

APPENDIX B

VALERO ALAMO BOWL is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

APRIL 21, 2011

2011 VALERO ALAMO BOWL



PRIMARY MARK



1

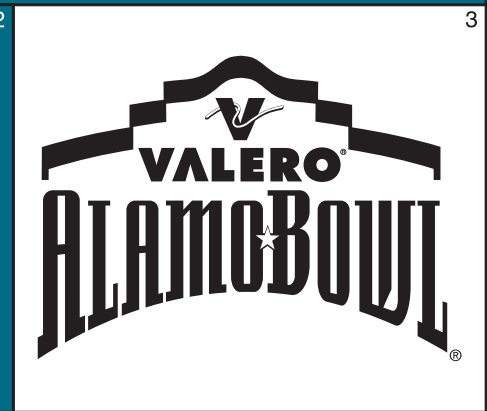
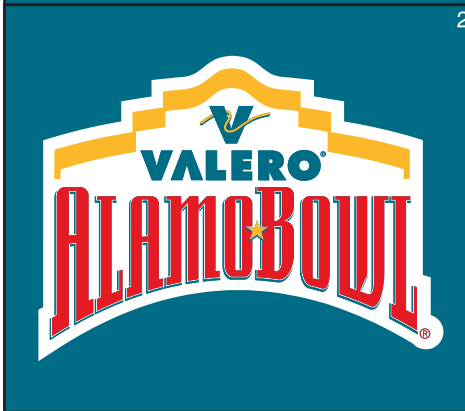
VERBIAGE

Alamo Bowl ©
Valero ©

GENERAL INFORMATION

Game Date: December 29, 2011
Game Time: 8:00 PM CST
Location: Alamodome
San Antonio, TX

PRIMARY MARK



2

3

COLOR INFORMATION

You must use the approved bowl 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.

BOWL COLORS	PANTONE COLORS	THREAD COLORS	
TEAL	PANTONE 315	MADEIRA 1291	POLY-NEON 1992
YELLOW	PANTONE 123	MADEIRA 1172	POLY-NEON 1624
RED	PANTONE 1797	MADEIRA 1147	POLY-NEON 1747
BLACK	PANTONE PROCESS BLACK		
WHITE	WHITE		

ARTWORK GUIDELINES

- Logo must be used in its entirety.
- Primary logo is required in all designs.
- For all headwear, the primary logo is required.
- Size limitations on the execution of the logos.
- Alterations permitted to the elements and overall configuration of the logo.
- Elements permitted to be pulled out and stand alone.
- Black/white logo permitted.
- Logo permitted in any one color.
- Logo permitted to be distressed.
- Bowl name permitted in linear form (written out).
- In linear form, the sponsor's name is required.
- Alterations permitted to the Sponsor's type, style, and color in linear form.
- Champions designs are permitted.
- The primary logo is required on Champions designs.
- Venue/Stadium name permitted for use on designs.
- Form for listing opponents within a design (home vs. away).
- For embroidery, size & color specifications must be maintained in designs.
- Tonal embroidery allowed.
- Correct reference to the winner of the game.
- Additional Information:

YES	NO	N/A	Restrictions
X			
X			
	X		May use bowl name in linear form.
X			Logo can not be smaller than 1.25 inches.
	X		
X			
X			
X			See guidelines below
X			Entire bowl name must be in same font and color.
	X		
X			
X			
X			Away vs. Home
X			
X			

2011 Valero Alamo Bowl™ Champions. Valero Alamo Bowl™ and "Valero Alamo Bowl Champions" can be used without the logo.

NOTE: The marks of The Valero Alamo Bowl 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.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by VALERO ALAMO BOWL shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.