

OVERVIEW

The CU Denver Lynx was introduced as CU Denver’s spirit identity in 2013 after an extensive initiative on behalf of the student body. It is an expression of our pride and enthusiasm, and a symbol of our brand values and personality. **The spirit identity is not a replacement for CU Denver’s official logo or identity**, and should only be used to reinforce—rather than conflict with—our mission, identity and brand.

COLORS



CU Black
PMS Professional Black
C:0 / M:0 / Y:0 / K:100
R:0 / G:0 / B:0
#000000



CU Gold
PMS 466
C:0 / M:10 / Y:48 / K:22
R:207 / G:184 / B:124
#CFB87C



Lynx Gray
PMS 422
C:16 / M:11 / Y:11 / K:29
R:162 / G:164 / B:163
#A2A4A3

USAGE AND BEST PRACTICES

- + **DO** use the correct, official spirit identity/character illustration artwork for all placements
- ✗ **DO NOT** use as a replacement for CU Denver’s official logo or identity
- + **DO** receive prior approval from University Communications for all spirit mark and/or character illustration placements.
- ✗ **DO NOT** “dress” the character illustration
- ✗ **DO NOT** combine with other logos or graphics into a single element—including the official university logo
- ✗ **DO NOT** alter, separate, replace, add or remove spirit mark/illustration elements
- ✗ **DO NOT** reposition or change spirit mark/illustration proportions
- ✗ **DO NOT** recolor or redesign our spirit marks or character illustration
- ✗ **DO NOT** add special effects or adornments

NAME

First reference:	University of Colorado Denver Lynx
Second/subsequent references:	CU Denver Lynx, the Lynx, Milo the Lynx, Milo
Singular vs. plural:	Always use “Lynx”
Capitalization:	Always use a capital “L” when referring to our spirit identity or mascot

Unacceptable: UCD Lynx, CU Milo, UC Denver Lynx



GRAPHIC ELEMENTS

The CU Denver spirit identity includes two approved **spirit marks** and one **character illustration**. In general, their use is limited to the following. **All uses must receive prior approval from University Communications before going into production.**

USE	PRIMARY MARK	SECONDARY MARK	CHARACTER ILLUSTRATION
Club sports / team marketing	+	+	+
Undergraduate recruitment			+
Retail / fan apparel and merchandise	+	+	+
Giveaways and promotional items	+	+	+
Spirit Thursday apparel	+	+	+
Spirit-focused events (new student orientation, move-in day, etc.)			+
Replacement for official CU Denver logo or identity	✗	✗	✗
Formal stationery or business cards	✗	✗	✗
Employee uniforms or work apparel* (other than on Spirit Thursday)	✗	✗	✗

*Club Sports and Lynx Center may use spirit marks as part of their uniforms and work apparel.

PRIMARY MARK

SECONDARY MARK

CHARACTER ILLUSTRATION

color variations

For questions and access to spirit identity artwork, contact us at brand@ucdenver.edu.

For mascot appearance requests, contact clubsports@ucdenver.edu.