



# University of Cincinnati

Current Revision Date: 09/05/24

Established: 1819

Location: Cincinnati, OH

Nickname: Bearcats

Mascot Name: Bearcats

Conference: Big XII Conference

Red	18/100/87/9	CMYK	0/0/100	CMYK
	186/12/47	RGB	0/0/0	RGB
	BA0C2F	HEX	000000	HEX
	200 C	PANTONE	Process Black C	PANTONE
White	0/0/0/0	CMYK	CMYK	CMYK
	255/255/255	RGB	RGB	RGB
	fffff	HEX	53565A	HEX
	White	PANTONE	Cool Grey 11 C	PANTONE

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 Spirit Mark

Logo must be surrounded by "safe space" equal to height of the ingot.



## Secondary Spirit Marks



## Primary Institutional Marks

Logo must be surrounded by "safe space" equal to the size of the "C" in "Cincinnati".



## Secondary Institutional Marks



## Alternate Institutional Mark

This mark is only to be used when Primary Institutional Marks absolutely will not work. Logo must be surrounded by "safe space" equal to half the size of the symbol.



## Verbiage

University of Cincinnati<sup>®</sup>  
Cincinnati<sup>®</sup>  
UC<sup>™</sup>  
Cincy<sup>™</sup>  
Cincinnati Bearcats<sup>®</sup>

Cincinnati Bearcats<sup>®</sup>  
Bearcats<sup>®</sup>  
Nippert Stadium<sup>™</sup>  
Fifth Third Arena<sup>™</sup>  
Juncta Juvant<sup>™</sup>

Strength and Unity<sup>™</sup>  
Next Lives Here<sup>®</sup>

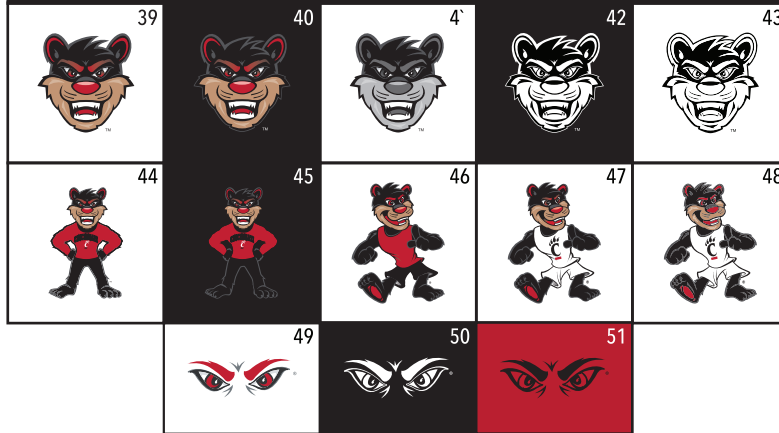
## ADDITIONAL PERTINENT INFORMATION

- University Alternate Seal permitted on products for resale (prior approval required)
- 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 (official logo is preferred. Considered on a case-by-case basis)
- Co-branding with other marks may be permitted with an additional agreement (reviewed on a case-by-case basis)

## Health Marks



## Mascot Marks



## Helmet Marks



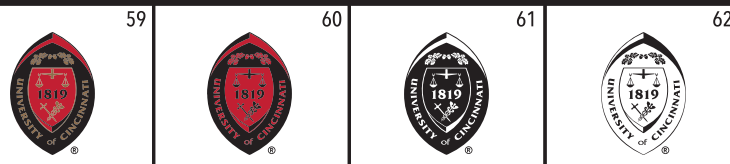
## Baby Bearcat Marks



## Font System

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

## Alternate Seals



## Fashion Color Uses

When using fashion colors, University mark must be shown in all-white or all-black, whichever shows greater contrast.



## Established Dates

The Year 1819 should be used as the Established Date for all designs related to the University of Cincinnati unless they are referencing a specific sport/department, in which case they should use the appropriate date for that unit (i.e. Baseball - 1879, Football - 1885, Department of Athletics - 1890, Men's Basketball - 1901, Women's Basketball - 1971, Men's Soccer - 1973, Women's Soccer - 1980)

- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- The "C-Paw" mark may only be used in the ways shown. Placing anything on top of, or interfering with the "C-Paw" mark is prohibited.
- Licensees not allowed to use "Cats" in any form when making reference to "Bearcats" without special permission
- "Bearcats" is one word. May not be separated into two words.