

# Vehicle Standards

Official vehicles must use the university logo signature, or customized university signature extension (following the stacked bottom-centered design specifications) on the door panel. See pages 22–24 of the UCCS Brand Identity Standards for additional details regarding signature extensions.

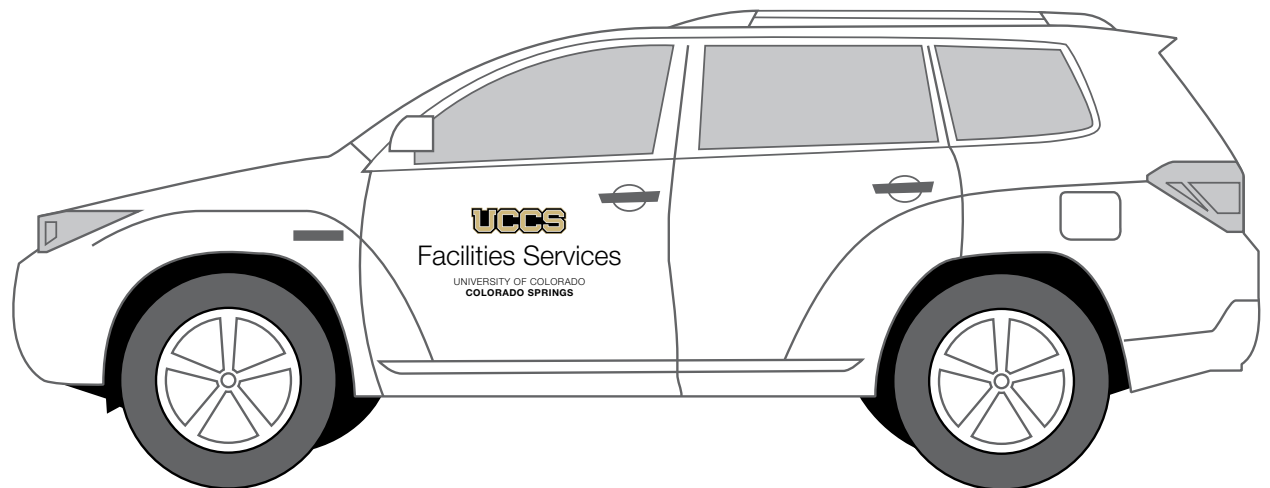
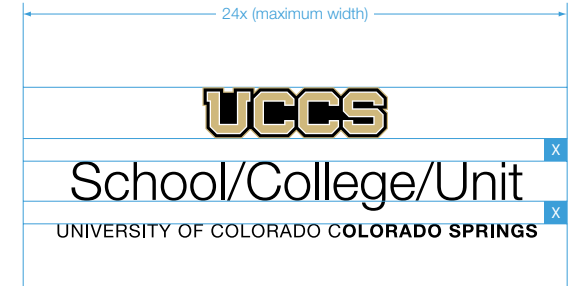
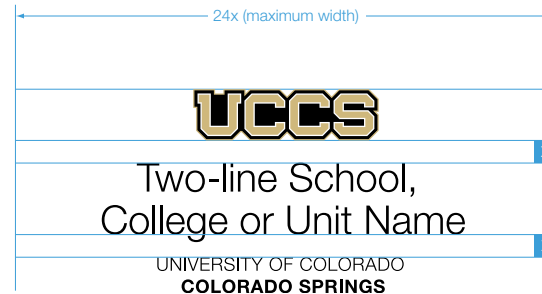
The preferred use is full-color. One-color reproduction is also available and must be black, white or gold.

Special consideration may be given to vehicles with specific requirements, for example athletics buses or police vehicles which must be instantly recognizable, may incorporate additional graphics to support their mission. Special considerations may be made for official business partnerships.

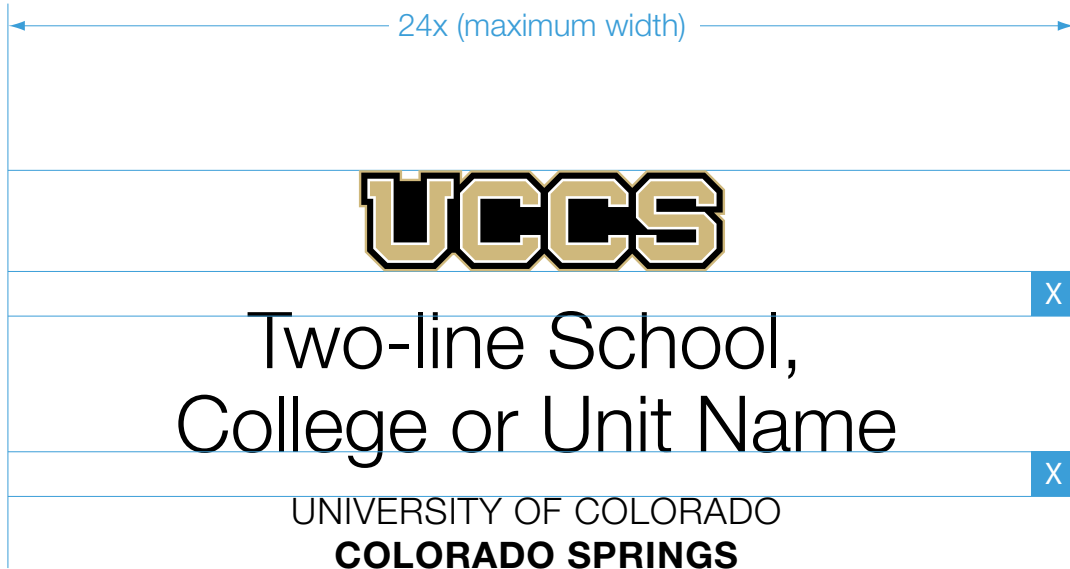
Basic pin striping with university colors, and the addition of appropriate reflective material or required other markings are permitted. Any additional graphics must support the UCCS brand identity, including using the university colors and typeface, and must be approved by the university brand manager.

**For guidance on the creation of official vehicle signage, please contact [brand@uccs.edu](mailto:brand@uccs.edu).**

**UCCS**  
University of Colorado  
Colorado Springs



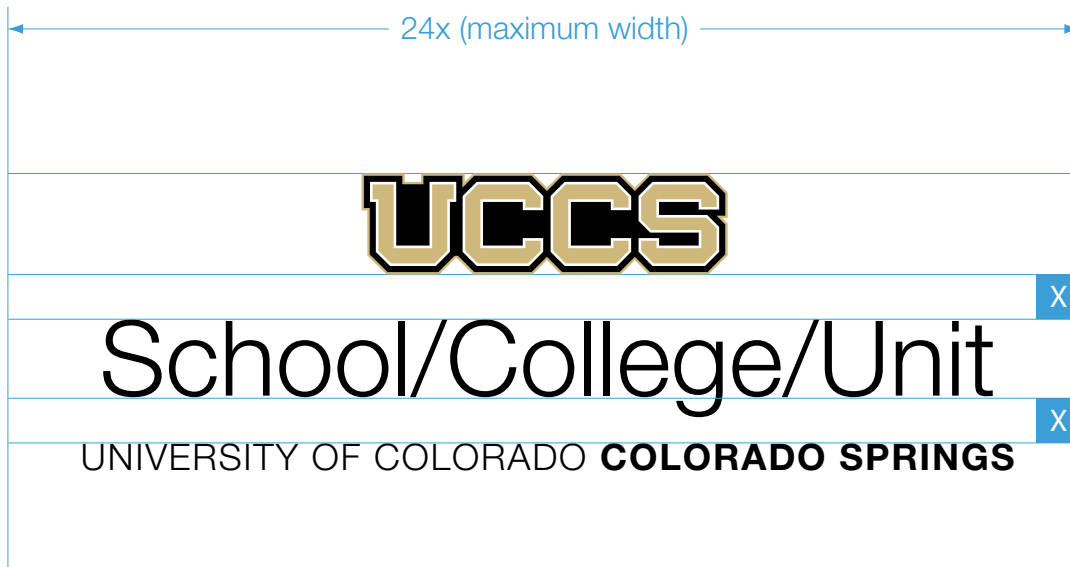
Stacked bottom-centered signature  
extension design specifications



30/32 point\* Helvetica Neue Light

14/16.8 point\* Helvetica Neue Light (campus ID in Bold)

\* Type sizes measured when UCSCS logomark is 2" wide



40/48 point\* Helvetica Neue Light

14/16.8 point\* Helvetica Neue Light (campus ID in Bold)

\* Type sizes measured when UCSCS logomark is 2" wide