At Boise State University, we strive to perform beyond expectations in everything we do; the Blue Collar mentality. In order for us to continue to reach unprecedented heights and set new standards, the expectation for excellence in every facet of our athletic department merges with consistency: consistent action equates to consistent results.

The Boise State brand, and specifically the Bronco Head logo, is one of the most recognizable in collegiate athletics. Our brand is based on being different and innovative. Our brand is our student-athletes who tell our story, and all those who Bleed Blue. Defined by our achievements, we remind others of our athletics prominence through the consistent use of our unique trademarks.

As Boise State continues to grow on and off the field of play, our brand identity becomes increasingly important. The contents of this guide are intended to educate you on the department’s brand identity standards. These guidelines will effectively empower Bronco Nation to contribute to our journey to longstanding prestige.

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# PRIMARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>Blue</th>
<th>Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE</td>
<td>PMS 286 C</td>
<td>PMS 172 C</td>
</tr>
<tr>
<td>CYMK</td>
<td>C 100 Y 66 M 0 K 2</td>
<td>C 0 Y 75 M 95 K 0</td>
</tr>
<tr>
<td>RGB</td>
<td>R 0 G 51 B 160</td>
<td>R 250 G 70 B 22</td>
</tr>
<tr>
<td>WEB</td>
<td>0033A0</td>
<td>FA4616</td>
</tr>
</tbody>
</table>

# SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>White</th>
<th>Light Gray</th>
<th>Dark Gray</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE</td>
<td>No Ink (or use opaque white)</td>
<td>PANTONE Cool Gray 3C</td>
<td>PANTONE Cool Gray 11C</td>
<td>PANTONE Process Black</td>
</tr>
<tr>
<td>CYMK</td>
<td>C 0 Y 0 M 0 K 0</td>
<td>C 0 Y 0 M 0 K 17</td>
<td>C 0 Y 0 M 2 K 68</td>
<td>C 100 Y 100 M 100 K 100</td>
</tr>
<tr>
<td>RGB</td>
<td>R 255 G 255 B 255</td>
<td>R 200 G 201 B 199</td>
<td>R 83 G 86 B 90</td>
<td>R 0 G 0 B 0</td>
</tr>
<tr>
<td>WEB</td>
<td>FFFFFF</td>
<td>C8C9C7</td>
<td>53565A</td>
<td>0000000</td>
</tr>
</tbody>
</table>
**PRIMARY LOGOS I CORRECT USAGE**

All university marks must have a clear zone on all sides equal to half its size to ensure its visibility and impact. No graphic elements of any kind should invade this space.

**ONE-COLOR VARIATIONS**

Whenever possible, the full three-color logo is preferred. There are one-color options to use depending on the background color on which the logo is being placed. If using a background color not shown here, use the version of the logo with the outer stroke that provides the most contrast with the background color.

The University B is used for academic purposes only.

**WORD MARK LOGOS**

**TWO-COLOR VARIATIONS**

**ONE-COLOR VARIATIONS**

BOISE STATE WORD MARK
- Marketing Materials
- Apparel / Equipment
- This font may not be used to create other words. Only BOISE STATE and BRONCOS.

BRONCOS WORD MARK
- Marketing Materials
- Apparel / Equipment
- Do not use the Broncos word mark by itself without the Bronco head logo.

The logos and word marks are registered trademarks of Boise State and must include the ™ designation whenever they are used.

On black, visibility may be compromised. Refer to BRONCOS two-color option for example of white outline option.
SPORT AND DEPARTMENT MARKS

The smaller font can change to a specific sport or department. Contact Creative Services for logo creation.

Equal spacing between each component is required.

STACKED LOCKUP

Please incorporate athletic mark or primary Bronco logo with bleed blue word mark; it should not stand alone.
FOOTBALL HELMETS
BLUE, WHITE AND ORANGE

The bronco head is only featured on the right side of the helmet.

Only the following numbers should be used when displaying the left side of the helmet - number one (1), the current year, or the year of University establishment (32).

INCORRECT LOGO USAGE

Do not attach word marks to logo
Do not use vintage marks
Do not alter the logo with any special effects

Do not use B. For academic use only
Do not tilt or turn the Bronco logo
Do not reflect the Bronco logo to face left and make mouth white

Do not alter the colors of the Bronco logo
The color of the eye should remain white
The color of the Bronco mouth should not be the same as the color of the eye

Do not reverse the colors of the Bronco logo
Do not stretch, pull, squeeze, or alter the shape of the Bronco logo
Do not use Bronco logo on a dark background without a white outline
BOISE STATE ATHLETICS BRAND COMMITTEE

Boise State University has delegated the responsibility for this program to Boise State Trademark and Licensing. A formal Licensing program has been established to ensure University control of its identity, facilitate the process of securing authorization for legitimate third party uses, and to ensure that the University secures a legitimate royalty from the promotional use of the marks.

Reproduction of any logos or word marks is prohibited without the approval of Boise State University.

The Brand Committee for Boise State Athletics will guide the use of our logos and colors for our teams, departments and facilities. Our goal is to ensure proper use across our departments to maintain a consistent look.

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