APPENDIX B
UNIVERSITY OF MISSOURI 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.

**INSTITUTIONAL MARK**

1. University of Missouri ®
2. Missouri ®
3. MU™
4. Missouri Tigers ®
5. Tigers™
6. Mizzou ®
7. Mizzou Tigers™
8. Mizzou-rah™
9. Truman™
10. The Zou™

**VERBIAGE**

- University of Missouri ®
- Missouri ®
- MU™
- Missouri Tigers ®
- Tigers™
- Mizzou ®
- Mizzou Tigers™
- Mizzou-rah™
- Truman™
- The Zou™

**SPRINT MARK**

11. University of Missouri ®
12. Missouri ®
13. MU™
14. Missouri Tigers ®
15. Tigers™

**COLOR INFORMATION**

You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.

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**DESIGN GUIDELINES**

- Only the stacked MU, the tiger head spirit mark and Truman the Tiger will be approved for use. The athletic logo and associated fonts are reserved for use by the Athletics department only and their approved sponsors.
- Use of an official unit signature (or merchandise mark) is highly recommended. When a unit signature is not used, unit names and/or any form of the university name must be kept separate and apart from any other graphic.
- The logos cannot be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.
- Use of a current student athlete’s name on commercial merchandise is a violation of NCAA rules and may result in the student athlete being declared ineligible. Any use of a student athlete’s name, nickname, or picture must be approved by the MU Compliance Office.
- Design cannot use trademarks from other entities or derivatives of those marks.
- No use of the university’s name or logo may be approved in connection with promotion of alcohol, tobacco or other drugs or in connection with pornography or other forms of expression limited by law.
- The design of apparel and certain promotional products must be specific to the School/College/Dept. and/or event in order to limit commercial appeal and minimize the cannibalism of the existing retail market.

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

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF MISSOURI 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.