

APPENDIX B

THE UNIVERSITY OF NORTH CAROLINA 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.

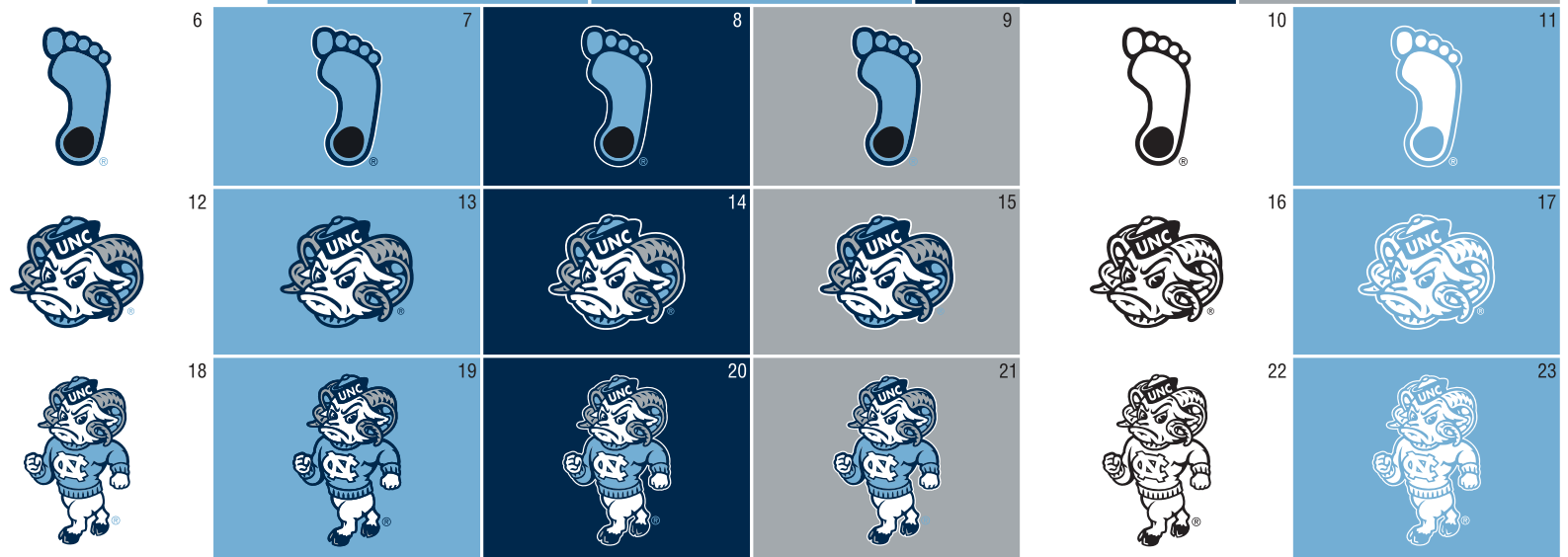
University of North Carolina at Chapel Hill Current Revision Date: 04/12/18			Verbiage		
Established: 1789	Location: Chapel Hill, NC	Nickname: Tar Heels	University of North Carolina ® North Carolina ® Carolina ™ UNC ® Tar Heels ®	Tar Heel ™ Heels ™ Carolina Fever ® North Carolina Tar Heels ™ Carolina Tar Heels ®	Dean E. Smith Center ™ Dean Dome ™ Kenan Memorial Stadium ™ Boshamer Stadium ™ Carmichael Auditorium ™ Old Well ™ Carolina Blue ™ Hark the Sound ™
Mascot Name: Rameses	Conference: Atlantic Coast Conference (ACC)				
Carolina Blue	White	Navy Blue	Black	Silver	Flat Grey
PANTONE 542 C C:60 M:19 Y:1 K:4 R:123 G:175 B:212 MADEIRA Rayon: 1175 RA: No Match	WHITE MADEIRA:1002 RA: 2297	PANTONE 2767 C C:100 M:90 Y:10 K:77 R:19 G:41 B:75 MADEIRA Rayon: 1043 RA: 2303	PANTONE PROCESS BLACK C MADEIRA: 1000 RA: 2296	PANTONE 877 C C:23 M:16 Y:13 K:46 R:141 G:144 B:146 MADEIRA Metallic: 5011	PANTONE 429 C C:21 M:11 Y:9 K:23 R:162 G:170 B:173 MADEIRA Rayon: 1043 RA: 2585

* 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.

Primary Athletic Marks



Secondary Athletic Marks



PAGE 1/3 NOTE: The marks of University of North Carolina 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 THE UNIVERSITY OF NORTH CAROLINA 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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University of North Carolina at Chapel Hill

Current Revision Date: 04/12/18

Combination Marks

Word Marks



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University of North Carolina at Chapel Hill

Current Revision Date: 04/12/18

Script Marks

Carolina™

Carolina™

Carolina™

Carolina™

Carolina™

Carolina™

Tar Heels®

Tar Heels®

Tar Heels®

Tar Heels®

Tar Heels®

Tar Heels®

Institutional Marks



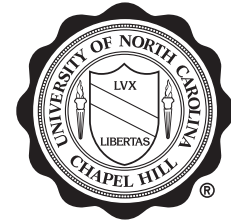
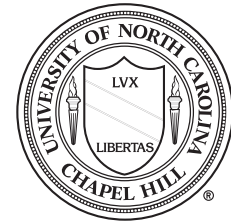
THE UNIVERSITY
of NORTH CAROLINA[®]
at CHAPEL HILL



THE UNIVERSITY
of NORTH CAROLINA[®]
at CHAPEL HILL



School Seals



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (limited use).
- 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. The use of 23 on jerseys is restricted to the University sideline partner.
- Do not overlay design elements on top of the primary interlocking NC mark.

- The argyle pattern on uniforms is an exclusive program and not available for use by additional licensees.
- 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.
- Tar Heels must be two words.

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