

# UNIVERSITY OF HAWAII ATHLETICS

## LOGO USAGE GUIDE

The "TM" notice must be legible for licensing purposes. These trademarks are proprietary to the University of Hawaii entities. Any use of these trademarks must be approved by the University of Hawaii, Collegiate Licensing Office. The trademark notification for use of the H, University of Hawai'i and Hawai'i on apparel should be a circle R.



Primary logo  
Full color



Primary logo  
PMS 3435



Primary logo  
Black and white art  
with keyline



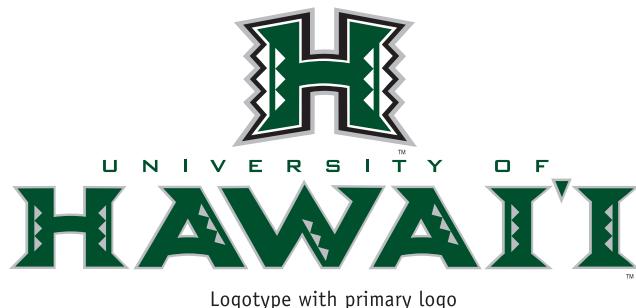
Primary logo  
Black and white art



Primary logo  
Full color on a  
dark background



Primary logo  
Black and white art

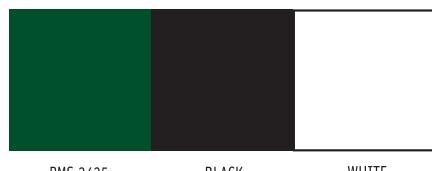


Logotype with primary logo



Logotype

### PRIMARY COLORS



PMS 3435

BLACK

WHITE

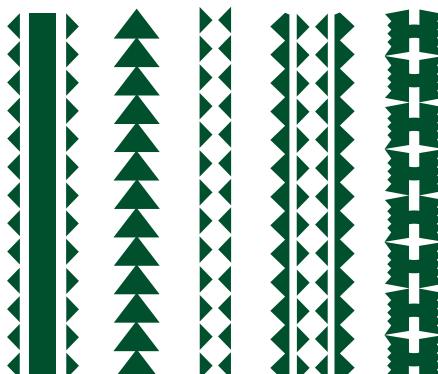
### ACCENT COLOR



METALLIC SILVER 877

The colors shown on this page are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone Inc.

In application where the use of this metallic silver ink is not possible, PMS cool gray 4 or 30% CMYK black should be used



Pattern samples