

## APPENDIX B

THE UNIVERSITY OF KANSAS 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.

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JULY 29, 2013

# THE UNIVERSITY OF KANSAS JAYHAWKS



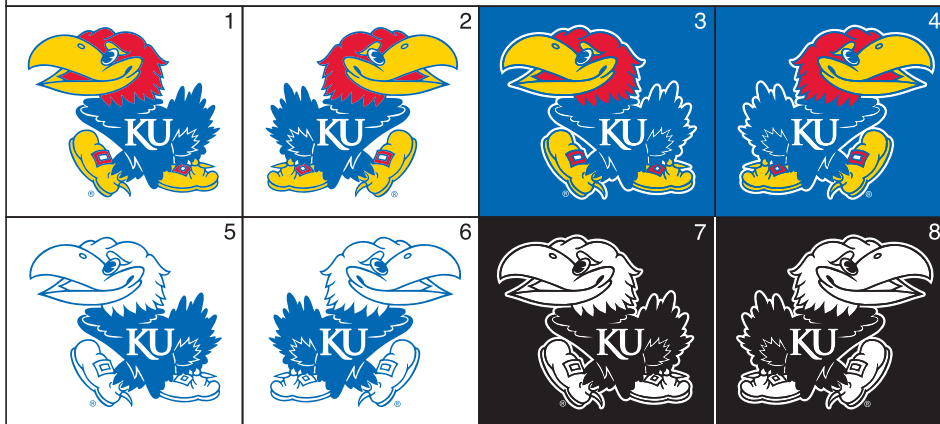
### JAYHAWK LOGO AND REPRODUCTION GUIDELINES

The Jayhawk logo should be depicted in four colors whenever possible. Requests for exceptions to this policy should be directed to the trademark licensing office.

If utilizing two colors, blue and white is the preferred presentation (as shown below). Black and white is acceptable for certain applications, but normally limited to print.

Depending on the garment and application, the logo may be placed on a white block, circle or outline to maintain the correct color presentation on certain products. A white outline around the logo is also acceptable.

Wood, metal, or glass etching/engraving: Depending on the raw materials, the instructions for these materials may vary. The simple rule is that the body of the jayhawk logo, the pupil of the eye, and the outline details should always appear dark. As an example, if etching a piece of glass whereby the etched location becomes white or light, the etching should occur to the white areas of the two-color presentation.



### 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	
BLUE	PANTONE 293	MADEIRA 1134	RA 2619
RED	PANTONE 186	MADEIRA 1147	RA 2263
YELLOW	PANTONE 116	MADEIRA 1069	RA 2466
GRAY	PANTONE 430	MADEIRA 1040	RA 2618
BLACK	PANTONE PROCESS BLACK	BLACK	BLACK
WHITE	WHITE	WHITE	WHITE

BLUE RED YELLOW GRAY BLACK

### VERBIAGE

The University of Kansas ®  
(Use "THE" when possible)  
KU ®  
Kansas Jayhawks ®  
Jayhawks ®  
The Crimson and the Blue™  
Kansas ®  
Beak 'Em Hawks™

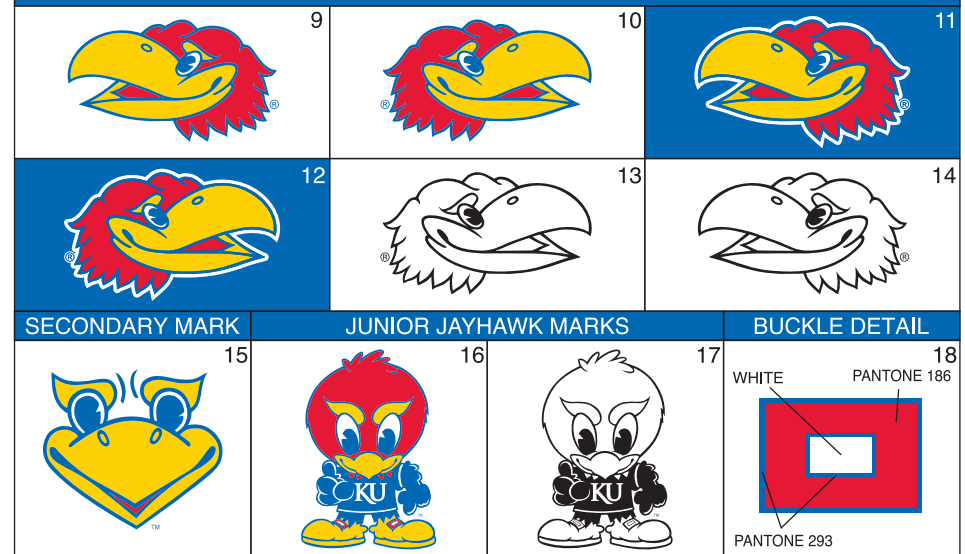
Rock Chalk Jayhawk®  
University of Kansas, Edwards Campus™  
University of Kansas Medical Center™  
University of Kansas School of Medicine  
Wichita™  
Allen Fieldhouse ®  
Kivisto Field ®

### GENERAL INFORMATION

LOCATION:  
LAWRENCE, KS  
MASCOT:  
JAYHAWKS  
MASCOT NICKNAME:  
BIG JAY, BABY JAY

ESTABLISHED DATE:  
1865  
CONFERENCE:  
BIG 12

### SECONDARY MARKS



### ADDITIONAL PERTINENT INFORMATION

	Yes	No	Restrictions
• University seal permitted on products for resale:	—	—	N/A
• Alterations to seal permitted:	—	—	N/A
• Overlaying / intersecting graphics permitted with seal:	—	X	—
• University licenses consumables:	X	—	On a case by case basis.
• University licenses health & beauty products:	X	—	On a case by case basis.
• University permits numbers on products for resale:	X	—	On a case by case basis.
• Mascot caricatures permitted:	X	—	On a case by case basis.
• Cross licensing with other marks permitted:	X	—	—
• 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.	—	—	—

NOTE: The marks of The University of Kansas 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 KANSAS 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.

## APPENDIX B

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# THE UNIVERSITY OF KANSAS JAYHAWKS



WORD MARKS	
19	20
21	22
HELMET MARKS	
23	24
INSTITUTIONAL MARKS	
25	26
May also be used in all blue.	

VERBIAGE	GENERAL INFORMATION
The University of Kansas ® KU ® Kansas Jayhawks ® Jayhawks ® The Crimson and the Blue™ Kansas ® Beak 'Em Hawks™	Rock Chalk Jayhawk® University of Kansas, Edwards Campus™ University of Kansas Medical Center™ University of Kansas School of Medicine Wichita™ Allen Fieldhouse ® Kivisto Field ®
	LOCATION: LAWRENCE, KS MASCOT: JAYHAWKS MASCOT NICKNAME: BIG JAY, BABY JAY
	ESTABLISHED DATE: 1865 CONFERENCE: BIG 12

INSTITUTIONAL MARKS		
27	28	29
	31	
THE UNIVERSITY OF KANSAS	THE UNIVERSITY OF KANSAS	Clear Space Clear space requirements must be observed, except in special, pre-approved circumstances. = 1/2 X X = height of the KU Logo
May also be used in all blue.		

COLOR INFORMATION		
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BLUE RED YELLOW GRAY BLACK WHITE	PANTONE 293 PANTONE 186 PANTONE 116 PANTONE 430 PANTONE PROCESS BLACK WHITE	MADEIRA 1134 RA 2619 MADEIRA 1147 RA 2263 MADEIRA 1069 RA 2466 MADEIRA 1040 RA 2618 BLACK WHITE
BLUE	RED	YELLOW
		GRAY
		BLACK

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
• University seal permitted on products for resale:	—	—
• Alterations to seal permitted:	—	—
• Overlaying / intersecting graphics permitted with seal:	—	X
• University licenses consumables:	X	—
• University licenses health & beauty products:	X	—
• University permits numbers on products for resale:	X	—
• Mascot caricatures permitted:	X	—
• Cross licensing with other marks permitted:	X	—
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