

**PRIMARY MARKS**



**Note:** When using the Ram Head mark, the 2-color option is allowed to be used in place of the full color version.

**VERBIAGE**

Colorado State® University  
 Colorado State® Rams™  
 Colorado A&M™  
 CAM™

Colorado State®  
 CSU™  
 Rams™

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

**COLOR INFORMATION**

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SECONDARY MARKS**



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SECONDARY MARKS (CONTINUED)**



**CSU RAMS**™



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SECONDARY MARKS (CONTINUED)**



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SECONDARY MARKS (CONTINUED)**



**COLORADO  
STATE**



**COLORADO STATE**



**COLORADO STATE**



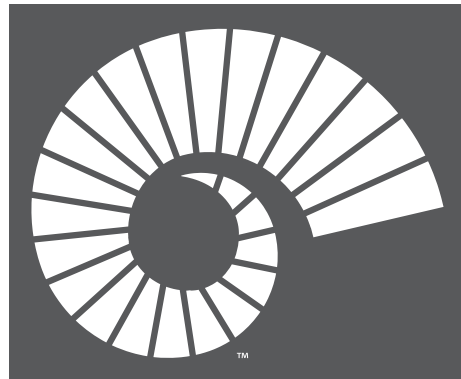
**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SECONDARY MARKS (CONTINUED)**



**COLOR INFORMATION**

The colors shown on this page have NOT been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

<i>COLORS</i>	<i>PANTONE®</i>	<i>HTML</i>	<i>RGB</i>	<i>PROCESS</i>
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

LETTER MARKS



COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**WORDMARKS (CONTINUED)**

**COLORADO  
STATE**™

**COLORADO  
STATE**™

**COLORADO  
STATE**™

**COLORADO  
STATE**™

**COLORADO STATE**™

**COLORADO STATE**™

**COLORADO STATE**™

**COLORADO STATE**™

**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.



**WORDMARKS (CONTINUED)**



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**HELMET MARK**



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SPORT SPECIFIC MARKS**



**RAMS**  
ATHLETICS



**RAMS**  
ATHLETICS



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SPORT SPECIFIC MARKS (CONTINUED)**

**COLORADO STATE**  
ATHLETICS

**COLORADO STATE**  
ATHLETICS

**COLORADO STATE**  
ATHLETICS

**COLORADO STATE**  
ATHLETICS

**COLORADO STATE**  
ATHLETICS

**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SPORT SPECIFIC MARKS (CONTINUED)**

**COLORADO  
STATE**  
ATHLETICS

**COLORADO  
STATE**  
ATHLETICS

**COLORADO  
STATE**  
ATHLETICS

**COLORADO  
STATE**  
ATHLETICS

**COLORADO  
STATE**  
ATHLETICS

**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**SPORT SPECIFIC MARKS (CONTINUED)**

**RAMS**<sup>TM</sup>  
ATHLETICS

**RAMS**<sup>TM</sup>  
ATHLETICS

**RAMS**<sup>TM</sup>  
ATHLETICS

**RAMS**<sup>TM</sup>  
ATHLETICS

**RAMS**<sup>TM</sup>  
ATHLETICS

**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

**TYPOGRAPHY**

**A B C D E F G H I J K L M  
 O P Q R S T U V W X Y Z  
 . , : ; " ' ! ? & \$ @  
 0 1 2 3 4 5 6 7 8 9**

VITESSE BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 0 1 2 3 4 5 6 7 8 9**

Vitesse bold is used for subheads.

PROXIMA NOVA FAMILY

BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9**

BOLD ITALIC

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9***

REGULAR

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9**

PROXIMA NOVA family is used for body copy and noted type. Bold, bold italic and italic can be used for emphasized copy.

**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.

ACADEMIC WORDMARKS

Colorado State University®

Colorado State University®

Colorado  
State  
University®

Colorado  
State®

Colorado  
State®

Colorado  
State®

Colorado  
State®

COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.



**ACADEMIC WORDMARKS (CONTINUED)**



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	PROCESS
Green	350	#006A4D	R:0 G:106 B:77	C:79% M:0% Y:100% K:75%
Gold	872	#85714D	R:133 G:113 B:77	C:22% M:23% Y:47% K:57%
CSU Gold	4515	#B3A369	R:179 G:163 B:105	C:0% M:5% Y:50% K:25%
Black	Process Black			

Reproduction of any logos or wordmarks is prohibited without the approval of Colorado State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676.