

## APPENDIX B

ARIZONA STATE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

FEBRUARY 17, 2012

# ARIZONA STATE UNIVERSITY



Marks 1–26, 30 & 31 are restricted on apparel until April 12, 2012. New pitchfork and Sun Devil Bold font needs to be in PMS 216 and cannot be used with any of the old marks.

PRIMARY MARKS				WORD MARKS			
							
							
WORD MARKS							
							
							
							
							
							
SECONDARY ATHLETIC MARKS							
							

VERBIAGE	GENERAL INFORMATION
Arizona State® Arizona State University® Sun Devils® ASU® Sun Devil Stadium™ Devils™	A New American University™ Go Devils™ It's Time™ Fork 'Em™ Fork 'Em Devils™ Fear the Fork™
LOCATION: TEMPE, AZ MASCOT: SUN DEVILS MASCOT NICKNAME: SPARKY	ESTABLISHED DATE: 1885 CONFERENCE: PAC-12

SPARKY MARKS					
SPARKY MARK	FORK MARK	IT'S TIME MARKS	INSTITUTIONAL MARKS		
FONT SYSTEM			INSTITUTIONAL MARKS		SCHOOL SEAL
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9					

COLOR INFORMATION		
You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.		
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
ATHLETIC MAROON GOLD BLACK METALLIC GOLD (ACCENT ONLY) INSTITUTIONAL MAROON WHITE	PANTONE 216 PANTONE 123 PANTONE PROCESS BLACK PANTONE 876 PANTONE 208 WHITE	
ATHLETIC MAROON	GOLD	BLACK
		METALLIC GOLD (ACCENT ONLY)
		INSTITUTIONAL MAROON

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
• University seal permitted on products for resale:	X	
• Alterations to seal permitted:		X
• Overlaying / intersecting graphics permitted with seal:		X
• Overlaying / intersecting graphics permitted with sunburst:	X	
• University licenses consumables:	X	
• University licenses health & beauty products:	X	
• University permits numbers on products for resale:	X	
• Mascot caricatures permitted:	X	
• Cross licensing with other marks permitted:	X	
• NO USE of current player's 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.		

NOTE: The marks of Arizona State University of are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by ARIZONA STATE UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.