

APPENDIX B

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

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DECEMBER 9, 2013

THE UNIVERSITY OF ARIZONA WILDCATS®



PRIMARY MARKS							
Primary marks may not be reversed out on dark backgrounds. They may only be used in the ways shown below. Primary and Secondary Marks may be used in fashion colors, but must adhere to the general guidelines provided by the Arizona Department of Trademarks and Licensing. For additional approved uses of the primary marks, please visit the Arizona Trademarks and Licensing Website at www.licensing.arizona.edu .							
1	2	3	4	5	6	7	8
SECONDARY MARKS				FOOTBALL HELMET			
9	10	11	12	13	14	15	16
BASKETBALL MARKS							
17	18	19	20	21	22	23	24

COLOR INFORMATION			
You must use the approved university colors or the *PANTONE* colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE* is a registered trademark of PANTONE, Inc.			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
RED BLUE COPPER WHITE	PANTONE 200 PANTONE 291 PANTONE 876 WHITE	MADEIRA 1147 MADEIRA 1242 MADEIRA COPPER 2 WHITE	POLYNEON 1747 POLYNEON 1742 WHITE
RED	BLUE	COPPER	

VERBIAGE	GENERAL INFORMATION
The University of Arizona® Arizona® Wildcats™ Arizona Wildcats®	Cats® Bear Down® ZONAZOO® (special license type required)
When the words Arizona and Wildcats are stacked, Arizona requires a ® and Wildcats requires a TM. When Arizona Wildcats is on one line, just a ® is needed after Wildcats.	LOCATION: TUCSON, AZ MASCOT: WILDCATS MASCOT NICKNAME: WILBUR, WILMA ESTABLISHED DATE: 1885 CONFERENCE: PAC 12 *BEAR DOWN ARIZONA* Fight song is available and issued through the Arizona Department of Trademarks and Licensing

STATE MARKS												
24	25	26	27	28	29	30	31	32	33	34	35	36
37	STATE MARKS					38	39	40	41	42	43	

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University licenses consumables:	X	X	_____
• University licenses health & beauty products:	X	X	_____
• University permits numbers on products for resale:	X	X	_____
• Mascot caricatures permitted:	X	X	_____
• Cross licensing with other marks permitted:	X	X	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.	X	X	_____
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			_____
• Friz Quadrata is the official font of The University of Arizona®.			_____
• Never use just "University of Arizona®".			_____
• The image of Old Main (including logos, photographs, renderings, paintings, etc.) is a federally registered trademark of the University of Arizona and may not be used without prior written authorization from The University of Arizona's Office of Trademarks and Licensing.			_____

NOTE: The marks of The University of Arizona 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 THE UNIVERSITY OF ARIZONA 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.