



## Verbiage

*Designations should always be placed on the baseline of the text.*

**Conference:** Atlantic 10 (A10)

**White**

**White**  
**CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255**  
 MADEIRA: White | GS/Sulky: White

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.

Color tabs (  ) indicate alternate background color available for each mark.

**Note:** Only the full color primary logo may be used on fashion colors.

**Note:** May only be used in conjunction with VCU.

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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 CLC.



**Note:** Institutional Marks other than the Simple Seal may not be used on fashion colors.

Vertical version allowed in the same color variations as shown in marks.

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

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

### 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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