



BOISE STATE™
ATHLETICS

BRAND STANDARD GUIDELINES

THE BOISE STATE BRAND

At Boise State University, we strive to perform beyond expectations in everything we do; the Blue Collar mentality. In order for us to continue to reach unprecedented heights and set new standards, the expectation for excellence in every facet of our athletic department merges with consistency: consistent action equates to consistent results.

The Boise State brand, and specifically the Bronco Head logo, is one of the most recognizable in collegiate athletics. Our brand is based on being different and innovative. Our brand is our student-athletes who tell our story, and all those who Bleed Blue. Defined by our achievements, we remind others of our athletics prominence through the consistent use of our unique trademarks.

As Boise State continues to grow on and off the field of play, our brand identity becomes increasingly important. The contents of this guide are intended to educate you on the department's brand identity standards. These guidelines will effectively empower Bronco Nation to contribute to our journey to longstanding prestige.

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PRIMARY COLORS

BLUE



PMS 286 C

PANTONE
MERCHANDISE

CYMK

PRINT

C 100
Y 66
M 0
K 2

RGB

DIGITAL

R 0
G 51
B 160

WEB

0033A0

ORANGE



PMS 172 C

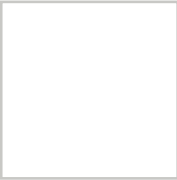
C 0
Y 75
M 95
K 0

R 250
G 70
B 22

FA4616

SECONDARY COLORS

WHITE



PANTONE
MERCHANDISE

No Ink
(or use opaque
white)

CYMK

PRINT

C 0
Y 0
M 0
K 0

RGB

DIGITAL

R 255
G 255
B 255

WEB

FFFFFF

LIGHT GRAY



PANTONE
Cool Gray
3C

C 0
Y 0
M 0
K 17

R 200
G 201
B 199

C8C9C7

DARK GRAY



PANTONE
Cool Gray
11C

C 0
Y 0
M 2
K 68

R 83
G 86
B 90

53565A

BLACK



PANTONE
Process
Black

C 100
Y 100
M 100
K 100

R 0
G 0
B 0

000000

PRIMARY LOGOS I CORRECT USAGE



All university marks must have a clear zone on all sides equal to half its size to ensure its visibility and impact. No graphic elements of any kind should invade this space.

ONE-COLOR VARIATIONS



Whenever possible, the full three-color logo is preferred. There are one-color options to use depending on the background color on which the logo is being placed. If using a background color not shown here, use the version of the logo with the outer stroke that provides the most contrast with the background color.

The University B is used for academic purposes only.

WORD MARK LOGOS

TWO-COLOR VARIATIONS



ONE-COLOR VARIATIONS



BOISE STATE WORD MARK

- Marketing Materials
- Apparel / Equipment
- This font may not be used to create other words. Only BOISE STATE and BRONCOS.

BRONCOS WORD MARK

- Marketing Materials
- Apparel / Equipment
- Do not use the Broncos word mark by itself without the Bronco head logo.

The logos and word marks are registered trademarks of Boise State and must include the TM designation whenever they are used.

On black, visibility may be compromised. Refer to BRONCOS two-color option for example of white outline option.

SPORT AND DEPARTMENT MARKS



BLEED BLUE WORD MARK

PRIMARY MARK



SECONDARY MARKS



COLOR VARIATIONS



Please incorporate athletic mark or primary Bronco logo with bleed blue word mark; it should not stand alone.

PRIMARY TYPEFACE AND WORD MARKS

BOISE STATE™

BRONCOS™

BOISE STATE™

BRONCOS™

PRIMARY NUMBER TYPEFACE - OUTLINED

1 2 3 4 5
6 7 8 9 0 

ONE-COLOR VARIATION

1 2 3 4 5
6 7 8 9 0 

Not to be used as a font. Prior permission required from Boise State Licensing.

PRIMARY FONT

GOTHAM

OFFICIAL FONT OF BOISE STATE UNIVERSITY

VARIATIONS:

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

EXTRA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789

THIN CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

BOOK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

BLACK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

EXTRA BLACK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

ULTRA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

THIN CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

LIGHT CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

BOOK CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

MEDIUM CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

BOLD CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

BLACK CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

EXTRA BLACK CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

ULTRA CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
0123456789

Contact the Brand Committee for access to Gotham font.

FOOTBALL HELMETS

BLUE, WHITE AND ORANGE



Only the following numbers should be used when displaying the left side of the helmet - number one (1), the current year, or the year of University establishment (32).

The bronco head is only featured on the right side of the helmet.



INCORRECT LOGO USAGE



Do not attach word marks to logo



Do not use vintage marks



Do not alter the logo with any special effects



Do not use B. For academic use only



Do not tilt or turn the Bronco logo



Do not reflect the Bronco logo to face left and make mouth white



Do not alter the colors of the Bronco logo



The color of the eye should remain white



The color of the Bronco mouth should not be the same as the color of the eye



Do not reverse the colors of the Bronco logo



Do not stretch, pull, squeeze, or alter the shape of the Bronco logo



Do not use Bronco logo on a dark background without a white outline



BOISE STATE ATHLETICS BRAND COMMITTEE

Boise State University has delegated the responsibility for this program to Boise State Trademark and Licensing. A formal Licensing program has been established to ensure University control of its identity, facilitate the process of securing authorization for legitimate third party uses, and to ensure that the University secures a legitimate royalty from the promotional use of the marks.

Reproduction of any logos or word marks is prohibited without the approval of Boise State University.

The Brand Committee for Boise State Athletics will guide the use of our logos and colors for our teams, departments and facilities. Our goal is to ensure proper use across our departments to maintain a consistent look.

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brancosports.com





TM