**APPENDIX B**

VILLANOVA 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.

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**VILLANOVA UNIVERSITY WILDCATS**

**PRIMARY MARKS**

1. V for non-navy background
2. V for navy background only
3. One color for white background
4. One color to all other backgrounds, background must show through

Secondary marks can not overlap or be combined with primary marks.

**SECONDARY MARKS**

5. V for non-navy background
6. V for navy background only
7. One color for white background
8. One color to all other backgrounds, background must show through

**SECONDARY MARKS**

9. V for non-navy background
10. V for navy background only
11. One color for white background
12. One color to all other backgrounds, background must show through

Light Blue Pantone color 298 should always be used in silk screening applications. However, when light blue is used for embroidery purposes, it is permissible to use Madeira 1373.

**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 publications. “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>DARK BLUE</td>
<td>PANTONE 281</td>
<td>MADEIRA-RAYON 1043</td>
</tr>
<tr>
<td>LIGHT BLUE</td>
<td>PANTONE 298</td>
<td>MADEIRA-RAYON 1029</td>
</tr>
<tr>
<td>METALLIC GOLD</td>
<td>PANTONE 876</td>
<td>MADEIRA-RAYON 1126</td>
</tr>
<tr>
<td>WHITE</td>
<td>WHITE</td>
<td>MADEIRA-RAYON 1002</td>
</tr>
<tr>
<td>DARK BLUE (ACCENT ONLY)</td>
<td>LIGHT BLUE</td>
<td>METALLIC GOLD (MASCOT ONLY)</td>
</tr>
</tbody>
</table>

**VERBIAGE**

Villanova University ®
Villanova Wildcats ™
Wildcats ™
Nova ™
Nova Nation ™
IGNITE CHANGE. GO NOVA. ™

**GENERAL INFORMATION**

<table>
<thead>
<tr>
<th>LOCATION:</th>
<th>ESTABLISHED DATE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>VILLANOVA, PA</td>
<td>1842</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONFERENCE:</th>
<th>FOOTBALL CONFERENCE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG EAST CONFERENCE</td>
<td>COLONIAL ATHLETIC ASSOCIATION (CAA)</td>
</tr>
</tbody>
</table>

The Tagline “IGNITE CHANGE. GO NOVA.” should appear as two sentences, in capital letters, using the Gotham Bold typeface. Tagline must be used with an institutional mark.

**INSTITUTIONAL MARKS**

Goudy and Gotham are the recommended institutional typefaces. Either may be used for headlines, body copy, or other text.

Marks #24-26 may only appear in black or navy 281.

**SECONDARY INSTITUTIONAL MARK**

NOTE: The marks of Villanova University 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.
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VILLANOVA UNIVERSITY WILDCATS

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In addition to the Indicia shown above, any Indicia adopted hereafter and use or approved for use by VILLANOVA 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.