### Colors:

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Madeira (Ray)</th>
<th>Madeira (Poly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Black</td>
<td>Black</td>
<td>BUB-00013A</td>
</tr>
<tr>
<td>White</td>
<td>White</td>
<td>BUB-00014A</td>
</tr>
<tr>
<td>PMS 2767</td>
<td>Black</td>
<td>BUB-00015A</td>
</tr>
<tr>
<td>Cool Gray 9</td>
<td>White</td>
<td>BUB-00016A</td>
</tr>
</tbody>
</table>

Never use fluorescent lights when color matching. When using CMYK builds match the PMS color not the CMYK.

Do not use a Pantone book older than 1 year to use for matching.

### Verbiage:

- Butler University®
- Butler®
- The Butler Way®
- BU™
- Butler Bulldogs™
- Bulldogs™
- Hinkle™
- Hinkle Fieldhouse™

### General Information:

- **Location**: Indianapolis, IN
- **Mascot**: Bulldogs
- **Established Date**: 1855
- **Conferences**: Big East Conference
  NCAA Division I

### Additional Pertinent Information:

- University seal permitted on products for resale: TBD
- Alterations to seal permitted: TBD
- Overlaying/intersecting graphics permitted w/ seal: TBD
- University licenses consumables: TBD
- University licenses health and beauty products: TBD
- University permits numbers on products for resale: TBD
- Mascot caricatures permitted: TBD
- Cross licensing with other marks permitted: TBD

NO USE of current player’s names, 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.

You must use the approved “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.”

Current Date: February 19, 2015
<table>
<thead>
<tr>
<th>Brand: Butler University</th>
<th>Current Date: February 19, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Marks</td>
<td>University Marks</td>
</tr>
<tr>
<td>BUB-00037A</td>
<td>BUB-00043A</td>
</tr>
<tr>
<td>BUTLER UNIVERSITY</td>
<td>BUTLER</td>
</tr>
<tr>
<td>BUB-00049A</td>
<td>BUB-00056A</td>
</tr>
<tr>
<td>BUB-00061A</td>
<td>BUB-00067A</td>
</tr>
</tbody>
</table>

**NOTE:** The marks of Butler University are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.

**Never use fluorescent lights when color matching.**
When using CMYK builds match the PMS color not the CMYK.

**Do not use a Pantone book older than 1 year to use for matching.**

**Verbiage:**
- Butler University®
- Butler®
- The Butler Way®
- Butler Bulldogs™
- Bulldogs™
- Hinkle™
- Hinkle Fieldhouse™

**General Information:**
- Location: Indianapolis, IN
- Mascot: Bulldogs
- Established Date: 1855
- Conferences: Big East Conference
  - NCAA Division I

**Additional Pertinent Information:**
- University seal permitted on products for resale: TBD
- Alterations to seal permitted: TBD
- Overlaying/intersecting graphics permitted w/ seal: TBD
- University licenses consumables: TBD
- University licenses health and beauty products: TBD
- University permits numbers on products for resale: TBD
- Mascot caricatures permitted: TBD
- Cross licensing with other marks permitted: TBD

**TBD**

**Never use fluorescent lights when color matching.**
When using CMYK builds match the PMS color not the CMYK.

**Do not use a Pantone book older than 1 year to use for matching.**

**Never use fluorescent lights when color matching.**
When using CMYK builds match the PMS color not the CMYK.

**Do not use a Pantone book older than 1 year to use for matching.**

**You must use the approved *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.**
Never use fluorescent lights when color matching. When using CMYK builds match the PMS color not the CMYK. Do not use a Pantone book older than 1 year to use for matching.

**Brand:** Butler University  
**Colors:** Pantone  
- PMS Black
- White
- PMS 2767
- Cool Gray 9  

<table>
<thead>
<tr>
<th>University Marks</th>
<th>University Marks</th>
<th>University Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUB-00073A</td>
<td>BUB-00073A</td>
<td>BUB-00075A</td>
</tr>
<tr>
<td><strong>BUB-00074A</strong></td>
<td><strong>BUB-00076A</strong></td>
<td><strong>BUB-00077A</strong></td>
</tr>
<tr>
<td><strong>BUB-00075A</strong></td>
<td><strong>BUB-00078A</strong></td>
<td><strong>BUB-00079A</strong></td>
</tr>
<tr>
<td><strong>BUB-00076A</strong></td>
<td><strong>BUB-00080A</strong></td>
<td><strong>BUB-00081A</strong></td>
</tr>
<tr>
<td><strong>BUB-00077A</strong></td>
<td><strong>BUB-00082A</strong></td>
<td><strong>BUB-00083A</strong></td>
</tr>
<tr>
<td><strong>BUB-00078A</strong></td>
<td><strong>BUB-00084A</strong></td>
<td><strong>BUB-00085A</strong></td>
</tr>
<tr>
<td><strong>BUB-00079A</strong></td>
<td><strong>BUB-00086A</strong></td>
<td><strong>BUB-00087A</strong></td>
</tr>
<tr>
<td><strong>BUB-00080A</strong></td>
<td><strong>BUB-00088A</strong></td>
<td><strong>BUB-00089A</strong></td>
</tr>
</tbody>
</table>

**Verbiage:**  
- Butler University®  
- Butler®  
- The Butler Way®  
- BU™  
- Butler Bulldogs™  
- Bulldogs™  
- Hinkle™  
- Hinkle Fieldhouse™  

**General Information:**  
- Location: Indianapolis, IN  
- Mascot: Bulldogs  
- Established Date: 1855  
- Conferences: Big East Conference  
- NCAA Division I  

**Additional Pertinent Information:**  
- University seal permitted on products for resale: TBD  
- Alterations to seal permitted: TBD  
- Overlaying/intersecting graphics permitted w/ seal: TBD  
- University licenses consumables: TBD  
- University licenses health and beauty products: TBD  
- University permits numbers on products for resale: TBD  
- Mascot caricatures permitted: TBD  
- Cross licensing with other marks permitted: TBD  
- NO USE of current player's names, 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.  
- You must use the approved "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.  

**Current Date:** February 19, 2015