Brand Voice

Our voice is informed by our core institutional values:

STUDENT FOCUS, INTEGRATION, INNOVATION, COLLABORATION, INCLUSIVE DIVERSITY, DYNAMIC RESPONSIBLE GROWTH AND INTEGRITY.

The following words should inform the voice and tone used when crafting content to promote the university. They are the distillation of our brand essence. Keep these words in mind when creating communications to maintain a distinct voice and ensure the UCCS personality shines through.

Our voice is:

INTELLIGENT
Our students and campus community are smart, motivated and hard working. Meet them at their level.

RELATABLE
Our voice is genuine, approachable, straightforward, conversational, clear, direct and positive – without pretense.

CREDIBLE
When we speak, it is honest, accurate and factual to create a foundation of trust and integrity.

INSPIRING
Our messages are positive and motivate action, drawing on how we collaborate, innovate and fuel success.

OUR VOICE

Our voice is how we communicate, the language we use, the way we convey information and the values we portray.

University of Colorado
Colorado Springs

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

Writing Guidelines

Imagine the University as a person — its voice is consistent, but its tone changes depending on the audience and conversation. It should always be authentic and recognizable. Social media content might call for an informal tone, for example, while information for doctoral candidates may be more formal and complex. Every editorial opportunity is different and should reflect a tone appropriate for the intended audience. With that in mind, here are general guidelines to use when crafting copy to promote the university.

Make it genuine and relatable. Read it aloud: Is the phrasing something you'd actually say to someone else, or does it sound stilted or artificial? Avoid clichés, jargon and business-speak. Be clear and direct. When choosing between a simple word (for example, "start") and a lofty word ("commence"), choose the simpler, more conversational word.

Make it specific and succinct. Avoid verbose flourishes and filler copy. Back up statements with proof points. Include details that reinforce core messages and differentiators.

Give the reader something to do.
Always include a clear call to action.

Do not force excitement. If the message is not something we would yell, it does not deserve an exclamation point. Use this mark extremely sparingly.

Make it about the audience. It's easy to focus on messaging that touts what we do and how we do it. Find opportunities to pull the audience in by explaining how it benefits them.

The tone and manner of our voice should be:

- Simple, non-institutional language.
- Conversational and matter-of-fact.
- Short and to the point.
- Specific and succinct.
- Personal and real.
- About the audience.

Avoid:

- Avoid puns and clichés, or anything trite, slick, sales-y or corporate.