



The University of Kansas

Current Revision Date: 10/05/22

Established: 1865

Location: Lawrence, KS

Mascot: Jayhawks

Mascot Name: Big Jay, Baby Jay

Conference: Big 12

Verbiage

The University of Kansas[®]
(Use "THE" when possible)
KU[®]
Kansas Jayhawks[®]
Jayhawks[®]
The Crimson and the Blue[™]
Kansas[®]

Beak 'Em Hawks[™]
Rock Chalk Jayhawk[®]
University of Kansas, Edwards Campus[™]
University of Kansas Medical Center[™]
University of Kansas School of Medicine Wichita[™]
Allen Fieldhouse[®]
Kivisto Field[®]

Jayhawk Nation[™]
Rock Chalk[™]
The Phog[®]
PAY HEED[™]

Blue	Red	Yellow	Gray	Black	White
PANTONE 293 MADEIRA: 1134 RA: 2619	PANTONE 186 MADEIRA: 1147 RA: 2263	PANTONE 116 MADEIRA: 1069 RA: 2466	PANTONE 430 MADEIRA: 1040 RA: 2618	PANTONE Process Black MADEIRA: 1000 RA: 2296	White MADEIRA: 1002 RA: 2297

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.

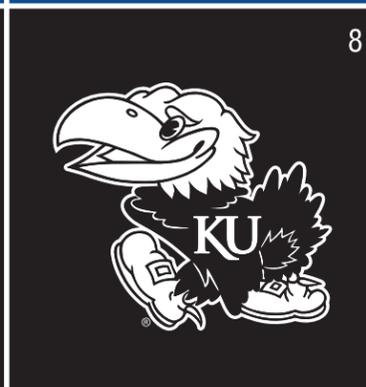
Jayhawk Logo and Reproduction Guidelines

The Jayhawk logo should be depicted in four colors whenever possible. Requests for exceptions to this policy should be directed to the trademark licensing office.

If utilizing two colors, blue and white is the preferred presentation (as shown below). Black and white is acceptable for certain applications, but normally limited to print.

Depending on the garment and application, the logo may be placed on a white block, circle or outline to maintain the correct color presentation on certain products. A white outline around the logo is also acceptable.

Wood, metal, or glass etching/engraving: Depending on the raw materials, the instructions for these materials may vary. The simple rule is that the body of the jayhawk logo, the pupil of the eye, and the outline details should always appear dark. As an example, if etching a piece of glass whereby the etched location becomes white or light, the etching should occur to the white areas of the two-color presentation.



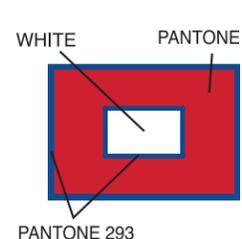
Secondary Marks



Secondary Mark

Buckle Detail

The World's Loudest Indoor Arena



Junior Jayhawk Marks





Word Marks

20

KANSAS®

JAYHAWKS®

21

22

KANSAS®

ALLEN FIELDHOUSE®

23

KIVISTO FIELD®

24

Helmet Marks

25



26



Institutional Marks

The KU logos (27 - 33) MUST be solid on a solid background. No patterns may exist within the marks OR behind/on top of the marks.

27

KU THE UNIVERSITY OF KANSAS

KU THE UNIVERSITY OF KANSAS

28

May also be used in all blue.

29

KU®

30

KU®

31

KU®

32

KU THE UNIVERSITY OF KANSAS

33

KU THE UNIVERSITY OF KANSAS

May also be used in all blue.



Clear Space
Clear space requirements must be observed, except in special pre-approved circumstances.

= 1/2 X

X = height of the KU logo

ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (reviewed on a case-by-case basis).
- University licenses health and beauty products (reviewed on a case-by-case basis).
- University permits numbers on products for resale (reviewed on a case-by-case basis).
- Mascot caricatures permitted (reviewed on a case-by-case basis).
- 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.