### Club Sports Apparel & Branding Guide

#### Apparel Colors

**Outerwear**
Crimson/White/Gold/Gray/Black

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

**Competition Bottoms**
Crimson/White/Gold

**Competition Tops**
Crimson/White/Gold

If including artwork on Black Apparel, it must be this 3-Color Arched Denver (Crimson with White Outline, then Gold Outline):

#### 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

#### 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

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