Colorado

Current Revision Date: 09/14/23

Established: 1876 **Location:** Boulder, CO **Mascot:** Buffaloes

Conference: Pac-12 **Mascot Name:** Ralphie (live), Chip (costumed)

Verbiage

University of Colorado®
Colorado Buffaloes®
Colorado™
CU
C-Unit™
Buffaloes™
Golden Buffaloes®
Buffs®
Ralphie®
Run Ralphie Run™
Shoulder to Shoulder™
S2S™
Sko Buffs™

Fonts

Machine BT - with 9° skew
AkzidenzGroteske

Gold	Black	White	Gray
PANTONE 4525 C | Hex Color Code #cfb87c **CMYK: 0, 10, 48, 22 | RGB: 207, 184, 124** MADEIRA Rayon: 1305 | Polyneon: 1939	**PANTONE Process Black C** **CMYK: 40, 30, 30, 100 | RGB: 0, 0, 0** MADEIRA Rayon: 1000 | Polyneon: 1800	**White** **CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255** MADEIRA Rayon: 1001 | Polyneon: 1801	**PANTONE 422 C** **CMYK: 0, 0, 0, 33 | RGB: 182, 184, 186**

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks

1 2 3 4

5 *may only be used on a white background

6 *may only be used on a white background

7 *may only be used on a black background

8 *may only be used on a black background

Secondary Marks

9 10 11 12 13 14

Word Marks

15 COLORADO BUFFALOES®

16 COLORADO™

17 BUFFALOES™

18 BUFFS®

19 RALPHIE®

20 COLORADO BUFFALOES®

21 COLORADO™

22 BUFFALOES™

23 BUFFS®

24 RALPHIE®

25 COLORADO BUFFALOES®

26 COLORADO™

27 BUFFALOES™

28 BUFFS®

29 RALPHIE®

30 COLORADO BUFFALOES®

31 COLORADO™

32 BUFFALOES™

33 BUFFS®

34 RALPHIE®

NOTE: The marks of University of Colorado are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

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Helmet Marks

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Primary Helmet Mark

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Colorado National Golf Club Marks

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COLORADO NATIONAL
GOLF CLUB

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COLORADO NATIONAL
GOLF CLUB

Number System

42

0123456789

**also allowed on a white background*

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0123456789

**also allowed on a white background*

Institutional Marks

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University of Colorado
Boulder

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University of Colorado
Boulder

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If the reproduction of the commercial seal is less than the size of a quarter and/or the inscription is unreadable, the inscription "Let your light shine" should not be used.

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Mascot Marks

Gold	Dark Gold	Black	Brown	Dark Brown	White
PANTONE 4525 C MADEIRA Rayon: 1270 | Polyneon: 1684	**PANTONE 4505 C** MADEIRA Rayon: 1225 | Polyneon: 1792	**PANTONE Process Black C** MADEIRA Rayon: 1000 | Polyneon: 1800	**PANTONE 463 C** MADEIRA Rayon: 1258 | Polyneon: 1658	**PANTONE 4625 C** MADEIRA Rayon: 1145 | Polyneon: 1565	**White** MADEIRA Rayon: 1001 | Polyneon: 1801

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Yellow:
PMS 116 C

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60

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Yellow: PMS 116 C

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Yellow: PMS 116 C

64

65

66

Yellow: PMS 116 C
Light Orange: PMS 130 C
Dark Orange: PMS 716 C

67

Yellow: PMS 116 C
Light Orange: PMS 130 C
Dark Orange: PMS 716 C

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Current Revision Date: 09/14/23

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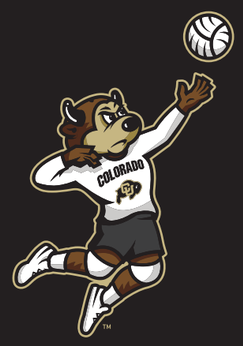

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ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying/intersecting graphics permitted with seal.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures not permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- Use of current student-athlete name, image, or likeness (NIL) in conjunction with institution marks on licensed merchandise is subject to state and institution policies and requires an approved institution-specific NIL license. Licensees must secure separate approval from student athletes for their NIL use.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- The retired jersey numbers (11, 19, 24, 67 for football and 20, 22 for men's basketball) cannot be used on replica jerseys.
- The primary typeface for the CU Athletic Department is Machine BT (9° skew) and the secondary typeface is AkzidenzGroteske.

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