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.

West Virginia University
Established: 1867
Location: Morgantown, WV
Mascot: Mountaineers
Conference: Big 12

Mascot Name: The Mountaineer

Verbiage
Let’s Go Mountaineers!
Gold Rush
Mountaineers Go First...
Press Virginia™
Press Virginia

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

PANTONE 124 C
Rayon: 1172
PolyNeon: 1772

Blue

PANTONE 295 C
Rayon: 1242
PolyNeon: 1742

White

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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

Helmet Marks

School Seal

Seal must be accompanied with the verbiage West Virginia University.

Institutional Mark

Medicine Mark

ADDITONAL PERTINENT INFORMATION
• University seal permitted on products for resale
• 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 player’s 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

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.
### 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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**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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