

APPENDIX B

UNIVERSITY OF COLORADO 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.

<h1 style="margin: 0;">University of Colorado Colorado Springs</h1> <p style="margin: 0;">Current Revision Date: 07/25/17</p>			<p>Verbiage</p> <p>University of Colorado Colorado Springs™ UCCS © Mountain Lions ©</p>
<p>Established: 1965</p> <p>Mascot Name: Clyde</p>	<p>Location: Colorado Springs, CO</p> <p>Conference: RMAC</p>	<p>Nickname: Mountain Lions</p>	
Gold	Black	White	
<p>PANTONE 4525 MADEIRA: 1305 POLYNEON: 1939</p>	<p>PANTONE PROCESS BLACK MADEIRA: 1000 POLYNEON: 1800</p>	<p>WHITE MADEIRA: 1001 POLYNEON: 1801</p>	
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.			

UCCS Marks

Always use appropriate color treatments as shown, no color reversing will be allowed.

<p>1</p>	<p>2</p>	<p>3</p>
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<p>7</p>	<p>8</p>	<p>9</p>
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UCCS Marks

<p>13</p>	<p>14</p>	<p>15</p>
<p>16</p>	<p>17</p>	<p>18</p>
University Seal		
<p>20</p>	<p>21</p>	<p>The inscription should not be used when the reproduction of the commercial seal is less than the size of a quarter (1.0" DIA) and/or if the inscription is unreadable.</p>

<p>ADDITIONAL PERTINENT INFORMATION</p>	<ul style="list-style-type: none"> • University seal permitted on products for resale • NO Alterations to seal permitted • NO Overlaying / intersecting graphics permitted with seal • University licenses consumables • University licenses health & beauty products • University permits numbers on products for resale • Mascot caricatures permitted <ul style="list-style-type: none"> • Cross licensing with other marks permitted • 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. • Any company printing for the Alumni Association or Student Groups should be licensed through CLC and all others (for internal consumption only) the limited license agreement can be processed through CU Dept. of Licensing. <ul style="list-style-type: none"> • The retired jersey numbers (#11, #24, #67 for football and #20, #22 for men's basketball) cannot be used on replica jerseys. • UCCS Athletics typeface Helvetica Neue Black Condensed Oblique. • The use of UCCS or University of Colorado Colorado Springs requires a special license. • UCCS no longer permits use of any alternate gold colors; licensees must use official gold.
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PAGE 1/1 NOTE: The marks of University of Colorado Colorado Springs are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF COLORADO 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.