**APPENDIX B**

UNIVERSITY OF GEORGIA 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.

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**UNIVERSITY OF GEORGIA BULLDOGS**

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### PRIMARY ATHLETIC MARKS

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Athletic Red Logo" /></td>
<td><img src="image2" alt="Academic Red Logo" /></td>
<td><img src="image3" alt="Metallic Silver Logo" /></td>
<td><img src="image4" alt="Alternate Silver Logo" /></td>
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### SECONDARY ATHLETIC MARKS

Use of marks 5-8 restricted to non-apparel merchandise until further notice.

<table>
<thead>
<tr>
<th>5</th>
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<th>8</th>
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<td><img src="image7" alt="Metallic Silver Logo" /></td>
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### PRIMARY ATHLETIC WORDMARKS

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<tbody>
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### SECONDARY ATHLETIC WORDMARKS

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### ADDITIONAL ATHLETIC MARKS

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</tr>
</tbody>
</table>

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### COLOR INFORMATION

You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current edition of the PANTONE Color Reproductions. "PANTONE" is a registered trademark of PANTONE, Inc.

<table>
<thead>
<tr>
<th>School Colors</th>
<th>Pantone Colors</th>
<th>Thread Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletic Red</td>
<td>PANTONE 485</td>
<td>Madeira 1147</td>
</tr>
<tr>
<td>Academic Red</td>
<td>PANTONE 200</td>
<td>Madeira 1037</td>
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<tr>
<td>Metallic Silver</td>
<td>PANTONE 777</td>
<td>Silver 3115</td>
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<tr>
<td>Alternate Silver</td>
<td>PANTONE 429</td>
<td>Madeira 1000</td>
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<tr>
<td>Black</td>
<td>PANTONE PROCESS BLACK</td>
<td>Madeira 1001</td>
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<tr>
<td>White</td>
<td>White</td>
<td>Madeira 1001</td>
</tr>
</tbody>
</table>

**SCHOOL COLORS**

- Athletic Red
- Academic Red
- Metallic Silver
- Alternate Silver
- Black

**PANTONE COLORS**

- PANTONE 485
- PANTONE 200
- PANTONE 777
- PANTONE 429
- PANTONE PROCESS BLACK
- White

**THREAD COLORS**

- Madeira 1147
- Madeira 1037
- Silver 3115
- Madeira 1118
- Madeira 1000
- Madeira 1001

### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale: **Yes**
- No restrictions:
  - Seal only to be used in conjunction with formal and institutional documents such as diplomas, proclamations, and other academic awards and honors.
  - Alterations to seal permitted:
    - overlaying/intersecting graphics permitted with seal: **X**
    - University licenses consumables: **X**
    - University licenses health & beauty products: **X**
    - University permits numbers on products for resale: **X**
    - Mask caricatures permitted: **X**
    - Cross licensing with other marks permitted: **X**
    - NO USE of current player's 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.

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In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF GEORGIA 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.
APPENDIX B
UNIVERSITY OF GEORGIA 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.

University of Georgia®
Georgia®
UGA®
University of Georgia Athletic Association™
Bulldogs®
Lady Dogs™
Between The Hedges™
How 'Bout Them Dogs®
Go You Silver Britches®
Hairy Dawg™
Dawgs®
Deep South's Oldest Rivalry™
Commit to the G™

University seal permitted on products for resale:
Alterations to seal permitted:
Overlaying / intersecting graphics permitted with seal:
University licenses consumables:
University licenses health & beauty products:
University permits numbers on products for resale:
Mascot caricatures permitted:
Cross licensing with other marks permitted:

NO USE of current player's 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.

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