Club Sports Apparel & Branding Guide

Apparel Colors

- **Outerwear**
  - Crimson/White/Gold/Gray

- **Other Apparel**
  - Crimson/White/Gold/Gray

Under special circumstances & only with written approval by the Student Programs Manager:
- Black/Gray competition bottoms, black outerwear

Colors

- **CRIMSON**
  - PMS: 202
  - CMYK: C:0 M:100 Y:61 K:43
  - RGB: R:152 G:0 B:46

- **GOLD**
  - PMS: 873
  - CMYK: C:30 M:30 Y:60 K:10
  - RGB: R:168 G:153 B:110

Competition Bottoms
- Crimson/White/Gold

Competition Tops
- Crimson/White/Gold

Signage/Flyers

- Must have Arched Denver (Optional: Club Name underneath) - must have “Club” if you have varsity equivalent
- Club Name font is **Collegiate Black FLF**
- Must include club website or Club Sports website (www.du.edu/clubsports)
- Approval by Club Sports Office

Interlocking DU Logo

- Used as secondary logo (must have the Arched Denver logo as primary)
- May be primary logo for hats, shorts, pants, or socks

Revised: 07/2016