West Virginia University

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

**Gold**

PANTONE 124 C
Rayon: 1172
PolyNeon: 1772

**Blue**

PANTONE 295 C
Rayon: 1242
PolyNeon: 1742

**White**

WHITE
Rayon White
PolyNeon: White

**Primary Marks**

**Flying WV Requirements**
- Marks 1 & 2 are preferred
- Must be shown in its entirety
- No verbiage 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
- Bleed is acceptable

1.  
2.  
3.  
4.  
5.  
6.  

**Helmet Marks**

7.  
8.  
9.  
10.  
11.  
12.  

**Mascot Marks**

13.  
14.  
15.  
16.  

**Youth Mascot (Musket)**

17.  

**Institutional Mark**

18.  

**Medicine Mark**

19.  

**School Seal**

20.  
21.  
22.  

**Additional Pertinent Information**

- University seal permitted on products for resale
- No alterations or overlaying graphics to flying WV permitted
- University licenses consumables
- University licenses health and beauty products
- University permits numbers or 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))

**Verbiage**

West Virginia University,
West Virginia,
WVU,
Mountaineers,
Mountaineer Nation,
Mountain Strong,
Mountaineers Go First,
Let's Go,
Let's Go Mountaineers,
Gold Rush,
Gold Rush (non-apparel),
Mascot caricatures permitted
Mascot names permitted
Real life mountaineer image not permitted to be used
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

**System Campuses**

WVU Potomac State College
West Virginia University Institute of Technology
WVU HSC Charleston
WVU HSC Eastern
Approved University colors are the PANTONE® colors listed on this page. 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.

**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)

**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:* WVU Potomac State College, Catamounts

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

---

**Flying WV**

The verbiage of Potomac State College is allowed with the Flying WV. The Flying WV cannot be used with Potomac State College athletic mark.

**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.