



# 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®  
Bufs®  
Ralphie®  
Run Ralphie Run™  
Shoulder to Shoulder™  
S2S™

Sko Bufs™

## Fonts

Machine BT - with 9° skew  
AkzidenzeGroteske

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

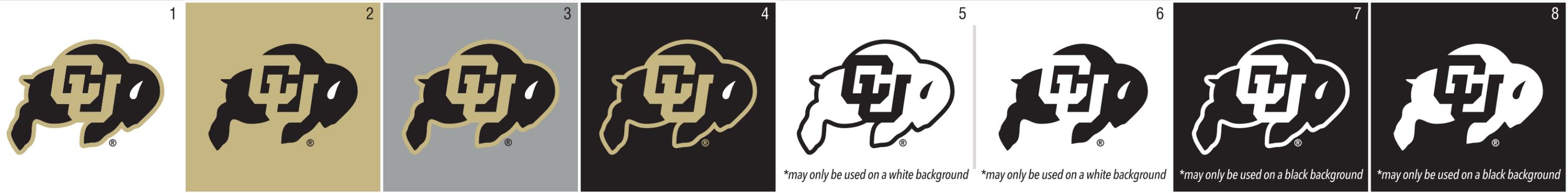
**PANTONE Process Black C**  
**CMYK: 40, 30, 30, 100** | RGB: 0, 0, 0  
MADEIRA Rayon: 1000 | Polyneon: 1800

**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

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## Primary Marks



## Secondary Marks



## Word Marks





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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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## Number System

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0123456789

*\*also allowed on a white background*

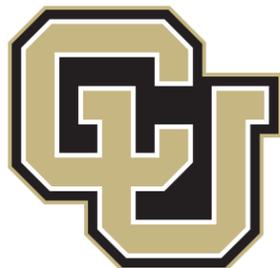
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*\*also allowed on a white background*

## 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
<b>PANTONE 4525 C</b> MADEIRA Rayon: 1270   Polyneon: 1684	<b>PANTONE 4505 C</b> MADEIRA Rayon: 1225   Polyneon: 1792	<b>PANTONE Process Black C</b> MADEIRA Rayon: 1000   Polyneon: 1800	<b>PANTONE 463 C</b> MADEIRA Rayon: 1258   Polyneon: 1658	<b>PANTONE 4625 C</b> MADEIRA Rayon: 1145   Polyneon: 1565	<b>White</b> MADEIRA Rayon: 1001   Polyneon: 1801

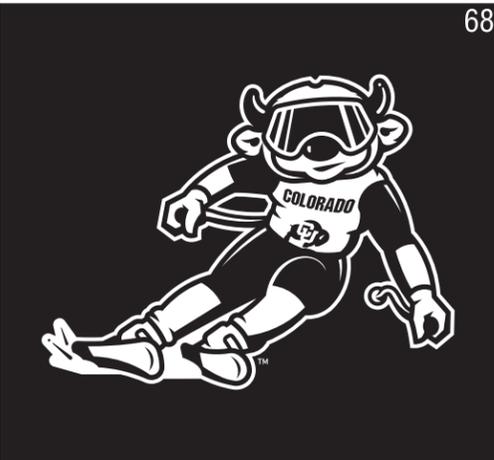
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 50	 51	 52	 53	 54	 55
 56	 57	 58 Yellow: PMS 116 C	 59	 60	 61
 62 Yellow: PMS 116 C	 63 Yellow: PMS 116 C	 64	 65	 66 Yellow: PMS 116 C Light Orange: PMS 130 C Dark Orange: PMS 716 C	 67 Yellow: PMS 116 C Light Orange: PMS 130 C Dark Orange: PMS 716 C



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## 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.