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.

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.

The University of Kansas ® (Use “THE” when possible)
KU ®
Kansas Jayhawks ®
The Crimson and the Blue ™
Beak 'Em Hawks™
The University of Kansas Edwards Campus™
The University of Kansas Medical Center™
Allen Fieldhouse ®
Rock Chalk Jayhawk®
University of Kansas School of Medicine — Wichita™

On a case by case basis.
On a case by case basis.
On a case by case basis.
On a case by case basis.

N/A
N/A

RA 2619
RA 2618
WHITE
WHITE
WHITE
WHITE

Madeira 1069
Madeira 1040
BLACK
BLACK

RA 2618
RA 2618
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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.
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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### Appendix B

THE UNIVERSITY OF KANSAS JAYHAWKS

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**Word Marks**

<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
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<tr>
<td>KANSAS</td>
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<tr>
<td>JAYHAWKS</td>
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</tr>
<tr>
<td>ALLEN FIELDHOUSE</td>
<td></td>
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<tr>
<td>KIVISTO FIELD</td>
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**Helmet Marks**

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<tr>
<td>HELMET MARKS</td>
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<tr>
<td>INSTITUTIONAL MARKS</td>
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**Institutional Marks**

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### General Information

<table>
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<tr>
<th>Location</th>
<th>Conference</th>
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<tbody>
<tr>
<td>LAWRENCE, KS</td>
<td>BIG 12</td>
</tr>
</tbody>
</table>

**Established Date:**

1865

**Colors:**

- Blue
- Red
- Yellow
- Gray
- Black
- White

- PANTONE 293
- PANTONE 186
- PANTONE 116
- PANTONE 430
- PANTONE PROCESS BLACK
- MADEIRA 1134
- RA 2619
- MADEIRA 1147
- RA 2263
- MADEIRA 1069
- RA 2466
- MADEIRA 1040
- RA 2618
- BLACK
- WHITE

**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.

**Clear Space:**

Clear space requirements must be observed, except in special, pre-approved circumstances.

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### Institutional Marks

**General Information:**

- LOCATION: LAWRENCE, KS
- CONFERENCE: BIG 12

**Color Information:**

- 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:

**Additional Pertinent Information:**

- 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.

**Notes:**

- 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.

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