



University of Denver

Current Revision Date: 09/04/19

Established: 1864

Location: Denver, CO

Mascot: Pioneers

Mascot Name: N/A

Conference: The Summit League

Athletic Conferences

The Summit League – Basketball, Swimming and Diving, Tennis, Golf, Volleyball, Soccer
NCHC (National Collegiate Hockey Conference) – Hockey
Big Twelve – Gymnastics affiliate
Big East Conference – Men’s and Women’s Lacrosse affiliate
RMISA (Rocky Mountain Intercollegiate Ski Association) – Skiing

Crimson

Gold

White

Black

PANTONE 202 C

CMYK: 29, 96, 76, 29 | RGB: 139, 35, 50
MADEIRA Rayon: 1182 | MADEIRA Polyneon: 1981

PANTONE 873 C

CMYK: 40, 50, 75, 18 | RGB: 139, 111, 75
MADEIRA Rayon: 1491 | MADEIRA Polyneon: 1672

White

CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255
MADEIRA Rayon: 1001 | MADEIRA Polyneon: 1801

PANTONE Process Black C

CMYK: 0, 0, 0, 100 | RGB: 39, 37, 31
MADEIRA Rayon: 1000 | MADEIRA Polyneon: 1800

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Primary Marks



Primary Division Marks



Secondary Division Marks



Recreation Marks



Lacrosse Capital of the West Marks



University Marks

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- The primary typeface is City Bold and the secondary typeface is City Medium and City Light.
- * Program Specific marks are available. Please contact Brandon Macneill at brandon.macneill@du.edu for use.