

PRIMARY ATHLETIC MARKS

UVM-0001



UVM-0002



UVM-0003



UVM-0004



UVM-0005



UVM-0006



UVM-0007



COLOR INFORMATION

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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



Notes:

- V-Cat logo remains the primary and preferred logo
- The new logos are for the athletic department and retail channel only
- Use of the Cat or 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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SECONDARY MARKS (CONTINUED)



CATAMOUNTS WORDMARKS



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SPORT SPECIFIC MARKS

UVM-0041



UVM-0042



UVM-0043



UVM-0044



UVM-0045



UVM-0046



UVM-0047



UVM-0048



UVM-0049

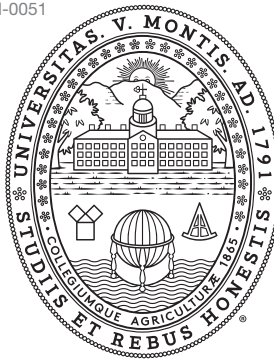


UVM-0050



UNIVERSITY SEAL

UVM-0051



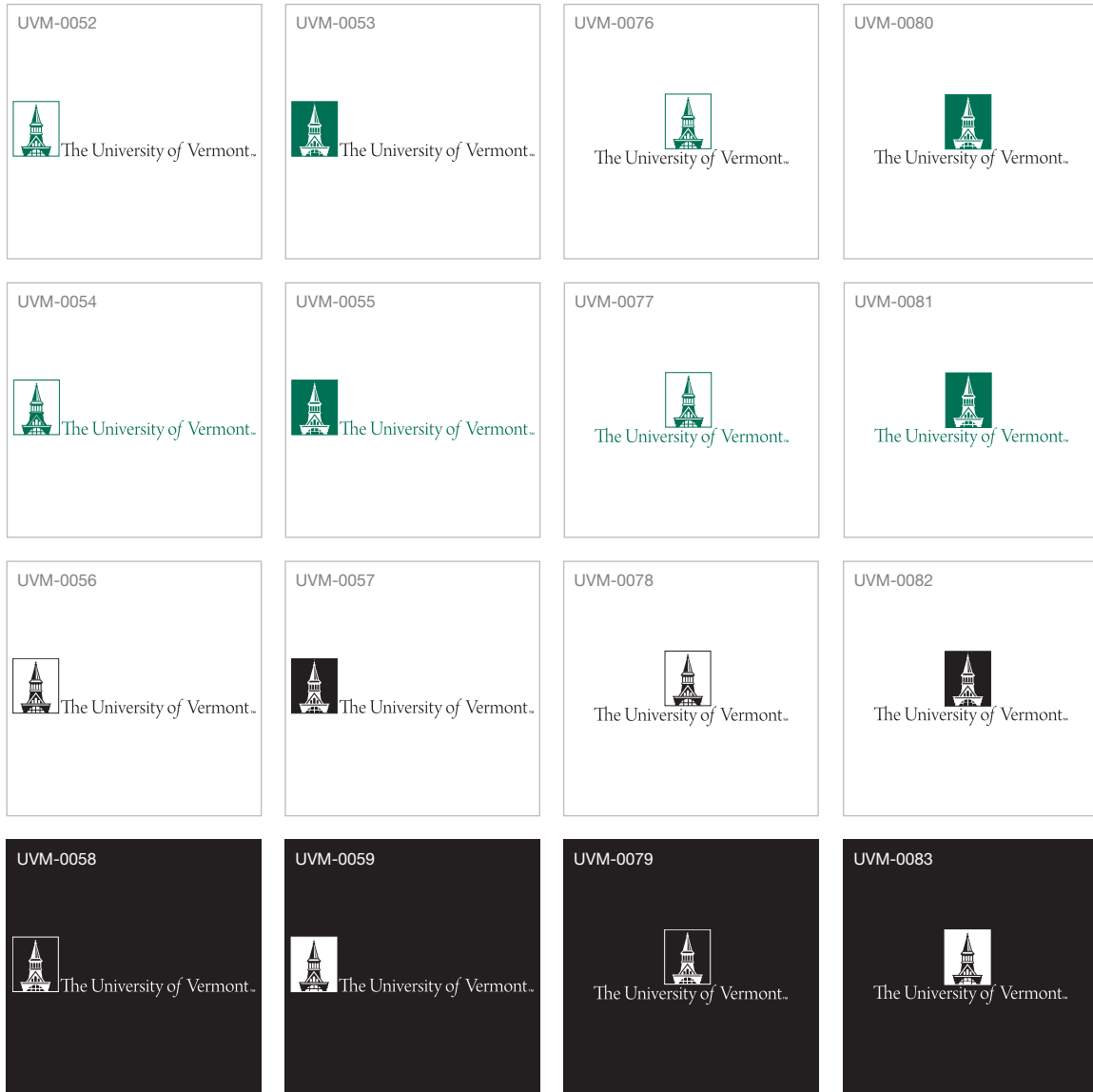
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OFFICIAL UNIVERSITY MARKS



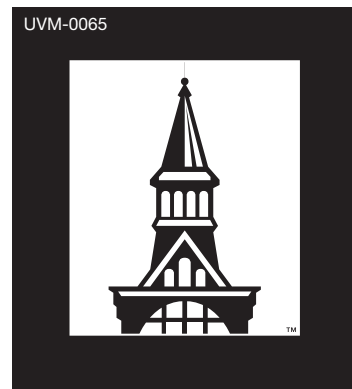
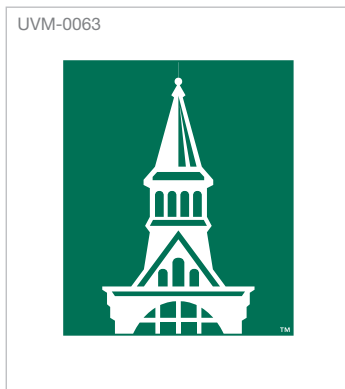
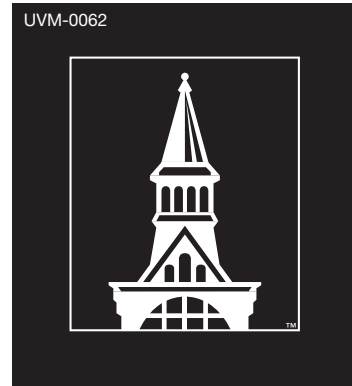
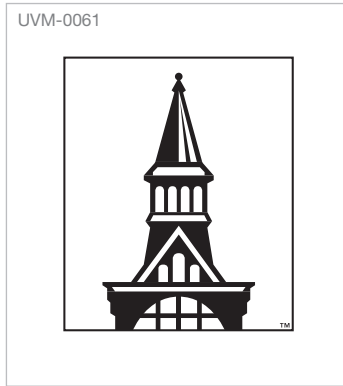
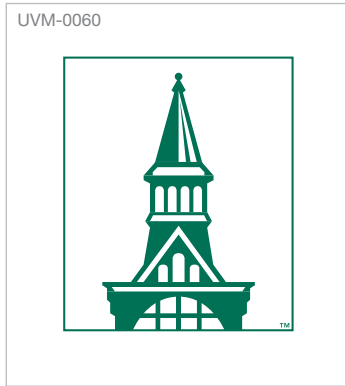
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UNIVERSITY COLORS	PANTONE® COLORS	RGB	HEX	PROCESS COLORS
UVM Green	PMS 7484 U	R:0 G:113 B:86	007155	C:85% M:0% Y:64% K:45%
UVM Bright Green	PMS 362 U	R:103 G:172 B:71	66AC47	C:60% M:1% Y:93% K:10%
UVM Light Green	PMS 381 U	R:178 G:211 B:62	B2D23E	C:35%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

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TOWER 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.

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WORDMARKS



VERBIAGE

The University of Vermont®
Catamounts®

UVM®

Please use the following recommended fonts for verbiage - "Yearbook" or "ITC Officina".

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