

UNIVERSITY OF COLORADO™

NIL BRAND GUIDELINES

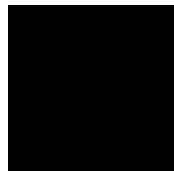
PRIMARY TYPEFACE

MACHINE BT (use with a 9° degree skew)

ABCDEFGHIJKLMN OPQRSTUVWXYZ | 1234567890

DO NOT USE IN SENTENCE FORM. 3-4 WORDS MAX.

CLICK HERE
or scan QR code to
download brand fonts
and logos:



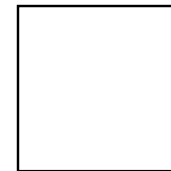
CU BLACK
PANTONE Rich Black
C=40, M=30, Y=30, K=100
R=0, G=0, B=0
#000000



CU GOLD
PANTONE 4525 C
C=0, M=10, Y=48, K=22
R=207, G=184, B=124
#cfb87c



CU SILVER
PANTONE 422 C
C=0, M=0, Y=0, K=33
R=182, G=184, B=186
#a2a4a3



CU WHITE
C=0, M=0, Y=0, K=0
R=255, G=255, B=255
#ffffff

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