



## PRIMARY MARK (ON CAMPUS USE ONLY)



**Interlocking ND as a stand-alone mark may only be sold on-campus. Licensees selling Notre Dame merchandise off-campus may use the interlocking ND only in conjunction with text (Notre Dame, Fighting Irish, etc.) or when enclosed by another design (shamrock, football, etc.)**

This mark is federally registered and a ® is required when using this mark on products in the classes listed on the following page. A ™ should be used with this mark for products outside of these classes.

## WORD MARKS

**NOTRE DAME**

This mark is federally registered and a ® is required when using this mark on products in the classes listed on the following page. A ™ should be used with this mark for products outside of these classes.

**IRISH**

**FIGHTIN' IRISH**

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**FIGHTING IRISH**

**UND**

**ND**

**UNIVERSITY OF NOTRE DAME**

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## VERBIAGE

University of Notre Dame  
Notre Dame  
Fighting Irish  
Irish

UND  
Fightin' Irish  
ND

## GENERAL INFORMATION

LOCATION:  
NOTRE DAME, IN  
MASCOT:  
LEPRECHAUN  
MASCOT NICKNAME:

ESTABLISHED DATE:  
1842  
CONFERENCE:  
BIG EAST  
FOOTBALL INDEPENDENT

## MASCOT MARK



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## SHAMROCK MARK



## FOOTBALL HELMET



## COMMERCIAL SEAL



## OFFICIAL SEAL



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## DOME



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## HANGTAG LABEL



"The Officially Licensed Product of the University of Notre Dame" label will be required for use by Notre Dame licensees on all product shipped prior to July 1, 2004.  
Special hangtags featuring the Notre Dame and CLC hologram label are available through J. Patton Sports Marketing at 770-612-0400.

## 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

### PANTONE COLORS

### THREAD COLORS

NOTRE DAME NAVY  
NOTRE DAME GOLD  
NOTRE DAME METALLIC GOLD  
NOTRE DAME GREEN  
WHITE

PANTONE 289  
PANTONE 116  
PANTONE 872  
PANTONE 347  
WHITE

MADEIRA 1243 RA 2303 GS/SULKY 505  
MADEIRA 1125 RA 2466 GS/SULKY 1083  
MADEIRA 1284 RA 2454 GS/SULKY 1517  
WHITE WHITE WHITE

NOTRE DAME NAVY

NOTRE DAME GOLD

NOTRE DAME METALLIC GOLD

NOTRE DAME GREEN

## ADDITIONAL PERTINENT INFORMATION

	Yes	No	Restrictions
¥ University seal permitted on products for resale:	X		Official Seal approved for upscale products sold on-campus only.
¥ Alterations to seal permitted:		X	
¥ Overlaying / intersecting graphics permitted with seal:		X	
¥ University licenses consumables:	X		Additional liability insurance may be required by University.
¥ University licenses health & beauty products:	X		Additional liability insurance may be required by University.
¥ University permits numbers on products for resale:		X	
¥ Mascot caricatures permitted:		X	
¥ Cross licensing with other marks permitted:		X	Contact University for special approval.
¥ 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.			

NOTE: The marks of The University of Notre Dame 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.



The marks below are federally registered and a ® is required when using these marks on products in the classes listed adjacent to each mark.

## PRIMARY MARK PRODUCT CLASSES



- 9 – computer mouse pads, neon signs, sunglasses, telephones, videos, music CD's, and computer software
- 11 – lighting apparatus
- 14 – jewelry
- 16 – paper goods and stationery
- 18 – bags, umbrellas
- 20 – furniture, plastic novelty items, and pillows
- 21 – household utensils, glassware, porcelain items
- 24 – textiles
- 25 – apparel and headwear
- 26 – novelty buttons, pins, fabric appliques, gift wrap, and bows/ribbon
- 27 – carpets, rugs, mats, and wallpaper
- 28 – sporting goods, games, toys, Christmas ornaments
- 30 – bakery goods, candy, and coffee
- 34 – ashtrays, lighters, matches

## NOTRE DAME WORD MARK PRODUCT CLASSES

NOTRE DAME

- 9 – computer mouse pads, neon signs, sunglasses, telephones, videos, music CD's, and computer software
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- 27 – carpets, rugs, mats, and wallpaper
- 28 – sporting goods, games, toys, Christmas ornaments
- 30 – bakery goods, candy, and coffee

## FIGHTIN' IRISH WORD MARK PRODUCT CLASSES

FIGHTIN' IRISH

- 14 – jewelry
- 16 – paper goods and stationery
- 21 – household utensils, glassware, porcelain items
- 24 – textiles
- 25 – apparel and headwear
- 26 – novelty buttons, pins, fabric appliques, gift wrap, and bows/ribbon
- 34 – ashtrays, lighters, matches

## UNIVERSITY OF NOTRE DAME WORD MARK PRODUCT CLASSES

UNIVERSITY OF NOTRE DAME

- 9 – computer mouse pads, neon signs, sunglasses, telephones, videos, music CD's, and computer software
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## OFFICIAL SEAL PRODUCT CATEGORIES



- 11 – lighting apparatus
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- 34 – ashtrays, lighters, matches

## DOME PRODUCT CATEGORIES



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- 24 – textiles
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- 28 – sporting goods, games, toys, Christmas ornaments
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NOTRE DAME GOLD

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NOTRE DAME GREEN

**For any products not specifically listed above, licensees should call the University of Notre Dame Licensing Department to verify whether a ® or ™ should be used for that product.**

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