



UNIVERSITY OF UTAH – Registered & Affiliated Student Groups

Current Revision Date: October 10, 2022

Established: 1850

Location: Salt Lake City, UT

RED

PANTONE 200 C
MADEIRA: 1147
POLYNEON: 1747

BLACK

PANTONE Black C
MADEIRA: Black
POLYNEON: Black

GRAY

PANTONE 430 C
MADEIRA: 1118
POLYNEON: 1918

WHITE

PANTONE White C
MADEIRA: White
POLYNEON: White

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At Utah Logo Set

1

— AT THE —
UNIVERSITY OF UTAH®

2

AT THE 

3

AT THE  OF 

4

AT THE
UNIVERSITY
OF UTAH®



Utah - Sponsored Student Groups & Sport Clubs

Current Revision Date: October 10, 2022

Verbiage

University of Utah ®	Utah Man ™
Utah ®	Rice-Eccles Stadium & Tower ™
Utes ™	Runnin' Utes ™ (for basketball use only)
Swoop ™	Utah's University ™
Red Rocks ™	Utah Man Am I ™
U of U ™	

Established: 1850 **Location:** Salt Lake City, UT **Mascot:** Utes
Mascot Name: Swoop **Conference:** Pac-12

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PolyNeon: 1747

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Institutional Marks

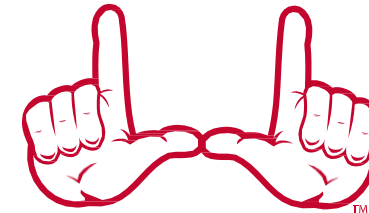


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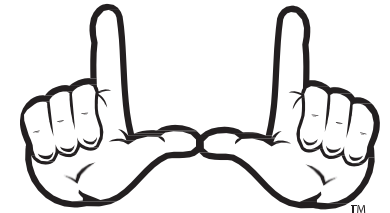


2

Hand Marks



9



10

Block U Marks



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Word Marks



11



12



13

UU Marks



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6



7



8

Medallion Mark



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ADDITIONAL PERTINENT INFORMATION

- University 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
 - Any jersey number in any sport may be used for licensed products as long as the NCAA rules are obeyed concerning player names, likenesses or image

- 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
- The seal is reserved for presidential use, graduation items, or fine gifts. No other use is permitted. Use Medallion mark for all other products for resale