



Arizona

Current Revision Date: 03/27/23

Established: 1885

Location: Tucson, AZ

Mascot: Wildcats

Mascot Name: Wilbur, Wilma

Conference: Pac 12

Fight Song: Bear Down Arizona*

Verbiage

The University of Arizona®
Arizona®
Wildcats™
Arizona Wildcats®
Cats®
Wildcat for Life™

Bear Down®
ZONAZOO®
Zona®

NOTE: When the words Arizona and Wildcats are stacked, Arizona requires a ® and Wildcats requires a ™. When Arizona Wildcats is on one line, just a ® is needed after Wildcats.

Red	Blue	Copper	Black	White
PANTONE 200 C MADEIRA: Polyneon: 1147 Rayon: 1747	PANTONE 281 C MADEIRA: Polyneon: 1242 Rayon: 1742	PANTONE 876 C MADEIRA: Copper 2	PANTONE Process Black C MADEIRA: Black RA: Black	White MADEIRA: White RA: White

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

1	2	3	4	5	6
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Word Marks

7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30



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Word Marks

31 **ARIZONA WILDCATS**®

32 *ARIZONA WILDCATS*®

33 *ARIZONA WILDCATS*®

34 **ARIZONA WILDCATS**®

35 *ARIZONA WILDCATS*®

36 *ARIZONA WILDCATS*®

37 **BEAR DOWN**®

38 *BEAR DOWN*®

39 *BEAR DOWN*®

Combination Marks



50 **ARIZONA**

51 *ARIZONA*

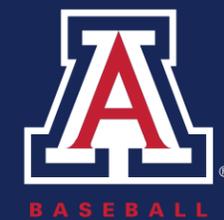
52 *ARIZONA*

53 **ARIZONA**

54 *ARIZONA*

55 *ARIZONA*

Sport Specific Marks



59 **ARIZONA**
FOOTBALL

60 **ARIZONA**
SOCCER

61 **ARIZONA**
TRACK & FIELD

62 **ARIZONA**
GYMNASTICS

63 *ARIZONA*
SOFTBALL

64 *ARIZONA*
VOLLEYBALL



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Hand Mark

65



Wildcat Mark

66



67



Basketball Mark

68



69



70



Football Helmet

71



ZonaZoo Marks



72

73

Mascot Marks



74



75



76



77



78



79



80

Institutional Marks

81



82



84



85



87



88



90



83



86



89



Wildcat Sugar Skull Mark

91



Note: Logo is only able to be used from October 1 – December 31 each year.

ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging; reviewed on case-by-case basis).
- University does not license health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted (reviewed on a case-by-case basis).
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' 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
- 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.
- * Bear Down Arizona" fight song is available and issued through the Office of Trademarks and Licensing.