



Minnesota

Current Revision Date: 02/25/22

Verbiage

University of Minnesota®
Minnesota Golden Gophers™
Minnesota™
Golden Gophers®
Goldy®
SKI-U-MAH®

Established: 1851 **Location:** Minneapolis, MN **Mascot:** Golden Gophers
Mascot Name: Goldy **Conference:** Big Ten

Maroon	Athletics Maroon	Gold	Black	Light Brown	Dark Brown
PANTONE 202 C MADEIRA Rayon: 1182 MADEIRA Polyneon: 1784	PANTONE 7421 C MADEIRA Rayon: MADEIRA Polyneon:	PANTONE 136 C MADEIRA Rayon: 1024 MADEIRA Polyneon: 1624	PANTONE Process Black C MADEIRA Rayon: 1000 MADEIRA Polyneon: 1800	PANTONE 465 C MADEIRA Rayon: 1470 MADEIRA Polyneon: 1670	PANTONE 464 C MADEIRA Rayon: 1057 MADEIRA Polyneon: 1973

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.

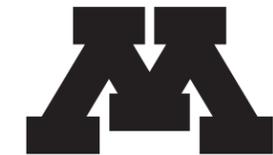
Athletics Block M Marks



Secondary Athletics Block M Marks



Institutional Block M Marks



Mascot Marks



Sport Specific Goldy



Leaning Goldy





Institutional Marks

22



UNIVERSITY
OF MINNESOTA

26



UNIVERSITY OF MINNESOTA

30



UNIVERSITY OF MINNESOTA

23



UNIVERSITY
OF MINNESOTA

27



UNIVERSITY OF MINNESOTA

31



UNIVERSITY OF MINNESOTA

24



UNIVERSITY
OF MINNESOTA

28



UNIVERSITY OF MINNESOTA

32



UNIVERSITY OF MINNESOTA

25



UNIVERSITY
OF MINNESOTA

29



UNIVERSITY OF MINNESOTA

33



UNIVERSITY OF MINNESOTA

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale.
- No alterations or overlaying graphics to seal, block M, institutional identity or Goldy permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures not 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
- Licensees can request permission to use the School Seal by emailing brand@umn.edu.