

APPENDIX B

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

DECEMBER 16, 2014

UNIVERSITY OF SOUTH CAROLINA GAMECOCKS



PRIMARY MARKS			
 1 For white or light backgrounds.	 2 For garnet/black/dark backgrounds.	 3 For black and white use.	 4 For black and white use.
GAMECOCK MARKS		HELMET MARK	
 5 For white or light backgrounds.	 6 For garnet/black/dark backgrounds.	 7	
PRIMARY ATHLETIC SPIRIT MARKS			
Spirit marks 8-14 are available with the Block C, with the Gamecock, and as type only on white, black, and garnet backgrounds.			
 8	 9	 10	 11
SECONDARY ATHLETIC SPIRIT MARKS		SPORT SPECIFIC MARKS	
 12	 13	 14	Available for all sports and "Gamecock Athletics" on white, black, & garnet backgrounds (with Block C logo and as type only). Baseball mark also available with the "SC" logo (17 & 16).

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
GARNET	PANTONE 202	MADEIRA RAYON 1182 MADEIRA POLYNEON 1981
BLACK	PANTONE PROCESS BLACK	BLACK
YELLOW (MASCOT MARK ONLY)	PANTONE 116	Licensees using other threads must ensure a match to the Madeira thread colors.
WHITE	WHITE	WHITE
GARNET	BLACK	YELLOW

VERBIAGE	GENERAL INFORMATION
University of South Carolina ® Gamecocks ® Gamecock ® South Carolina Gamecocks™ Carolina™ Carolina Gamecocks™ Fighting Gamecocks™ Cocks ® (see below for guidelines on use)	Cocks™ Cocks n Fire™ Its The Garnet Way™ The Garnet Army™ Williams-Brice Stadium™ USC™ (see below for guidelines on use) University of South Carolina - School of Medicine™
LOCATION: COLUMBIA, SC MASCOT: GAMECOCKS MASCOT NICKNAME: COCKY	
ESTABLISHED DATE: 1801 CONFERENCE: SOUTHEASTERN CONFERENCE (SEC)	

When setting type, ITC Machine medium is the preferred font. Set the horizontal scale to 125% and letter space to compliment the spirit marks.

COCKY MARKS					
 15	 16	 17	 18	 19	 20
YOUTH MARK		USC		BASEBALL/SOFTBALL	
 21	 22	 23 See below	 24 For white or light backgrounds. See Below	 25 For white or light backgrounds. See Below	
EMBLEM			UNIVERSITY ACADEMIC MARKS		
 26	 27	 28	 29	 30	

ADDITIONAL PERTINENT INFORMATION																							
<ul style="list-style-type: none"> • University emblem permitted on products for resale: • Alterations to emblem permitted: • Overlaying / intersecting graphics permitted with emblem: • University licenses consumables: • University licenses health & beauty products: • University permits numbers on products for resale: • Mascot caricatures permitted: • Cross licensing with other marks permitted: • 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. • The use of the term "Cocks" on University of South Carolina product designs requires a special license type. • The use of the term "Cocks" still requires the use of another University of South Carolina logo or word mark on the design. • The use of "Cocks" by itself is strictly prohibited. • "USC," if used, must be accompanied by the full verbiage "University of South Carolina" where possible. • "SC," if used, must be used in conjunction with another University mark. 	<table style="border-collapse: collapse;"> <tr> <td style="padding: 2px 5px;">Yes</td> <td style="padding: 2px 5px;">No</td> <td style="padding: 2px 5px;">Restrictions</td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 150px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 150px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 150px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 150px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 150px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 150px;"></td> </tr> </table>	Yes	No	Restrictions	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		
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NOTE: The marks of the University of South Carolina 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 UNIVERSITY OF SOUTH CAROLINA 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.