



# Boise State

Current Revision Date: 09/26/17

**Established:** 1932

**Location:** Boise, ID

**Mascot:** Broncos

**Mascot Name:** Buster Bronco

**Conference:** Mountain West Conference

### Verbiage

Boise State University™  
Boise State™  
Boise State Broncos™  
Broncos™  
Bronco Nation™  
Blue Turf™

The Blue™

### Clear Space



- Clear space is required around academic marks
- X = total height of the mark

Blue	Orange	Light Gray	Dark Gray	White	Black
<b>PANTONE 286 C</b> C: 100 M: 66 Y: 0 K: 2 MADEIRA: 1134 RA: 2302	<b>PANTONE 172 C</b> C: 0 M: 75 Y: 95 K: 0 MADEIRA: 1378 RA: 2397	<b>PANTONE Cool Gray 3 C</b> MADEIRA: 1011 RA: 2592	<b>PANTONE Cool Gray 11 C</b> MADEIRA: 1172 RA: 2396	<b>White</b> MADEIRA: 1001 RA: 1801	<b>PANTONE Process Black C</b> MADEIRA: 1000 RA: 1800

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

### Primary Mark

- Blue/Orange with white eye and orange mouth
- White outline optional (except on orange; see marks 6-10)



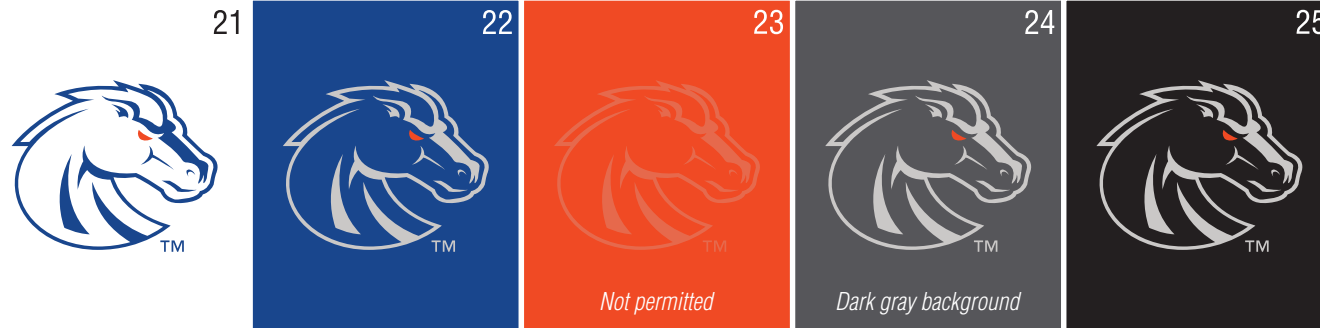
### Secondary Mark

- Blue/Silver with orange eye and silver mouth



### Two-Color Mark (White)

- All two-color marks are to be used only as displayed. Do not attempt to use a mark on any background other than the one on which it is currently shown.
- Eye must remain orange



### One-Color Mark

- Marks 28 & 29 not recommended for screenprinting
- Not limited to black and white; available in school colors
- May be available in/on fashion colors; subject to school approval





# Boise State

Current Revision Date: 09/26/17

## Boise State Word Mark

- Do not separate or attempt to create any additional words



34

35

36



37



38



39

## Broncos Word Mark

- If using a word mark with the Bronco logo, use BOISE STATE



40

41

42



43



44



45

## Helmet Marks/Mascot Mark

- Helmet marks must always be facing right
- Mascot mark intended for use on Youth products



46



47



## University Seal

- Can only be reproduced in blue, black or grey or foil-stamped in the approved colors of silver and bronze. In some instances, a darker blue, or other colors, may be permissible, with approval from licensing@boisestate.edu



49



Allowed in white over colors from official palette.

50

## Primary Academic Mark



51

52

53



54



55



56

## Stacked Academic Mark



57

58

59



60



61



62

## Left Aligned Academic Mark



63

64

65



66



67



68

## "B" Academic Mark



69

70

71



72



73



74

## ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (only for use on graduation products; reviewed on a case-by-case basis)
- No alterations or overlaying graphics on university marks permitted
- University licenses consumables (must have expiration date on packaging)
- University permits numbers on products for resale (0, 00, 1, 01, 32, and current graduation year permitted)
- Mascot caricatures permitted (reviewed on a case-by-case basis)
- 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
- Replica jerseys and tees are not permitted - Nike exclusive