


| <div> Brigham Young University</div> <div>Current Revision Date: 11/25/24</div> | | | Verbiage | |
|--|---|---|--|--|
| | | | Brigham Young University® BYU® BYU Cougars® Brigham Young™ Cougars™ Go Cougs™ | Y™ Rise and Shout™ Rise and Roar™ LaVell Edwards Stadium™ Cosmo™ |
| Established: 1875 | | | Location: Provo, UT | |
| Mascot Name: Cosmo | | | Mascot: Cougars | |
| Conference: Big 12 Conference | | | | |
| BYU Royal | BYU Blue | White | Cosmo's Fur (restricted to mascot/ youth marks) | |
| PANTONE 293 C MADEIRA: 1134 RA: 2619 | PANTONE 648 C MADEIRA: 1277 RA: 2609 | White MADEIRA: White RA: White | PANTONE 465 C MADEIRA: 1255 RA: 2508 | |
| 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 Athletic Marks

1

2

3

All athletic marks allowed in navy, royal, white, or black

Secondary Athletic Marks

4

5

Wordmarks

6

7


8


Mascot Marks


9


10

Youth Marks


11


12


13


14

Helmet Marks

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16

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18



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Basketball Marks

19



20



Soccer Marks

21



22



Hand Mark

23



Institutional Marks

Note: All Institutional Marks allowed in navy, white or black. The Block Y Mark may also be reproduced in BYU Royal - Pantone 293 C.

24

BYU

Note: This mark must be centered to the Y and not the width of the entire mark.

25

BYU
BRIGHAM YOUNG
UNIVERSITY

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**BRIGHAM YOUNG
UNIVERSITY**

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BRIGHAM YOUNG UNIVERSITY

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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 references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.