## VCU (Virginia Commonwealth University)

**Established:** 1838  
**Location:** Richmond, VA  
**Nickname:** Rams  
**Mascot Name:** Rodney  
**Conference:** Atlantic 10 (A10)

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### Yellow

| PANTONE 130 C | MADEIRA: 1125  
| GS/Sulky: 1124 |

### Yellow (Uncoated)

| PANTONE 109 U | MADEIRA: 1064 |

### Black

| PANTONE Process Black C  
| MADEIRA: Black  
| GS/Sulky: Black |

### White

| White  
| MADEIRA: White  
| GS/Sulky: White |

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### Primary Athletics Marks

<table>
<thead>
<tr>
<th>Color tabs ( ) indicate alternate background color available for each mark.</th>
</tr>
</thead>
</table>

- **Mark 1**
- **Mark 2**
- **Mark 3**
- **Mark 4**
- **Mark 5**
- **Mark 6**
- **Mark 7**
- **Mark 8**

### Secondary Athletics Marks

- **Mark 10**
- **Mark 11**
- **Mark 12**

### Athletics Word Marks

- **Mark 16**
- **Mark 17**
- **Mark 18**
- **Mark 19**
- **Mark 20**
- **Mark 21**
- **Mark 22**
- **Mark 23**
- **Mark 24**
- **Mark 25**
- **Mark 26**
- **Mark 27**

### Combination Marks

- **Mark 28**
- **Mark 29**
- **Mark 30**
- **Mark 31**
- **Mark 32**
- **Mark 33**
- **Mark 34**
- **Mark 35**
- **Mark 36**

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**NOTE:** The marks of Virginia Commonwealth University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.
## VCU (Virginia Commonwealth University)

Current Revision Date: 10/25/16

### Sport Specific Marks

Sport Specific marks for all University sports are available upon further request. Please contact Trademarks and Licensing at trademarks@vcu.edu.

<table>
<thead>
<tr>
<th>Sport</th>
<th>Mark Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td><img src="image1" alt="Baseball" /></td>
</tr>
<tr>
<td>Basketball</td>
<td><img src="image2" alt="Basketball" /></td>
</tr>
<tr>
<td>VCU Athletics</td>
<td><img src="image3" alt="Athletics" /></td>
</tr>
</tbody>
</table>

### Mascot Marks

<table>
<thead>
<tr>
<th>Mascot</th>
<th>Mark Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ram</td>
<td><img src="image4" alt="Ram" /></td>
</tr>
</tbody>
</table>

### Tartan Pattern

![Tartan Pattern](image5)

### University Seal

Seal is restricted to official graduation items only. Permission is required to use these marks. Please contact University Relations.

### Institutional Marks

<table>
<thead>
<tr>
<th>Mark Image</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image6" alt="Institutional Mark" /></td>
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</tbody>
</table>

### Simple Seal (for use when Seal will not produce properly)

<table>
<thead>
<tr>
<th>Mark Image</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7" alt="Simple Seal" /></td>
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</tbody>
</table>

### VCU Health Marks (more marks available if needed)

<table>
<thead>
<tr>
<th>Mark Image</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image8" alt="VCU Health" /></td>
</tr>
</tbody>
</table>

### 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)
- 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
- Schools, units and departments have individual identifying brand marks available. Vendors should not attempt to recreate these marks on their own.

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