

SPORT CLUBS: BRANDING GUIDE

UNIFORMS



Ralphie Logo



Athletics Interlocking CU



Example of Approved Custom Sport Clubs Logo

All uniform designs and color schemes **MUST** be submitted to the Sport Clubs Professional Staff for review and approval prior to production.

Sport Clubs may use the Ralphie logo and Interlocking CU logo on uniforms; but this is not required. Uniforms using official university logos must use a licensed vendor.

All uses of the logo **MUST** adhere to brand standards, meaning that the logos may not be stretched, obscured, modified or combined with other logos.

Images and/or logos of external sponsors on uniforms **MUST** be submitted for review and approval prior to production.

Sport Clubs may sell merchandise as long as all designs are approved prior to production and a licensed vendor is used. Merchandise using official university brands will be charged royalty fees.

PROMOTION



Sport Clubs Logo



Example of Approved Custom Sport Clubs Logo



Rec & Sport Clubs Logos

Signage/Print Materials:

Must be approved by Sport Clubs Professional Staff before printed.
Must incorporate CU Sport Clubs or Recreation Center Branding.
Must include your club's official URL or:
colorado.edu/recreation/club-sports

Websites

Must incorporate approved custom club logo, CU Sport Clubs & Recreation Center Branding.
The names, logos, and marks of sponsors may be used but must link to corporate website. No call to action.

Social Media

Must incorporate CU women's/men's club sport name and part of Recreation Services in social media handles or description.
May thank a sponsor but may not call to action a sponsor's promotion or sale.

Colors:



CU Gold
C0 M10 Y48 K22
(or PANTONE® 4525C)
R207 G184 B124
#CFB87C



Black
C0 M0 Y0 K100
R0 G0 B0
#000000



CU Dark Gray
C38 M28 Y21 K63
(or PANTONE 425 C)
R86 G90 B92
#565A5C



CU Light Gray
C16 M11 Y11 K29
(or PANTONE 422 C)
R162 G164 B163
#A2A4A3