



GENERAL INFORMATION

What is University of Colorado Medicine?

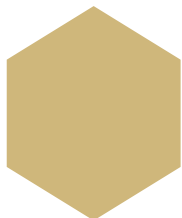
University of Colorado Medicine is dedicated to providing business operations and administrative assistance to the University of Colorado School of Medicine’s 2,700 clinical faculty providers. University of Colorado Medicine is proud to provide business support services to the University of Colorado School of Medicine to help facilitate the continued success of their state of the art clinical services and nationally ranked doctors. We offer a variety of support based career opportunities and serve as a resource for patients and physicians.

How should University of Colorado Medicine be presented?

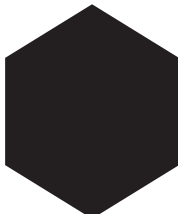
The official, full name is University of Colorado Medicine, or CU Medicine for short. The name of the company should never be represented otherwise.

- ✔ University of Colorado Medicine
 ✔ CU Medicine
- ✘ UCM
 ✘ UC Med
✘ University Medicine
- ✘ CU Med
 ✘ UC Medicine
✘ Colorado Medicine

COLORS & TYPEFACE



CU Gold
 Pantone 4525
 C:0 / M:10 / Y:48 / K:22
 R:207 / G:184 / B:124
 #CFB87C



CU Black
 PMS Black
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 R:0 / G:0 / B:0
 #000000



Neue Helvetica
 (pronounced noy-a or new)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&

- Light
- Bold**
- Black**
- Light Condensed
- Bold Condensed**
- Black Condensed**

Primary Horizontal and Stacked Option



Reverse Horizontal and Stacked Option



Full Name Option (Standard and Reverse)



Appropriate Buffer Edge



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University of Colorado Medicine

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Replies/Forwards

Name

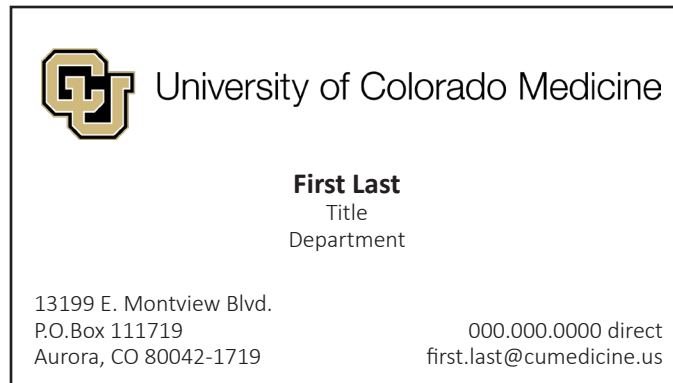
000.000.0000

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CU Medicine

FIRSTname LASTname | contact number

-
- Font Style:** Calibri Light
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Title Slide



University of Colorado Medicine

Subsequent
Content Pages



University of Colorado Medicine

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UNIVERSITY OF COLORADO MEDICINE

www.CUmedicine.us



University of Colorado Medicine

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UNIVERSITY OF COLORADO MEDICINE

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www.CUmedicine.us

Greeting

Hello, University of Colorado Medicine, (Name) speaking.
How may I help you?

Voicemail

Hello, you have reached (Name) at University of Colorado Medicine. Please leave your name, number and a brief message after the tone and I will return your call as soon as possible. Thank you and have a great day!

Kristin Trawick

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Heidi Armbruster

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