

## APPENDIX B

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	<h3 style="margin: 0;">University of Colorado Anschutz Medical Campus</h3> <p style="margin: 0; font-size: small;">Current Revision Date: 5/23/18</p>	<p style="margin: 0; font-size: small;">Verbiage</p> <p style="margin: 5px 0 0 0; font-size: x-small;">University of Colorado Anschutz Medical Campus™ CU Anschutz Medical Campus™ CU Anschutz™ Anschutz Medical Campus™</p>
<p style="margin: 0; font-size: x-small;">Established: N/A      Location: Aurora, Colorado      Nickname: N/A</p> <p style="margin: 0; font-size: x-small;">Mascot Name: N/A      Conference: N/A</p>		
Gold	Black	White
<b>PANTONE 4525</b> MADEIRA: 1305 POLYNEON: 1939	<b>PANTONE PROCESS BLACK</b> MADEIRA: 1000 POLYNEON: 1800	<b>WHITE</b> MADEIRA: 1001 POLYNEON: 1801
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11	12		
13	14		
University Seal			
15	16	17	18

<p style="margin: 0; font-weight: bold; font-size: small;">ADDITIONAL PERTINENT INFORMATION</p>	<ul style="list-style-type: none"> <li>University seal permitted on products for resale (Contact university for special approval)</li> <li>No alterations or overlaying graphics to seal permitted (Removal of inscription only)</li> <li>No Overlaying / intersecting graphics permitted with seal</li> <li>University licenses consumables</li> <li>University licenses health and beauty products</li> <li>University permits numbers on products for resale.</li> <li>No Mascot marks or caricatures permitted (Contact university for special approval)</li> </ul>	<ul style="list-style-type: none"> <li>Cross licensing with other marks may be permitted (Contact university for special approval)</li> <li>No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations</li> <li>No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks</li> <li>The primary typeface for CU Denver is Neue Helvetica.</li> </ul>
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PAGE 1      NOTE: The marks of University of Colorado 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.

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