



University of Colorado Denver

Current Revision Date: 12/12/22

Verbiage

University of Colorado Denver™
CU Denver™
CU in the City™
CU Denver Lynx™
Milo the Lynx™

Established: 1973 **Location:** Denver, Colorado **Nickname:** CU Denver
Mascot Name: Milo the Lynx **Conference:** N/A

Gold	Black	White
PANTONE 4525 MADEIRA: 1305 POLYNEON: 1939	PANTONE PROCESS BLACK MADEIRA: 1000 POLYNEON: 1800	WHITE MADEIRA: 1001 POLYNEON: 1801

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.

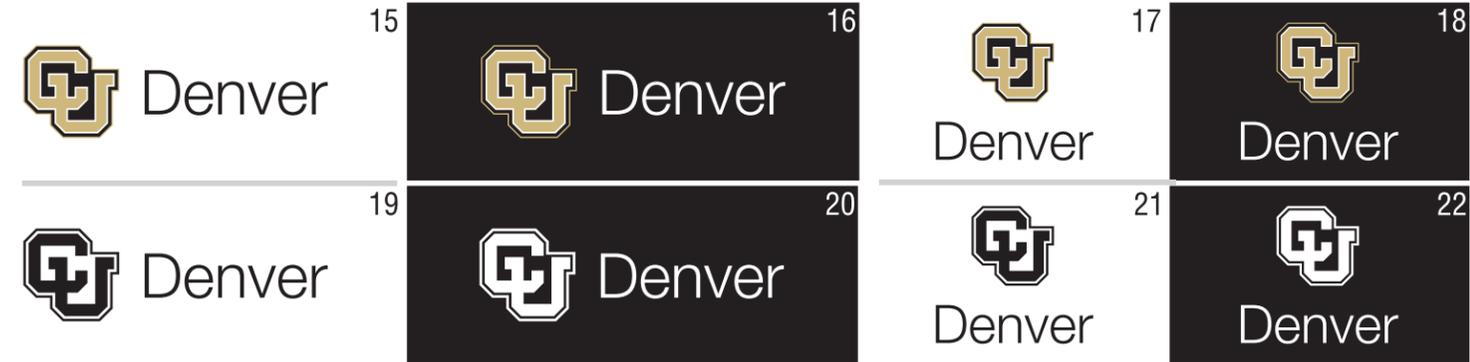
Primary Spirit Marks (Minimum size for embroidery = 1.5" wide)



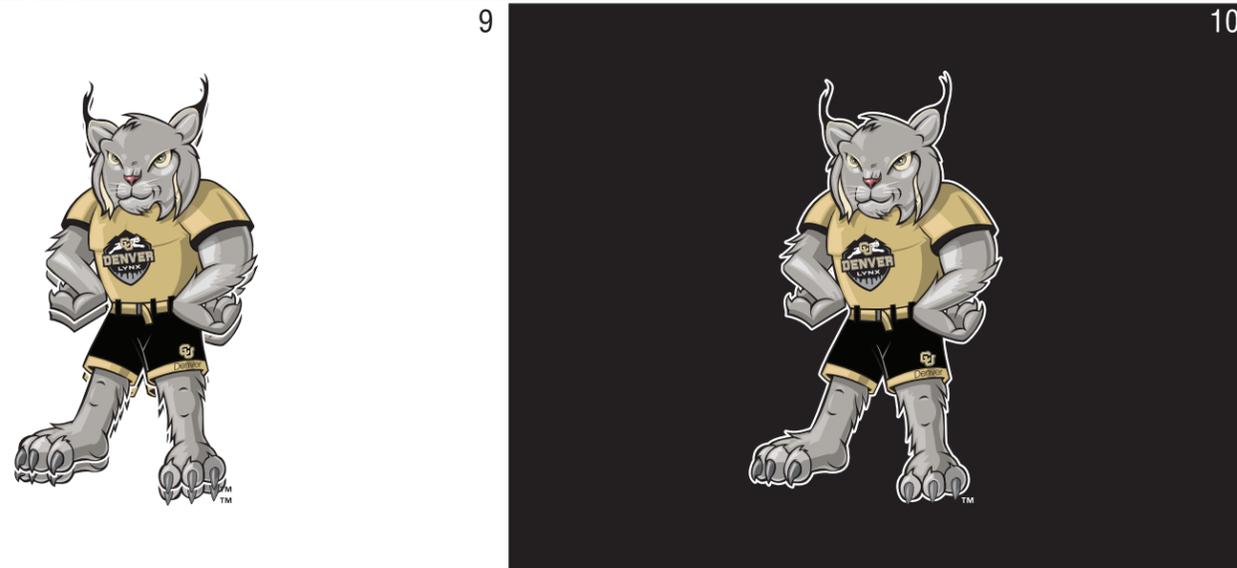
Secondary Institutional Marks (Minimum size for embroidery = 2.25" wide)



Secondary Institutional Marks (Minimum size for embroidery = 1.25" wide)



Secondary Spirit Mark/Character Illustration (Minimum size for embroidery = 1.0" wide)



Other Institutional Marks (Minimum size for embroidery = 0.375" tall)





Other Institutional Marks

25



26



50th Anniversary Marks

CU Denver 50th anniversary products should not be in the market after May 2023. Please place orders accordingly.

29



30



University Seal

27

28



The inscription should not be used when the reproduction of the commercial seal is less than the size of a quarter (1.0" DIA) and/or if the inscription is unreadable.

31



32



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (Removal of Inscription Only).
- No Alterations to seal permitted.
- No Overlying / intersecting graphics permitted with seal.
- University licenses consumables.
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted (Contact University for Special Approval).

- Cross licensing with other marks may permitted (Contact University for Special Approval).
- NO USE of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- The primary typeface for CU Denver is Neue Helvetica.