



Florida Gators

Current Revision Date: 10/27/23

Verbiage

University of Florida[®]
Florida[™]
Gators[®]
Florida Gators[®]
U of F[™]
Fighting Gators[®]

The Swamp[®]
Ben Hill Griffin Stadium[™]
Albert[™]
Rowdy Reptiles[®]
The Gator Nation[®]
Warrington College of Business[™]

Levin College of Law[™]

Established: 1853

Location: Gainesville, FL

Mascot: 1853

Mascot Name: Albert, Alberta

Conference: SEC

Blue

Orange

Green

Black

White

PANTONE 287 C
MADEIRA Rayon: 1134
MADEIRA Polyneon: 1842

PANTONE 172 C
MADEIRA Rayon: 1078
MADEIRA Polyneon: 1678

PANTONE 349 C
MADEIRA Rayon: 1370
MADEIRA Polyneon: 1703

PANTONE Process Black C
MADEIRA Rayon: 1000
MADEIRA Polyneon: 1800

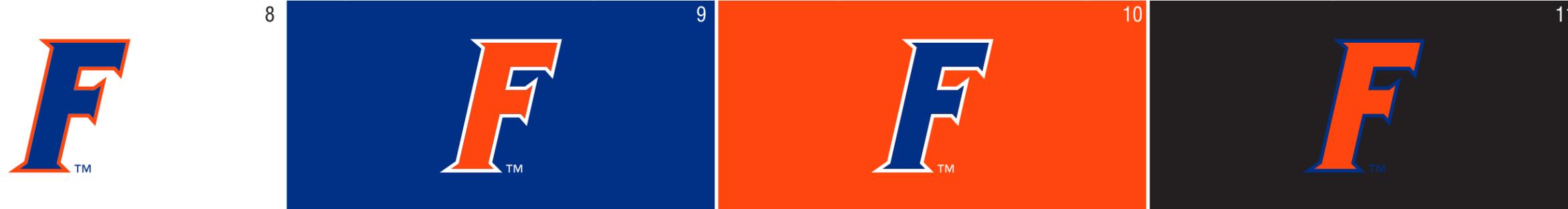
White
MADEIRA Rayon: 1001
MADEIRA Polyneon: 1801

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 Athletics Mark



Secondary Athletics Mark



Athletics Word Marks

Additional word marks can be found on page 2.





Florida Gators

Current Revision Date: 10/27/23

Athletics Word Marks

PRIDE

PRIDE

PRIDE

PRIDE

Gators

Gators

Gators

Gators

Secondary Athletics Word Marks

FLORIDA ATHLETICS

FLORIDA ATHLETICS

FLORIDA ATHLETICS

FLORIDA ATHLETICS

GATORS ATHLETICS

GATORS ATHLETICS

GATORS ATHLETICS

GATORS ATHLETICS

Script Marks

Florida

Gators



Florida Gators

Current Revision Date: 10/27/23

Albert Marks



72



73

Institutional Marks



79

Scared Money Marks



74

75

76

Helmet Marks



77



78

80



81



82

Seal must be used by itself.
Seal will only be approved for use on select products (graduation items, etc.)

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 adequate liability insurance).
- University licenses health and beauty products (must have adequate liability insurance).
- University permits numbers on products for resale: #1 and #96 for football, only #1 for all other sports
- Mascot caricatures permitted.
- 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.
- Any reference to the Warrington College of Business or Levin College of Law requires use of the school's full name.