

PRIMARY WORD MARKS



SECONDARY WORD MARKS



ADDITIONAL APPROVED LOGO MARKS



COLOR INFORMATION

You must use the approved school colors to keep with proper brand standards, please use the PANTONE® colors listed on this page whenever possible. You can only use alternative colors in approved applications. Any official school products must be represented in approved school colors.

| SCHOOL COLORS | | PANTONE COLORS | |
|---------------|--------|-----------------------------------|---------------|
| BLACK | WHITE | RICH BLACK (C:60 M:40 Y:40 K:100) | WHITE |
| COLUMBIA | ORANGE | PANTONE 279 C | PANTONE 151 C |
| BLACK | WHITE | COLUMBIA | ORANGE |

ADDITIONAL BRAND USAGE INFORMATION

| | Yes | No | Restrictions |
|--|----------|----------|--|
| <input checked="" type="checkbox"/> School logos permitted on products for resale: | <u>X</u> | — | All official school products MUST adhere to the current brand standards, colors, and logo usage. |
| <input checked="" type="checkbox"/> Alterations to logos permitted: | — | <u>X</u> | |
| <input checked="" type="checkbox"/> Alterations to logo colors permitted: | <u>X</u> | <u>X</u> | |
| <input checked="" type="checkbox"/> Mascot caricatures permitted: | <u>X</u> | — | |
| <input checked="" type="checkbox"/> Cross licensing with other marks permitted: | <u>X</u> | — | |
| <input checked="" type="checkbox"/> NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with school brand marks. | | | |

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