

PRIMARY ATHLETIC MARK	ATHLETIC MARKS		INSTITUTIONAL MARK
<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>4</p> 
INSTITUTIONAL WORD MARKS		SECONDARY INSTITUTIONAL MARKS	
<p>5</p> 	<p>6</p> 	<p>*7</p> 	<p>8</p> 
INTERNAL USE MARKS			
<p>9</p> 	<p>10</p> 	<p>11</p> 	<p>**12</p> 

All information relevant to this entity is available on the last page of this style guide. / Digital art distributed by J. Patton • Phone: 770-612-0400 • Fax: 770-612-0439 • Web: www.jpattonondemand.com

The marks of Millikin 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.

## COLOR INFORMATION

BLUE  
PANTONE 2955

MADEIRA 1042  
ROBISON ANTON 2534

GRAY  
PANTONE 410 C  
PANTONE WARM GRAY 10 U  
MADEIRA 1240  
ROBISON ANTON 2265

KIRKLAND RED  
PANTONE 194

BLACK  
PANTONE PROCESS BLACK

## CATEGORY INFORMATION

### VERBIAGE

Millikin University®  
Millikin™  
Millikin Big Blue™  
Big Blue™

### GENERAL INFORMATION

Location: Decatur, IL  
Nickname: Big Blue  
Established Date: 1901  
Conference: College Conference of Illinois and Wisconsin - NCAA Div. III

### ADDITIONAL PERTINENT INFORMATION

University seal permitted on products for resale: **Reserved for high end use only.**  
Alterations to seal permitted: TBD  
Overlaying / intersecting graphics permitted with seal: TBD  
University licenses consumables: TBD  
University licenses health & 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 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.

\* Mark #7 is Reserved.

\*\* Mark #12 is Reserved for High End Use Only.

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.