

# BRAND GUIDELINES



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# Introduction

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## OUR PURPOSE

The Cardinal spirit is a special thing. In order to show our fans, our city and the world what it means to be a UofL Cardinal, we must be consistent. Every form of communication—from how we look to what we say—must reflect the Cardinal spirit.

The guidelines in this document define the visual methods that create who we are and how we look, both to ourselves and to the public, including use of logos, colors, typography and more.

Consistency is the key to success. Just as we are on the field and in the classroom, we must be vigilant and attentive to detail in all aspects of brand execution, building trust and pride along the way.

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## SCOPE

These brand guidelines apply generally to all athletic-related materials, including but not limited to internal and external marketing materials, facility signs, environmental graphics, video/motion graphics, online/social, internal communication, merchandise and recruitment materials.

**OF NOTE:** The UofL Athletics brand is related to but separate from the main [UofL brand platform](#). They are familial and support each other. However, due to the nature of collegiate athletics and differences in audience, it is natural that the two platforms are distinct and separate.

If you are unsure if your project should conform the UofL Athletics brand, contact [brand@gocards.com](mailto:brand@gocards.com).

**BRAND ATTRIBUTES**

Below are the characteristics that represent the core of UofL Athletic's brand. All communication should in some way uphold or reflect one or more of these qualities:

*Progressive**Confident**Proud**Modern**Loyal**Familial**Humble**Resilient**Hard-working**Committed*

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**OUR PURPOSE**

Due to the changing nature of media platforms, visual trends and internal needs, the UofL Athletics brand platform is designed to be well-defined, but still adaptable and flexible.

The Department of Athletics reserves the right to modify the guidelines contained in this document at any time to better align our brand with the current landscape.

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**QUESTIONS?****Lottie Stockwell**

Senior Assoc. AD/External Relations  
University of Louisville Athletics  
2100 S. Floyd, Louisville, KY 40292  
(502) 852.2456 or [lottie@gocards.com](mailto:lottie@gocards.com)

**Olivia Biven**

Director of Licensing  
University of Louisville Athletics  
2100 S. Floyd, Louisville, KY 40292  
(502) 852.3088 or [oliviab@gocards.com](mailto:oliviab@gocards.com)

**Austin Hertzler**

Director of Creative Solutions  
University of Louisville Athletics  
2100 S. Floyd, Louisville, KY 40292  
(502) 852.0858 or [austinh@gocards.com](mailto:austinh@gocards.com)

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# Color

## PRIMARY PALETTE

Nothing says “UofL” quite like Cardinal Red. Our primary color is the cornerstone of our brand, and as such it is imperative that reproduction of our brand palette be consistent across all platforms and materials.

### CARDINAL RED



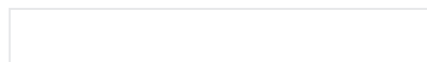
|                |                               |
|----------------|-------------------------------|
| <b>PANTONE</b> | 200                           |
| <b>CMYK</b>    | 16 / 100 / 87 / 6             |
| <b>RGB</b>     | 201 / 0 / 31                  |
| <b>HEX</b>     | C9001F                        |
| <b>THREAD</b>  | MADIERA 1147 & POLY-NEON 1747 |

### BLACK



|                |                               |
|----------------|-------------------------------|
| <b>PANTONE</b> | PROCESS BLACK                 |
| <b>CMYK</b>    | 0 / 0 / 0 / 100               |
| <b>RGB</b>     | 0 / 0 / 0                     |
| <b>HEX</b>     | 000000                        |
| <b>THREAD</b>  | MADIERA 1000 & POLY-NEON 1800 |

### WHITE



|                |                               |
|----------------|-------------------------------|
| <b>PANTONE</b> | OPAQUE WHITE                  |
| <b>CMYK</b>    | 0 / 0 / 0 / 0                 |
| <b>RGB</b>     | 255 / 255 / 255               |
| <b>HEX</b>     | FFFFFF                        |
| <b>THREAD</b>  | MADIERA 1001 & POLY-NEON 1801 |

### METALLIC SILVER



|                |                               |
|----------------|-------------------------------|
| <b>PANTONE</b> | 877                           |
| <b>CMYK</b>    | 23 / 16 / 13 / 46             |
| <b>RGB</b>     | 138 / 141 / 143               |
| <b>HEX</b>     | 8A8D8F                        |
| <b>THREAD</b>  | MADIERA 1147 & POLY-NEON 1747 |

### BEAK YELLOW



|                |                               |
|----------------|-------------------------------|
| <b>PANTONE</b> | 130                           |
| <b>CMYK</b>    | 0 / 30 / 100 / 0              |
| <b>RGB</b>     | 253 / 185 / 19                |
| <b>HEX</b>     | FDB913                        |
| <b>THREAD</b>  | MADIERA 1172 & POLY-NEON 1771 |



**NOTE:** Use of this yellow is restricted to the reproduction of the primary mark (beak) only. It may not be used for any other purpose.

# Primary Typeface

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Typography and choice of font carries the tone of the UofL Athletics brand out into the world. Gotham is the primary workhorse of our brand platform, as well as several supporting typefaces that may be used.

The Department of Athletics may, for special occasions or other purposes, extend the typographic brand palette beyond the typefaces defined here. Permission to do so must be obtained by contacting or [brand@gocards.com](mailto:brand@gocards.com).

## Gotham

Strong. Modern, yet familiar and friendly. Unassuming and progressive. Gotham's honest tone and extensible nature makes it the perfect typeface for our brand.

The wide range of weights and styles available in the Gotham family lends versatility and adaptability to a variety of messaging needs. Any weight/version of Gotham may be used.

### GOTHAM THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Secondary Typefaces

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### Vitesse

The quintessential 21st century slab serif. Collegiate-inspired but still classic enough not to look forcefully retro. Perfect for headlines, posters and environmental graphics.

Example use cases: digital graphic header, presentation title, mounted wall lettering, etc.

#### VITESSE THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### VITESSE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### VITESSE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### VITESSE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### VITESSE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### VITESSE BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Mercury Text

There is a need for an adaptable, high-performance serif typeface within our brand. Best for publication body copy, Mercury Text is the perfect companion to Gotham.

Example use cases: editorial article, copy heavy report, official letter, etc.

#### MERCURY TEXT ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### MERCURY TEXT ROMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### MERCURY TEXT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### MERCURY TEXT SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### MERCURY TEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### MERCURY TEXT BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Secondary Typefaces

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### Apotek

Apotek is a versatile sans serif typeface. Its athletic look and wide range of weights and widths make it a great font for almost any use case including everything from headings to copy on digital and print graphics.

Apotek should not be used in permanent environmental graphics.

#### APOTEK EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK COMP REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK EXTRACOND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK COND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK WIDE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK EXTRAWIDE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### APOTEK EXTENDED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



# Logos

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The primary logo and supporting marks are the public face of our brand. There are multiple configurations and variations, to be used in a number of different applications. Each mark and their allowed uses are detailed in the following pages.

Academic units, student organizations and any other non-athletic entity who wishes to use an official UofL Athletics logo must obtain approval by contacting [brand@gocards.com](mailto:brand@gocards.com)

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## BRAND ATTRIBUTES

- |                   |                     |
|-------------------|---------------------|
| 1. Primary Mark   | 4. Wordmark Lockup  |
| 2. Wordmarks      | 5. Archival Marks   |
| 3. Primary Lockup | 6. Additional Marks |

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## GENERAL APPLICATION GUIDELINES

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

### Quality

The logo should be reproduced from an original vector-based electronic file. To order, contact Athletics at (502) 852-3088 or by emailing [brand@gocards.com](mailto:brand@gocards.com).

### Size

To maintain clarity, the logo should not be reproduced to a size where detail is lost.

### Color

Printed applications should use the CMYK color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal or RGBa values



**NOTE:** All marks contained in the following pages are protected by both copyright and licensing regulations. For more information on this, see page 26.

## Primary Logo



The primary logo (The Birdhead) is the default choice of mark for most applications. At all times, the white trap around the primary mark should be maintained in order to separate it from dark and complex backgrounds.

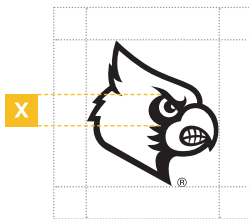
However, in instances where including this would incur additional cost (e.g. merchandise) due to ink or thread, it is permissible to omit the white trap.

### COLOR VARIATION

FULL COLOR



ONE COLOR



### Clear Space

Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the logo in any application.

Regardless of scale, the size of the clear zone for the primary logo must equal the size of a box represented in the yellow box labeled “X” (equaling the width/height of the bird’s eye).

## Unacceptable Logo Use

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### Incorrect Version

In October 2012, UofL Athletics revised art to remove the elongated “crease” running from the back of the head toward the eye.

This version is ***no longer allowed to be used*** under any circumstance, and when possible, any previous use should be replaced with the current primary logo.



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### COPYRIGHT REQUIREMENTS

For most uses, the primary mark should have an adjacent registered copyright mark signifying a federally registered work.

Previous versions (used prior to 2012) of the primary mark displaying a trademark symbol should be replaced with this newer, correct artwork.

Certain applications, at the discretion of the Department of Athletics, may omit the copyright symbol.

For example, athletic uniforms, large signs, national broadcast graphics, etc. do not necessitate the copyright symbol to be displayed.

On apparel, the adjacent registered trademark symbol must be embroidered in the same color as the fabric (tone-on-tone) so as to not draw attention.

Questions about copyright symbol use should be directed to [brand@gocards.com](mailto:brand@gocards.com).

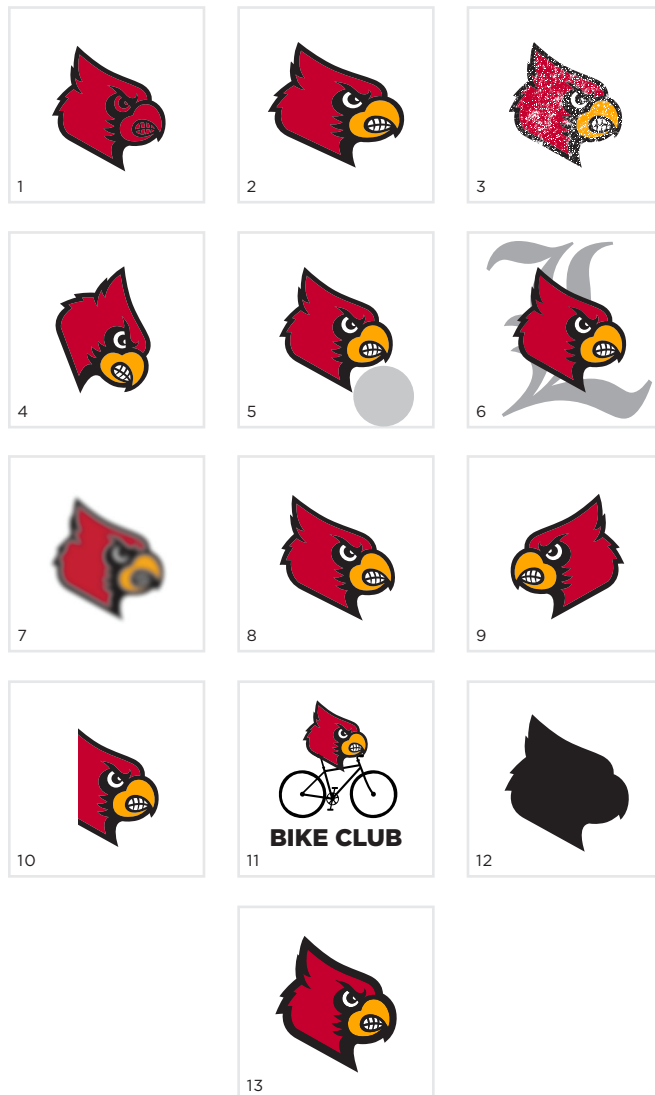
# Unacceptable Logo Use

## VISUAL EXAMPLES

The success of the University of Louisville Athletics brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact.

The following examples visualize some potential mistakes that must be avoided.

1. Do not alter colors or use patterns
2. Do not alter proportions
3. Do not fade or add texture
4. Do not rotate the logo
5. Do not invade clear space
6. Do not combine marks
7. Do not blur the logo
8. Do not skew the logo
9. Do not flip orientation
10. Do not crop the logo
11. Do not add elements
12. Do not use the silhouette
13. Do not alter the thickness of the stroke or trap



**NOTE:** The above examples apply to all UofL Athletic marks

# Wordmarks

**LOUISVILLE**

NEW WORDMARK

**LOUISVILLE**

OLD WORDMARK

The wordmark is succinct and instantly identifiable on a national stage. It plays as a supporting role in the brand platform as a unique mark. It visually compliments the angular nature of our primary mark.

The wordmark was updated in 2023 with adjusted ligaments and a modern “s” character that modernized the mark while retaining its original spirit.



**NOTE:** The wordmark should appear unaltered in any and all depictions. The letters of the wordmark should always appear joined as depicted above and should never be separated or spaced out.

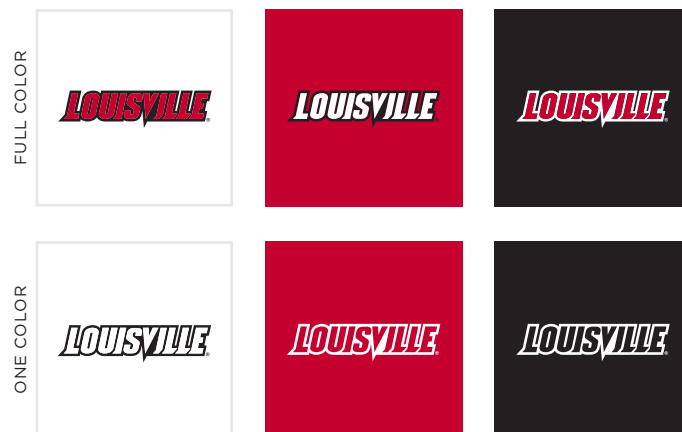
## Clear Space



Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the wordmark in any application.

Regardless of scale, the size of the clear zone for the wordmark must equal the size of a box represented in the yellow box labeled “X” (equaling the width of the O).

## COLOR VARIATION



# Wordmarks

## LETTERMARK



The Gothic “L” mark is a supplemental icon that may be used in lieu of the primary mark.

In addition to being used as a brand signifier, the lettermark may be used

as a typographic substitution for words beginning with the letter L.

The lettermark is the only UofL athletic mark that may be used as a typographic substitution.



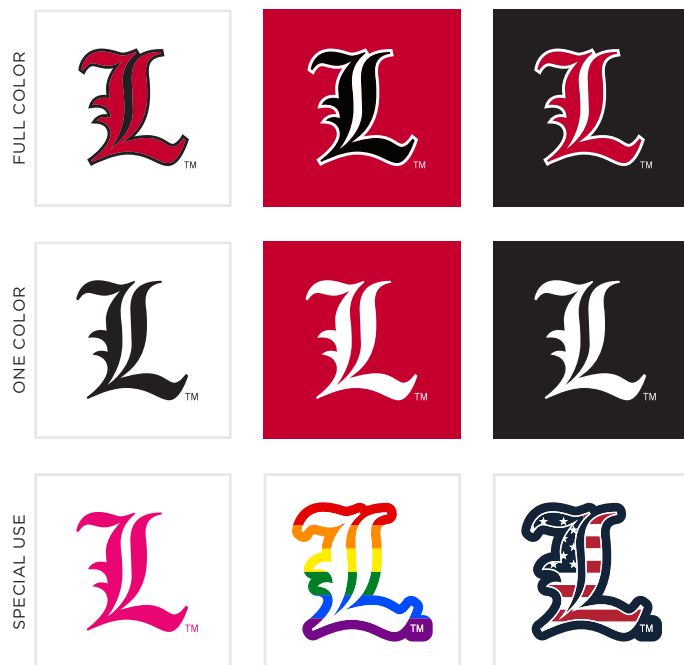
## Clear Space

Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the lettermark in any application.

Regardless of scale, the size of the clear zone for the lettermark must equal the size of a box represented in the yellow box labeled “X” (equaling the height of the horizontal bar).

## COLOR VARIATION

Given its nature as a supplemental mark, the lettermark may be reproduced in colors other than those found in the brand color palette. Such uses are at the sole discretion of Louisville Athletics and prior approval should be obtained by contacting [brand@gocards.com](mailto:brand@gocards.com).

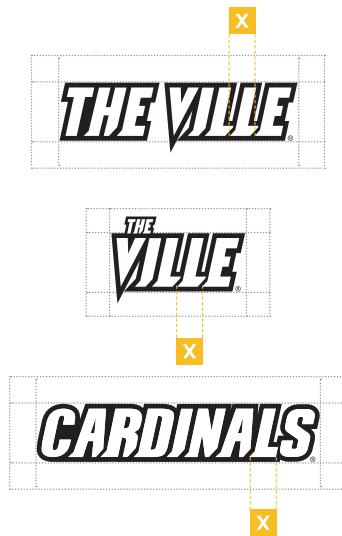


## Secondary Wordmarks



The secondary wordmarks are supplemental marks that may be used on promotional materials and merchandise. The marks express the community of fans and supporters, the university at large and also our city.

The Ville mark is available in two different configurations (in-line and stacked) to offer flexibility in positioning and use.



### Clear Space

Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the secondary wordmarks in any application.

Regardless of scale, the size of the clear zone for either mark must equal the size of a box represented in the yellow box labeled “X” (equaling the height of the horizontal bar of the L).

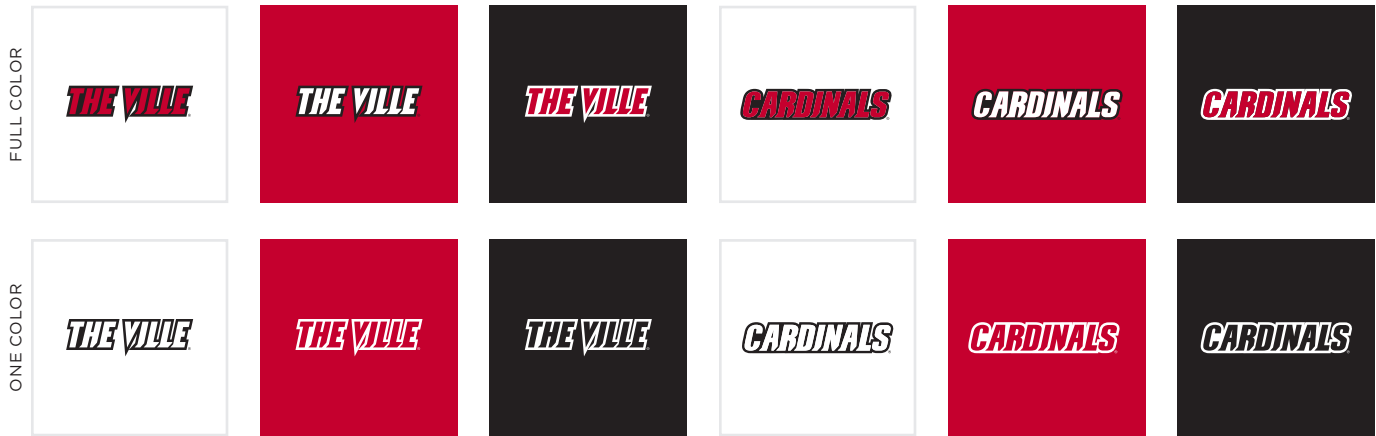
### WORDMARK STYLE

The wordmark is stylized in an internally created font that represents the progressive and hard working nature of the Cardinal spirit. It was designed specifically for use in reproducing the brand wordmarks and is not intended to be used as a typeable font for any other verbiage including individual teams or departments.

Teams and departments desiring customized wordmarks should consult the wordmark lockups section of the brand guidelines on page 17.

## Secondary Wordmarks

### COLOR VARIATION



### COPYRIGHT REQUIREMENTS

For most uses, the wordmarks (primary and secondary) should have an adjacent registered copyright mark signifying a federally registered work.

Previous versions of the secondary marks displaying a trademark symbol should be replaced with this newer, correct artwork.

Certain applications, at the discretion of the Department of Athletics, may omit the copyright symbol. For example, athletic uniforms do not necessitate the copyright symbol to be displayed.

Questions about copyright symbol use should be directed to [brand@gocards.com](mailto:brand@gocards.com).



# Wordmark Lockups

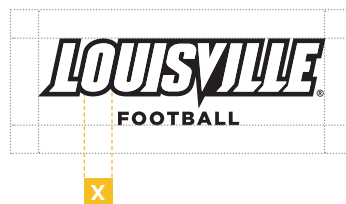


Lockups are available for the department itself, as well as all of the UofL Athletics NCAA teams, both with and without the primary mark incorporated. The wordmark lockups combine the standard UofL Athletic wordmark with a customized title plate set in Gotham.

- Athletics (departmental use)
- Baseball
- Basketball
- Cross Country
- Field Hockey
- Football
- Golf
- Lacrosse

These wordmark lockups may be used on marketing and promotional materials by coaches and staff. Units or entities desiring to use customized wordmarks utilizing this style outside of those listed below should request those by contacting [brand@gocards.com](mailto:brand@gocards.com).

- Rowing
- Soccer
- Softball
- Swimming & Diving
- Tennis
- Track & Field
- Volleyball



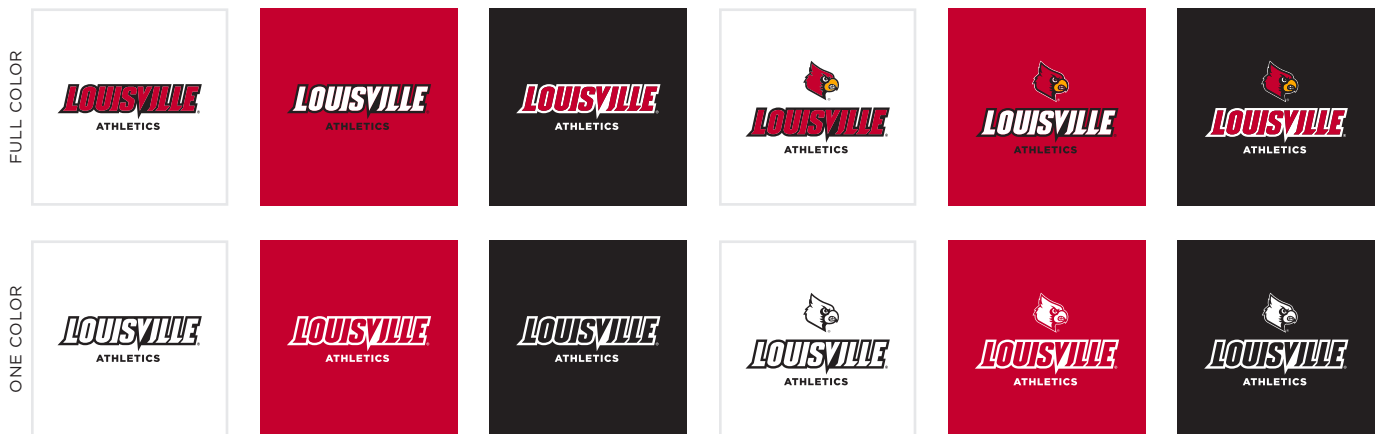
## Clear Space

Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the secondary wordmarks in any application.

Regardless of scale, the size of the clear zone for either mark must equal the size of a box represented in the yellow box labeled "X" (equaling the width of the O in "Louisville").

# Wordmark Lockups

## COLOR VARIATION



## COPYRIGHT REQUIREMENTS

For most uses, the wordmark lockups should have an adjacent registered copyright mark signifying a federally registered work.

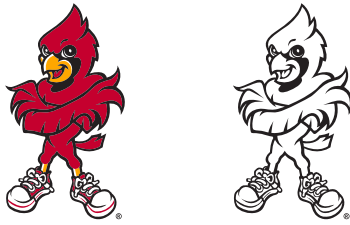
Certain applications, at the discretion of the Department of Athletics, may omit the copyright symbol. For example, athletic uniforms do not necessitate the copyright symbol to be displayed.

Questions about copyright symbol use should be directed to [brand@gocards.com](mailto:brand@gocards.com).

## Additional Logos & Marks

### YOUTH MARKS

The youth mark's use is restricted to UofL Athletics camps for kids, and marketing/promotional items for youth.



### HELMETS

UofL Athletic helmet design is the only application where it is permissible to flip the orientation of the primary mark.

The Louisville Helmet Mark is available for limited use in football related materials.



### LOUISVILLE FIRST CARDS FOREVER

This trademarked campaign, wordmark and insignia are used as accent art and is not intended for standalone use as a department logo or mark.

These marks are best employed on marketing materials where it is appropriate to evoke pride in the spirit of UofL Athletics, as opposed to the purpose of branding the material as UofL (organizationally).



# Additional Logos & Marks

## INSTITUTIONAL MARKS

Institutional wordmarks and logos such as the monogram mark below are subject to the University of Louisville Brand Standards available at [Louisville.edu/brand](https://Louisville.edu/brand). Please consult the brand sheet for a full listing of protected UofL marks.



## SIDELINE PARTNER

In 2023, official sideline partner, adidas, introduced a new 'Performance' mark that should now be used in instances where the adidas 'Sportswear' mark was previously used.

Any use of the adidas Performance mark is subject to adidas brand guidance and requires permission from adidas.

Contact [brand@gocards.com](mailto:brand@gocards.com) if you have any questions on the appropriate application of adidas branding in co-branded situations.



## UOFL ALUMNI

The UofL Alumni Association was granted permission to use the primary athletic mark as part of their signature.

This mark is not to be used by anyone besides the staff of the Alumni Association. For more information or questions, contact [alumni@louisville.edu](mailto:alumni@louisville.edu).



## CARDINAL KIDS CLUB

The Cardinal Kids Club is a membership-based fan organization for children under the age of 13.

This mark may only be used for Kids Club events and related materials.



## Additional Logos & Marks

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### FACILITY LOGOS

Within the UofL Athletics brand there exists a handful of facilities that, due to the nature of their gift agreements, have their own marks. Marks of these nature are not standard or encouraged, as their use is limited.

These marks are not to be used by any one other than the facilities staff and should not be used for purposes of signage.



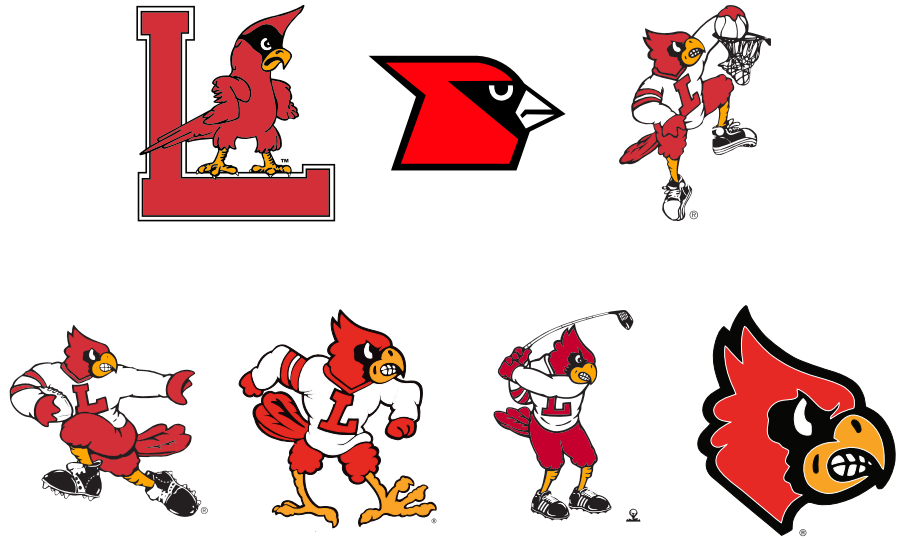
## Archival Logos

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### PROTECTED VAULT MARKS

This trademarked campaign, wordmark and insignia are used as accent art and is not intended for standalone use as a department logo or mark.

These marks are best employed on marketing materials where it is appropriate to evoke pride in the spirit of UofL Athletics, as opposed to the purpose of branding the material as UofL (organizationally).



# References

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## EDITORIAL PHRASES

Within the UofL Athletics brand there are key phrases often used that, for sake of consistency and clarity, we must define:

- University of Louisville Cardinals
- Louisville Athletics
- University of Louisville Athletics
- University of Louisville Athletic Department
- Louisville Cardinals
- Louisville [insert sport]

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## REGISTERED & TRADEMARKED VERBIAGE

|                           |             |
|---------------------------|-------------|
| University of Louisville® | Cardinals®  |
| Louisville Cardinals®     | Louisville® |
| UofL®                     | Cards®      |
| The Ville®                | Go Cards®   |



**NOTE:** The protected verbiage listed above requires the display of the appropriate trademark designation symbol in all instances regardless of the style in which the verbiage is depicted.

*Example: The phrase “Louisville Cardinals” must appear with an (R) mark in all instances, even when not appearing as the official stylized logo.*

# Restrictions

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## PROHIBITED MARKS

These marks have been retired from the Louisville Athletics brand system and are no longer permitted for use or reproduction in any medium or manner.

Any use of these marks requires express permission from Louisville Athletics. Request permission to use these marks by contacting [brand@gocards.com](mailto:brand@gocards.com).



INCORRECT



CORRECT



## INTERNAL USE ONLY

The marks below were created for use internally by Louisville Athletics departments and teams and may not be used by outside vendors or departments without permission.

Questions about marks designated for internal use only can be submitted to [brand@gocards.com](mailto:brand@gocards.com).



**GOCARDS.com**



# Restrictions

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## PROHIBITED MARKS

1. Co-branded situations (using a Louisville Athletics mark in conjunction with another brand/multiple logos) are not permitted without prior permission from Louisville Athletics and Louisville Sports Properties/Learfield. In situations requiring co-branding, the UofL logo must retain primary importance.
2. Co-branded situations within the university (e.g. an event requiring UofL Athletics and an academic unit) should not use two UofL logos on the same material. **Dual branding is not allowed.**
3. UofL Academic units, student organizations and other non-athletic entities within the university are not permitted to use UofL Athletic marks without permission from the Director of Licensing, by contacting (502) 852-3088 or [brand@gocards.com](mailto:brand@gocards.com).
4. UofL Athletics must adhere to the UofL Brand Guidelines (non-athletic) when using non-athletic institutional logos. Questions about the institutional brand can be made by contacting the Director of Brand Design in the Office of Communications & Marketing by contacting (502) 852-2898 or [branding@louisville.edu](mailto:branding@louisville.edu).
5. Use of an official UofL Athletic logo on merchandise or other printed promotional or marketing material requires compliance with licensing regulations (see page 26 for more information). Internal/campus entities are not exempt, and must comply with these regulations.

# Licensing & Trademark

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## OVERVIEW

The logos and wordmarks contained in this document are federally registered content of the University of Louisville and any use of such must include the ® designation whenever they are used. By accessing and using any of these images, logos, designs or marks, you are agreeing to do so in accordance with the terms of your contract with the University of Louisville or as otherwise expressly permitted by an authorized UofL Athletics representative.

Additionally, all uses of University of Louisville Athletic logos and trademarks must be licensed and are subject to the regulations of the Licensing Program.

Any person, organization or corporate entity wishing to use the University of Louisville Athletic logos and trademarks must obtain the right to do so in written form by contacting Olivia Biven at 502.852.3088 or [olivia@gocards.com](mailto:olivia@gocards.com) or apply for a license at [CLC.com](https://CLC.com).

## THE COLLEGIATE LICENSING COMPANY (CLC)



The marks of the University of Louisville are controlled under a licensing program administered by The Collegiate Licensing Company as the official provider of licensing and retail marketing services for Louisville Athletics.

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