



# Brigham Young University

Current Revision Date: 11/25/24

**Established:** 1875

**Location:** Provo, UT

**Mascot:** Cougars

**Mascot Name:** Cosmo

**Conference:** Big 12 Conference

## Verbiage

Brigham Young University®	Υ™
BYU®	Rise and Shout™
BYU Cougars®	Rise and Roar™
Brigham Young™	LaVell Edwards Stadium™
Cougars™	Cosmo™
Go Cougs™	

### BYU Royal

**PANTONE 293 C**  
MADEIRA: 1134  
RA: 2619

### BYU Blue

**PANTONE 648 C**  
MADEIRA: 1277  
RA: 2609

### White

**White**  
MADEIRA: White  
RA: White

### Cosmo's Fur (restricted to mascot/ youth marks)

**PANTONE 465 C**  
MADEIRA: 1255  
RA: 2508

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 Athletic Marks



1



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3

All athletic marks allowed in navy, royal, white, or black

## Secondary Athletic Marks



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## Wordmarks

**BRIGHAM YOUNG™**

6

**BRIGHAM YOUNG  
UNIVERSITY™**

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**COUGARS™**

8

## Mascot Marks



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## Youth Marks



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## Helmet Marks



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# Brigham Young University

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## Basketball Marks

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## Soccer Marks

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## Hand Mark

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## Institutional Marks

**Note:** All Institutional Marks allowed in navy, white or black. The Block Y Mark may also be reproduced in BYU Royal - Pantone 293 C.

**Note:** This mark must be centered to the Y and not the width of the entire mark.

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### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.

- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.