



Butler University

Current Revision Date: 09/26/19

Established: 1855 **Location:** Indianapolis, IN **Nickname:** Bulldogs
Mascot Name: Hink **Conference:** Big East

Butler University® Hinkle™
Butler® Hinkle Fieldhouse™
The Butler Way®
BU™
Butler Bulldogs™
Bulldogs™

Butler Blue		Bright Blue	Cool Gray
PANTONE 2767 C CMYK: 100, 90, 10, 77 RGB: 19, 41, 75 MADEIRA Rayon: 1243		PANTONE 299 C CMYK: 86, 8, 0, 0 RGB: 0, 163, 224 MADEIRA Polyneon: 1893	PANTONE 621 C CMYK: 12, 1, 12, 2 RGB: 209, 224, 215 MADEIRA Rayon: 1097
Mascot Light Gray	Mascot Dark Gray	Black	White
PANTONE Cool Gray 3 C CMYK: 18, 13, 10, 0 RGB: 200, 201, 199 MADEIRA Rayon: 1086	PANTONE Cool Gray 9 C CMYK: 50, 40, 34, 17 RGB: 117, 120, 123 MADEIRA Rayon: 1041	PANTONE Process Black C CMYK: 20, 20, 20, 100 RGB: 25, 25, 25 MADEIRA Rayon: 1000 Polyneon: 1800	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA Rayon: 1001 Polyneon: 1801

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 Marks

1

2

3

4

5

Hinkle Fieldhouse Logos

6

7

University Seal

8

9

10



Institutional Marks





College Specific Marks

55


BUTLER
COLLEGE of COMMUNICATION

56


BUTLER
COLLEGE of COMMUNICATION

57


BUTLER
COLLEGE of COMMUNICATION

58


BUTLER
COLLEGE of COMMUNICATION

65


BUTLER
COLLEGE of EDUCATION

66


BUTLER
COLLEGE of EDUCATION

67


BUTLER
COLLEGE of EDUCATION

68


BUTLER
COLLEGE of EDUCATION

59

BUTLER
COLLEGE of COMMUNICATION

60

BUTLER
COLLEGE of COMMUNICATION

61

BUTLER
COLLEGE of COMMUNICATION

69

BUTLER
COLLEGE of EDUCATION

70

BUTLER
COLLEGE of EDUCATION

71

BUTLER
COLLEGE of EDUCATION

62

BUTLER | COLLEGE of COMMUNICATION

63

BUTLER | COLLEGE of COMMUNICATION

64

BUTLER | COLLEGE of COMMUNICATION

72

BUTLER | COLLEGE of EDUCATION

73

BUTLER | COLLEGE of EDUCATION

74

BUTLER | COLLEGE of EDUCATION

75


BUTLER
COLLEGE of LIBERAL ARTS and SCIENCES

76


BUTLER
COLLEGE of LIBERAL ARTS and SCIENCES

77


BUTLER
COLLEGE of LIBERAL ARTS and SCIENCES

78


BUTLER
COLLEGE of LIBERAL ARTS and SCIENCES

85


BUTLER
COLLEGE of PHARMACY and HEALTH SCIENCES

86


BUTLER
COLLEGE of PHARMACY and HEALTH SCIENCES

87


BUTLER
COLLEGE of PHARMACY and HEALTH SCIENCES

88


BUTLER
COLLEGE of PHARMACY and HEALTH SCIENCES

79

BUTLER
COLLEGE of LIBERAL ARTS and SCIENCES

80

BUTLER
COLLEGE of LIBERAL ARTS and SCIENCES

81

BUTLER
COLLEGE of LIBERAL ARTS and SCIENCES

89

BUTLER
COLLEGE of PHARMACY and HEALTH SCIENCES

90

BUTLER
COLLEGE of PHARMACY and HEALTH SCIENCES

91

BUTLER
COLLEGE of PHARMACY and HEALTH SCIENCES

82

BUTLER | COLLEGE of LIBERAL ARTS and SCIENCES

83

BUTLER | COLLEGE of LIBERAL ARTS and SCIENCES

84

BUTLER | COLLEGE of LIBERAL ARTS and SCIENCES

92

BUTLER | COLLEGE of PHARMACY and HEALTH SCIENCES

93

BUTLER | COLLEGE of PHARMACY and HEALTH SCIENCES

94

BUTLER | COLLEGE of PHARMACY and HEALTH SCIENCES



College Specific Marks (Continued)

95
BUTLER
JORDAN COLLEGE
of the ARTS

96
BUTLER
JORDAN COLLEGE
of the ARTS

97
BUTLER
JORDAN COLLEGE
of the ARTS

98
BUTLER
JORDAN COLLEGE
of the ARTS

105
BUTLER
LACY SCHOOL
of BUSINESS

106
BUTLER
LACY SCHOOL
of BUSINESS

107
BUTLER
LACY SCHOOL
of BUSINESS

110**BUTLER**
LACY SCHOOL
of BUSINESS

111**BUTLER**
LACY SCHOOL
of BUSINESS

112**BUTLER**
LACY SCHOOL
of BUSINESS

115**BUTLER**
LACY SCHOOL
of BUSINESS

101
BUTLER
LACY SCHOOL
of BUSINESS

102**BUTLER**
JORDAN COLLEGE
of the ARTS

103**BUTLER**
JORDAN COLLEGE
of the ARTS

104**BUTLER**
JORDAN COLLEGE
of the ARTS

108
BUTLER
LACY SCHOOL
of BUSINESS

109
BUTLER
LACY SCHOOL
of BUSINESS

113**BUTLER**
LACY SCHOOL
of BUSINESS

114**BUTLER**
LACY SCHOOL
of BUSINESS

99**BUTLER**
JORDAN COLLEGE
of the ARTS


100**BUTLER**
JORDAN COLLEGE
of the ARTS


101**BUTLER**
JORDAN COLLEGE
of the ARTS


B Marks

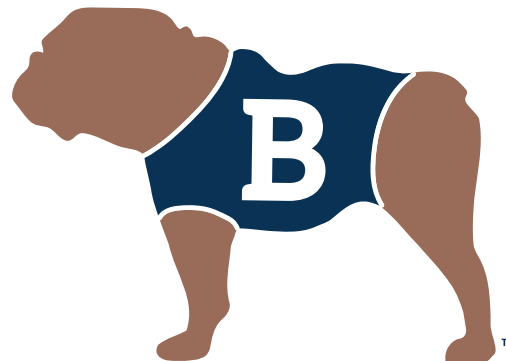
Butler Blue Live Marks


Vintage Marks


116


117


118


119


120

121

122

124

125

123

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
 - No alterations or overlaying graphics to seal permitted.
 - University licenses consumables (must have expiration date on packaging).
 - University licenses health and beauty products.
 - University permits numbers on products for resale.
 - No mascot caricatures 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.