## Colorado State University

**Current Revision Date:** 07/29/21

| Established: | 1870 | Location: | Fort Collins, CO | Nickname: | Rams |
| Mascot Name: | CAM the Ram | Conference: | NCAA Div. I - Mountain West |

### Verbiage

- **Colorado State® University**  
- **Colorado State®**  
- **Colorado State® Rams™**  
- **Colorado A&M™**  
- **CAM™**  
- **CSU™**

### Wordmarks

- **Colorado State**
- **CSU**

### Colors

- **Green**  
  - PANTONE 357  
  - CMYK: 92, 18, 94, 61 | RGB: 30, 77, 43  
  - MADEIRA Rayon: 1103 | RA: 2323

- **Gold**  
  - PANTONE 617  
  - CMYK: 11, 6, 64, 13 | RGB: 200, 195, 114  
  - MADEIRA Rayon: 1193 | RA: 2250

### Approved Colors

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

### ADDITIONAL PERTINENT INFORMATION

- NOTE: The marks of Colorado State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.