

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, 100, 34, 53
RGB: 93, 0, 34
Hex: #5D0022

White

Black

PMS: Black
CMYK: 0, 0, 0, 100
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
Hex: #808285

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

Full color:



Two colors:



One color (black):



Mavroon fill, White Stroke

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

Mavroon fill (no stroke)

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

Black fill (no stroke)

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

Approved Fonts for Sport Extension:

PF Grand Gothik Condensed Medium, tracking 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

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

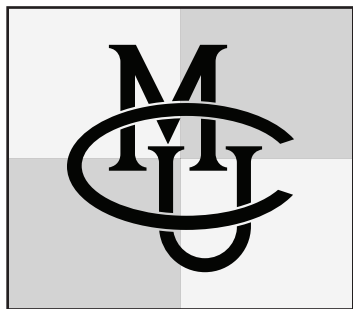


Mavroon fill, on white



Solid fill on Pattern

SPECIAL-APPROVED USAGE ONLY



Prohibited Color Combinations:

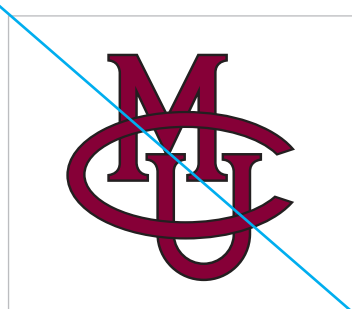
Color combinations for various backgrounds. Combinations cannot be altered due to accessibility requirements.



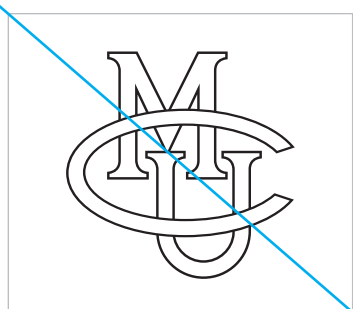
ANY LOGO ON GOLD



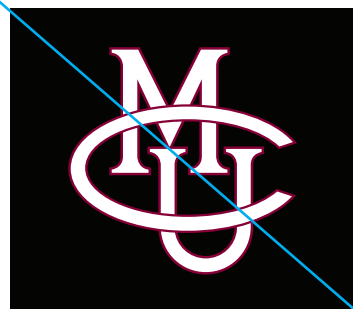
Mavroon fill, gold stroke on white



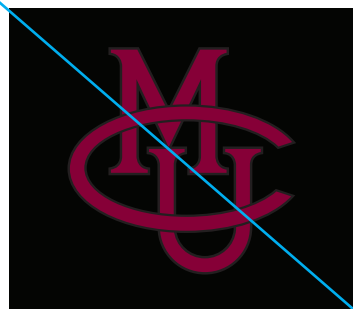
Mavroon fill, black stroke on any



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