Established: 1932  
**Location:** Boise, ID  
**Mascot:** Broncos

**Mascot Name:** Buster Bronco  
**Conference:** Mountain West Conference

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### Boise State University Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Verbiage</th>
<th>Clear Space</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Approved</strong></td>
<td>Boise State University™</td>
<td>X = total height of the mark</td>
</tr>
<tr>
<td><strong>Not permitted</strong></td>
<td>Boise State Broncos™</td>
<td>Not permitted for screenprinting</td>
</tr>
<tr>
<td><strong>Not recommended</strong></td>
<td>Broncos™</td>
<td>Not recommended for screenprinting</td>
</tr>
<tr>
<td><strong>Not limited</strong></td>
<td>Bronco Nation™</td>
<td>Not recommended for screenprinting</td>
</tr>
<tr>
<td><strong>Not limited</strong></td>
<td>Blue Turf™</td>
<td>Not recommended for screenprinting</td>
</tr>
</tbody>
</table>

### University Colors

- **Blue**
  - PANTONE 286 C
  - Madeira: 1134
  - RA: 2302

- **Orange**
  - PANTONE 172 C
  - Madeira: 1172
  - RA: 2396

- **Dark Gray**
  - PANTONE Cool Gray 11 C
  - Madeira: 1011
  - RA: 2592

- **White**
  - PANTONE Cool Gray 3 C
  - Madeira: 1001
  - RA: 1801

- **Black**
  - PANTONE Process Black C
  - 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.*

### Marks

- **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

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**NOTE:** The marks of the Boise State University are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.
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

Boise State Word Mark
• Do not separate or attempt to create any additional words

Broncos Word Mark
• If using a word mark with the Bronco logo, use BOISE STATE

Helmet Marks/Mascot Mark
• Helmet marks must always be facing right
• Mascot mark intended for use on Youth products

Primary Academic Mark

Stacked Academic Mark

Left Aligned Academic Mark

“B” Academic Mark

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

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