
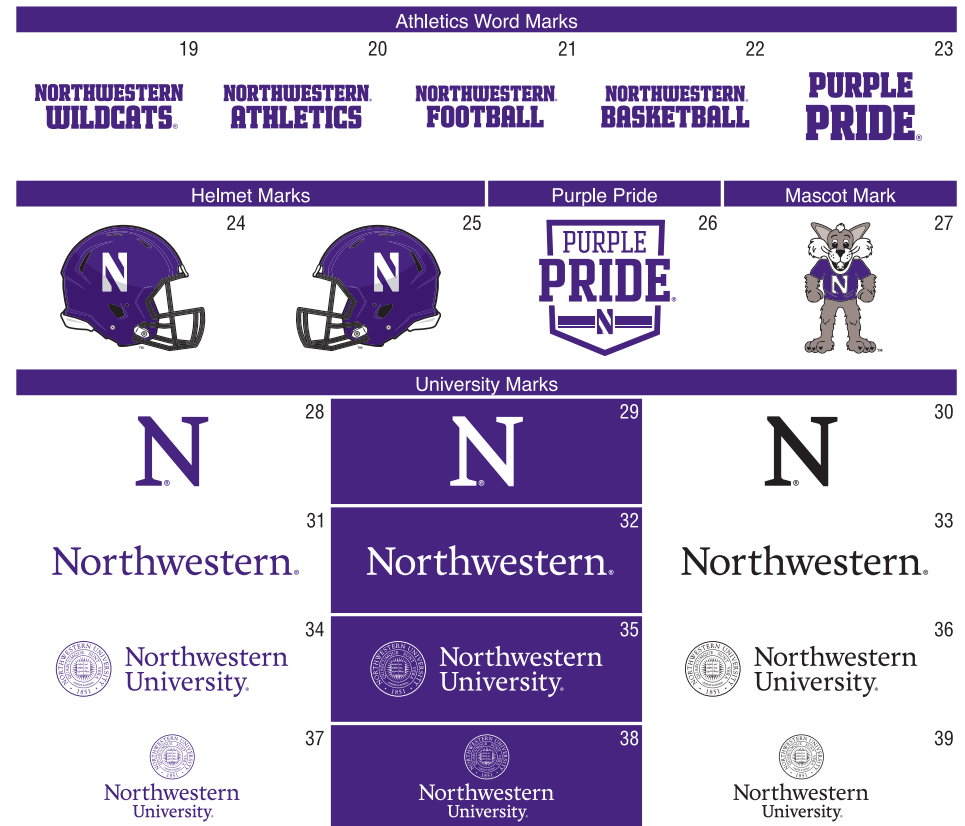
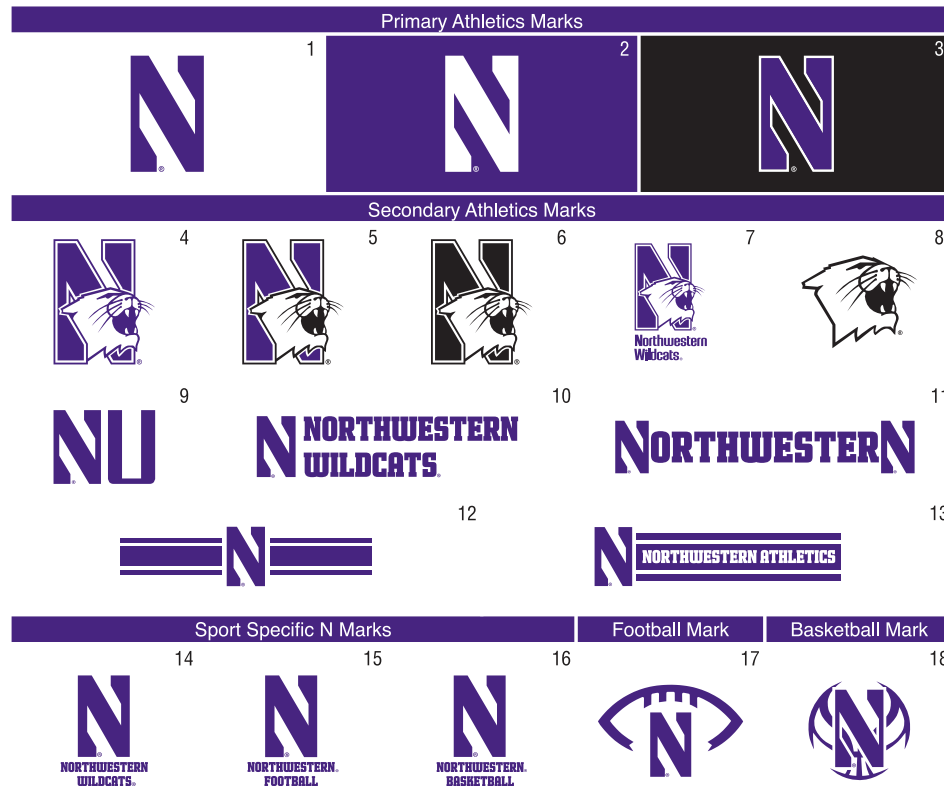


APPENDIX B

NORTHWESTERN UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

Northwestern University Current Revision Date: 09/21/16			Verbiage	*Color Information
	Established: 1851 (Football est. 1882)	Location: Evanston, IL	Northwestern University ® Northwestern Wildcats ® Northwestern ® NU ® Wildcats ™ Purple Pride ®	Northwestern Purple Coated Stock CMYK: 85, 100, 0, 15 Coated Stock PANTONE: Rubine Red 61, Process Blue 37, Black 2 Uncoated Stock CMYK: 84, 100, 0, 0 Uncoated Stock PANTONE: Rhodamine 36.5, Dark Blue 35.5, TRANS. WT. 25, Black 3 RGB: 078, 042, 132
Mascot Name: Willie	Conference: Big Ten	Mascot: Wildcats		
Purple	Black	White	Mascot Gray	Mascot Light Gray
PANTONE Northwestern Purple* MADEIRA: #### RA: #### GS/Sulky: ####	PANTONE Process Black C MADEIRA: Black RA: Black GS/Sulky: Black	White MADEIRA: White RA: White GS/Sulky: White	PANTONE 408 C MADEIRA: 1040 RA: 2618 GS/Sulky: 1040	PANTONE 406 C MADEIRA: 1118 RA: 2404 GS/Sulky: 1219
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.				



In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by NORTHWESTERN UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

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Northwestern University

Current Revision Date: 09/21/16

Feinberg School of Medicine			School of Professional Studies		
Med School Purple: PANTONE 7671 C	40	41	61	62	63
Northwestern Medicine® Feinberg School of Medicine		Northwestern Medicine® Feinberg School of Medicine	Northwestern SCHOOL OF PROFESSIONAL STUDIES.	Northwestern SCHOOL OF PROFESSIONAL STUDIES.	Northwestern SCHOOL OF PROFESSIONAL STUDIES.
	43	44	64	65	66
Northwestern Medicine® Feinberg School of Medicine		Northwestern Medicine® Feinberg School of Medicine	Northwestern PROFESSIONAL STUDIES.	Northwestern PROFESSIONAL STUDIES.	Northwestern PROFESSIONAL STUDIES.
		45	67	68	69
		Northwestern Medicine® Feinberg School of Medicine	Northwestern SCHOOL OF PROFESSIONAL STUDIES.	Northwestern SCHOOL OF PROFESSIONAL STUDIES.	Northwestern SCHOOL OF PROFESSIONAL STUDIES.
			70	71	72
			Northwestern PROFESSIONAL STUDIES.	Northwestern PROFESSIONAL STUDIES.	Northwestern PROFESSIONAL STUDIES.
Pritzker School of Law			School of Communication		
	46	47	73	74	75
Northwestern PRITZKER SCHOOL OF LAW.		Northwestern PRITZKER SCHOOL OF LAW.	Northwestern SCHOOL OF COMMUNICATION.	Northwestern SCHOOL OF COMMUNICATION.	Northwestern SCHOOL OF COMMUNICATION.
		48	76	77	78
			Northwestern COMMUNICATION.	Northwestern COMMUNICATION.	Northwestern COMMUNICATION.
			79	80	81
			Northwestern SCHOOL OF COMMUNICATION.	Northwestern SCHOOL OF COMMUNICATION.	Northwestern SCHOOL OF COMMUNICATION.
			82	83	84
			Northwestern COMMUNICATION.	Northwestern COMMUNICATION.	Northwestern COMMUNICATION.
The Graduate School			SESP		
	49	50	85	86	87
Northwestern THE GRADUATE SCHOOL.		Northwestern THE GRADUATE SCHOOL.	Northwestern SCHOOL OF EDUCATION AND SOCIAL POLICY.	Northwestern SCHOOL OF EDUCATION AND SOCIAL POLICY.	Northwestern SCHOOL OF EDUCATION AND SOCIAL POLICY.
	52	53	88	89	90
Northwestern TGS.		Northwestern TGS.	Northwestern SESP.	Northwestern SESP.	Northwestern SESP.
	55	56			
Northwestern THE GRADUATE SCHOOL.		Northwestern THE GRADUATE SCHOOL.			
	58	59			
Northwestern TGS.		Northwestern TGS.			

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Northwestern University

Current Revision Date: 09/21/16

SESP			McCormick School of Engineering		
<u>Northwestern</u> SCHOOL OF EDUCATION AND SOCIAL POLICY.	91	<u>Northwestern</u> SCHOOL OF EDUCATION AND SOCIAL POLICY.	92	<u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.	<u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.
<u>Northwestern</u> SESP.	94	<u>Northwestern</u> SESP.	95	<u>Northwestern</u> ENGINEERING.	<u>Northwestern</u> ENGINEERING.
University in Qatar			Kellogg School of Management		
<u>Northwestern</u> UNIVERSITY IN QATAR.	97	<u>Northwestern</u> UNIVERSITY IN QATAR.	98	<u>Northwestern</u> Kellogg	<u>Northwestern</u> Kellogg
<u>Northwestern</u> UNIVERSITY IN QATAR.	100	<u>Northwestern</u> UNIVERSITY IN QATAR.		<u>Northwestern</u> Kellogg	<u>Northwestern</u> Kellogg
Medill			Bienen School of Music		
<u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.		<u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.		<u>Northwestern</u> BIENEN SCHOOL OF MUSIC.	<u>Northwestern</u> BIENEN SCHOOL OF MUSIC.
<u>Northwestern</u> MEDILL.		<u>Northwestern</u> MEDILL.		<u>Northwestern</u> MUSIC.	<u>Northwestern</u> MUSIC.
<u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.		<u>Northwestern</u> MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS.		Weinberg College of Arts & Sciences	
<u>Northwestern</u> MEDILL.		<u>Northwestern</u> MEDILL.		<u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.	<u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.
McCormick School of Engineering				<u>Northwestern</u> ARTS & SCIENCES.	<u>Northwestern</u> ARTS & SCIENCES.
<u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.		<u>Northwestern</u> McCORMICK SCHOOL OF ENGINEERING.		<u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.	<u>Northwestern</u> WEINBERG COLLEGE OF ARTS & SCIENCES.
<u>Northwestern</u> ENGINEERING.		<u>Northwestern</u> ENGINEERING.		<u>Northwestern</u> ARTS & SCIENCES.	<u>Northwestern</u> ARTS & SCIENCES.

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (limited use)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- 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
- Founding year (1851) cannot be split in any design

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