WEST VIRGINIA UNIVERSITY 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.

Approved University colors of 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.

Primary Marks

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

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by WEST VIRGINIA UNIVERSITY 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.

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.
Appendix B

West Virginia University 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.

Youth Marks

16

Institutional Marks

24

Helmet Marks

18

25

For use on apparel

26

TM: For use on non-apparel

27

28

29

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

Additional Pertinent Information

• University seal permitted on products for resale
• No alterations or overlaying graphics to seal permitted
• University licenses consumables
• University licenses health and beauty products
• 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))
• Mascot caricatures permitted
• Cross licensing with other marks may be permitted with an additional agreement
• 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

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West Virginia University
System Campuses

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

West Virginia University Institute of Technology
Established: 1895
Location: Beckley, WV
Mascot Name: Monty
Conference: River States Conference (RSC) and Appalachian Athletic Conference (AAC) [wrestling & swimming]
Nickname: Golden Bears
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.

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