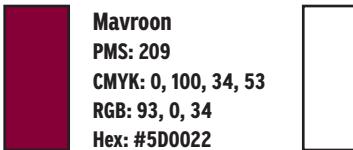


# ATHLETICS BRAND INTERIM GUIDELINES | QUICK GUIDE

If you have any questions, please call the Marketing and Communications office or the Athletics Department.

Marketing and Communications has all marks available in different file formats. *This interim guidance is to be used January 2026 through June 2026.*

## Primary Colors:



Mavroon  
PMS: 209  
CMYK: 0, 0, 34, 53  
RGB: 93, 0, 34  
Hex: #5D0022



White



Black  
PMS: Black  
CMYK: 0, 100, 34, 53  
RGB: 0, 0, 0  
Hex: #000000

## Accent Color:



Athletic Gold  
PMS: 116  
CMYK: 1, 16, 100, 0  
RGB: 255, 210, 0  
Hex: #FED103

## Alternate Uniform Color:



Gray  
PMS: TBD  
CMYK: 0, 0, 0, 60  
RGB: 255, 210, 0  
Hex: #808285

## Approved Color Combinations:

Color combinations for various backgrounds. Combinations cannot be altered due to accessibility requirements.



Mavroon fill, white stroke on black



White fill, black stroke on Mavroon



White fill on black



White fill on Mavroon



**SPECIAL-APPROVED USAGE ONLY**

**Athletic Extensions:** Athletic logos match unit logos. The sport extension lettering is always black or white.

### Full color:



**SPORT  
EXTENSION**

### Mavroon fill, White Stroke

Full Color reproduction can use both the CMYK (print) and the RGB (screen) color profiles.

### Two colors:



**SPORT  
EXTENSION**

### Mavroon fill (no stroke)

In print applications, Mavroon is PMS 209 (not a CMYK build).

### One color (black):



**SPORT  
EXTENSION**

### Black fill (no stroke)

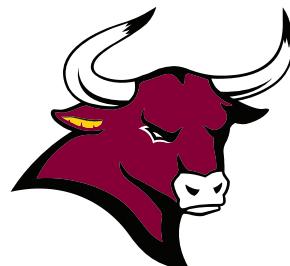
In print applications, black should always be 0, 0, 0, 100.

## Approved Fonts for Sport Extension:

PF Grand Gotik Condensed Medium, tracking 10

**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**

## Mascot Mark



**THE MAVERICK MASCOT MARK IS NOT TO  
BE USED ON UNIFORMS, APPAREL OR GEAR.**



Mavroon fill, gold stroke on black

**SPECIAL-APPROVED USAGE ONLY**

## Marketing Materials:

The CMU University brand design system may be used in Athletics marketing and promotional materials. Additional flexibility with elements outside of the brand guidelines may only be created by the Athletics Department or the Marketing and Communications office. [coloradomesa.edu/marketing/brand-kit](http://coloradomesa.edu/marketing/brand-kit)



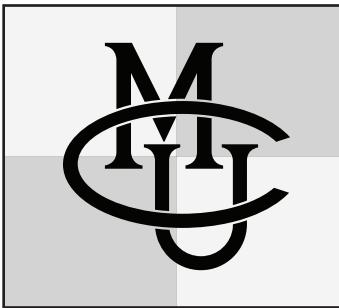
Mavroon fill, on white



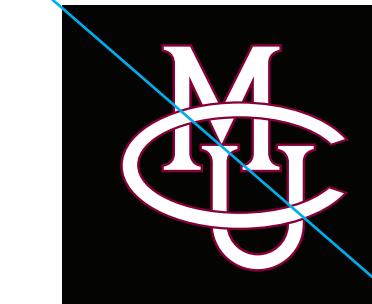
Mavroon fill, gold stroke on white



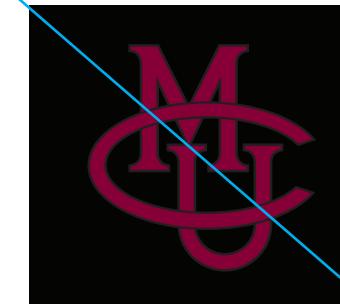
Mavroon fill, black stroke on any



White fill, stroke on white



White fill, Mavroon stroke on black



Mavroon fill, on black



Gold fill, on ANY color or pattern



White fill, gold stroke on Mavroon