





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:

 <p>Mavroon PMS: 209 CMYK: 0, 100, 34, 53 RGB: 134, 0, 55 Hex: #860037</p>	 <p>White PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 Hex: #FFFFFF</p>	 <p>Black PMS: Black CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 Hex: #000000</p>
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Accent Color:

 <p>Athletic Gold PMS: 116 CMYK: 1, 16, 100, 0 RGB: 255, 210, 0 Hex: #FFD200</p>
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Alternate Uniform Color:

 <p>Gray Approved alternate base color for uniforms. Each grey will need to be approved on a case by case basis.</p>
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Athletics Uniform Variance:

The Colorado Mesa University brand variance established for CMU Athletics includes using the Nike color Crimson instead of maroon for exclusive use by CMU Athletics uniforms and official gameday gear. The exclusion from CMU brand standards is exclusive to varsity sports and BSN orders. All teams should use Nike Crimson for their uniforms and official gameday gear for continuity across CMU Athletics.

The variance was established to create continuity for uniforms fielded over the last decade. The variance uniform color choice should be revisited when guidelines are updated annually.

The following CMU brand extensions will continue to use established university colors and follow the Athletics Sub-Brand Guidelines:

- CMU Club Sports
- CMU Intramural Sports
- The Maverick Store
- Game Day Store(s)
- Retail and licensees
- E-commerce



Mavroon fill, white stroke

Mascot Mark



THE MAVERICK MASCOT MARK IS NOT TO BE USED ON UNIFORMS.

Specialty Interlocking Mark



Mavroon fill, gold stroke
SPECIAL-APPROVED USAGE ONLY

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



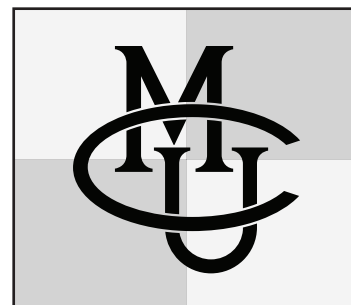
Mavroon fill, on white



Solid fill on Pattern
SPECIAL-APPROVED USAGE ONLY



Solid fill on Pattern



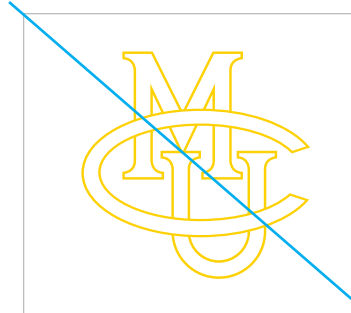
Black fill, white stroke on gray

Prohibited Color Combinations:

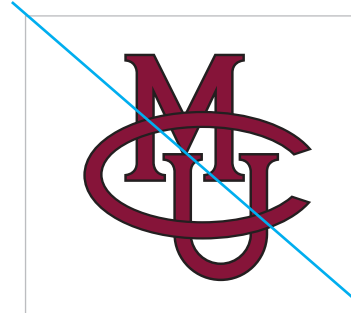
Color combinations for various backgrounds.



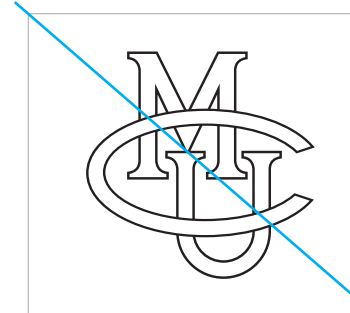
ANY LOGO ON GOLD



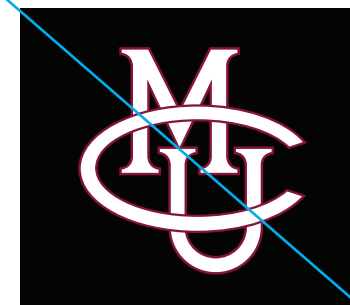
White fill, gold stroke on white



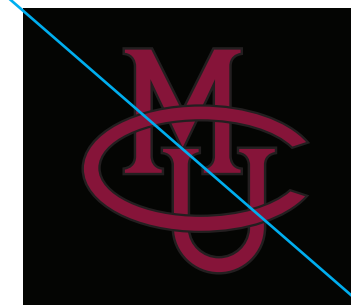
Mavroon fill, black stroke on any



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

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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 Fonts for Sport Extension:

PF Grand Gothic Condensed Medium, tracking 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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.