



COLORADO CHRISTIAN

UNIVERSITY

Grace and Truth

BRAND GUIDELINES



COLORADO CHRISTIAN
UNIVERSITY

Grace and Truth

Revised: July 2020 - Please refer to most recent version of these guidelines at www.ccu.edu/branding.



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MESSAGE FROM THE PRESIDENT



Dear friends,

Colorado Christian University is the flagship Christian university in the Rocky Mountain region, and remains at the forefront of Christian higher education. We are unique among Colorado colleges for our challenging Christ-centered academics, expert faculty, and commitment to deeply engage the world while influencing culture.

In 2017, we undertook an effort to strengthen the University branding strategy and to develop resources designed to assist us all in conveying the story of CCU's Mission: *Christ-centered higher education transforming students to impact the world with grace and truth.* Our visual brand and voice promote the history and breadth of Colorado Christian University as expressed by our schools, colleges, students, faculty, alumni, and staff. They also help establish and maintain a clear, unified identity.

In addition to its image-enhancing value, a carefully-managed visual branding strategy ensures that the University invests its resources in communications that work toward strategic goals. Consistently applying these guidelines enables CCU to make decisions quickly, efficiently, and cost-effectively.

The University Branding Guide was developed to help us produce communications that speak to CCU's unique Mission, Statement of Faith, and Strategic Priorities. **This manual provides clear guidelines and specific directions in order to communicate the CCU brand consistently and clearly. Ensuring that we adopt these standards across all communications will make a significant contribution to enhancing CCU's reputation as a leader in higher education.**

The work of strategically weaving the University's communications together is ongoing, and we all play a role in compliance and thoughtful stewardship when working to communicate CCU's priorities, values, and strengths.

Yours in His service,

A handwritten signature in blue ink that reads "Dr. Donald W. Sweeting".

Dr. Donald W. Sweeting
President

ABOUT COMMUNICATIONS AND CREATIVE SERVICES AT CCU

What kinds of projects can CCU's Communications and Creative Services department help with?

- CCU Website Content
- CCU Website Event
- Design/Print Request
- Digital Sign Banners
- Online Payment/Registration Forms
- Press Releases/Announcements
- Professional Video Production
- Photo Shoots

How to work with Communications and Creative Services

1. On my.ccu.edu under the Applications sidebar, select Communications/Creative Services Job Request.
2. Select the type of project you are requesting and submit all pieces of required information on your project. Please make sure that all copy and details are final.
3. Our in-house creative team of project managers, designers, writers, and developers will work with you to create your project according to CCU's visual branding and writing guidelines.
4. We will provide proofs for you to review and revise as necessary.
5. Once you approve the proofs, you will be able to view the final design files. Send your requisition number to the project manager so that they can coordinate with the print vendor.
6. Receive your CCU branded communications materials.

Where do I print my projects?

Communications and Creative Services has developed relationships with vetted, local print vendors. Project management and coordination with the print vendors is a service provided to CCU departments at no cost, but printing and mailing costs will be paid for by the requesting department's budget.

In pre-approved instances, you may choose to work with a vendor of your choice for printing after receiving the final design files from Communications and Creative Services. Please consult our in-house project managers regarding which printing process will be most cost-effective for you.

How long will it take for me to receive my printed project?

All publication requests must be submitted at least three weeks prior to the date you want your publications in-hand. This deadline includes built-in time for your project to be printed as well. When you submit your job, please make sure that all copy and details are final. More elaborate jobs, such as projects consisting of several separate pieces or multi-page publications, will require more time.

For questions or assistance with CCU's branding, please submit a [branding service request](#) or visit www.ccu.edu/branding

Contact Info

Colorado Christian University
Communications and Creative Services
215 Union Blvd., Suite 600
Lakewood, CO 80228
communications@ccu.edu
www.ccu.edu/branding

GUIDELINES IN PRACTICE

How to Use This Manual

Each area of the University has different needs and applications for print, web, and other types of media. This manual includes sections addressing the approved use of visual elements and styles across various mediums. It also contains examples of commonly used materials, appropriate colors, logos and marks, and fonts, plus examples of inappropriate visual elements and information about accessing the logos and marks.

The University maintains the policy that the official logo, signatures, marks, and colors outlined in the following pages are the only sanctioned marks for use across the University system. **No other marks or symbols may be produced or used to represent the University or any of its college or school units.**

Compliance Monitoring

Every printed or digital piece that represents CCU and bears any Colorado Christian University approved logo must be approved by the Communications and Creative Services (CCS) department before it is made public or goes to press. This ensures that a consistent visual brand is maintained, regardless of the department or vendor who prints the materials.

Supporting the goals of other offices and serving their needs, the CCS department provides the campus with design and layout services, applying standards for graphic and written content. In addition, we help control the quantities, timeliness, and cost of items ordered.

What will it help us do?

This guide was developed by marketing and communications professionals from across the University to help you understand the technical details of CCU's brand.

We want to stand out as a university that has remained committed to our roots as a Christian, liberal arts institution of higher education. We want people to know the name of Colorado Christian University.

Branding isn't just about producing an overall impression of our institution in the public eye, this is about sharing what God can do with a university that remains centered on Him.

Working together, we can accurately portray CCU as the flagship Christian University in the Rocky Mountain Region that offers a rigorous, Christ-centered education — equipping graduates to lead with compassion, serve with highly skilled competence, and share the love of Christ in all vocations.

When should I use this guide?

From visual rules to writing standards, use this book in combination with CCU's Writing Style Guide any time you are designing or writing University materials or representing the University for any marketing and communication purposes.

The Writing Style Guide may be accessed at:
www.ccu.edu/branding

It is important for all CCU employees to comply with these guidelines. Thank you for helping us maintain our reputation and highlight the many strengths of Colorado Christian University.

QUICK REFERENCE GUIDE

University Logo



One-color black

When budget, printing restrictions, or design needs prevent the use of color, the one-color black version is acceptable.

One-color white

The white version of this logo may be used only on backgrounds or photographs that allow for proper readability, including appropriate contrast for accessibility compliance.

University Mission

CHRIST-CENTERED HIGHER EDUCATION
TRANSFORMING STUDENTS TO IMPACT
THE WORLD WITH GRACE AND TRUTH.

University Seal

The Colorado Christian University seal is designed to indicate official sanction and is the formal identifier of the University. Publications displaying the seal reflect endorsement by the Board of Trustees or the Office of the President.

As a result, the seal is reserved for special purposes and should not be used for general promotional purposes or on promotional items.



Typography

CCU uses three approved fonts:

- **Geogrotesque Condensed:**
Headings, subheads, condensed body text
- **Minion Pro:**
Formal and official documents, headings, subheads
- **Avenir:**
Body text, some subheads
- **Open Sans:**
Body text for www.ccu.edu
- **Museo Slab:**
Limited headline and subheads usage

Colors

The approved color palette for all Colorado Christian University marketing and communications materials includes:



CMYK: 100-77-34-20
RGB: 13-66-106
PMS: 7694 C
HEX: 00416B



CMYK: 64-10-1-0
RGB: 66-180-228
PMS: 298 C
HEX: 3CB4E5



CMYK: 2-12-94-0
RGB: 252-216-35
PMS: 115 C
HEX: FED925



CMYK: 0-0-0-85
RGB: 77-77-79
PMS: 4D4D4F
HEX: 4D4D4F



CMYK: 0-0-0-25
RGB: 199-200-202
PMS: 939598
HEX: 939598

For questions or assistance with CCU's branding, please submit a [branding service request](#) or visit www.ccu.edu/branding

NAMING CONVENTIONS

University Name

Colorado Christian University

Only use the "CCU" acronym after first mention.

College and School Names

College of Adult and Graduate Studies

- School of Behavioral and Social Sciences
- School of Biblical and Theological Studies
- School of Business and Technology
- School of Education Professions
- School of Nursing and Health Professions

College of Undergraduate Studies

- School of Business and Leadership
- School of Education
- School of Humanities and Social Sciences
- School of Music
- School of Science and Engineering
- School of Theology



Office and Department Names

All divisions within CCU that are not colleges/schools are considered departments, with the following exceptions for offices:

- Office of Academic Affairs (College of Adult and Graduate Studies)
- Office of Academic Affairs (College of Undergraduate Studies)
- Office of Business Affairs
- Office of Enrollment (College of Adult and Graduate Studies)
- Office of Financial Aid
- Office of Student Life (College of Undergraduate Studies)
- Office of Student Success (College of Adult and Graduate Studies)
- Office of the President
- Office of Undergraduate Admissions
- Office of University Advancement



UNIVERSITY MISSION

The University's mission, may also be used in advertising or official publications. If not used within body-text, the mission must be used as represented below.

**CHRIST-CENTERED HIGHER EDUCATION
TRANSFORMING STUDENTS TO IMPACT
THE WORLD WITH GRACE AND TRUTH.**



UNIVERSITY SEAL

History

The Colorado Christian University seal depicts our institution's core identity. The Word of God in the center is placed upon the Cross of Christ, which is laid upon the Shield of Faith. This Shield of Faith is surrounded by three Greek words which are translated "grace and truth," the University motto. The outer rings surrounding the Word, the Cross, and the Shield contain two elements: the year 1914, when our oldest parent institution was founded, and our name, Colorado Christian University. The uppermost word on the seal is "Christian," which in one word captures all that we strive to be through God's power working in us.

Usage

The Colorado Christian University seal is designed to indicate official sanction and is the formal identifier of the University. Publications displaying the seal reflect endorsement by the Board of Trustees or the Office of the President.

As a result, the seal is reserved for special purposes and should not be used for general promotional purposes or on promotional items.

Reserved uses include:

- Admission acceptance letters and packets
- Diplomas
- Commencement programs and banners
- Presidential Inauguration
- President's Annual Report
- Collateral and high-level gifts to donors and other institutional supporters
- Professionally produced, permanent CCU campus signage

Formatting Guidelines

There is only one acceptable version of the University seal (shown to the right), which includes the three Greek words for "grace and truth."

The seal can never be altered or varied.

The University seal may not be used in combination with the University logo.

The seal may appear in one of the following color formats:

- Black
- White
- PMS 7694 (blue)
- Gold foil

The seal should never appear smaller than 5/8 inch in diameter.

When can I use the seal?

All uses of the University seal require prior approval by the Director of Communications.



Minimum Size, 5/8" (.625)

UNIVERSITY LOGO

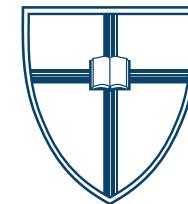
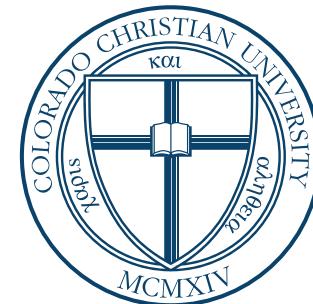
A Solid Foundation

In 1914, President Clifton Fowler founded Denver Bible Institute on two principles: grace and truth. From this modest beginning, Colorado Christian University was born.

Reflecting History in a Modern Look

CCU's logo combines design with function, and effectively communicates our identity by incorporating essential elements of the University seal into the logo. The logo depicts our core distinctive: Exemplary academics in the Rocky Mountain Region, rooted in the grace and truth of Jesus Christ.

The CCU logo maintains a connection to the CCU seal but has been updated with a clean, collegiate, and modern look with fewer elements. The typeface is easy to read on both digital and print platforms and includes "grace and truth" underneath. This graphic is meant to serve as a foundation for a shared, corporate brand that can be flexible and adaptable to a variety of informative and promotional items, both in print and digital formats.



COLORADO CHRISTIAN
UNIVERSITY

Grace and Truth

UNIVERSITY LOGO

Usage Guidelines

To use the official University logo, please submit a CCU Logo Usage Request via the Service Desk. All logo requests *must* go through the Communications and Creative Services department.

The following guidelines relate to appropriate usage of the University logo on CCU publications, advertisements, collateral, and property:

- The logo should be used on all communications and collateral intended for external audiences, including but not limited to stationery, business cards, signs, vehicles, advertisements, marketing materials, and publications.
- The logo should never be distorted or recreated in any way.
- In CCU brochures, handbooks, magazines, and catalogs, the University logo must always appear on the back or front cover.
- In self-mailers, the logo must be incorporated onto the mailing panel.
- The stacked logo should never appear smaller than 1.5" wide and the horizontal logo should never appear smaller than 2.25" wide.
- No office, department, division, or school may have an alternative logo to the University logo other than the following: CCU Online, Centennial Institute, and CCU Athletics.
- The logo should never be copied from a website for reproduction.

Stacked Version



**COLORADO CHRISTIAN
UNIVERSITY**

Grace and Truth



**COLORADO CHRISTIAN
UNIVERSITY**

Grace and Truth

Horizontal Version



COLORADO CHRISTIAN UNIVERSITY

Grace and Truth



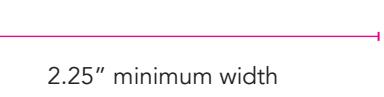
COLORADO CHRISTIAN UNIVERSITY

Grace and Truth

UNIVERSITY LOGO

Minimum Size of Logo

The measurements refer to the smallest dimensions allowed for print reproduction. The minimum size ensures the legibility of the logo elements. The stacked logo should never appear smaller than 1.5" wide and the horizontal logo should never appear smaller than 2.25" wide.



UNIVERSITY LOGO

Clear Space Around Logo

The mandatory clear space on all four sides of the logo is shown here. All text, graphic elements, and page edges must be outside of this clear space.



The clear space around the logo should be equal to the width of the "CO" in Colorado.



The clear space around the logo should be equal to the width of the "CO" in Colorado.

UNIVERSITY LOGO

Improper Logo Usage



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Grace and Truth

Do not attempt to create the logo using different typefaces.



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Do not change the color of any portion of the logo or print it in any non-University colors.



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Grace and Truth

Do not stretch or otherwise change the proportions of the logo in any way.



Do not place the logo at an angle.



Do not use non-University colors for the background.



Do not reconfigure any element of the logo.

CCU ONLINE LOGO

The CCU Online logo is to be used for any College of Adult and Graduate Studies advertising and promotions. This CCU Online logo must always include the shield and be used in the following colors: dark blue, white, or gray.

Primary Logo



The clear space around the logo should be equal to the height of the "C" in CCU.



1.25" minimum width

Limited Use Versions

For use only by CAGS Marketing



The clear space around the logo should be equal to the height of the "C" in CCU.



.75" minimum height



.75" minimum height

COLLEGE LOGOS

College Branding

College logos combine the University logo with the college's official name.

There is one logo for each college:

College of Undergraduate Studies

College of Adult and Graduate Studies



COLORADO CHRISTIAN
UNIVERSITY

College of Undergraduate Studies



COLORADO CHRISTIAN
UNIVERSITY

*College of Adult
and Graduate Studies*



COLORADO CHRISTIAN UNIVERSITY
College of Undergraduate Studies



COLORADO CHRISTIAN UNIVERSITY
College of Adult and Graduate Studies

SCHOOL LOGOS

School Branding

School logos combine the University logo with the school's official name.

There are six school logos for the College of Undergraduate Studies and five school logos for the College of Adult and Graduate Studies, as well as one logo for the Master of Arts in Counseling program.

College of Undergraduate Studies:

School of Business and Leadership

School of Education

School of Humanities and Social Sciences

School of Music

School of Science and Engineering

School of Theology

College of Adult and Graduate Studies:

School of Behavioral and Social Sciences

School of Biblical and Theological Studies

School of Business and Technology

School of Education Professions

School of Nursing and Health Professions

Master of Arts in Counseling

CUS School Examples



**COLORADO CHRISTIAN
UNIVERSITY**

School of Science
and Engineering



COLORADO CHRISTIAN UNIVERSITY
School of Science and Engineering

CAGS School Examples



**COLORADO CHRISTIAN
UNIVERSITY**

School of Nursing
and Health Professions



COLORADO CHRISTIAN UNIVERSITY
School of Nursing and Health Professions

CAGS only allows one program, the Master of Arts in Counseling (MAC), to have its own logo (see below).



**COLORADO CHRISTIAN
UNIVERSITY**

Master of Arts in Counseling



COLORADO CHRISTIAN UNIVERSITY
Master of Arts in Counseling

CCU ATHLETICS LOGOS

Usage Guidelines

- There are three official versions of the CCU Athletics logo.
- One of the acceptable versions of the logo must appear on all communications and marketing collateral from CCU Athletics.
- Other artwork may accompany the logo on apparel or collateral as long as all usage guidelines are maintained (see page 19).
- The logo may be used on apparel and other giveaways by departments throughout the University.
- These logos should never be distorted or recreated in any way.
- Use of the CCU Athletics logos by outside vendors or entities must be approved by the Director of Communications and the Director of Marketing and Events for Athletics.
- There are color and sport specific variations of the CCU Athletics logos, see the CCU Athletics Brand Guidelines for all logo options and guidelines.
- The logo should never be copied from a website for reproduction.

Athletics Brand Guidelines

Please reference the CCU Athletics Brand Guidelines for more details about specific usage, logo color versions, and sport specific logos:
www.ccu.edu/branding

Primary Logo



Secondary Logos



CCU ATHLETICS LOGOS

Clear Space Around Logos



The clear space around this athletic logo should be equal to the width between the opening of the "C".



The clear space around this athletic logo should be equal to the width between the opening of the "C".



The clear space around the athletic logo should be equal to the space between the "C" and "O" of Colorado.

Minimum Size of Logos



0.5" minimum height



0.75" minimum width



1.0" minimum width

SECONDARY CCU LOGOS

By permission of CSS, select departments within the University are eligible for individualized logos with the unit's name in the primary position and the University's name in the secondary position when appropriate. These logo variations may not be modified or altered in any way, and must always include the shield icon and the University name in all instances.

Examples



CAMPUS SECURITY
Colorado Christian
University



ALUMNI ASSOCIATION
Colorado Christian
University



**EMPLOYMENT MANAGEMENT
SERVICES**
at Colorado Christian University

 **CAMPUS SECURITY**
Colorado Christian University

 **ALUMNI ASSOCIATION**
Colorado Christian University

 **EMPLOYMENT MANAGEMENT SERVICES**
at Colorado Christian University

CENTENNIAL INSTITUTE LOGO

The Centennial Institute is Colorado Christian University's public policy think tank, mobilizing ideas on faith, family, and freedom to strengthen America's future. The Centennial Institute logo and colors reflect their identity as a unique division under the greater CCU brand.

Centennial Institute sponsors research, events, and publications to enhance public understanding of the most important issues facing our state and nation. By proclaiming truth, Centennial Institute aims to foster faith, family, and freedom, teach citizenship, and renew the spirit of 1776.



The clear space around the Centennial Institute logo should be equal to the height of the main letters.



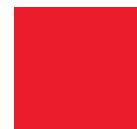
1.0" minimum width

Centennial Institute Colors

The approved color palette for all Centennial Institute marketing materials includes:



CMYK: 100-77-34-20
RGB: 13-66-106
HEX: 00416B
PMS: 7694 C



CMYK: 2-100-92-0
RGB: 234-0-41
HEX: EA0029
PMS: 185 C



CMYK: 16-100-86-7
RGB: 193-2-48
HEX: C10230
PMS: 200 C



CMYK: 4-16-87-0
RGB: 245-206-62
HEX: F5CE3E
PMS: 129 C



CMYK: 0-0-0-85
RGB: 77-77-79
HEX: 4D4D4F



CMYK: 0-0-0-25
RGB: 199-200-202
HEX: 939598

RETIRED LOGOS

The following logos and images have been retired and should not be used at any time. Please discontinue use of any items or collateral that include these logos and delete any related logo files from CCU computers.

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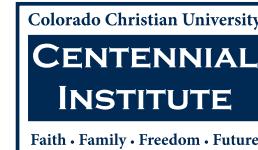
[COLORADO CHRISTIAN UNIVERSITY]

COLORADO
CHRISTIAN
UNIVERSITY

ADULT & GRADUATE STUDIES

[COLORADO CHRISTIAN UNIVERSITY]
ADULT & GRADUATE STUDIES

Old Versions of Updated Logos



UNIVERSITY COLORS

Why We Have a Color Palette

Repeatedly using specific colors can influence how a brand is perceived. CCU has chosen a specific color palette with options that allow for creative expression while maintaining a singular, visual brand voice.

University Colors

The colors shown below constitute the approved color palette for all Colorado Christian University communications collateral. No other colors may be used in official marketing pieces.

CMYK: 100-77-34-20 RGB: 13-66-106 HEX: 00416B PMS: 7694 C	CMYK: 64-10-1-0 RGB: 66-180-228 HEX: 3CB4E5 PMS: 298 C	CMYK: 0-0-0-85 RGB: 77-77-79 HEX: 4D4D4F
	CMYK: 2-12-94-0 RGB: 252-216-35 HEX: FED925 PMS: 115 C	CMYK: 0-0-0-25 RGB: 199-200-202 HEX: 939598

Blue

Blue signifies trust, peace, loyalty, integrity, wisdom, faith, and truth. CCU uses two different shades of blue. The darker blue should be used as the primary color in all internal and external official University publications and documents. The lighter blue is used as an accent color and to bring more energy to a piece.

Yellow

Yellow signifies intellect, the mind, memory, energy, and stimulates mental activity. Yellow is used as an accent color in communications collateral and should be used sparingly.

Gray

Gray signifies elegance, steadiness, professionalism, sophistication, and dependability. CCU uses two different shades of gray as more neutral colors in communications collateral.

TYPOGRAPHY

CCU uses the following approved fonts — Minion Pro, Geogrotesque Condensed, Avenir, Open Sans, and Museo Slab. These fonts allow for unified, creative expression of CCU's brand personality across a variety of platforms and mediums for differing audiences and goals.

All caps can be used in headlines and subheads, but upper and lower case should be used for all body copy.

Typography Exception: Type As Art

In instances where a typeface becomes part of an illustration, such as for an event, a font other than Minion Pro, Geogrotesque Condensed, Avenir, Open Sans, and Museo Slab may be used.

Minion Pro

Minion Pro is a distinguished serif font that is used in formal and official documents, primarily in headings and subheadings. It can be used in body copy for collateral that requires a more traditional look. When using Minion Pro for headlines, it is acceptable to use small caps.

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 , ; ? ! @ # & %

Minion Pro Regular

Minion Pro Italic

Minion Pro Medium

Minion Pro Medium Italic

Minion Pro Semi Bold

Minion Pro Semi Bold Italic

Minion Pro Bold

Minion Pro Bold Italic

Geogrotesque Condensed

Geogrotesque Condensed is the primary font used in CCU materials for headings and subheadings. It is collegiate, and current. Occasionally it is used as body text when a more condensed font is required for design purposes.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 , ; ? ! @ # & %

Geogrotesque Condensed Light

Geogrotesque Condensed Light Italic

Geogrotesque Condensed Regular

Geogrotesque Condensed Italic

Geogrotesque Condensed Medium

Geogrotesque Condensed Medium Italic

Geogrotesque Condensed Semi Bold

Geogrotesque Condensed Semi Bold Italic

Geogrotesque Condensed Bold

Geogrotesque Condensed Bold Italic

TYPOGRAPHY

Avenir

Avenir is a sans serif font that is used primarily for body text but can also be used for subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ,;?!@#&%

Avenir Book
Avenir Book Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

Open Sans

Open Sans is a sans serif font that is used only for body text on CCU's public website (www.ccu.edu).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ,;?!@#&%

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

Museo Slab

Museo Slab is a slab serif font that is used sparingly for headlines and subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ,;?!@#&%

Museo Slab 500
Museo Slab 700
Museo Slab 900

PHOTOGRAPHY

Guidelines

- Images for publications should be chosen very carefully. Photos should reflect the people, stories, and values of Colorado Christian University.
- Avoid using stock photography whenever possible.
- Photos used in print publications must have a minimum resolution of 300 dpi. The higher the resolution, the better.
- Images used on CCU websites or email templates should have no less than 72 dpi.
- Images used on the public website (www.ccu.edu) should be horizontal in orientation.
- When designing any piece, ensure that the design is simple and uncluttered. Also, take into account the use of negative (white) space for visual clarity.
- Using fewer design elements with compelling photos and tasteful use of the University's colors will create the most visually appealing and effective pieces.



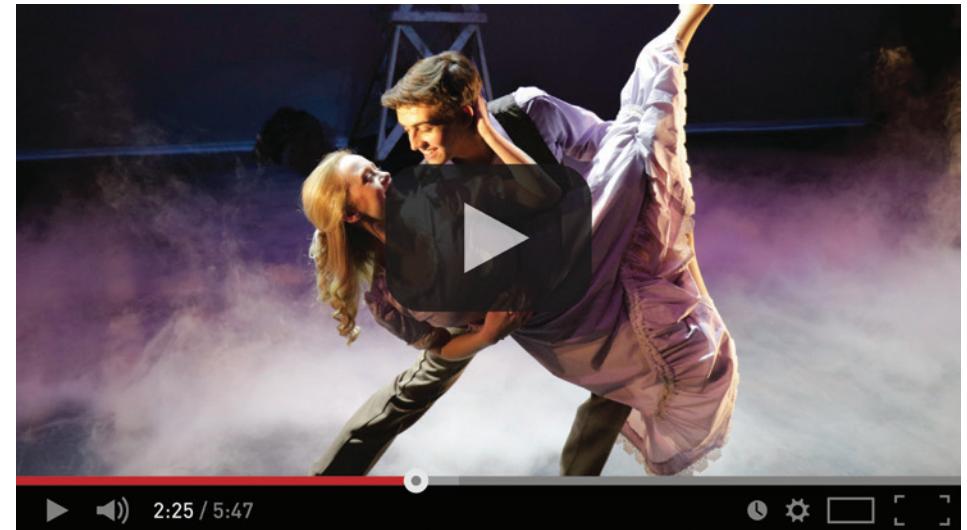
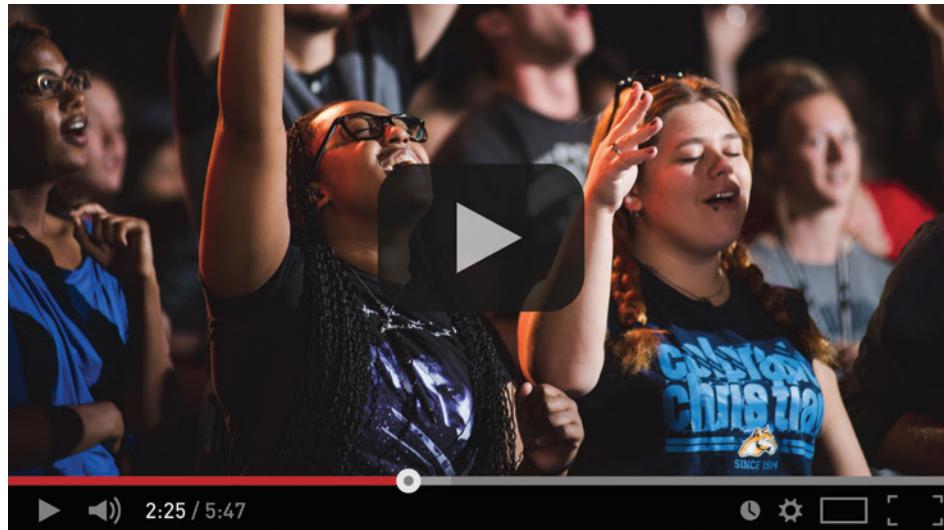
VIDEOGRAPHY

Guidelines

All videos that represent CCU and include an official Colorado Christian University logo must maintain a level of professionalism and consistency when used for University promotional and general communication purposes. Videos used for these purposes must be approved by the respective college marketing department(s) and the Communications and Creative Services department before they are presented or made public. (This includes audiences inside and outside of CCU including, but not limited to, business development, prospective students, alumni, staff, faculty, etc.) This ensures that a consistent visual brand is maintained, regardless of the department or vendor who produces the materials.

An approved University logo should stand alone on a white, blue, or black frame at either the beginning or end of any video. Use one of the Colorado Christian University primary typefaces if necessary for text needs in videos. It is illegal under federal law to use copyrighted music, photos, or video footage on any public website, social media platform, or email without a license. Please budget for licensed music, photos, and video footage when necessary.

To request a professionally produced video, contact the Communications and Creative Services department. They have established relationships with videographers who understand the CCU brand. In addition, contact the Communications and Creative Services department for the latest closed captioning guidelines, as this may impact federal regulations regarding accessibility.



PRINT-BASED DOCUMENTS AND FORMS FOR THE WEB

This policy includes but is not limited to print-based documents and forms that are posted on the CCU public website (www.ccu.edu) or a CCU-branded website (e.g., my.ccu.edu, Blackboard, Self-Service, etc.).

Documents to be posted in any print format (i.e. PDF, Microsoft Word) on the CCU Internet or intranet should be submitted as Microsoft Word documents to the Communications and Creative Services department.

Communications and Creative Services will first review the documents to ensure their consistency with CCU branding guidelines below, and then will convert them to PDF format (unless otherwise noted by the submitting department) for posting online. All print-based documents will open in a new browser window on the website.

Documents posted on a CCU website must comply with the following guidelines:

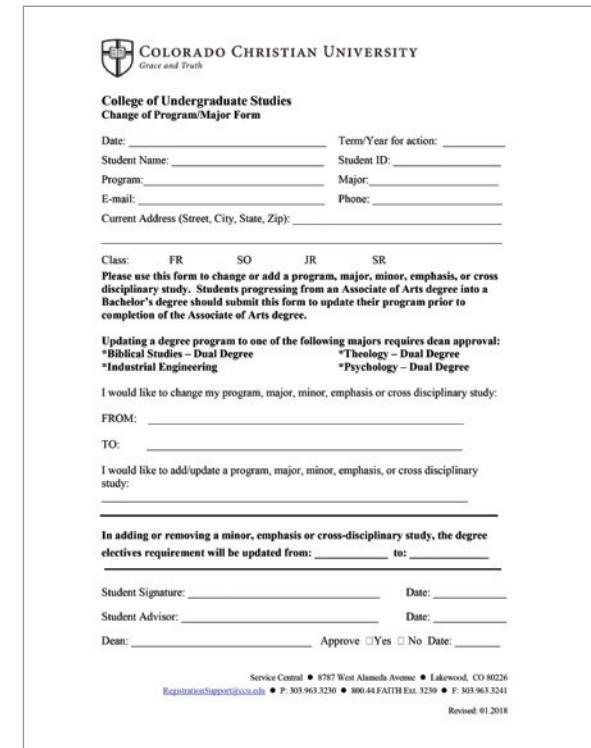
- The Colorado Christian University official logo, as depicted in this document, must appear at the top of every document. (This is the only acceptable version of the logo for such documents.) The preferred position for the logo is centered. However, if necessary to consolidate space, the logo may appear in a left-justified position.
- The name of the form should appear two spaces directly below the logo in Times New Roman bold typeface between 14-18 pt. in size using initial caps only. (If the logo is in a left-justified position, the form name should appear centered to the right of the logo.)
- The body text should appear in Arial or Times New Roman typeface between 10-12 pt. in size.
- Margins should be at least .5 inches on all sides.

- The footer should appear in Times New Roman typeface between 8-10 pt. in size. The footer should include the following: department name, CCU mailing address, department email, and phone number. The footer should also include instructions for returning the form to CCU. Bullets should be used to separate department contact information.
- CCU's official mailing address (8787 W. Alameda Avenue, Lakewood, CO 80226) is the only acceptable mailing address for inclusion on documents.
- Page borders should not be used on documents.
- Employee-specific information such as name, phone extension, or email address should not be included on public documents. If an individual need be denoted in some way on the form, that individual's title should be used instead.
- Include a revision date on the lower left-hand corner of the form. (Revised MM/YYYY). This can be done as part of the footer consistent with font and size.

A template will be made available to assist you in creating your documents.

Refer to the CCU Writing Style Guide for detailed writing guidelines for all CCU materials.

Example



The image shows a scanned document titled "COLORADO CHRISTIAN UNIVERSITY" with the subtitle "Grace and Truth". It is a "College of Undergraduate Studies Change of Program/Major Form". The form includes fields for Date, Student Name, Student ID, Program, Major, E-mail, and Phone. It also includes fields for Class (FR, SO, JR, SR) and Current Address (Street, City, State, Zip). A note at the top right says: "Please use this form to change or add a program, major, minor, emphasis, or cross disciplinary study. Students progressing from an Associate of Arts degree into a Bachelor's degree should submit this form to update their program prior to completion of the Associate of Arts degree." Below this, it says: "Updating a degree program to one of the following majors requires dean approval: *Biblical Studies – Dual Degree *Theology – Dual Degree *Industrial Engineering *Psychology – Dual Degree". It also includes fields for FROM, TO, and a note: "I would like to add/update a program, major, minor, emphasis, or cross disciplinary study: _____". At the bottom, it says: "In adding or removing a minor, emphasis or cross-disciplinary study, the degree electives requirement will be updated from: _____ to: _____". It also includes fields for Student Signature, Date, Student Advisor, Date, and Dean, with checkboxes for "Approve" and "No". At the very bottom, it lists the Service Center address (8787 West Alameda Avenue, Lakewood, CO 80226), email (RegistrationSupport@ccu.edu), phone (P: 303.963.3230, F: 303.963.3241), and the date it was revised (01/2018).

SOCIAL MEDIA POLICY

Colorado Christian University is committed to providing a Christ-centered student experience. While we understand that the use of social media is prevalent in today's society, and recognize that these mediums can be used for growth and positive execution of our Strategic Priorities, we also know the dangers of unsupervised social media. The University social media profiles should deliver messages that are relevant to prospective students, current students, parents, alumni, and donors and remain consistent with the University's brand and values.

The following are the only official University Social Media sites:

- CCU
 - Facebook, Twitter, Instagram, LinkedIn, YouTube, and Flickr
- College of Adult and Graduate Studies – CCU Online
 - Facebook, Twitter, LinkedIn, and Pinterest
- Alumni Association
 - Facebook, Twitter, and LinkedIn
- Centennial Institute
 - Facebook, Twitter, and YouTube
- Cougar Athletics
 - Facebook, Twitter, and Instagram

General Social Media Guidelines

1. No other social media channels should be created representing the University in any way without prior approval from the Director of Communications.
2. A Communications and Creative Services team member must be made an administrator of the channel, if approved, in the event that the administrator departs the University.
3. All official University social media sites must follow all applicable federal and state laws and University policy, including but not limited to FERPA and HIPPA, and copyright regulations.
4. All social media channels and posts on behalf of the University, must reflect the views of the University as outlined in the University handbook, Strategic Priorities, and Statement of Faith. The Communications and Creative Services department reserves the right to delete or edit posts at any time that do not reflect the University in a positive light.
5. All official University social media sites must comply with the official CCU brand.

Posting Guidelines

1. Primary photos, such as profile images on Facebook, Twitter, and YouTube, should include an official CCU logo.
2. Use relevant keywords in the posts and descriptions.
3. Avoid posting only text by always including a link, photo, or video.
4. Use appropriate hashtags when applicable, i.e., #myccu

Interaction Guidelines

1. Respond to every message and comment addressed to Colorado Christian University that merit a response, including posts we are tagged in, questions, issues raised, and compliments.
2. When engaging with external constituents on social media sites, use respectful and intelligent language. While the University is committed to fostering our freedom of speech and expression, we will not tolerate any unlawful, defamatory, or obscene posts or comments. If a discussion regarding the University becomes unruly in a public social media forum, take the discussion to a private arena such as Facebook Messenger, or defer the comments to the Communications and Creative Services team.



UNIVERSITY STATIONERY

University employees must use approved University stationery. Staff and faculty may order stationery online from Source Office Products (a login is required; please see the Ordering Stationery Guide for more details). Through Source, online self-service templates are available to easily create branded stationery. There is no charge to create a proof of any stationery item, but departments are responsible for the printing costs after an order has been placed.

The following items (with minimum quantities) are available for order:

- Business Cards (250)
- Letterhead (500)
- Letterhead Second Sheets (500)
- #10 Business Envelopes (500)
- #10 Windowed Envelopes (500)
- 9x12 Envelopes (500)
- 10x13 Envelopes (500)
- 4x6 Thank You Cards and Envelopes (250)
- Pocket Folders (1000)



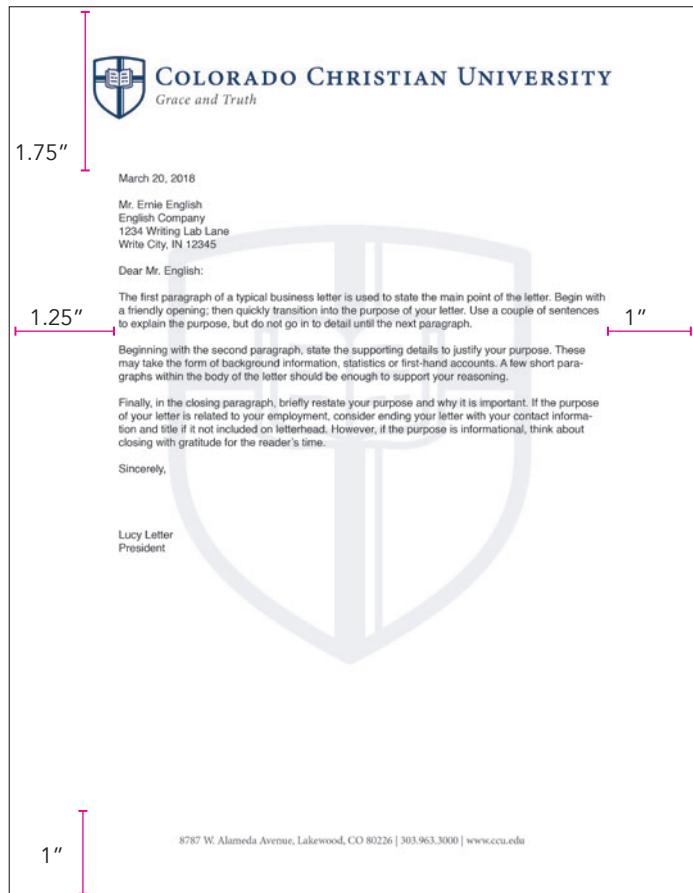
LETTERHEAD

There are three official versions of University letterhead: CCU Corporate (for use by all departments), CCU Athletics (only for use by employees in CCU Athletics) and Centennial Institute (only for use by employees in Centennial Institute). No personalized University stationery is provided for colleges, schools, offices, departments, or individuals.

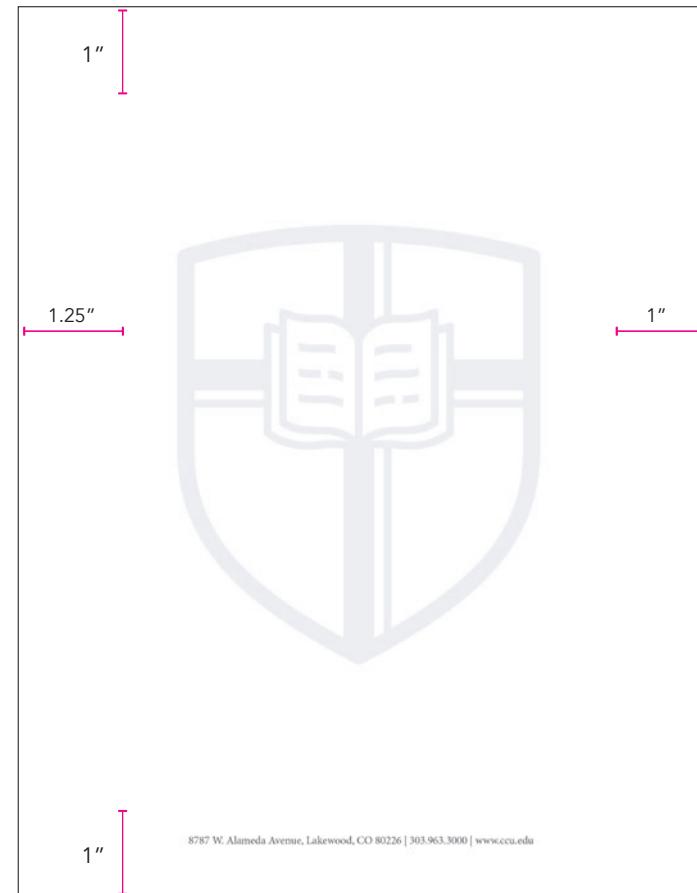
The digital letterhead template is provided for electronic communications only, and may not be modified in any way. All printed CCU stationery must use the official stationery stock available exclusively through Source Office Products.

University Letterhead

Primary Sheet Margins



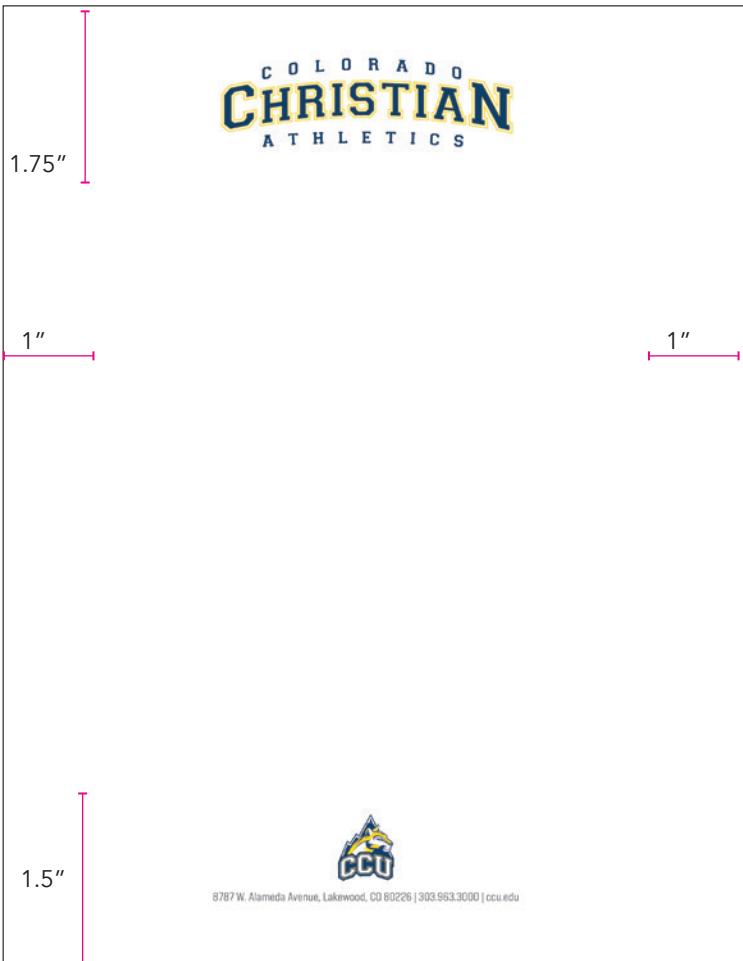
Second Sheet Margins



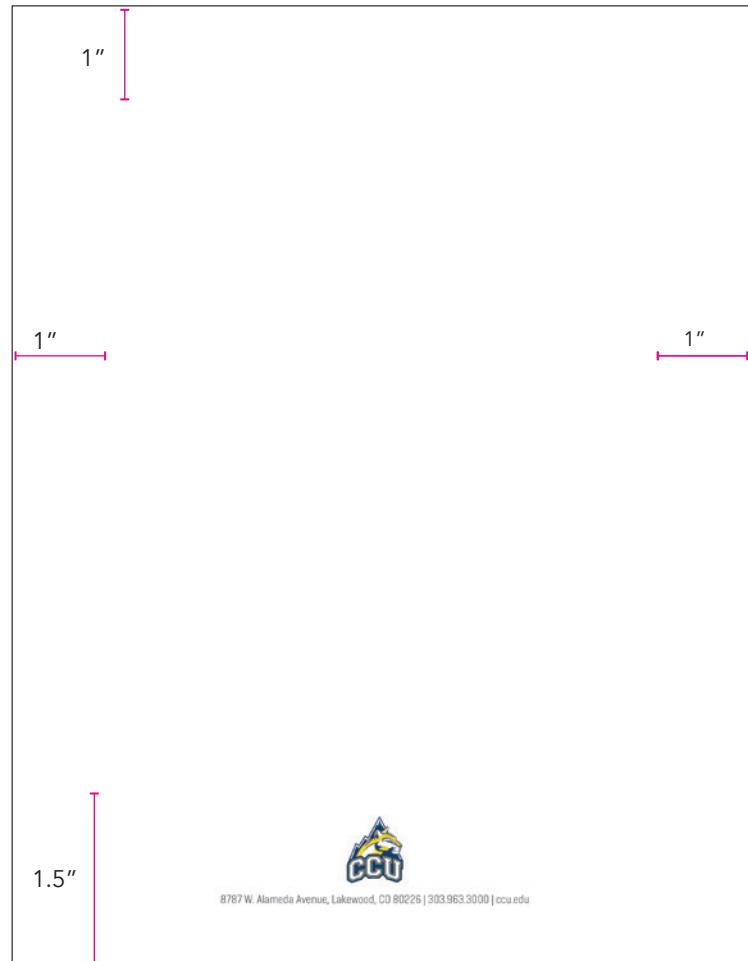
LETTERHEAD

Athletics Letterhead

Primary Sheet Margins



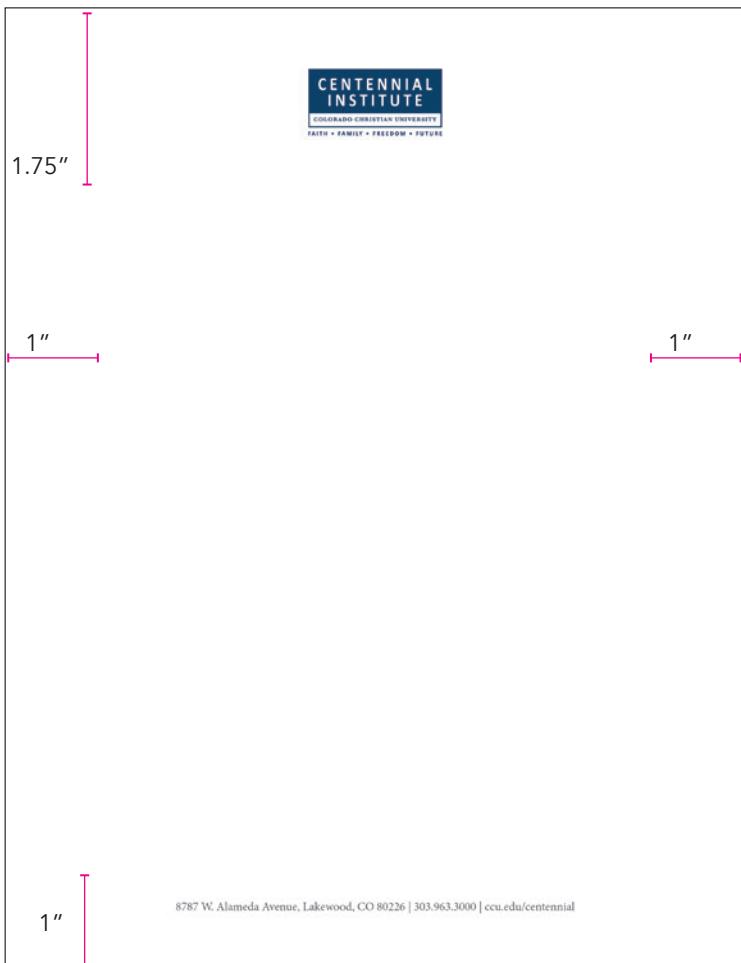
Second Sheet Margins



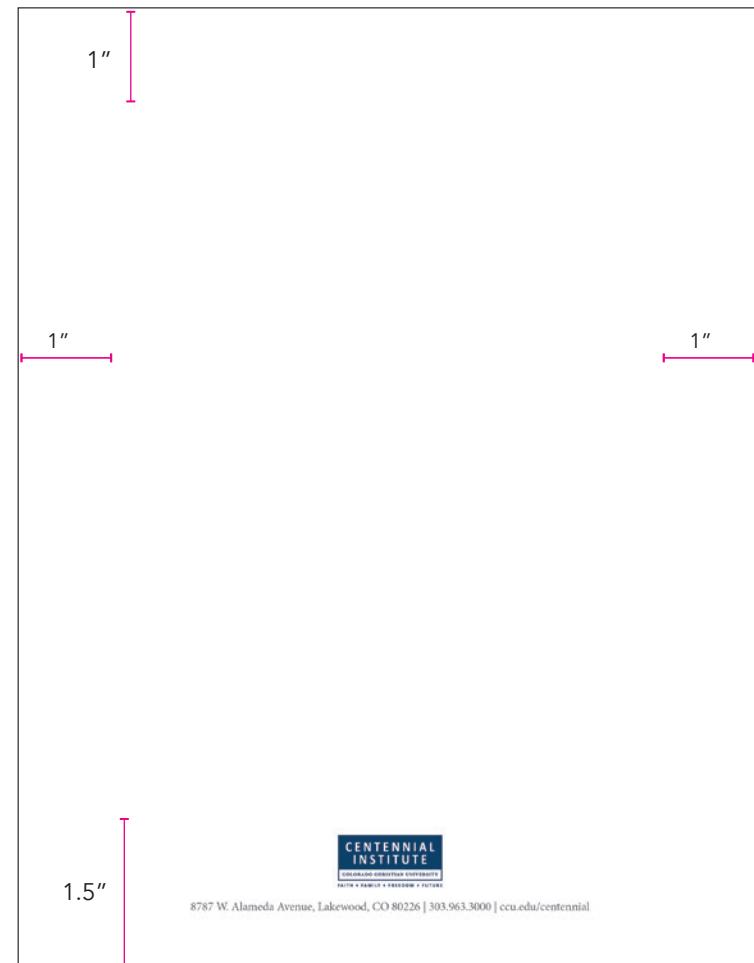
LETTERHEAD

Centennial Institute Letterhead

Primary Sheet Margins



Second Sheet Margins



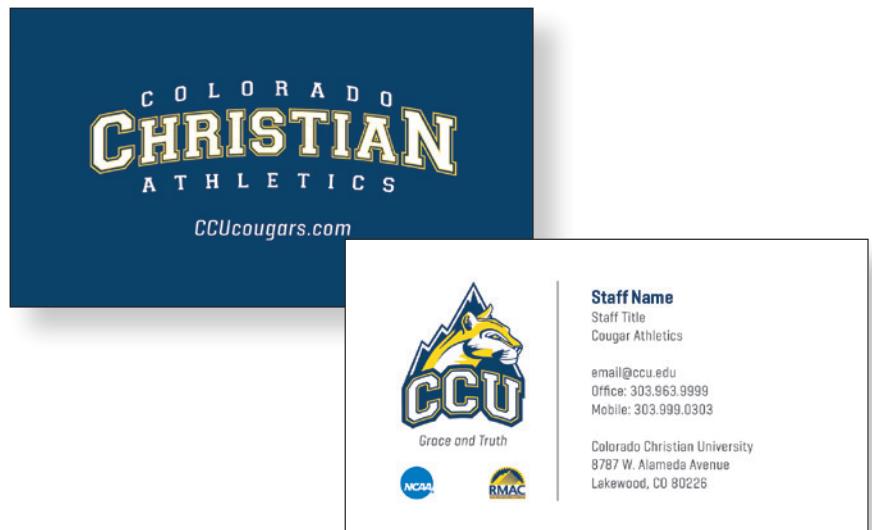
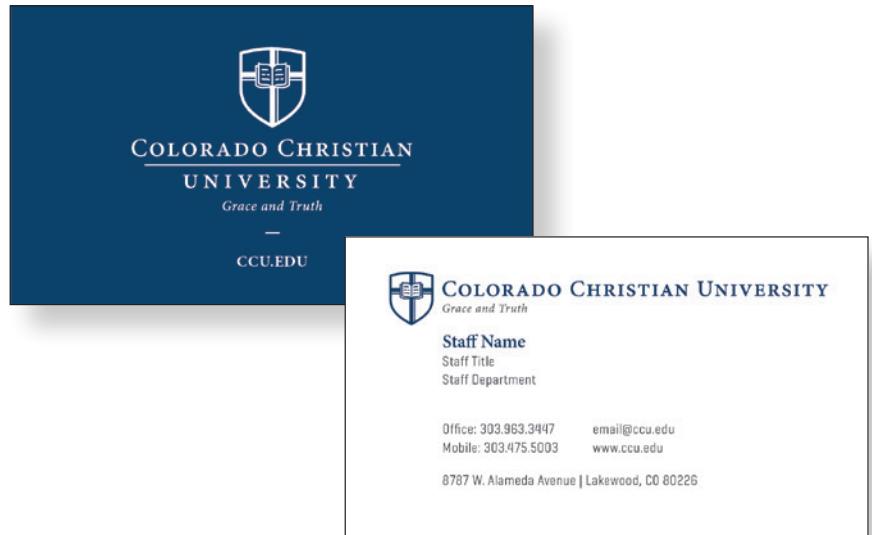
BUSINESS CARDS

- Business card orders must be submitted online through CCU's official University stationery vendor, Source Office Products.
- Once a business card order is submitted, it must be approved by the Human Resources department to ensure accuracy of information.
- A PDF business card proof will be available online during the ordering process. Once approval is submitted online, the order will be placed.
- All employee business cards (other than CCU Athletics) must include the official CCU website: www.ccu.edu.
- Employee business cards will not include email addresses other than the assigned CCU employee email account.
- Business card credentials will always be listed in the following order: name, title, school or division name, and respective college, when applicable.

Standard cards have up to eight lines of information.

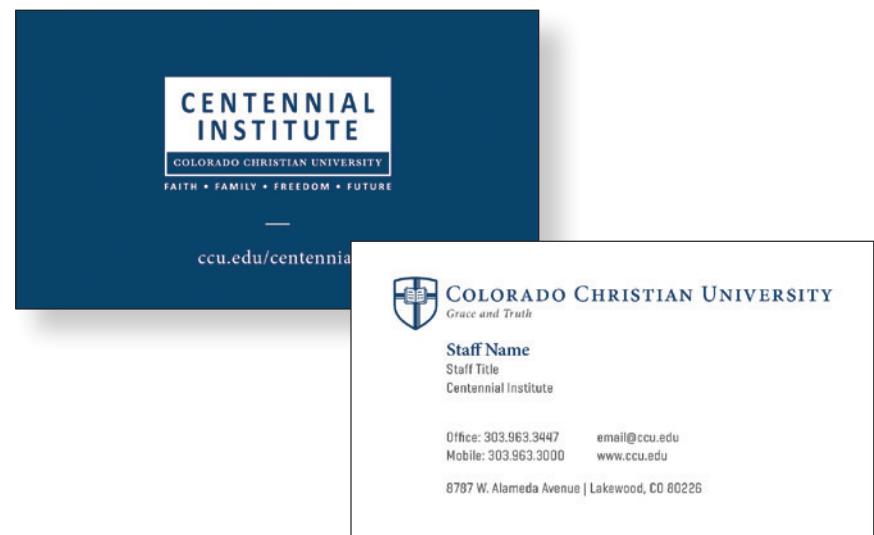
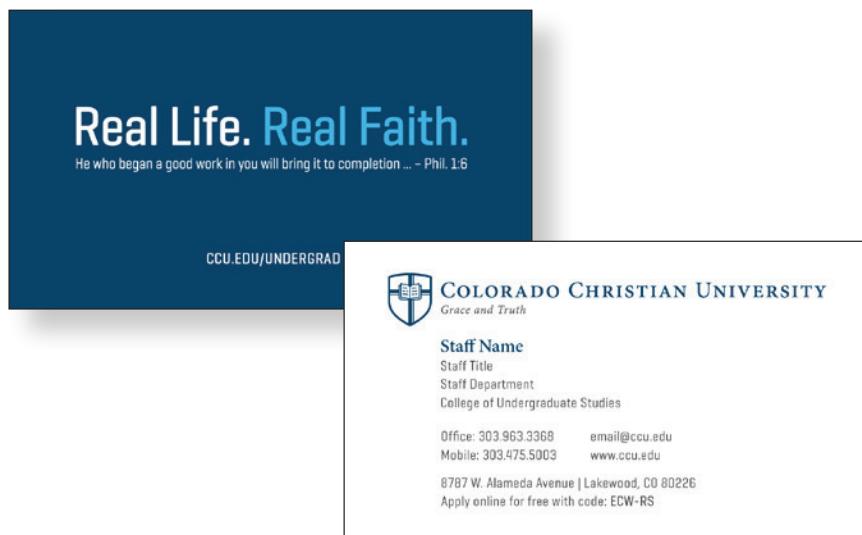
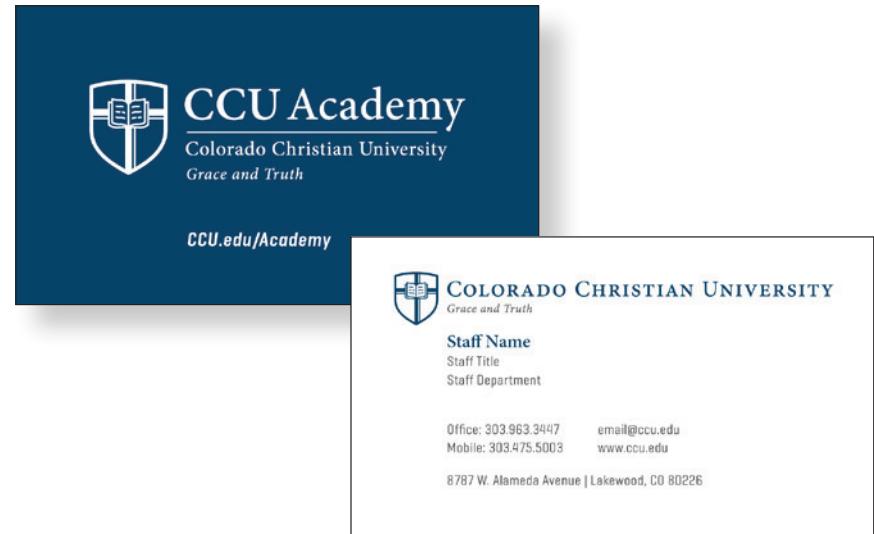
Minimum elements: seven lines

- Name
- Title
- Department or School
- College (if applicable)
- Email Address
- Office and/or Mailing Address
- Office and Secondary Phone Numbers



For more information, see the Business Card Policy at www.ccu.edu/branding.

BUSINESS CARDS



EMAIL PROTOCOL

In order to uphold the image of Colorado Christian University and to ensure the professionalism of all correspondence, all employees should follow these guidelines for email correspondence.

Email Body

No pictures, icons, wallpaper, background images, other colors, or other typeface treatments to the background or email content are allowed.

The background of all emails must remain white.

Typeface

To ensure greater consistency in all internal and external communications, University employees may choose to write emails using one of these fonts:

- Arial
- Calibri

To keep emails looking professional and consistent, font colors other than blue, gray, and black should not be used.

The recommended font size is 11.

EMAIL SIGNATURES

At a minimum, email signature(s) should always contain the following pieces of information: name, title, department, office phone, and website address.

Email signatures may also include your office location, post-nominal letters, CCU mission statement, fax number, or mobile phone number when appropriate.

Corporate Version

John Smith

Title

Department / School

College (if appropriate)

Colorado Christian University

O: 303.963.XXXX | M: 720.365.XXXX

www.ccu.edu



COLORADO CHRISTIAN UNIVERSITY

Grace and Truth

Christ-centered higher education transforming students to impact the world with grace and truth.

CCU Online Version

John Smith, MBA

Title

Department

College of Adult and Graduate Studies

Colorado Christian University

O: 303.963.XXXX | M: 720.365.XXXX

online.ccu.edu



CCU|online.
Colorado Christian University

Christ-centered higher education transforming students to impact the world with grace and truth.

EMAIL SIGNATURES

CCU Academy Version

John Smith

Title

CCU Academy

Colorado Christian University

O: 303.963.XXXX | M: 720.365.XXXX

www.ccu.edu



Christ-centered higher education transforming students to impact the world with grace and truth.

Cougar Athletics Version



John Smith

Title

Cougar Athletics

Colorado Christian University

O: 303.963.XXXX | M: 720.365.XXXX

CCUcougars.com

Christ-centered higher education transforming students to impact the world with grace and truth.

Centennial Institute Version

John Smith, MBA

Title

Centennial Institute

Colorado Christian University

O: 303.963.XXXX | M: 720.365.XXXX

ccu.edu/centennial



Christ-centered higher education transforming students to impact the world with grace and truth.

Post-Nominal Letters

Post-nominal letters (e.g., Ph.D., Ed.D., DNP, MBA, M.S., etc.) may be placed after a person's name to indicate a position, academic degree, accreditation, office, military decoration, or honor the individual holds. Bachelor's and Associate degrees (e.g., B.A., B.S., A.A., etc.) should never be included as post-nominal letters. An individual may use up to three sets of earned post-nominal letters in their email signature.

Email signatures may not link to non-University sanctioned websites.

SIGNAGE AND BANNER POLICY

Signs and permanent exterior displays on Colorado Christian University's campus must be designed and approved by Communications and Creative Services prior to production in order to ensure that a consistent, professional image of the University is being presented to both internal and external audiences.

Signage and banners will need to meet a high standard of quality and visual appeal and maintain consistency within the University's branding guidelines.

Signage Examples

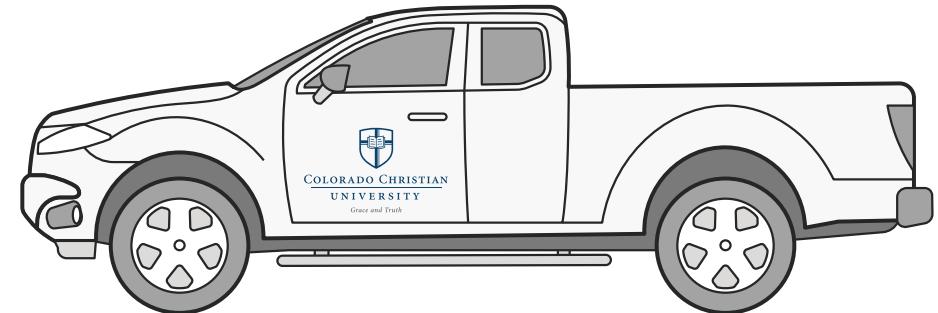


Banner Examples



UNIVERSITY VEHICLES

All CCU vehicles, including people movers, street vehicles, and maintenance carts, should be labeled with the official logo. Athletics vehicles may use an official CCU Athletics logo independent of the primary CCU logo on their vehicles. Vehicle signage must be designed and approved by Communications and Creative Services.



EXTERNAL CONSTITUENTS AND USAGE

Any organization using Colorado Christian University's campus for its activities may not use any CCU logo or image to imply CCU co-sponsorship, unless that has been previously arranged and officially approved.

The approved logo may be used in association with directions to campus or in providing information about the University.

Redistribution, reproduction, or commercial use of the Colorado Christian University seal, and Colorado Christian University logo (including all variations) is prohibited without express written permission. For information regarding usage, contact CCU's Director of Communications.





COLORADO CHRISTIAN

UNIVERSITY

Grace and Truth



COLORADO CHRISTIAN
UNIVERSITY

Grace and Truth

8787 W. Alameda Ave.
Lakewood, CO 80226