

APPENDIX B

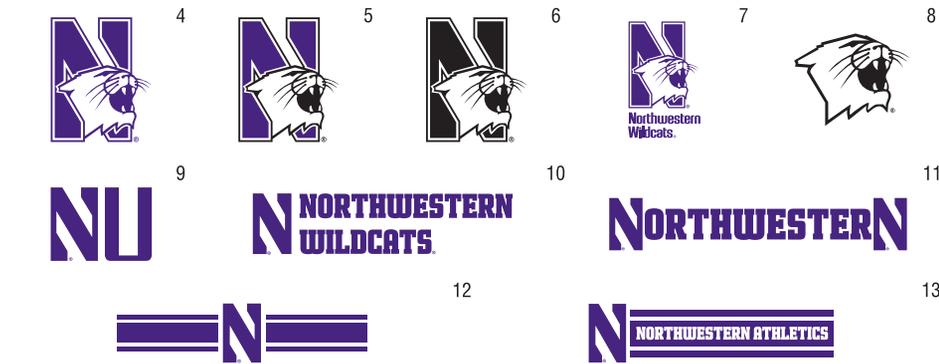
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 <h1 style="margin: 0;">Northwestern University</h1> <p style="margin: 0;">Current Revision Date: 09/21/16</p>	<p>Verbiage</p> <p>Northwestern University © Northwestern Wildcats © Northwestern © NU © Wildcats ™ Purple Pride ©</p>	<p>*Color Information</p> <p>Northwestern Purple Coated Stock CMYK: 85, 100, 0, 15 Coated Stock PANTONE: Rubine Red 61, Process Blue 37, Black 2 Uncoated Stock CMYK: 84, 100, 0, 0 Uncoated Stock PANTONE: Rhodamine 36.5, Dark Blue 35.5, TRANS. WT. 25, Black 3 RGB: 078, 042, 132</p>		
<p>Established: 1851 (Football est. 1882) Location: Evanston, IL Mascot: Wildcats</p> <p>Mascot Name: Willie Conference: Big Ten</p>				
Purple	Black	White	Mascot Gray	Mascot Light Gray
<p>PANTONE Northwestern Purple* MADEIRA: #### RA: #### GS/Sulky: ####</p>	<p>PANTONE Process Black C MADEIRA: Black RA: Black GS/Sulky: Black</p>	<p>White MADEIRA: White RA: White GS/Sulky: White</p>	<p>PANTONE 408 C MADEIRA: 1040 RA: 2618 GS/Sulky: 1040</p>	<p>PANTONE 406 C MADEIRA: 1118 RA: 2404 GS/Sulky: 1219</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.				

Primary Athletics Marks



Secondary Athletics Marks



Sport Specific N Marks



Athletics Word Marks



Helmet Marks



University Marks



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 **Northwestern University**
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Feinberg School of Medicine

<small>Med School Purple: PANTONE 7671 C</small>	40	41	42
			
	43	44	45
			

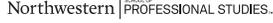
Pritzker School of Law

	46	47	48
			

The Graduate School

	49	50	51
			
	52	53	54
			
	55	56	57
			
	58	59	60
			

School of Professional Studies

	61	62	63
			
	64	65	66
			
	67	68	69
			
	70	71	72
			

School of Communication

	73	74	75
			
	76	77	78
			
	79	80	81
			
	82	83	84
			

SESP

	85	86	87
			
	88	89	90
			

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Northwestern University

Current Revision Date: 09/21/16

SESP			McCormick School of Engineering		
<p><u>Northwestern</u> SCHOOL OF EDUCATION AND SOCIAL POLICY.</p>	<p><u>Northwestern</u> SCHOOL OF EDUCATION AND SOCIAL POLICY.</p>	<p><u>Northwestern</u> SCHOOL OF EDUCATION AND SOCIAL POLICY.</p>	<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>	<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>	<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>
<p><u>Northwestern</u> SESP. <i>For internal use only</i></p>	<p><u>Northwestern</u> SESP. <i>For internal use only</i></p>	<p><u>Northwestern</u> SESP. <i>For internal use only</i></p>	<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ENGINEERING.</p>
University in Qatar			Kellogg School of Management		
<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p>	<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p>	<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p>	<p><u>Northwestern</u> Kellogg</p>	<p><u>Northwestern</u> Kellogg</p>	<p><u>Northwestern</u> Kellogg</p>
<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p>	<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p>	<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p>	<p><u>Northwestern</u> Kellogg</p>	<p><u>Northwestern</u> Kellogg</p>	<p><u>Northwestern</u> Kellogg</p>
Medill			Bienen School of Music		
<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> BIENEN SCHOOL OF MUSIC.</p>	<p><u>Northwestern</u> BIENEN SCHOOL OF MUSIC.</p>	<p><u>Northwestern</u> BIENEN SCHOOL OF MUSIC.</p>
<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MUSIC.</p>	<p><u>Northwestern</u> MUSIC.</p>	<p><u>Northwestern</u> MUSIC.</p>
<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	Weinberg College of Arts & Sciences		
<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>
McCormick School of Engineering			<p><u>Northwestern</u> ARTS & SCIENCES.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>
<p><u>Northwestern</u> McCormick School of ENGINEERING.</p>	<p><u>Northwestern</u> McCormick School of ENGINEERING.</p>	<p><u>Northwestern</u> McCormick School of ENGINEERING.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>
<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>

<p>ADDITIONAL PERTINENT INFORMATION</p>	<ul style="list-style-type: none"> University seal permitted on products for resale (limited use) No alterations or overlaying graphics to seal permitted University licenses consumables (must have expiration date on packaging) University licenses health and beauty products Mascot caricatures permitted Cross licensing with other marks may be permitted with an additional agreement 	<ul style="list-style-type: none"> 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 Founding year (1851) cannot be split in any design
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