

APPENDIX B

THE GEORGE WASHINGTON 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.

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OCTOBER 11, 2012

THE GEORGE WASHINGTON UNIVERSITY



PRIMARY ATHLETIC MARKS		
25 	26 	27
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SECONDARY ATHLETIC MARKS		
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COLOR INFORMATION		
<p>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.</p>		
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
DARK BLUE LIGHT BLUE BUFF BUFF HIGHLIGHT COMPLEXION	PANTONE 282 PANTONE 282 - 15% PANTONE 7502 PANTONE 7502 - 20% PANTONE 726	MADEIRA 1242 MADEIRA 1030 MADEIRA 1270 MADEIRA 1071 MADEIRA 1055 POLY-NEON 1742 POLY-NEON 1053 POLY-NEON 1670 POLY-NEON 1949 POLY-NEON 1927
DARK BLUE	LIGHT BLUE	BUFF
		BUFF HIGHLIGHT
		COMPLEXION

VERBIAGE	GENERAL INFORMATION
The George Washington University ® George Washington University ® GW ® Colonials ® George Washington Colonials™ Raise High the Buff and Blue™	Buff and Blue™ Raise High™ GDub™ LOCATION: WASHINGTON, DC MASCOT: COLONIALS MASCOT NICKNAME: GEORGE ESTABLISHED DATE: 1821 CONFERENCE: ATLANTIC 10

TERTIARY ATHLETIC MARKS		
37 	38 	39
40 	41 	42
43 	44 	45
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ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	<u>X</u>	<u> </u>	<u>Official Seal Approved on an Individual Basis</u>
• Alterations to seal permitted:	<u> </u>	<u>X</u>	<u> </u>
• Overlaying / intersecting graphics permitted with seal:	<u> </u>	<u>X</u>	<u> </u>
• University licenses consumables:	<u>X</u>	<u> </u>	<u> </u>
• University licenses health & beauty products:	<u>X</u>	<u> </u>	<u> </u>
• University permits numbers on products for resale:	<u>X</u>	<u> </u>	<u> </u>
• Mascot caricatures permitted:	<u> </u>	<u>X</u>	<u> </u>
• Cross licensing with other marks permitted:	<u>X</u>	<u> </u>	<u> </u>
• 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 The George Washington 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 THE GEORGE WASHINGTON 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.