
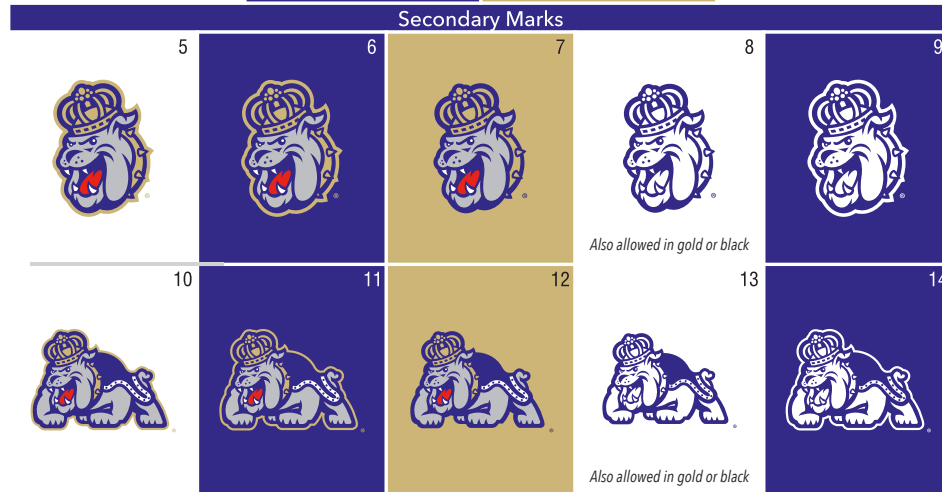
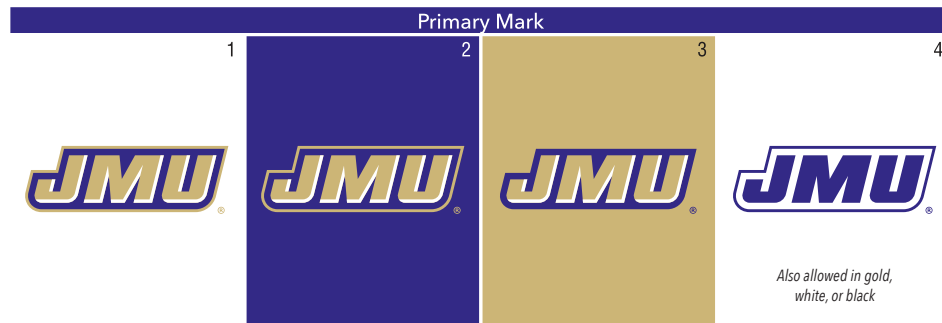


## APPENDIX B

JAMES MADISON UNIVERSITY 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 style="margin: 0;">James Madison University</h1> <p style="margin: 0;">Current Revision Date: 3/11/19</p>		Verbiage		
<b>Established:</b> 1908 <b>Location:</b> Harrisonburg, VA <b>Nickname:</b> Dukes <b>Mascot Name:</b> Duke Dog <b>Conference:</b> Colonial Athletic Association (CAA)		James Madison University®      Madison™ JMU® JMU Dukes™ Dukes™ James Madison Dukes™		
Purple	Gold	Gray	Black	Red (tongue only)
<b>PANTONE 2685 C</b> MADEIRA: 1322 RA: 2431	<b>PANTONE 4515 C</b> MADEIRA: 1260 RA: 2586	<b>PANTONE Cool Gray 5 C</b> MADEIRA: 1118 RA: 2741	<b>PANTONE Process Black C</b> MADEIRA: Black RA: Black	<b>PANTONE 485 C</b> MADEIRA: 1146 RA: 2420
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.				



PAGE 1/2      NOTE: The marks of James Madison University are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by JAMES MADISON UNIVERSITY 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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# James Madison University

Current Revision Date: 3/11/19

## Other Marks

24



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Also allowed in gold or black

## Sport Specific Mark

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Other sport program logos are available for all varsity athletic programs upon further request. Please contact Trademarks and Licensing Department.

## Institutional Marks

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### ADDITIONAL PERTINENT INFORMATION

- 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; no alcoholic beverages).
- 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.
- Full color logos should not be converted to one-color marks. Official one-color marks are available upon request.
- Do not alter the color, proportions, shape, borders or appearance of these marks.

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