

Layout examples



CUP brochure/wrap cover, 2019-20



CUP trifold, 2019-20



CSF bus ad, 2019

Read this first

There is most likely a pre-built template for whatever it is you'd like to make.

Accessibility in text

When applicable, we follow WCAG 2.0 guidelines for color contrast accessibility in web, and apply those guidelines to print as well.

Asset consistency

All same-size like items use the same size logos and the same margins (all 5.5x8.5 brochures, all trifolds, all 4x6 postcards, etc.)

Borders

Full-page borders are used on the cover of a piece, or on a piece if there is only one page.

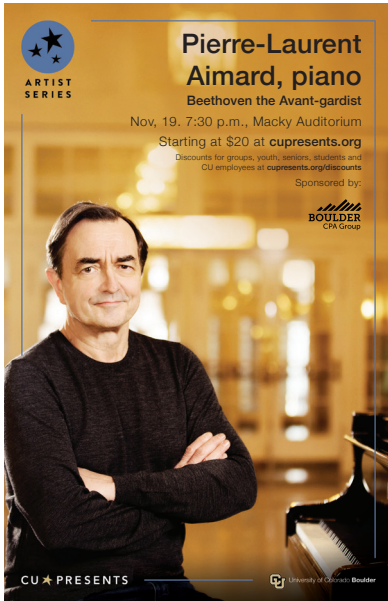
Border/Logo alignment

- Logo in bottom right corner: align to bottom of logo.
- Logo/icon in top left corner: align to top of logo/icon.
- Two logos in bottom corners: align bottom line to center of logos.

Border clearance

- Space clearance for logos is dictated by the height of the CU lockup at the logo's current size in the piece.
- If a piece has an icon/dot but no logos, clearance is one-half the diameter of the icon's dot.

Layout examples



Artist Series poster, 2019-20



Ekklund Opera poster, 2019-20



CSF postcard, 2018



Theatre & Dance marquee, 2019

Border color

Match the series color unless circumstances necessitate using white (one-color).

Border width

Pieces at or smaller than 8.5x11 in dimension will have a border of 1pt in weight. Larger pieces use a border width equivalent to the width of the "l" in "Boulder" in the CU Boulder logo.

Break the box

We "break the box" with images when it makes sense to do so. It's also okay to "break the CUP logo" to a reasonable extent.

Calls-to-action

Call-to-action text, if used, lives in the top right corner, and does not break the border.

Colorado Shakespeare Festival

In addition to CUP branding and a series color, CSF uses season art and production color builds.

Icon/Logo placement

- The icon used always lives in the top left corner of bordered pieces. Use the full-color version whenever possible.
- The CU Boulder logo always lives in the bottom right corner of bordered pieces. The CU Presents logo always lives in the bottom left corner of bordered series pieces.

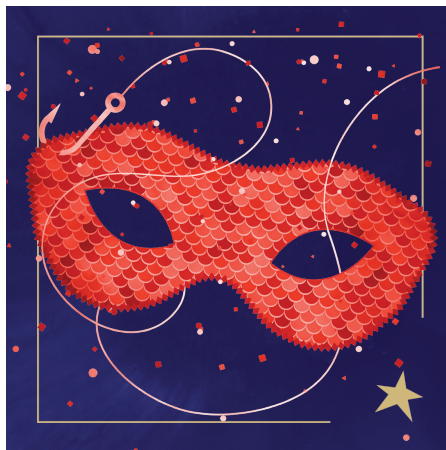
Layout examples

[illegible]

Interior panel, Fall '19 Digest mailer



Theatre & Dance postcard



Eklund Opera postcard

Standalone star placement

- In print: used in the interior of a piece, never on the cover. One exception exists in the 3.5 square event postcards.
- In digital: used in the bottom right corner of a bordered asset to indicate organizational ownership, when no conflicting logos are used.
- Standalone stars may be used when it's not ideal to have text included.