

# UCCS Apparel

UCCS apparel is divided into two categories: official apparel and promotional apparel. All apparel, official and promotional, are subject to trademark licensing processes. See [www.uccs.edu/trademarks](http://www.uccs.edu/trademarks) for more information.

## Official Apparel

Official apparel is apparel that department and unit personnel wear as part of their job duties, and must use the university logo signature or customized unit signature extension.

Official athletics apparel standards are available from Intercollegiate Athletics.



## UCCS Brand Identity Standards Appendix IV: Apparel

July 2015

## Promotional Apparel

Promotional apparel (such as apparel sold in the UCCS Bookstore) may be designed using various university marks, including the official artwork, spirit mark, athletics mark, and various other elements. Promotional apparel is granted more latitude than official apparel standards. Promotional apparel must support and promote the university brand. No university unit or entity may use promotional apparel to identify their unit.



# Official Apparel Standards

Official apparel (apparel that identifies a university entity, or which department and unit personnel wear as part of their job duties) must use the university logo signature, or customized university signature extensions. Promotional apparel (such as apparel sold in the UCCS Bookstore) can be designed with more latitude within the brand standards.

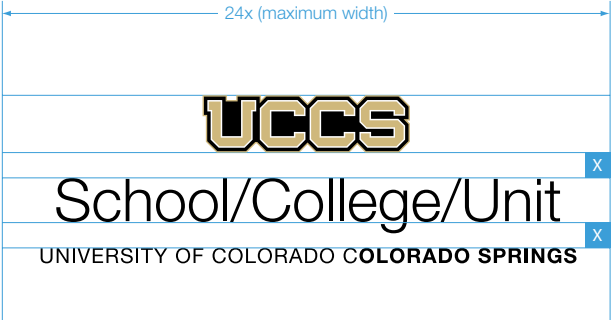
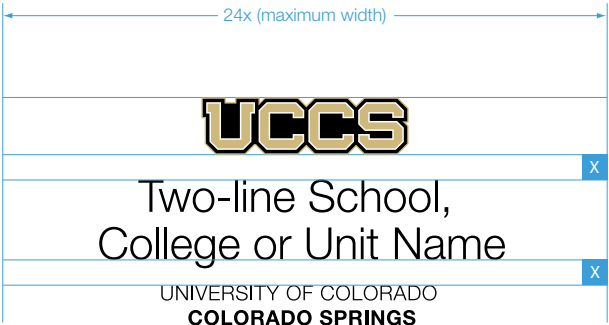
Customized university signature extensions for apparel follow the bottom-centered signature extension design specifications. See pages 18–19 of the UCCS Brand Identity Standards for additional details.

The preferred use is full-color or one-color. One-color reproduction must be black, white or gold.

When embroidering, the campus-identifier (“Colorado Springs”) can be modified to all bold text.

Always use official artwork.

**For guidance on the creation of official apparel, or to request official artwork, please contact [brand@uccs.edu](mailto:brand@uccs.edu).**



## Promotional Apparel

Promotional apparel, such as apparel sold in the UCCS Bookstore, is not confined to the official apparel standards, and may be designed with more latitude as long as it does not detract from the university brand.

All apparel must be produced by licensed vendors.

Always use official artwork, or original artwork that does not conflict with the brand standards. Always match official colors as closely as possible.

Promotional apparel may spell out the university name or use alternate lettering, but note that any alternate “UCCS” lettering must appear significantly distinct in style from the UCCS graphicmark to avoid confusion. Lettering that is too similar to the UCCS graphicmark will be rejected and should instead use the official graphicmark artwork.

**For questions about promotional apparel,  
please contact [brand@uccs.edu](mailto:brand@uccs.edu).**



## Official and Original Artwork

Promotional apparel may employ official artwork, original artwork, or a combination of both. For example, promotional apparel may spell out the university name, use alternate lettering, or use other original artwork and layouts.

All original artwork or alternate lettering must appear significantly distinct in style from the UCCS graphic mark to avoid confusion. Marks and lettering that are too similar to the official artwork will be rejected. Either use unmodified official artwork, or ensure original artwork is visually distinct.



**Official** UCCS graphicmark artwork



**Official** UCCS athletics artwork



**Official** UCCS spirit mark artwork



Visually distinct **original** artwork



These examples show artwork that is too similar to, but not an accurate reproduction of, the official UCCS graphicmark.



## Original Artwork Examples

All original artwork or alternate lettering must appear significantly distinct in style from the UCCS graphic mark to avoid confusion. The following are just a few possible simple examples of original artwork that are visually distinct from the official artwork and supportive of the UCCS brand identity.



## Official UCCS Logo Signature

The standard, full UCCS logo signature is the official logo for the University of Colorado Colorado Springs.



University of Colorado  
Colorado Springs



University of Colorado  
Colorado Springs

## Logo Color Variations

There are six different color variations: full-color, grayscale, one-color (black), full-color reverse, grayscale reverse, and one-color reverse (white).

Always use the appropriate color variation. Do not use the one-color version on a full-color document, and do not use a reverse version on a light background. Full-color is preferred.

Full-color



Grayscale



One-color (black)



Full-color reverse



Grayscale reverse



One-color reverse (white)



## Logo Arrangement Variations

The UCCS signature has four official arrangement variations: standard, bottom left, bottom center and single line. Official logo signature arrangements other than those shown below are expressly prohibited.

Standard  
*horizontal*



Bottom-left



Bottom-center



Stacked  
*vertical*

Single-line





# Standalone UCCS Graphicmark

The UCCS graphicmark (without the wordmark) is available under special circumstances and may only be used with permission from University Communications and Media Relations.

Whenever possible the full UCCS signature (graphicmark and wordmark) should be used. However, there are a select set of circumstances where the wordmark is not practical or legible.



***Under these circumstances, the graphicmark may be used as a stand-alone element:***

- Lapel pins
- Limited embroidery (hats, fronts or sleeves of polo shirts and jackets, fronts of vests, etc.)
- Select promotional items (golf balls, tees, pens, etc.)
- Event banners or flags in which the full logo is difficult to read from a distance
- Way finding signs, door plates, and large building signs



***The stand-alone UCCS graphicmark may not be used for:***

- General marketing and promotional material
- As a design element in any print or online application
- Distorted, ghosted or used as a pattern or watermark in business and marketing collateral
- As a stand-alone element for social media icons (other than the official campus account)
- Any other application without express permission from University Communications and Media Relations.

# Mountain Lion Logo

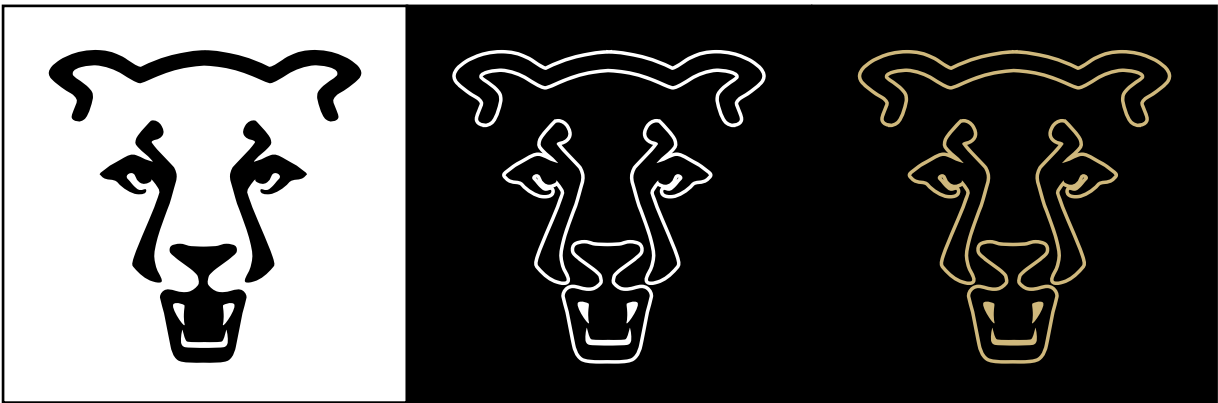
The UCCS Mountain Lion is the official mark of Intercollegiate Athletics.

Contact the brand manager with questions or artwork request at [brand@uccs.edu](mailto:brand@uccs.edu).



Standard Full-Color

Standard Full-Color



One-Color – Black

One-Color Reverse – White

One-Color Reverse – Gold



Always use appropriate color treatments

# UCCS Spirit Mark

An arched mark based on the standard UCCS graphic mark, developed specifically for athletics and school spirit use, built using a 25% arc with the proportional center height matched to the standard UCCS graphic mark.













# Spirit Mark Pairing

Athletics and school spirit use only. The graphic may be used standalone or paired with the athletics mark, or additional athletics or school spirit related text, centered beneath the mark, set in Helvetica Neue Black Condensed Oblique, typically less than the full width of the graphic mark.



# Spirit Mark Relative Sizing

When pairing the spirit mark with the Intercollegiate Athletics Mountain Lion mark, the Mountain Lion mark must be between 25% and 90% the width of the UCCS graphic mark.

				
				
133% (too large)	Maximum size is 90% the width of the UCCS mark	60%	Minimum size is 25% the width of the UCCS mark	15% (too small)

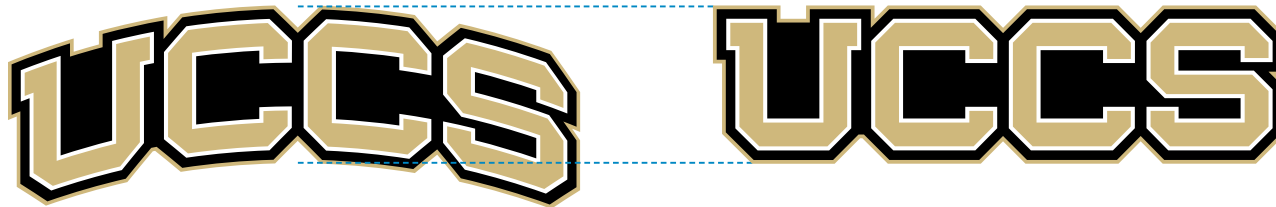


Example at 25% the width of the UCCS mark

# Spirit Mark Specifications

The UCCS Spirit Mark is built using a 25% arc with the proportional center height equal to the standard UCCS graphic mark at matching widths.

Always use official artwork. Send artwork requests to University Communications and Media Relations at [brand@uccs.edu](mailto:brand@uccs.edu).



25% arch, center height is equal to standard UCCS graphic mark at matching widths.



Arch proportions are incorrect.



Vertically disproportionate, does not match UCCS graphic mark height.



Single-color artwork is available for applications that cannot use full-color (may only be reproduced in official brand colors.)

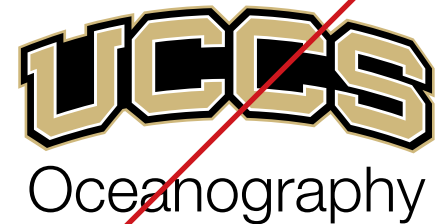
# Spirit Mark Usage

Use of the arched spirit mark is optional, and does not replace the standard UCCS graphicmark.

Do not use in place of the standard UCCS logo; do not pair with the full campus name.

Additional text should always be center-aligned under the graphic.

The arched spirit mark is for athletics and school spirit use only – absolutely no academic, administrative, or auxiliary units, offices, center, institutes, or other entities may use the mark to identify their units.



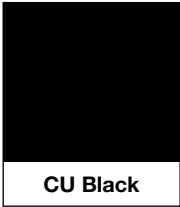


# Color Specifications

Color is an important part of our visual system. To maintain consistency in our visual identity system, it is essential to reproduce our colors accurately.



This scale is an example of how much each color should appear in proportion to other colors; primarily black and gold, with dark and light grays secondary.



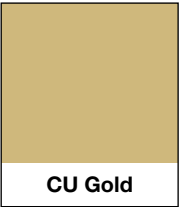
## CU Black

### FOR PRINT

PANTONE® Black  
CMYK: 0, 0, 0, 100

### FOR WEB

HEX: #000000  
RGB: 0, 0, 0



## CU Gold

### FOR PRINT

PANTONE® 4525C  
CMYK: 0, 10, 48, 22

### FOR WEB

HEX: #CFB87C  
RGB: 207, 184, 124



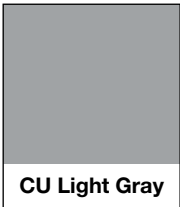
## CU Dark Gray

### FOR PRINT

PANTONE® 425C  
CMYK: 38, 28, 21, 63

### FOR WEB

HEX: #565A5C  
RGB: 86, 90, 92



## CU Light Gray

### FOR PRINT

PANTONE® 422C  
CMYK: 16, 11, 11, 29

### FOR WEB

HEX: #A2A4A3  
RGB: 162, 164, 163

# University Seal

## Official Seal

The official university seal (with Greek lettering as part of the interior design) lends authenticity to documents that emanate from the university, particularly in its corporate capacity. It is used primarily on diplomas, official transcripts, written agreements and contracts, and certification of Board of Regents actions. It is also used on the president's chain of office, the university mace, commencement programs, regent regalia, and print and electronic publications of the Board of Regents.

The offices of admissions and records on each campus are authorized to use the official seal on documents requiring authentication and containing information drawn from official records of the university.

Use of the official seal for purposes other than those described above is prohibited. The Secretary of the University and Board of Regents is the custodian of the official seal and maintains discretion as to its use.



## Commercial Seal

The commercial seal (English lettering as part of the interior design) has limited application and should not be substituted for approved university marks on business collateral (stationery, envelopes, etc.), web pages, electronic applications, print pieces, signage, vehicles or apparel. Its use is reserved for approved signage and podiums. Members of the university community have the option of using it on business cards and laboratory coats for physicians and researchers. Any other uses must be approved by the University of Colorado Brand Identity Standards Board.

