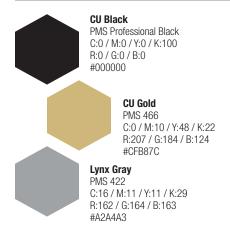
### **OVERVIEW**

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



## **USAGE AND BEST PRACTICES**

- D0 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
- For questions and access to spirit identity artwork, contact us at **brand@ucdenver.edu**.
- For mascot appearance requests, contact clubsports@ucdenver.edu.

### 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		
	HOD Lymy OH Mile		

Unacceptable: UCD Lynx, CU Milo, UC Denver Lynx







CHADACTED

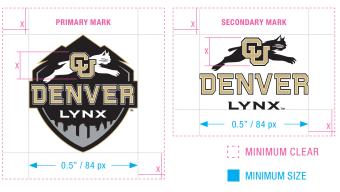
# **GRAPHIC ELEMENTS**

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	MARK	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	8	8	8
Formal stationery or business cards	8	8	8
Employee uniforms or work apparel* (other than on Spirit Thursday)	8	8	8

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

CECUNDARY



color variations



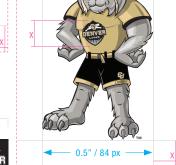












CHARACTER ILLUSTRATION