


APPENDIX B

UNIVERSITY OF COLORADO is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

 UNIVERSITY OF COLORADO BUFFALOES Current Revision Date: 4/28/16	Verbiage	
	University of Colorado Buffaloes™ University of Colorado © Colorado Buffaloes © Colorado © CU © C-Unit™ Buffaloes™	Golden Buffaloes™ Buffs © Ralphie ©
Established: 1876 Mascot Name: BUFFALO	Location: BOULDER, CO Conference: PAC-12	Nickname: RALPHIE
Gold	Black	White
PANTONE 4525 MADEIRA: 1305 POLYNEON: 1939	PANTONE PROCESS BLACK MADEIRA: 1000 POLYNEON: 1800	WHITE 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.		



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.

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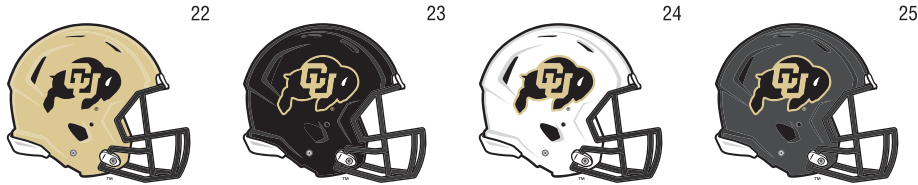
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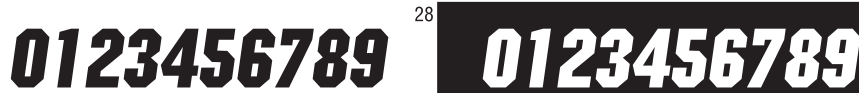
Helmet Marks



Shoulder to Shoulder Marks



Numeral Pattern



Colorado National Golf Club



CU Boulder Marks



University of Colorado Boulder



University of Colorado Boulder

University Seal



If the reproduction of the commercial seal is less than the size of a quarter and/or the inscription is unreadable, the inscription should not be used.

ADDITIONAL PERTINENT INFORMATION

- University seal ONLY permitted on products for resale:
- NO alterations to the seal permitted:
- NO overlaying / intersecting graphics permitted with seal:
- University licenses consumables:
- University licenses health & beauty products:
- University permits numbers on products for resale:
- Mascot caricatures permitted:

- Cross licensing with other marks permitted:
- NO USE of current player's 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.
- Any company printing for the Alumni Association or Student Groups should be licensed through CLC and all others (for internal consumption only) the limited license agreement can be processed through CU Dept. of Licensing.

- The retired jersey numbers (#11, #24, #67 for football and #20, #22 for men's basketball) cannot be used on replica jerseys.
- The primary typeface for the CU Athletic Dept. is ITC Machine (9° skew) and the secondary typeface is Berthold Akzidenz.

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