

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

Sport Clubs Logo



Example of Approved Custom Sport Clubs Logo



Sport Clubs
UNIVERSITY OF COLORADO BOULDER

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® 466C)
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