



















APPENDIX B

UNIVERSITY OF NORTH CAROLINA is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

 <h1>University of North Carolina at Chapel Hill</h1> <p>Current Revision Date: 4/20/15</p>			<p>Verbiage</p>		
<p>Established: 1789</p> <p>Mascot Name: Rameses</p>	<p>Location: Chapel Hill, NC</p> <p>Conference: Atlantic Coast Conference (ACC)</p>	<p>Nickname: Tar Heels</p>	<p>University of North Carolina ® North Carolina ® Carolina™ UNC ® Tar Heels ® Tar Heel™</p>	<p>Heels™ Carolina Fever ® North Carolina Tar Heels™ Carolina Tar Heels™ Dean E. Smith Center™ Dean Dome™</p>	<p>Kenan Memorial Stadium™ Boshamer Stadium™ Carmichael Arena™ Old Well™ Carolina Blue™</p>
Carolina Blue	Navy Blue	Flat Grey	Silver	Black	White
<p>PANTONE 542 MADEIRA: 1175 RA: No Match</p>	<p>PANTONE 2767 MADEIRA: 1043 RA: 2303</p>	<p>PANTONE 429 MADEIRA: 1319 RA: 2585</p>	<p>PANTONE 877 MADEIRA: 5011 RA: No Match</p>	<p>PANTONE PROCESS BLACK C MADEIRA: 1000 RA: 2296</p>	<p>WHITE MADEIRA: 1002 RA: 2297</p>
<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.</p>					

Primary Marks				
				
1	2	3	4	5
Secondary Marks				
				
6	7	8	9	
				
10	11	12	13	
				
14	15	16	17	

Combination Marks		
		
18	19	20
		
21	22	23
Word Marks		
		
24	25	26
		
27	28	29
		
30	31	32
		
33	34	35
		
36	37	38
		
39	40	41

PAGE 1 NOTE: The marks of University of North Carolina are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF NORTH CAROLINA shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

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University of North Carolina at Chapel Hill

Current Revision Date: 4/20/15

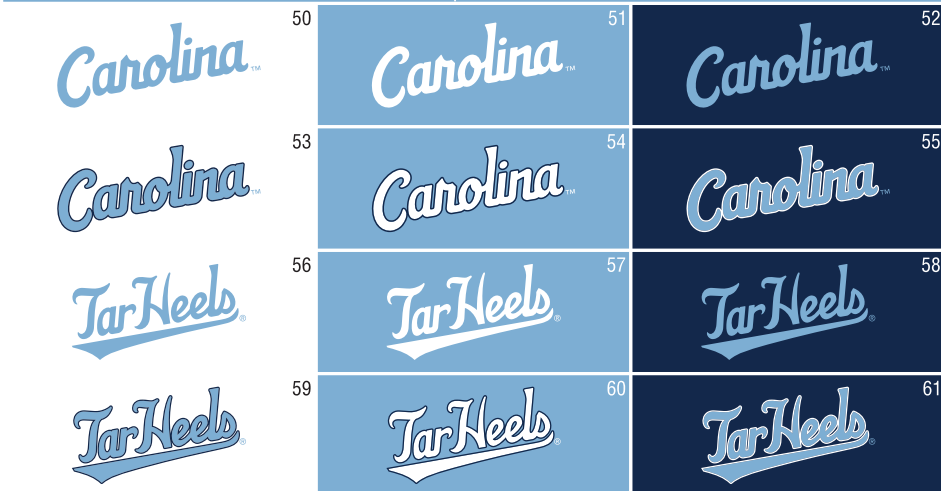
Word Marks



School Seals



Script Marks



Institutional Marks



ADDITIONAL PERTINENT INFORMATION

- 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
- University permits numbers on products for resale. The use of #23 on basketball jerseys is restricted to the University's sideline provider. All other numbers are permitted on jerseys throughout all retail channels
- The argyle pattern on uniforms is an exclusive program and not available for use by additional licensees

- 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
- Tar Heels must be two words

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