

# APPENDIX B

INDIANA 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.

February 18, 1999

INDIANA STATE UNIVERSITY SYCAMORES IDENTITY  
full color version



**VERBIAGE:**  
Indiana State University™  
ISU™  
Sycamores™  
Go Big Blue™

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full color version

**GENERAL INFORMATION**  
LOCATION: Terre Haute, IN  
MASCOT: Sycamores  
MASCOT NICKNAME: Sycamore Sam  
ESTABLISHED DATE: 1865  
CONFERENCE: Missouri Valley Conference  
FOOTBALL CONFERENCE: Gateway Conference



**INDIANA STATE UNIVERSITY SYCAMORES**

**COLOR INFORMATION** This logo sheet is not for reproduction or color matching. It is for color break information ONLY. Use the electronic files or attached artwork for reproduction. You must use the approved school colors or the "PANTONE" listed below.

SCHOOL COLORS	PANTONE COLORS
ISU Blue	PANTONE 293
White	White

**ADDITIONAL PERTINENT INFORMATION**

	Yes	No	Restrictions
• 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.	—	—	_____

**NOTE:** The marks of Indiana State 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.  
\*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 INDIANA 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.