# University of Vermont

**Current Revision Date:** 02/04/20

---

**Established:** 1791  
**Location:** Burlington, VT  
**Nickname:** Catamounts  
**Mascot Name:** Rally the Catamount  
**Conference:** AEC, Hockey East

---

<table>
<thead>
<tr>
<th>Location: Burlington, VT</th>
<th>Nickname: Catamounts</th>
</tr>
</thead>
</table>

---

**Usage Guidelines**

- **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.

---

**PANTONE 3435 C**  
**CMYK:** 100, 0, 79, 60  
**RGB:** 0, 88, 55  
**MADEIRA Rayon:** 1370  
**RA:** 2392

---

**PANTONE 466 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

---

**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."
<table>
<thead>
<tr>
<th>Secondary Marks (Continued)</th>
<th>Sport Specific Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Vermont Catamounts" /></td>
<td><img src="image" alt="Vermont Basketball" /></td>
</tr>
<tr>
<td><img src="image" alt="Vermont Cross Country" /></td>
<td><img src="image" alt="Vermont Field Hockey" /></td>
</tr>
<tr>
<td><img src="image" alt="Vermont Hockey" /></td>
<td><img src="image" alt="Vermont Hockey" /></td>
</tr>
<tr>
<td><img src="image" alt="Vermont Lacrosse" /></td>
<td><img src="image" alt="Vermont Soccer" /></td>
</tr>
<tr>
<td><img src="image" alt="Vermont Track &amp; Field" /></td>
<td><img src="image" alt="Vermont Track &amp; Field" /></td>
</tr>
</tbody>
</table>

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

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.