



# University of the Incarnate Word

Current Revision Date: 02/14/20

## Institutional and Primary Marks



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## School Seals

**One Color Print:** If a logo is going on an item as a one-color print, the only acceptable colors are red, black and white. Some shades of red may not be acceptable.



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## School Steeple

**One Color Print:** If a logo is going on an item as a one-color print, the only acceptable colors are red, black and white. Some shades of red may not be acceptable.



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### ADDITIONAL PERTINENT INFORMATION

- School seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal 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 may be permitted with an additional agreement.

- No use of current players' 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.