


## APPENDIX B

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 <h1 style="margin: 0;">University of Denver</h1> <p style="margin: 0;">Current Revision Date: 08/23/18</p>			<b>Athletic Conferences</b>	
<b>Established:</b> 1864	<b>Location:</b> Denver, Colorado	<b>Mascot:</b> Pioneers	<b>The Summit League</b> – Basketball, Swimming and Diving, Tennis, Golf, Volleyball, Soccer <b>NCHC</b> (National Collegiate Hockey Conference) –Hockey <b>Big Twelve</b> – Gymnastics affiliate <b>Big East Conference</b> – Men’s and Women’s Lacrosse affiliate <b>RMISA</b> (Rocky Mountain Intercollegiate Ski Association) – Skiing	
<b>Mascot Name:</b> N/A		<b>Conference:</b> The Summit League		
<b>Crimson</b>		<b>Gold</b>		<b>Black</b>
<b>PANTONE 202 C</b> MADEIRA Rayon: 1182 MADEIRA Polyneon: 1981		<b>PANTONE 873 C</b> MADEIRA: 1126 RA: 1730		<b>PANTONE Process Black C</b> MADEIRA Rayon: 1000 MADEIRA Polyneon: 1800
White MADEIRA Rayon: 1001 MADEIRA 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.				

### Primary Marks



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### Primary Division Marks



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### Secondary Division Marks



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### Recreation Marks



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### University Mark



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### Campaign Mark



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<b>ADDITIONAL PERTINENT INFORMATION</b>	<ul style="list-style-type: none"> <li>University seal permitted on products for resale (reviewed on a case-by-case basis)</li> <li>No alterations or overlaying graphics to seal permitted</li> <li>University licenses consumables (must have expiration date on packaging)</li> <li>University licenses health and beauty products</li> <li>University permits numbers on products for resale</li> <li>Cross licensing with other marks may be permitted with an additional agreement</li> </ul> <ul style="list-style-type: none"> <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 is City Bold and the secondary typeface is City Medium and City Light.</li> </ul> <p style="font-size: small; color: red;">*Program Specific marks are available. Please contact Kristina Norton at Kristina.Norton@du.edu for use.</p>
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PAGE 1/1 NOTE: The marks of University of Denver are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF DENVER 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.