



APPENDIX B

UNIVERSITY AT ALBANY STATE UNIVERSITY OF NEW YORK 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.










NOVEMBER 9, 2007

UNIVERSITY AT ALBANY STATE UNIVERSITY OF NEW YORK



PRIMARY MARK	SECONDARY MARKS	
		
SECONDARY MARKS	GREEN MARKS	
		
		

VERBIAGE	GENERAL INFORMATION	
University at Albany State University of New York™ University at Albany™ UAlbany™ UAlbany Great Danes™ Great Danes™	LOCATION: ALBANY, NY MASCOT: GREAT DANES MASCOT NICKNAME: DAMIAN	ESTABLISHED DATE: 1844 CONFERENCE: AMERICA EAST FOOTBALL CONFERENCE: NORTHEAST

INSTITUTIONAL MARKS			
• Institutional marks may also be used in all black or all PMS 269. • • Institutional marks may also be used as a stand-alone wordmark without the combined image. •			
			
			
			

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 editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.		
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
UALBANY GOLD UALBANY DARK PURPLE UALBANY BLACK WHITE UALBANY ATHLETIC GOLD UALBANY ATHLETIC PURPLE UALBANY ATHLETIC LIGHT PURPLE UALBANY ATHLETIC LIGHT BLUE	PANTONE 124 PANTONE 269 PANTONE PROCESS BLACK WHITE PANTONE 123 PANTONE 274 PANTONE 272 (FOR MASCOT USE ONLY)	WHITE WHITE WHITE MADEIRA 1024 RA 2558 GS/SULKY 1024 MADEIRA 1322 RA 2736 GS/SULKY 1301 MADEIRA 1335 RA 2614 GS/SULKY 1226
UALBANY GOLD UALBANY DARK PURPLE UALBANY BLACK UALBANY ATHLETIC GOLD UALBANY ATHLETIC PURPLE UALBANY ATHLETIC LIGHT PURPLE UALBANY ATHLETIC LIGHT BLUE		

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
<ul style="list-style-type: none"> • 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. 	X X X X X X X X	Restrictions With prior approval. X X With prior approval. With prior approval.

NOTE: The marks of The University at Albany State University of New York are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and use or approved for use by UNIVERSITY AT ALBANY STATE UNIVERSITY OF NEW YORK 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.