# APPENDIX B

The University of New Hampshire maintains two visual identity systems: 1) the Institution marks comprising the shield emblem, word marks, font system, and the University Seal, and 2: the Athletics logos, word marks, verbiage, etc., for the University of New Hampshire Wildcats. UNIVERSITY OF NEW HAMPSHIRE 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.

## UNIVERSITY OF NEW HAMPSHIRE ATHLETICS MARKS

### PRIMARY ATHLETIC MARKS

1. NEW HAMPSHIRE
2. NEW HAMPSHIRE®
3. UNH WILDCATS
4. UNH WILDCATS®

### SECONDARY ATHLETIC MARKS

5. UNH
6. UNH®
7. UNIVERSITY OF NEW HAMPSHIRE
8. UNIVERSITY OF NEW HAMPSHIRE®

### ATHLETICS WORD MARKS

9. UNH WILDCATS
10. UNH WILDCATS®
11. UNIVERSITY OF NEW HAMPSHIRE
12. UNIVERSITY OF NEW HAMPSHIRE®

### FULL BODIED WILDCAT

13. [Wildcat Image]
14. [Wildcat Image]
15. [Wildcat Image]
16. [Wildcat Image]

### WILDCAT HEAD

17. [Wildcat Head Image]

### WILDCAT WORDMARK

18. [Wildcat Wordmark Image]

### 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 edition of the PANTONE® color publications. “PANTONE® is a registered trademark of PANTONE®, Inc.

### SCHOOL COLORS

- **BLUE**
- **GRAY**
- **WHITE**

### PANTONE COLORS

- **BLUE**: PANTONE 282
- **GRAY**: PANTONE COOL GRAY 4
- **WHITE**: MADEIRA 1242, MADEIRA 1040, MADEIRA 1040, RA 2618, WHITE, WHITE

### THREAD COLORS

- **RA 2609**
- **RA 2618**
- **WHITE**

### ADDITIONAL PERTINENT INFORMATION

- **University licenses consumables:** Yes
- **University licenses health & beauty products:** Yes
- **University permits numbers on products for resale:** Yes
- **Mascot caricatures permitted:** Yes
- **Cross licensing with other marks permitted:** Yes
- **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 New Hampshire 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 UNIVERSITY OF NEW HAMPSHIRE 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 New Hampshire maintains two visual identity systems: 1) the Institution marks comprising the shield emblem, word marks, font system, and the University Seal, and 2) the Athletics logos, word marks, verbiage, etc., for the University of New Hampshire Wildcats. UNIVERSITY OF NEW HAMPSHIRE 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.

### Appendix B

**UNIVERSITY OF NEW HAMPSHIRE INSTITUTIONAL MARKS**

<table>
<thead>
<tr>
<th>UNH EMBLEM</th>
<th>UNH EMBLEM</th>
<th>VERBIAGE</th>
<th>GENERAL INFORMATION</th>
</tr>
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</table>
| ![UNH Emblem](image1) | ![UNH Emblem](image2) | University of New Hampshire ®
UNH ®
University of New Hampshire School of Law ®
UNH School of Law ®
UNH Law ® | LOCATION: DURHAM, NH
CONCORD, NH
MANCHESTER, NH |

<table>
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<th>PRIMARY HORIZONTAL</th>
<th>PRIMARY HORIZONTAL</th>
<th>PRIMARY VERTICAL</th>
<th>PRIMARY VERTICAL</th>
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<td><img src="image5" alt="Primary Vertical" /></td>
<td><img src="image6" alt="Primary Vertical" /></td>
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<table>
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<tr>
<th>SECONDARY HORIZONTAL</th>
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<tr>
<td><img src="image7" alt="Secondary Horizontal" /></td>
<td><img src="image8" alt="University Seal" /></td>
<td>- University seal permitted on products for resale: ![X] Yes No Restrictions</td>
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<tr>
<td><img src="image9" alt="Secondary Horizontal" /></td>
<td><img src="image10" alt="University Seal" /></td>
<td>- Alterations to seal permitted: ![X] Yes No Restrictions</td>
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<tr>
<td><img src="image11" alt="Secondary Horizontal" /></td>
<td><img src="image12" alt="University Seal" /></td>
<td>- Overltying / intersecting graphics permitted with seal: ![X] Yes No Restrictions</td>
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<td><img src="image13" alt="Secondary Horizontal" /></td>
<td><img src="image14" alt="University Seal" /></td>
<td>- University licenses health &amp; beauty products: ![X] Yes No Restrictions</td>
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<tr>
<td><img src="image15" alt="Secondary Horizontal" /></td>
<td><img src="image16" alt="University Seal" /></td>
<td>- University permits numbers on products for resale: ![X] Yes No Restrictions</td>
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<tr>
<td><img src="image17" alt="Secondary Horizontal" /></td>
<td><img src="image18" alt="University Seal" /></td>
<td>- Cross licensing with other marks permitted: ![X] Yes No Restrictions</td>
</tr>
<tr>
<td><img src="image19" alt="Secondary Horizontal" /></td>
<td><img src="image20" alt="University Seal" /></td>
<td>- NO USE of current player’s name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations. ![X] Yes No Restrictions</td>
</tr>
<tr>
<td><img src="image21" alt="Secondary Horizontal" /></td>
<td><img src="image22" alt="University Seal" /></td>
<td>- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks, ![X] Yes No Restrictions</td>
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**COLOR INFORMATION**

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<thead>
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<th>SCHOOL COLORS</th>
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