APPENDIX B

BOISE 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.

### PRIMARY ATHLETICS MARK

1. [Boise State University™](#)
2. [Boise State™](#)
3. [Broncos™](#)

May use either mark #2 or 3 on dark background.

### PRIMARY MARK - 1 COLOR

4. [Boise State University™](#)
5. [Boise State™](#)
6. [Broncos™](#)

May use either mark #8 or 9 on dark background.

### SECONDARY MARK

7. [Boise State University™](#)
8. [Boise State™](#)
9. [Broncos™](#)

May use either mark #8 or 9 on dark background.

### TERTIARY MARKS

10. [Boise State University™](#)
11. [Boise State™](#)
12. [Broncos™](#)
13. [Boise State™](#)

May use either mark #10 or 11 on dark background. Use on black product only. Use on white product only.

### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale:
- Alterations to seal permitted:
- Overlaying / intersecting graphics permitted with logos:
- 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, politics, tobacco, or weapons related products may be used in conjunction with University marks.
- Replica jerseys and Tees are not permitted - Nike exclusive.
- Limited approvals and limited approvals of slogans.
- See jersey comments below.

NOTE: The marks of Boise 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.

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

BOISE STATE UNIVERSITY BRONCOS

<table>
<thead>
<tr>
<th>&quot;B&quot; ACADEMIC MARK</th>
<th>PRIMARY ACADEMIC MARK</th>
<th>STACKED ACADEMIC MARK</th>
<th>LEFT ALIGNED ACADEMIC MARK</th>
<th>SCHOOL SEAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="boise-state-university-broncos-mark.png" alt="Image" /></td>
<td><img src="boise-state-university-broncos-mark.png" alt="Image" /></td>
<td><img src="boise-state-university-broncos-mark.png" alt="Image" /></td>
<td><img src="boise-state-university-broncos-mark.png" alt="Image" /></td>
<td><img src="boise-state-university-broncos-seal.png" alt="Image" /></td>
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</tbody>
</table>

 marks #31-36 may be used with the Athletic mark on retail merchandise only.

<table>
<thead>
<tr>
<th>LOCATION:</th>
<th>GENERAL INFORMATION</th>
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<tbody>
<tr>
<td>BOISE, ID</td>
<td>ESTABLISHED DATE: 1932</td>
</tr>
<tr>
<td>CONFERENCE: MOUNTAIN WEST CONFERENCE (PAC-12), WRESTLING</td>
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<table>
<thead>
<tr>
<th>VERBIAGE</th>
<th>GENERAL INFORMATION</th>
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</thead>
<tbody>
<tr>
<td>Boise State University™</td>
<td>UNIVERSITY SEAL PERMITTED ON PRODUCTS FOR RESALE:</td>
</tr>
<tr>
<td>Boise State™</td>
<td>ALTERATIONS TO SEAL PERMITTED:</td>
</tr>
<tr>
<td>Broncos™</td>
<td>OVERLAYING/INTERSECTING GRAPHICS PERMITTED WITH LOGOS:</td>
</tr>
<tr>
<td>Blue Turf™</td>
<td>UNIVERSITY LICENSES CONSUMABLES:</td>
</tr>
<tr>
<td>The Blue™</td>
<td>UNIVERSITY LICENSES HEALTH &amp; BEAUTY PRODUCTS:</td>
</tr>
</tbody>
</table>

In some instances a darker blue, or other color use, may be permissible, with approval from brand@boisestate.edu.

**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.

<table>
<thead>
<tr>
<th>SCHOOL COLORS</th>
<th>PANTONE COLORS</th>
<th>THREAD COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUE</td>
<td>PANTONE 286 (C 0, M 0, Y 100, K 0)</td>
<td>MADEIRA 1134 RA 2302</td>
</tr>
<tr>
<td>ORANGE</td>
<td>PANTONE 172 (C 0, M 75, Y 95, K 0)</td>
<td>MADEIRA 1376 RA 2357</td>
</tr>
<tr>
<td>LIGHT GRAY</td>
<td>PANTONE COOL GRAY 3</td>
<td>MADEIRA 1011 RA 2592</td>
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<tr>
<td>DARK GRAY</td>
<td>PANTONE COOL GRAY 11</td>
<td>MADEIRA 1172 RA 2596</td>
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<tr>
<td>WHITE</td>
<td>WHITE</td>
<td>MADEIRA 1001 RA 2297</td>
</tr>
</tbody>
</table>

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