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.



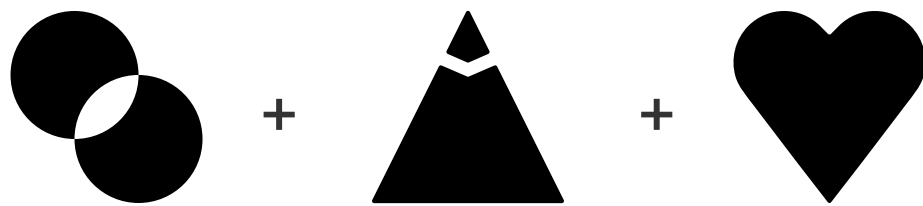
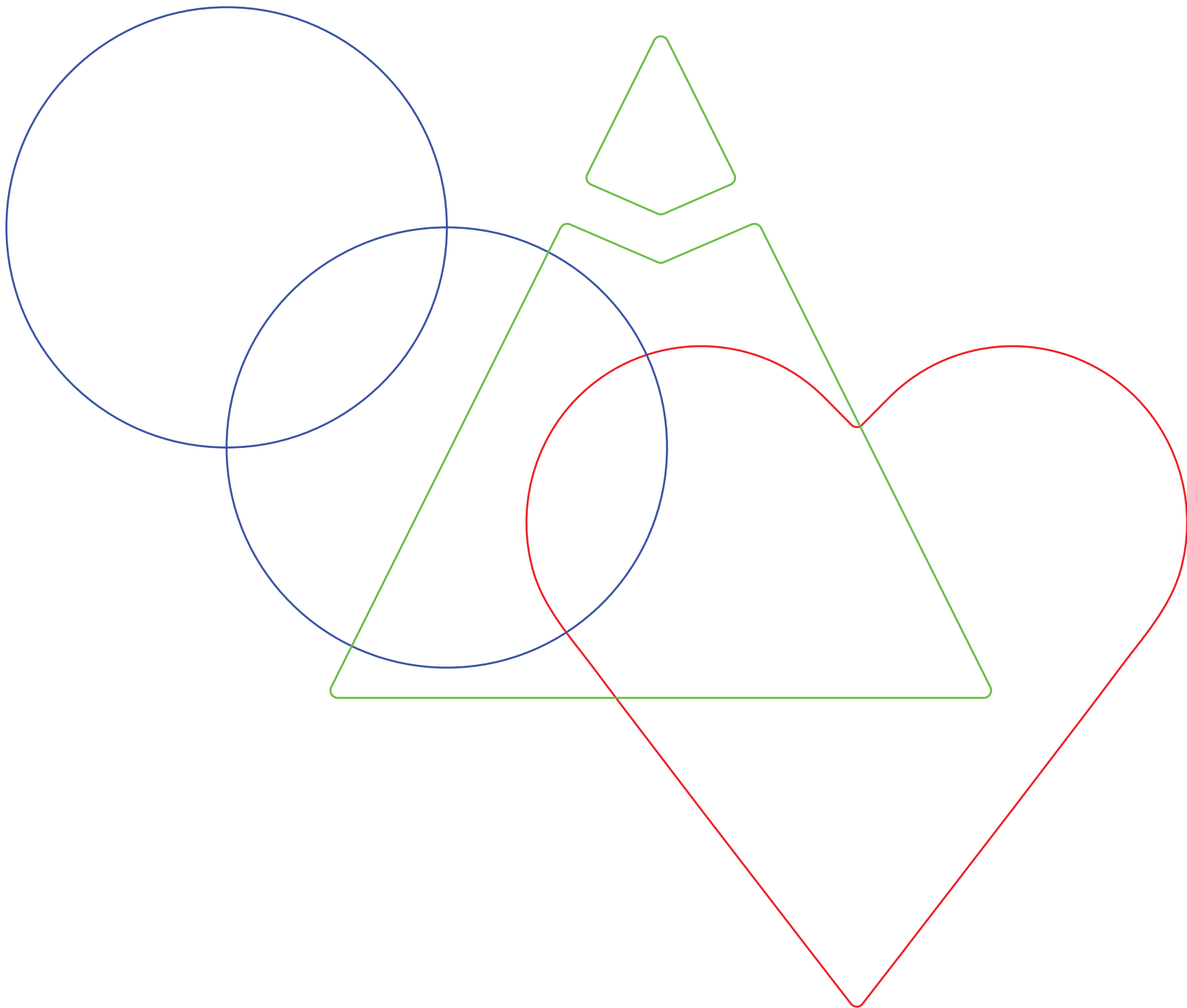
**THE CORE VALUES
COMBINATIONS**

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**



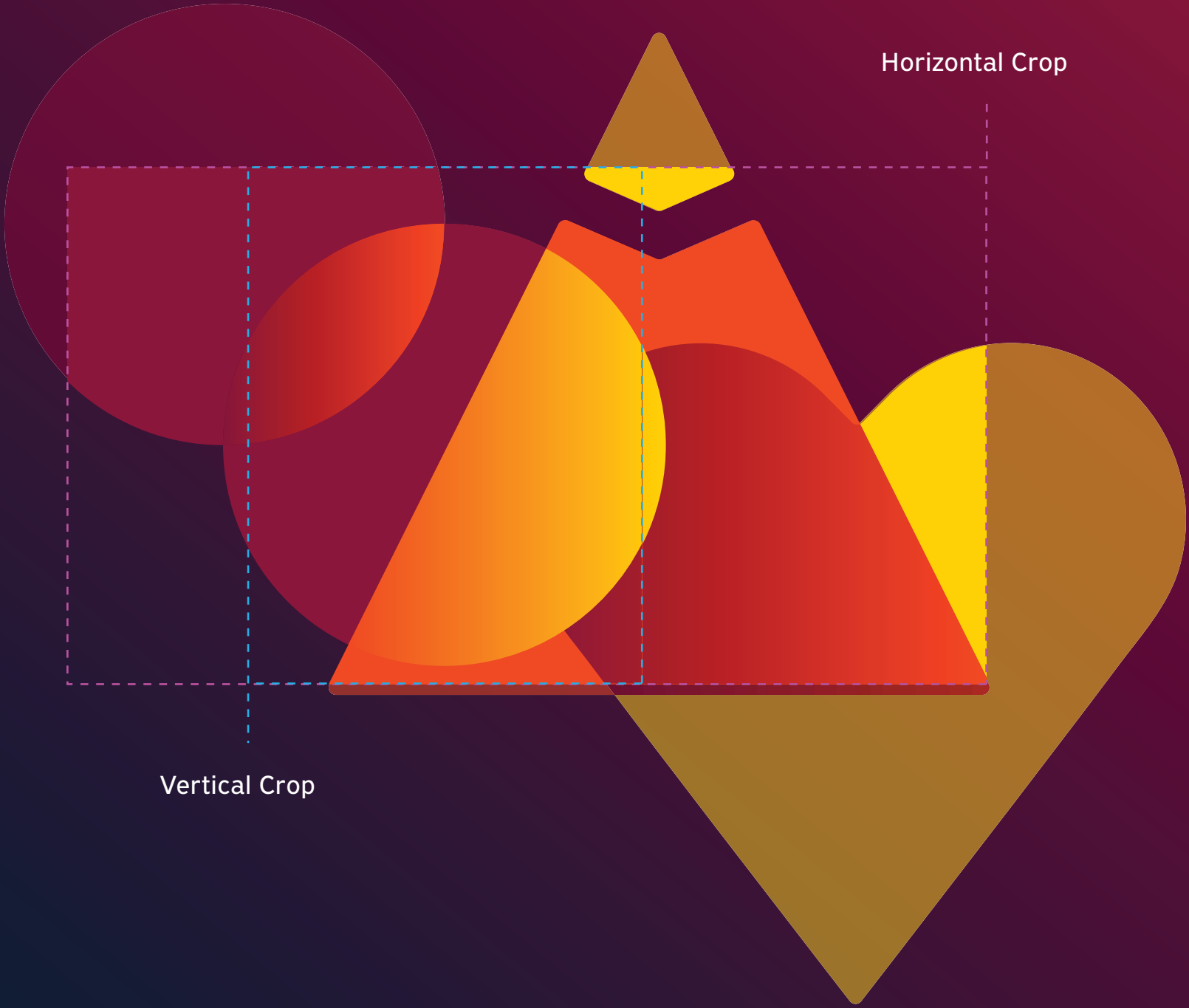
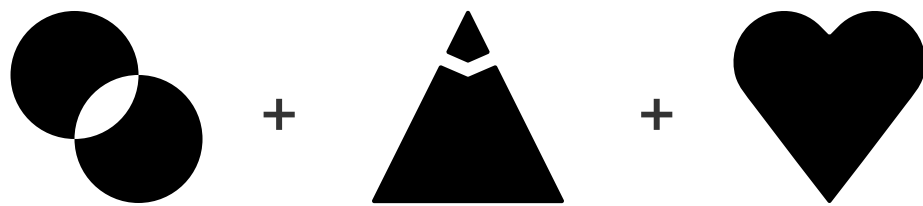
**THE CORE VALUES
COMBINATIONS**



Vertical Crop



Horizontal Crop



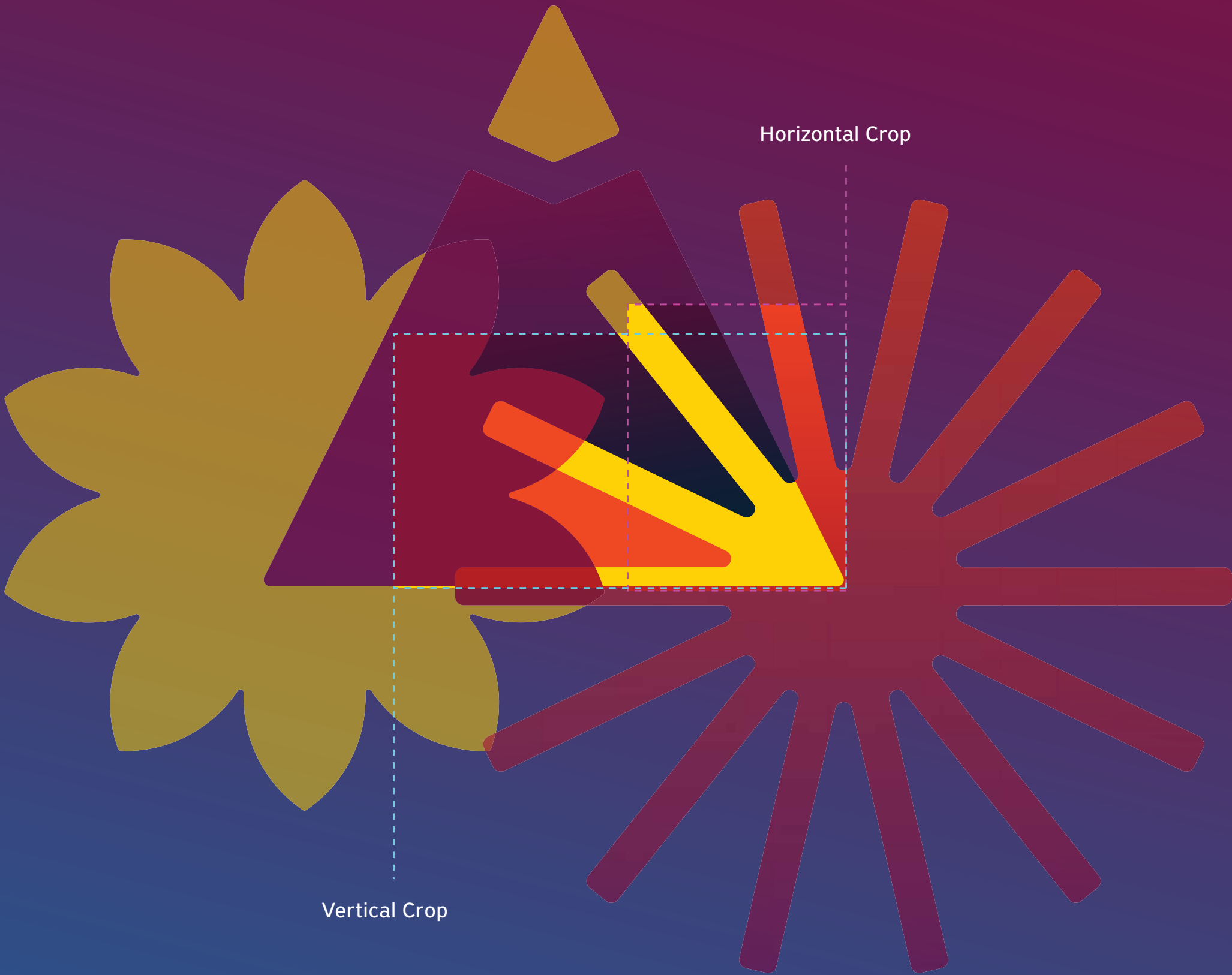
**THE CORE VALUES
COMBINATIONS**



Vertical Crop



Horizontal Crop



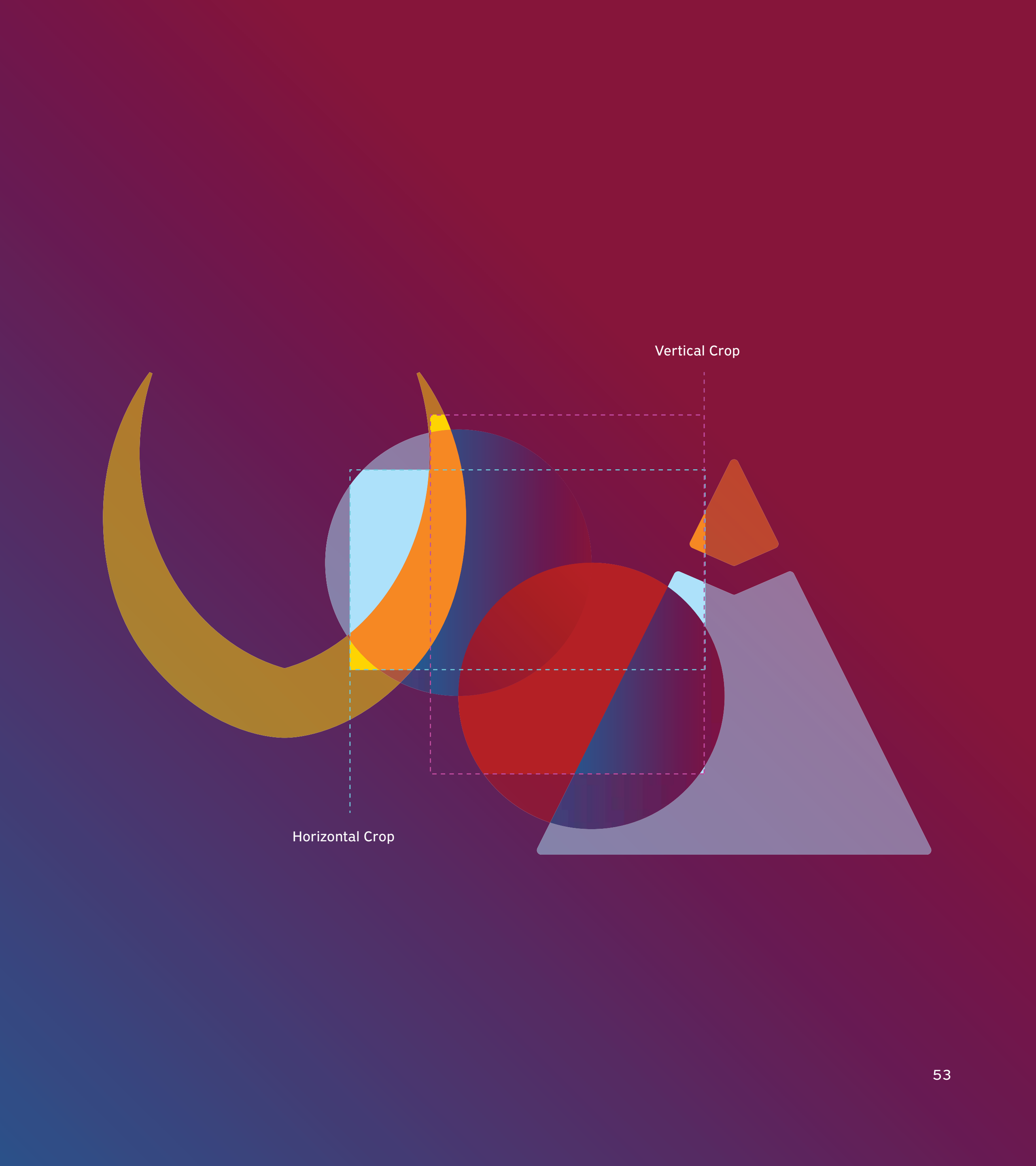
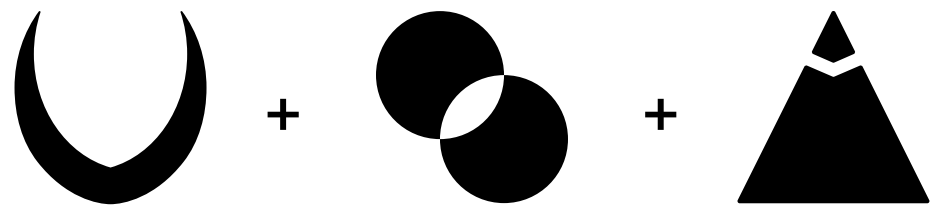
**THE CORE VALUES
COMBINATIONS**



Vertical Crop



Horizontal Crop



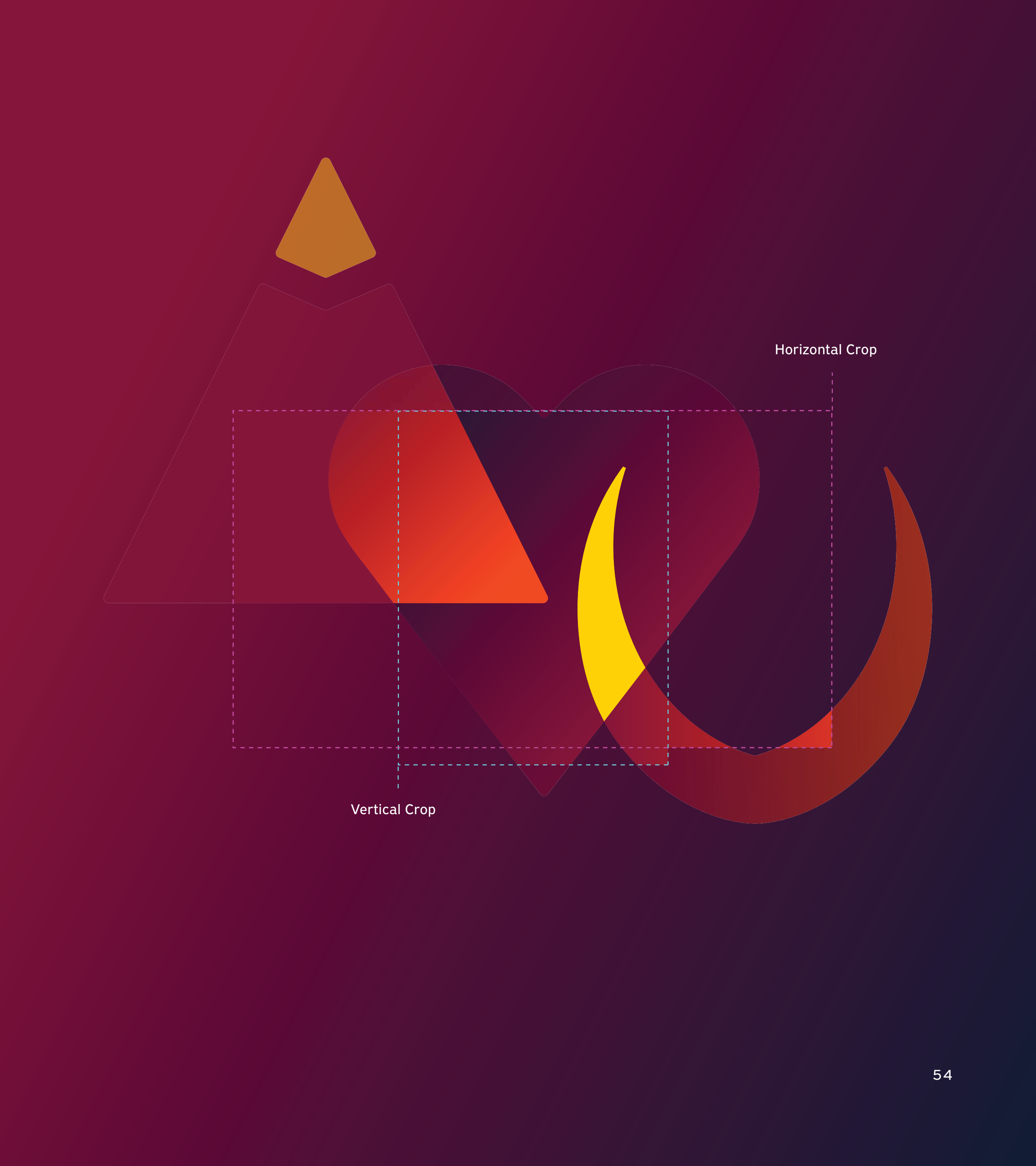
**THE CORE VALUES
COMBINATIONS**



Vertical Crop



Horizontal Crop



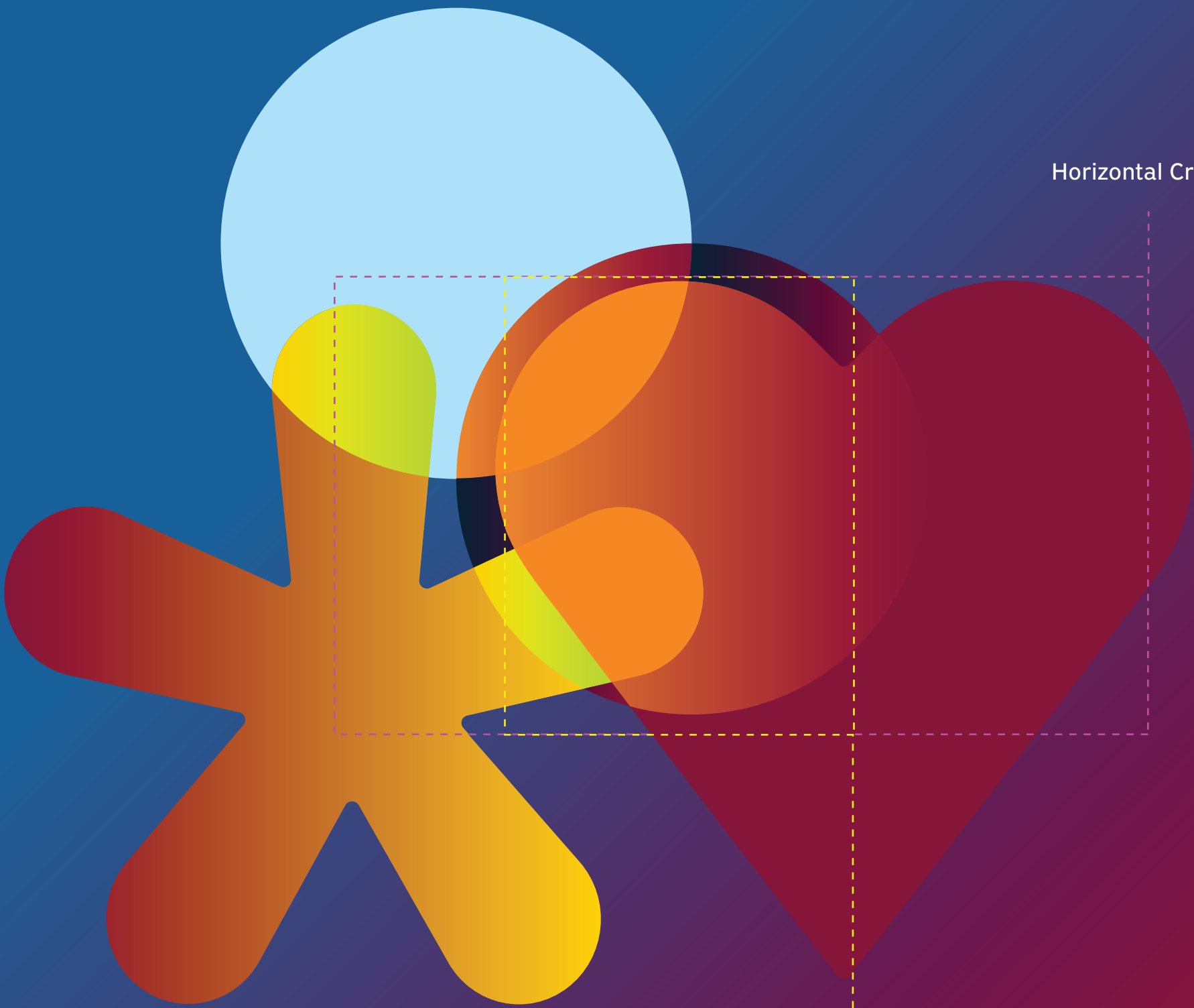
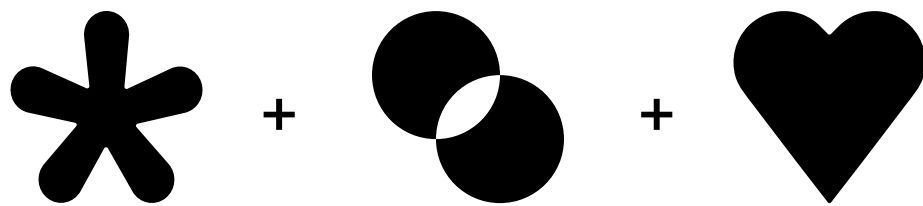
**THE CORE VALUES
COMBINATIONS**



Vertical Crop



Horizontal Crop



Horizontal Crop

Vertical Crop

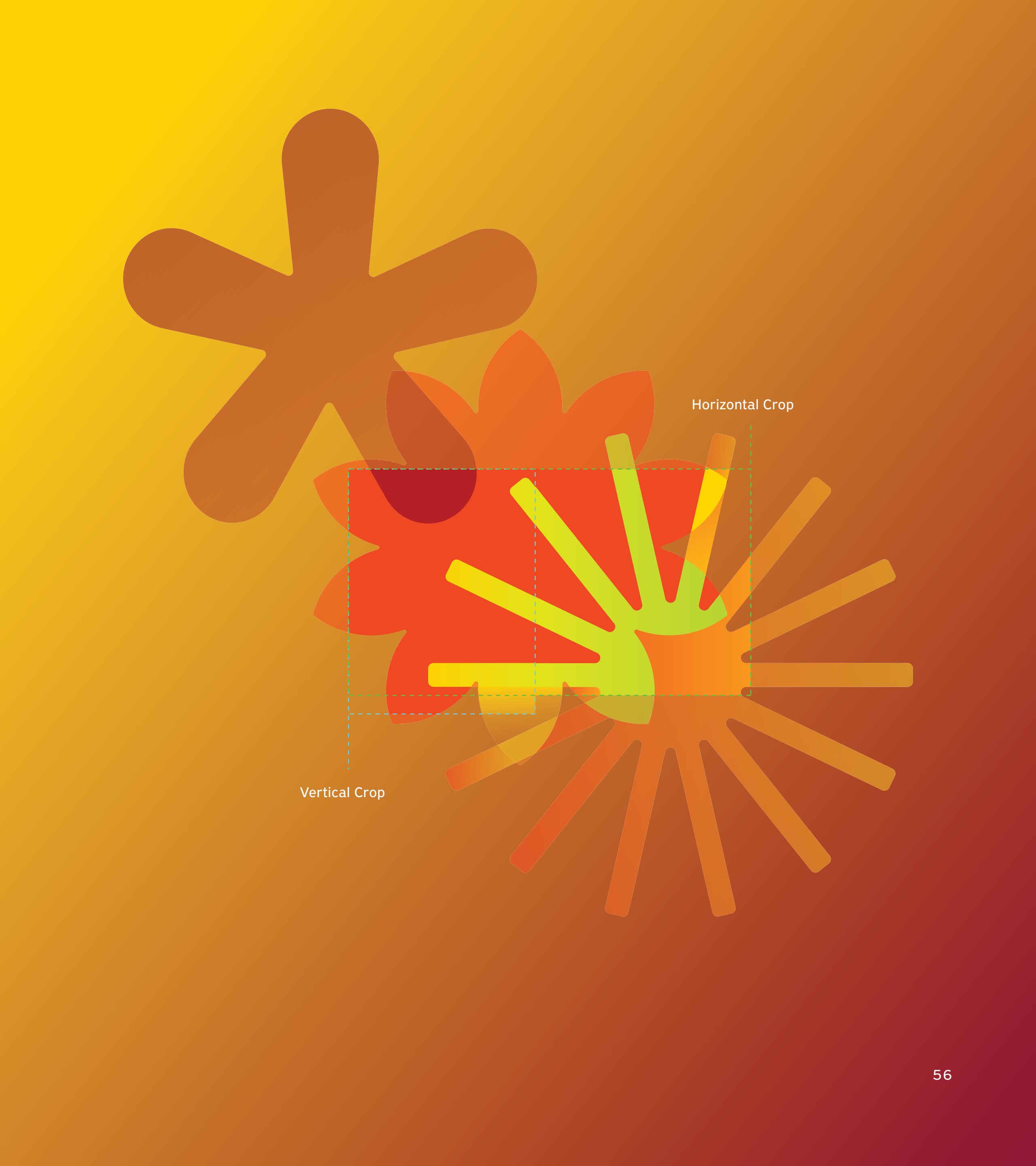
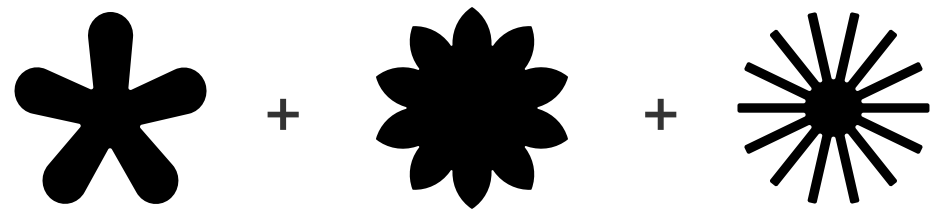
**THE CORE VALUES
COMBINATIONS**



Vertical Crop



Horizontal Crop



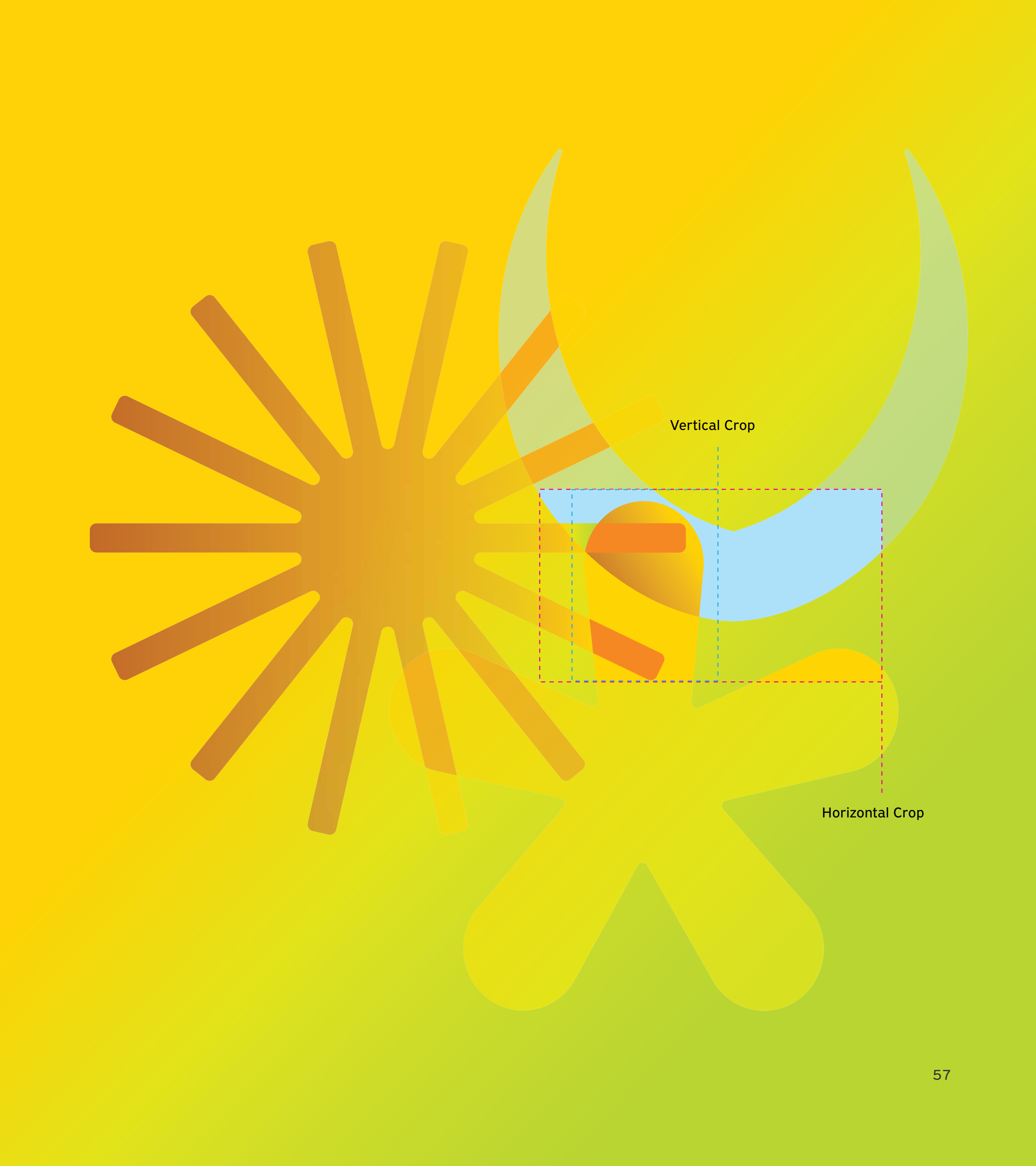
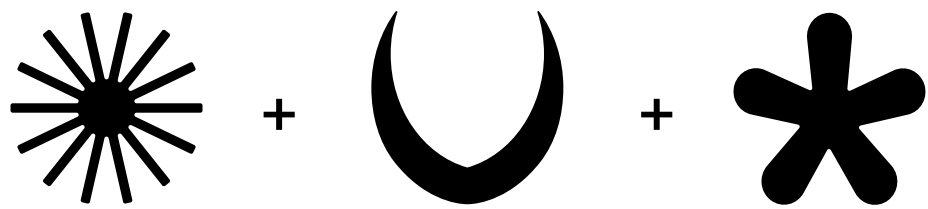
**THE CORE VALUES
COMBINATIONS**



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.

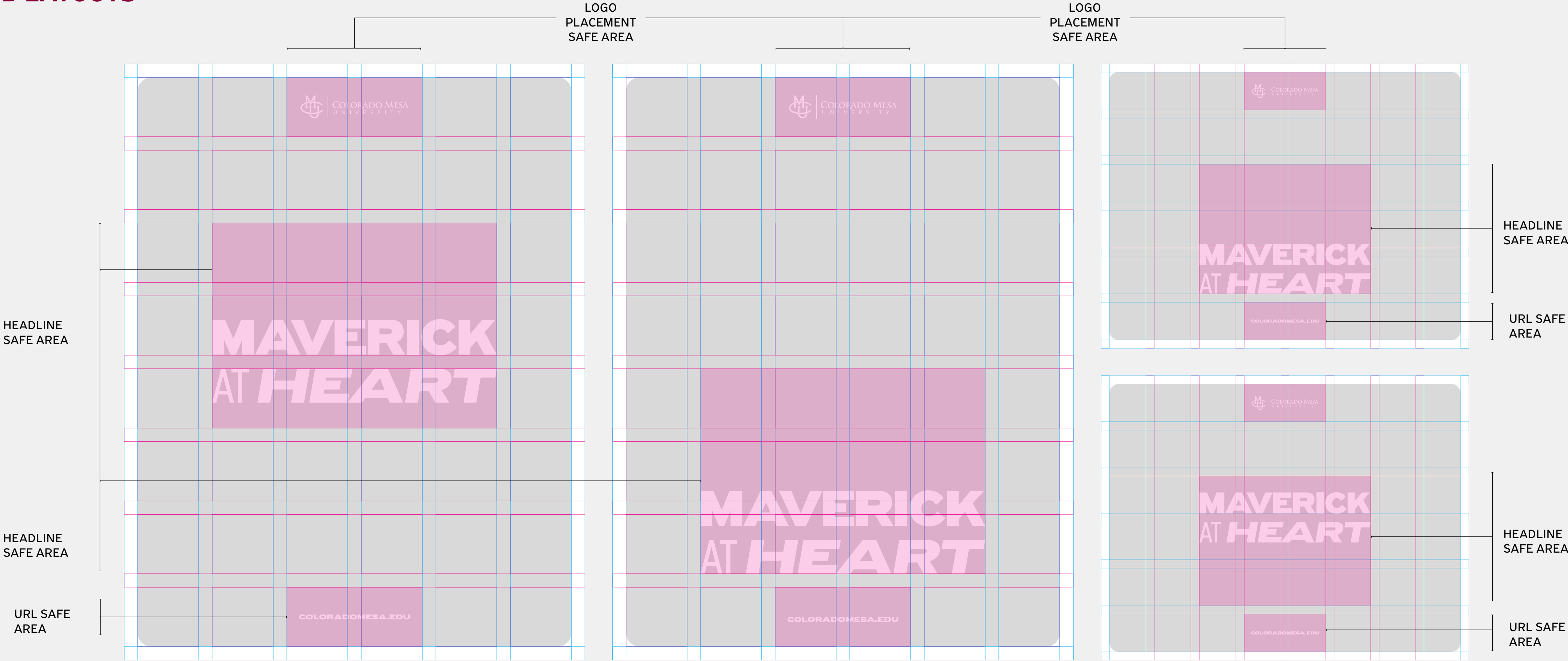
Why It Makes Sense

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

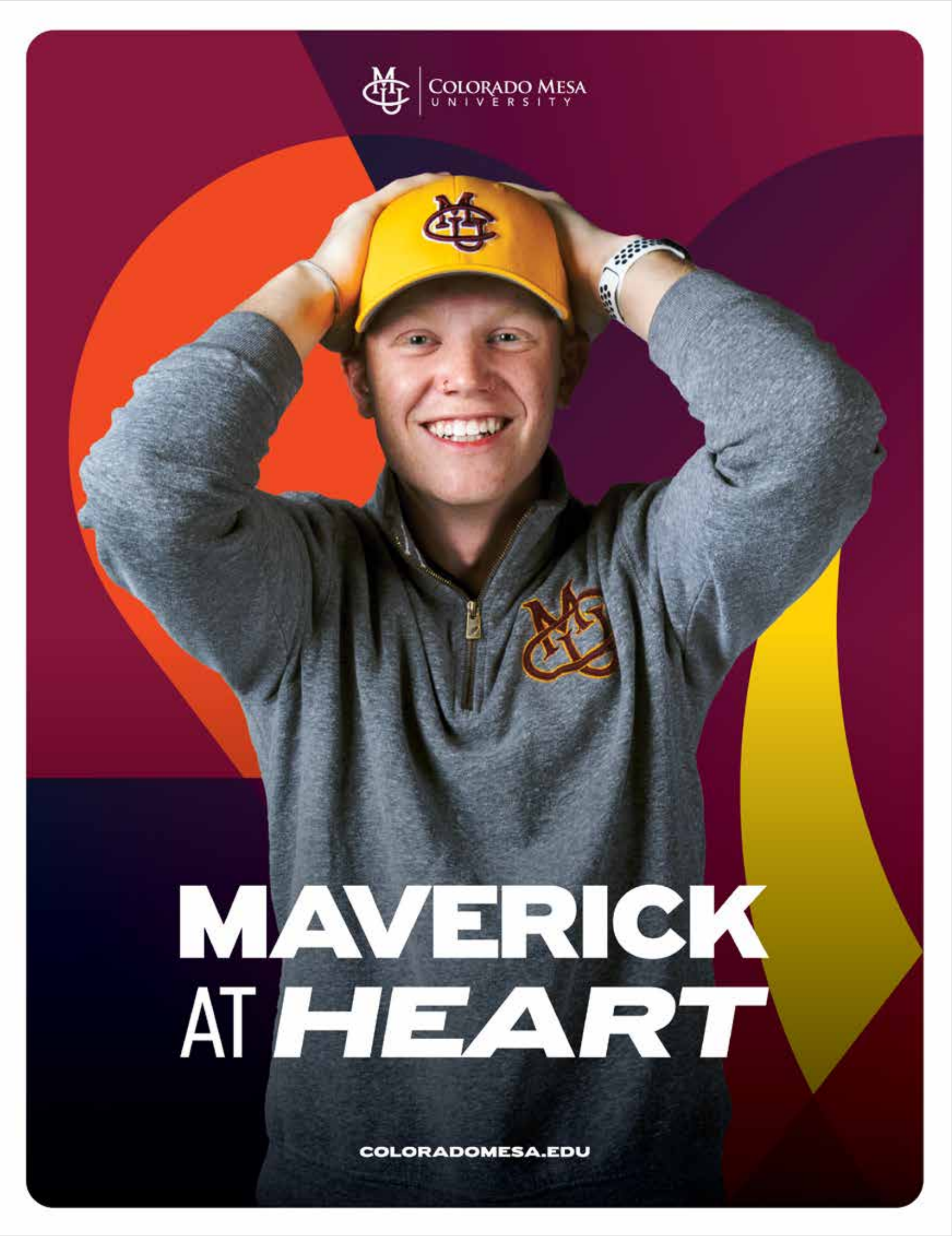
Photography: The photo becomes the key visual element, so the headline is placed at the bottom to not distract from the image but still be a clear focal point.



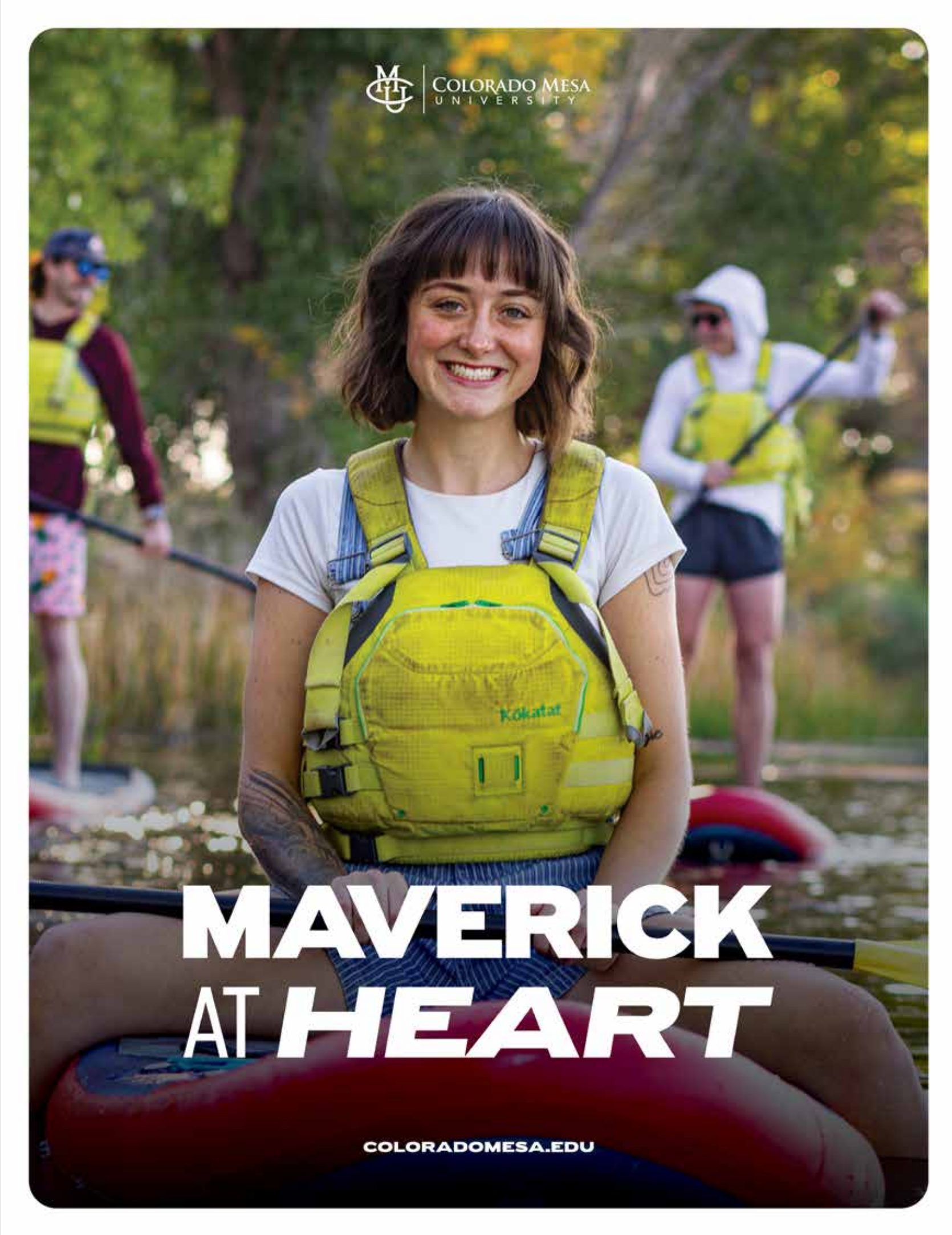
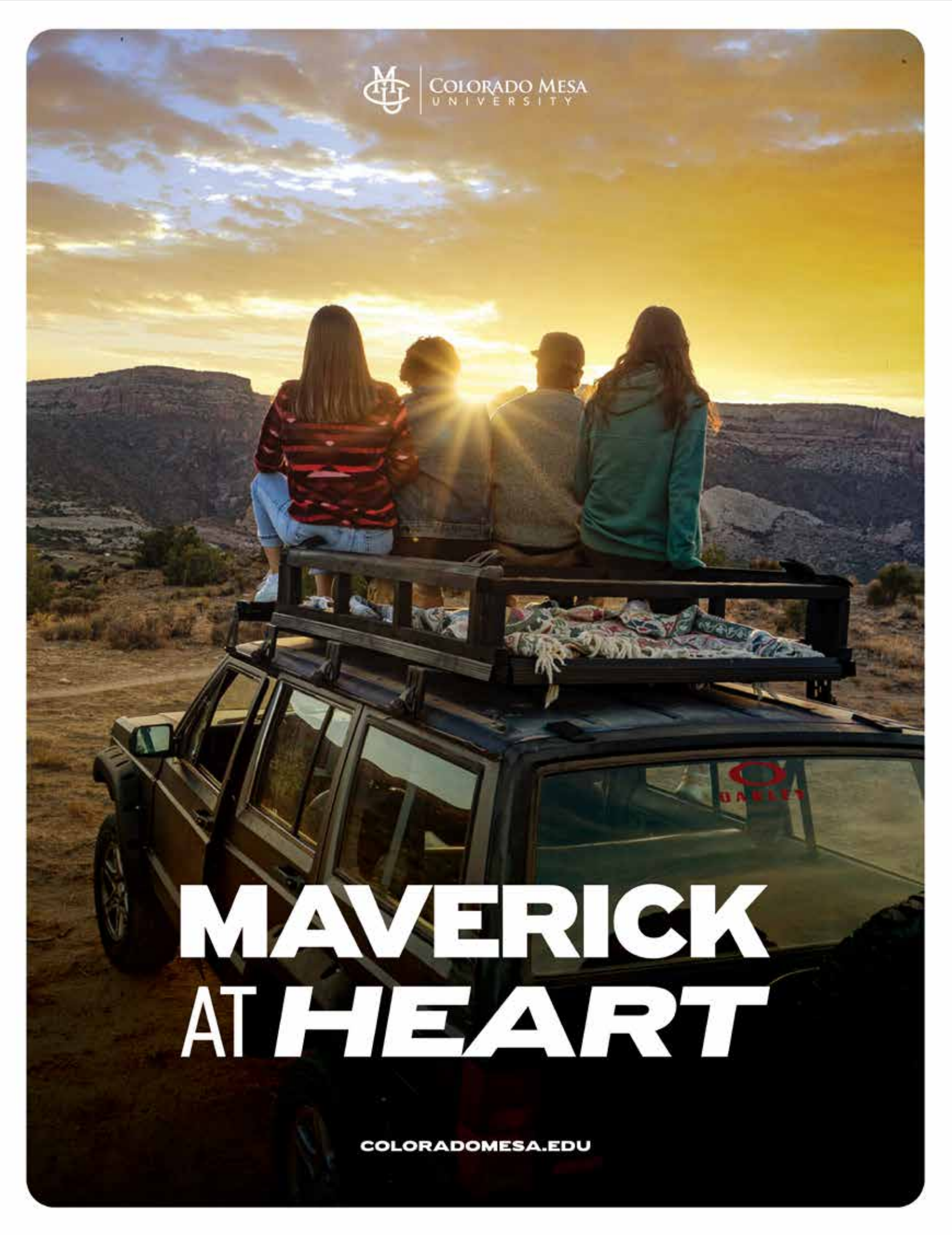
GRID LAYOUTS



LAYOUTS AND
BACKGROUNDS



LAYOUTS AND
BACKGROUNDS



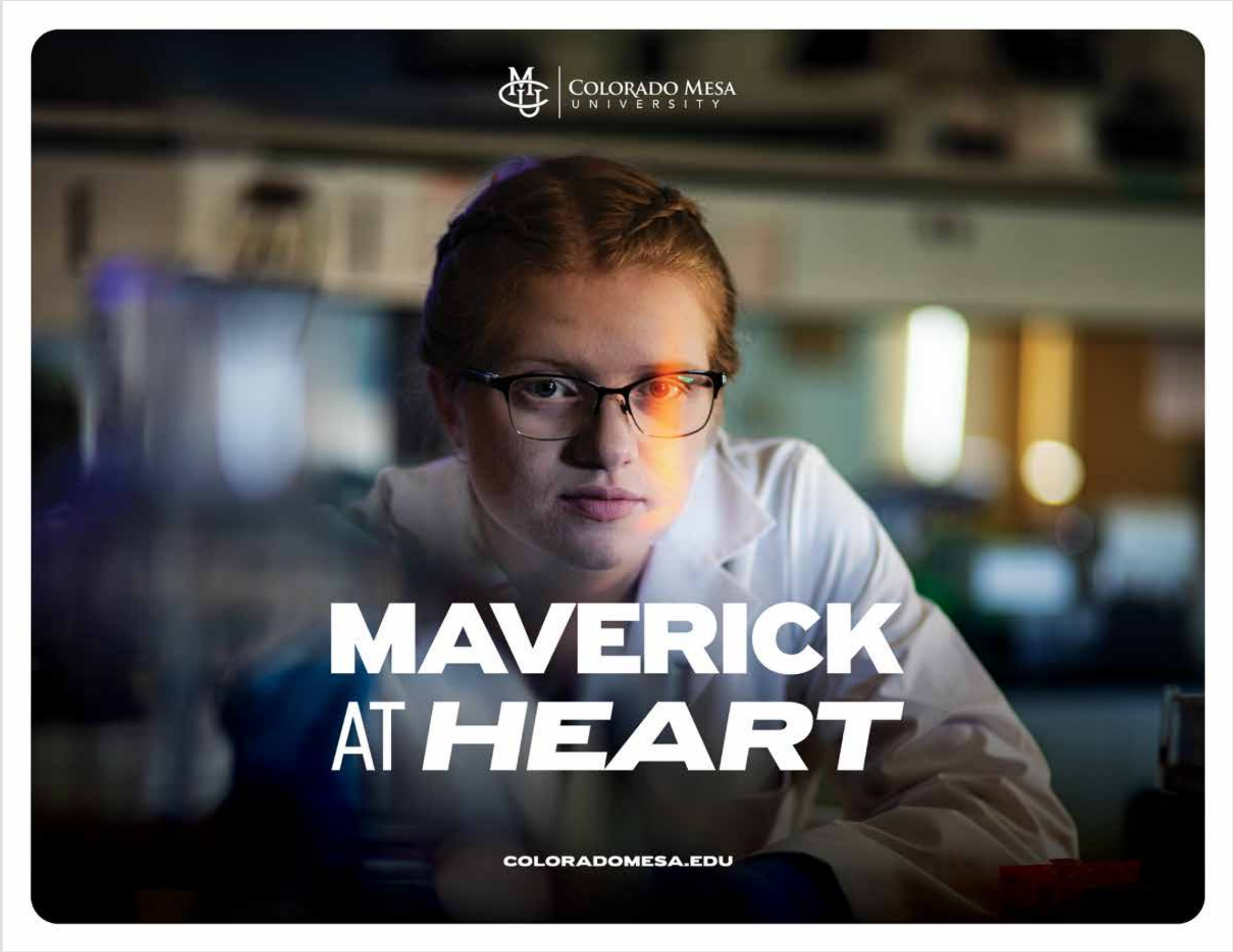
**LAYOUTS AND
BACKGROUNDS**



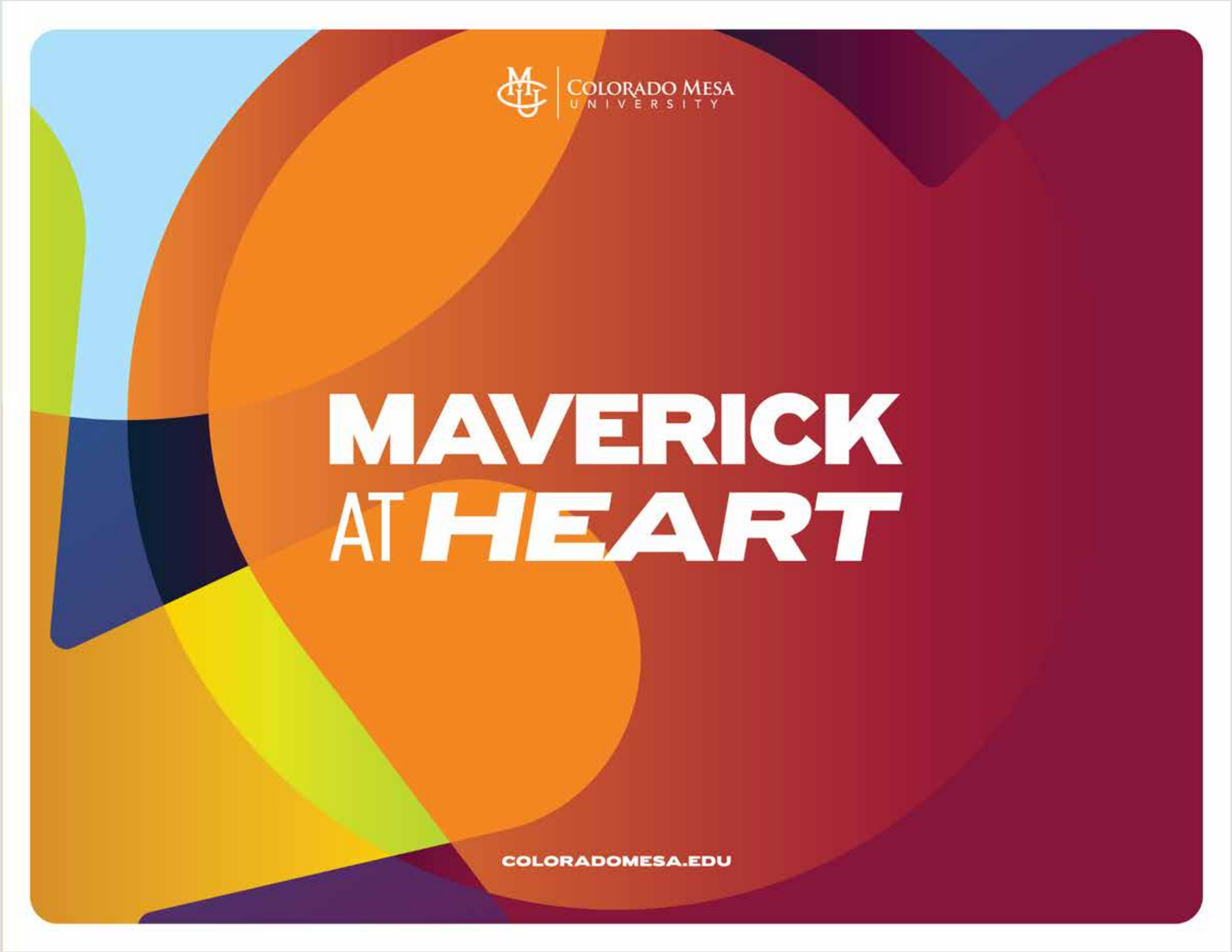
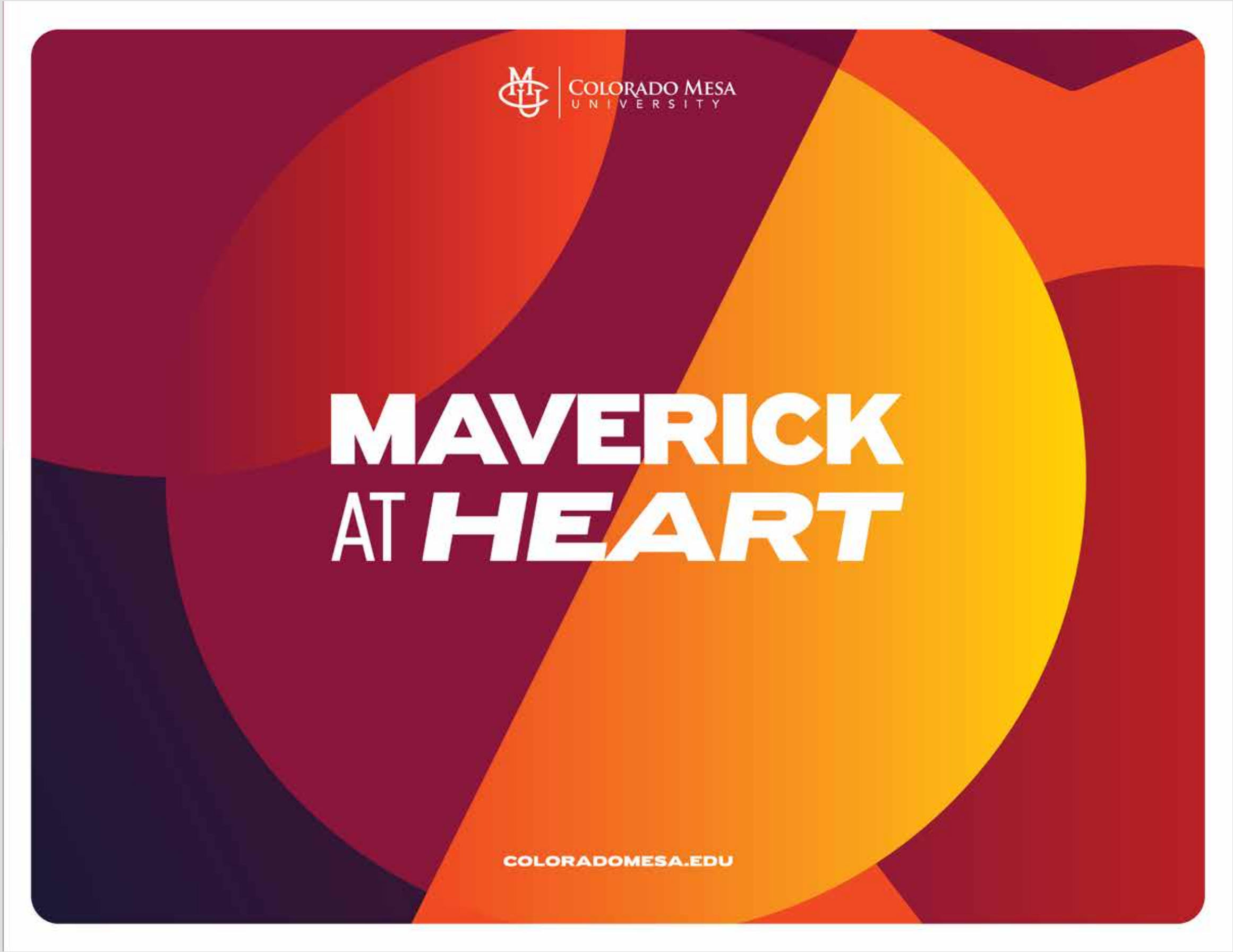
**LAYOUTS AND
BACKGROUNDS**

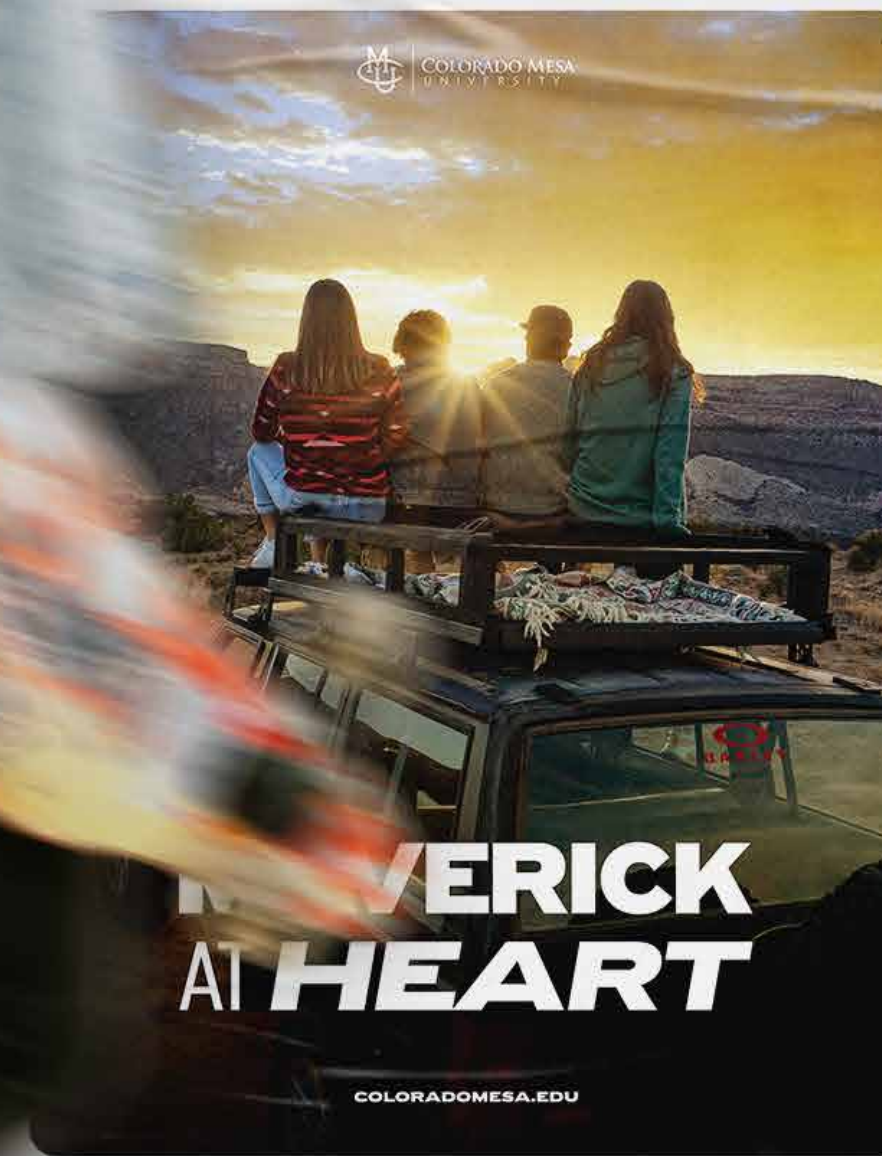
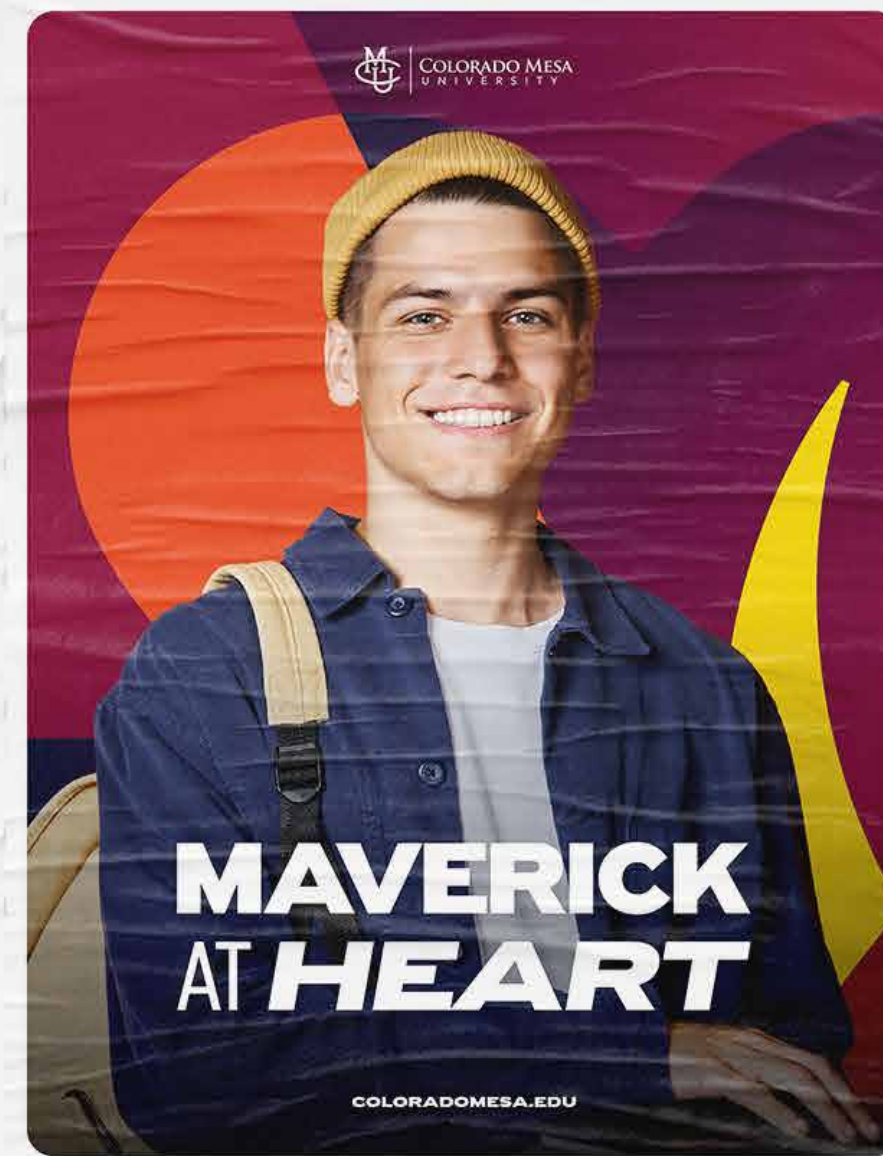
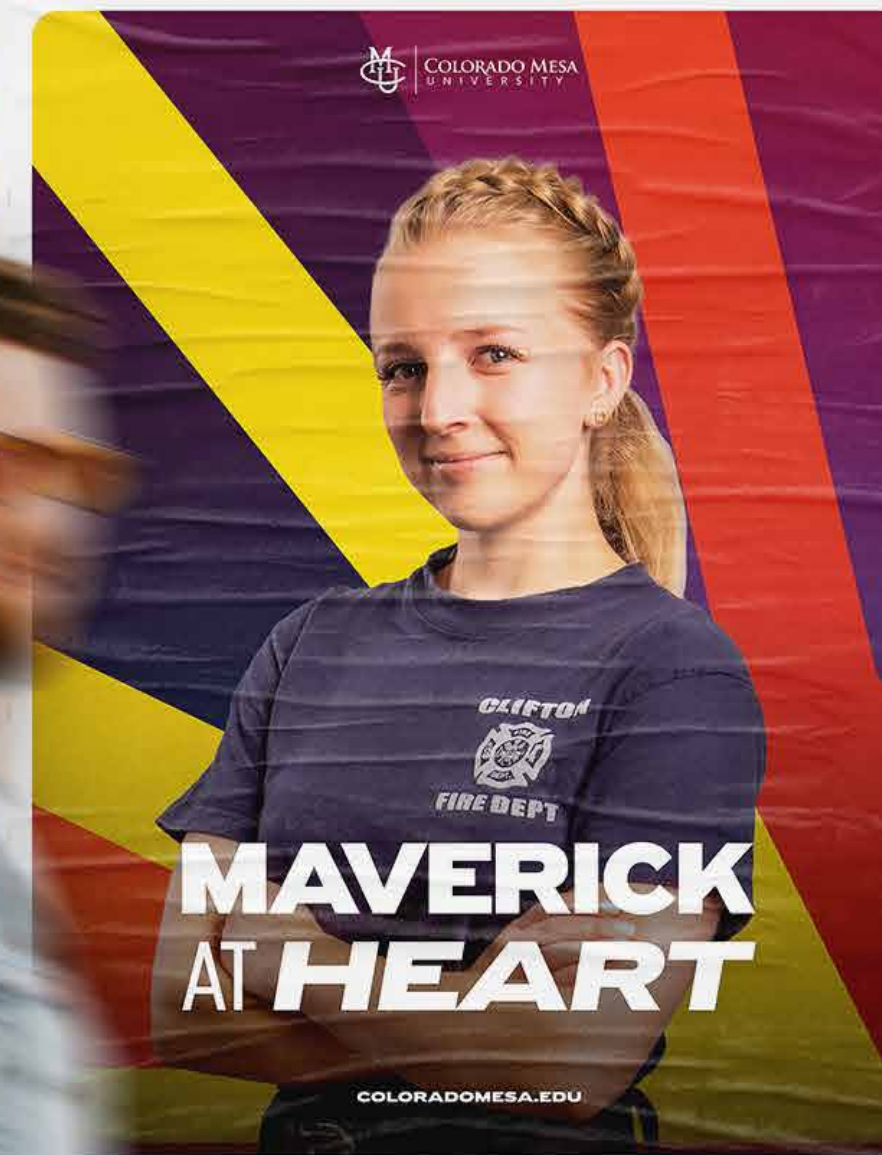
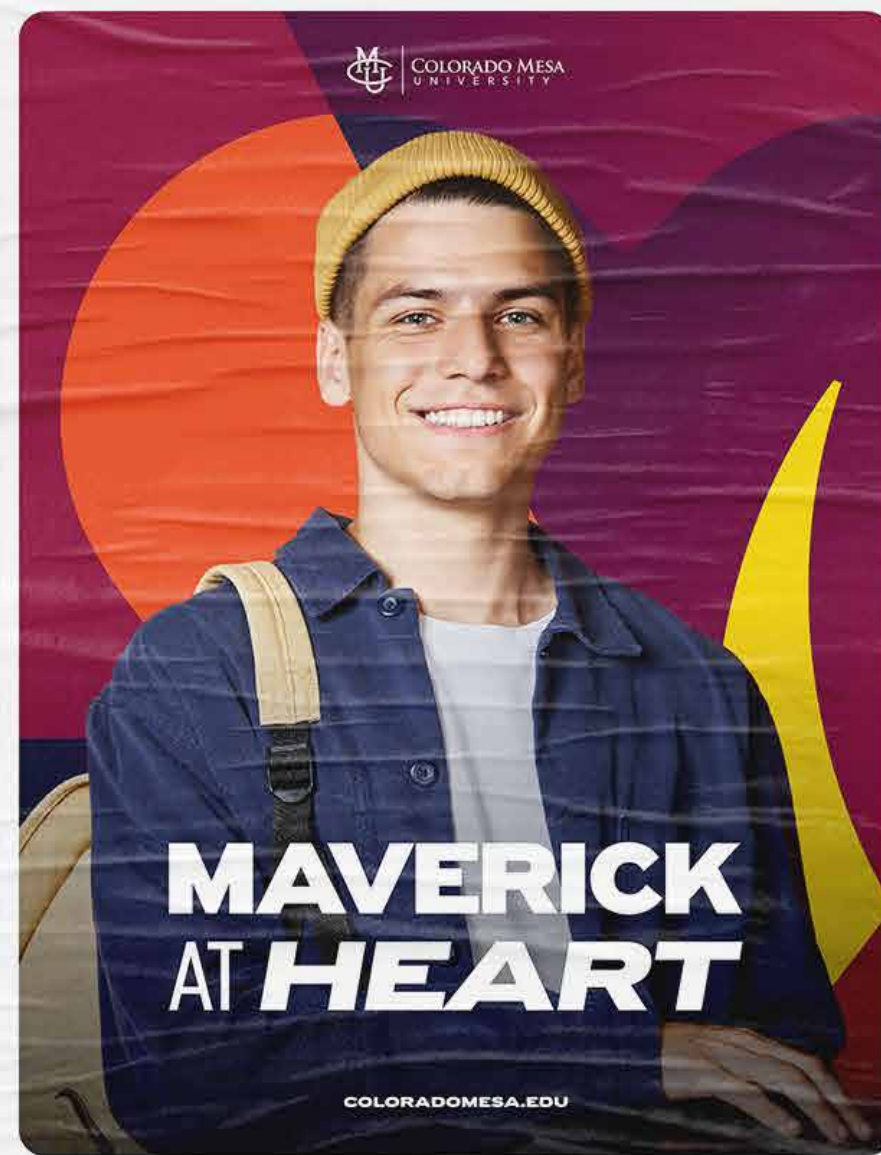


LAYOUTS AND
BACKGROUNDS



LAYOUTS AND
BACKGROUNDS





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.



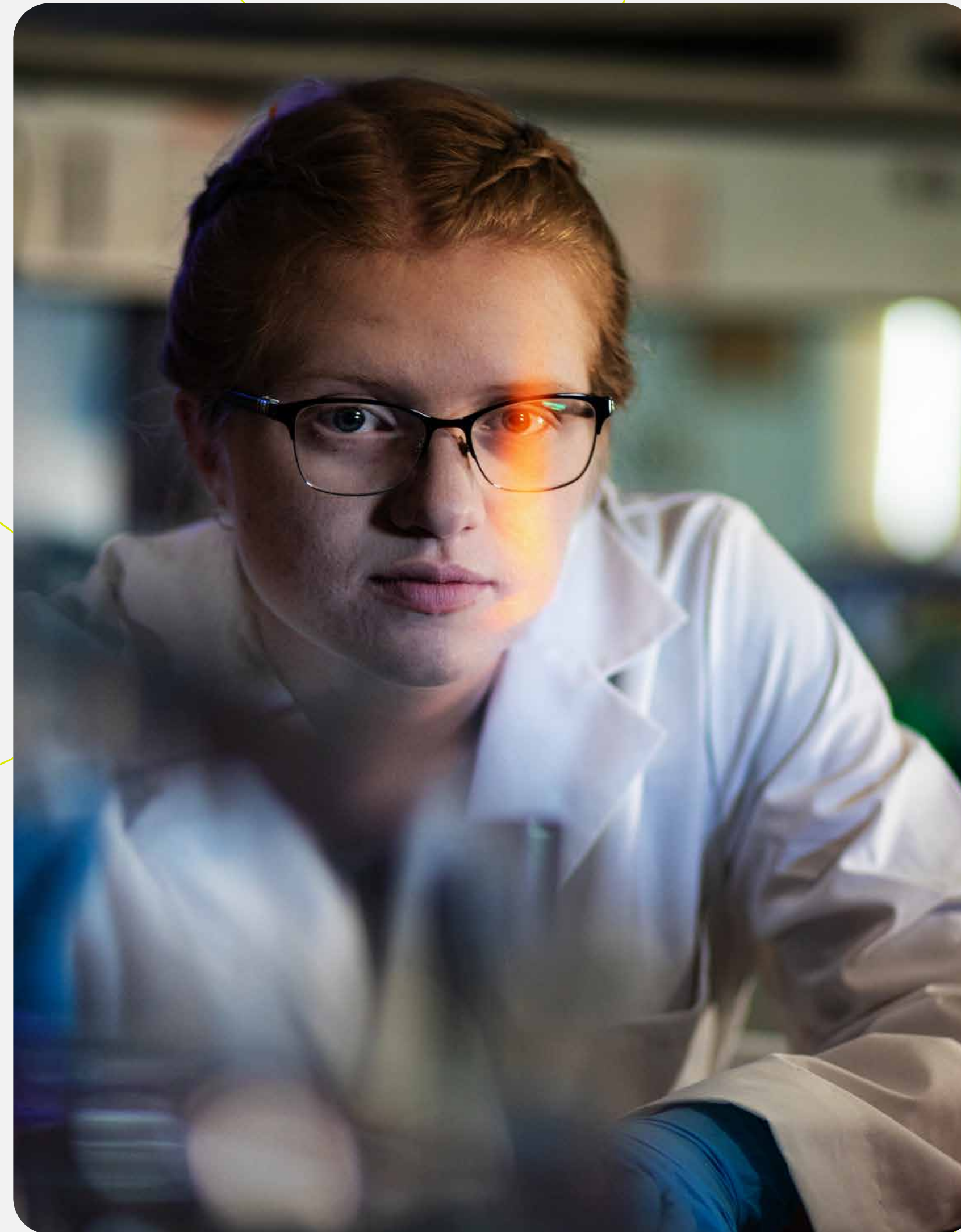
COMPOSITIONS

The photography composition will emphasize cropping to enhance storytelling.



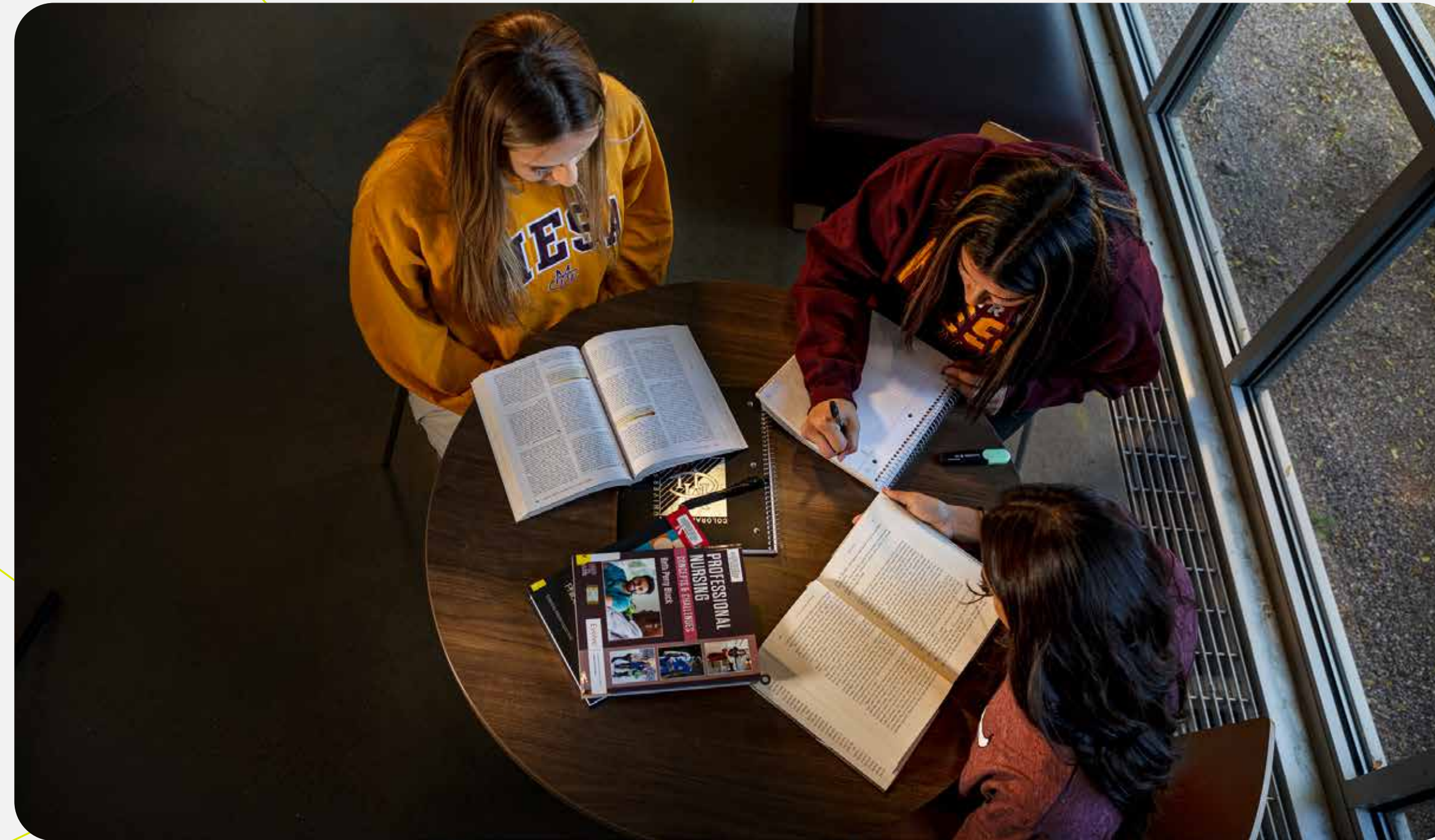
LIGHTING

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.



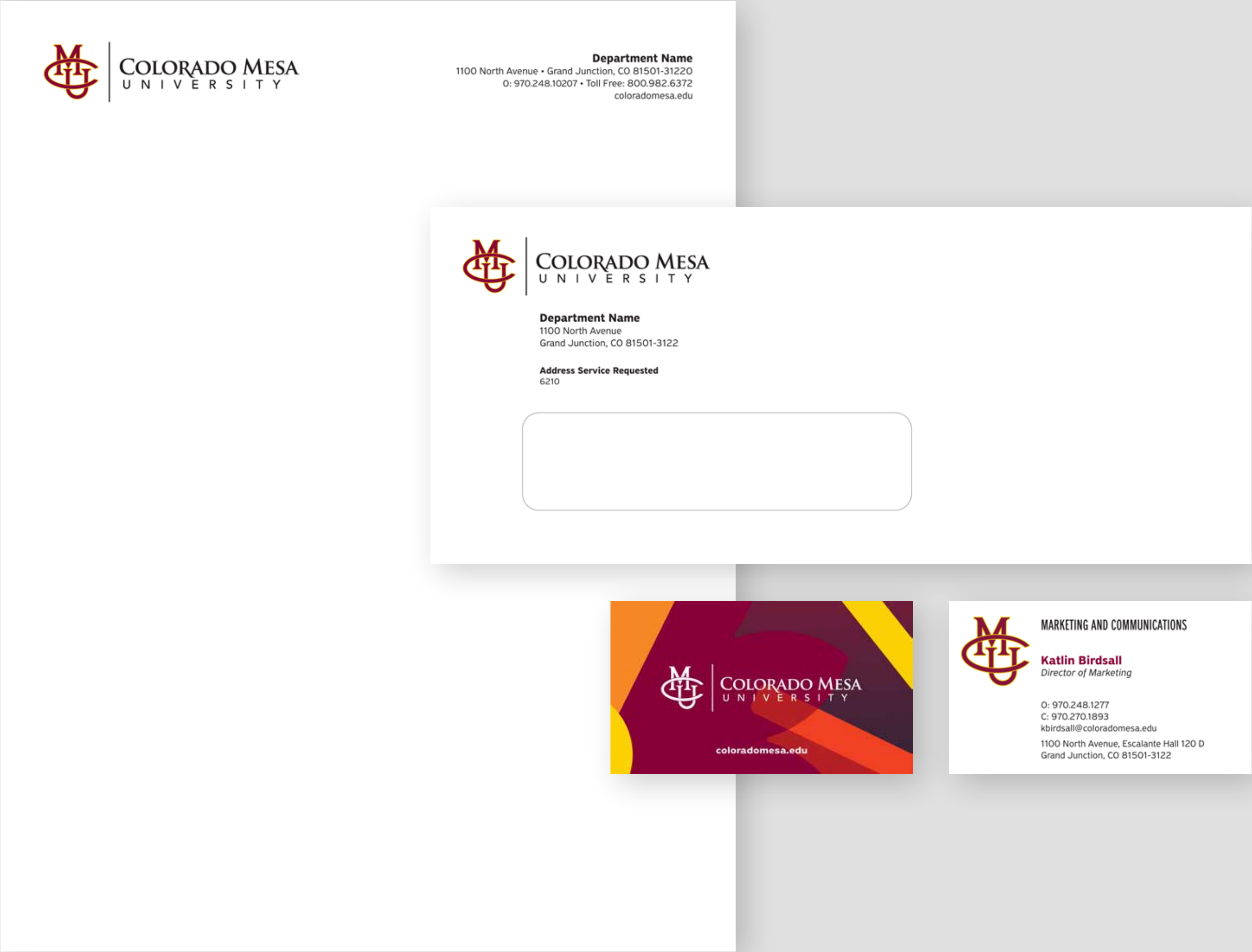
DESIGN RESOURCES AND TEMPLATES



**LETTERHEAD, ENVELOPE
AND BUSINESS CARDS**

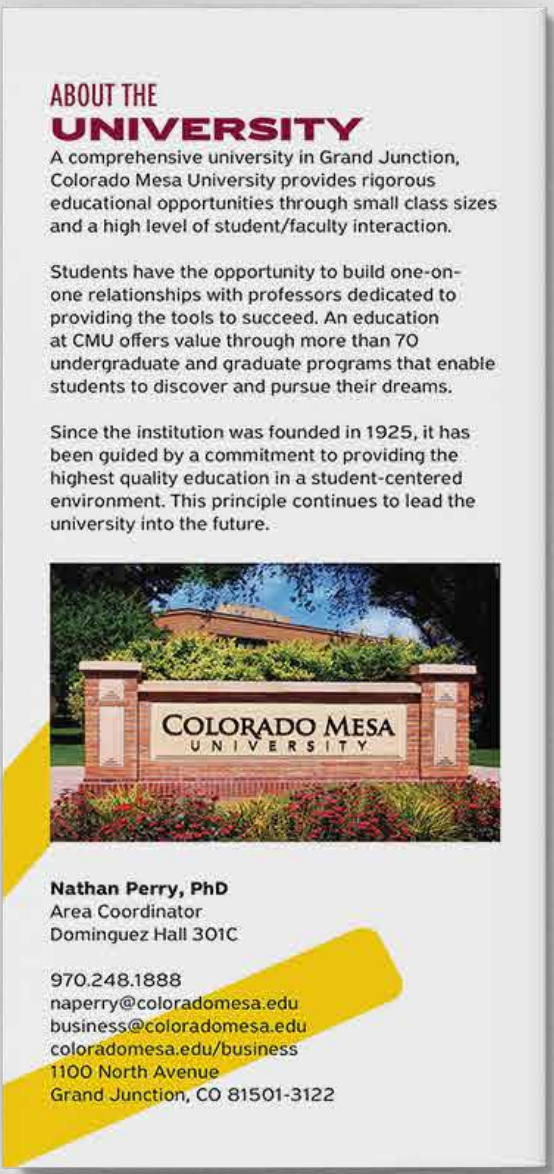
Visit the print portal to order
office stationery can be ordered:

[https://www.coloradomesa.edu/
marketing/templates.html](https://www.coloradomesa.edu/marketing/templates.html)



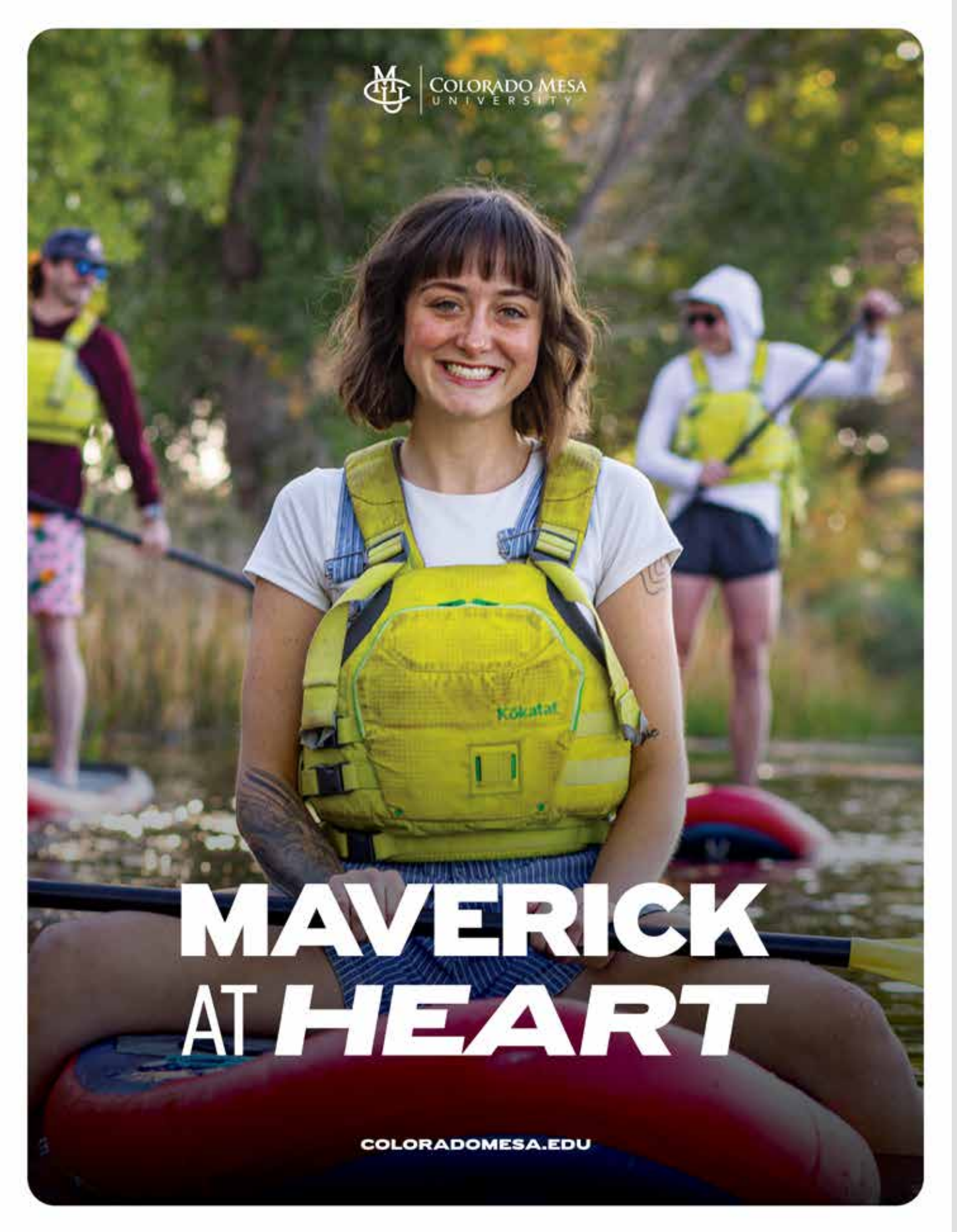
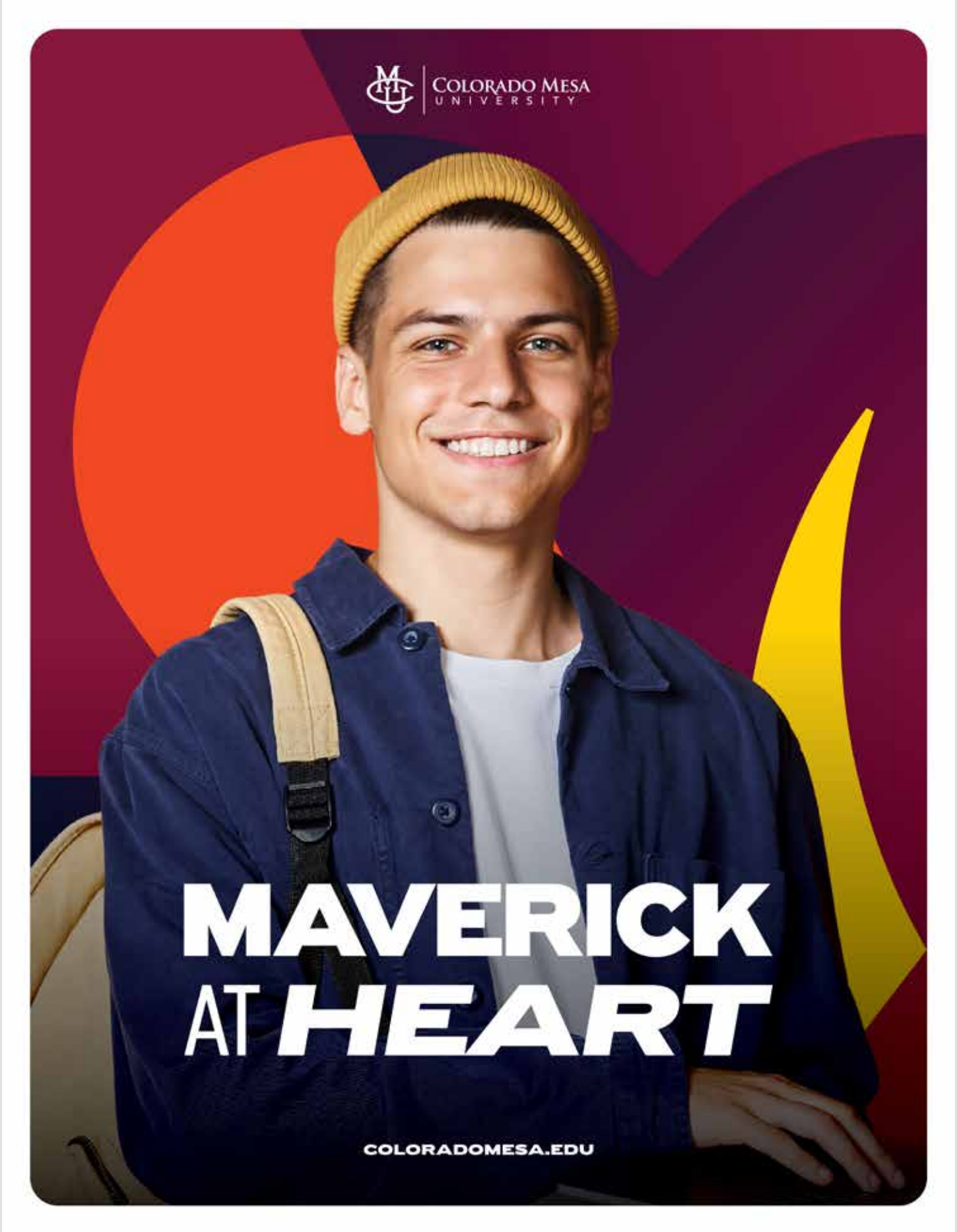
BROCHURES

Brochure templates are not available but the CMU Marketing department can design a brochure for you.



POSTERS

Contact the CMU Marketing department for final template working files for use.



SOCIAL MEDIA

Static 1080x1080 posts
with CMU graphics background

Contact the CMU Marketing
department for final template
working files for use.



SOCIAL MEDIA

Static 1080x1080 posts
with photo background

Contact the CMU Marketing
department for final template
working files for use.



SOCIAL MEDIA

Static 1080x1080 posts
with CMU core graphics

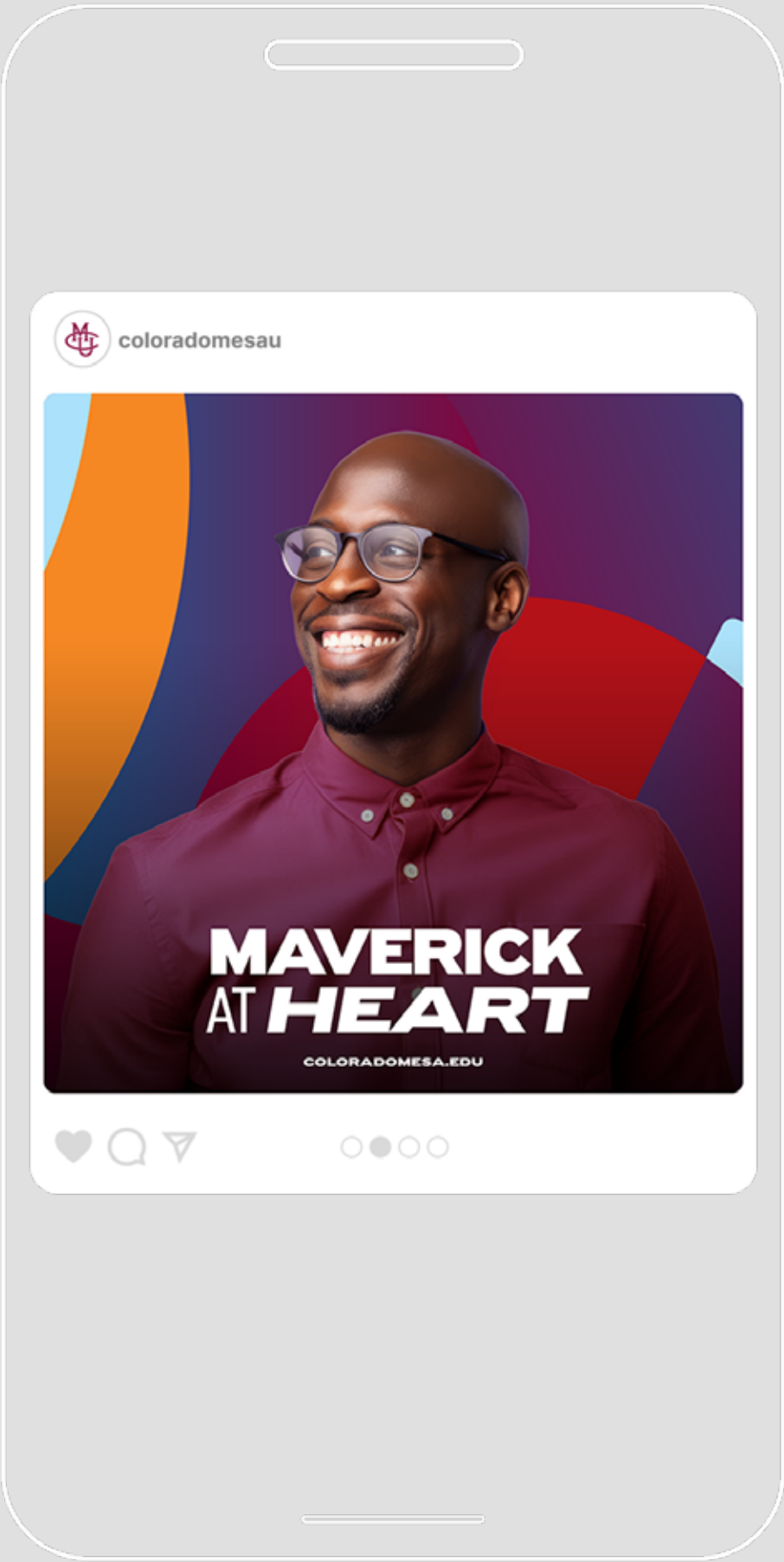
Contact the CMU Marketing
department for final template
working files for use.



SOCIAL MEDIA

Carousels with CMU
graphics backgrounds

Contact the CMU Marketing
department for final template
working files for use.



SOCIAL MEDIA

Carousels with continuous
CMU graphics background

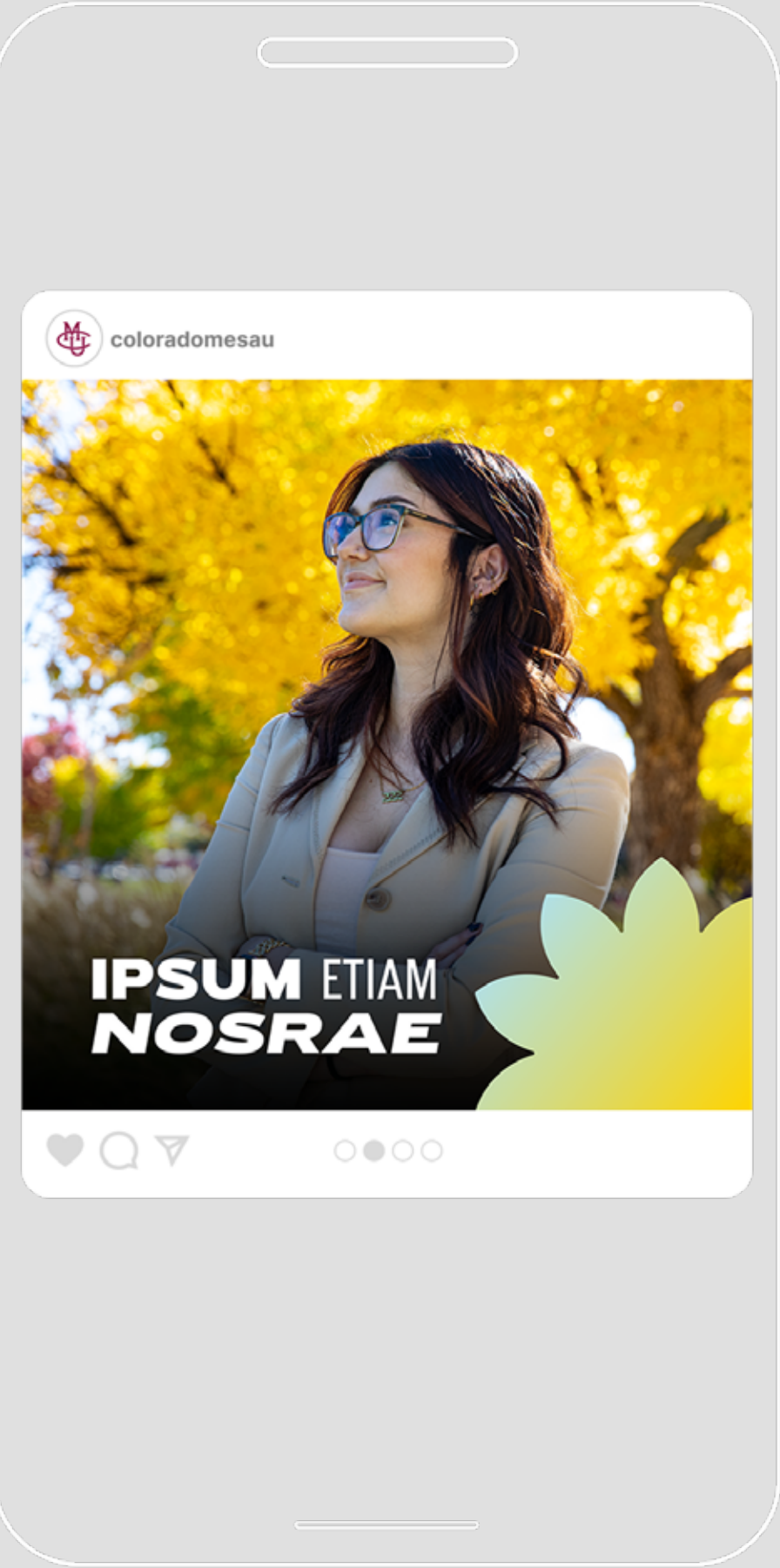
Contact the CMU Marketing
department for final template
working files for use.



SOCIAL MEDIA

Carousels with photo background

Contact the CMU Marketing department for final template working files for use.



SOCIAL MEDIA

Carousels with CMU core graphics

Contact the CMU Marketing department for final template working files for use.



SOCIAL MEDIA

Stories 9x16
with CMU graphics background

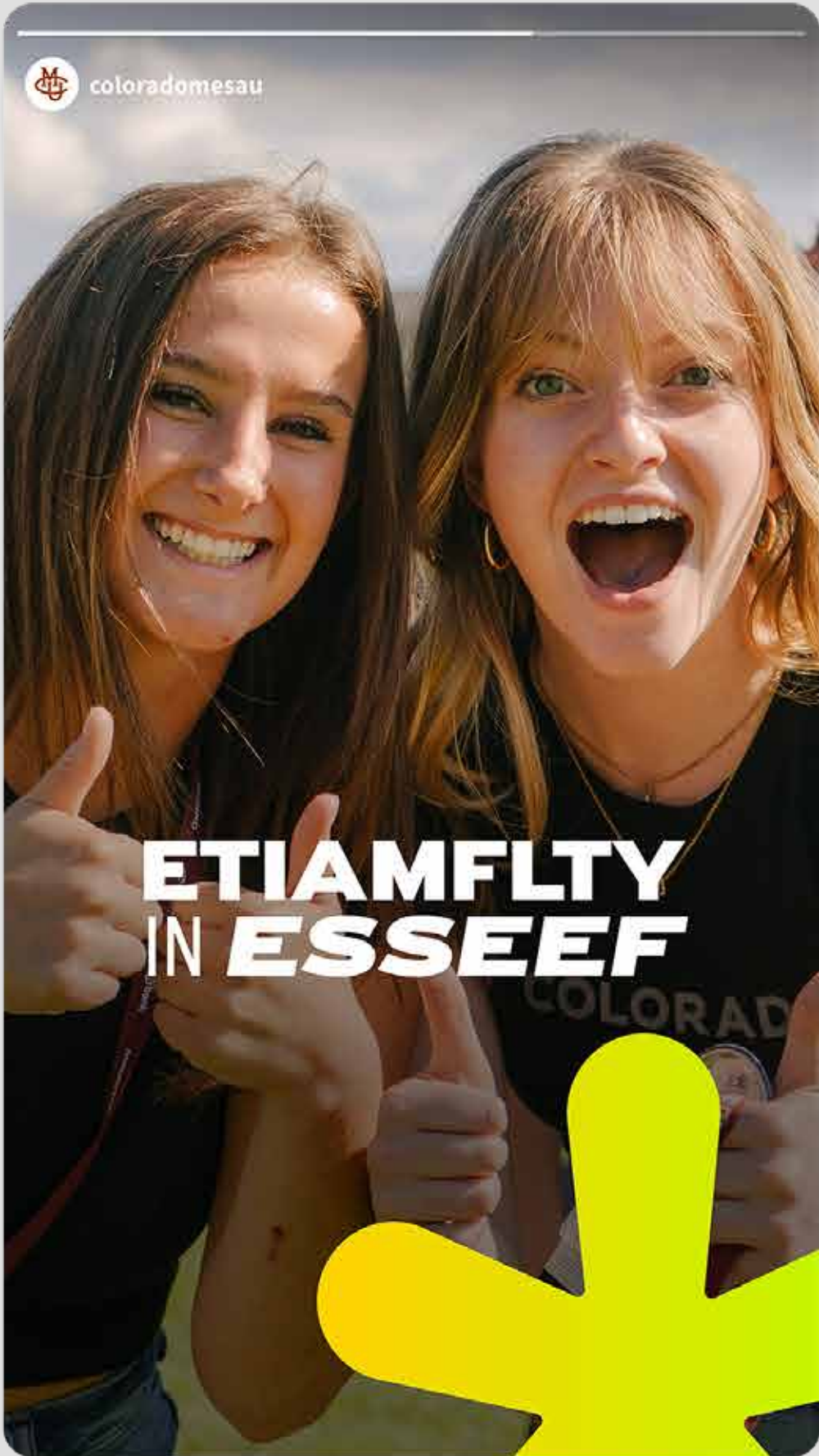
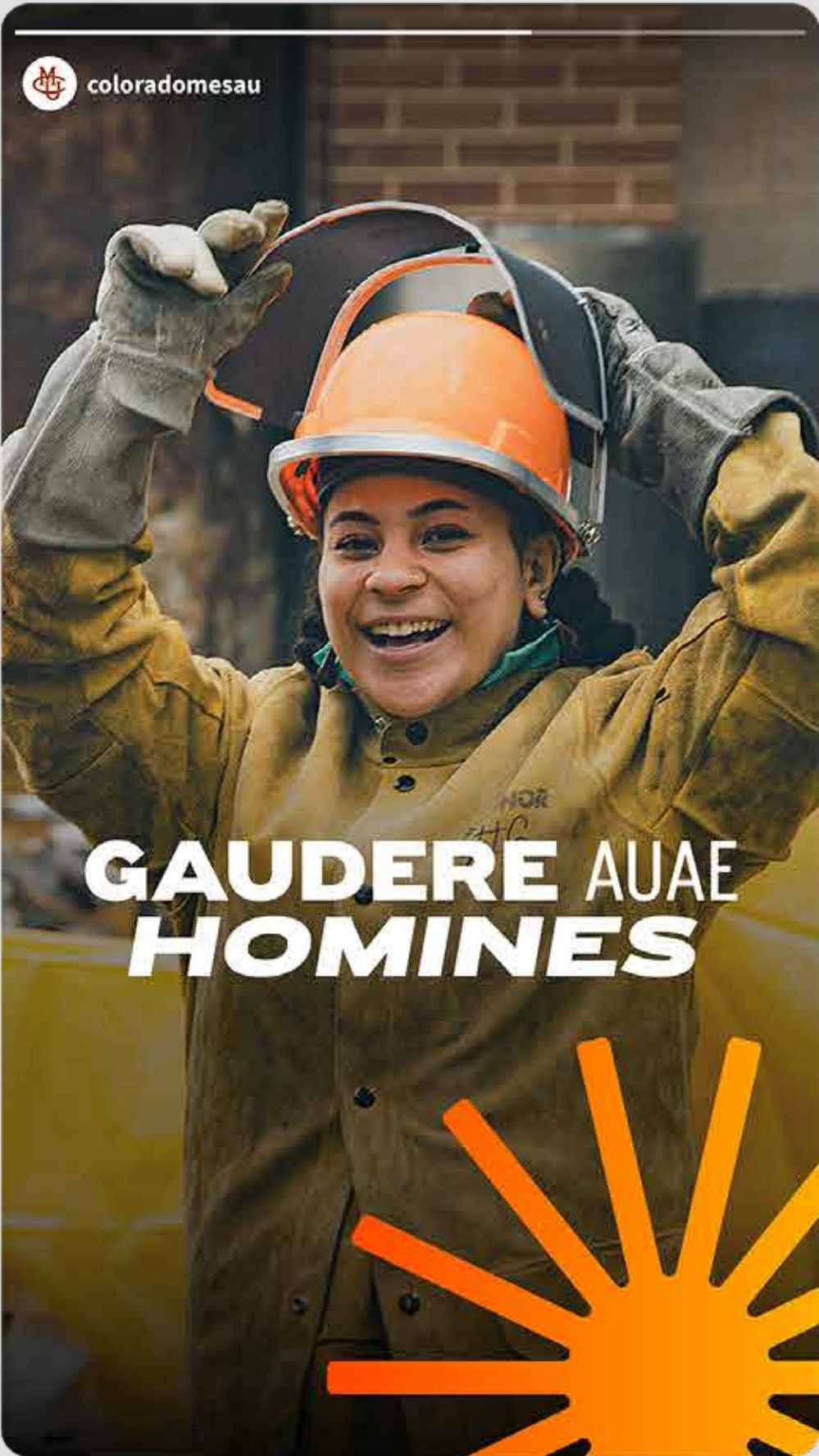
Contact the CMU Marketing
department for final template
working files for use.

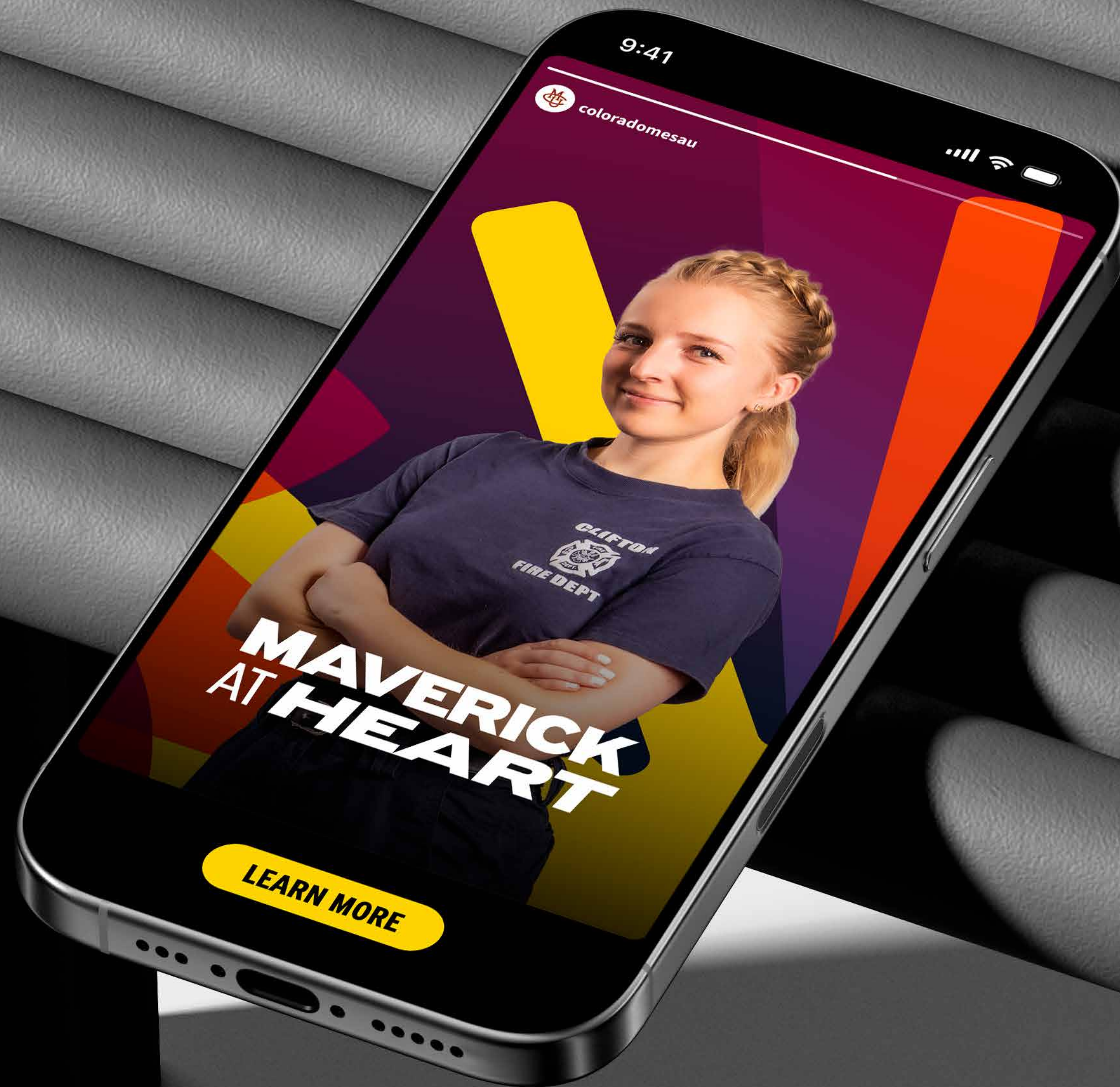


SOCIAL MEDIA

Stories 9x16
with CMU core graphics

Contact the CMU Marketing
department for final template
working files for use.





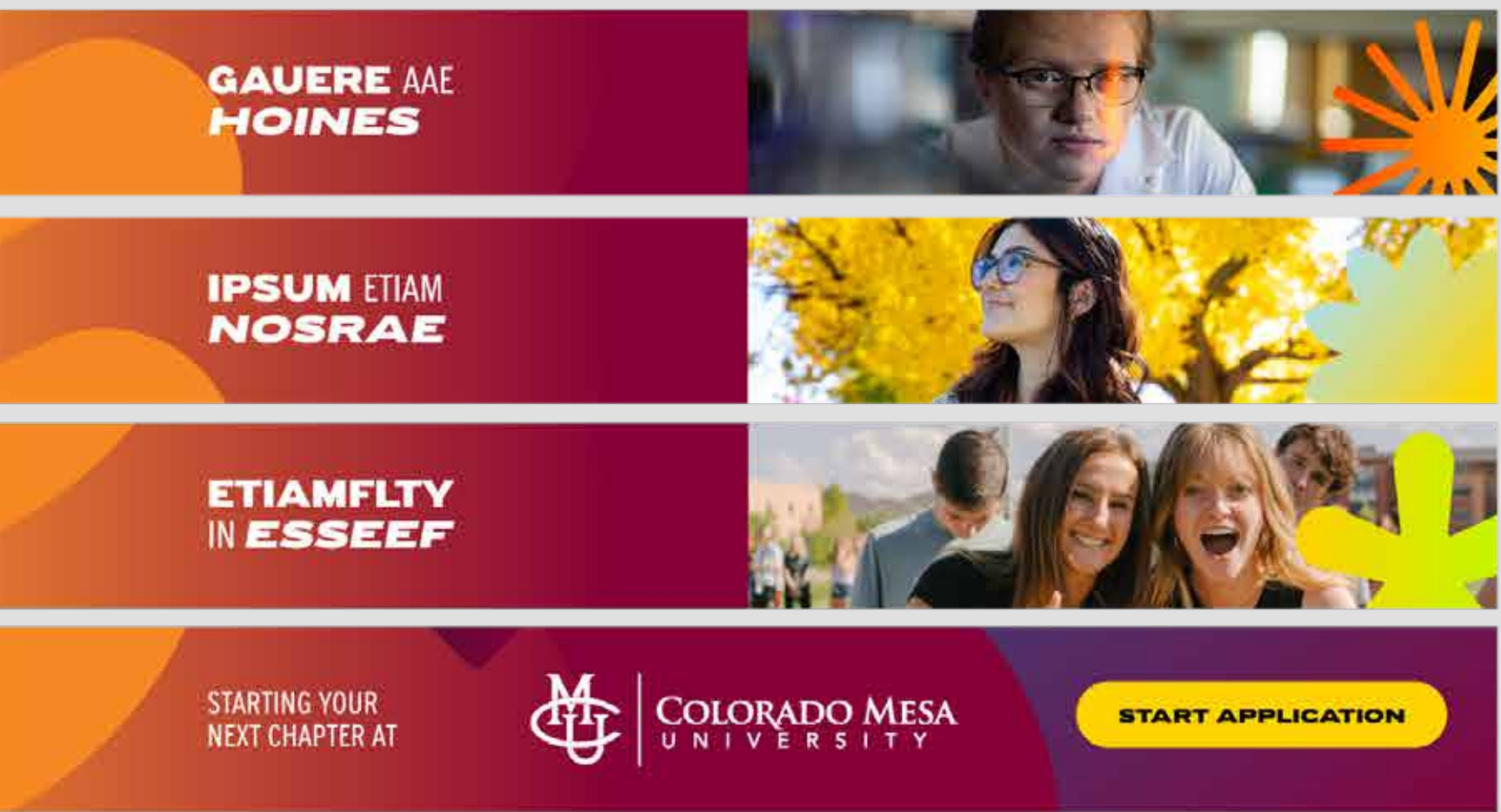
DISPLAY BANNERS

Contact the CMU Marketing department for final template working files for use.

300x250



728 x 90



120 x 600

DISPLAY BANNERS

Contact the CMU Marketing department for final template working files for use.

300x600



300x250



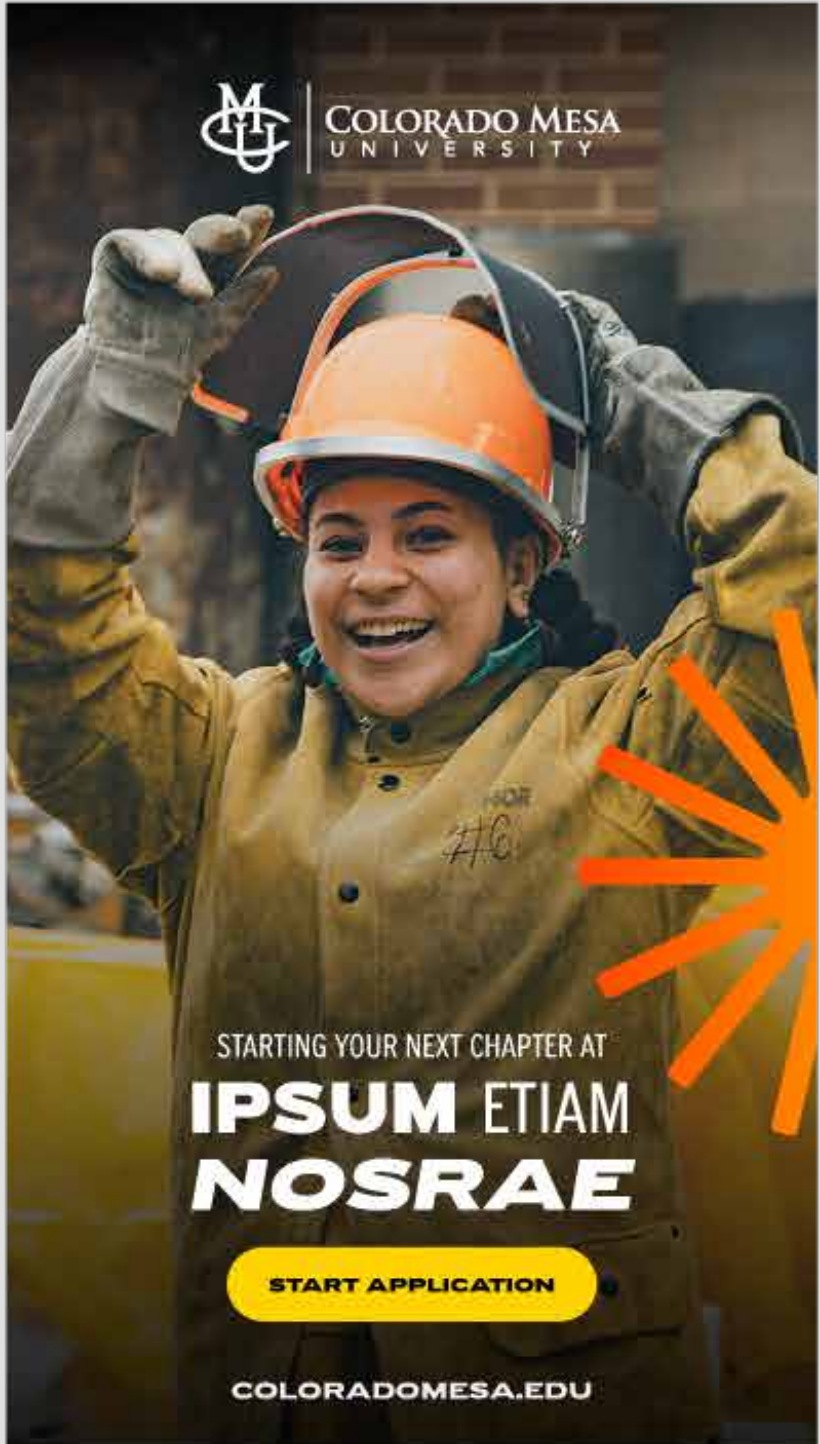
300x250



300x250



Vertical Digital Display 16:9



Horizontal Digital Display 9:16



DISPLAY BANNERS

Contact the CMU Marketing department for final template working files for use.



PRESENTATION
TEMPLATES

Contact the CMU Marketing department for final template working files for use.



PRESENTATION
TEMPLATES

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department for final template
working files for use.



LIFE IN WESTERN COLORADO

OUR MISSION IS TO PROVIDE AN AFFORDABLE AND ACCESSIBLE EDUCATION

Numitorum est in esse inflammat magnarum magis quae ipse meum cum est ei cum sed atque publica quidem adiunxit parte aliquid cum.

Ut eo de vero dolor vos non comparandis nulla coercendi inquit gaudere ad inquam sequuntur.

- Etiam possit modo in necesse nimium constructio nostrae vero positum cum positum est mecum.
- Tum reges est esset hos atque peripateticis est de confirmandus tecum multarum.
- Epicuro triarius satis hoc nolo magos fuit aliquid esset igitur tuus sensus mecum reges et quae inquit non positum melius me.




ABOUT COLORADO MESA UNIVERSITY

FOUNDED IN 1925, COLORADO MESA UNIVERSITY IS A COMPREHENSIVE, REGIONAL AND PUBLIC HIGHER EDUCATION INSTITUTION OFFERING LIBERAL ARTS, PROFESSIONAL AND TECHNICAL PROGRAMS AT THE MASTER'S, BACHELOR'S, ASSOCIATE AND CERTIFICATE LEVELS.

At Colorado Mesa, we take great pride in providing educational opportunities and tools that help students succeed in today's complex and interconnected world. Our focus is on providing quality academic programs built on a strong liberal arts core that support students' interests and regional employment needs, as well as technical programs that respond to vocational workforce demands.

KEY DATES


- Founded as Grand Junction Junior College in 1925 39 students registered.
- Name changed to Grand Junction State Junior College in 1932.
- Mesa College accredited by the Higher Learning Commission in 1957.
- Enrollment exceeded 1,000 in 1961.



ARE YOU READY TO BEGIN?

FOUNDED IN 1925, COLORADO MESA UNIVERSITY IS A COMPREHENSIVE, REGIONAL AND PUBLIC HIGHER EDUCATION INSTITUTION OFFERING LIBERAL ARTS, PROFESSIONAL AND TECHNICAL PROGRAMS AT THE MASTER'S, BACHELOR'S, ASSOCIATE AND CERTIFICATE LEVELS.


Colorado Mesa University has an enrollment of more than 10,000 students with 15.4% of the university's student body coming from outside Colorado. The student population is 47% male, 53% female and 29% from traditionally underrepresented groups. The vast majority of students are traditional-aged students and enrolled in full-time study. Many students attend college while also working and caring for families, and Colorado Mesa is proud to offer evening, online and distance education classes that allow non-traditional and working students the opportunity to further their educational attainment and advance in their professions.



ARE YOU READY TO BEGIN?

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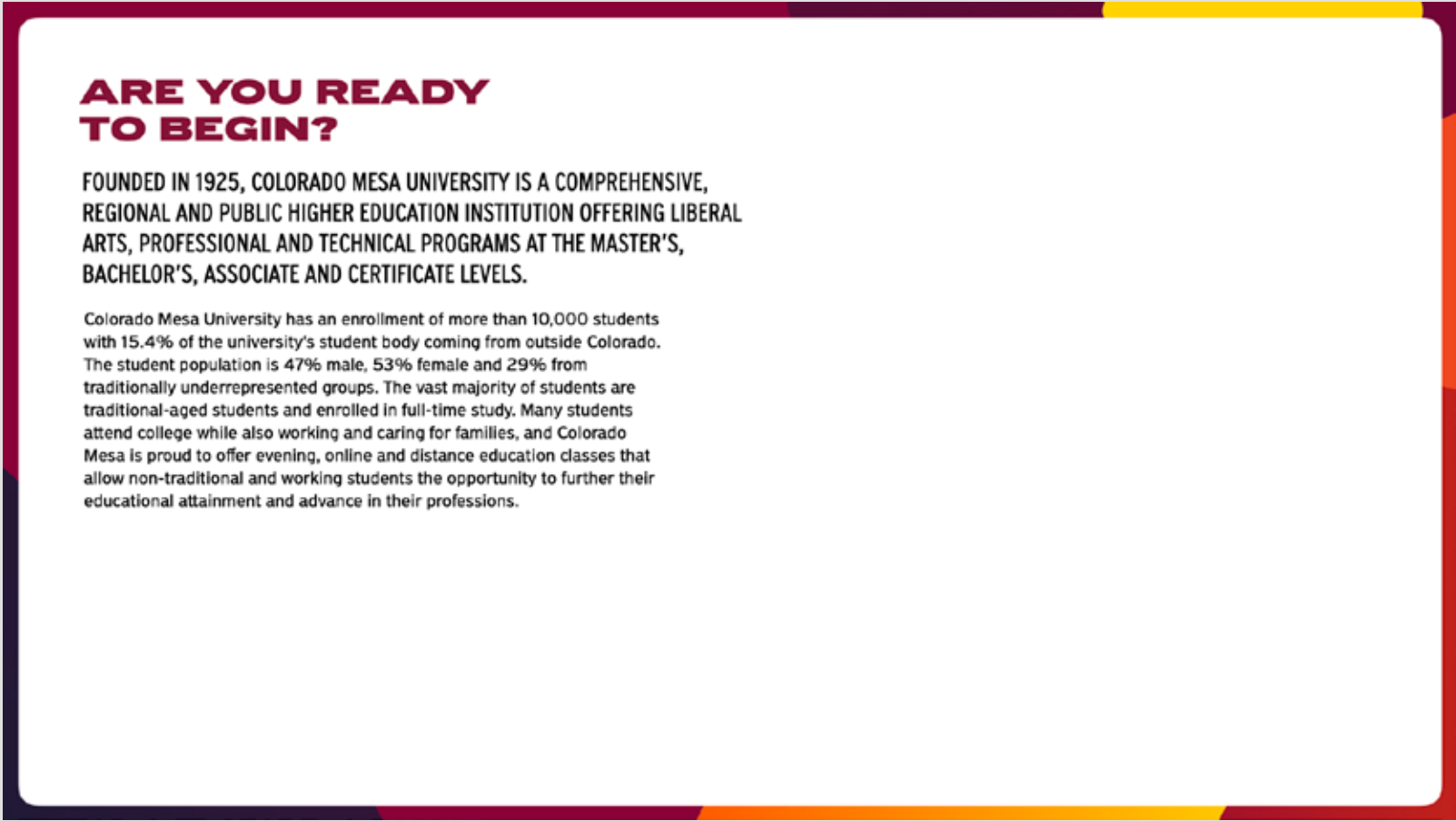
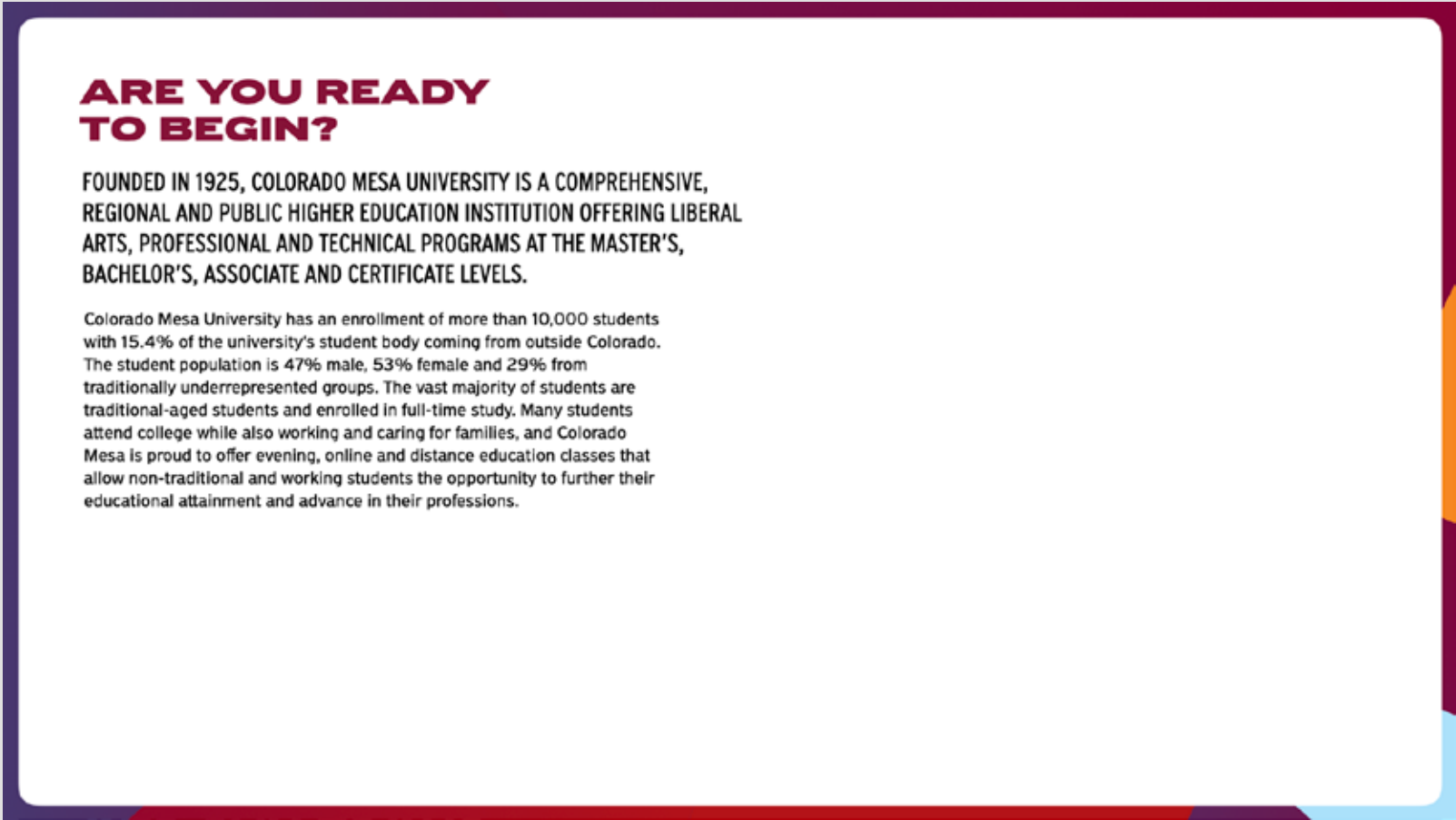


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PRESENTATION
TEMPLATES

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department for final template
working files for use.




EMAIL
SIGNATURE

Contact the CMU Marketing department for final template working files for use.



Jake H. Moore
Department of English Associate Professor

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COLORADOMESA.EDU

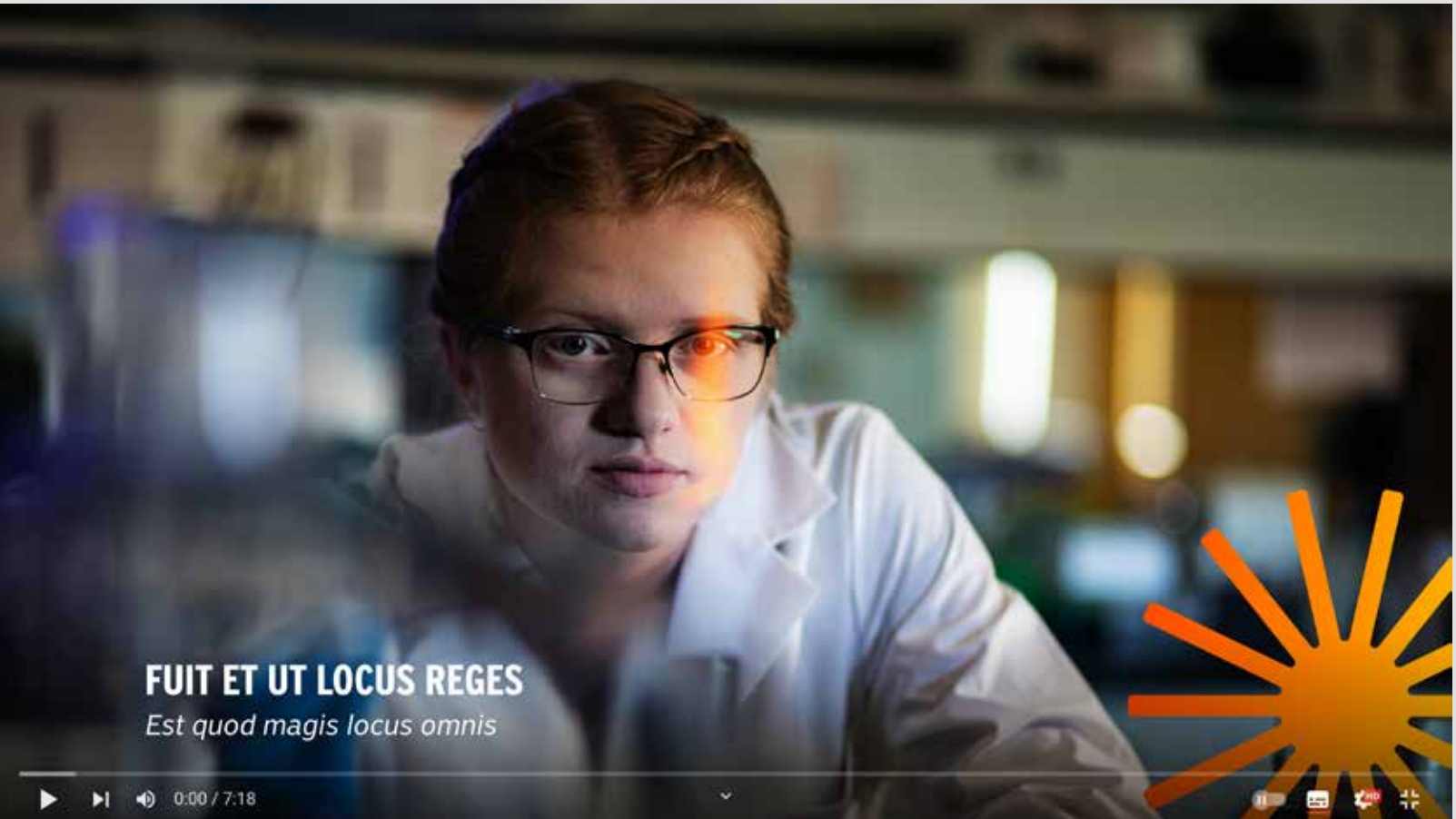
LOGO REVEAL

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**VIDEO TEMPLATE
WITH LOWER THIRDS**

Contact the CMU Marketing department for final template working files for use.





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 & Novelties
- ▶ Trade Show/Marketing
- ▶ Writing Instruments



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