


APPENDIX B

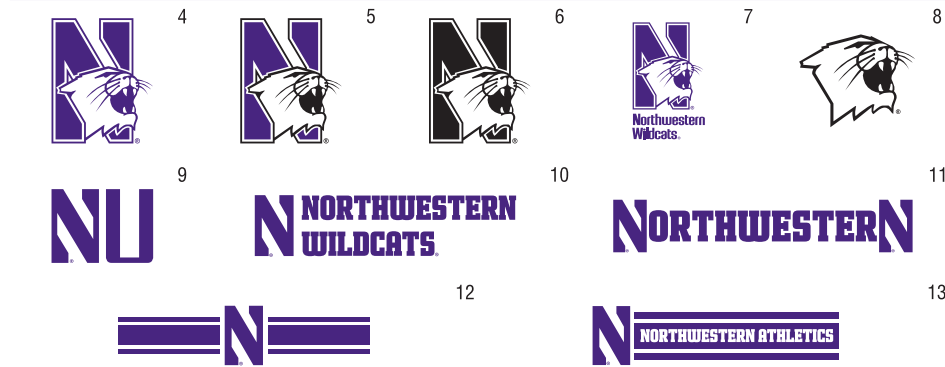
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 <h1 style="margin: 0;">Northwestern University</h1> <p style="margin: 0;">Current Revision Date: 09/21/16</p>	<p>Verbiage</p> <p>Northwestern University © Northwestern Wildcats © Northwestern © NU © Wildcats ™ Purple Pride ©</p>	<p>*Color Information</p> <p>Northwestern Purple Coated Stock CMYK: 85, 100, 0, 15 Coated Stock PANTONE: Rubine Red 61, Process Blue 37, Black 2 Uncoated Stock CMYK: 84, 100, 0, 0 Uncoated Stock PANTONE: Rhodamine 36.5, Dark Blue 35.5, TRANS. WT. 25, Black 3 RGB: 078, 042, 132</p>		
<p>Established: 1851 (Football est. 1882) Location: Evanston, IL Mascot: Wildcats</p> <p>Mascot Name: Willie Conference: Big Ten</p>				
Purple	Black	White	Mascot Gray	Mascot Light Gray
<p>PANTONE Northwestern Purple* MADEIRA: #### RA: #### GS/Sulky: ####</p>	<p>PANTONE Process Black C MADEIRA: Black RA: Black GS/Sulky: Black</p>	<p>White MADEIRA: White RA: White GS/Sulky: White</p>	<p>PANTONE 408 C MADEIRA: 1040 RA: 2618 GS/Sulky: 1040</p>	<p>PANTONE 406 C MADEIRA: 1118 RA: 2404 GS/Sulky: 1219</p>
Approved University colors or the *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



Secondary Athletics Marks



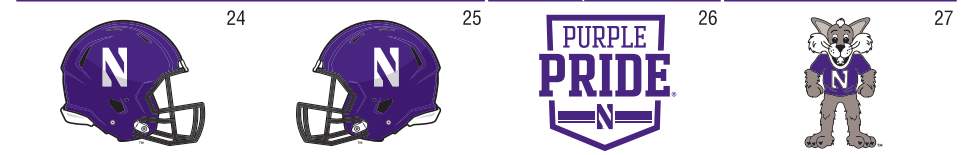
Sport Specific N Marks



Athletics Word Marks



Helmet Marks



University Marks



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 **Northwestern University**
Current Revision Date: 09/21/16













Feinberg School of Medicine

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 43	 44	 45

Pritzker School of Law

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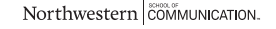


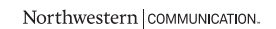






The Graduate School

 49	 50	 51
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School of Professional Studies

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School of Communication

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SESP

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For internal use only

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Northwestern University

Current Revision Date: 09/21/16

SESP			McCormick School of Engineering		
<p><u>Northwestern</u> SCHOOL OF EDUCATION AND SOCIAL POLICY.</p> <p>91</p>	<p><u>Northwestern</u> SCHOOL OF EDUCATION AND SOCIAL POLICY.</p> <p>92</p>	<p><u>Northwestern</u> SCHOOL OF EDUCATION AND SOCIAL POLICY.</p> <p>93</p>	<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>	<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>	<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>
<p><u>Northwestern</u> SESP.</p> <p>94</p> <p><i>For internal use only</i></p>	<p><u>Northwestern</u> SESP.</p> <p>95</p> <p><i>For internal use only</i></p>	<p><u>Northwestern</u> SESP.</p> <p>96</p> <p><i>For internal use only</i></p>	<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ENGINEERING.</p>
University in Qatar			Kellogg School of Management		
<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p> <p>97</p>	<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p> <p>98</p>	<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p> <p>99</p>	<p><u>Northwestern</u> Kellogg</p>	<p><u>Northwestern</u> Kellogg</p>	<p><u>Northwestern</u> Kellogg</p>
<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p> <p>100</p>	<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p>	<p><u>Northwestern</u> UNIVERSITY IN QATAR.</p>	<p><u>Northwestern</u> Kellogg</p>	<p><u>Northwestern</u> Kellogg</p>	<p><u>Northwestern</u> Kellogg</p>
Medill			Bienen School of Music		
<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> BIENEN SCHOOL OF MUSIC.</p>	<p><u>Northwestern</u> BIENEN SCHOOL OF MUSIC.</p>	<p><u>Northwestern</u> BIENEN SCHOOL OF MUSIC.</p>
<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MUSIC.</p>	<p><u>Northwestern</u> MUSIC.</p>	<p><u>Northwestern</u> MUSIC.</p>
<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	<p><u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.</p>	Weinberg College of Arts & Sciences		
<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> MEDILL.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>
McCormick School of Engineering			<p><u>Northwestern</u> ARTS & SCIENCES.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>
<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>	<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>	<p><u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>	<p><u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.</p>
<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ENGINEERING.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>	<p><u>Northwestern</u> ARTS & SCIENCES.</p>

<p>ADDITIONAL PERTINENT INFORMATION</p>	<ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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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