



BRAND GUIDELINES

EMBER EATERY

Updated June 24, 2026

EMBER EATERY

SUB-BRAND

The CMU Brand Guidelines establish core visual and communication standards for Colorado Mesa University.

The Ember Eatery Sub-Brand is an extension of the primary CMU Brand Guidelines and adapts the main brand to serve the distinct audiences and stakeholders served by the Ember Eatery.

The Ember Eatery sub-brand provides a flexible, refined system that reflects the CMU identity while strengthening the storytelling and enhances the ability to communicate the unique offerings of the Ember Eatery and its connection to the CMU Formation District.



THE STORY OF EMBER EATERY

Millennia ago, our ancestors first nurtured sparks into flame — a light that pushed back the darkness and warmed the night. For countless generations, fire held our gaze: dancing flames drew us in — promising heat, safety and community. Yet the true transformation for humanity came not from the fire's flame, but from what followed: the ember glow.

As the flames subsided into a steady bed of coals, a quieter magic emerged. From prehistoric hearths to the campfires we still circle today; the ember glow invited a closeness. Free from the blinding intensity of leaping flames, people leaned in and stories flowed — oral histories of hunts, heroes, and hard-won lessons and celebrations. Elders shared wisdom, strangers became kin and lovers whispered secrets. Even now, beneath starry skies at a

mountain campfire or backyard bonfire, we feel that ancient pull: leaning closer to laugh, listen and truly connect in the gentle warmth of glowing coals.

The ember glow offered vision. Its soft, steady light let eyes wander beyond the fire's edge — to the surrounding world, to the stars above. Hunters mapped tomorrow's paths, dreamers traced constellations, communities dared to imagine futures no longer chained to night's immediate threats. Today, that same radiance frees our minds to roam: sparking ideas, reflections and shared dreams that reach far beyond the fire circle.

Following the leaping flames, ember glow delivered even warmth for roasting roots, searing meat or simmering the first communal meals. Food became

more than fuel; it turned into ritual and memory, binding families, tribes and cultures through shared abundance. From ancient feasts over glowing pits to today's golden-toasted marshmallows, the ember stage made nourishment a lasting bond.

Nestled at the heart of Colorado Mesa University's Formation District, the Ember Eatery carries this timeless legacy forward. More than a dining hall, it's a modern hearth where students gather over shared tables to forge friendships, exchange ideas and build community. Overhead, the stars of the Asteria Theatre echo the open red-rock vistas beyond campus where people before us tendered the ember glow — reminding us to look up, dream big and connect deeply.

PERSONALITY

The Formation District is where CMU’s connection to the Western landscape becomes tangible. Named for the geologic formations visible from campus, the district uses architecture, viewsheds, art, gathering spaces and daily life to express the resilience, curiosity and the spirit of western Colorado. It is a place that helps students and visitors feel where they are.

Ember Eatery exists in the core of the Formation District and represents the element of fire and the relational importance of fire to human connection.

Gathering Place

Ember Eatery exists to bring people together. Whether you’re meeting friends after class, grabbing lunch with coworkers, celebrating a performance at Asteria or welcoming family to campus, Ember Eatery is where conversations begin and community grows. Every message should reinforce that sharing food is one of the simplest ways people connect and belong.

Warmth and Wonder

Ember Eatery draws inspiration from the timeless experience of gathering around a fire. It represents warmth, hospitality and shared experiences. Together, Ember Eatery and Asteria Theatre create a complementary story: one invites people to join the table and connect, the other invites people to look up in wonder. Messaging should use imagery of glow, warmth, gathering, conversation and discovery.

Open to All

The Ember Eatery offers a wide array of options that include Ember-specific food choices while also hosting nationally renown brands that bring people together. Panera Brand is the anchor food offering when the franchise shares values with CMU. Panera’s brand is anchored in their story:

“We believe that good food, food you can feel good about, can bring out the best in all of us. Food served in a warm, welcoming environment, by people who care. To us, that’s good eating and that’s why we’re here.”

TONE OF VOICE

The Ember Eatery speaks with the warmth of glowing coals — steady, inviting and deeply human. Our voice draws people in, just as the ember glow has done for millennia, creating space for connection, conversation and belonging.

CORE VOICE ATTRIBUTES

Warm and Welcoming: Our marketing materials speak like a trusted friend at the table — genuine, generous and comforting. Our language feels like the gentle heat of embers: never harsh or flashy, always approachable.

Storytelling and Reflective: We honor the ancient pull of the fire circle. We use narrative touches that evoke memory, ritual and shared experience without becoming overly poetic or theatrical.

Inclusive and Relational: Every message emphasizes “we,” “together,” and “shared.” We celebrate community, belonging, and the simple power of breaking bread with others.

Grounded and Elemental: We draw naturally on fire, light, landscape and western Colorado imagery — but always with restraint and authenticity. The tone feels rooted in place and heritage.

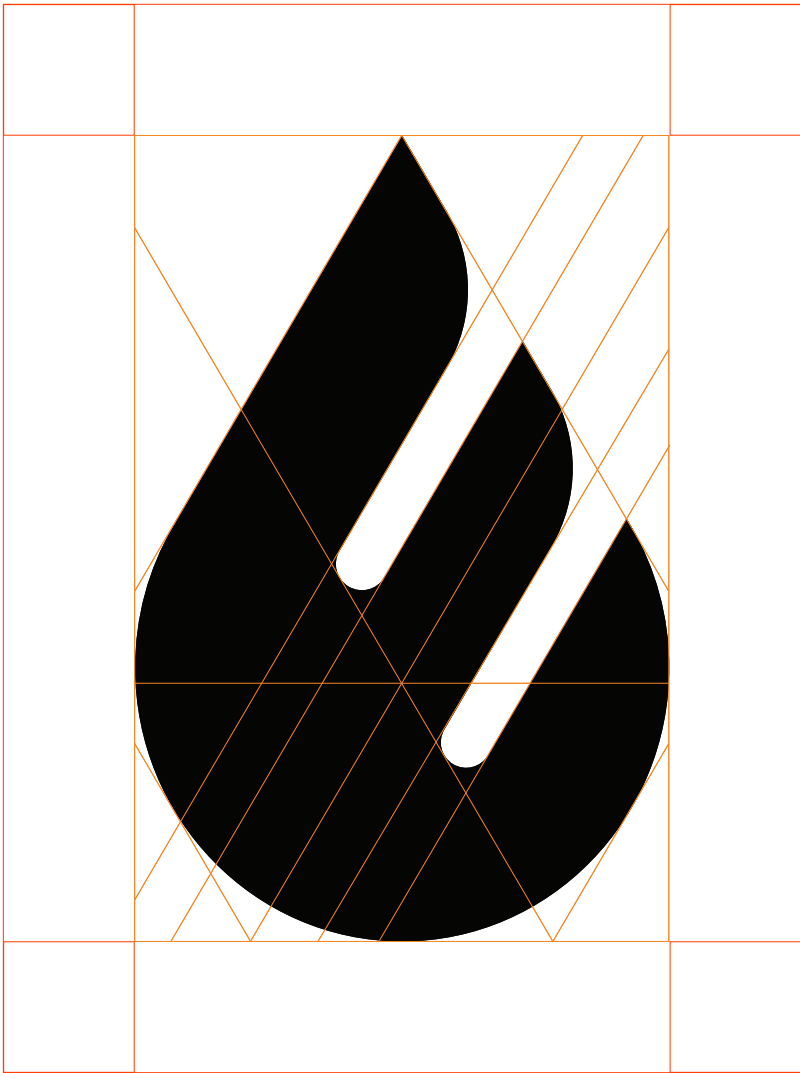
Optimistic and Approachable: Confident yet humble. We highlight abundance, care, and possibility while remaining down-to-earth and student-centered.

Refined yet Relaxed: Professional enough for university communications, warm enough for a dining hall. We avoid corporate stiffness or trendy slang.

EMBER EATERY SUB-BRAND

LOGO BREAKDOWN

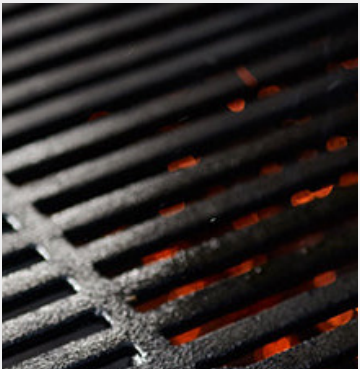
Logo Clear Spacing



“E” for Ember
(Aligns with Asteria’s “A”)



Flame + Grill Grates
(The act of cooking)



Utensils
(The act of consuming)



EMBER EATERY SUB-BRAND

PRIMARY LOGOS

Primary Vertical Stacked Signature

The vertical signature consists of the Ember flame above the Ember Eatery name with flares. The art should not be rotated or altered in any manner.

Primary Horizontal Signature

If needed, there is a horizontal signature version of this logo that includes the Ember Eatery name on either side of the Ember flame. Do not use the Ember flare elements in this logo execution.



Vertical Signature (Primary)



Horizontal Signature

EMBER EATERY SUB-BRAND

ALTERNATIVE LOGOS

Alternative and Simplified Logo Variations

To provide flexibility when working with Ember Eatery logo, there are a few alternative and simplified logo variations. These may be used in place of the primary Ember Eatery logo on a case-by-case use.



Stacked Alternate



Wordmark



Simplified Lockup



Simplified Wordmark

EMBER EATERY SUB-BRAND

LOGO COLOR GROUPS

Color groups provide guidance on approved color combinations. They help determine which brand colors can be paired together and identify the appropriate logo color variations for each background application.

By sticking with these groups, you can ensure content remains accessible and maintains visual consistency across all brand and marketing materials.



COLORS

To align and compliment, Colorado Mesa University’s primary brand, Ember Eatery uses a combination of CMU’s primary (Mavroon, white and black) and secondary (Maverick Terracotta, Sandrock Red and Monument Sunset) colors. As well as a main brand gradient (Colorado Autumn) and a new gradient developed solely for Ember Eatery (Ember Glow).

The color palette and gradients are designed to evoke the images of fire, embers and the surrounding regional geological formations.

WHITE

PRINT

PMS: White

CMYK: C=0, M=0, Y=0, K=0

SCREEN

RGB: R=255, G=255, B=255

HEX: #FFFFFF

MAVROON

PRINT

PMS: 209

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

SCREEN

RGB: R=134, G=0, B=56

HEX: #860037

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 AUTUMN

MAVROON

MAVERICK TERRACOTTA

SANDROCK RED

MONUMENT SUNSET

EMBER GLOW

MAVERICK TERRACOTTA

RICH BLACK

RICH BLACK

PRINT

PMS: Black

CMYK: C=50, M=50, Y=50, K=100

SCREEN

RGB: R=0, G=0, B=0

HEX: #000000

TYPOGRAPHY

		Font	Font Sizes	Leading Ratio
H1 / Headlines	OPENING FALL 2026	Refrigerator – Extrabold	55 pt	1:1
H2 / Subheadlines	A PLACE TO GATHER AND SHARE	Refrigerator – Extrabold	32 pt	1:1
H3 / Subheadlines	LOCATED IN THE FORMATION DISTRICT, NEXT TO ASTERIA THEATRE	PF Grand Gothik – Wide Bold	14 pt	1:1
Body Copy (Large)	Ember Eatery represents the element of fire and human connection.	PF Grand Gothik – Regular/Bold	16 pt	1:1.5
Body Copy	More than a dining hall, it’s a modern hearth where students gather over shared tables to forge friendships, exchange ideas and build community.	PF Grand Gothik – Regular/Bold	10 pt	1:1.5
Captions	Nestled at the heart of Colorado Mesa University’s Formation District , the Ember Eatery carries this timeless legacy forward. Overhead, the stars of the Asteria Theatre echo the open red-rock vistas beyond campus where people before us tendered the ember glow -- reminding us to look up, dream big and connect deeply.	PF Grand Gothik – Regular/Bold	8 pt	1:1.5

GRAPHIC ELEMENTS

Backgrounds:

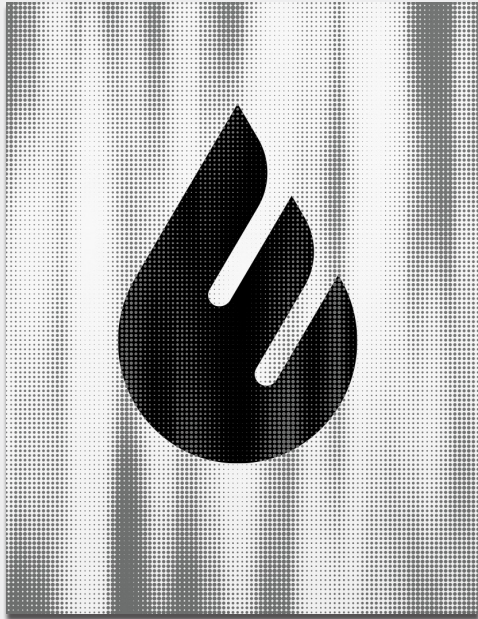
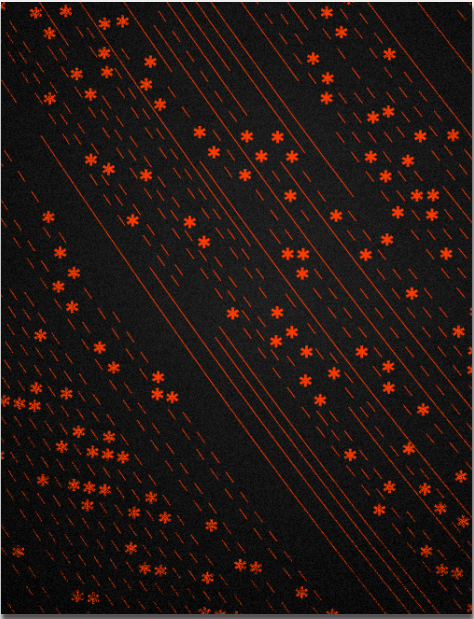
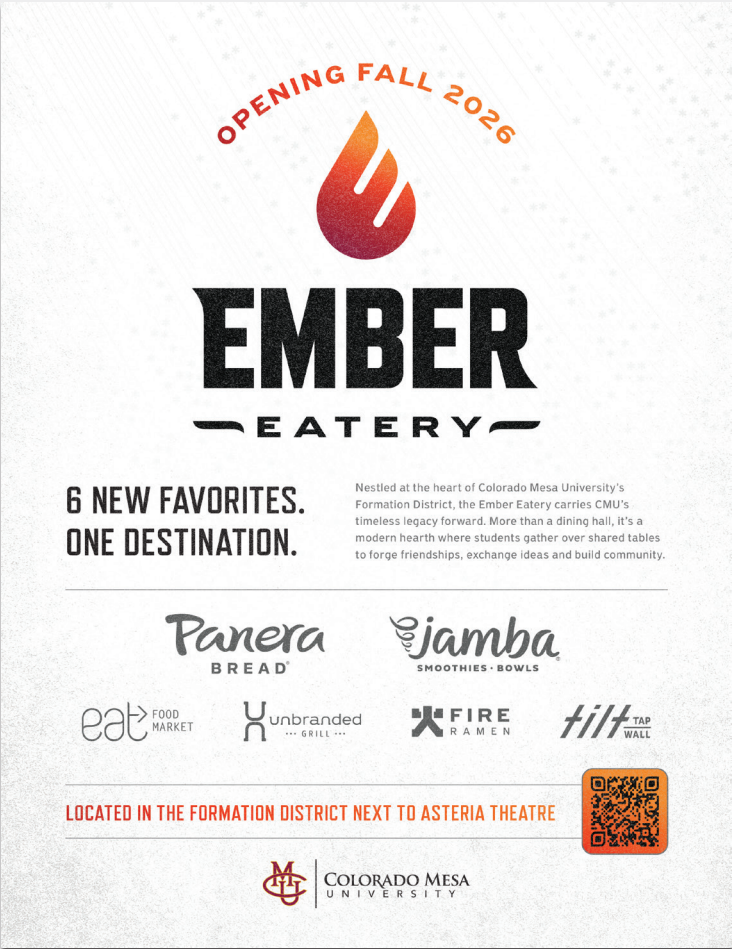
Approved background colors include black, white, Ember Glow and Colorado Autumn gradients with light noise and grit texture overlays.

Value Symbols:

Ember Eatery’s logo and curiosity symbol can be used as a design element in various ways such as patterns, overlays, icons and other supporting graphics.

Patterns:

Dither patterns and other abstract dotted patterns utilizing Ember Eatery’s curiosity symbol can be used for added texture.





ASSOCIATED LOGOMARKS

ASSOCIATED LOGOMARK

PANERA BREAD

Panera believes that good food, food you can feel good about, can bring out the best in all of us. Food served in a warm, welcoming environment, by people who care. Known for its fresh, high-quality ingredients, Panera’s menu includes a wide range of options from breakfast to dinner.



Logomark Signature

ASSOCIATED LOGOMARK

JAMBA

Jamba brings bold, better-for-you smoothies, bowls and juices — offering a refreshing boost any time of day. Known for blending whole fruits, vegetables and functional ingredients, Jamba creates menu items that taste as good as they make you feel.



Logomark Signature

ASSOCIATED LOGOMARK

EAT

Eat Market is your go-to destination for fresh, flavorful meals on the move. Designed for the pace of campus life, Eat Market offers a rotating selection of hot entrees, grab-and-go options and chef-inspired dishes made with quality ingredients and real flavor.



Vertical Signature



Horizontal Signature

ASSOCIATED LOGOMARK

UNBRANDED
GRILL

Unbranded is where smash burgers meet serious flavor. This made-to-order burger concept features juicy, perfectly seared patties cooked on a flat-top grill, hand-cut fries fried in beef tallow and a build-your-own approach that puts you in control.



Vertical Signature



Horizontal Signature

ASSOCIATED LOGOMARK

FIRE

Fire delivers authentic ramen, crafted with rich, flavorful broths, fresh noodles and thoughtfully prepared toppings. Each bowl is a complete experience that honors traditional ramen culture. Fire offers a menu that invites exploration and satisfies cravings for bold, comforting flavors. It's a taste of Japan in the heart of Grand Junction, bringing warmth, authenticity and culinary craftsmanship to every bowl.



Vertical Signature



Horizontal Signature

ASSOCIATED LOGOMARK

TILT

Tilt brings the tap wall experience to Ember Eatery, offering a self-pour selection of local and national craft beers. Designed for exploration and discovery, Tilt lets you sip and savor at your own pace. With a relaxed, social atmosphere and the freedom to pour exactly what you want, Tilt is the perfect spot to unwind, connect with friends and enjoy a drink that’s as unique as your taste.



Vertical Signature



Horizontal Signature



THANK YOU.

For more information regarding these brand guidelines contact Colorado Mesa University's Marketing and Communications Department at marketing@coloradomesa.edu.