



Lehigh University

Current Revision Date: 05/05/20

Verbiage

Lehigh University®
Lehigh®
Mountain Hawks®

Established: 1865 **Location:** Bethlehem, PA **Mascot:** Mountain Hawks
Mascot Name: Clutch the Mountain Hawk **Conference:** Patriot League, MAISA (Sailing)

Brown	Yellow	Red	Brown 2
PANTONE 1545 C HEX: #653819 CMYK: 20, 76, 100, 70 RGB: 101, 56, 25 MADEIRA Rayon: 1145 RA: 2251	PANTONE 114 C HEX: #FED141 CMYK: 0, 7, 93, 0 RGB: 251, 221, 64 MADEIRA Rayon: 1171 RA: 2808	PANTONE Warm Red C HEX: #C8102E CMYK: 0, 87, 80, 0 RGB: 249, 68, 58 MADEIRA Rayon: 1147 RA: 2263	PANTONE 1685 C HEX: #833921 CMYK: 11, 82, 100, 48 RGB: 131, 57, 33 MADEIRA Rayon: 1258 RA: 2481
Tan	Green	White	Black
PANTONE 465 C HEX: #B9975B CMYK: 9, 29, 66, 24 RGB: 185, 151, 91 MADEIRA Rayon: 1255 RA: 2474	PANTONE 349 C CMYK: 90, 12, 95, 40 RGB: 4, 106, 56 MADEIRA Rayon: 1079 RA: 2323	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA Rayon: White RA: White	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA Rayon: Black RA: Black

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Guidelines for Institutional & Athletic Marks:

- Athletic marks and Athletic wordmarks can only be used on Brown, White, Tan, and Heather Grey garments. This is more flexible on materials such as metal, wood or glass.
- Athletic marks are never permitted on black garments or materials.
- The L Hawk marks (21 through 26) may not be used alone. Use of a Lehigh mark (such as 42) must be used in conjunction with the L Hawk.
- Marks 30 and 31 are only to be used on conference apparel when used in combination with other conference schools. Never on regular merchandise or apparel.
- Marks should never overlap, touch or connect with each other or another design element.
- Mark 29 can only be used with prior approval. - Typically for printed publications (Black & white)
- Club Sports/Intramurals are permitted to use Lehigh marks 38 through 43.
- Club Sport/Intramurals are not permitted to use L-Hawk, with the exception of Lehigh Hockey.
- We may ask that marks 19 and 20 are coupled with a LEHIGH or LEHIGH UNIVERSITY wordmark on a case by case basis.
- We ask that Athletic and Institutional marks not be used together.

Institutional Marks



Athletic Marks

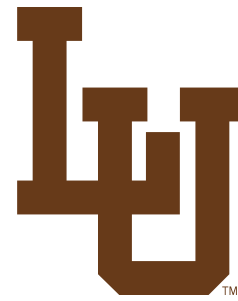
17



18



19

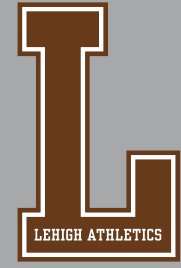


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Athletic Marks - Limited Use

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Athletic Word Marks

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ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' 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.