

STANDALONE INTERLOCKING UK MARKS

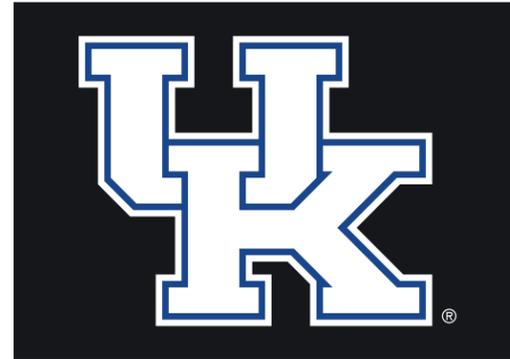
The Standalone UK mark may be used on Kentucky Headwear selling to retail channels above Mass Retail Channels.



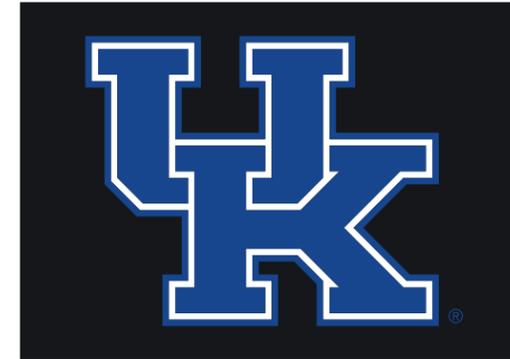
[KY001]



[KY002]



[KY003]



[KY004]



[KY005]

INTERLOCKING UK LOCK-UP MARKS

The Interlocking UK Lock-Up Marks may be used on Kentucky Headwear selling to retail channels above Mass Retail Channels.



[KY006]



[KY007]



[KY008]



[KY009]



[KY010]



[KY011]



[KY012]



[KY013]

GENERAL INFORMATION

Location: Lexington, KY
Established Date: 1865
Nickname: Wildcats
Conference: Southeastern Conference (SEC)
Fight Song: "On! On! U of K"
Mascot Name: "Wildcat," "Scratch"(Youth)
Football Stadium: Kroger Field
Basketball Arena: Rupp Arena, Memorial Coliseum
Baseball Stadium: Kentucky Proud Park
Alma Mater: Hail Kentucky, Alma Mater!
Website: UKAthletics.com

APPROVED VERBIAGE

University of Kentucky®
 UK®
 Kentucky®
 Wildcats™
 Kentucky Wildcats®
 Go Big Blue®
 Big Blue Nation®
 eRupption Zone®
 #BBN

#WEAREUK
 Big Blue Madness™
 See Blue™
 'Til The Battle Is Won®

APPROVED COLORS

COLORS	PANTONE SPOT PRINT	MADEIRA EMBROIDERY	POLYNEON EMBROIDERY
UK BLUE	PMS 286	1134	1842
UK SILVER [ACCENT ONLY]	PMS COOL GRAY 3	1118	1918
WHITE	WHITE	1001	1800

The logo samples shown should use the PANTONE® Colors provided. The colors shown have not been evaluated by PANTONE and are not intended to match PANTONE Color Standards. For accurate color matching, please refer to current editions of PANTONE Color Publications. PANTONE is a registered trademark of Pantone, Inc.

UNIVERSAL MARKS



[KY014]

YOUTH MARK COLORS:

Pantone 286 Blue
Pantone 118 Gold
Pantone 186 Red



[KY015]

Wildcat mark may be reproduced as is, or may use red for tongue, green for eyes. PMS 138 Gold only permitted for use with Wildcat mark.

KENTUCKY[®]

[KY016]

KENTUCKY[®]

[KY017]

KENTUCKY[®]

[KY018]

KENTUCKY[®]

[KY019]

WILDCATS[™]

[KY020]

WILDCATS[™]

[KY021]

WILDCATS[™]

[KY022]

WILDCATS[™]

[KY023]

COMMONWEALTH MARK



[KY024]

Adheres to same parameters as Lock-up UK Marks with respect to retail distribution.

CHECKERBOARD MARK



[KY025]

HELMET MARKS



[KY026]



[KY027]



[KY028]



[KY029]



[KY030]



[KY031]



[KY032]



[KY033]

WILDCAT MARKS

Wildcat Marks (KY034, KY035, KY036, and KY037) are only permitted to be used on Hardgoods items at this time.



[KY034]



[KY035]



[KY036]



[KY037]

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