

# Club Sports Apparel & Branding Guide

## Apparel Colors

### Outerwear

Crimson/White/Gold/Gray/Black



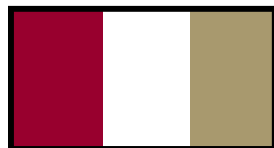
### Other Apparel

Crimson/White/Gold/Gray/Black



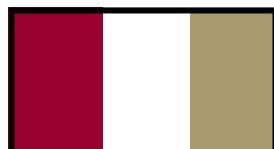
### Competition Bottoms

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](http://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

