

PRIMARY SHIELD



Utilize in majority of applications

Light Background



Dark Background

ALT SHIELD



Utilize when needed on a busy background or photo

Light Background



Dark Background

BRAND COLORS

BLACK PMS Black C • CMYK: 60 40 40 100 • #000000

WHITE White • CMYK: 0 0 0 0 • #FFFFFF

CHROME GRADIENT

SILVER GRAY PMS Cool Gray 2C • CMYK: 19 13 15 0 • #cccfce

BASIC APPLICATIONS



1. Always leave space around the Mark; 2. Use primary mark (without background shield) in majority of applications; 3. Blurred, neutral drop shadow is ok on busy backgrounds (offset .1 / blur .125); 4. Single color, primary mark on helmets & equipment; 5. Primary mark with background shield can be used over photography or complex backgrounds

SCHOOL COLORS - USE SINGLE COLOR MARK WHEREVER POSSIBLE



Boise State Colorado State Fresno State Gonzaga Oregon State San Diego State Texas State Utah State Washington State

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