



# University of Vermont

Current Revision Date: 06/11/24

**Established:** 1791

**Location:** Burlington, VT

**Nickname:** Catamounts

**Mascot Name:** Rally the Catamount

**Conference:** AEC, Hockey East, EISA

**University Tagline:** For People and Planet.

## Verbiage

Catamounts®  
UVM®  
University of Vermont®

Please use the following recommended fonts for verbiage: Lora, Acumin, Roboto "Go Bold" or "Brown."

Catamount Green	Gold	Vermont Slate	Clear Sky	Catamount Orange	Old Mill	Catamount Brown	Catamount Light Brown	Morning Fog
PANTONE 3435 C CMYK: 95, 19, 70, 72 HEX: #154734	PANTONE 109 C CMYK: 0, 10, 100, 0 HEX: #FFD100	PANTONE 547 C CMYK: 100, 29, 27, 79 HEX: #00313C	PANTONE 2171 C CMYK: 68, 29, 0, 13 HEX: #489FDF	PANTONE 1585 C CMYK: 0, 60, 81, 14 HEX: #DC582A	PANTONE 7579 C CMYK: 0, 60, 81, 12 HEX: #DC582A	PANTONE 464 C CMYK: 46, 65, 100, 0 MADEIRA Rayon: 1056 RA: 2290	PANTONE 466 C CMYK: 0, 60, 81, 14 MADEIRA Rayon: 1470 RA: 2332	PANTONE 179-1 C CMYK: 0, 0, 0, 3 HEX: #F7F7F7

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



## Cat Head Marks



## Rally Head 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 for Athletics
- 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)

For more information, please visit: [uvm.edu/brand](http://uvm.edu/brand)



## Secondary Marks (Continued)



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For retail use only

# LET'S RALLY

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For retail and athletics use only

## Catamount Wordmarks

# CATAMOUNTS®

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# CATAMOUNTS

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For retail use only



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For retail use only

## Sport Specific Marks



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Sport specific marks for retail only



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## Primary University Marks



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## Shield Marks



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## Monogram Marks



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## V Marks



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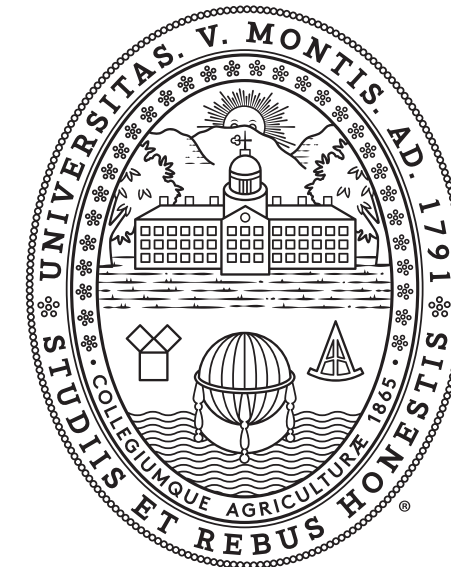


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## University Seal



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### 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.