

APPENDIX B

THE UNIVERSITY OF KANSAS 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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JULY 29, 2013

THE UNIVERSITY OF KANSAS JAYHAWKS



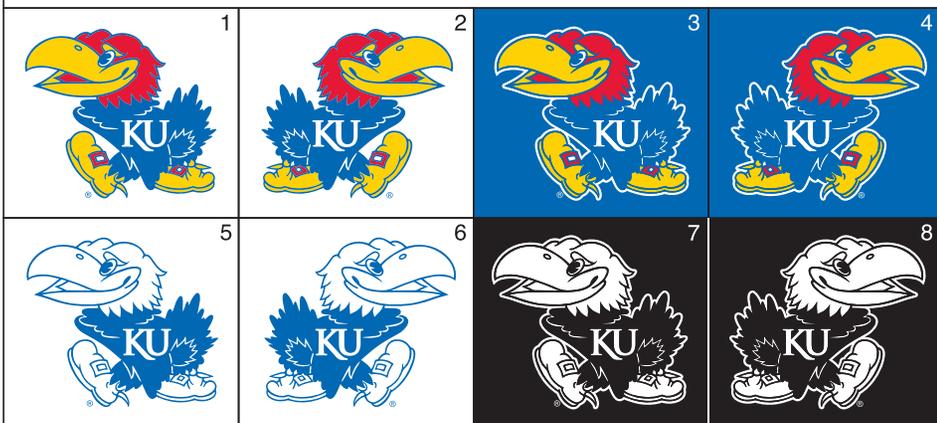
JAYHAWK LOGO AND REPRODUCTION GUIDELINES

The Jayhawk logo should be depicted in four colors whenever possible. Requests for exceptions to this policy should be directed to the trademark licensing office.

If utilizing two colors, blue and white is the preferred presentation (as shown below). Black and white is acceptable for certain applications, but normally limited to print.

Depending on the garment and application, the logo may be placed on a white block, circle or outline to maintain the correct color presentation on certain products. A white outline around the logo is also acceptable.

Wood, metal, or glass etching/engraving: Depending on the raw materials, the instructions for these materials may vary. The simple rule is that the body of the jayhawk logo, the pupil of the eye, and the outline details should always appear dark. As an example, if etching a piece of glass whereby the etched location becomes white or light, the etching should occur to the white areas of the two-color presentation.



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
BLUE RED YELLOW GRAY BLACK WHITE	PANTONE 293 PANTONE 186 PANTONE 116 PANTONE 430 PANTONE PROCESS BLACK WHITE	MADEIRA 1134 RA 2619 MADEIRA 1147 RA 2263 MADEIRA 1069 RA 2466 MADEIRA 1040 RA 2618 BLACK WHITE
BLUE	RED	YELLOW
GRAY	BLACK	

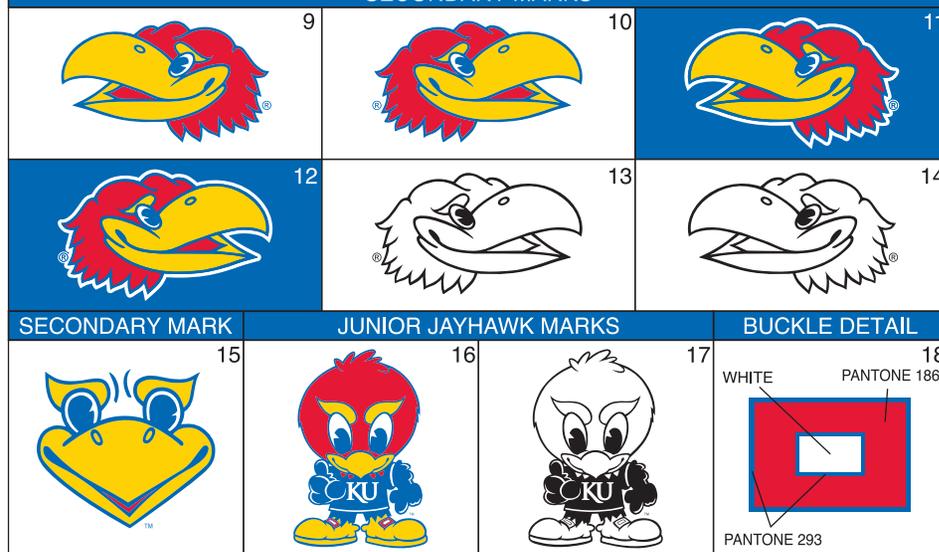
VERBIAGE

The University of Kansas © (Use "THE" when possible) KU © Kansas Jayhawks © Jayhawks © The Crimson and the Blue™ Kansas © Beak 'Em Hawks™	Rock Chalk Jayhawk® University of Kansas, Edwards Campus™ University of Kansas Medical Center™ University of Kansas School of Medicine Wichita™ Allen Fieldhouse © Kivisto Field ©
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GENERAL INFORMATION

LOCATION: LAWRENCE, KS MASCOT: JAYHAWKS MASCOT NICKNAME: BIG JAY, BABY JAY	ESTABLISHED DATE: 1865 CONFERENCE: BIG 12
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SECONDARY MARKS



ADDITIONAL PERTINENT INFORMATION

	Yes	No	Restrictions
• University seal permitted on products for resale:	—	—	N/A
• Alterations to seal permitted:	—	—	N/A
• Overlaying / intersecting graphics permitted with seal:	—	X	_____
• University licenses consumables:	X	—	On a case by case basis.
• University licenses health & beauty products:	X	—	On a case by case basis.
• University permits numbers on products for resale:	X	—	On a case by case basis.
• Mascot caricatures permitted:	X	—	On a case by case basis.
• 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 The University of Kansas 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 UNIVERSITY OF KANSAS 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.

APPENDIX B

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THE UNIVERSITY OF KANSAS JAYHAWKS



WORD MARKS	
19	20

21	22

HELMET MARKS	
23	24

INSTITUTIONAL MARKS	
25	26
May also be used in all blue.	

VERBIAGE	GENERAL INFORMATION
The University of Kansas ® KU ® (Use "THE" when possible) Kansas Jayhawks ® Jayhawks ® The Crimson and the Blue™ Kansas ® Beak 'Em Hawks™	LOCATION: LAWRENCE, KS MASCOT: JAYHAWKS MASCOT NICKNAME: BIG JAY, BABY JAY ESTABLISHED DATE: 1865 CONFERENCE: BIG 12

INSTITUTIONAL MARKS		
27	28	29
30	31	
May also be used in all blue.		<p>Clear Space Clear space requirements must be observed, except in special, pre-approved circumstances.</p> <p>■ = 1/2 X X = height of the KU Logo</p>

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BLUE RED YELLOW GRAY BLACK WHITE	PANTONE 293 PANTONE 186 PANTONE 116 PANTONE 430 PANTONE PROCESS BLACK WHITE	MADEIRA 1134 RA 2619 MADEIRA 1147 RA 2263 MADEIRA 1069 RA 2466 MADEIRA 1040 RA 2618 BLACK BLACK WHITE WHITE
BLUE	RED	YELLOW
		GRAY
		BLACK

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
<ul style="list-style-type: none"> University seal permitted on products for resale: _____ Alterations to seal permitted: _____ Overlaying / intersecting graphics permitted with seal: _____ 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. _____ 	_____ _____ _____ X X X X X X X	_____ _____ X _____ _____ _____ _____ _____ _____ _____
		Restrictions N/A N/A _____ On a case by case basis. On a case by case basis. On a case by case basis. On a case by case basis.

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