SPORT CLUBS

BRAND GUIDELINES

CU BOULDER CLUB SPORTS TEAMS

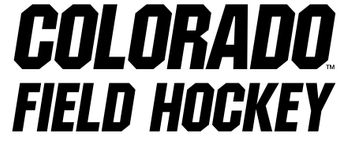
- These are the Club Sports teams and their official names (as of July 2025).
  - If a Club Sports team shares a sport with a varsity Colorado Athletics team, the word ‘Club’ ***MUST BE*** present in all official uses of the team name (see examples on page 3).

OFFICIAL TEAM NAMES

Baseball
Club Dance
Club Tennis
Crew
Cycling
Fencing
Field Hockey
Figure Skating
Freeski
Kayak
Men’s Club Lacrosse
Men’s Club Soccer
Men’s Club Volleyball
Men’s Ice Hockey (D1)
Men’s Ice Hockey (D2)
Men’s Rugby
Men’s Ultimate
Men’s Water Polo
Roller Hockey
Snowboarding
Softball
Swim & Dive
Taekwondo
Triathlon
Women’s Club Lacrosse
Women’s Club Soccer
Women’s Club Volleyball
Women’s Ice Hockey
Women’s Rugby
Women’s Ultimate
Women’s Water Polo

APPROVED SPORT CLUBS LOGOS

- Any uniform, apparel or media that displays or references the University of Colorado Boulder in any way ***MUST INCLUDE*** one of the approved Sport Clubs Logo versions shown below.
- Any media or non-game day apparel ***MUST INCLUDE*** your sport club's wordmark in the proper size and font, exactly as it appears in the examples below.
- **Sponsorships:** Any club wanting to add a sponsor or brand logos to apparel or uniforms ***MUST*** be in accordance with the standing sponsors of Colorado Athletics and the University of Colorado Boulder.
- **Uniform and Apparel Purchasing:** There is no restriction on brands, but they must be purchased through a licensed vendor.



UNIT LOGOS

- Unit logos (e.g., Sport Clubs or Recreations Services logos) include three elements: the interlocking CU, the unit or group name and the university name.
  - These components are always placed in a fixed relationship and should never be altered, modified or redrawn.
  - The interlocking CU may never be used by itself, and must always be accompanied by a unit name and the university name.
- A unit logo ***MUST BE*** present on all print and digital materials.

SPORT CLUBS LOGO

Sport Clubs
UNIVERSITY OF COLORADO **BOULDER**

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CU COLORS

- The proper University of Colorado colors ***MUST ALWAYS*** be used on uniforms, apparel or media with approved Colorado Athletics logos or marks. The values of those colors are shown below.

BLACK

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000

CU GOLD

PMS 4525 C
CMYK: 0/10/48/22
RGB: 207/184/124
HEX: CFB87C

CU DARK GREY

PMS 425 C
CMYK: 38/28/21/63
RGB: 86/90/92
HEX: 565A5C

CU LIGHT GREY

PMS 422 C
CMYK: 16/11/11/29
RGB: 162/164/163
HEX: A2A4A3

WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFF

ACCESSIBLE GOLD

Branded gold cannot be used for type on white backgrounds. To allow for design and brand flexibility on digital and print materials, use accessible gold.

Note: Accessible gold does not need to be used for type on white shirts or nonessential information.

CMYK: 40/47/93/18
RGB: 141/115/52
HEX: 8D7334

GOLD THREAD COLORS

Shirt Colors

- Trophy Gold
- Vegas Gold

Stitch Thread Colors

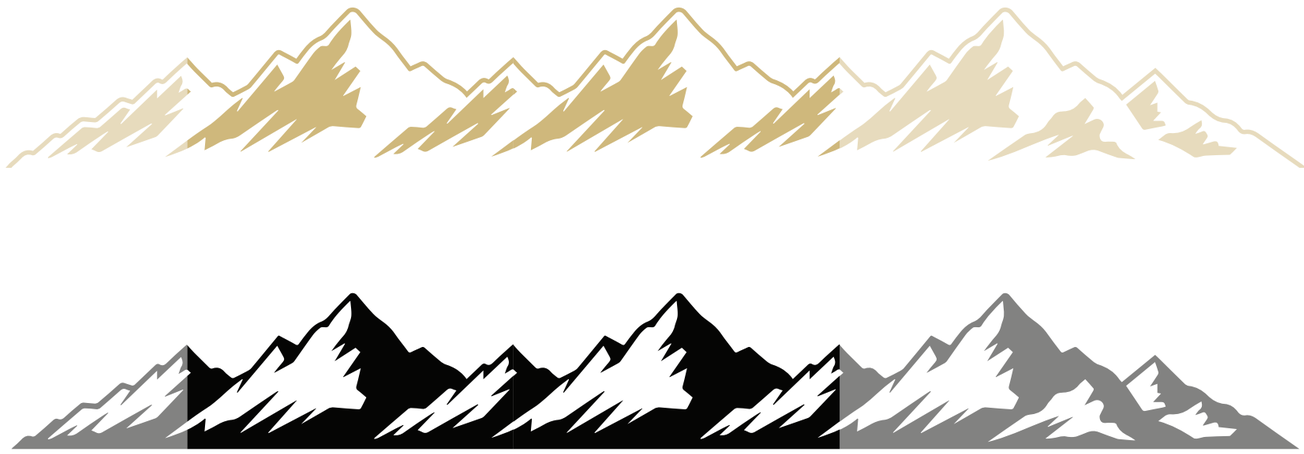
- Madeira 1305
- Polyneon 1939
- Vegas Gold

MOUNTAIN GRAPHIC

- These are the Sport Clubs teams Mountain Graphic to be used in promotional materials and on uniforms. All Sport Clubs teams are approved to use any version of the mountain graphic in an combination of CU brand colors.
  - The seamless pattern version of he Mountain Grapic includes optional endcaps for either side, seen below in 50% opacity.

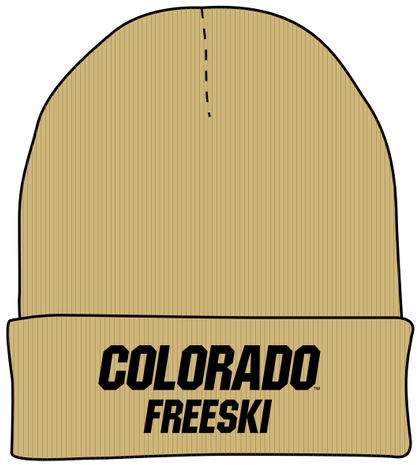
STAND ALONE

SEAMLESS PATTERN



APPAREL

To use any approved Colorado Athletics logos or marks, all non-game day apparel ***MUST ALWAYS*** include the ***CLUB LOGO*** as shown on page 2.



UNAPPROVED LOGOS AND USAGE

- Alterations ***CANNOT*** be made to any Colorado Athletics logo or mark under any circumstance. Examples include the following.
- Colorado Athletic logos in this document are the only logos approved for use.

At no time should anything (other logos, type, etc.) be placed on any Colorado Athletics logos.

CORRECT ***INCORRECT***

At no time should any Colorado Athletics or university logo be modified, stretched or distorted in any way.

CORRECT ***INCORRECT***

Colorado Athletics logos should not be used in any other color combinations other than those specifically listed on page 3. Color variations are not acceptable unless approved by licensing as a special case.

CORRECT ***INCORRECT***

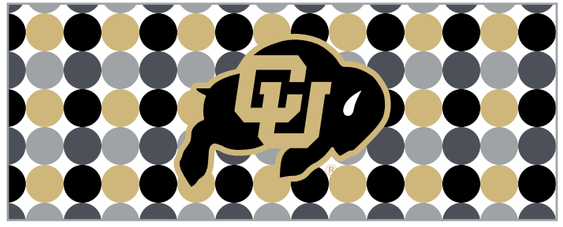
Do not crop Colorado Athletics logos in any way.

CORRECT ***INCORRECT***

Do not add additional elements to any of the Colorado Athletics logos.

CORRECT ***INCORRECT***

Logos should not appear against any distracting textures or repeated patterns.



INCORRECT

Logos should not have additional outlines placed upon them.

CORRECT ***INCORRECT***

At no time should effects be applied to any of the Colorado Athletics logos (glow, posterize, gradients, textures, patterns, etc.).

CORRECT ***INCORRECT***

APPROVED VENDORS

Anyone wishing to use the marks, logos and symbols of the University of Colorado must be an approved licensed vendor.

- **Commonly Used Licensed Vendors:**
  - BSN Sports | *bsnsports.com*
  - Mountain States Specialties | *mtnstatesspecialties.com*
  - Goodbye Blue Monday | *goodbyebluemonday.com*
  - Crown Trophy | *crowntrophy.com*
  - Tops of Rockies | *topsofrockies.com*
  - Brand Agents Inc. | *brandagents.net*
  - Colorado Swim Shop | *coloradoswimshopstore.com*
  - Custom Ink | *customink.com*
  - 4imprint | *4imprint.com*
- A list of approved vendors can be found at ***clc.com/license-search***

- **Approval Process Steps:**
  1. Team will discuss interest in apparel/merchandise purchase with club coordinator and receive approval to move forward with contacting licensed vendors for order.
  2. Team will work with desired licensed vendor on artwork concept. After selecting desired artwork, vendor will work with Licensing to ensure artwork receives CU approval.
  3. Team will provide vendor quote.
  4. Coordinator will request Purchase Order to be issued to vendor for approved order.
  5. After receipt of items and verification of order accuracy, Coordinator will submit invoice for payment.

APPROVED VENDORS NOTE:

- If artwork is denied, the club coordinator should contact a member of the CU Branding and Licensing team to get clarification on reason for denial. Club Coordinator can then share this with team or vendor who can address the issue and resubmit for approval.
- Licensees are required to submit request for approval per order. This means, if an item was approved in 2022 and there is a desire to purchase the same item now, the vendor must seek approval again.
- Merchandise should be approved on an annual basis. A club should not carry inventory from year to year.
- It is understood that uniforms may be used for several years. There is not an expectation to purchase uniforms annually. However, if a team does purchase uniforms annually, then the uniform must be approved with each year's purchase.
- If a licensed vendor does not seek appropriate approval, please notify Branding & Licensing so they can address the issue with the vendor.
- If a team uses a non-licensed vendor, the individual making the order is responsible for the purchase and the team will not be able to use the merchandise that was purchased.
- CU Sport Clubs are permitted to use the Ralphie mark.
- Legacy/Historic marks are not available for CU Sport Clubs.

CONTACT AND REQUESTS

Should you have any questions or requests, please reach out to:

NICOLE LAROCQUE

Associate Director of Engagement
Recreaction Services
Nicole.LaRocque@colorado.edu

Sport Clubs
UNIVERSITY OF COLORADO **BOULDER**