<table>
<thead>
<tr>
<th>Primary Marks</th>
<th>Circle Marks</th>
<th>Word Marks</th>
<th>Helmet Marks</th>
<th>Mascot Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image_url" alt="A" /></td>
<td><img src="image_url" alt="Alabama Crimson Tide" /></td>
<td><img src="image_url" alt="The University of Alabama" /></td>
<td><img src="image_url" alt="18" /></td>
<td><img src="image_url" alt="Mascot" /></td>
</tr>
<tr>
<td><img src="image_url" alt="BAMA" /></td>
<td><img src="image_url" alt="BAMA" /></td>
<td><img src="image_url" alt="ALABAMA CRIMSON TIDE" /></td>
<td><img src="image_url" alt="School Seal" /></td>
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<tr>
<td><img src="image_url" alt="ALABAMA" /></td>
<td><img src="image_url" alt="ALABAMA" /></td>
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</tr>
</tbody>
</table>

### Crimson

- **PANTONE 201 C**
  - R:179 G: 8 B: 56
  - MADEIRA: 1181 PolyNeon: 1982

### Gray

- **PANTONE 428 C**
  - R:207 G: 212 B: 216
  - MADEIRA: 1011 PolyNeon: 1611

### Black

- **PANTONE Process Black C**
  - R:0 G: 0 B: 0
  - MADEIRA: Black PolyNeon: Black

### White

- **PANTONE Process White C**
  - R:255 G: 255 B: 255
  - MADEIRA: White PolyNeon: White

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**Addition Apparent Information**

- University seal permitted on products for resale (reviewed on a case-by-case basis)
- No alterations or overlaying graphics to seal permitted
- 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
- University requires finished sample from all new licensees
- Licensees are not permitted to use the houndstooth pattern in conjunction with Alabama marks without a special license type

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NOTE: The marks of The University of Alabama are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.