

A Business School Brand That Looks Like YOU

THE CHALLENGE In a growing market full of parity promises and transactional messaging, the University of Colorado Denver Business School wanted to explore what makes them special in this crowded field. They believe in leveraging the power of individual experiences through diversity of thinking and practice, preparing students for success locally and globally. But they needed help transforming their philosophy into a focused brand identity. Yes& Lipman Hearne was tasked with translating their beliefs into a foundational architecture and creating a launch campaign to boost awareness.

THE IMPACT After listening to CU Denver Business School leadership, faculty, students, alumni, and prospective students, it was obvious the core message had to communicate the contribution local individuals bring to the larger table—Denver Built. Global Ready. We developed a comprehensive brand guide providing tangible tools when talking about and showing the power of people. This led to the “YOU,” campaign—a distinctive visual signature opening windows into inspirational stories of others. From new website design to an email campaign to social media videos, the campaign is a bold expression of the CU Denver Business School community and its aspirations.

PROJECT COMPONENTS

Brand platform:

- Personality
- Voice
- Pillars
- Essence
- Elevator pitch

Brand health scorecard

Creative concept/campaign

Style guide

We open doors and lower barriers to success.

Brand pillars

We teach and develop inclusive, forward thinking leadership.

We connect principle, purpose, and progress.

**connector
energetic convenor
catalyst**

Brand personality

**energetic
welcoming
inclusive
confident
savvy**

Brand voice

**Inclusive
business
is good
business**

Brand essence

**Denver Built.
Global Ready.**

Brand promise

CU Denver BUSINESS SCHOOL

Andre | Alumni
Market Size: 27,000+ alumni

- Andre lives in Highlands with his two cats
- Graduated from the Business School in 2012 with a BSSA degree with an emphasis in accounting
- Works as financial analyst for Salesforce
- Passionate about sustainability, he does freelance accounting for a local contractor specializing in green roof installation
- His goal: to align his day job with his passion for sustainability
- Concerned that business is getting increasingly political, he is seeking out like-minded people who want to address the sustainability problems of the city without an ulterior agenda

What do we want him to do?

- Be a proud CU Denver alum
- Be a CU Denver advocate by volunteering time and expertise, leading the BUSINESS, Accounting and BSSA
- Friend-ize and fundraise

How will we get their attention?

- Rankings, recognized faculty research, more information about the Global Energy Management program, alumni success stories through a dedicated alumni network, newsletter, invitations to special events with the dean and VPs, a stronger Business Career Connections Office

What benefit does he get from affixing with CU Denver?

- Access to career resources to help him achieve his goals
- Opportunity to create a new affinity group around sustainability
- Gain back by participating in BSSA mentor program and provide guidance to upcoming graduates

Current Perception

Andre had a great experience as an accounting major. He met his wife at a CU Denver Business job fair and fell well in love. For the duration and beyond, he knows that CU Denver has many groups for Global Energy Management and Finance. One day, he needs to know there's a place in the alumni network for his interests as well.

What information sources do they use? How will we stay in touch?

- Where he gets his information: LinkedIn, The Denver Post, 528Q Magazine, The Colorado Independent
- How we will stay in touch: Alumni newsletter, personal reach-out/invitations to events from BSSA alumni executive committee or sustainability alumni

What Message does he need to hear? (in addition to core messages)

CU Denver Business isn't only your alma mater. It's your hub for lifelong learning and professional connection, especially through our sector-specific affinity groups. We also offer you an avenue to be part of something bigger. Our graduates are our most effective brand ambassadors and giving your time to the school makes a big impact on the lives of our diverse community of students. Our momentum is accelerating.

Current Perception

George knows a lot about CU Denver. He's a former volunteer for Denver's public art program. He had positive feedback from the students who attend about the environment and the inclusive, and he is impressed with the MBA designation. But his knowledge of CU Denver and what it can do for its students is limited.

How will we get their attention?

- Programs that increase senior college graduation rates, scholarship programs, career guidance, and other programs that support students entering the Business School and CU Denver workforce together to advance student success.

What Message does he need to hear? (in addition to core messages)

We believe business is a proven and powerful force for social mobility, but the promise of business hasn't been extended to enough people. You've devoted your life to a more equitable Denver and our nation, and we generally will ensure we continue to be an effective champion of opening up opportunity for all. With your help, our ambassadorship of diverse student community will become Denver's next generation of inclusive, forward-thinking business leaders.

What Message does she need to hear? (in addition to core messages)

Getting involved with CU Denver Business will re-energize your professional connections, expand your networks, and put you on the leading edge of Denver's future. Because we're deeply embedded in the city of Denver, you'll build a wealth of connections within the business community. Our faculty will become your brain trust. And you'll have a direct pipeline to our students—the region's most promising, well-trained, and diverse young talent.

What information sources do they use? How will we stay in touch?

- Where she gets her information: LinkedIn, Blue Apron, Denver Business Journal, The Denver Post
- How we will stay in touch: Develop a content flow that makes it through diverse media profiles, content profiles, affinity groups, mentor opportunities, knowledge information, etc.

Current Perception

Sam met USAid grad students at a networking event, and at CU Denver's networking events the graduates of Healthcare Management programs. Sam's impressed with the graduates who have a generally positive impression of CU Denver, even though her knowledge is limited beyond the BSSA, but she is interested in learning more.

How will we get their attention?

Program rankings, research symposium, career fairs, an advisory council with prominent industry leaders, USAid events.

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Personas



Concept graphic:
Photographic "YOU"



Typographic "YOU"



Ad-like object

OUR BRAND PROMISE 2.2

The promise emerges from the intersection of our pillars. It's the value or experience that our stakeholders can expect from us in whatever capacity they interact with us, and it goes to the heart of what differentiates us from our competitors.

Denver Built. Global Ready.

We're deeply embedded in the nation's fastest growing economy—and like the city of Denver, we're highly collaborative, vibrantly diverse, and tenaciously ambitious.

What we learn and do here in Denver is what the interconnected business world demands:

- While we're focused on Denver, our ambitions are not limited by geography.
- Some business schools privilege one kind of career path or sector over another. Because we are grounded in relationships, we're ready to help people and businesses grow along any path.

CU Denver Business School **Brand Guidelines** 12

COLORS 4.1

Our core colors are black and gold, the CU Denver colors.

PRIMARY COLORS
Black and gold are CU Denver's primary colors, and should be used as the dominant colors on communications.

CU GOLD	HEX	CU BLACK	HEX
PANTONE	CMYK	PANTONE	CMYK
100-4000	100 0 0 0	Black	0 0 0 100
CMYK	100 0 0 0	CMYK	0 0 0 100
100 0 0 0	100 0 0 0	HEX	000000
100 0 0 0	100 0 0 0	HEX	000000

SECONDARY COLORS
Gray, white, and a muted gold accent colors can be used to highlight the design of CU Denver in email communications. Accent colors should be used sparingly and never as replacements for the official brand colors.

DARK GRAY	HEX	LIGHT GRAY	HEX
PANTONE	CMYK	PANTONE	CMYK
40-40-40	100 100 100	90-90-90	100 100 100
CMYK	100 100 100	CMYK	100 100 100
40 40 40	100 100 100	HEX	HEX
40 40 40	100 100 100	909090	909090

GOLD TINT

PANTONE	HEX	WHITE	HEX
100 100 100	000000	White	FFFFFF
CMYK	0 0 0 0	CMYK	0 0 0 0
100 100 100	0 0 0 0	HEX	HEX
100 100 100	0 0 0 0	FFFFFF	FFFFFF

CU Denver Business School **Brand Guidelines** 18

TYPOGRAPHY 4.2

We use CU Denver's brand font, Helvetica Neue. For a unified look use only the Regular or Condensed typeface, in one of eight weights: Ultra Light, Thin, Light, Regular, Medium, Bold, Heavy, or Black. All weights have corresponding italics.

REGULAR

Helvetica Neue Regular

Aa Bb Cc Dd Ee Ff Gg

Ultra Light Thin Light Regular Medium Bold Black

CONDENSED

Helvetica Neue Condensed

Aa Bb Cc Dd Ee

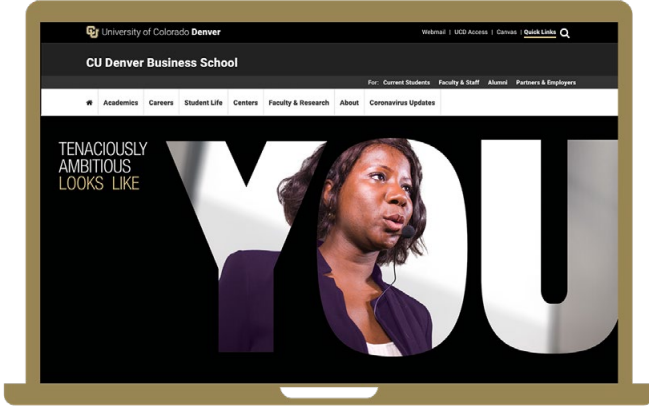
Thin Light Regular Bold Black

CU Denver Business School **Brand Guidelines** 19

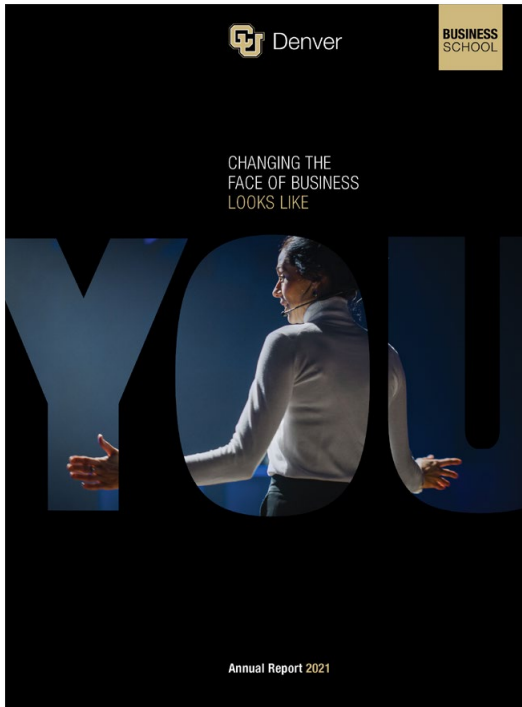
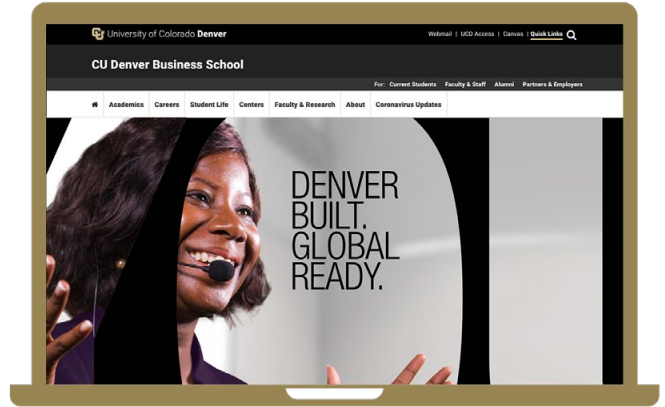
ANNUAL REPORT INTERIOR LAYOUT 5.6

CU Denver Business School **Brand Guidelines** 31

Style guide



Website hero animation concept



Annual report concept



Denver **BUSINESS**

Denver Built. Global Ready.

Partner with us.
We're deeply embedded in the nation's fastest growing economy—and like the organizations that are fueling Denver's success, we're highly collaborative, vibrantly diverse and tenaciously ambitious. We invite you to join our growing circle of partners from every sector. Together, we can extend the promise of business to more people.



Show our students what it takes to be an effective leader.
Share your experiences with business school classes and clubs, and help our students grow as inclusive, forward-thinking leaders.

300+
Industry partnerships

#2
Best public business school program in Colorado, U.S. News & World Report

Help us open doors and lower barriers to success.
Inclusive business is good business. Our partners make a difference by providing scholarship funding, being a source for internships and jobs, and participating on boards, advisory councils and other programs.

CU Denver is the most ethnically diverse national university in Colorado

48%
Incoming business school freshmen who identify as students of color

26,000+
Alumni, 67% of which stay local, building our communities and supporting our businesses

Connect to talent that looks like your stakeholders—and the world.
You'll have access to our student community—the region's most promising, hard-working, diverse talent.

49%
Incoming Business School freshmen who are first generation

Join us at a Career Fair.
You'll be among the top business professionals for industry panels and employer spotlights including career fairs that showcase internship and job opportunities.

#2
Healthcare MBA for Excellence, U.S. News & World Report

Our Student Community (as of 2021)
1,800 Undergraduates | **1,600** Graduate Students

Launch the next generation of entrepreneurs.
THE CLIMB Business Plan Competition, sponsored by our Jake Jobs Center for Entrepreneurship, is more than a single event—it's an entrepreneur bootcamp. Our partners provide invaluable mentorship, financial support, and real-world industry exchanges.

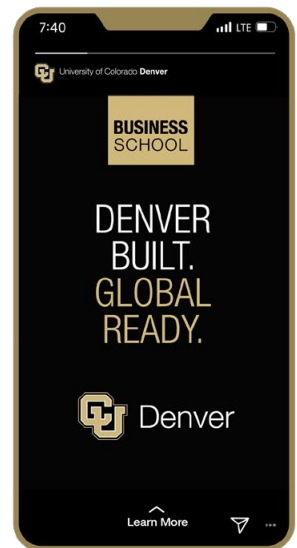
Gain insights into the latest business knowledge and emerging trends.
We're the only public research university business school in Denver. Our faculty routinely consult with businesses in every sector.

100%
placement rate in Risk Management & Insurance

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Infographic sell sheet



Instagram story concept