





























Arizona			Verbiage	
<div></div> <div>Current Revision Date: 03/27/23</div>			The University of Arizona® Arizona® Wildcats™ Arizona Wildcats® Cats® Wildcat for Life™	
Established: 1885		Location: Tucson, AZ	Bear Down® ZONAZOO® Zona®	
Mascot Name: Wilbur, Wilma		Conference: Pac 12	Fight Song: Bear Down Arizona*	
Red	Blue	Copper	Black	White
PANTONE 200 C MADEIRA: Polyneon: 1147 Rayon: 1747	PANTONE 281 C MADEIRA: Polyneon: 1242 Rayon: 1742	PANTONE 876 C MADEIRA: Copper 2	PANTONE Process Black C MADEIRA: Black RA: Black	White MADEIRA: White RA: 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.				

Primary Marks					
<div>1</div> <div></div>	<div>2</div> <div></div>	<div>3</div> <div></div>	<div>4</div> <div></div>	<div>5</div> <div></div>	<div>6</div> <div></div>
Word Marks					
<div>7</div> <div></div>	<div>8</div> <div></div>	<div>9</div> <div></div>	<div>10</div> <div></div>	<div>11</div> <div></div>	<div>12</div> <div></div>
<div>13</div> <div></div>	<div>14</div> <div></div>	<div>15</div> <div></div>	<div>16</div> <div></div>	<div>17</div> <div></div>	<div>18</div> <div></div>
<div>19</div> <div></div>	<div>20</div> <div></div>	<div>21</div> <div></div>	<div>22</div> <div></div>	<div>23</div> <div></div>	<div>24</div> <div></div>
<div>25</div> <div></div>	<div>26</div> <div></div>	<div>27</div> <div></div>	<div>28</div> <div></div>	<div>29</div> <div></div>	<div>30</div> <div></div>



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Word Marks

ARIZONA WILDCATS®

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ARIZONA WILDCATS®

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ARIZONA WILDCATS®

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ARIZONA WILDCATS®

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ARIZONA WILDCATS®

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BEAR DOWN®

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BEAR DOWN®

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BEAR DOWN®

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Combination Marks



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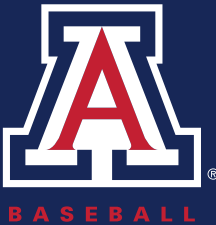


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Sport Specific Marks



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Arizona

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Hand Mark		Wildcat Mark		Basketball Mark			Football Helmet											
	65		66		67		68		69		70		71					
ZonaZoo Marks				Mascot Marks														
				72		74		75		76		77		78		79		80
				73														
				Institutional Marks														
	81		82		84		85		87		88							
																		THE UNIVERSITY OF ARIZONA.
																		

- University licenses consumables (must have expiration date on packaging; reviewed on case-by-case basis).
- University does not license health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted (reviewed on a case-by-case basis).
- 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
- Friz Quadrata is the official font of The University of Arizona ®.
- Never use just "University of Arizona ®".
- The image of Old Main (including logos, photographs, renderings, paintings, etc.) is a federally registered trademark of The University of Arizona and may not be used without prior written authorization from The University of Arizona's Office of Trademarks and Licensing.
- * Bear Down Arizona" fight song is available and issued through the Office of Trademarks and Licensing.