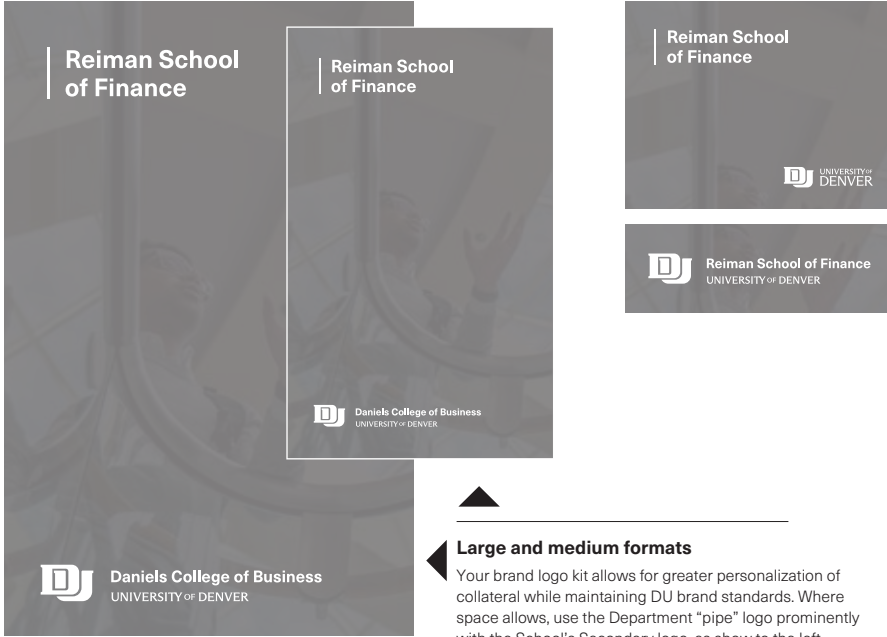


# Secondary Logo Lockups: Usage Guidelines

When building a graphic layout, available space determines which lockup combinations to use. In any graphic piece, **both the DU monogram and name of the institution should be present at all times.**

## Logo usage guidelines for DEPARTMENTS, INSTITUTIONS AND PROGRAMS



**A**

**Small formats**  
 Restricted space still allows for co-branding. Use unit lockup prominently with a primary DU lockup **(A)**. Use full secondary lockup in instances where units are the primary identifier but space for a separate primary DU logo is not available **(B)**.

**B**

**Generic names:** units with names that may be used by different schools (i.e. Office of the Dean, Marketing Department, etc.) may use the School, College, or Division logo on small formats in order to avoid confusion. In this case, options **(C)** & **(D)** below would be appropriate.

**Large and medium formats**  
 Your brand logo kit allows for greater personalization of collateral while maintaining DU brand standards. Where space allows, use the Department "pipe" logo prominently with the School's Secondary logo, as show to the left.

## Logo usage guidelines for SCHOOLS, COLLEGES, AND DIVISIONS



**C**

**Small formats**  
 Restricted space still allows for co-branding. Use unit lockup prominently with a primary DU lockup **(C)**. Use full secondary lockup in instances where units are the primary identifier but space for a separate primary DU logo is not available **(D)**.

**D**

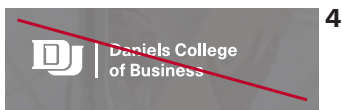
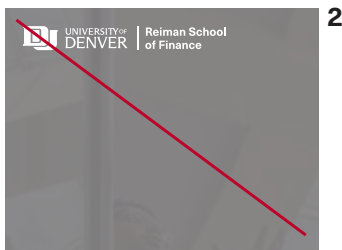
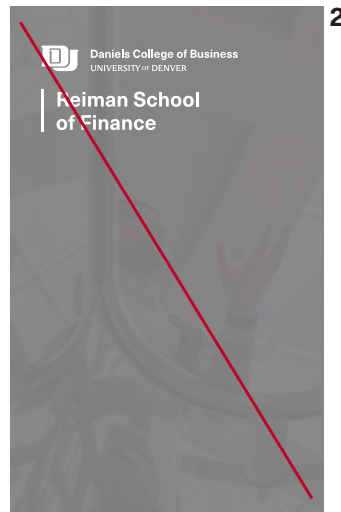
**Generic names:** to avoid confusion, units with names that may be used by different schools (i.e. Office of the Dean, Marketing Department, etc.) may use these School, College, or Division logos in place of their department logos where space does not allow for both logos to be used.

**Large and medium formats**  
 Your brand logo kit allows for greater personalization of collateral while maintaining DU brand standards. Where space allows, use the Department "pipe" logo prominently with the School's Secondary logo, as show to the left.



# Secondary Logo Lockups: Incorrect Usage

1. Department and unit lockups should never be used alone.
2. Department and unit lockups should not be used next to the DU/Daniels stacked logomark.
3. Logos should not be modified.
4. Logos should not be placed in other combinations except as defined in this style guide.



## Additional Guidance & Support

The MarComm team is available for consultation and brand guidance for your marketing materials.

For feedback on branded pieces, please email [brand@du.edu](mailto:brand@du.edu).

Additionally, campus partners can submit a project request for marketing project support via [Wrike here](#).