### VCU (Virginia Commonwealth University)

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

### Verbiage

**Havoc®**
- Note: Havoc® may only be used in conjunction with VCU Basketball and must have a special hang tag when sold in retail.

### Designations
- Designations should always be placed on the baseline of the text.

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**Primary Athletics Marks**

- **Color tabs ( ) indicate alternate background color available for each mark.**
- **Note:** Only the full color primary logo may be used on fashion colors.

**Secondary Athletics Marks**

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

### Athletics Word Marks

### Combination Marks

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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.
• 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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