West Virginia University

Established: 1867  Location: Morgantown, WV
Mascot Name: The Mountaineer  Conference: Big 12
Mascot: Mountaineers

Verbiage
- West Virginia University®
- West Virginia™
- WVU®
- Mountaineers®
- Mountaineer®
- Mountaineer Nation®
- Mountain Strong®

Let's Go Mountaineers®, Let's Go WVU®, Gold Rush®, Gold Rush® (apparel), Milan Puskar Stadium®, Mountaineer Field at Milan Puskar Stadium®, Mountaineers Go First®, Press Virginia® (non-apparel), Press Virginia® (apparel), Hall WV®, Trust the Climb®,

System Campuses
- WVU Potomac State College
- West Virginia University Institute of Technology
- WVU HSC Charleston
- WVU HSC Eastern

Primary Marks

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.

Flying WV Requirements
Marks 1 & 2 are preferred  Has to be shown in its entirety  No verbiage over or behind Flying WV  Only one outline permitted  Must be a solid color - no prints, patterns, or design can be in the Flying WV logo  No distressing of Flying WV  Bling is acceptable

NOTE: The marks of West Virginia University are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.
<table>
<thead>
<tr>
<th>Youth Marks</th>
<th>Institutional Marks</th>
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<tr>
<td>16</td>
<td>West Virginia University</td>
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<td>WVU Medicine</td>
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<thead>
<tr>
<th>Helmet Marks</th>
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<tr>
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<td>[Images of different helmets]</td>
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<thead>
<tr>
<th>ADDITIONAL PERTINENT INFORMATION</th>
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<tr>
<td>• University seal permitted on products for resale</td>
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<tr>
<td>• No alterations or overlaying graphics to seal permitted</td>
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<tr>
<td>• No alterations or overlaying graphics to Flying WV permitted</td>
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<tr>
<td>• University licenses consumables</td>
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<tr>
<td>• University licenses health and beauty products</td>
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<tr>
<td>• University permits numbers on products for resale (football numbers that can be used are 11, 67, and the two-digit number for the current year [18 for 2018], basketball numbers available are 35 and 18 [for 2018])</td>
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WVU Medicine |

* For use on apparel |

TM: For use on non-apparel |

Seal (marks 27-29) must be accompanied with the verbiage West Virginia University |

- 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 |
- Primary colors of product/garment cannot be green, red, or orange

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WVU Potomac State College

Established: 1901
Location: Keyser, WV
Nickname: Catamounts
Mascot Name: PAWS
Conference: Western Pennsylvania Collegiate Conference (WPCC) and National Junior College Athletic Association (NJCAA)

Verbiage: WVU®, Potomac State College, Catamounts™

West Virginia University Institute of Technology

Established: 1895
Location: Beckley, WV
Nickname: Golden Bears
Mascot Name: Monty
Conference: River States Conference (RSC) and Appalachian Athletic Conference (AAC) (wrestling & swimming)

Verbiage: West Virginia University®, Institute of Technology, WVU®, Tech, Golden Bears™

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