



FOUNDATION
COLORADO MESA UNIVERSITY

BRAND GUIDELINES

Updated March 2026

FOUNDATION SUB-BRAND

The CMU Brand Guidelines establishes core visual and communication standards for the institution. The Colorado Mesa University Foundation sub-brand is an extension of the primary CMU Brand Guidelines, and adapts the main brand to serve the distinct audience of donors, sponsors and community partners. The CMU Foundation sub-brand provides a flexible, refined system that reflects the CMU identity while strengthening the Foundation's storytelling.



PERSONALITY

The CMU Foundation personality is the basis of all communications, showcasing our brand philosophy and who we are.

Relationship-Focused

We emphasize people over transactions. Donors are the core of what we do, and are celebrated as part of the Mavily. All messaging focuses on connection, shared purpose and impact across generations, all supporting our institutional promise of an “opportunity for a better life.”

Dynamic and Driven

We advance bold ideas, growth and momentum through daily interactions, capital campaigns and scholarship initiatives. We embody the hope and adventurous nature of the institution; messaging prioritizes the resilience and spirit of Mavericks.

Confidently Grateful

Gratitude and community are core to what we do. We focus on sharing the human-scale impact of giving, while remaining confident and forward-looking. This emphasizes that our donors are essential partners in building CMU’s future.

TONE OF VOICE

The CMU Foundation tone of voice defines how communications sound, expressing our personality and extending our brand promise.

Sophisticated and Approachable

We balance polished professionalism with approachability, because it doesn't take a billionaire to give. Even while celebrating transformative gifts, we avoid financial jargon or elitism. We communicate in a relatable yet professional tone.

Inspiring and Energetic

Our language is energetic and optimistic, always pointing toward the future. We inspire change through storytelling and celebrating the human-scale impact of giving. This tone can be playful when appropriate, creatively motivating action and celebrating our adventurous Maverick spirit.

Collaborative and Authentic

We speak with confidence and truth, always being poised as a trusted guide. Our language and tone always convey collaboration, ensuring our donors and partners know their role is vital to CMU's success. Through this communication, we focus on integrity and honoring donor wishes.

FOUNDATION LOGO

INTERNAL USE

CMU Foundation Signature

Refer to the main institution guidelines for more information on logo usage

Primary Horizontal Signature

The CMU Foundation primary horizontal signature consists of the interlocking CMU, a black horizontal line and the name Foundation. 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 Foundation. Do not use a line separator in the vertical stacked version.



Foundation Horizontal Signature



Foundation Vertical Signature

FOUNDATION LOGO

EXTERNAL USE

CMU Foundation Full Name Signature

Refer to the main institution guidelines for more information on logo usage

Horizontal Full Name Signature

The horizontal signature consists of the interlocking CMU, a black horizontal line, the name Foundation 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 Foundation 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.



Foundation Horizontal Full Name Signature



Foundation Vertical Full Name Signature

FOUNDATION SUB-BRAND MARKS

The CMU Foundation uses supplemental marks to highlight select giving groups and recognize top donors.

The following marks can be used as stand-alone program marks, and are only used within Foundation materials.



COLORADO MESA UNIVERSITY
FOUNDATION

1925 Society Mark



Smart Giving
Colorado Mesa University Foundation

Foundation Smart Giving Mark



Legacy Circle Mark

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.

Colorado Night and Colorado Dawn gradients may be used as additional accent colors, and will be used alone or with the university values to create a unique background.

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=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

COLORADO NIGHT

Midnight Blue
PMS: 289
C=95, M=78, Y=50, K=60
R=7, G=33, B=53
HEX: #072135

MAVROON
PMS: 209
C=0, M=100, Y=34, K=53
R=134, G=0, B=56
HEX: #860037

COLORADO DAWN

CLASSIC BLUE
PMS: 647
C=92, M=64, Y=15, K=1
R=28, G=98, B=155
HEX: #1B619A

MAVROON
PMS: 209
C=0, M=100, Y=34, K=53
R=134, G=0, B=56
HEX: #860037

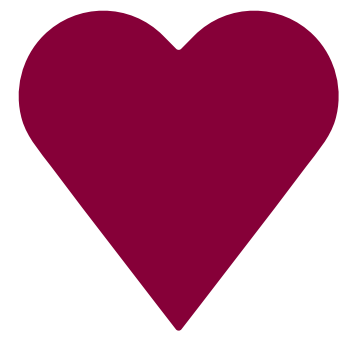
FONT USAGE – PF GRAND GOTHIK

		Font Style	Font Sizes	Leading
H1 / Headlines	100 YEARS OF IMPACT	Wide Bold	32 pt	32 pt
H2 / Subheadlines	YOUR SUPPORT CHANGES LIVES.	Bold	12 pt	12 pt
H3 / Subheadlines	SHARE YOUR KINDNESS WITH CMU STUDENTS.	Bold	10 pt	10 pt
Body Copy (Large)	When generosity is amplified by purpose, amazing things happen.	Regular	14 pt	21 pt
Body Copy	From annual contributions to scholarships, your gifts directly impact the lives of Colorado Mesa University students . Your support empowers them to confidently pursue their dreams, discover new passions and define their own successs.	Regular/Bold	10 pt	15 pt
Captions	Your impact changes lives , and that change can come in several forms. At Colorado Mesa University, students benefit from endowed scholarships and pass-through scholarships — each providing an incredible opportunity to pursue a college education regardless of financial circumstances.	Regular/Bold	8 pt	12 pt

ALTERNATE FONT USAGE – ARIAL

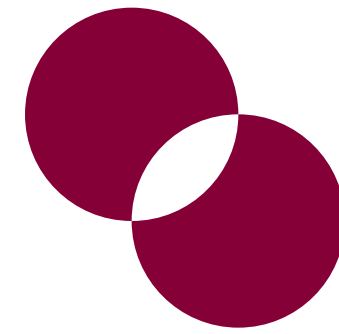
		Font Style	Font Sizes	Leading
H1 / Headlines	100 YEARS OF IMPACT	Black	32 pt	32 pt
H2 / Subheadlines	YOUR SUPPORT CHANGES LIVES.	Black	12 pt	12 pt
H3 / Subheadlines	SHARE YOUR KINDNESS WITH CMU STUDENTS.	Black	10 pt	10 pt
Body Copy (Large)	When generosity is amplified by purpose, amazing things happen.	Regular	14 pt	21 pt
Body Copy	From annual contributions to scholarships, your gifts directly impact the lives of Colorado Mesa University students. Your support empowers them to confidently pursue their dreams, discover new passions and define their own success.	Regular/Bold	10 pt	15 pt
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CORE VALUES



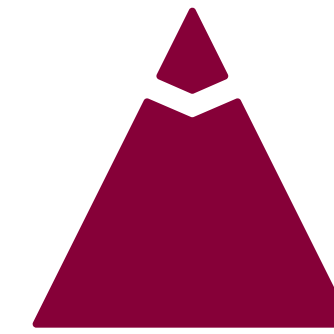
LOVE

Extending oneself for nurturing the growth of self and others.



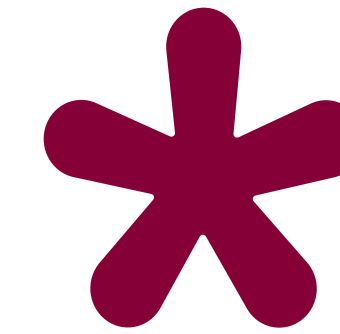
DIGNITY

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



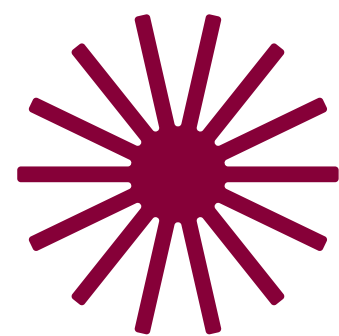
COURAGE

Taking risks in the pursuit of new possibilities.



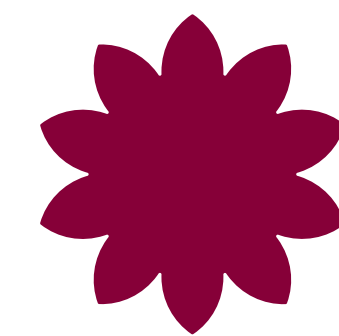
HUMILITY

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



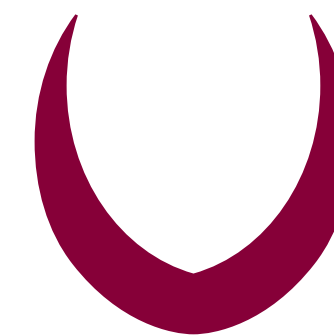
CURIOSITY

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.

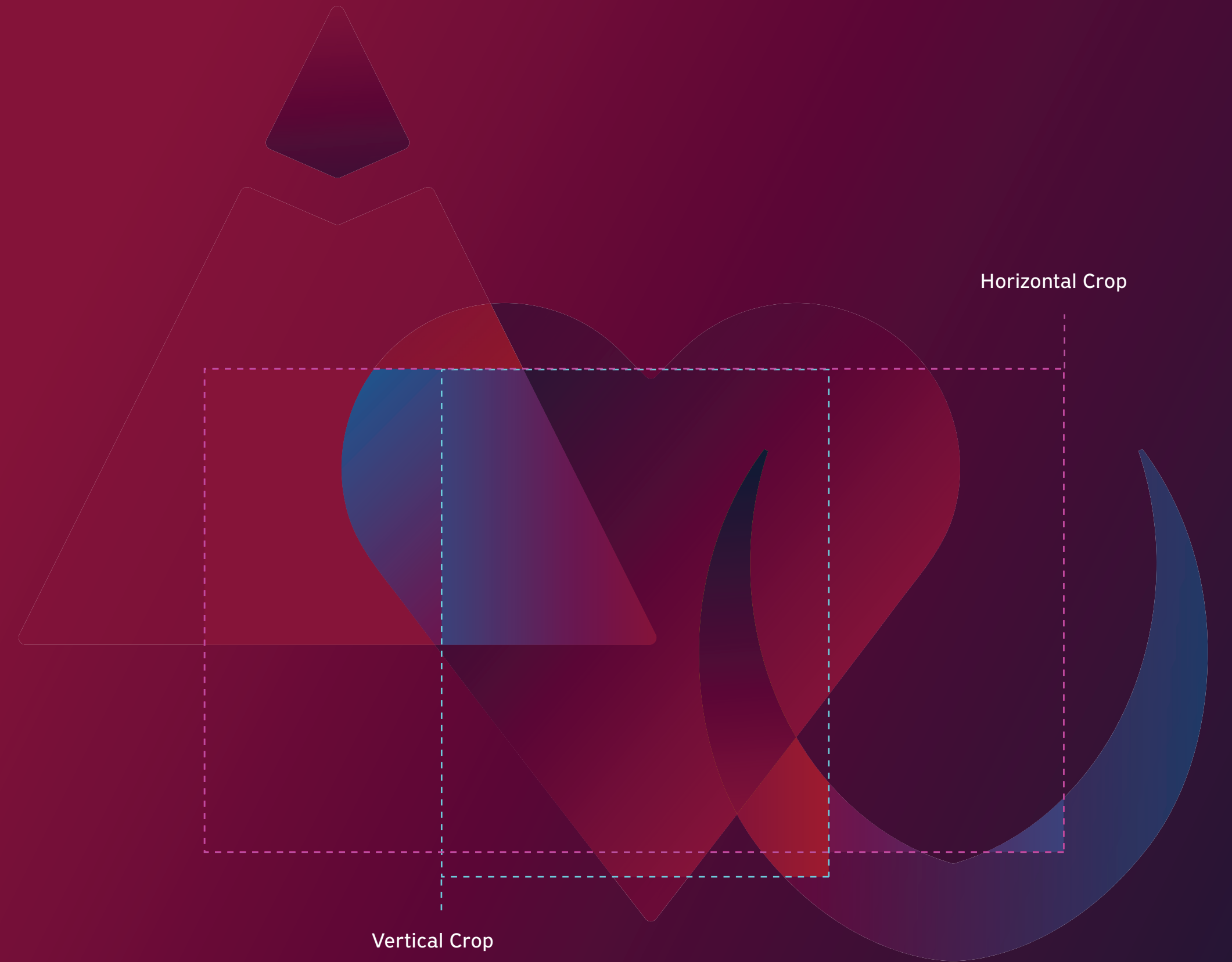
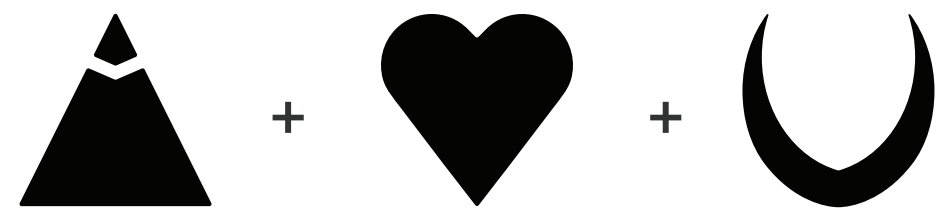
THE CORE VALUES COMBINATIONS



Vertical Crop



Horizontal Crop



DESIGN ELEMENTS

The CMU Foundation sub-brand is a simplified version of the university's brand, catered towards our donors.

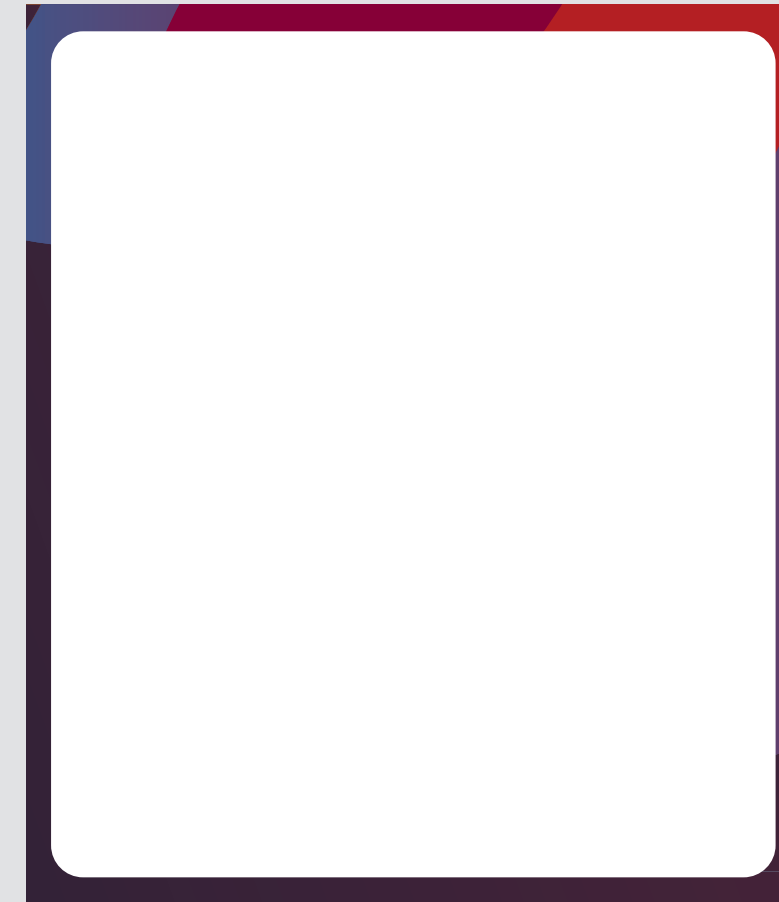
- **Backgrounds:**

Approved backgrounds include value symbols pattern with approved Foundation gradients.

- **Value Symbols:**

Can be used as a design element with a white outline and no fill, and must be used as an anchoring feature.

Do not rotate, shrink or alter.



11004 Back the Badge Scholarship

Please complete and return this form to the address below by **Friday, April 17th**.

If you are unable to make your selection by this deadline, you can defer your selection to the financial aid office by checking the box below. This will only affect the current scholarship cycle.

Please have the CMU Financial Aid Office select the FY 2026-2027 recipient(s) of my scholarship.

This scholarship will be awarded to a student in the Criminal Justice Program who has completed at least 50 credits and has a 3.0+ GPA. The recipient must also demonstrate a strong record of community service.

FY 2026-2027 Scholarship Award Information
Number of Awards:
Amount Available:
Amount per Scholarship:

In the spaces provided please indicate your selections as well as an alternate for each recipient. Alternates are used in the case that your selected recipient no longer meets the requirements of the award. **If no alternates are listed, Financial Aid will make an alternate selection.**

Recipient Name(s):	Alternate Name(s):
1.	1.
2.	2.
3.	3.
4.	4.

Email Completed Forms to: Foundation@coloradomesa.edu

Mail Completed Forms to: Colorado Mesa University Foundation
1450 N 12th Street
Grand Junction, CO 81501

THANK YOU FOR SUPPORTING OUR STUDENTS!