APPENDIX B

UNIVERSITY OF SOUTH CAROLINA 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.

DECEMBER 16, 2014

UNIVERSITY OF SOUTH CAROLINA GAMECOCKS

PRIMARY MARKS

1. For white or light backgrounds. For complementary backgrounds, use a medium value.
2. For black and white use.
3. For black and white use.

GAMECOCK MARKS

4. Spirit marks 8-14 are available with the Block C, with the Gamecock, and as type only on white, black and garnet backgrounds.

PRIMARY ATHLETIC SPIRIT MARKS

5. For white or light backgrounds.
6. For white or light backgrounds.
7. For white or light backgrounds.

SECONDARY ATHLETIC SPIRIT MARKS

8. Available for all sports and athletics.
9. Spirit marks 8-14 are available with the Block C, with the Gamecock, and as type only on white, black and garnet backgrounds.
10. Spirit marks 8-14 are available with the Block C, with the Gamecock, and as type only on white, black and garnet backgrounds.
11. Spirit marks 8-14 are available with the Block C, with the Gamecock, and as type only on white, black and garnet backgrounds.
12. Spirit marks 8-14 are available with the Block C, with the Gamecock, and as type only on white, black and garnet backgrounds.

SPORT SPECIFIC MARKS

13. Carolina Basketball
14. Gamecock Basketball
15. South Carolina Basketball
16. Gamecock Basketball
17. South Carolina Basketball
18. Gamecock Basketball
19. South Carolina Basketball
20. Gamecock Basketball

EMBLEM

21. For white or light backgrounds.
22. For white or light backgrounds.
23. For white or light backgrounds.
24. For white or light backgrounds.
25. For white or light backgrounds.
26. For white or light backgrounds.
27. For white or light backgrounds.
28. For white or light backgrounds.
29. For white or light backgrounds.
30. For white or light backgrounds.

COLOR INFORMATION

You must use the approved university colors or the "PANTONE" colors listed on this page. These colors 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.

SCHOOL COLORS

- Garnet
- Black
- Yellow (Mascot Mark Only)

PANTONE COLORS

- 202c
- 118c
- 118c
- 118c

THREAD COLORS

- Madeira Rayon 118c
- Madeira Polycotton 81c
- Madeira Rayon 118c
- Madeira Rayon 118c

NOTE: The marks of the University of South Carolina 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 UNIVERSITY OF SOUTH CAROLINA 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.