UNIVERSITY OF VERMONT

Learfield
LICENSING PARTNERS

PRIMARY ATHLETIC MARKS

UVM-0001

UVM-0002

UVM-0003

UVM-0004

UVM-0005

UVM-0006

UVM-0007

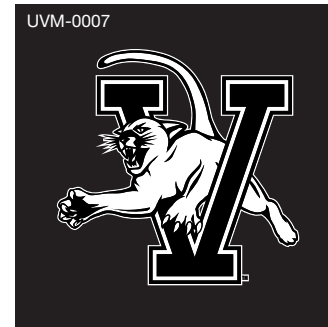## COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2017.

UNIVERSITY COLORS	PANTONE® COLORS	RGB	PROCESS COLORS
Catamount Green	PMS 3435	R:21 G:71 B:52	C:100% M:0% Y:81% K:66%
Catamount Brown	PMS 464	R:139 G:91 B:41	C:10% M:50% Y:100% K:35%
Catamount Gold	PMS 123	R:255 G:199 B:44	C:0% M:24% Y:94% K:0%
Catamount Light Brown	PMS 466	R:198 G:170 B:118	C:12% M:22% Y:43% K:0%
Catamount Orange	PMS 1585	R:255 G:106 B:19	C:0% M:56% Y:90% K:0%
Catamount Black	Process Black		

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SECONDARY MARKS

UVM-0015	UVM-0016	UVM-0017	UVM-0018	UVM-0019	UVM-0020	UVM-0021

UVM-0022	UVM-0023	UVM-0024	UVM-0025	UVM-0026	UVM-0027	UVM-0028

UVM-0029	UVM-0030	UVM-0031	UVM-0032	UVM-0033	UVM-0034	UVM-0035

Guidelines:

• V-Cat logo is the primary and preferred logo

• The V-Cat logo can not 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)

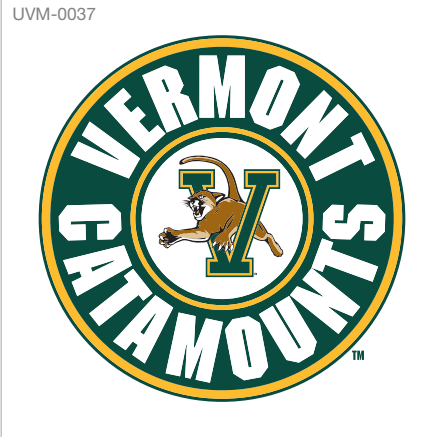• Use of other stylized V's on licensed products is discouraged

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Catamount Black	Process Black		

SECONDARY MARKS (CONTINUED)

UVM-0037

CATAMOUNTS WORDMARKS

UVM-0038

CATAMOUNTS ®

UVM-0039

Catamounts ®

UVM-0040

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Catamount Black	Process Black		

Learfield
LICENSING PARTNERS

SPORT SPECIFIC MARKS

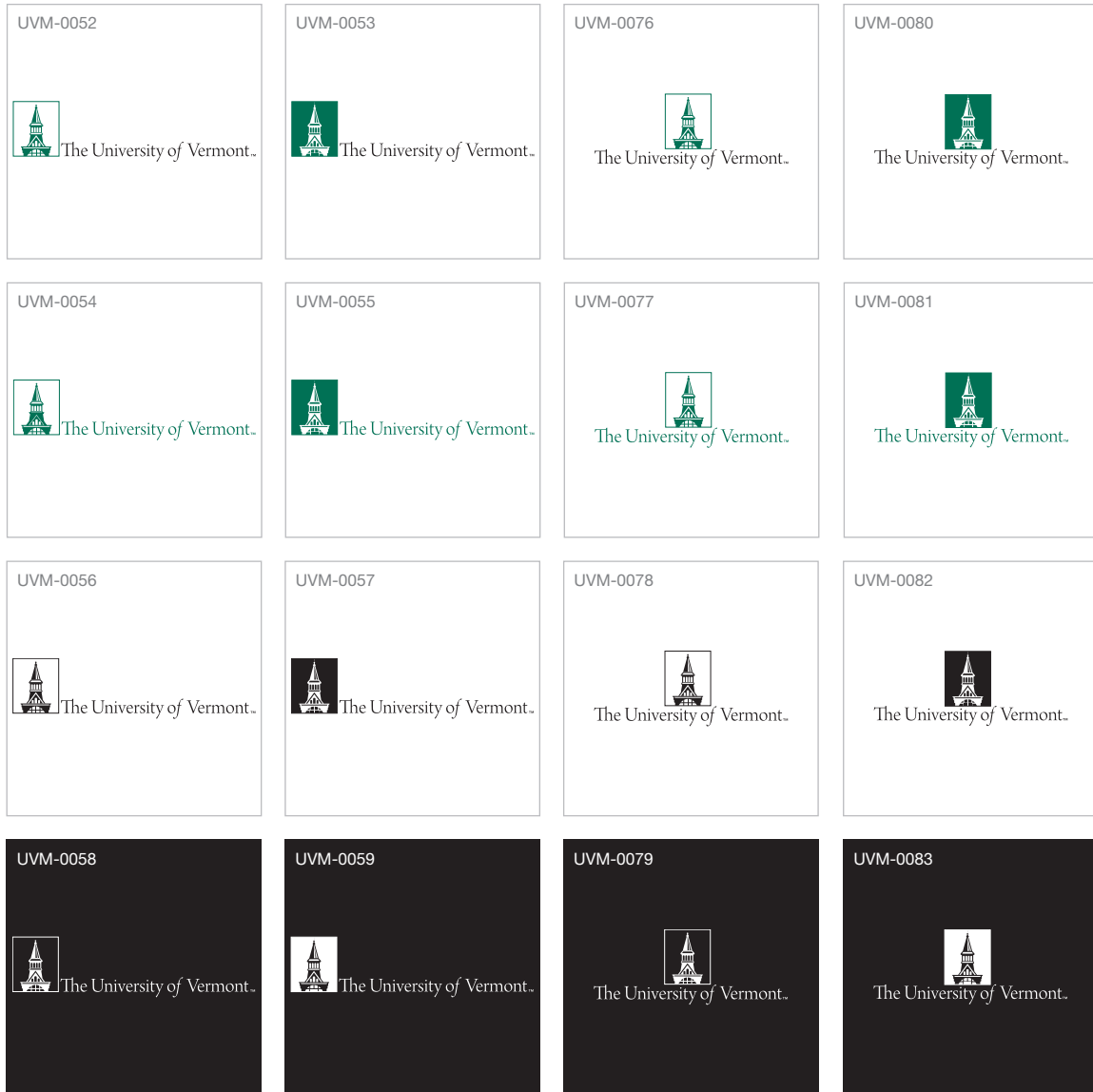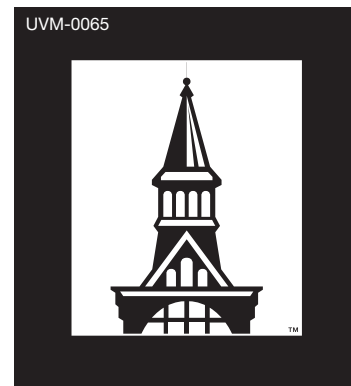|				
UVM-0041	UVM-0042	UVM-0043	UVM-0044	UVM-0045
UVM-0046	UVM-0047	UVM-0048	UVM-0049	UVM-0050
UVM-0084	UVM-0085	UVM-0086		
UVM-0087	UVM-0088	UVM-0089		

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OFFICIAL UNIVERSITY MARKS

UVM-0052	UVM-0053	UVM-0076	UVM-0080
The University of Vermont™	The University of Vermont™	The University of Vermont™	The University of Vermont™

UVM-0054	UVM-0055	UVM-0077	UVM-0081
The University of Vermont™	The University of Vermont™	The University of Vermont™	The University of Vermont™

UVM-0056	UVM-0057	UVM-0078	UVM-0082
The University of Vermont™	The University of Vermont™	The University of Vermont™	The University of Vermont™

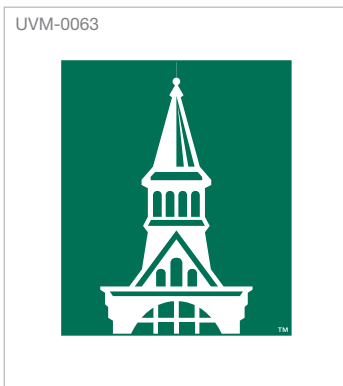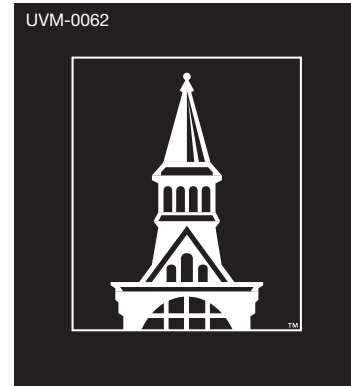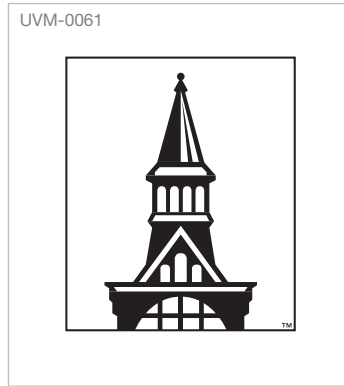| UVM-0058	UVM-0059	UVM-0079	UVM-0083
The University of Vermont™	The University of Vermont™	The University of Vermont™	The University of Vermont™

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UNIVERSITY COLORS	PANTONE® COLORS	RGB	HEX	PROCESS COLORS
UVM Green	PMS 7484 U	R:0 G:113 B:86	007155	C:85% M:0% Y:64% K:45%
UVM Bright Green	PMS 362 U	R:103 G:172 B:71	66AC47	C:60% M:1% Y:93% K:10%
UVM Light Green	PMS 381 U	R:178 G:211 B:62	B2D23E	C:35% M:0% Y:95% K:0%
UVM Black	Process Black			

TOWER MARKS

UVM-0060

UVM-0061

UVM-0062

UVM-0063

UVM-0064

UVM-0065

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.

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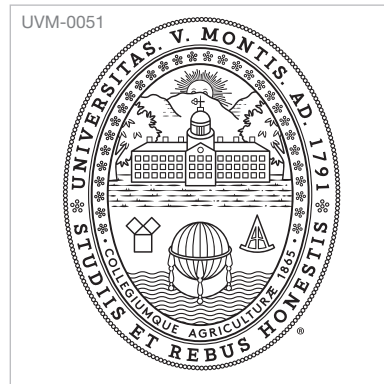
WORDMARKS

UVM-0066
UVM ™

UVM-0067
UVM ™

UVM-0068
UVM ™

UVM-0072
UNIVERSITY OF VERMONT ™

UVM-0073
UNIVERSITY OF VERMONT ™

UVM-0074
UNIVERSITY OF VERMONT ™

VERBIAGE

The University of Vermont®
Catamounts®
UVM®

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

UNIVERSITY SEAL

UVM-0051

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