

Logos

CU Presents

Full Color

CU ★ PRESENTS

Used with all materials included in the CU Presents umbrella.

Reverse



This umbrella includes:

- Artist Series
- Takács Quartet
- Colorado Shakespeare Festival
- College of Music (incl. Eklund Opera Program and Holiday Festival)
- Department of Theatre & Dance

One-color (black)

CU ★ PRESENTS

White



University of Colorado Boulder

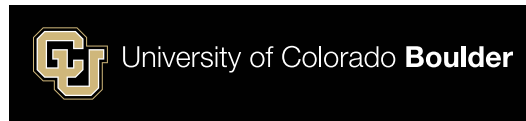
Full Color



Used with materials for:

- General CU Presents season
- Artist Series
- Takács Quartet
- Colorado Shakespeare Festival

Reverse

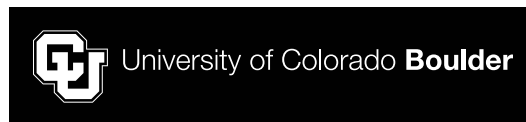


One-color (black)



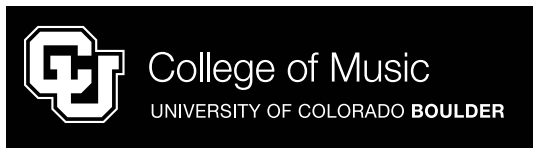
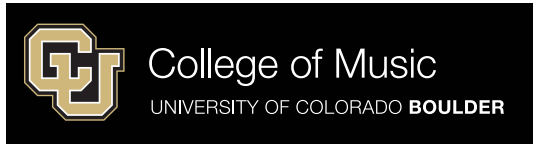
As a general rule, if a piece covers multiple areas (including College of Music and Department of Theatre & Dance), it's safest to use this logo with the CU Presents logo.

White



Logos

CU College of Music



Used with College of Music materials. The College of Music includes:

- Eklund Opera Program
- Faculty Tuesdays
- Guest recitals
- Holiday Festival
- Student ensembles
- Student recitals

While all COM materials will include a COM logo, not all COM materials will include the CU Presents logo. Examples include:

- (Some) Advancement materials
- Commencement programs
- Competition programs
- Donor event programs
- Recruitment materials
- Self-print programs (department events, masterclasses, etc.)

COM Centennial



- For use during the 2020 calendar year.
- During this timeframe, this logo replaces the standard College of Music logo in appropriate applications.
- A left-aligned version is also available, on request and if it isn't advisable to use the centered version shown here.

Logos

CU Department of Theatre & Dance



Used with Department of Theatre & Dance materials.

Usage guidelines

Alterations

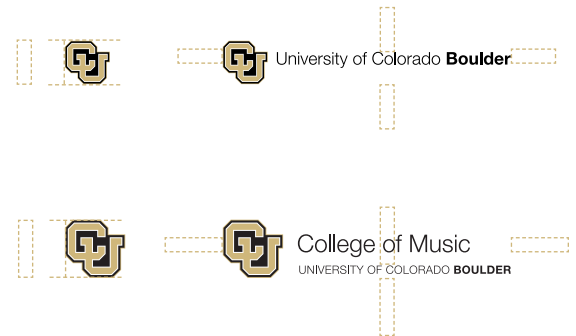
Alterations to CU Presents or CU Boulder logos are never allowed. Please always use provided artwork.

Clear space

- Our standard for minimum required clear space between the CU Boulder logo and other graphic assets present is measured by the height of the interlocking CU present in your piece.
- Follow a clear space standard for the CU Presents logo present in your piece—matching or exceeding that of the CU Boulder logo—that is consistent for all pieces in a category (all postcards, all programs, etc).

Color modes

- The all-black and all-white logos should be used only in situations where grayscale or one-color is the permitted color mode.
- CU Presents doesn't use grayscale versions of CU Boulder logos.



Logos

Placement

- The CU Presents logo is always located in the “hero” position (when an icon is not used), with the CU Boulder logo in the “signoff” position. Depending on the specs of your piece, the placement of these positions may change.
 - Logo placement should be consistent across all pieces in a category (all postcards, all programs, etc).
 - See **Layout Examples** for more details.
-

Sizing

- The minimum logo size for the CU Presents logo is 1.5” wide.
- The minimum logo size for all CU Boulder logos is 1.5” wide, which ensures that the “University of Colorado Boulder” wordmark is always at least 1” wide per university standards.
- The CU Presents logo will, at a minimum, be the same size (width) as the CU Boulder logo present in your piece.
- Logo sizes should be consistent across all pieces in a category (all postcards, all programs, etc).

