

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 CVC	R:0 G:88 B:55	C:100% M:0% Y:79% K:60%
Catamount Brown	PMS 464 CVC	R:153 G:102 B:51	C:47% M:65% Y:100% K:0%
Catamount Gold	PMS 123 CVC	R:253 G:185 B:39	C:0% M:30% Y:94% K:0%
Catamount Light Brown	PMS 466 CVC	R:239 G:221 B:199	C:5% M:11% Y:21% K:0%
Catamount Orange	PMS 1585 CVC	R:246 G:138 B:57	C:0% M:56% Y:87% K:0%
Catamount Black	Process Black		

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SECONDARY MARKS



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

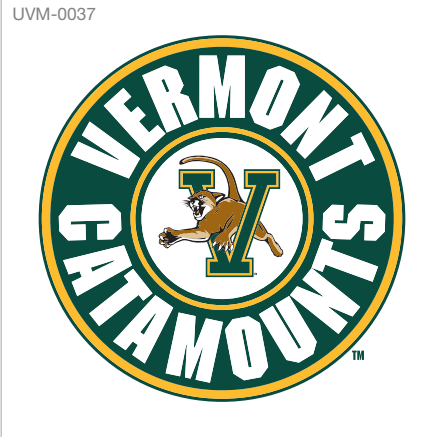
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SECONDARY MARKS (CONTINUED)



CATAMOUNTS WORDMARKS



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SPORT SPECIFIC MARKS



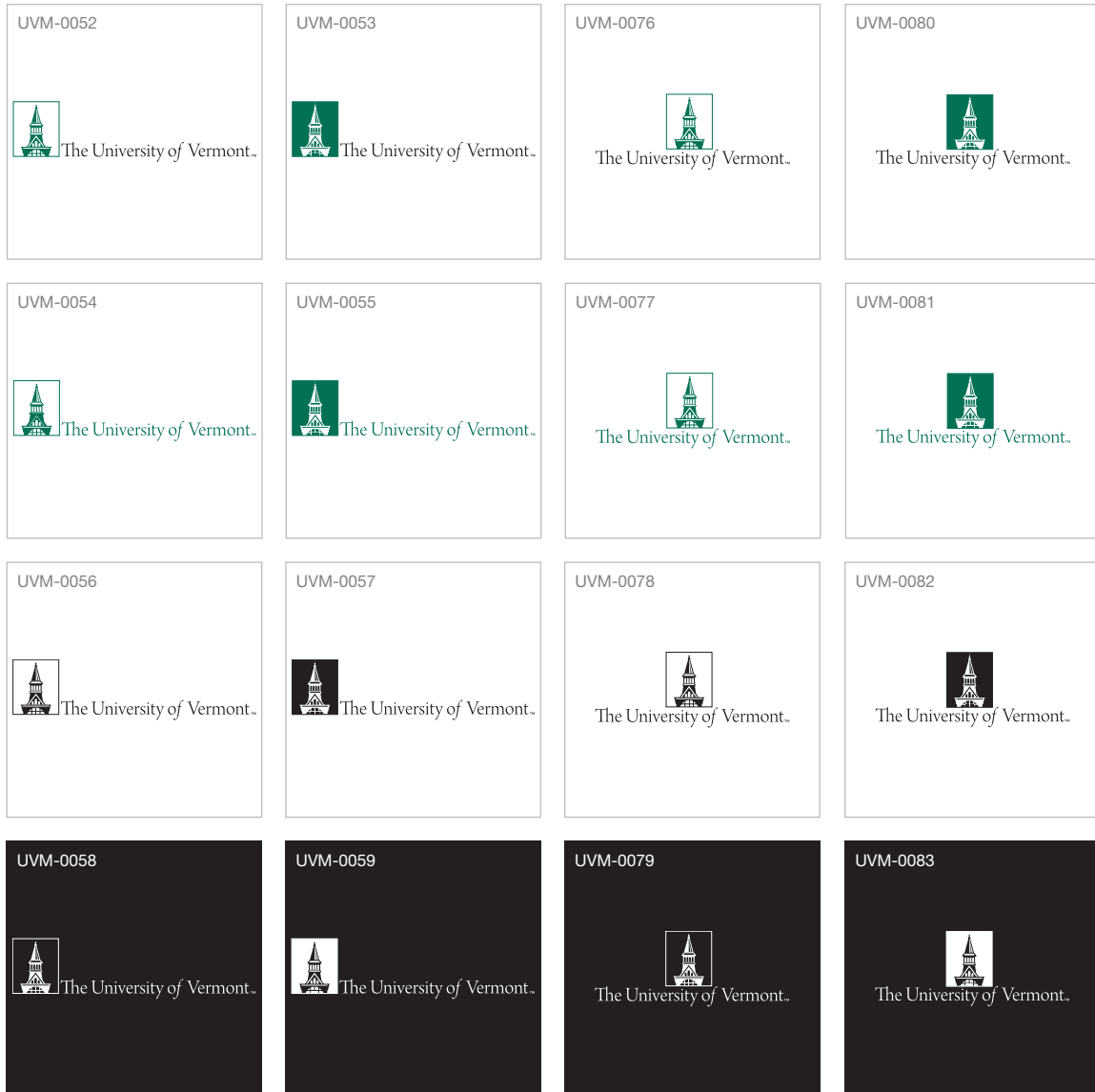
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OFFICIAL UNIVERSITY MARKS



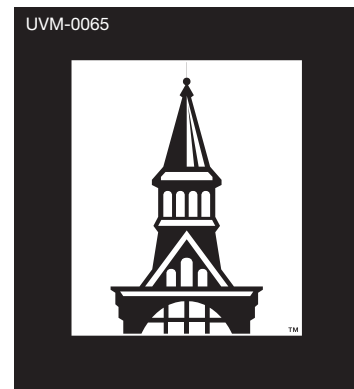
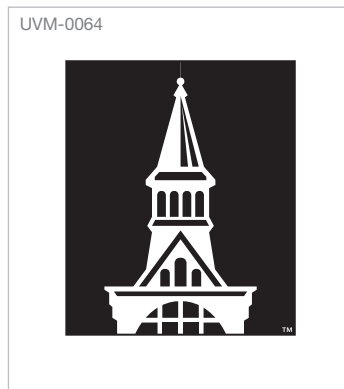
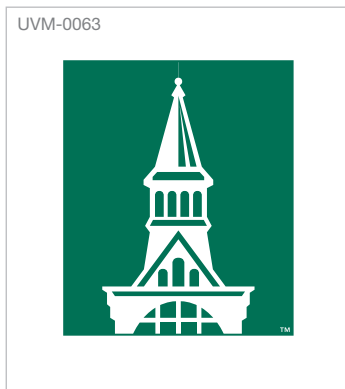
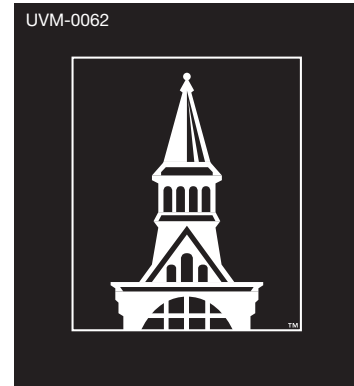
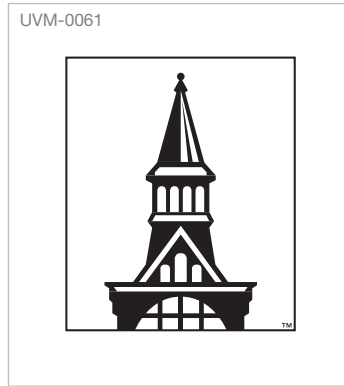
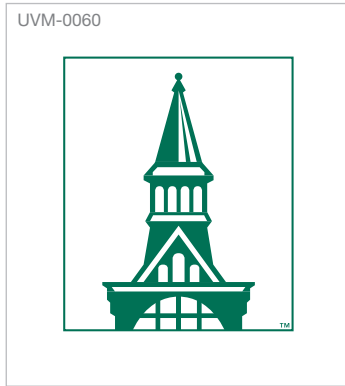
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UNIVERSITY COLORS	PANTONE® COLORS	RGB	HEX	PROCESS COLORS
UVM Green	PMS 7484 U	R:0 G:113 B:86	007155	C:85% M:0% Y:64% K:45%
UVM Bright Green	PMS 362 U	R:103 G:172 B:71	66AC47	C:60% M:1% Y:93% K:10%
UVM Light Green	PMS 381 U	R:178 G:211 B:62	B2D23E	C:35%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

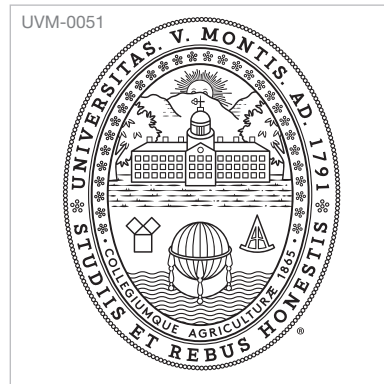


VERBIAGE

The University of Vermont®
Catamounts®
UVM®

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

UNIVERSITY SEAL



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