


## APPENDIX B

OKLAHOMA STATE 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.

| <div><h1>Oklahoma Panhandle State University</h1><p>Current Revision Date: 04/16/18</p></div>   |  |   | Verbiage  |  |
|--|--|---|---|--|
| <div><div><b>Established:</b> 1909</div><div><b>Location:</b> Goodwell, OK</div><div><b>Mascot:</b> Aggies</div><div><b>Mascot Name:</b> N/A</div><div><b>Conference:</b> Sooner Athletic Conference</div></div>   |  |   | <div>Oklahoma Panhandle State University™<br/>Panhandle™<br/>We Are Panhandle™<br/>Panhandle State™<br/>Aggies State™<br/>Aggies™</div> |  |
| Red  | Blue   | Gray  | White   |  |
| <div><b>PANTONE 186 C</b><br/>CMYK: 12, 100, 92, 3   RGB: 207, 10, 44<br/>MADEIRA: 1147 Poly-Neon: 1979</div>  | <div><b>PANTONE 281 C</b><br/>CMYK: 100, 90, 32, 35   RGB: 0, 31, 91<br/>MADEIRA: 1242 Poly-Neon: 1742</div> | <div><b>PANTONE Cool Gray 6 C</b><br/>CMYK: 0, 0, 0, 40<br/>MADEIRA: 1212 Poly-Neon: 1811</div> | <div><b>White</b><br/>CMYK: 0, 0, 0, 0<br/>MADEIRA: White Poly-Neon: White</div>  |  |
| 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 |    |    |    |    | Secondary Marks |    |    |    |    |
|---------------|----|----|----|----|-----------------|----|----|----|----|
| 1             | 2  | 3  | 4  | 5  | 21              | 22 | 23 | 24 | 25 |
|               |    |    |    |    |                 |    |    |    |    |
| 6             | 7  | 8  | 9  | 10 | 26              | 27 | 28 | 29 | 30 |
|               |    |    |    |    |                 |    |    |    |    |
| 11            | 12 | 13 | 14 | 15 | 31              | 32 | 33 | 34 |    |
|               |    |    |    |    |                 |    |    |    |    |
| 16            | 17 | 18 | 19 | 20 |                 |    |    |    |    |
|               |    |    |    |    |                 |    |    |    |    |

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by OKLAHOMA STATE 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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# Oklahoma Panhandle State University

Current Revision Date: 04/16/18

### Word Marks

**AGGIES**

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**AGGIES**

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### Mascot Marks



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### Seal



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### ADDITIONAL PERTINENT INFORMATION

- University seal not permitted on products for resale
- Alterations or overlaying graphics to seal not 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 permitted

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NAIA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- "State" must be spelled out, cannot be abbreviated

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