

UCCS FUELS SUCCESS
MARKETING CAMPAIGN
GUIDELINES

UCCS FUELS SUCCESS

Updated February 2021

INTRODUCTION

These guidelines create a standard of usage for campaign graphics, colors and typography in order to maintain the look and feel of the University of Colorado Colorado Springs UCCS fuels SUCCESS campaign across different mediums. In order to represent the campaign in a consistent manner, use these guidelines as a starting point for all branded marketing communication.

Please contact University Marketing at marketing@uccs.edu with any questions related to the use of this document, or any other marketing needs.

To access the campaign assets please go to brand.uccs.edu/campaign

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UCCS FUELS SUCCESS

They say success breeds success. And we couldn't agree more. But success doesn't just come from anywhere. You have to find it and you have to earn it.

To be successful, you have to have the right tools in place. With our smaller class sizes, courses based on student outcomes, and nationally ranked graduate and undergraduate programs, we don't just believe in success: we fuel it.

CAMPAIGN PILLARS

ACADEMIC EXCELLENCE

The distinction of a CU degree combined with UCCS' dedication to preparing students for real-world success propels achievement.

DRIVEN STUDENTS, FACULTY & STAFF

UCCS attracts exceptionally driven students, faculty and staff, creating a motivating and supportive campus environment.

VALUE

Our high-quality education is offered at one of the best values in the state – allowing driven students to achieve beyond their means.

COMMUNITY / OPPORTUNITY

Highly respected across Colorado, UCCS enjoys strong community relationships that open doors.

CAMPUS / LOCATION

Our beautiful, thriving campus is close, yet takes you so far.

CAMPAIGN LOCKUP

Where space allows, the UCCS fuels SUCCESS lockup should be used as a prominent element on all campaign materials.

The UCCS fuels SUCCESS campaign lockup is available in both a horizontal and vertical format.

The lockup should not be adjusted or modified from its original format.

To access all approved lockups go to:
brand.uccs.edu/campaign

HORIZONTAL LOCKUP

UCCS FUELS SUCCESS

VERTICAL LOCKUP

**UCCS
FUELS
SUCCESS**

CAMPAIGN LOCKUP HORIZONTAL

The horizontal lockup should not stray from the following color combinations and should adhere to the designated spacing and color builds.

Clear Space



Minimum clear space around the UCCS fuels SUCCESS campaign lockup should be equal to or greater than the width of one "F" from FUELS.

Minimum Size

UCCS FUELS SUCCESS

2.5" or 180 px

Minimum width 2.5" printed and 180 pixels for web.

HORIZONTAL LOCKUP ONE COLOR

UCCS FUELS SUCCESS

UCCS FUELS SUCCESS

UCCS FUELS SUCCESS

HORIZONTAL LOCKUP TWO COLOR

UCCS FUELS SUCCESS

UCCS FUELS SUCCESS

UCCS FUELS SUCCESS

CAMPAIGN LOCKUP VERTICAL

The vertical lockup should not stray from the following color combinations and should adhere to the designated spacing and color builds.

Clear Space



Minimum clear space around the UCCS fuels SUCCESS campaign lockup should be equal to or greater than the width of one "F" from FUELS.

Minimum Size

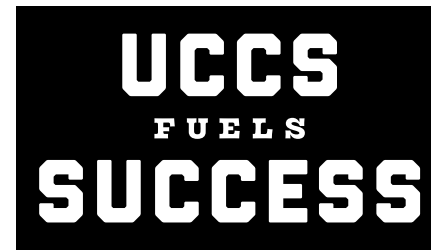


1.25" or 90 px

Minimum width 1.25" printed and 90 pixels for web.

VERTICAL LOCKUP ONE COLOR

UCCS
FUELS
SUCCESS




VERTICAL LOCKUP TWO COLOR



CAMPAIGN LOCKUP ACCENTUATED

In cases where the campaign lockup needs to be accentuated, a version with a drop shadow, stroke or both can be used.



UCCS FUELS SUCCESS



UCCS
FUELS
SUCCESS



UCCS
FUELS
SUCCESS



UCCS FUELS SUCCESS

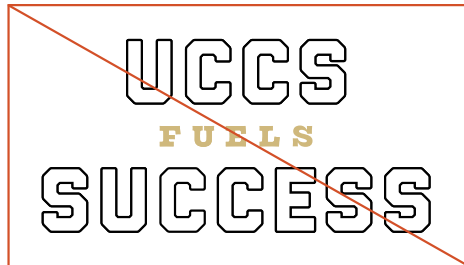


UCCS FUELS SUCCESS

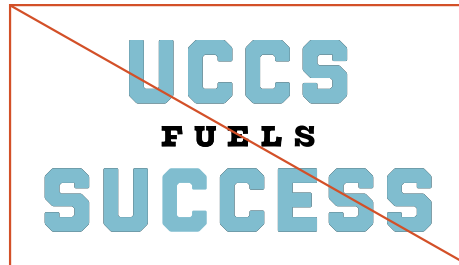
CAMPAIGN LOCKUP DO/DO NOTS

The following applications and uses of the UCCS fuels SUCCESS campaign lockup are not compliant.

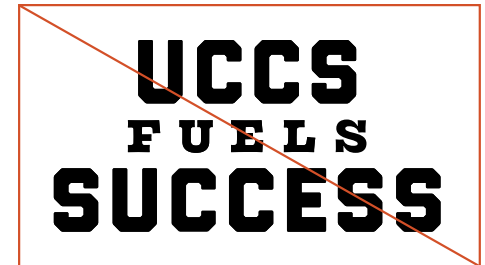
Whether your image is in print or online, please consider ADA Accessibility standards <https://www.ada.gov/>. They dictate that for visually impaired viewers, legibility should be top-of-mind in design. For example, busy background images are difficult to place text over, and any image placed on a UCCS web page should have an appropriate ALT tag. We should always design with all people—affected by disability or not—in mind.



Do not change the stroke or colors from the approved lockups.



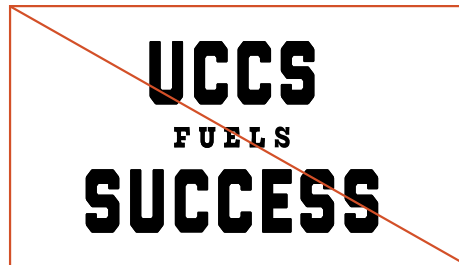
Do not treat the lockup in non UCCS approved colors.



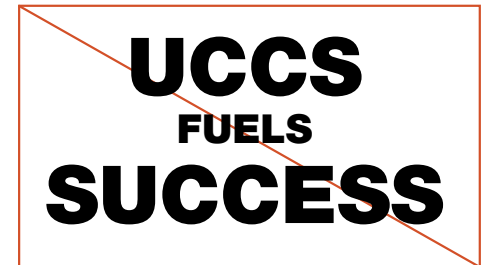
Do not scale any individual piece of the lockup separate from the whole.



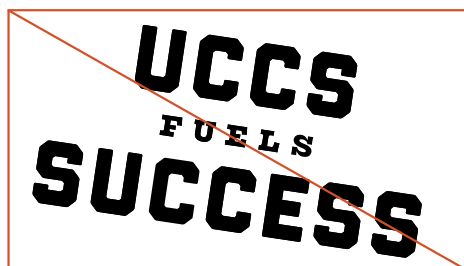
Do not rearrange the lockup from the approved horizontal and vertical formats.



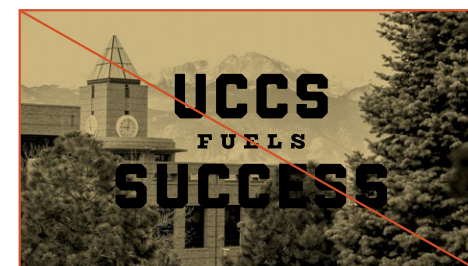
Do not stretch or distort the lockup.



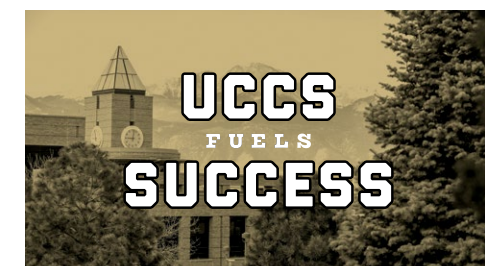
Do not rewrite the lockup in a different font. (Unless used in body copy).



Do not tilt the campaign lockup.



Do not place the black lockup on a dark background that makes it hard to read



✓ Consider legibility when using the campaign lockups on different backgrounds.



ART DIRECTION

The art direction for UCCS fuels SUCCESS collateral builds on the UCCS brand and the look of the advertising campaign, with broadened design language to accommodate in-depth content and information across a variety of applications.

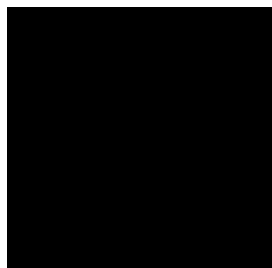
ART DIRECTION

COLORS

The official UCCS colors are black and gold. They are used consistently throughout the entire University of Colorado System and provide a clear visual connection to our brand and heritage.

Include our official primary colors in all UCCS campaign visual expression to support a clear visual connection to our university.

PRIMARY COLORS



CU RICH BLACK

Pantone® Black
C:40 / M:40 / Y:40 / K: 100
R:0 / G:0 / B:0
HEX: #000000



CU GOLD

Pantone® 4525C
C:0 / M:10 / Y:48 / K: 22
R:207 / G:184 / B:124
HEX: #cfb87c

SECONDARY COLORS



CU DARK GRAY

Pantone® 425C
C:38 / M:28 / Y:21 / K:63
R:86 / G:90 / B:92
HEX: #565a5c



CU LIGHT GRAY

Pantone® 422C
C:16 / M:11 / Y:11 / K:29
R:162 / G:164 / B:163
HEX: #a2a4a3

ART DIRECTION

TYPOGRAPHY

PRIMARY FONT:

The official UCCS brand font is **Helvetica Neue**. This can be used in a variety of weights and sizes for body copy and headlines. This should be the default typeface for all materials, with only meaningful deviation to other typefaces for selective impact.

Tracking and leading should be set for maximal legibility.

Contact the university brand manager about obtaining a license for the Helvetica Neue typeface family.

CAMPAIGN HEADLINE TYPOGRAPHY:

The advertising campaign headline typography consist of two custom-designed, hand-drawn typefaces:

UCCS Hand Block

Hand drawn, all caps, meant for primary use in advertising, and for accents and messaging sparingly in collateral pieces.

UCCS Hand Script

All lowercase, roman alphabet only, meant for combining with and accenting UCCS Hand Block.

Campaign headline fonts are meant to be hand-set. Please work with Brand and Design in UCCS Marketing and Communications to ensure any use of these typefaces are in line with the campaign style.

OTHER TYPEFACES:

Liberator Heavy

This font was used in previous materials and advertisements, and will continue to be used as a generic “College Block Letter” typeface.

Helvetica Neue Fallbacks

When Helvetica Neue is not available or practical, the following typefaces can be used as a fallback:

Helvetica, Roboto, Source Sans Pro, Arial

Whether your copy is in print or online, please consider ADA Accessibility standards www.ada.gov. They dictate that for visually impaired viewers, legibility should be top-of-mind in design. We should always design with all people — affected by disability or not — in mind.

AaBbCc 12345

Helvetica Neue

Helvetica Neue Thin

Helvetica Neue Light

Helvetica Neue Regular

Helvetica Neue Bold

Helvetica Neue Condensed Bold

Helvetica Neue Thin Italic

Helvetica Neue Light Italic

Helvetica Neue Regular Italic

Helvetica Neue Bold Italic

Helvetica Neue Condensed Bold

ABC 12345

UCCS HAND BLOCK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 #!?\$

abcdefghijklmnop

uccs hand script

abcdefghijklmnopqrst
vwxyz

ART DIRECTION

PHOTOGRAPHY

The UCCS fuels SUCCESS campaign uses an editorial photography style. Photos should feature: Strong points of focus, natural lighting, real-world settings and people, honest/authentic moments, and diversity.

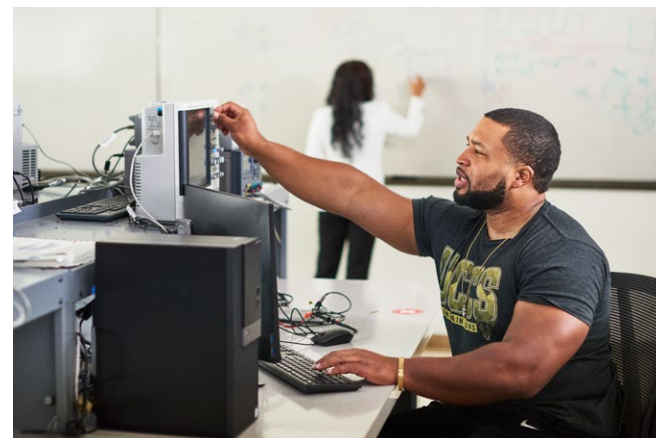
When possible, photos should be shot with narrow depth of field at interesting angles (low, above, texture/objects in soft focus in the foreground) to create a polished and professional look for the university. The photography should feel engaging, candid and authentic, not a posed or extremely stylized approach. It should feel light, airy and inviting.

An optional photo color treatment for the campaign is a 100% gold wash over a black and white image. This works best on wide, environmental and architectural photos. Avoid this treatment on portraits. It can be achieved by converting the photo to black and white in Photoshop and then placing the UCCS gold on a multiply layer over the image.

When Photoshop is not available the gold wash effect can be achieved via the website duotone.shapefactory.co. Simply upload the image you wish to convert and then adjust the colors to UCCS gold HEX: #cfb87c and either White HEX: #ffffff or black HEX: #000000

Select photography with the gold wash pre-applied can be downloaded at brand.uccs.edu/campaign

General-purpose photography can be downloaded at photography.uccs.edu

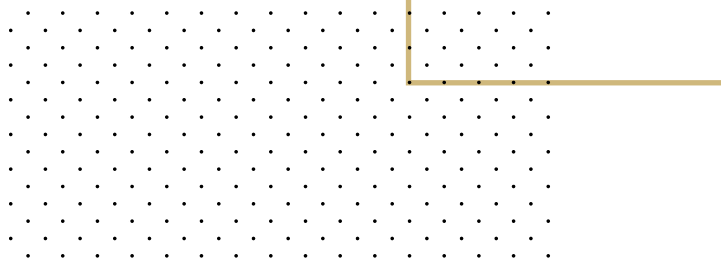
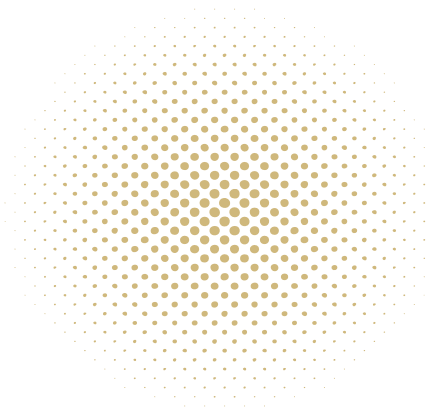


ART DIRECTION GRAPHICS DESIGN ELEMENTS

For use in collateral, the UCCS fuels SUCCESS design elements are used to support the brand photography and to add fun, playful elements to the campaign art direction.

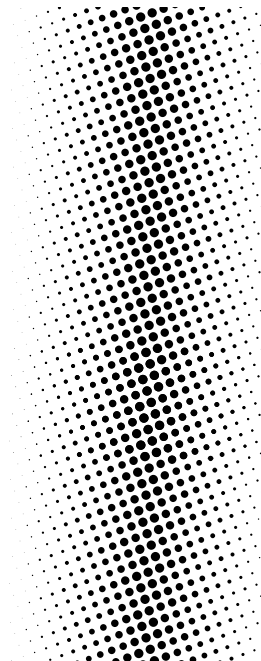
These elements can be treated in both the primary brand colors and tints and shades, as long as the CU gold and black are prominent throughout the piece.

The design elements include thin stroke lines, halftone dot patterns, stripes, gold bars at full or nearly full opacity, and solid shapes. They partially overlap photos, add texture, highlight, draw attention to important elements, separate sections or help build visual hierarchy.



WORDS HERE

WORDS HERE



ART DIRECTION

GRAPHICS


ILLUSTRATIONS

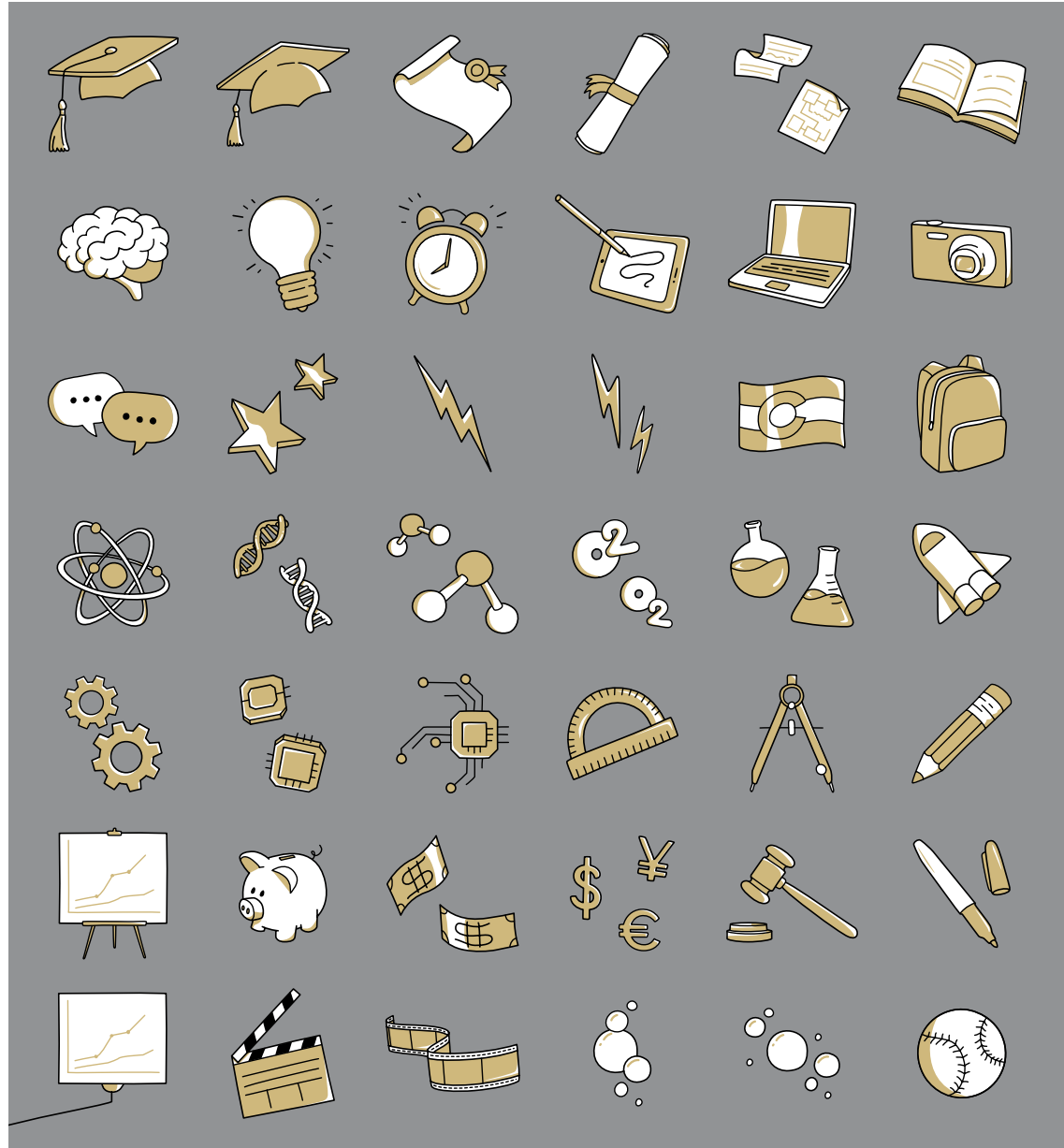
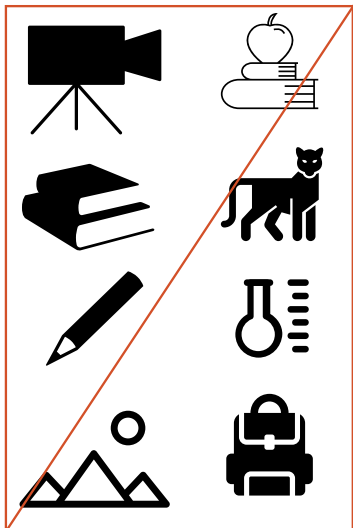
The UCCS fuels SUCCESS supporting illustrations are designed to add punctuation and fun accent elements to the collateral design.

The illustrations are built using black, gold and white, generally with rounded stroke caps and corners, in a hand-drawn style. They should not appear to be clipart or simple vector line art illustrations.

To access all illustration style sheets, please visit:
brand.uccs.edu/campaign

See examples below of supporting illustrations that do not match the campaign style.

 Incorrect illustration style



ART DIRECTION

GRAPHICS

EXPRESSIVE LINES AND SYMBOLS

The UCCS fuels SUCCESS expressive lines and symbols are designed to add punctuation and draw attention to the subject of a photo, add kinetic energy, or act as a fun accent element to connect pieces or draw the eye on collateral design.

These include lines, stars and dots in brand colors that swirl around or emanate from subjects, elements and illustrations, and accentuate focus areas.

Expression lines will often need to be custom crafted per implementation, please work with Brand and Design in UCCS Marketing and Communications to ensure any use of these elements are in line with the campaign style.

Photos with expression lines pre-applied and illustration style sheets can be found at brand.uccs.edu/campaign



ART DIRECTION

GRAPHICS

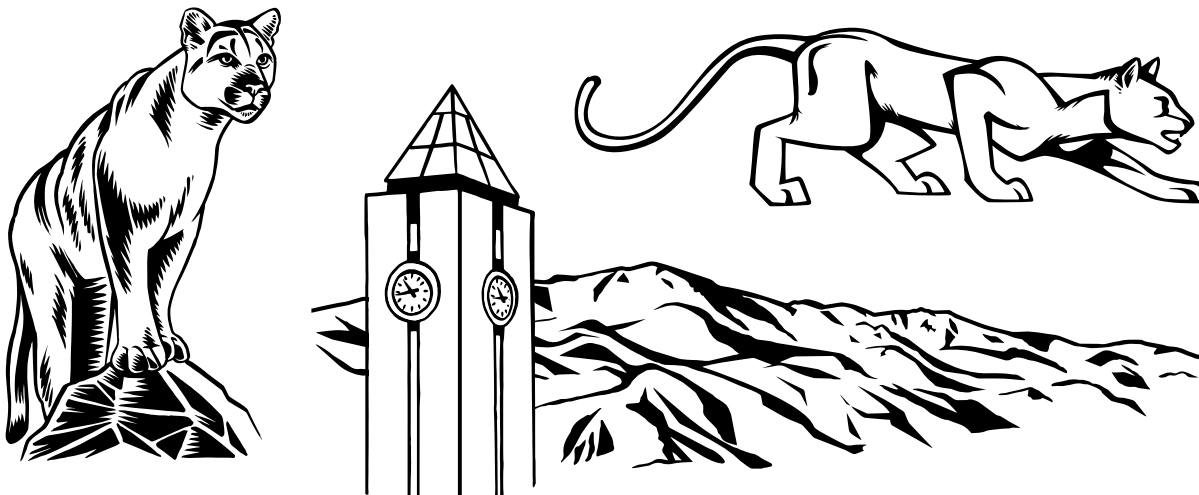
OTHER ILLUSTRATIONS AND ICONS

OTHER ILLUSTRATIONS

Several brand-specific illustrations will continue to be used to add punctuation and fun accent elements to collateral design and advertisements.

The illustrations should always look hand drawn and not like clip art or simple vector line art illustrations.

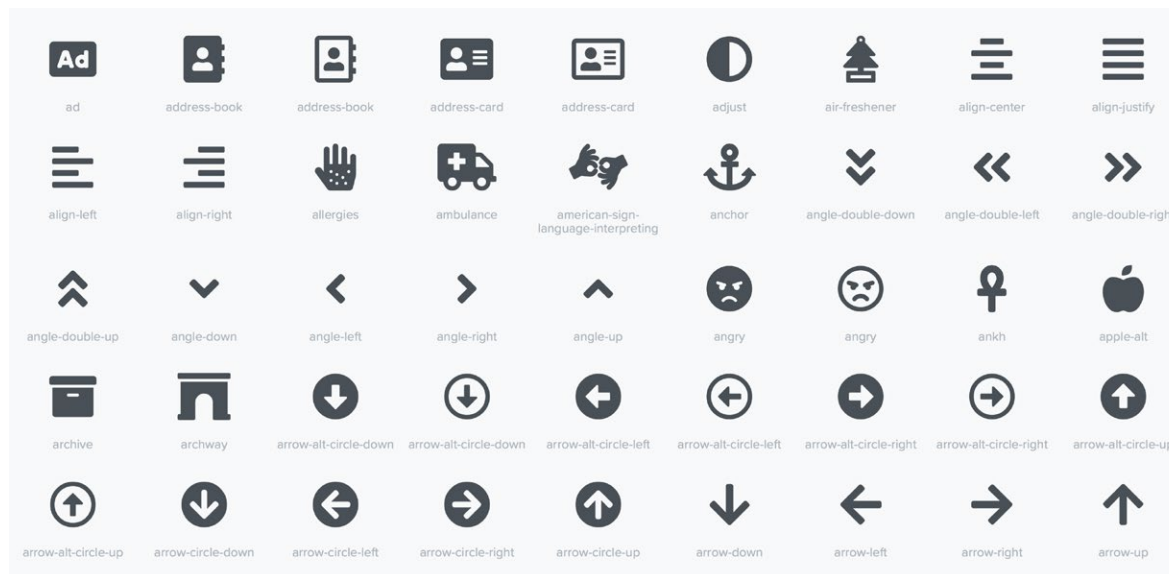
To access all illustration style sheets, please visit:
brand.uccs.edu/campaign



ICONS

Icons are simple visual symbols, used to draw attention to important messages, content and elements without dominating the design. We use icons from FontAwesome across print, digital and online media. **These are not meant to replace campaign illustrations, but are for specific uses such as in infographics, website components, calling out specific information, etc.**

Visit fontawesome.com



ART DIRECTION COLLATERAL EXAMPLE SPECIMENS

Design elements

Grid alignment

Campaign font used as accent

Helvetica Neue used for body copy, quotes and captions

Design element

STRIVING TO HELP FELLOW HUMANS

ANNIE ALAINE HALLIS '20
HUMAN SERVICES

FOR ANNIE ALAINE HALLIS '20, earning a degree and kickstarting her career hasn't been a straight line to success, it's been a journey.

Over the past nine years, she has followed her broad interests through three schools and many creative pursuits, including dance, photography, fashion, metalsmithing, drawing, painting, fitness, and even podcasting.

Now, with help from the University of Colorado Colorado Springs, Annie has found a way to feed her curious soul by focusing on another true passion — human beings.

"It's really good to know people and how they work. I was always very interested to understand how one personality works compared to another."

In May, Annie graduated with her Bachelor of Arts in Human Services from the University of Colorado Colorado Springs to become a certified Registered Behavior Technician (RTB), working with kids on the autism spectrum to develop essential social, coping, and communication skills.

"Really psychology and art have been my two big passions. I wanted a major that was broad enough to go where I wanted it to, because I'm the type of person who likes to do a lot of things."

"Nothing compares to how rewarding it is to build relationships with students and families."

When it was announced that UCCS would be offering a Bachelor of Arts in Human Services focused on direct and group counseling, Annie took it as a fast-track into the workforce and began helping other humans thrive.

During her last year, Annie applied her psychology and human services knowledge to working as an RTB while still going to school, which helped her become a part of the clinical team at ABA Across Environments in Colorado Springs, a counseling center that uses Applied Behavior Analysis (ABA) to help clients diagnosed with autism, Down's syndrome, ADHD, and other behavior-related disorders.

Annie explained that ABA is a form of therapy rooted in psychology, behavioral science, and learning that develops proper independence through counseling sessions.

In her day-to-day work, Annie hosts sessions that last from one to five hours, working one-on-one with patients, using case-specific therapies prescribed by a Board Certified Assistant.

For now, she's happy that her Bachelor of Human Services, and all her education, has helped her find a career, if not her calling.

"My advice to any student is don't feel like you have to rush and don't let anything stop you," Annie said. After all, it's the journey to success that can be so rewarding.

"Being a part of something that is making a big difference within a person's life, surrounding lives, and even the world is so incredible."

Grid alignment

Design elements

Campaign illustration

Expressive symbols

HOW TO FUND YOUR UCCS EDUCATION

At UCCS, we offer one of the lowest in-state tuitions in all of Colorado, and we're committed to keeping a University of Colorado degree accessible to all. We do this because we believe a degree is more than just a diploma; it's an investment in your future. We know an investment in higher education still isn't always easy to afford, so we've committed time and resources into ensuring students will be considered for scholarships and financial aid opportunities.

SCHOLARSHIPS

UCCS offers many scholarships and grants to qualified students. Many students may be surprised to find scholarships that are a perfect fit for their background and academic goals.

The deadline for most scholarships is March 1.

View all of our scholarships at uccs.edu/scholarships

FINANCIAL AID

The Free Application for Federal Student Aid (FAFSA) applications must be received before the scholarship deadline that you are applying to. Find more information about financial aid at UCCS at uccs.edu/financial

COST CALCULATOR
uccs.edu/bursar/estimate-your-bill

COSTS

Estimated graduate enrollment fees:

Colorado Resident
6 credits/semester; 12 credits/year
\$3,767-\$4,595/semester; \$7,534-\$9,190/year

9 credits/semester; 18 credits/year
\$5,461-\$6,703/semester; \$10,992-\$13,406/year

Non-Colorado Resident
6 credits/semester; 12 credits/year
\$7,511-\$8,003/semester; \$15,022-\$16,006/year

9 credits/semester; 18 credits/year
\$11,077-\$11,815/semester; \$22,154-\$23,630/year

Non-Resident Online
6 credits/semester; 12 credits/year
\$4,229-\$5,305/semester; \$8,458-\$10,606/year

9 credits/semester; 18 credits/year
\$6,343-\$7,958/semester; \$12,686-\$15,916/year

Program costs vary by college.

Tuition and Fee Descriptions
uccs.edu/bursar/tuition-and-fees

ART DIRECTION

COLLATERAL

EXAMPLE SPECIMENS

Thin gold line design element

Grid alignment

Bold Photo



Ample use of white space

Design element

Expressive lines

ART DIRECTION COLLATERAL EXAMPLES

On these pages from the 2020 UCCS viewbook you can see how the art direction style for the UCCS fuels SUCCESS campaign is brought to life.

By using color and appropriate photography, bright accent graphics, fun illustrations and campaign fonts, the viewer is able to connect with the UCCS brand while remaining engaged throughout the piece. The use of white space around type and imagery keeps the piece clean and easy to read.



MOSAIC

The Multicultural Office for Student Access, Inclusiveness and Community (MOSAIC) provides support and creates opportunities for students across social identities, cultures, gender identities and sexual orientations to develop a sense of community and place on campus.

uccs.edu/mosaic

RECREATION & WELLNESS CENTER

Our holistic approach to your wellbeing doesn't begin and end in the gym. Our center offers a range of activities from intramural or club sports, to a top-notch fitness facility, but we also focus on the mind and body, offering mental health and health services, including counseling, and much more.

uccs.edu/recreation

KRAEMER FAMILY LIBRARY

Our library provides virtual and physical resources in a beautiful space designed to support and inspire the ambitious intellectual endeavors. Access innovative technologies, vast collections and services designed to support student growth.

uccs.edu/library

UCCS - STUDENT RESOURCES

CAREER-READY RIGOR



93 BACHELOR'S DEGREES • 24 MASTER'S DEGREES • 8 DOCTORAL PROGRAMS

College of Business and Administration • College of Education
College of Engineering and Applied Sciences • College of Letters, Arts & Sciences
Helen and Arthur E. Johnson Bath & College of Nursing and Health Sciences
School of Public Affairs

TWO DEGREES, ENDLESS POSSIBILITIES

Through our Bachelor's to Master's program, you can leave with two degrees in five years by taking graduate-level courses applicable to both your undergraduate and graduate degrees.

uccs.edu/btm

CONTINUITY THROUGH UNCERTAINTY

UCCS is focused on creating an environment where students can continue to learn, despite uncertain times. We've established protocols to keep our campus open and provide a variety of course delivery options. We've also given our faculty members extra support to feel remote learning. Learn more at returntouccs.edu

ONLINE AND ON YOUR TERMS

UCCS offers undergraduate, graduate and certificate programs 100% online. Find degrees that fit your life, your schedule and your needs.

uccs.edu/online

GAME-CHANGING RESEARCH

Opportunities for undergraduate and graduate research are plentiful. During Mountain Lion Research Day, students, faculty and staff showcase their innovative work.

uccs.edu/research

UCCS - ACADEMIES

COLLEGE OF BUSINESS

WE ARE IN THE BUSINESS OF BUILDING SUCCESSFUL FUTURES™

The College of Business at UCCS is committed to building successful futures for students, faculty, staff, alumni and the business community. A cornerstone of the college is a commitment to the Daniels Fund Ethics Initiative College Program at UCCS, which provides a framework for ethical decision-making and fosters a higher standard of ethics in our students. Students receive their education from nationally and internationally recognized faculty, who use real-world experience and hands-on research to prepare students for the workplace.

- AACSB International accreditation places us among the world's top business schools.
- Consistently ranked a "Best Business School" and a "Best Online MBA" by U.S. News & World Report.
- 300+ local, national and international internships and career placements annually.
- Mandatory career curriculum ensures each undergraduate student seamlessly transitions from college to career through career exploration, preparation, internship placement and mentorship exercises.

UNDERGRADUATE PROGRAMS

- Accounting
- Business Administration
- Business Analytics Minor
- Cybersecurity Management
- Entrepreneurship Minor
- Finance
- Human Resources Management
- Information Systems
- International Business
- PGA Golf Management
- Management
- Marketing
- Service Management
- Sport Management

GRADUATE PROGRAMS

- Business Administration (MBA)
- Online or on campus
- Accounting (MSA)
- Executive Doctor of Business Administration in Cybersecurity Management (DBSAM)

FEATURED PROGRAM: CYBERSECURITY MANAGEMENT

Defend against cyber threats and meet the increasing employer demand for cybersecurity professionals with a career in cybersecurity management. The cybersecurity management emphasis will provide the necessary skills and competencies to handle cybersecurity operations in any organization. The program is available at the undergraduate, graduate and doctoral level in the College of Business.

COLLEGE OF EDUCATION

FUELING TOMORROW'S LEADERS IN EDUCATION AND HUMAN SERVICES

An outstanding clinically-based undergraduate and graduate education prepares students to become teachers, administrators, educational leaders, policy makers, counselors and human services providers. The College of Education embraces equity, inquiry and innovation to provide the skills educators and human services providers need to build stronger schools and communities.

- Undergraduate degrees in education with a focus on teaching or human services
- Master's degrees offered in all departments: Counseling and Human Services, Teaching and Learning, and Leadership, Research and Foundations
- Ph.D. program in Educational Leadership, Research, and Policy
- 100% of those who complete a program would recommend it to others (2019 survey)
- Innovative UCCS Teach model for preparing secondary math & science teachers.

UNDERGRADUATE PROGRAMS

- Human Services
- Inclusive Early Childhood Education
- Inclusive Elementary Education
- Elementary, Secondary, or Special Education
- Math and Science Secondary Education (UCCS Teach)
- Engineering Education

GRADUATE PROGRAMS

- Counseling (MEd) - Clinical Mental Health or School Counseling
- Counseling and Leadership (An Officer Command) Only in collaboration with GDMH
- Curriculum and Instruction (MA)
- Science Education (MEd)
- Science Teaching (MEd)
- Special Education (MEd)
- Teaching English to Students of Other Languages (MA)
- Educational Leadership (MEd)
- P-12 Education, Principal Education License or Student Affairs in Higher Education (SAHE)
- Educational Leadership, Research, and Policy (PhD)

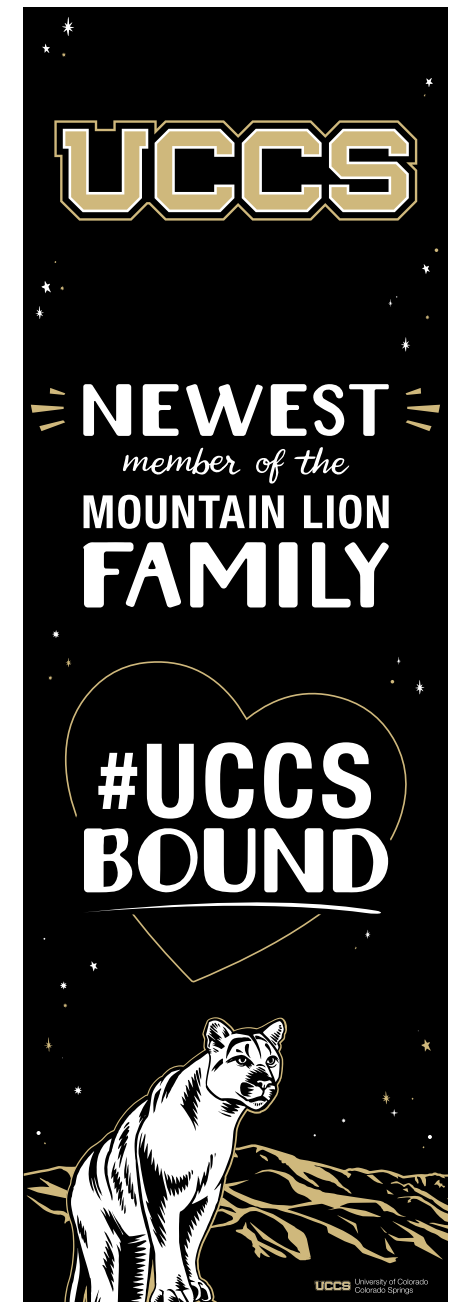
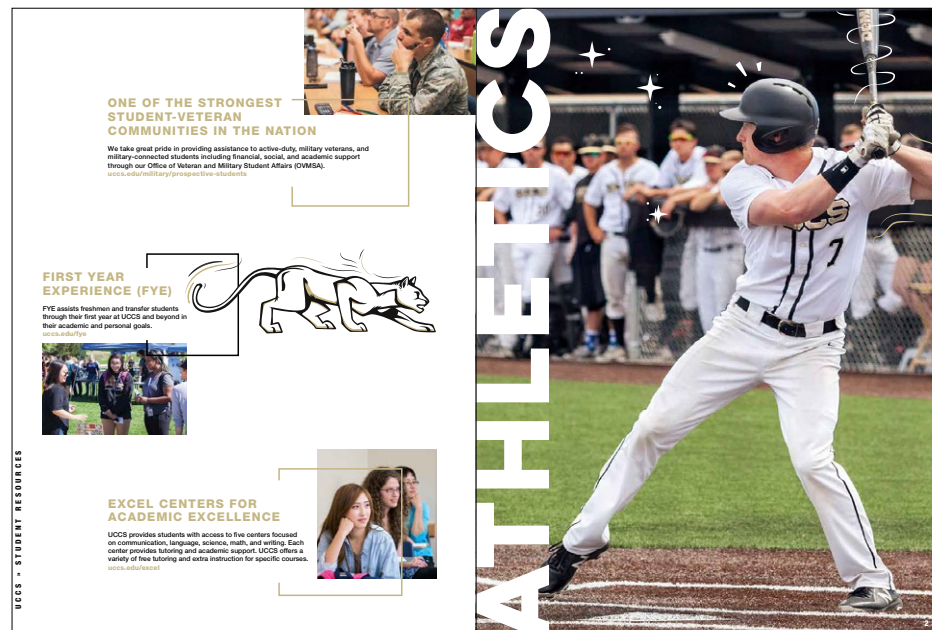
UCCS - ACADEMIES

ART DIRECTION COLLATERAL EXAMPLES

Additional pages from the 2020 UCCS undergraduate viewbook and an Admissions Yield piece further illustrate the art style.

WHEN TO USE THESE ELEMENTS

All of the elements of the campaign, from illustrations and expressive lines and symbols, to photography and design elements, should be applied strategically to best fit your intended audience and message. Younger audiences, or materials with light-hearted content will generally employ more use of the illustrations and expressive lines and symbols in a playful layout, whereas materials for professional audiences or more serious topics may focus more on grid alignment and sparing use of design elements with no illustrations or expressive lines.





ADVERTISING

These guidelines help understand how we have created ads for the UCCS fuels SUCCESS campaign. We provide them to help promote understanding of our campaign, but any advertising done on or off campus relating to the UCCS fuels SUCCESS campaign should be done in partnership with University Marketing and Communications.

ADVERTISING HEADLINE DESIGN

Headlines are hand-set using custom-designed typefaces.

HIGHER
EDUCATION
at HIGHER
ELEVATION

smaller
CLASS
SIZES

IN-DEMAND
COURSES

inspiring
CAMPUS

hands-ON
LEARNING

CREATIVE
COURSES

INNOVATIVE
PROGRAMS

ONE *on* ONE
ATTENTION

real-world
SUCCESS

SOUGHT-AFTER
DEGREES

ADVERTISING EXAMPLES DIGITAL



UCCS gives you the flexibility of being close to home, with the education you need to go far.



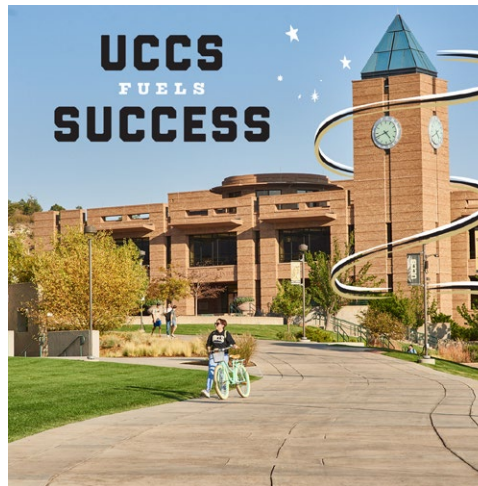
UCCS fuels SUCCESS

Proven education and degrees

[APPLY NOW](#)



College is much more than a degree. And from the campus to the courses, UCCS has everything you need to fuel your future.



UCCS fuels SUCCESS

Elevate your education today

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If you're deciding between a great location and a great education, UCCS has both.



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Freedom of being close to home

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College is much more than a degree. And from the campus to the courses, University of Colorado Colorado Springs has everything you need to start a career.



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Affordable student tuition

<https://www.uccs.edu/admissionsenrollment>

APPLY NOW



Wanting the best for your student means sending them to the right place. And at University of Colorado Colorado Springs, affordable tuition and great education is just the start.



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Prep for the real world

<https://www.uccs.edu/admissionsenrollment>

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College should expand futures. That's why University of Colorado Colorado Springs has affordable tuition for in-state and out-of-state students.



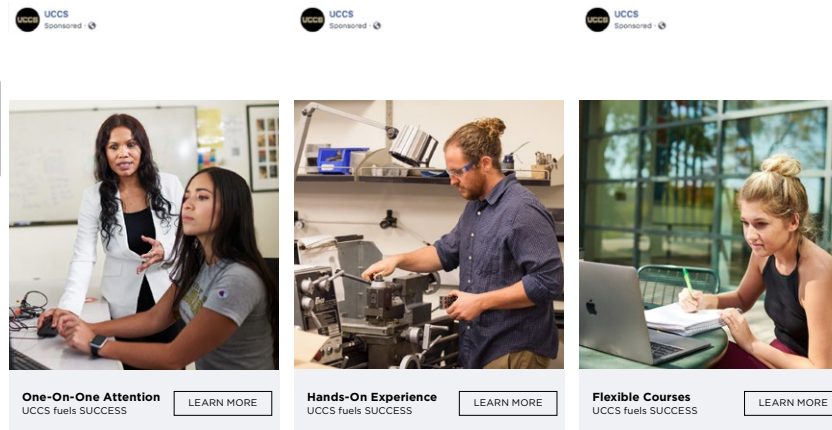
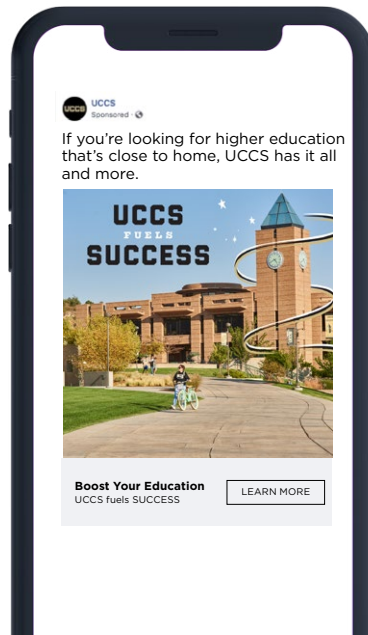
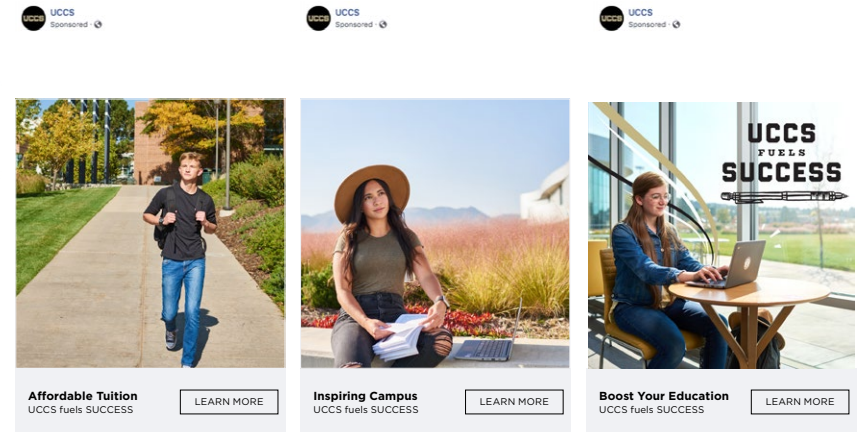
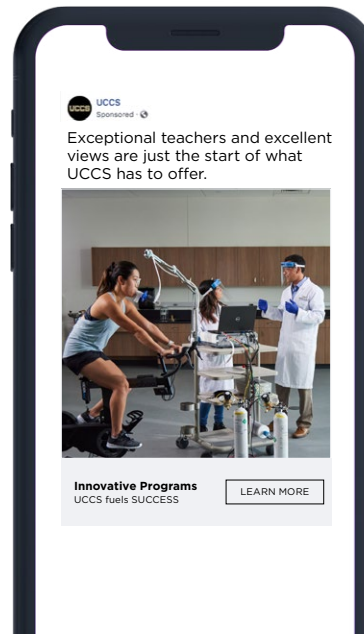
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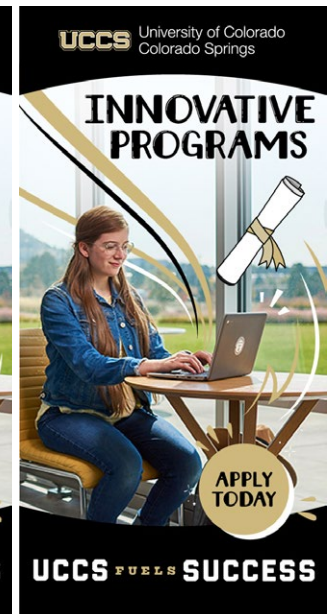
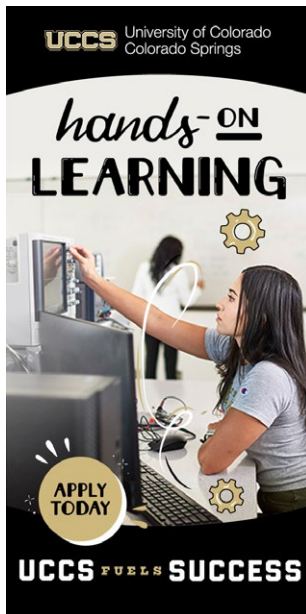
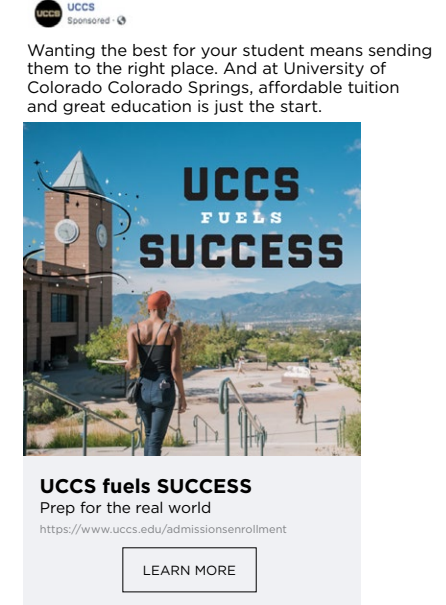
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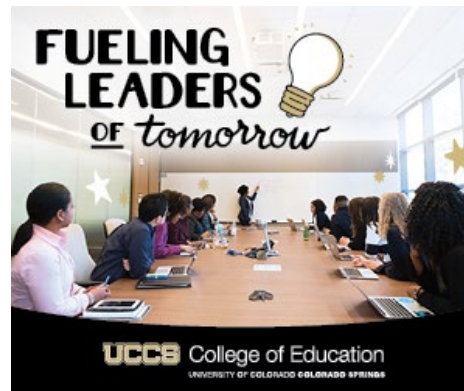
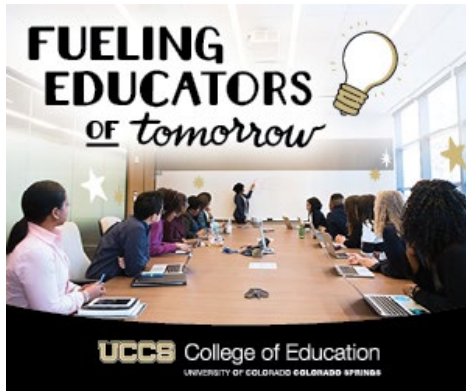
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ADVERTISING EXAMPLES CAMPUS BANNERS



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SOCIAL & EMAIL

Campaign Hashtag

When referencing the campaign on social media, feel free to include the following hashtag:

#UCCSfuelsSUCCESS

Email Signature

See below for how to incorporate “UCCS fuels SUCCESS” into your email signature. Note: this is not mandatory.

Email signature art can be found at brand.uccs.edu/campaign

UCCS FUELS SUCCESS

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Firstname Lastname

Job Title

University of Colorado Colorado Springs

719-255-8227



University of Colorado
Colorado Springs



THANK YOU

For further information on brand standards, please refer to the UCCS Brand Identity Standards. The UCCS fuels SUCCESS Campaign Guidelines are meant to be used in addition to the UCCS Brand Identity Standards. Please contact the UCCS Marketing team with any questions.