



**J P M A R K E T I N G & C O M M U N I C A T I O N S**

**I M A G E • I D E N T I T Y • I N F O R M A T I O N**

## **University of Colorado at Boulder College of Business & Administration**

### **PROJECTS**

CU School of Business and Administration:

- Logo design
- Coordinated look for all publications:
- Recruiter's Guide
- CU Business Portfolio and Donor List (three consecutive years)
- Graduate School Catalog (three consecutive years)
- Doctor of Philosophy brochure

### **CLIENT**

University of Colorado at Boulder  
College of Business & Administration,  
Communications Manager

### **TARGET AUDIENCE**

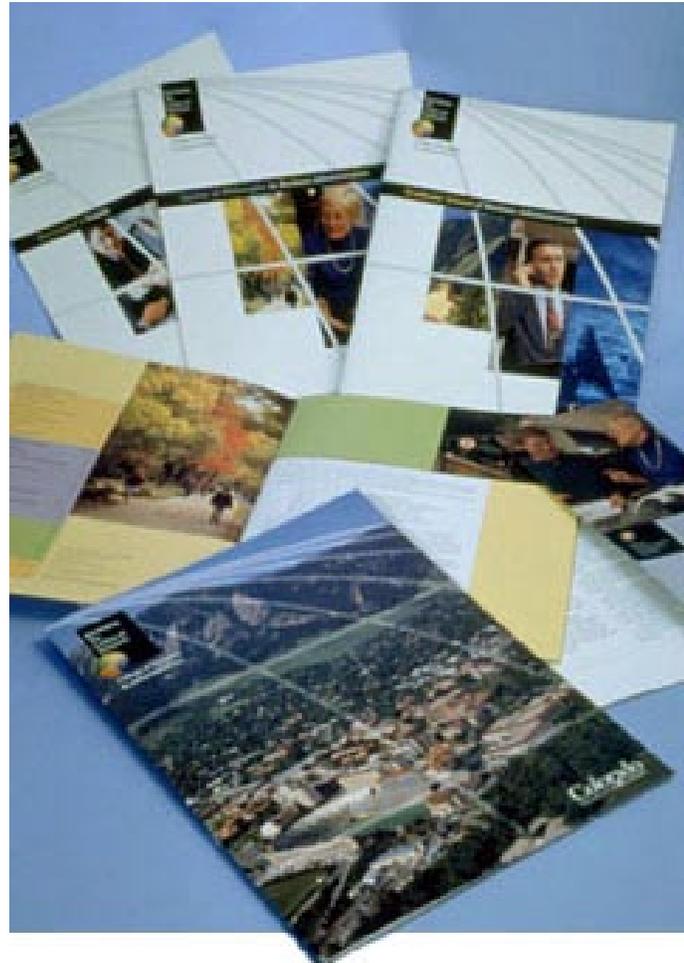
Potential Students, Alumni, Business Executives

### **SITUATION**

Create a new look, including new logo, for the College of Business & Administration's collateral that would help move the school to the next level of recognition— as a premier school of business offering abundant global career opportunities. The graphic identity needed to be versatile for a wide range of uses and publications (i.e., brochures, reports, business cards, ads, web site, t-shirts) while portraying a progressive and innovative image.

### **SOLUTION**

The logo's globe image and longitudinal markings, used in the brochures cover design, emphasize the expanding horizons offered through the College. The cover's three-column format used stock and in-house photography maintaining an element of consistency among the family of brochures (i.e. Recruiter's Guide, CU Business Portfolio, Undergraduate School Catalog, Graduate School Catalog). Photos changed depending on the publication and purpose. While global in scope, the brochure image remained academic, yet professional and upscale. Green and gold were chosen as the dominant colors for the publications, with main headings, photos and call outs were used throughout. The logo was prepared for use on the College's Web site. This design was the chosen project after presenting alternative commissioned options to the Dean, Associate Dean of the School of Business, and the Director of the Center for Entrepreneurship.



### **DESIGNER'S ROLE**

Responsible for the conceptual design for all brochures, including number of pages, flow of text, "look" of collateral and obtained photography as needed. We were also responsible for all aspects of printing and production, including press checks.

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The  
Leaders of  
Tomorrow**



**College of Business  
& Administration**