**Table: Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Madeira</th>
<th>GS/Sulky</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>0, 30, 100, 0</td>
<td>255, 179, 0</td>
<td>1125</td>
<td>1124</td>
</tr>
<tr>
<td>PANTONE 130 C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold (Uncoated)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>0, 0, 0, 100</td>
<td>39, 37, 31</td>
<td>Black</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>0, 0, 0, 0</td>
<td>255, 255, 255</td>
<td>White</td>
<td></td>
</tr>
</tbody>
</table>

**Primary Athletics Marks**

1. VCU
2. VCU
3. VCU
4. VCU
5. VCU
6. VCU
7. VCU
8. VCU

**Secondary Athletics Marks**

9. VCU
10. VCU
11. VCU
12. VCU

**Athletics Word Marks**

13. VCU
14. VCU
15. VCU
16. VCU
17. VCU
18. VCU
19. Rams
20. Rams
21. Rams
22. Rams
23. Rams
24. Rams

**Combination Marks**

25. VCU
26. VCU
27. VCU
28. VCU
29. VCU
30. VCU

**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.
VCU (Virginia Commonwealth University)

Mascot Marks

PMS 467 C  PMS 7510 C  PMS 4635 C

PMS 4625 C  PMS 421 C

Tartan Pattern

Institutional Marks

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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