

## 50th Anniversary Mark

In 2015, the University of Colorado Colorado Springs celebrates its 50th anniversary. A special icon design—referred to as the 50th mark—was created to assist in marketing and promotion of anniversary-related events and initiatives throughout the calendar year.

### General Usage

#### *When is it appropriate to use the mark?*

The 50th anniversary mark should only be used in promoting the UCCS anniversary year and associated marketing or events beginning January 1, 2015 and ending December 31, 2015. It is not intended as a replacement for the university's logo signature. Care should be exercised to ensure it reinforces—rather than conflicts with—the UCCS academic mission, identity and brand.

### Graphic Standards

#### *What specific graphic rules must I follow?*

The 50th anniversary mark should remain separate and distinct from any official UCCS logo signatures.

**Size:** The standard mark must be no smaller than 1" in diameter. The mini mark must be no smaller than 3/8" and no larger than 7/8" in diameter.

**Clear-space:** When placing the mark, maintain a minimum clear-space on all sides equal to 25% the height of the mark.

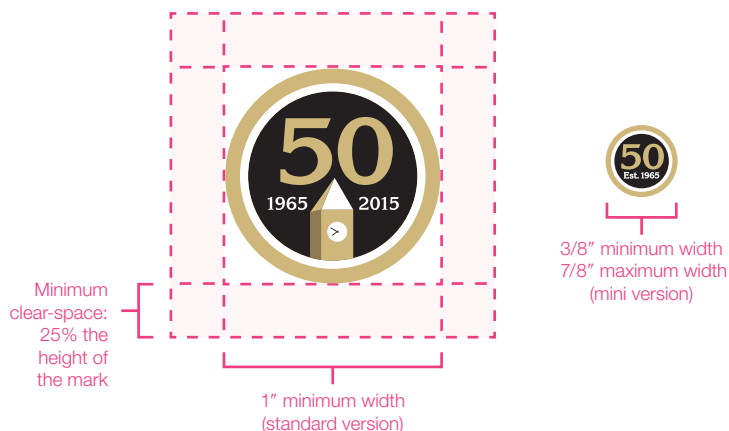
### Variations

#### *What are the different versions of the mark?*

Use the standard version of the mark whenever possible. The mini version was created for circumstances where it must be reproduced smaller than 1" in diameter, such as lapel pins or other small promotional items.

Use the full-color version whenever possible. Grayscale and single-color versions are available for circumstances where full-color is impractical or impossible, such as laser etching.

The single-color version may be reproduced in one of the official campus colors: black, white, CU Gold, CU Dark Gray, or CU Light Gray.



Standard Version



Full Color



Grayscale



Single Color

Mini Version



Full Color



Grayscale



Single Color

## Do's and Don'ts

### *What can and can't I do with the mark?*

Always ensure the mark is faithfully reproduced. Avoid the following common mistakes.



✓ Do use official artwork.

✗ Don't modify or attempt to recreate the artwork.



✓ Do maintain the original 1:1 proportions.

✗ Don't rotate, stretch or distort the mark.



✓ Do use the official colors.

✗ Don't modify the colors in the artwork.



✓ Do maintain the minimum clear-space, and give the mark room to breath.

✗ Don't stack or group the mark with other logos, text, or elements.



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✓ Do use the original, official artwork.

✗ Don't add elements or special effects to the mark.



✓ Do use the full mark.

✗ Don't use incomplete portions of the mark as design elements.

