



# Miami Traditions

## A Vintage-Inspired Program

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### Program Overview

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At the request of fans and alumni, Miami University has decided to release the Miami Traditions Collection. A vintage-inspired program that will begin with two logos, the Block M and original University Seal. Miami Traditions will add additional marks over time, but will start with the two logos shown below. The Block M mark was first released in the early 1900's and has remained a favorite of Miamians. The original University Seal mark was first introduced in 1809 as the university was founded, and replaced with a new seal sometime during the late 1800's.

The logos will be available to select licensees for artwork development beginning November 1, 2013, however all products must be held from retail floors until February 1, 2014.

Due to the exclusive nature of this program and high consumer demand, the royalty rate associated with this program is 14% of the cost of goods sold.

### Program Support

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At this time all supporting collateral for this program has not yet been decided. Supporting collateral could include athletic marketing materials, special hangtags and retail signage. More information will be passed along as it is finalized.

### Logos

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Logos will be EPS format and in both color (PMS 186) and black and white. Logos will be emailed after the completed Schedule B is received.



### Contacts

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If you are interested in being a part of the "Miami Traditions" program or have further questions please contact:

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