



University of Vermont

Current Revision Date: 10/27/21

Established: 1791

Location: Burlington, VT

Nickname: Catamounts

Mascot Name: Rally the Catamount

Conference: AEC, Hockey East

Verbiage

The University of Vermont®
Catamounts®
UVM®

Please use the following recommended fonts for verbiage: "Go Bold" or "Brown."

Catamount Green	Catamount Brown	Catamount Gold	Catamount Light Brown	Catamount Orange
PANTONE 3435 C CMYK: 100, 0, 79, 60 RGB: 0, 88, 55 MADEIRA Rayon: 1370 RA: 2392	PANTONE 464 C CMYK: 47, 65, 100, 0 RGB: 153, 102, 51 MADEIRA Rayon: 1056 RA: 2290	PANTONE 123 C CMYK: 0, 30, 94, 0 RGB: 253, 185, 39 MADEIRA Rayon: 1069 RA: 2408	PANTONE 466 C 49% CMYK: 5, 11, 21, 0 RGB: 239, 221, 199 MADEIRA Rayon: 1470 RA: 2332	PANTONE 1585 C CMYK: 0, 56, 87, 0 RGB: 246, 138, 57 MADEIRA Rayon: 1278 RA: 2218
UVM Green	UVM Bright Green	UVM Light Green	Catamount Black / UVM Black	
PANTONE 7484 U CMYK: 85, 0, 64, 45 RGB: 0, 113, 86 MADEIRA Rayon: 1391 RA: 2552	PANTONE 362 U CMYK: 60, 1, 93, 10 RGB: 103, 172, 71	PANTONE 381 U CMYK: 35, 0, 95, 0 RGB: 178, 211, 62	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA Rayon: Black RA: Black	

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 Athletic Marks



Secondary Marks



Usage Guidelines

- The V-Cat logo is restricted to retail and internal Athletics use only
- The V-Cat logo is the primary and preferred logo
- The V-Cat logo cannot be reversed
- Use of the Cat Head must be accompanied by an additional athletics identifier, such as "Catamounts", the V or the Split V
- Use of the logos on non-white backgrounds / items should adhere to the illustrated examples
- V and Split-V colors may not be altered (i.e. no green/white split)
- Use of other stylized V's on licensed products is discouraged



Secondary Marks (Continued)

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Sport Specific Marks

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Catamount Wordmarks

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Official University Marks

 51	 52	 53	 54
 55	 56	 57	 58
 59	 60	 61	 62
 63	 64	 65	 66

Wordmarks

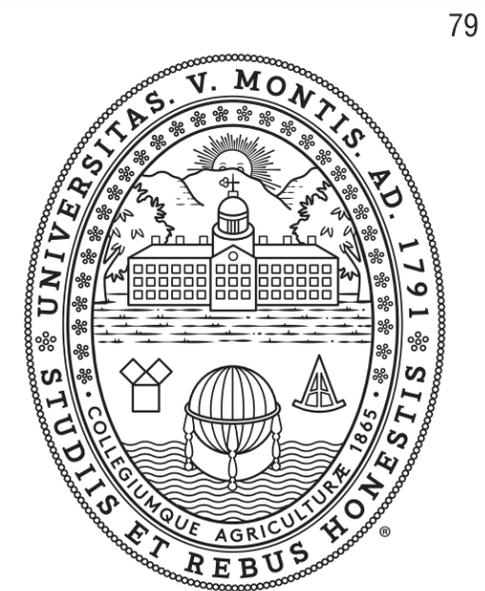
 73	 74	 75
 76	 77	 78

Tower Marks

Note: The Tower Mark alone may be used as a graphic element; however, the Tower Mark should not be used instead of the Official University Mark.

 67	 68	 69
 70	 71	 72

University Seal



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- 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.