### UNIVERSITY OF SOUTH CAROLINA GAMECOCKS

**FEBRUARY 13, 2012**

#### PRIMARY MARKS

1. Garnet
2. Garnet
3. Garnet
4. Garnet

**GAMECOCK MARKS**
- For white or light backgrounds.
- For garnet/black/dark backgrounds.
- For black and white use.
- For black and white use.

**HELMET MARK**
- For white or light backgrounds.
- For garnet/black/dark backgrounds.
- For black and white use.

### PRIMARY ATHLETIC SPIRIT MARKS

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

1. Garnet
2. Garnet
3. Garnet
4. Garnet
5. Garnet
6. Garnet
7. Garnet
8. Garnet
9. Garnet
10. Garnet
11. Garnet

### 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.*

#### SCHOOL COLORS

- **GARNET**
- **BLACK**
- **YELLOW (MASCOT MARK ONLY)**
- **WHITE**

#### PANTONE COLORS

- **GARNET**: PANTONE 202
- **BLACK**: PROCESS BLACK
- **YELLOW (MASCOT MARK ONLY)**: PANTONE 116
- **WHITE**: PANTONE 116

#### THREAD COLORS

- **GARNET**: MADEIRA RAYON 1182
- **BLACK**: MADEIRA POLYNEON 1981
- **YELLOW (MASCOT MARK ONLY)**: MADEIRA RAYON 1182
- **WHITE**: MADEIRA RAYON 1182

### ADDITIONAL PERTINENT INFORMATION

- University emblem permitted on products for resale:
  - Yes
  - No
  - Restrictions: _____

- Overflying / intersecting graphics permitted with emblem:
  - Yes
  - No
  - Restrictions: _____

- University licenses consumables:
  - Yes
  - No
  - Restrictions: _____

- University licenses health & beauty products:
  - Yes
  - No
  - Restrictions: _____

- University permits numbers on products for resale:
  - Yes
  - No
  - Restrictions: _____

- Mascot caricatures permitted:
  - Yes
  - No
  - Restrictions: _____

- Cross licensing with other marks permitted:
  - Yes
  - No
  - Restrictions: _____

- NO USE OF current player’s name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
  - Yes
  - No
  - Restrictions: _____

- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
  - Yes
  - No
  - Restrictions: _____

- The use of the term “Cocks” on University of South Carolina products is permitted.
  - Yes
  - No
  - Restrictions: _____

- Use of the term “Cocks” still requires the use of another University of South Carolina logo or word mark on the design.
  - Yes
  - No
  - Restrictions: _____

- The use of “Cocks” by itself is strictly prohibited.
  - Yes
  - No
  - Restrictions: _____

- “USC,” if used, must be accompanied by the full verbiage “University of South Carolina” where possible.
  - Yes
  - No
  - Restrictions: _____

- “SC,” if used, must be used in conjunction with another University mark.
  - Yes
  - No
  - Restrictions: _____

**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.