


## APPENDIX B









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 <h3 style="margin: 0;">University of Colorado Anschutz Medical Campus</h3> <p style="margin: 0;">Current Revision Date: 6/29/15</p>	<p style="text-align: center; margin: 0;">Verbiage</p> <p style="margin: 0;">University of Colorado Anschutz Medical Campus,¢ CU Anschutz,¢ Anschutz Medical Campus,¢</p>	
<p><b>Established:</b> N/A      <b>Location:</b> Aurora, Colorado      <b>Nickname:</b> N/A</p> <p><b>Mascot Name:</b> N/A      <b>Conference:</b> N/A</p>		
Gold	Black	White
<b>PANTONE 4525</b> MADEIRA: 1305 POLYNEON: 1939	<b>PANTONE PROCESS BLACK</b> MADEIRA: 1000 POLYNEON: 1800	<b>WHITE</b> MADEIRA: 1001 POLYNEON: 1801
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.		

Institutional Marks (Minimum size for embroidery = 0.5" tall)

<p>1</p>  <p style="font-size: x-small;">University of Colorado Anschutz Medical Campus</p>	<p>2</p>  <p style="font-size: x-small;">University of Colorado Anschutz Medical Campus</p>
<p>3</p>  <p style="font-size: x-small;">University of Colorado Anschutz Medical Campus</p>	<p>4</p>  <p style="font-size: x-small;">University of Colorado Anschutz Medical Campus</p>



Institutional Marks (Minimum size for embroidery = 0.5" tall)

<p>9</p>  <p style="font-size: x-small;">University of Colorado <b>Anschutz Medical Campus</b></p>	<p>10</p>  <p style="font-size: x-small;">University of Colorado <b>Anschutz Medical Campus</b></p>
<p>11</p>  <p style="font-size: x-small;">University of Colorado <b>Anschutz Medical Campus</b></p>	<p>12</p>  <p style="font-size: x-small;">University of Colorado <b>Anschutz Medical Campus</b></p>
<p>13</p>  <p style="font-size: x-small;">Anschutz</p>	<p>14</p>  <p style="font-size: x-small;">Anschutz</p>
<p>15</p>  <p style="font-size: x-small;">Anschutz</p>	<p>16</p>  <p style="font-size: x-small;">Anschutz</p>

Institutional Marks (Minimum size for embroidery = 1.0" tall)

<p>5</p>  <p style="font-size: x-small;">University of Colorado Anschutz Medical Campus</p>	<p>6</p>  <p style="font-size: x-small;">University of Colorado Anschutz Medical Campus</p>	<p>7</p>  <p style="font-size: x-small;">University of Colorado Anschutz Medical Campus</p>	<p>8</p>  <p style="font-size: x-small;">University of Colorado Anschutz Medical Campus</p>
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University Seal

<p>17</p> 	<p>18</p> 
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The inscription should not be used when the reproduction of the commercial seal is less than the size of a quarter (1.0" DIA) and/or if the inscription is unreadable.

<b>ADDITIONAL PERTINENT INFORMATION</b>	<ul style="list-style-type: none"> <li>University seal permitted on products for resale (Contact university for special approval)</li> <li>No alterations or overlaying graphics to seal permitted (Removal of inscription only)</li> <li>No Overlaying / intersecting graphics permitted with seal</li> <li>University licenses consumables</li> <li>University licenses health and beauty products</li> <li>University permits numbers on products for resale.</li> <li>No Mascot marks or caricatures permitted (Contact university for special approval)</li> </ul>	<ul style="list-style-type: none"> <li>Cross licensing with other marks may be permitted (Contact university for special approval)</li> <li>No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations</li> <li>No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks</li> <li>The primary typeface for CU Denver is Neue Helvetica.</li> </ul>
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PAGE 1      NOTE: The marks of University of Colorado are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF COLORADO shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.