Style Guide

University of Colorado Medicine

Contents

About University of Colorado Medicine

University of Colorado Medicine (CU Medicine) is the region's largest and most comprehensive multi-specialty physician group practice. The CU Medicine team delivers business operations, revenue cycle and administrative services to support the patients of over 4,000 University of Colorado School of Medicine physicians and advanced practice providers. These providers bring their unparalleled expertise at the forefront of medicine to deliver trusted, compassionate healthcare services at primary and specialty care clinics as well as facilities operated by affiliate hospitals of the University of Colorado.

Visit https://www.cumedicine.us to learn more.

LOGO

As the primary visual identifier for CU Medicine, our logo must be used on all forms of communication, whenever and wherever CU Medicine is being represented. Our identity system is built upon the master brand of the University of Colorado system, with differentiations for our unique offerings and audiences.

The CU Medicine logo and color palette should never be altered. When placing the logo on a field of dark color or dark photography, the type accompanying the CU icon should be white or reversed out. The black and white logo shall be reserved for materials printed in black and white only, as shown below. No other color adaptations of this logo exist.

The approved art files should be used in all print and electronic media as illustrated and specified in this style guide.

University of Colorado Medicine

FULL LOGO STACKED

Medicine

SHORTENED STACKED

University of Colorado Medicine

FULL LOGO HORIZONTAL

Medicine

SHORTENED HORIZONTAL

University of Colorado Medicine

COLOR LOGO WITH REVERSE TYPE

University of Colorado Medicine

WHITE LOGO

University of Colorado Medicine

BLACK LOGO

LOGO

Medicine (Color logo)

Medicine (White logo)

Medicine (Black logo)

COLOR LOGO
WITH REVERSE TYPE

WHITE LOGO

BLACK LOGO

SPECIALTY CLINIC LOGO EXAMPLE

Cardiology
UNIVERSITY OF COLORADO **MEDICINE**

LOGO STACKED

Cardiology
UNIVERSITY OF COLORADO **MEDICINE**

LOGO HORIZONTAL

Cardiology
UNIVERSITY OF COLORADO **MEDICINE**

Cardiology
UNIVERSITY OF COLORADO **MEDICINE**

Cardiology
UNIVERSITY OF COLORADO **MEDICINE**

COLOR LOGO
WITH REVERSE TYPE

WHITE LOGO

BLACK LOGO

3
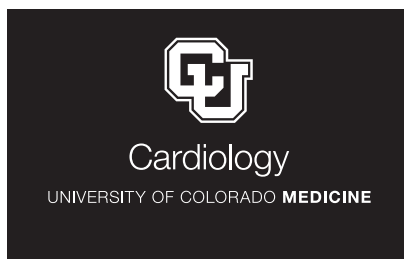
LOGO USAGE

DO'S AND DON'TS

Using the official CU Medicine logos correctly will maintain consistency and respect for the brand's identity. Adhering to the guidelines will ensure that brand communications are easily recognizable.

DO use the approved and supplied logo files.
DO consult the style guide when in question.

DO NOT change the colors of the logo.

DO NOT recreate the logo – digital art files have been made available for usage.

DO NOT stretch or distort the proportions of the logo.

DO NOT place other graphics on the logo.

**DO NOT** use any special filters or fills, such as gradient fills.

DO NOT place logo on imagery or color where the logo is not fully visible or legible.

SPATIAL GUIDELINES

When the CU Medicine logo is used on materials with photography, illustrations, other typography or other logos, a minimum amount of clear or negative space must surround the logo. This space is equivalent to the height of the "U" in the interlocking CU icon.

Minimum clear space =
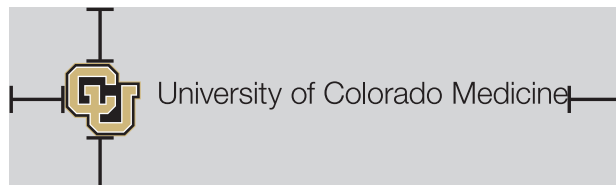
Minimum clear space =

COLOR PALETTE

Aside from our logo, our brand colors are the most identifiable element of CU Medicine's visual identity. Used accurately and consistently, they connect and strengthen the impact of our visual communications. The following colors make up our primary, secondary and tertiary color palettes. Any percentage of tints may be used from all palettes, as well as the addition of black to create better contrast, as long as the primary color without a tint is also featured.

PRIMARY COLORS

CU Gold

Pantone 4525c

CMYK
0 | 10 | 48 | 22

RGB
207 | 184 | 124

Hex #CFB87C

Tint range 1-99%

CU Black

Pantone Black

CMYK
0 | 0 | 0 | 100

CMYK rich black
40 | 40 | 40 | 100

RGB
0 | 0 | 0

Hex #000000

Tint range 1-99%

ACCENT COLORS

Color is an important part of our visual system. To maintain consistency in our visual identity system, it is essential to reproduce our colors accurately and consistently in all our communication. This scale is an example of how much each color should appear in proportion to other colors; primarily black and gold, with dark and light grays secondary. Tertiary colors may be used in moderation, but never as a replacement for, or an equal to, the primary or secondary colors. CU Gold may in some cases be used at various levels of opacity over white. Always follow the Pantone, CMYK, RGB, or web/hex values shown in this style guide.

30% Black

30% Gold

10% Accent Colors

30% Grays & White
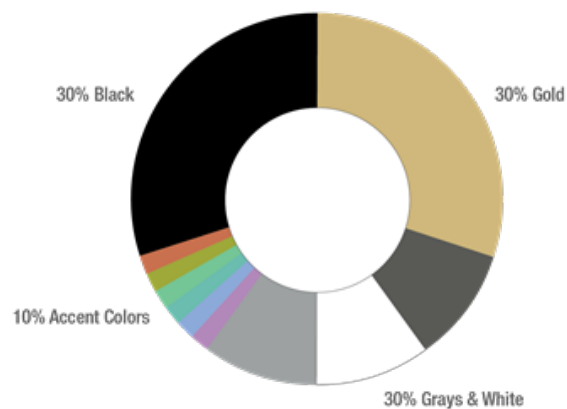
COLOR PALETTE

Secondary colors

CU Light Gray

CMYK
0 | 0 | 0 | 26

RGB
188 | 188 | 188

Hex #BCBCBC

Tint range 1-99%

CU Dark Gray

CMYK
0 | 0 | 0 | 74

RGB
67 | 67 | 67

Hex #434343

Tint range 1-99%

CU White

CMYK
0 | 0 | 0 | 0

RGB
255 | 255 | 255

Hex #ffffff

Tertiary colors

Light Gold

CMYK
0 | 6 | 23 | 11

RGB
226 | 212 | 175

Hex #E2D4AF

Tint range 1-99%

Light Blue

CMYK
40 | 29 | 0 | 19

RGB
124 | 148 | 207

Hex #7C94CF

Tint range 1-99%

Blue

CMYK
66 | 33 | 0 | 14

RGB
75 | 146 | 219

Hex #4B92DB

Tint range 1-99%

Green

CMYK
29 | 0 | 40 | 19

RGB
148 | 207 | 124

Hex #94CF7C

Tint range 1-99%

Copper

CMYK
0 | 13 | 19 | 51

RGB
125 | 109 | 101

Hex #7D6D65

Tint range 1-99%

TYPOGRAPHY

Typography plays an important role in establishing and reinforcing CU Medicine's brand. When used thoughtfully and consistently, typography becomes an effective tool for adding visual meaning to our communications.

CU Medicine's official typeface is Helvetica Neue. It is a highly legible, classic typeface that is suitable for all size placements. It is used equally for headlines and body content and is featured in our logo wordmarks. A mix of font weights may be used for headlines and sub heads. See examples on page 8.

Quicksand is an accent font that can be used for sub heads, quotes or callouts. It is to be used in conjunction with Helvetica Neue and never on its own. In cases where Helvetica Neue is unavailable, Arial and Helvetica may be used as substitutes.

CU MEDICINE TYPEFACE

Helvetica Neue

45 Light

55 Roman

56 Italic

75 Bold

77 Bold Condensed

Headlines
Helvetica Neue
  45 Light
  55 Roman
  75 Bold

Sub heads
Helvetica Neue
  45 Light
  55 Roman
  75 Bold

Quicksand
  Regular
  Medium

Accent font
Quicksand
  Light
  Regular
  Medium
  Bold

Body copy
Helvetica Neue
  55 Roman

TYPOGRAPHY

TYPOGRAPHY EXAMPLES

Sample headline

We CU
as our #1 priority.

Helvetica Neue
45 Light

Sample paragraph

HEADLINE — Helvetica Neue 75 Bold

SUBHEAD — Helvetica Neue 55 Roman

Orro officid mo et quidusam lictetur. Dskjoe nsl henimaio expera distiat lam rtea sus qui blanderae poraescipiet ant, simagnam facius aut eni officati officit audaectotas rene por sequiatur, offictae sam, niminvendis doluptat in estilknv.

"WE CU" CAMPAIGN MESSAGES

The following messages exemplify the "We CU" Campaign. They communicate what our brand stands for.

We CU
as more than a patient.

We CU
as our #1 priority.

We CU
living a healthier life.

We CU
and hear you.

We CU
feeling better.

We CU
as our daily inspiration.

IMAGERY

PHOTOGRAPHY

Any transparency percentage of the brand gold color may be placed over imagery. CU Medicine encourages the use of images portraying diversity in age, race, gender and ability.

IMAGERY

DESIGN ELEMENTS

These graphic elements can be used to support the CU Medicine brand.
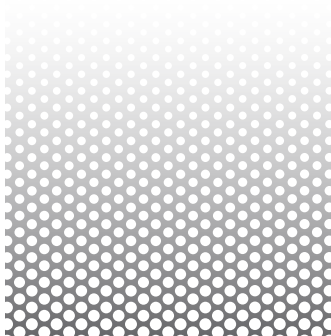
WHITE DOT PATTERN
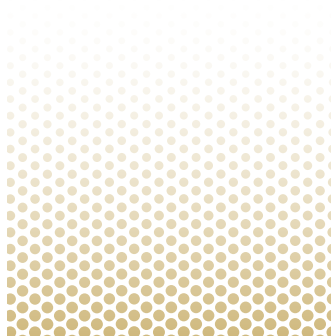
GOLD DOT PATTERN

CURVES
(can be any CU Medicine primary or secondary color)

EXAMPLES

We CU
as our #1 priority.

CU Medicine
CUmedicine.us

CU Medicine

Personalized
healthcare that
always puts you first.

We CU as more than a patient. **CUmedicine.us**

CU Medicine

FREESTANDING CLINIC
NAMING STANDARDS

CU Medicine freestanding clinics offer primary and specialty healthcare services led by trusted, nationally ranked providers at convenient locations in Colorado communities.

These community practices follow a clear and consistent naming structure and approach to ensure both consistency in brand as well as clarity for current and future CU Medicine healthcare consumers.

CLINIC NAMING

Freestanding clinic naming

CU Medicine freestanding clinics are named according to the following brand standards:
CU Medicine Department/Division/Specialty—Location
CU Medicine Department/Division/Specialty—Subspecialty—Location

Clinic naming examples:

CU Medicine Internal Medicine—Cherry Creek

CU Medicine Otolaryngology—Head and Neck Surgery—Highlands Ranch Specialty Care Center

Subspecialty clinic naming

For clinics providing services in a subspecialty whose terminology on its own is clear and recognizable by a general healthcare consumer audience:

CU Medicine Subspecialty—Location

Subspecialty clinic naming example:

CU Medicine Gynecologic Oncology—Highlands Ranch Specialty Care Center

Specialty and Subspecialty clinic naming

For clinics at which both the specialty and subspecialty name are required for understanding by a general healthcare consumer audience, and where the healthcare services are offered at a single location, that clinic may use the following structure for clarity and brevity:

CU Medicine Specialty—Subspecialty

Subspecialty clinic naming example:

CU Medicine Psychiatry—Obsessive Compulsive Disorder (OCD) Clinic

It is strongly preferred that "Specialty" and "Subspecialty" are denoted by the American Board of Medical Specialties (ABMS) at https://www.abms.org/member-boards/specialty-subspecialty-certificates/. When it is clearer to healthcare consumers and more accurate for the clinic to list a Specialty or Subspecialty not recognized by the ABMS, that naming may be considered. In all cases, clinic naming that promotes clarity of meaning and understanding for the healthcare consumer should be the guiding principle.

"Location" should be descriptive and provide clarity for healthcare consumers. Location names should be the city, town, or well-recognized and established neighborhood in which the clinic is located.

FREESTANDING CLINIC NAMING STANDARDS

Multi-Specialty clinic naming

In some cases, a particular clinic may offer a unique or differentiated multi-specialty mix of services. In those cases, clinic naming that falls outside of these stated guidelines may be appropriate. Such naming must be reviewed and approved by the CU Medicine Marketing Governance Committee, and must follow the objectives of clarity and consistency in CU Medicine brand guidelines and naming. Such naming is meant to be used in limited circumstances and only when the aforementioned naming approach is not sufficient to convey a particular clinic's services.

Multi-Specialty clinic naming example:
    CU Medicine Interventional Pain—Cherry Creek

CLINIC LOGOS

CU Medicine clinic logos include the department, division or specialty (and if applicable, subspecialty) along with the interlocking CU and the words "University of Colorado Medicine" with "Medicine" in bold. Clinic logos do not feature location.

Location-specific information for each clinic will be communicated to consumers and referring providers via digital marketing (e.g., Google), clinic-specific collateral, digital advertising channels, insurance rosters, referral data systems (e.g,. Epic) and the CU Medicine website.

Geriatric Medicine
UNIVERSITY OF COLORADO **MEDICINE**

Dermatology
UNIVERSITY OF COLORADO **MEDICINE**

CENTERS AND INSTITUTES

Use of the term "Center" or "Institute" is limited to those clinic locations which have been identified as a designated Center or Institute by the Chancellor. These centers or institutes are governed by University of Colorado Anschutz Medical Campus and Chancellor guidelines and polices. Joint Ventures may be named according to the terms of the particular Joint Venture.

In these cases, the word "Center" or "Institute" may be used in the clinic name. Legacy names (prior to 2022) were not required to use CU Medicine as part of their name, though going forward, the use of CU Medicine in the clinic name is the preferred convention subject to Chancellor/Joint Venture stipulations.

Legacy examples:
    Barbara Davis Center for Diabetes
    Helen and Arthur E Johnson Depression Center
    Marcus Institute for Brain Health

FREESTANDING CLINIC NAMING STANDARDS

ANCILLARY SPACES WITHIN A CLINIC

Laboratories, diagnostic or therapeutic services rooms, or other ancillary spaces within a CU Medicine clinic may be named after donors or influential providers who practice or have practiced at the clinic, provided that the ancillary space is completely located within the CU Medicine clinic and will not be marketed or promoted independently of any clinic. Naming of an ancillary space within a CU Medicine clinic is subject to review and approval by the CU Medicine Marketing Governance Committee using the above guidelines.

CLINIC NAMES IN PLAIN TEXT

For building directories, publications, online articles or other collateral, clinics must use the following naming formats.

CU Medicine Cardiology—Cherry Creek, CU Medicine Orthopedics—Broomfield

CLINIC GOOGLE LISTINGS

All Google My Business listings will utilize the short form plain text format, including location.

Clinic google listing examples:
    CU Medicine Cardiology—Cherry Creek
    CU Medicine Orthopedics—Broomfield

EPIC CLINIC NAMING

Epic (electronic medical record) names are set to differentiate the myriad of clinic locations for physician referral navigation. Epic External Name character fields, utilized by physicians outside the UCHealth Epic system, are limited to 88 characters; Epic Internal Name character fields, for physicians utilizing the UCHealth Epic system, are limited to 22 characters. Names are determined by the UCHealth Epic Information Technology team. CU should be used at the front of Epic names to quickly and concisely drive identification and understanding.

Epic clinic naming examples:
    CU PSYCH CLINIC   CU DEPRESSION CENTER
    CU FAM MED CENTENNIAL   CU VASC SURG AURORA OP

NAMING APPROVAL AND ROLLOUT PROCESS

All clinic names must be reviewed and approved by the Associate Director of Marketing and the Marketing Branding Committee, and then shared with the Department or Division for their input. For proposed clinic names that fall outside of the standard naming guidelines (e.g., as described under "Multi-Specialty Clinic Naming"), all names must receive final review and approval by the Marketing Governance Committee.

Upon final clinic name approval, clinic names will be shared with the School of Medicine Department and the CU Medicine Community Practice Integration team.

FREESTANDING CLINIC SIGNAGE STANDARDS

To comply with Centers for Medicare and Medicaid Services (CMS) regulations, located at https://www.cms.gov/regulations-and-guidance/guidance/manuals/downloads/pim83c10.pdf, clinic signage must meet the following requirements. CU Medicine presence must be apparent to visitors to the building or clinic, and clear signage must be present to direct patients in finding the clinic. Permanent signage including the hours of operation should not be easily removed or detached by weather or a person who does not have a business need to remove. Taped paper signs are not acceptable. Patients, caregivers, beneficiaries and CMS or its representatives should be able to locate the CU Medicine clinic(s) and the hours of operation through the use of permanent signs (e.g., at patient entrance(s), clinic entrance, directories, elevator signage, and other wayfinding signage) without help from CU Medicine, clinic staff or providers, or other parties.

EXTERIOR BUILDING SIGNAGE

For all CU Medicine clinics, it is strongly preferred by CMS guidelines that signage with the CU Medicine clinic name/logo is visible in plain view from outside of the building. If it is not apparent at the building entrance that a CU Medicine clinic is located within the building, CMS site visit contractors may decline to enter the building and therefore presume that our clinic is not operational, resulting in the clinic's inability to participate in Medicare and Medicaid.

All exterior building signage, including monument signage, should read "University of Colorado Medicine" as a single line logo. If the building lessor will not allow a logo on monument signage, "University of Colorado Medicine" in text should be used. In either case, the shortened "CU Medicine" logo or text is not permitted on exterior or monument signage without a noted exception and approval from CU Medicine Marketing.

Preferred signage at the patient entrance(s) will be the appropriate CU Medicine clinic logo. If more appropriate for the location or requested by building management, the signage at the patient entrances of the building may only list a logo such as University of Colorado Medicine or CU Medicine Specialty Care Center rather than each clinic's name/specialty. In all cases, contact CU Medicine Marketing to confirm the appropriate logo and wording.

For clinics that dispense DME, it is preferred by CU Medicine, though not required by CMS guidelines, to list the clinic hours with the CU Medicine clinic name/logo at the patient entrance(s).

If there are multiple patient entrances, such as a side door or parking garage entrance, it is strongly preferred by CMS guidelines that all entrances have signage clearly showing CU Medicine.

All the above-mentioned signage must be permanent and not easily removed or detached. Taped paper signs are not acceptable or in compliance with CMS guidelines.

If building management does not agree to posting CU Medicine signage visible in plain view from outside the building, then CMS guidelines require that there be signage within the lobby of the building showing the name and exact location of the CU Medicine clinic within the building.

FREESTANDING CLINIC SIGNAGE STANDARDS

University of Colorado Medicine

University of Colorado Medicine

If the building is a Center or Institute or otherwise named for a donor, the logo with the Center or Institute name should be used on external building signage.

Marcus Institute for Brain Health
UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**

DIRECTORY AND SUITE SIGNAGE

Specialty or practice name should appear on signage for directories and suite doors. Clinic logos include the clinic specialty on the first line and University of Colorado Medicine on the second line, with Medicine in bold. In instances where multiple specialties are located within a single clinic space, the suite signage must list all specialties within that space, either as individual CU Medicine clinic logos, or with a CU Medicine logo and a listing of all specialties in text. Clinic logos do not and should not include the clinic location. Clinic name and suite number must be posted and visible. Directional signage that points to a clinic suite within a building can be helpful, but CMS strongly prefers directory signage listing the clinic name and suite number.

Orthopedics
UNIVERSITY OF COLORADO **MEDICINE**

Suite numbers and clinic hours of operation are to be placed below the clinic logo at the clinic suite entrance, but must be placed below the logo with minimum clear space at least the height of the "U" in the CU icon, such that the suite number and clinic hours of operation don't appear to be part of the clinic logo.

Minimum clear space =

Orthopedics
UNIVERSITY OF COLORADO **MEDICINE**
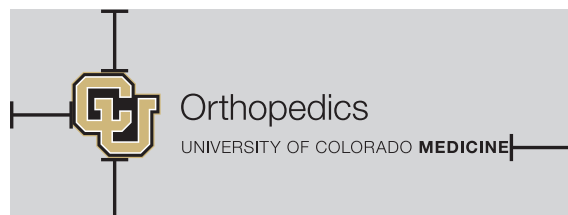
It is **best practice** to use white vinyl on building/exterior applications (as these windows are typically tinted) and black vinyl on interior suite doors (untinted glass or opaque doors).

CLINIC DOOR SIGNAGE

Default Door Sign

Clinic name, hours of operation and suite number are required at the clinic suite entrance.

Formatting of this signage must follow the image as shown to the right. There should be about **3 inches of space** between the logo and the left and right door edges. The distance between the logo and the gold line, as well as between the gold line and the hours of operation, is equal to the height of the interlocking "U" in CU. The text size should be at least **1.125 inches** tall. **Hours of Operation** and **SUITE** must be in **BOLD.**

CU Family Medicine
UNIVERSITY OF COLORADO **MEDICINE**

Hours of Operation
Monday - Friday
8:00 AM - 5:00 PM

SUITE 100
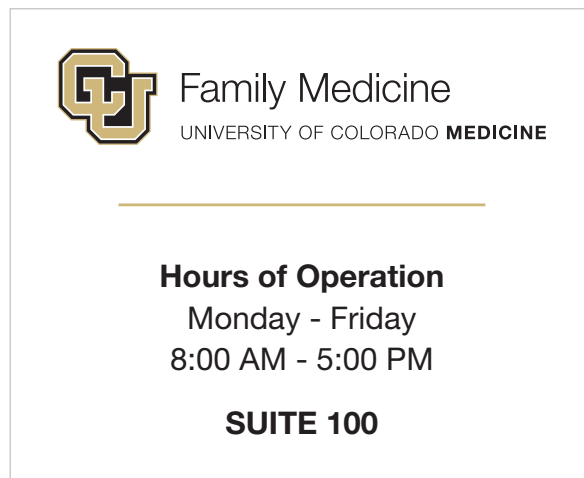
Door Sign with Additional Add-Ons

In cases where a phone number or an additional line of text is requested on the door, that can be included below the suite number and must follow the formatting as shown below. In instances where a clinic is not necessarily always staffed during clinic hours (e.g., the clinic only sees patients by appointment and they generally do not have appointments throughout the day, or the clinic or provider does not have a set schedule), signage must still list clinic hours when a patient could be seen (e.g., Monday – Friday, 8:00 AM – 5:00 PM), but then should also include the wording "By Appointment Only" immediately below the hours on the signage. This is to ensure CMS compliance in the case that CMS contractors visit during posted hours, but the clinic is not staffed.

Default Sign with Phone Number

CU Family Medicine
UNIVERSITY OF COLORADO **MEDICINE**

Hours of Operation
Monday - Friday
8:00 AM - 5:00 PM

SUITE 100

555-555-5555
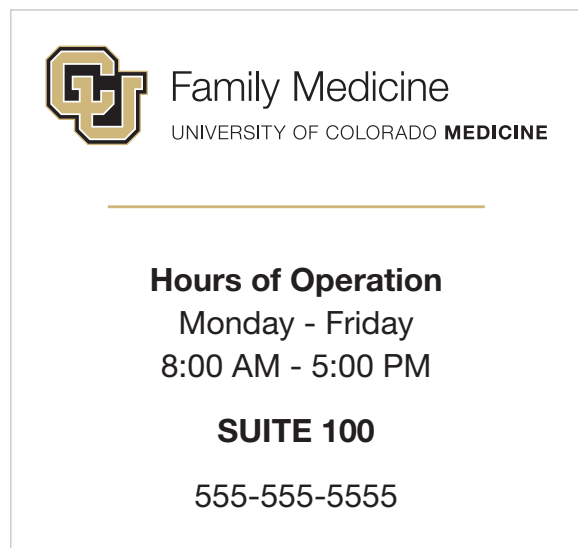
Default Sign with Additional Text

CU Family Medicine
UNIVERSITY OF COLORADO **MEDICINE**

Hours of Operation
Monday - Friday
8:00 AM - 5:00 PM

SUITE 100

Additional Required Text Here
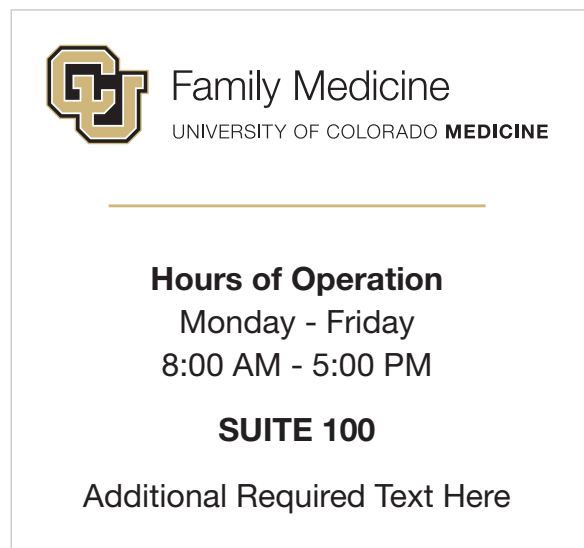
FREESTANDING CLINIC SIGNAGE STANDARDS

Default Sign with "By Appointment Only" Line
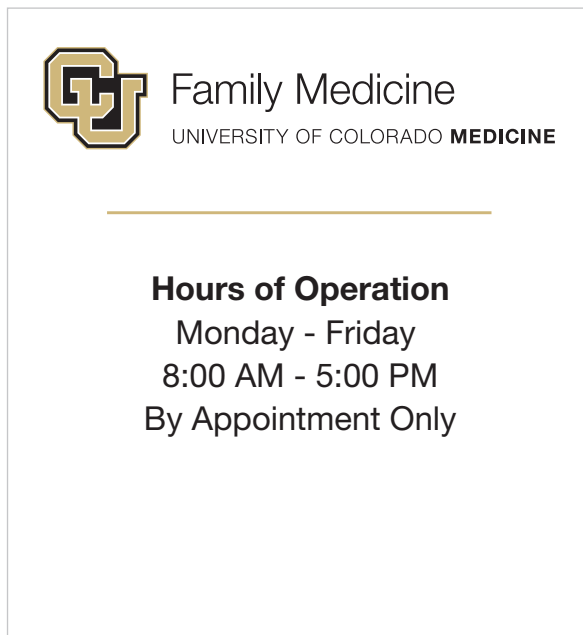
Default Sign with All Add-Ons

Family Medicine
UNIVERSITY OF COLORADO **MEDICINE**

Hours of Operation
Monday - Friday
8:00 AM - 5:00 PM
By Appointment Only

Family Medicine
UNIVERSITY OF COLORADO **MEDICINE**

Hours of Operation
Monday - Friday
8:00 AM - 5:00 PM

SUITE 100

555-555-5555

Additional Required Text Here
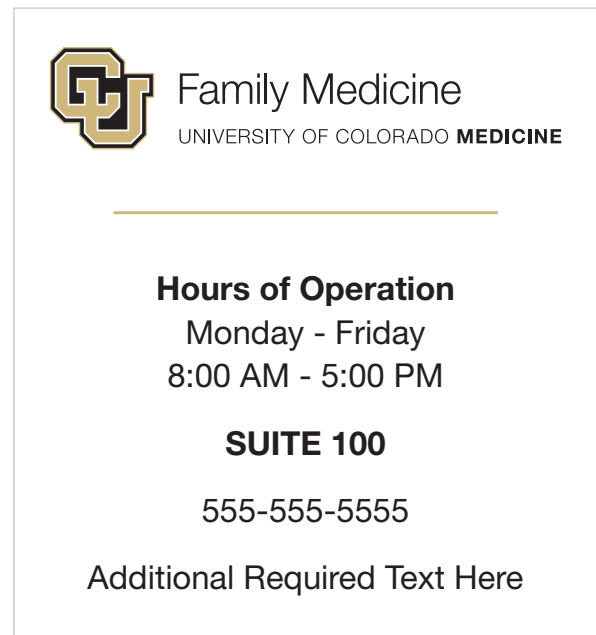
'No Weapons'/'No Smoking' Signage
CU Medicine policy requires 'no weapons' signage at either the building entrance or the clinic suite entrance for patient, provider, and staff safety.

CU Medicine strongly prefers signage that also says 'no smoking' at either the building entrance or the clinic suite entrance.

NO WEAPONS   NO SMOKING

If 'no weapons'/ 'no smoking' signage is displayed on the building entrance, it is not required at the suite-level entrance. If the building lessor does not allow this signage at the building entrance, 'no weapons' must be at the clinic suite entrance, and 'no smoking' is strongly preferred to be at the clinic suite entrance.

Reception Logo
If space is available on the wall behind the reception/check-in area at a CU Medicine clinic, a CU Medicine logo should be centered on the wall. The logo should be approximately 49"(W) x 30"(H). The logo must be the stacked/centered CU Medicine logo.

LETTERHEAD AND FORMS

LETTERHEAD

FAX COVER SHEET

REFERRAL FORM

RX PADS

POCKET FOLDERS

EXAMPLES

EXTERIOR TEMPLATES
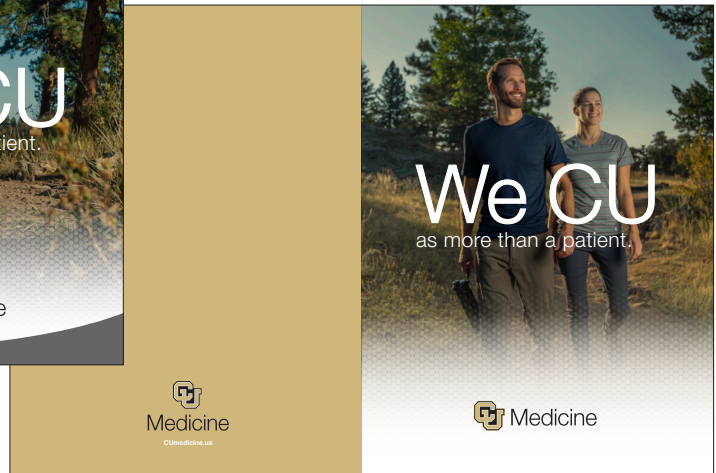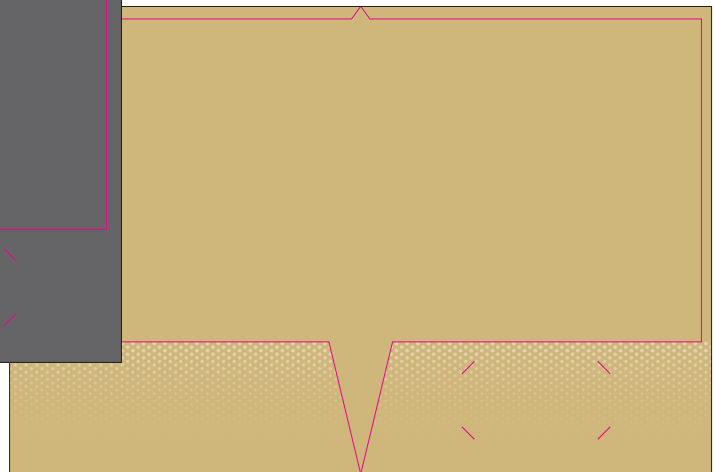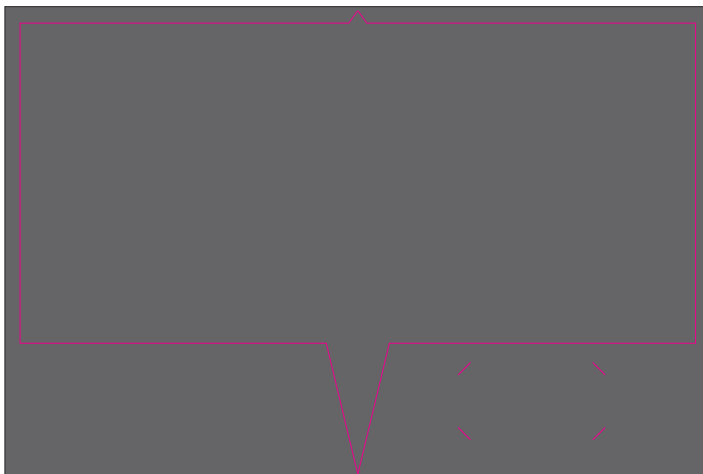

INTERIOR TEMPLATES

CARDS AND BADGES

Fonts and logo usage

Arial and Calibri are acceptable fonts for business and appointment cards. Cards and badges may utilize either the full or shortened versions of the CU Medicine logo as described in this style guide.

BUSINESS CARDS

University of Colorado Medicine

Name, Credentials
Specialty/Title Line 1
Specialty/Title Line 2

Address, Suite #   P: 000.000.0000
City, State Zip   F: 000.000.0000

www.CUmedicine.us

Otolaryngology
UNIVERSITY OF COLORADO **MEDICINE**

John Campana, MD
Head & Neck Surgery

1500 Park Central Drive, Ste. 501   P: 720.516.6325
Highlands Ranch, CO 80129   F: 720.516.5001

www.CUmedicine.us

APPOINTMENT REMINDER CARDS

Medicine

Clinic Name
Appointment Reminder

For: _____

Date: _____   Time: _____

Billing inquiries: please email, CU Medicine billing at
PSD@CUmedicine.us or call (303) 493-7700

CLINIC STAFF BADGES

School of Medicine
UNIVERSITY OF COLORADO

Name
Title

CU Clinic Name

THANK YOU CARDS

Clinic name
Address
City, state, zip

Medicine

EMAIL SIGNATURES

CU Medicine email signatures must follow the formatting guidelines below. Arial, Calibri, and Helvetica are approved fonts for email signature use. Font size should be between 10pt and 12pt. Font color must be default black. Include the CU Medicine condensed logo in your email signature so recipients can identify CU Medicine representatives. You may include company-related links, such as the website, in your signature. Ensure that these links follow proper formatting.

Full Email Signature (for newly created emails)

Full Name
Title
Company
Department/Division/Team
Street | City, State | Zip
Phone | Email

Find your provider at www.CUmedicine.us

John Doe
Coordinator
University of Colorado Medicine
Revenue Services
13199 East Montview Blvd | Campus Box A069 | Aurora, CO | 80045
555.555.5555 office | 555.555.5555 cell | john.doe@cumedicine.us

Find your provider at www.CUmedicine.us

SOCIAL MEDIA ICONS
Social media icons should not be used in the email signature footer.

Shortened Email Signature (for email replies)

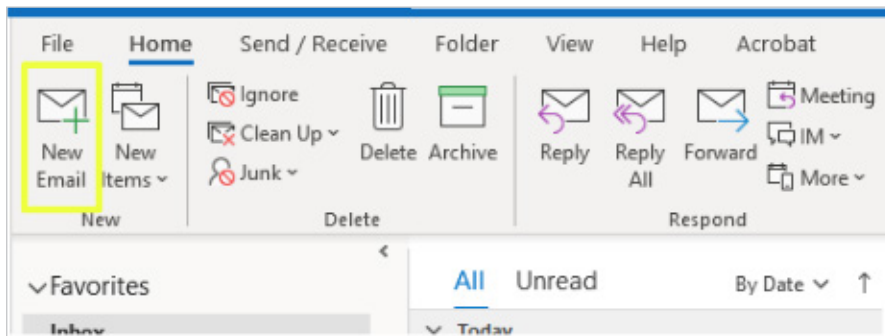**Full Name** | Title | Company | Phone

EXAMPLE
John Doe | Coordinator | University of Colorado Medicine | 555.555.5555 office | 555.555.5555 cell
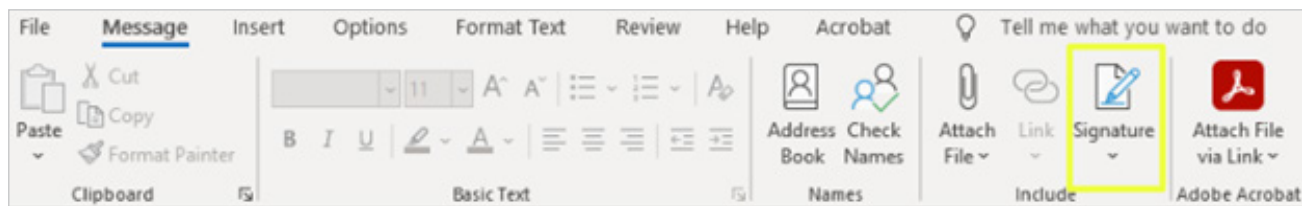
Creating Email Signatures in Outlook

Creating Your Signature:
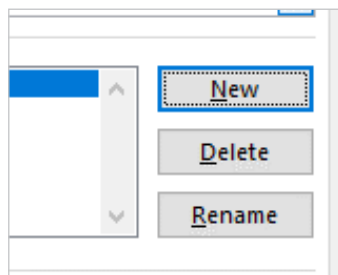
Open a new email message.

EMAIL SIGNATURES

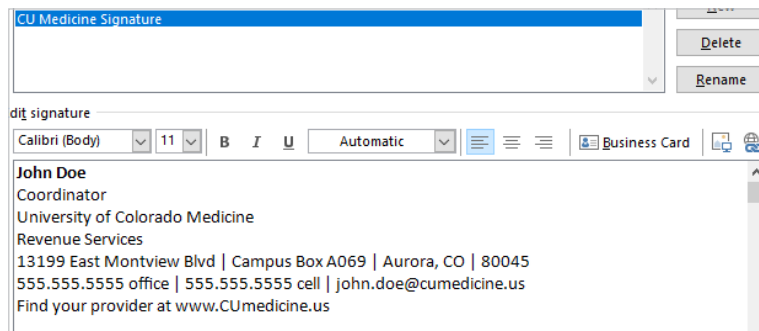Click on the "Message" menu and select "Signature" > "Signatures."

Editing Your Signature:

Under "Select signature to edit," choose "New" and provide a name for your signature.

Compose your signature in the "Edit signature" box. You can adjust fonts, font colors, sizes, and text alignment.

John Doe
Coordinator
University of Colorado Medicine
Revenue Services
13199 East Montview Blvd | Campus Box A069 | Aurora, CO | 80045
555.555.5555 office | 555.555.5555 cell | john.doe@cumedicine.us
Find your provider at www.CUmedicine.us

Add a Logo or Image to Your Signature:

Click the "Image" icon (Insert an image from your device), locate your image file, and select "Insert."

John Doe
Coordinator
University of Colorado Medicine
Revenue Services
13199 East Montview Blvd | Campus Box A069 | Aurora, CO | 80045
555.555.5555 office | 555.555.5555 cell | john.doe@cumedicine.us
Find your provider at www.CUmedicine.us
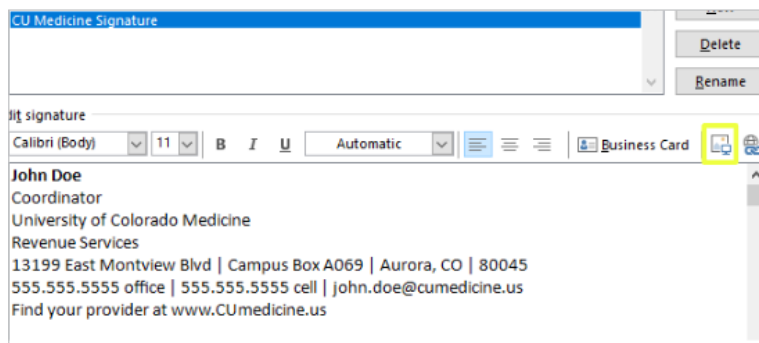
To resize the image, right-click it, choose "Picture," and go to the "Size" tab to adjust dimensions.
Make sure to keep the "Lock aspect ratio" checkbox checked. Click "OK," then "OK" again to save the changes to your signature.

EMAIL SIGNATURES

Adding Links to Your Email Signature:

In the "Edit signature" box, highlight the text or image that you want to turn into a link.
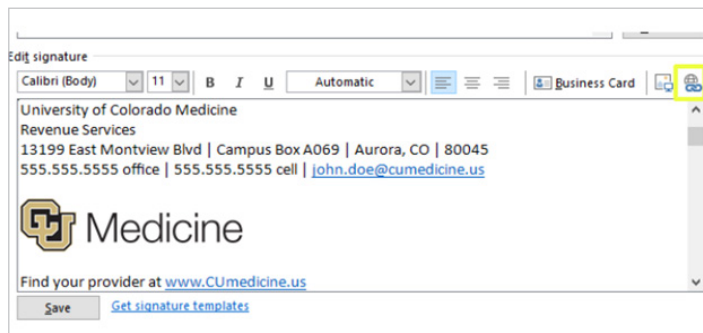Click the "Insert Hyperlink" icon. It typically looks like a chain link or is labeled "Insert/Edit Link."

In the "Insert Hyperlink" dialog box, enter the URL you want to link to in the "Address" or "URL" field. For example, if you're linking to the company website, enter the website's URL.

Optionally, you can provide a link text in the "Text to display" field. This is the text that users will see as the clickable link.

If you leave this field blank, the URL itself will be displayed as the link.

Review and adjust any additional settings in the dialog box, such as specifying whether the link should open in a new window.

Click "OK" to insert the link into your signature.

Once you've added the links, click "OK" to save your signature with the links included.

Save Your Signature:

Click "Save" and then "OK" to save your new signature and return to your message. Note that Outlook won't add your new signature to the message you opened in Step 1; you'll have to add it manually. Future messages will automatically include your signature.
To add it manually, select "Signature" from the "Message" menu.

Setting Default Signature:

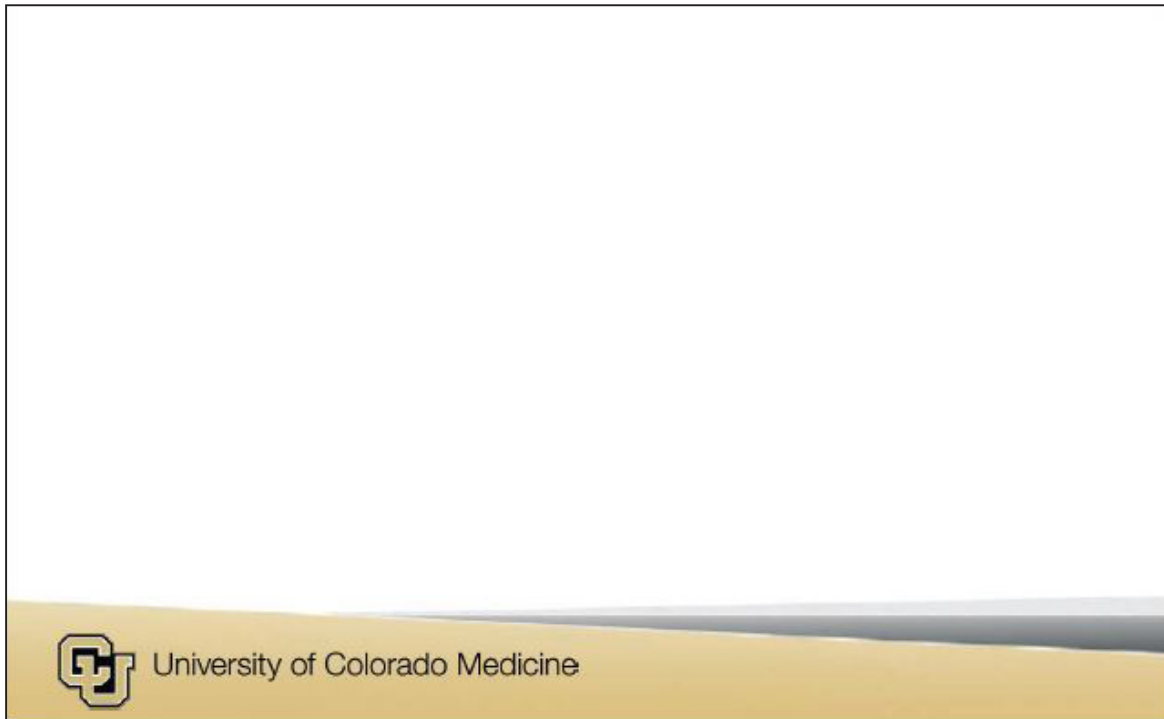For new messages, select one of your signatures from the "New messages" drop-down if you want it added by default. Choose "(none)" if you don't want to auto-add a signature.

For replies and forwards, select one of your signatures from the "Replies/forwards" drop-down if you want it to appear. Choose "(none)" if you don't.

POWERPOINT

TITLE SLIDE

University of Colorado Medicine
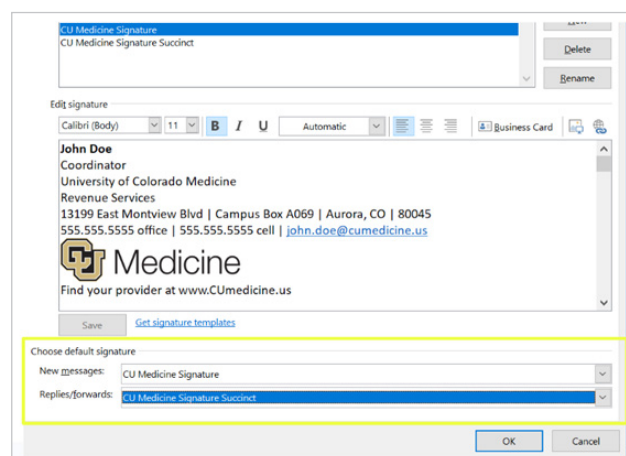
DETAIL SLIDE

CU Medicine

ATTIRE

Clinic staff for any specialty will utilize the CU Medicine logo for uniforms. Logos including clinic or specialty names should not be utilized on clinic staff uniforms. This approach enables clinic staff to work in any location and ensures consistency and clarity for our patients.

Physicians and advanced practice providers have the option to use CU Medicine logos that include clinic or specialty names on their lab coats. Providers must ensure that they are wearing the lab coat with the appropriate logo on it depending on which clinic they are in on a given day.

SHORT CU MEDICINE LOGO

NAME AND DEPARTMENT

UNIVERSITY SEAL

Brandon Layne, MD
Cardiology

VIDEO AND MULTIMEDIA

Video and interactive content are effective ways to reach your audience with memorable, brand-supportive communications.

VIDEO BRANDING

CU Medicine brand colors, typography, and imagery should be incorporated throughout the video's design, such as title and closing cards, lower thirds and background graphics. The following guidelines are meant to offer direction but are not intended to limit creativity, providing that the end result aligns to the CU Medicine brand.

Format
All videos should be created for widescreen (16:9) format and should be shot in High Definition (HD). Quicktime (.mov) and MPEG (.mp4) file types are the preferred formats for uploading to YouTube.

Spoken and visual content
All approved naming guidelines must be observed for spoken and visual content. For example, the University of Colorado Medicine or CU Medicine name should be shown and/or stated clearly, and correct clinic names should be utilized.

Music bumpers and music beds
Music is an important component of most videos and helps introduce and set the tone for the video. A music bumper is a clip of a song that is played at the beginning and end of a video. Bumpers may transition to a quieter, background level that plays throughout the video, known as a music bed. Bumpers may also fade out completely after the title card and then fade back in for the closing card. Instrumental music should be used for bumpers and music beds.

Copyright laws for music licensing apply anytime a video is posted online for the public to view. Music must be properly licensed for use.

Title and closing cards
Title and closing cards are the graphic content at the beginning and end of a video. Title cards catch the viewer's attention and emphasize the brand, providing the first opportunity to show the CU Medicine logo. Closing cards further reinforce the brand and CU Medicine logo, and should be used to provide viewers with a call to action, such as visiting a website. Music bumpers should be included at a reasonable volume level during both the title and closing cards.

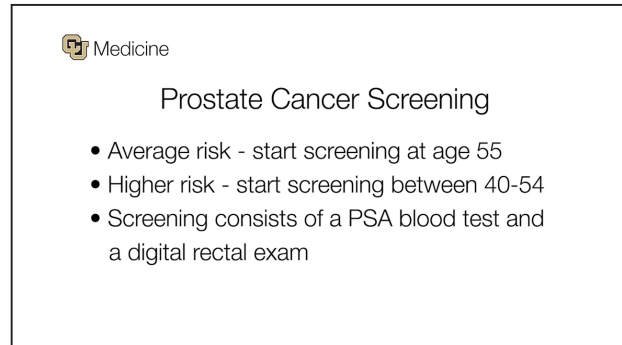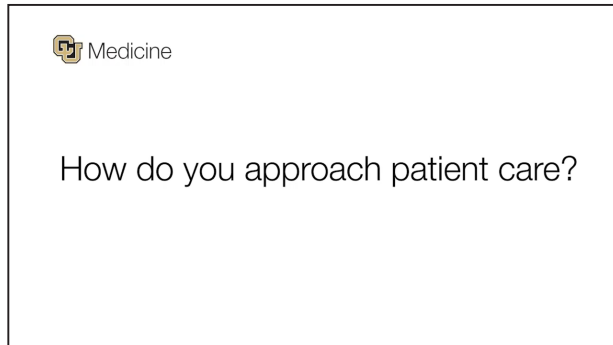TITLE CARD EXAMPLE

CLOSING CARD EXAMPLE

VIDEO AND MULTIMEDIA

Intertitle cards

Intertitle cards are placed within a video, typically between pieces of video content, to provide a text explanation or additional information to the viewer.

INTERTITLE CARD EXAMPLES

How do you approach patient care?

Prostate Cancer Screening

- Average risk - start screening at age 55
- Higher risk - start screening between 40-54
- Screening consists of a PSA blood test and a digital rectal exam

Logo bug

A logo bug is a graphic used to brand and identify a video. The CU Medicine logo should be used as a logo bug on all videos, displayed in a corner of the viewable area throughout the entirety of the video. The position of the logo bug may vary, but should be placed in a location that does not interfere with other graphic elements such as lower thirds, and that does not draw attention away from the content of the video. Logo bugs should have a transparent background and be small in size relative to the video. A full color or a reverse logo may be used depending on the background.
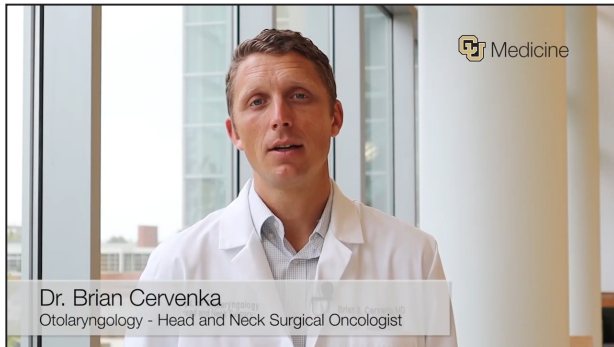
LOGO BUG EXAMPLES

VIDEO AND MULTIMEDIA

Lower thirds

A lower third is information, usually placed in the lower-third of the screen, used to display the name and title of a person being interviewed or a location. Lower thirds should be included on the subject's first speaking appearance. Lower thirds should include text placed on a background that distinguishes it from the video image itself.

The first line of the lower third should be the person's name and post-nominal letters (such as MD, DO, PhD) in a larger font size, and the second line should be their title in a smaller font size. A third line may be included if necessary. However, given space constraints, it is appropriate to keep title descriptors concise, and use the title and post-nominal letters that are most relevant for this video. In some cases, utilizing a descriptive title that will be more relevant to the viewer than the subject's actual title is appropriate, as in the following examples.

LOWER THIRD EXAMPLES

Dr. Brian Cervenka
Otolaryngology - Head and Neck Surgical Oncologist

Shelby Dietrich, BSN, RN
Director of Clinical Operations, CU Medicine Family Medicine - Depot Hill

Photo and video releases

Written consent must be obtained to utilize pictures or videos that feature patients, names of patients, or any likeness of a patient (such as name, medical record number, screenshots, or EMR information), even if they give you express verbal permission.

CU Medicine's release form is available in both English and Spanish, and may be obtained by contacting the Marketing department. Signed releases should be scanned and sent back to the CU Medicine Marketing department.

SCREENSAVERS

EXAMPLES
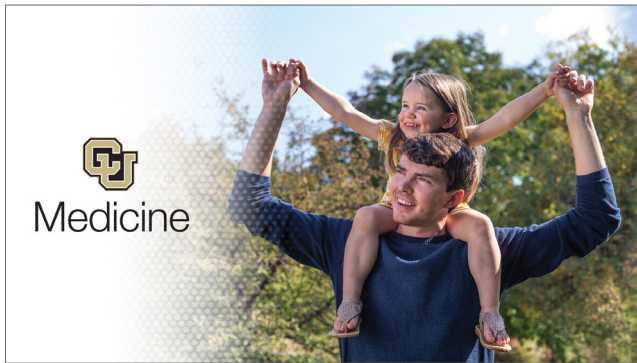
Questions?

If you have questions regarding this style guide or need to request logo or design files, please contact:

Marketing
Marketing@CUmedicine.us

Physician Services
PhysicianServices@CUmedicine.us