



University of Cincinnati

Current Revision Date: 09/05/24

Established: 1819 Location: Cincinnati, OH Nickname: Bearcats
Mascot Name: Bearcats Conference: Big XII Conference

Red	18/100/87/9 186/12/47 BA0C2F 200 C	CMYK RBG HEX PANTONE	Black	0/0/0/100 0/0/0 000000 Process Black C	CMYK RBG HEX PANTONE
White	0/0/0/0 255/255/255 fffff White	CMYK RBG HEX PANTONE	Gray	CMYK RBG HEX PANTONE	CMYK RBG HEX PANTONE

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 Spirit Mark

Logo must be surrounded by "safe space" equal to height of the ingot.



Secondary Spirit Marks



Primary Institutional Marks

Logo must be surrounded by "safe space" equal to the size of the "C" in "Cincinnati".



Secondary Institutional Marks



Alternate Institutional Mark

This mark is only to be used when Primary Institutional Marks absolutely will not work. Logo must be surrounded by "safe space" equal to half the size of the symbol.



Verbiage

University of Cincinnati[®]
Cincinnati[®]
UC[™]
Cincy[™]
Cincinnati Bearcats[®]
Cincinnati Bearcats[®]
Strength and Unity[™]
Next Lives Here[®]
Nippert Stadium[™]
Fifth Third Arena[™]
Juncta Juvant[™]

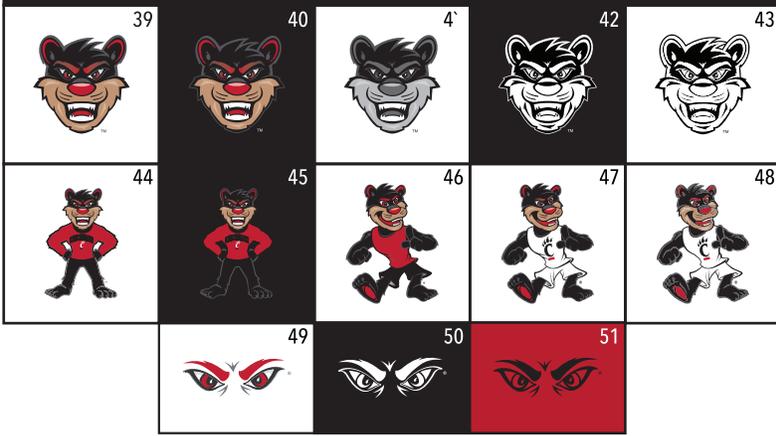
- University Alternate Seal permitted on products for resale (prior approval required)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures permitted (official logo is preferred. Considered on a case-by-case basis)
- Co-branding with other marks may be permitted with an additional agreement (reviewed on a case-by-case basis)

ADDITIONAL PERTINENT INFORMATION

Health Marks



Mascot Marks



Helmet Marks



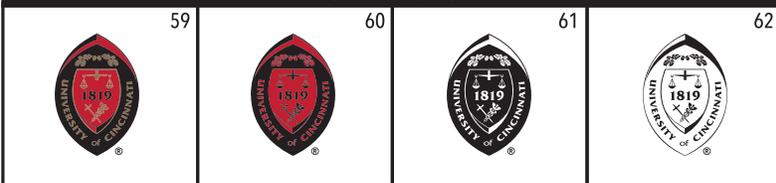
Baby Bearcat Marks



Font System

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Alternate Seals



Fashion Color Uses

When using fashion colors, University mark must be shown in all-white or all-black, whichever shows greater contrast.



Established Dates

The Year 1819 should be used as the Established Date for all designs related to the University of Cincinnati unless they are referencing a specific sport/department, in which case they should use the appropriate date for that unit (i.e. Baseball - 1879, Football - 1885, Department of Athletics - 1890, Men's Basketball - 1901, Women's Basketball - 1971, Men's Soccer - 1973, Women's Soccer - 1980)

- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- The "C-Paw" mark may only be used in the ways shown. Placing anything on top of, or interfering with the "C-Paw" mark is prohibited.
- Licensees not allowed to use "Cats" in any form when making reference to "Bearcats" without special permission
- "Bearcats" is one word. May not be separated into two words.