



University of Colorado Denver

Current Revision Date: 01/21/20

Verbiage

Established: 1973

Location: Denver, Colorado

Nickname: CU Denver

Mascot Name: Milo the Lynx

Conference: N/A

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

Gold

Black

White

PANTONE 4525
MADEIRA: 1305
POLYNEON: 1939

PANTONE PROCESS BLACK
MADEIRA: 1000
POLYNEON: 1800

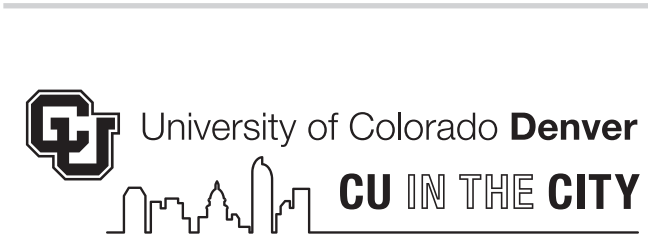
WHITE
MADEIRA: 1001
POLYNEON: 1801

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.

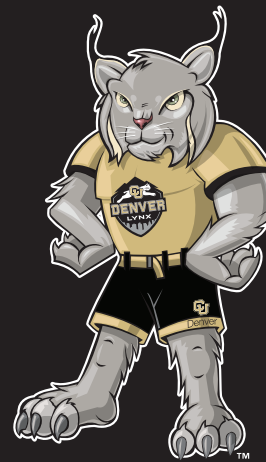
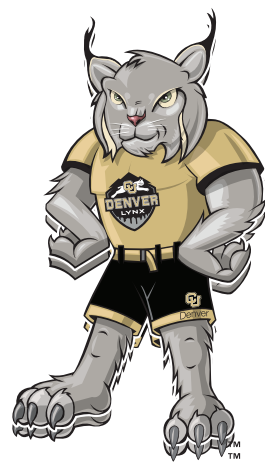
Primary Spirit Marks (Minimum size for embroidery = 1.5" wide)



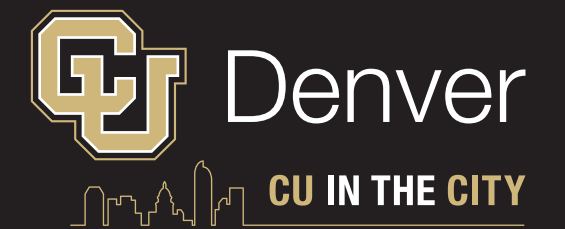
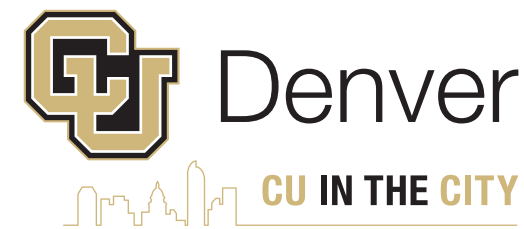
Primary Institutional Marks (Minimum size for embroidery = 2.5" wide)



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



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

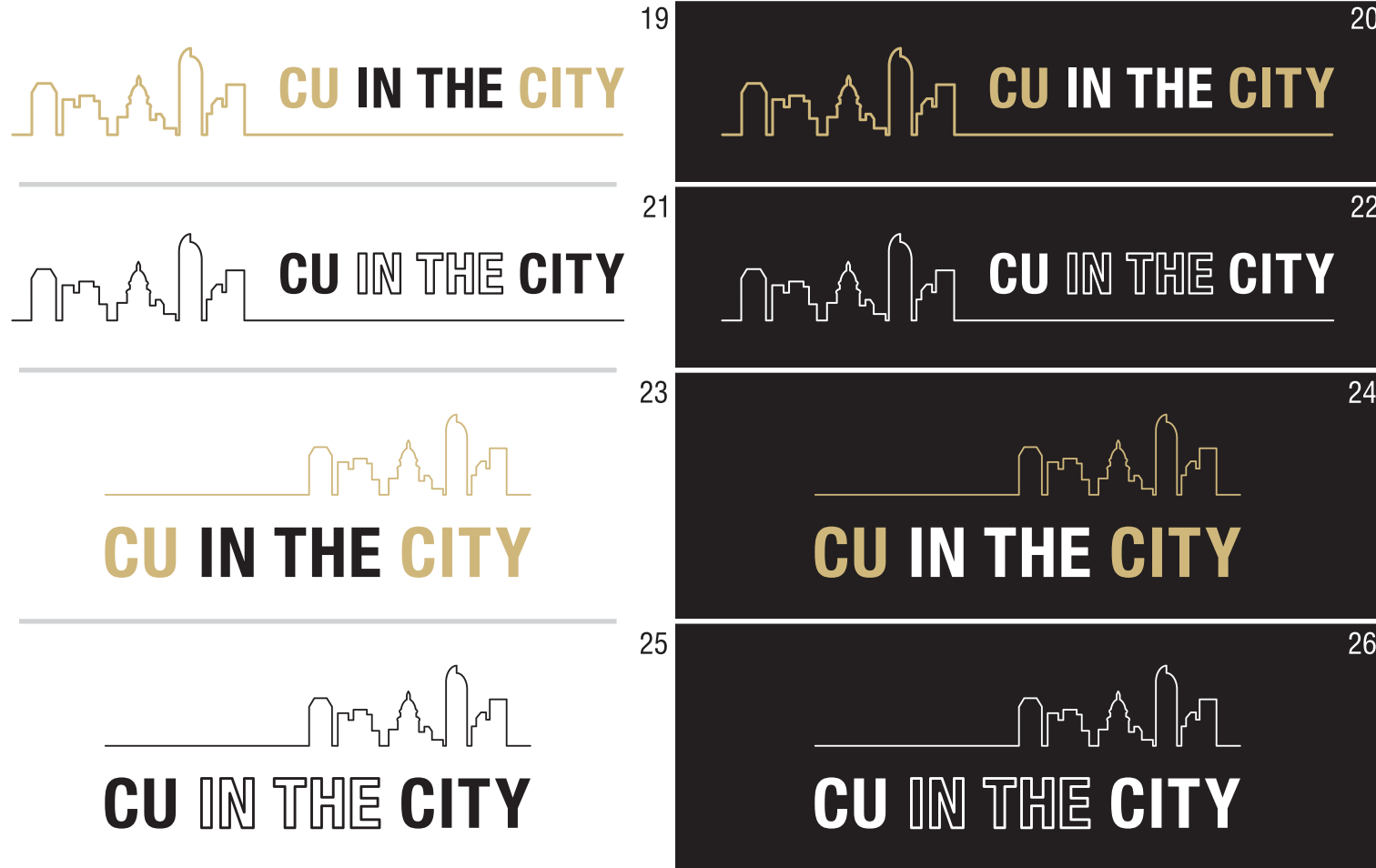




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Tagline Graphic (Minimum size for embroidery = 1.25" wide)



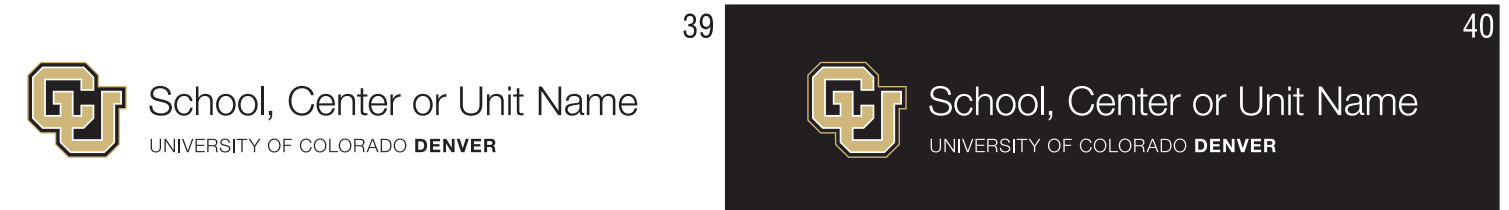
Secondary Institutional Marks (Minimum size for embroidery = 2.25" wide)



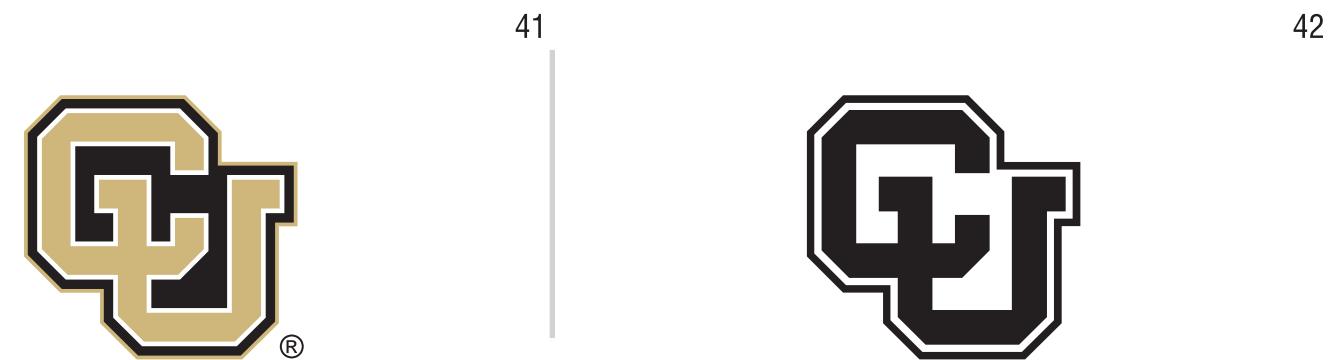
Secondary Institutional Marks (Minimum size for embroidery = 1.25" wide)



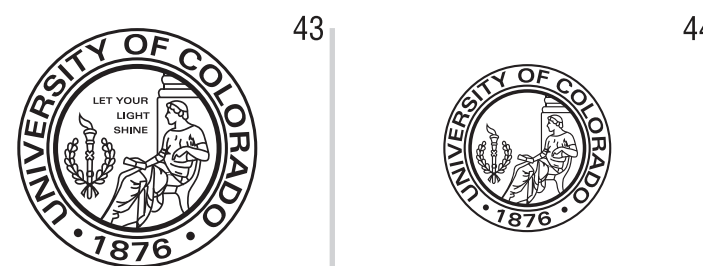
Other Institutional Marks (Minimum size for embroidery = 0.375" tall)



Other Institutional Marks



University Seal



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.

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (Removal of Inscription Only).
- No Alterations to seal permitted.
- No Overlapping / 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.