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.

## PRIMARY INSTITUTIONAL MARKS

<table>
<thead>
<tr>
<th>Mark</th>
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<tbody>
<tr>
<td><img src="image1" alt="The George Washington University" /></td>
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## SECONDARY INSTITUTIONAL MARKS

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## 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.

<table>
<thead>
<tr>
<th>Color</th>
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<tbody>
<tr>
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<td>INSTITUTIONAL BUFF</td>
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<tr>
<td>INSTITUTIONAL BLUE</td>
<td>INSTITUTIONAL BUFF</td>
<td>PANTONE 7403</td>
</tr>
<tr>
<td>INSTITUTIONAL BLUE</td>
<td>INSTITUTIONAL BUFF</td>
<td>MADEIRA 1162</td>
</tr>
<tr>
<td>INSTITUTIONAL BLUE</td>
<td>INSTITUTIONAL BUFF</td>
<td>MADEIRA 1338</td>
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## VERBIAGE

<table>
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</thead>
<tbody>
<tr>
<td>Buff and Blue™</td>
<td>Raise High™</td>
<td>GDub™</td>
<td>Buff and Blue™</td>
<td>Raise High™</td>
<td>GDub™</td>
<td>Buff and Blue™</td>
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</table>

## GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Location</th>
<th>Conference</th>
<th>Established Date</th>
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<tbody>
<tr>
<td>Washington, DC</td>
<td>Atlantic 10</td>
<td>1821</td>
</tr>
</tbody>
</table>

## ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale: X
- Alterations to seal permitted: X
- Overlaying / intersecting graphics permitted with seal: X
- University licenses consumables: X
- University licenses health & beauty products: X
- University permits numbers on products for resale: X
- Mascot caricatures permitted: X
- 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.

## RESTRICTED USE INSTITUTIONAL MARKS

<table>
<thead>
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<th>Mark</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

## NOTE

The marks of The George Washington University 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.
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.

The George Washington University ®
George Washington University ®
GW ®
Colonials ®
George Washington Colonials ™
Raise High the Buff and Blue ™

VERBIAGE

Buff and Blue ™
Raise High ™
GDub ™

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
---|---|---
DARK BLUE | PANTONE 282 | MADEIRA 1242 POLY-NEON 1742
LIGHT BLUE | PANTONE 282 - 15% | MADEIRA 1030 POLY-NEON 1053
BUFF | PANTONE 7820 | MADEIRA 1270 POLY-NEON 1870
BUFF HIGHLIGHT | PANTONE 7602 - 20% | MADEIRA 1071 POLY-NEON 1949
COMPLEXION | PANTONE 798 | MADEIRA 1055 POLY-NEON 1927
GRAY | PANTONE 429 | Madeira 1242

SCHOOL COLORS

BUFF | BUFF HIGHLIGHT | COMPLEXION

DARK BLUE | LIGHT BLUE |

PANTONE 7502 | PANTONE 282 | PANTONE 7502 - 20%

PANTONE 7820 | MADEIRA 1242 POLY-NEON 1742
PANTONE 282 - 15% | MADEIRA 1030 POLY-NEON 1053
PANTONE 7602 - 20% | MADEIRA 1071 POLY-NEON 1949
PANTONE 798 | MADEIRA 1055 POLY-NEON 1927
PANTONE 429 | Madeira 1242

TERTIARY ATHLETIC MARKS

LOCATION: WASHINGTON, DC
MASCOT: COLONIALS
MASCOT NICKNAME: GEORGE
ESTABLISHED DATE: 1821
CONFERENCE: ATLANTIC 10

TERTIARY ATHLETIC MARKS

LOCATION: WASHINGTON, DC
MASCOT: COLONIALS
MASCOT NICKNAME: GEORGE
ESTABLISHED DATE: 1821
CONFERENCE: ATLANTIC 10

NOTE: The marks of The George Washington University 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 shown above and shall be subject to the terms and conditions of the Agreement.