



BOISE STATETM
ATHLETICS

BRAND STANDARDS

THE BOISE STATE BRAND

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 standards become increasingly important. The contents of this guide are intended to educate you on the department's graphic identity - made up of our logos, colors, typography and more - and show how consistent use of our graphic identity will effectively strengthen the athletics brand.

CONTENTS

- 5** COLORS
- 6** LOGOS
- 7** WORD MARKS
- 10** TYPEFACE AND FONTS
- 12** HELMETS
- 13** INCORRECT LOGOS
- 15** TRADEMARK LICENSING





PRIMARY COLORS

BLUE



PMS 286 C

PANTONE
MERCHANDISE

CYMK

PRINT

C 100
Y 80
M 0
K 12

RGB

DIGITAL

R 0
G 51
B 160

WEB

0033A0

ORANGE



PMS 172 C

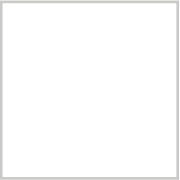
C 0
Y 80
M 98
K 0

R 214
G 67
B 9

D64309

SECONDARY COLORS

WHITE



PANTONE
MERCHANDISE

No Ink
(or use opaque white)

CYMK

PRINT

C 0
Y 0
M 0
K 0

RGB

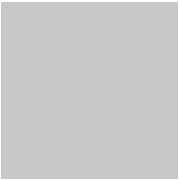
DIGITAL

R 255
G 255
B 255

WEB

FFFFFF

LIGHT GRAY



PANTONE
Cool Gray
3C

C 0
Y 0
M 0
K 17

R 200
G 201
B 199

C8C9C7

DARK GRAY



PANTONE
Cool Gray
11C

C 0
Y 0
M 2
K 68

R 83
G 86
B 90

53565A

BLACK



PANTONE
Process
Black

C 100
Y 100
M 100
K 100

R 0
G 0
B 0

000000

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.

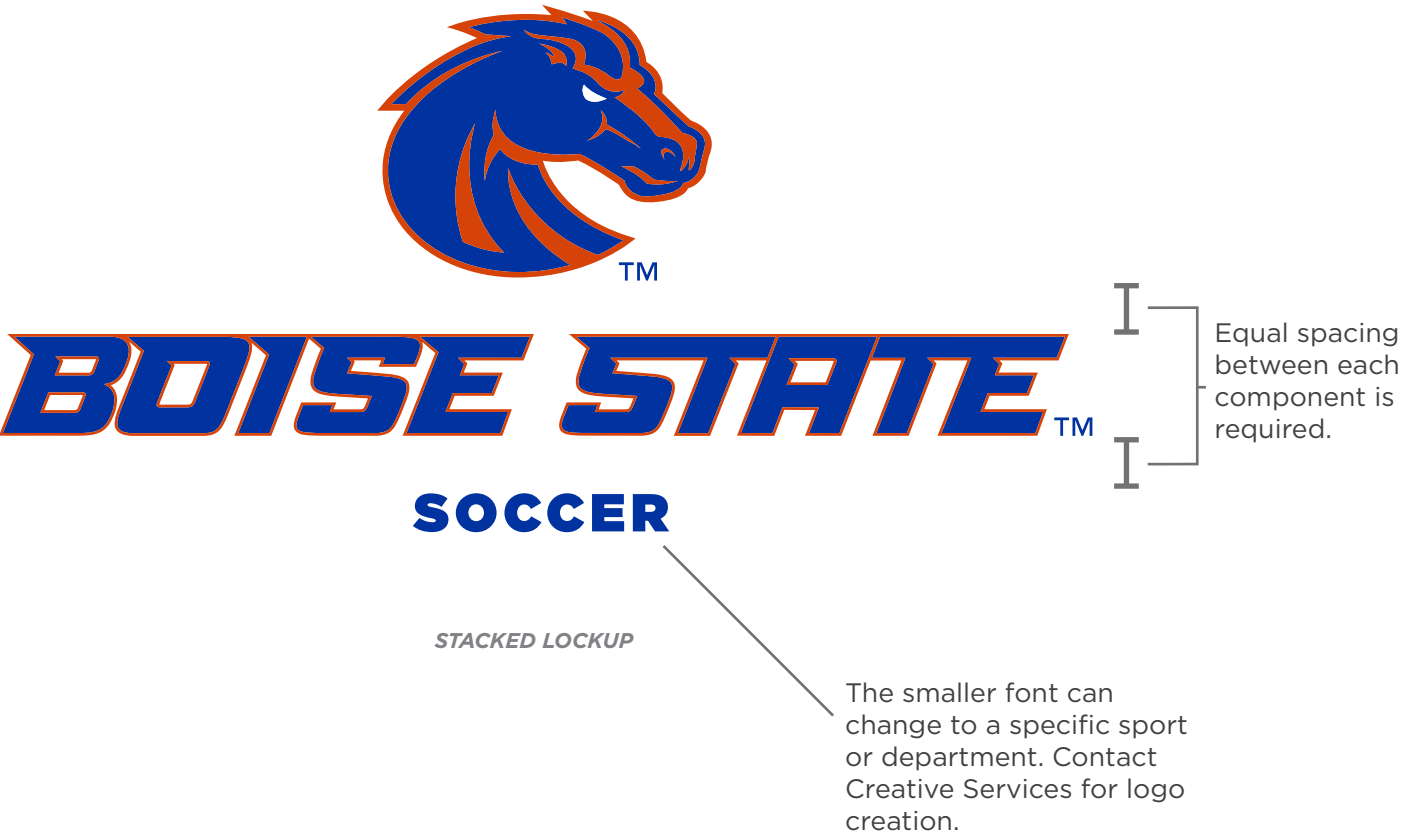
BRONCOS WORD MARK

- 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 TM 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



BLEED BLUE WORD MARK

PRIMARY MARK



SECONDARY MARKS



COLOR VARIATIONS



PRIMARY TYPEFACE AND WORD MARKS

BOISE STATE™

BRONCOS™

BOISE STATE™

BRONCOS™

PRIMARY NUMBER TYPEFACE - OUTLINED

1 2 3 4 5
6 7 8 9 0 ***0 0 0***

ONE-COLOR VARIATION

1 2 3 4 5
6 7 8 9 0 ***0 0 0***

Number typeface to be used on uniforms or in design when used in reference to uniform numbers. Not to be used as a font in dollar amounts, dates, quantities, etc.

PRIMARY FONT

GOTHAM

OFFICIAL FONT OF BOISE STATE UNIVERSITY

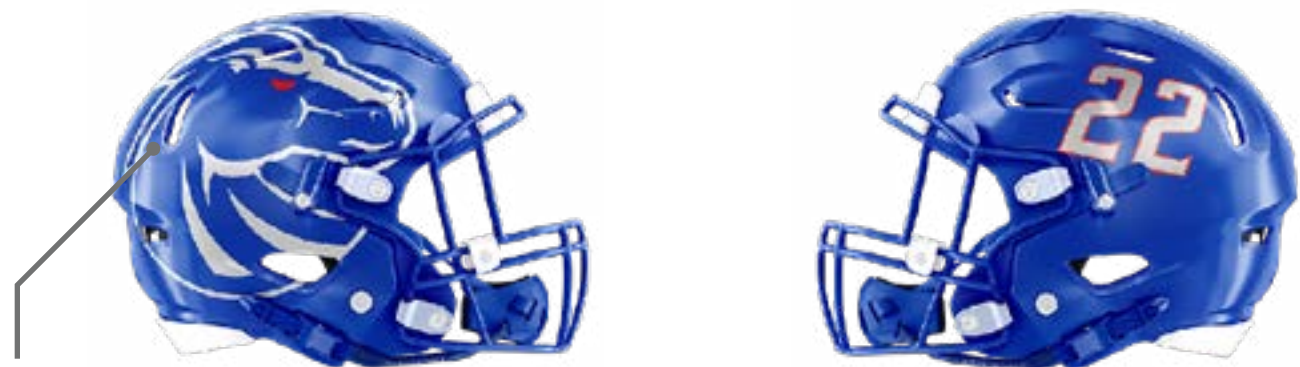
VARIATIONS:

THIN ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	LIGHT ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789 BOOK ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	BLACK CONDENSED ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
EXTRA LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	MEDIUM ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789 BOLD ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	EXTRA BLACK CONDENSED ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	THIN CONDENSED ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	ULTRA CONDENSED ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
BOOK ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	LIGHT CONDENSED ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	
MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	BOOK CONDENSED ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	
BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	MEDIUM CONDENSED ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	
BLACK ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	BOLD CONDENSED ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	
THIN ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	BOOK CONDENSED ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	BLACK CONDENSED ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
EXTRA LIGHT ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ 0123456789	MEDIUM CONDENSED ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	EXTRA BLACK CONDENSED ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
	BOLD CONDENSED ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	ULTRA CONDENSED ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Contact the athletics marketing office for access to Gotham font.

FOOTBALL HELMETS

BLUE, WHITE, BLACK 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 use Bronco logo on a dark background without a white outline



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 alter the logo with any special effects



BOISE STATE TRADEMARK LICENSING AND ENFORCEMENT

Boise State University has delegated the responsibility for managing, licensing, and protecting the University Trademarks to the Trademark Licensing Specialist within the Office of Communications and Marketing. 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 trademark licensing office for Boise State University will guide the use of logos and colors for the teams, departments and facilities in the athletic department with the goal of ensuring proper use across all areas of the organization.

Spencer Jahn
Trademark Licensing Specialist spencerjahn@boisestate.edu 208.426.1358

Boise State Trademark Licensing and Enforcement
1910 University Drive
Boise, ID 83725-1060
boisestate.edu/licensing
licensing@boisestate.edu

BRONCOSPORTS.COM/BRANDSTANDARDS



BRONCOS™

