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[Home](#) > Online communications and e-communications

Online communications and e-communications


University of Colorado
 Boulder | Colorado Springs | Denver | Anschutz Medical Campus

CU Link



Log In

Username:

Password:

[Log in with Facebook](#)

Forgot password?


Don't Have a Login?

Create an account in 4 easy steps

Your CU Community Connection

Once Inside You Can:

- Join a CU family of over 300,000
- Update your profile
- Register for events
- Access campus communities
- Connect via Facebook
- Find your friends
- Search for jobs
- Sign up for communications


University of Colorado
 BOULDER | COLORADO SPRINGS | DENVER | ANSCHUTZ MEDICAL CAMPUS

CU Link

My Profile

[Update My Profile](#)

[View My Public Profile](#)

[My Photos](#)

[My Groups](#)

[My Gadgets](#)

[My Connections](#)

[My Email Options](#)

[Change Password](#)

[Help](#)

What do you think of this new online community? Send us your feedback.

My Profile

Welcome back Kimberly!

Use My Profile to let other members know about your activity and to access links for changing your personal information and preferences. Be sure to keep your personal information up-to-date. This helps build the community and makes sure the CU Link community members can easily find you.

Make it private! Your privacy is important. What you set your personal information, you always have the option to edit or hide data in your University of Colorado online community profile.

Kimberly Egan

Community member since: May 19, 2012

Primary Address:
 600 S. College Ave.
 Box, CO 80520-0287 United States

Job Title: Executive Director, Communications for University Employees, University of Colorado

[View my public profile](#)

[Edit my personal profile](#)



Kim Egan, University of Colorado Office of the

EVENTS

Feb 1 2014
 Research Medical Campus Tour
 Friday, November 2, 2012
 Anschutz, CO


Feb 1 2014
 Research Medical Campus Tour
 Friday, November 2, 2012
 Anschutz, CO

[View all Events](#)


UPDATED PROFILES

NEW MEMBERS

CU NOTES


Alumni Association
 UNIVERSITY OF COLORADO BOULDER

Forever Buffs Link



Log In

Username:

Password:

[Log in with Facebook](#)

Forgot password?

Don't Have a Login?


Create an account in 4 easy steps

Stay in touch with your Forever Buffs family

Once Inside You Can:

- Update your contact information
- Share professional advice
- Find your friends
- Get your Forever Buffs ID card to access OPPODAYS
- Sign up for e-communications

Welcome to our redesigned Forever Buffs Network. With our new look comes a new name, Forever Buffs Link. Enjoy all the things you loved about Forever Buffs Network in our expanded community.


Alumni Association
 UNIVERSITY OF COLORADO BOULDER

Forever Buffs Link

My Profile Info Logout

About You My Connections Events Add a Gadget

Member Search

My Profile

[Update My Profile](#)

[View Member PUBLIC PROFILE](#)

[My Photos](#)

[My Groups](#)

[My ID Card](#)

[My Connections](#)

[My Email Options](#)

[Change Password](#)

[Help](#)

My Profile

Welcome back Matthew!

Use My Profile to update your personal and professional information and email preferences. It will also make your experience in Forever Buffs Link and web help other alumni and students interact with you more easily.

Make it private! Your privacy is important. What you set your personal information, you always have the option to edit or hide data in your Forever Buffs Link profile.

Matthew Durvan


Community member since: Dec 16, 2011

Primary Address:
 Leadville, CO 80401-4007

Job Title: Coach/Manager
 Employer: University of Colorado at Boulder

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[Edit my personal profile](#)



Last updated on Feb 10, 2013

[View larger image](#)

EVENTS

JAN 11 2012
 Open position: align your work with your passions (Part 1)
 LMC, Rm. 410

Jan 12 2012
 Alumni Reconnection Dinner

Jan 10 2012
 Open position: align your work with your passions (Part 1)
 LMC, Rm. 410

Jan 10 2012
 Alumni Reconnection Dinner

Jan 30 2013
 CU Board of National Veterans Week 2013
 Career Coliseum 4000
 Homestead Dr., Denver, CO 80216

[View all Events](#)

UPDATED PROFILES

NEW MEMBERS

Electronic communication & online community templates

CU branded templates ensure visual consistency across all electronic communications and online communities systemwide.

Electronic communications

Brand-approved email templates can be found at <http://www.cu.edu/ecomm/email-template-options> [1]. Content and images between the header and footer are up to the unit. Headers and footers must remain consistent.

A unit may choose to have a template custom designed, but it must be CU brand compliant.

All email footers must contain the following elements, all of which are found in the pre-built email templates at <http://www.cu.edu/ecomm/email-template-options> [1]?:

- Unsubscribe link
- Unit's contact information, including name, address, phone, website URL and email

The unit's name must be in the header and it must be in either the Helvetica Neue or Arial font. Email templates are designed to allow a unit to customize the header within the eComm Email Marketing tool.

NOTE: All emails must be delivered via eComm to ensure compliance with federal CAN-SPAM legislation and access to accurate and up-to-date information. To request access to eComm, go to www.cu.edu/ecomm [2].

Online communities

If a unit wants an online community, it must work with a CU eComm campus manager for the development of the community. For system units please contact the CU system eComm program administrator at contact@cu.edu [3].

There are three templates to choose from for an online community.

The CU logo, name of the unit (i.e., "Alumni Association") and the campus name are on the left side of the banner. The name of the community (i.e., "Alumni Link") is on the right side of the banner.

The footer must contain:

- Basic unit contact information (name, address, phone, website URL, email)
- Link to Terms of Use—<http://www.cu.edu/terms-service> [4]
- Link to Privacy Policy—unique to each campus
- © Regents of the University of Colorado
- Page contact or "Contact Us" link

Navigation must follow a basic structure outlined by the CU system eComm program administrator (contact@cu.edu [3]).

Source URL: <https://www.cu.edu/brand-and-identity-guidelines/online-communications-and-e-communications>

Links

[1] <https://www.cu.edu/ecommerce/email-template-options> [2] <https://www.cu.edu/ecommerce>
[3] <mailto:contact@cu.edu> [4] <https://www.cu.edu/terms-service>