

AURARIA CAMPUS

BRAND GUIDELINES

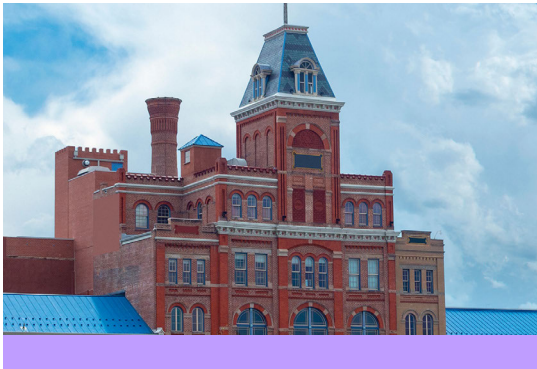


BRAND POSITIONING

Auraria Campus is a destination and a campus of opportunity, highlighting community, promoting daytime and nighttime activities and harnessing excitement from surrounding urban areas to evoke a brand feel that has lasting relevance.

AUDIENCE LENSES

Auraria Campus serves a variety of audiences. In addition to being a historic area, it is also a neighborhood in the heart of downtown Denver and the governing body of three academic institutions – Metro State University, Community College of Denver, and University of Colorado Denver. The brand must accommodate these different audiences while maintaining a cohesive visual system. This guide provides guidance on how to address these three audience lenses using brand treatments and applications. As the brand evolves, it will be important to maintain visual harmony across assets.



Historic Lens

The historic lens should speak to those invested in recognizing and preserving Auraria's history. Consider highlighting historic Auraria through photography, timelines, or retrospectives. Graphic elements like map overlays and shapes inspired by historic buildings can also nod to Auraria's past.



Academic Lens

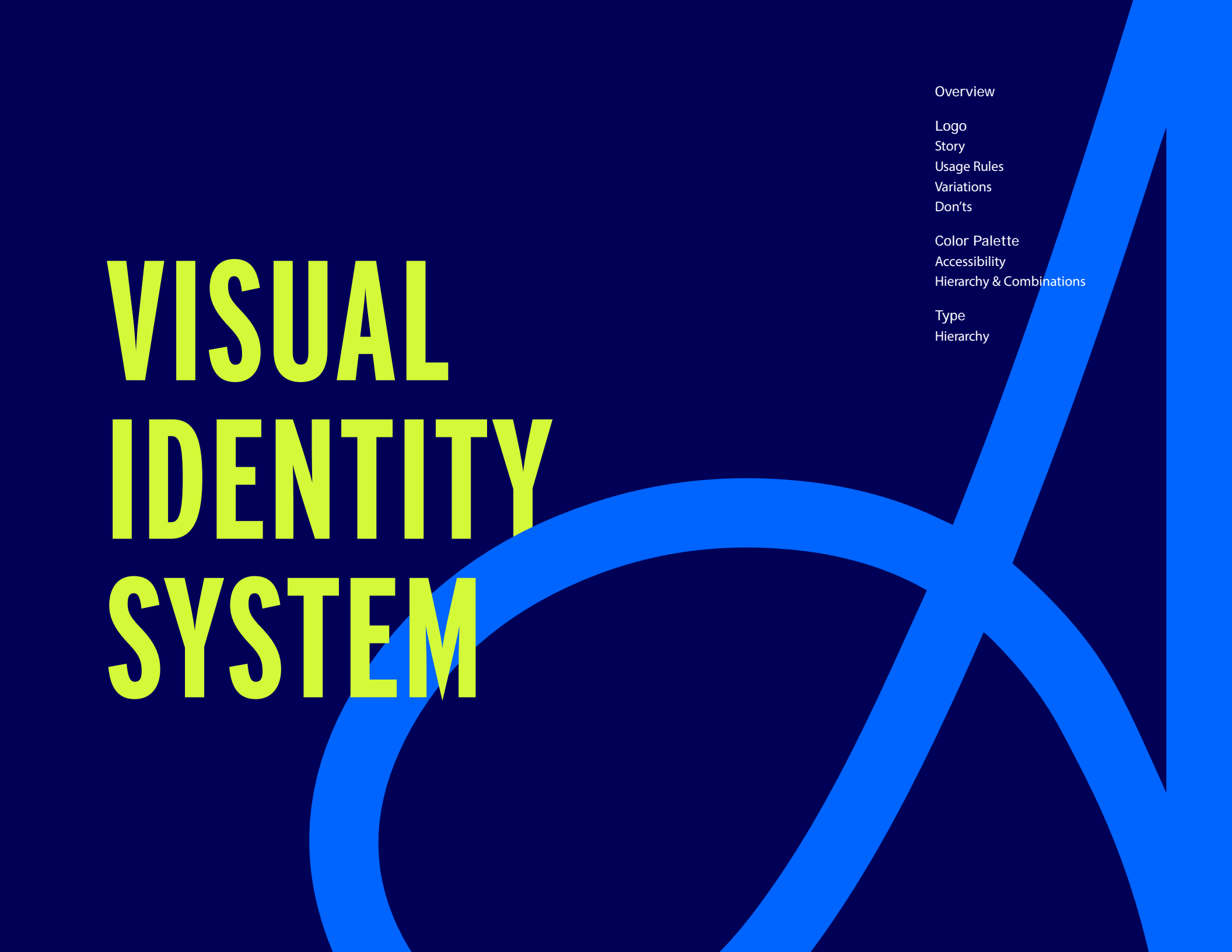
The academic brand lens should come into play in institutional settings and in brand assets directed towards prospective students, current students, parents, faculty, and administrators. This brand lens should be trustworthy and sophisticated, but it can also be fresh and playful.



Neighborhood Lens

The neighborhood lens recognizes Auraria as an integral part of Denver's urban landscape – a place that should be on every Denverite's list of places to explore. Place-oriented brand assets, like street pole banners or neighborhood maps, can help share stories about Auraria as a neighborhood.

VISUAL IDENTITY SYSTEM

The background features a dark blue field with large, overlapping, semi-transparent shapes in a vibrant blue and a bright yellow. The shapes include a large circle, a thick curved line, and a diagonal band, creating a dynamic, layered composition.

Overview

Logo

Story

Usage Rules

Variations

Don'ts

Color Palette

Accessibility

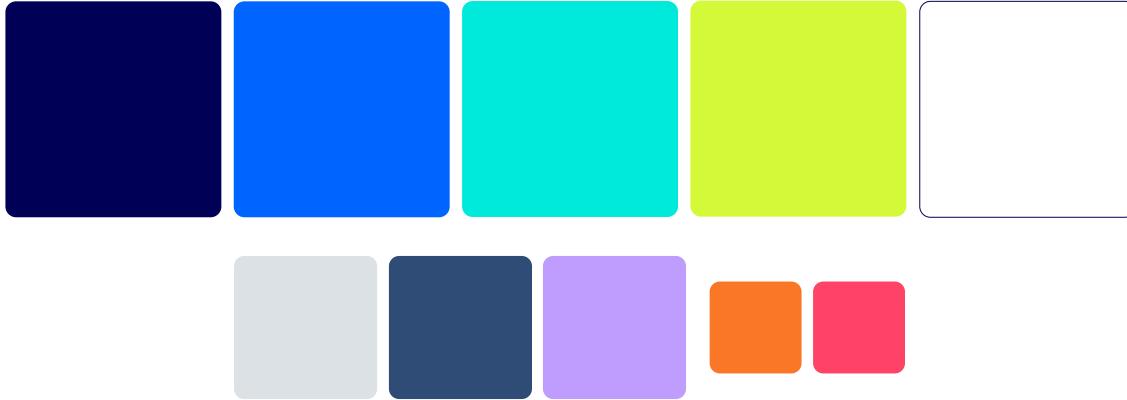
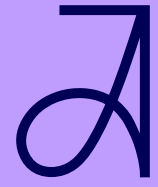
Hierarchy & Combinations

Type

Hierarchy

AURARIA
CAMPUS

AURARIA
CAMPUS



AA

INTERSTATE COMPRESSED BOLD OR BLACK
BCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Aa

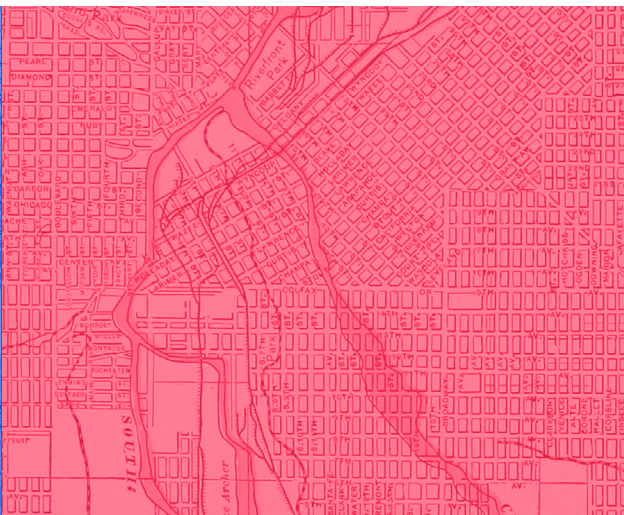
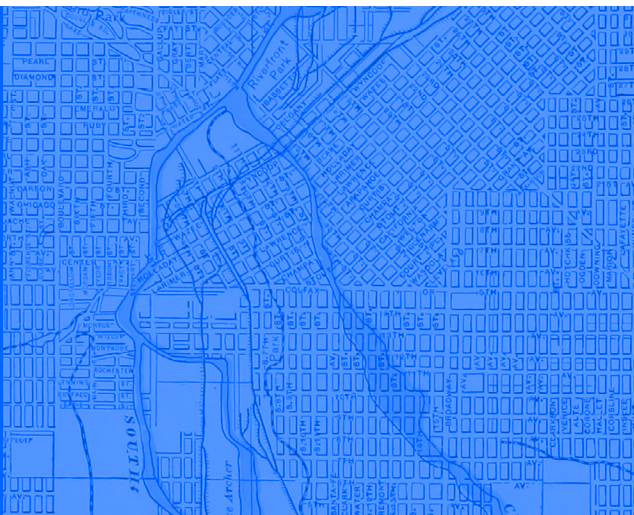
Interstate Condensed Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#%&*()

Aa

Interstate Light or Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#%&*()

Aa

Source Serif Pro Regular or Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#%&*()



LOGO

Our logo is the key signifier of our brand, and the basis for our visual identity. The icon combines shapes suggesting intersection, upward motion, and opportunity. It is juxtaposed with a typemark that pairs a sleek, powerful sans serif with a warm, collegiate slab serif. The result is a vibrant, dynamic, and forward-looking logo tailored to a campus expanding its community reach.



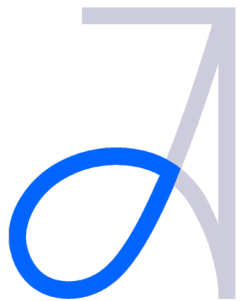
Full Color Horizontal Navy Logo (Preferred)



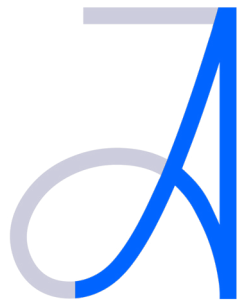
Reverse White Logo (for Use on Dark Backgrounds)

LOGO STORY

The logo is inspired by Auraria Campus' integration within Denver as a mixed-use area that blends the atmospheres of city, campus, and park. The triangle within the icon mimics the shape of the Auraria Campus perimeter, formed by the South Platte, Cherry Creek, and Colfax. The icon also contains an uppercase and a lowercase "A," as well as an upward arrow, indicating progress and opportunity.



Openness



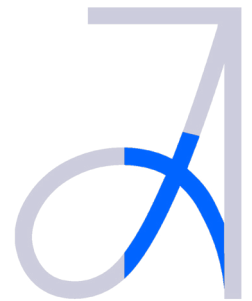
Capital A



Lowercase a



Upward motion



Intersection

LOGO USAGE RULES

Clearspace

Maintaining clearspace around the logo helps ensure legibility. The clearspace around the Auraria Campus logo should be equivalent to the size of the “A” in the word “CAMPUS” in whatever size logo is in use.



Minimum Size

The logo should never be sized smaller than one inch wide. In instances where the logo cannot fit without scaling it smaller than one inch wide, consider changing the layout.

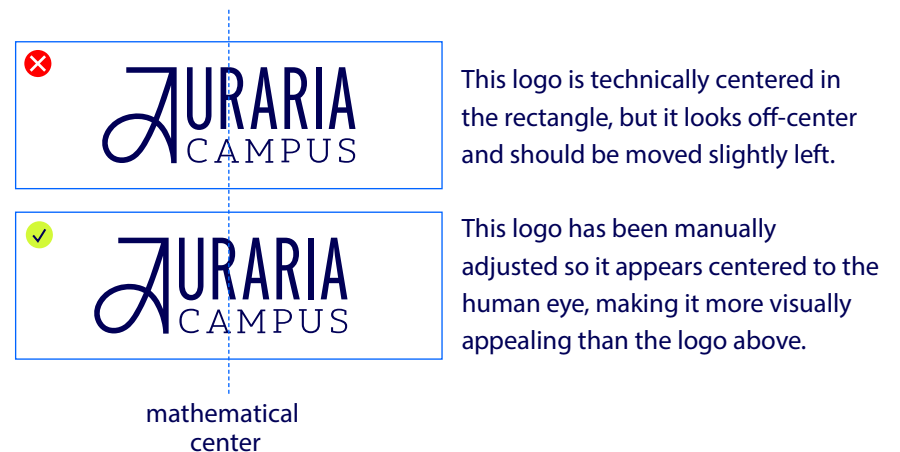


While the full logo is always preferred, using the icon alone is acceptable when working within a design where the full logo has already appeared once.



Optical Centering

Because the “A” icon has an upward, diagonal tilt, designers should ensure that the logo is optically centered (i.e., centered to the human eye), even if it is not mathematically centered. In the examples at right, the top logo looks off-center even though it is mathematically centered. The bottom logo has been manually adjusted to be optically centered.



LOGO VARIATIONS

Stacked Logo

In instances where the preferred, horizontal logo is too long, the stacked version of the logo offers a narrower option with a taller vertical height.



Icon

While the icon is not approved to use in place of the Auraria Campus logo, it can be used as a quick visual signifier in instances where the full logo has already appeared once to establish the brand (e.g., in an annual report, brochure, or booklet where the full logo is on the cover).



Auraria Logo

In the event that the word "Campus" is dropped from the logo, the icon size and weight can be adjusted to bring it onto one line.



LOGO DON'TS



Don't rearrange, alter, or remove elements.



Don't alter the colors. **The logo should only appear in navy or white.**



Don't add effects like opacities, shadows, or outlines.



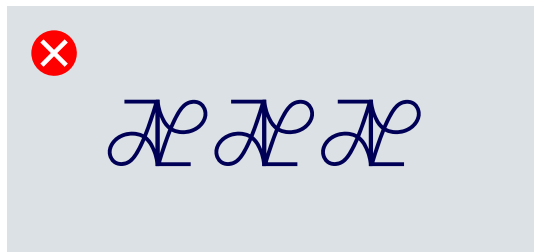
Don't change the fonts or font weights.



Don't skew, stretch, distort, or warp the logo.



Don't use the icon alone, except in special cases when the full logo has already appeared.



Don't use the logo or icon as a graphic element except for specific, brand guide-approved uses.



Don't use the logo as part of the copy. The logo is a visual signifier, and does not have the same flexibility as text communications.



Don't rotate or angle the logo.

COLOR PALETTE



PRIMARY

Name	Navy	Blue	Teal	Lime	White
CMYK	100, 98, 24, 40	81, 62, 0, 0	58, 0, 26, 0	22, 0, 94, 0	0, 0, 0, 0
RGB	1, 0, 87	0, 100, 255	0, 234, 219	211, 249, 56	255, 255, 255
Hex	010057	0064ff	00eadb	d3f938	ffffff
PMS	2757 C	285 C	3252 C	389 C	387 C



SECONDARY

Name	Gray	Slate	Lilac
CMYK	13, 7, 7, 0	90, 73, 30, 14	30, 38, 0, 0
RGB	219, 225, 228	47, 76, 118	191, 157, 255
Hex	dbe1e4	2f4c76	bf9dff
PMS	7541 C	2377 C	264 C



TERTIARY

Name	Pink	Orange
CMYK	0, 88, 44, 0	0, 67, 94, 0
RGB	254, 67, 102	251, 119, 40
Hex	fe4366	fb7728
PMS	1785 C	1575 C

A Vibrant, Digital-First Palette

The brand palette is a digital-first palette, meaning it is designed primarily for on-screen use. Neons like Teal and Lime can be difficult to translate to print. Work closely with professional printers to ensure a visual match when creating tangible assets. If working with office printers, consider limiting use of neons.

Technical Notes

RGB and Hex codes are intended for digital use, while PMS and CMYK are for print. All colors shown in this brand guide use RGB codes. Other color formulas (e.g., CMYK, PMS) will look different on digital devices. **Be sure to use the right color code for the media you are working with, and always use the specific codes.**

COLOR ACCESSIBILITY



Accessibility & Compliance

Web Content Accessibility Guidelines (WCAG) help ensure content like text is accessible to audiences. The colors listed on each swatch are the text colors that pass standards when paired with the color below.

- AAA:** Passes highest standard of compliance
- AA:** Passes mid-level compliance standards
- AA Large Text:** Passes for large text (18pt or 24px minimum)

COLOR HIERARCHY & COMBINATIONS

Hierarchy of Color Use

To establish a recognizable brand, it is crucial to create visual repetition through consistent use of color and other brand elements. For this reason, the primary brand colors are intended for the most frequent use, while the secondary colors should be treated as supporting colors. The tertiary colors should be used sparingly, for special or accent uses.

Example Color Combinations

As a best practice, try to limit color schemes to three or four colors maximum (not including white) for any one design asset. Rather than using black for text or other purposes, use the brand Navy. The example color combinations at right use scale to show how colors can work together, with the smaller sized swatches suggesting smaller use ratios and the larger swatches suggesting larger use ratios.



TYPE

AA

INTERSTATE COMPRESSED BOLD OR BLACK

BCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#% ^&*()

Alternatives*

Google Fonts: ROBOTO CONDENSED BOLD
Default System Fonts/PPT: **FRANKLIN GOTHIC CONDENSED DEMI**
Canva: ROBOTO CONDENSED BOLD

Aa

Interstate Condensed Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#% ^&*()

Google Fonts: Roboto Condensed Bold
Default System Fonts/PPT: **Franklin Gothic Condensed Demi**
Canva: Roboto Condensed Bold

Aa

Interstate Light or Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#% ^&*()

Google Fonts: Roboto Regular
Default System Fonts/PPT: Franklin Gothic Book
Canva: Roboto Regular

Aa

Source Serif Pro Regular or Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#% ^&*()

Google Fonts: Source Serif Variable Regular or Semibold
Default System Fonts/PPT: Georgia Regular
Canva: Source Serif Pro Regular or Semibold

*Use alternatives only if and when the brand fonts are not available.

TYPE HIERARCHY

INTERSTATE COMPRESSED BOLD OR BLACK H1

Interstate Condensed Regular H2

Interstate Light or Regular Body

Accent Option: Source Serif Pro Regular or Semibold

EXPERIENCE AURARIA

**H1 INTERSTATE
COMPRESSED BOLD**

Make Auraria Your Home Base for Fun

H2 Interstate
Condensed Regular

Auraria Campus is easily accessible by major highways, bike paths, bus stops, and two RTD light rail stations. We're conveniently located within walking distance of downtown Denver attractions including Meow Wolf, Larimer Square, DCPA, Ball Arena, Empower Field at Mile High, fantastic restaurants, bars, hotels, and so much more.

Body Text
Interstate Light

Downtown Denver's Hidden Gem

H3 Interstate
Condensed Regular
(Smaller than H2)

Join us for a really fun series of events that includes outdoor screenings of movies on historic 9th Street Park and concerts, K-pop, and tai chi on the Tivoli Quad. Check back often, the list is growing! We invite you to join us and Experience Auraria, downtown Denver's hidden gem.

Body Text
Interstate Light

There are a variety of parking options available and as part of downtown Denver, payment for parking at Auraria is required 24/7/365. We encourage you to take advantage of the discounted Experience Auraria event parking rates.

Accent Text
Source Serif Pro


Historic Shapes

Historic Patterns

Maps

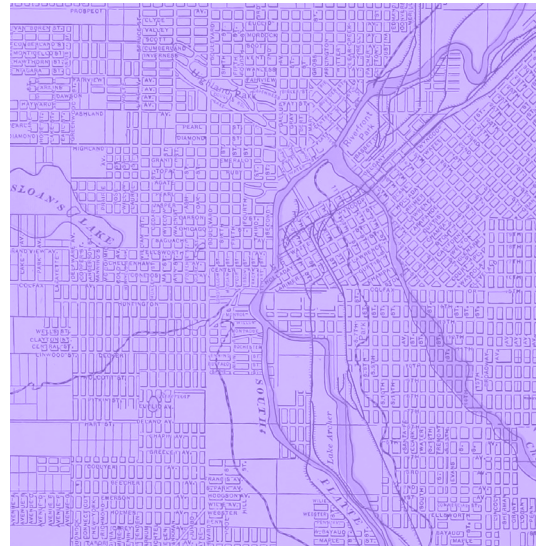
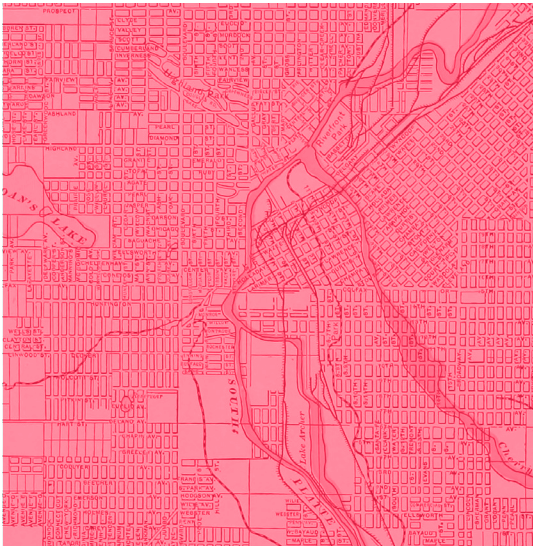
Icon as Graphic

GRAPHIC ELEMENTS

The background features a dark blue field with large, vibrant blue abstract shapes. A thick blue line curves from the bottom left towards the center. Another thick blue line starts from the top right and curves downwards, crossing the first line. A third thick blue line curves from the bottom right towards the center, overlapping the other two. The text 'GRAPHIC ELEMENTS' is written in a bold, yellow, sans-serif font, positioned on the left side of the page.

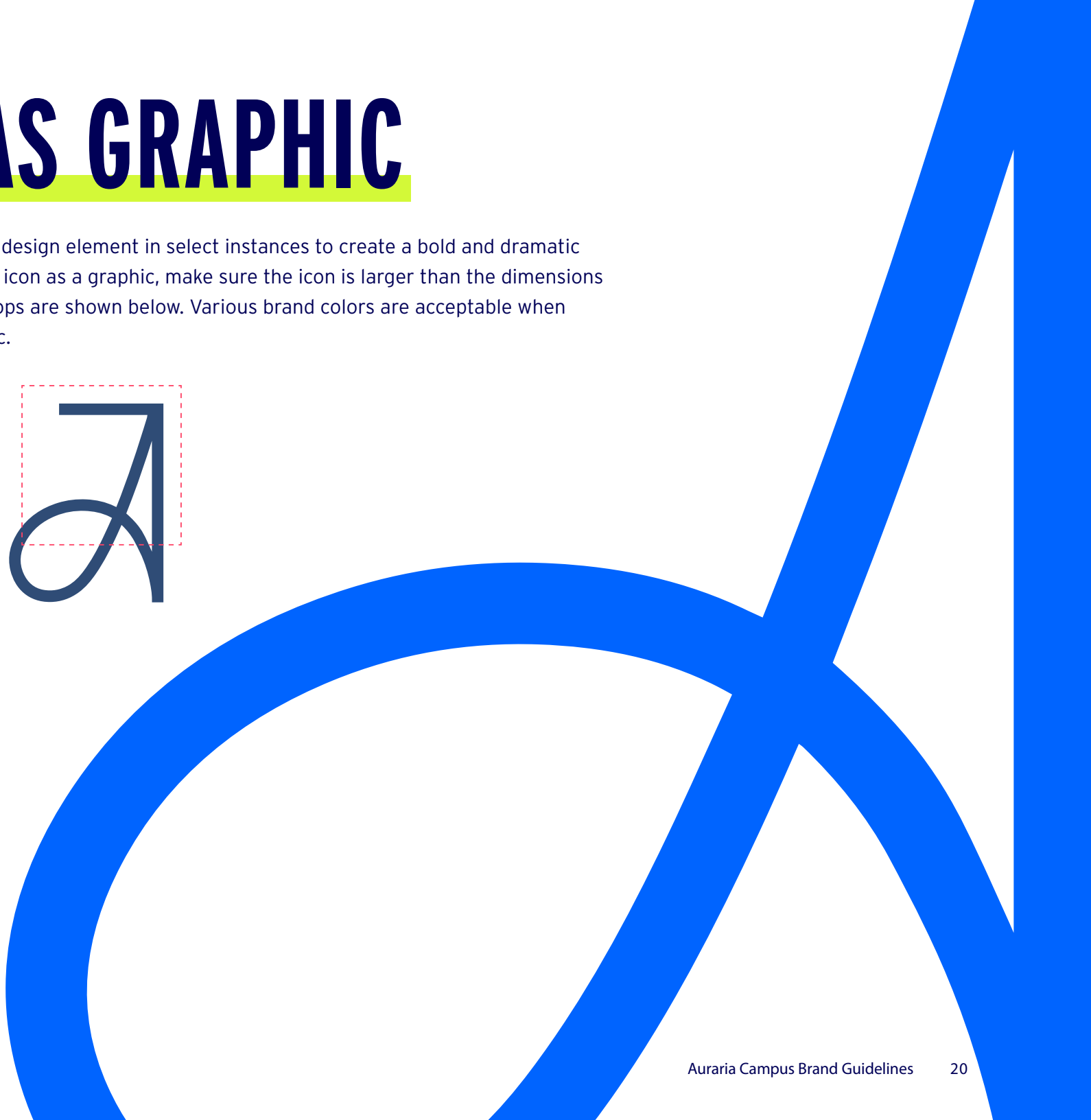
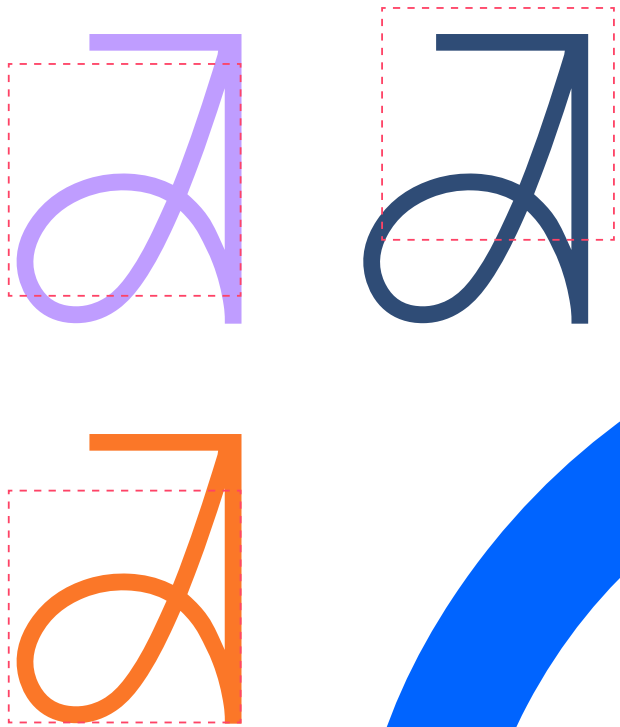
MAPS

Map imagery can be used as a design element within the brand. To achieve the visual effect seen on the map overlays below, set a black-and-white map image at an 80% transparency and place it on top of a brand color. In transparency settings, select the “Luminosity” effect. Transparency percentages can be adjusted up or down to create more map visibility, but the base brand colors should not be altered.



ICON AS GRAPHIC

The icon can be used as a design element in select instances to create a bold and dramatic backdrop. When using the icon as a graphic, make sure the icon is larger than the dimensions of the design. Example crops are shown below. Various brand colors are acceptable when using the icon as a graphic.



AURARIA
CAMPUS

BRAND GUIDELINES