



INDIANA STATE SYCAMORES IDENTITY



PRIMARY MARK		SECONDARY MARK	
1		2	
SECONDARY MARK		WORD MARK	
3		4	

VERBIAGE	GENERAL INFORMATION	
Indiana State University™ ISU™ Sycamores™ Go Big Blue™	LOCATION: TERRE HAUTE, IN	ESTABLISHED DATE: 1865
	MASCOT: SYCAMORES MASCOT NICKNAME: SYCAMORE SAM	CONFERENCE: MISSOURI VALLEY CONFERENCE FOOTBALL CONFERENCE: GATEWAY CONFERENCE

WORD MARK	INSTITUTIONAL MARK
5	6
	

INSTITUTIONAL MARK	SCHOOL SEAL
7	8
	

COLOR INFORMATION		
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SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
ISU BLUE WHITE	PANTONE 293 WHITE	MADEIRA 1177 RA 2526 GS/SULKY 1076
ISU BLUE		

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• 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.			

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