

# Icons

Icons identify CU Presents non-academic series and are, with few exceptions, used with the CU Presents and CU Boulder logos. Full color, reverse, one-color (black) and white icons, and standalone dots are shown here.

## Artist Series



ARTIST  
SERIES



ARTIST  
SERIES



ARTIST  
SERIES



ARTIST  
SERIES



## Takács Quartet



TAKÁCS  
QUARTET



TAKÁCS  
QUARTET



TAKÁCS  
QUARTET



TAKÁCS  
QUARTET



## Colorado Shakespeare Festival



SHAKES  
PEARE  
FESTIVAL



SHAKES  
PEARE  
FESTIVAL



SHAKES  
PEARE  
FESTIVAL



SHAKES  
PEARE  
FESTIVAL



## Icon variations

Every icon has a vertical and horizontal variation.



SHAKES  
PEARE  
FESTIVAL



SHAKES  
PEARE  
FESTIVAL



ARTIST  
SERIES



ARTIST  
SERIES

# Icons

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## Usage guidelines

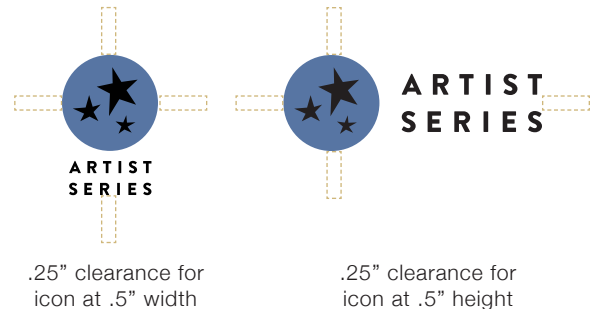
### Alterations

Alterations to icons are never allowed. Please always use provided artwork.

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### Clearance

- Minimum space clearance between icons and any other graphic asset should be half the width (vertical orientation) or half the height (horizontal orientation) of the icon present in your piece.
  - When used with the CU Boulder logo, the height of the CU lockup takes precedence as the minimum space clearance.
  - See **Layout Examples** for more details.
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### Color modes

The all-black and all-white icons should be used only in situations where grayscale or one-color is the permitted color mode.

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### Placement

- Icons shouldn't conflict with CU Presents or CU Boulder logos.
  - Icon placement should be consistent across all pieces in a category (all postcards, all programs, etc).
  - If using more than one icon in a piece, all should be the same size and orientation.
  - See **Layout Examples** for more details.
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### Sizing

- The minimum size for all icons is .5" width (vertical orientation) or .5" height (horizontal orientation).
- Standalone dots may be as small as .25" in diameter for print—please use a solid-color dot for smaller dimensions.
- Icon sizes should be consistent across all pieces in a category.

