APPENDIX B
NORTHWESTERN 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.

Northwestern University
Current Revision Date: 09/21/16
Established: 1851 (Football est. 1882) Location: Evanston, IL Mascot: Wildcats
Mascot Name: Willie Conference: Big Ten

Verbiage
Northwestern University ®
Northwestern Wildcats ®
Northwestern ®
NU ®
Wildcats ™
Purple Pride ®

*Color Information
Northwestern Purple
Coated Black CMYK: 85, 100, 0, 15
Uncoated stock PANTONE: Rubine Red 61, Process Blue 37, Black 2

NU Purple
Coated Black CMYK: 64, 100, 0, 0
Uncoated stock PANTONE: Rhodamine 365, Dark Blue 35,5, TRANS: W1, 25, Black 3

RGB: 078, 042, 122

PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. PANTONE® is a registered trademark of PANTONE, Inc.

Primary Athletics Marks
1 2 3
Primary Athletics Marks
4 5 6
Secondary Athletics Marks
7 8
Secondary Athletics Marks
9 10 11
Secondary Athletics Marks
12 13
Secondary Athletics Marks
14 15 16
Secondary Athletics Marks
17 18
Secondary Athletics Marks
19 20 21 22 23
Secondary Athletics Marks
24 25 26 27
Secondary Athletics Marks
28 29 30
Secondary Athletics Marks
31 32 33
Secondary Athletics Marks
34 35 36
Secondary Athletics Marks
37 38 39
Secondary Athletics Marks

NOTE: The marks of Northwestern University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by NORTHWESTERN UNIVERSITY 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.
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**NORTHWESTERN 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.

<table>
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<tr>
<th>Northwestern University</th>
<th>McCormick School of Engineering</th>
<th>Northwestern University</th>
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<tr>
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<tr>
<td>Northwestern University</td>
<td>Weinberg College of Arts &amp; Sciences</td>
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<td>MEDILL.</td>
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### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (limited use)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement
- No use of current players’ 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
- Founding year (1851) cannot be split in any design

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