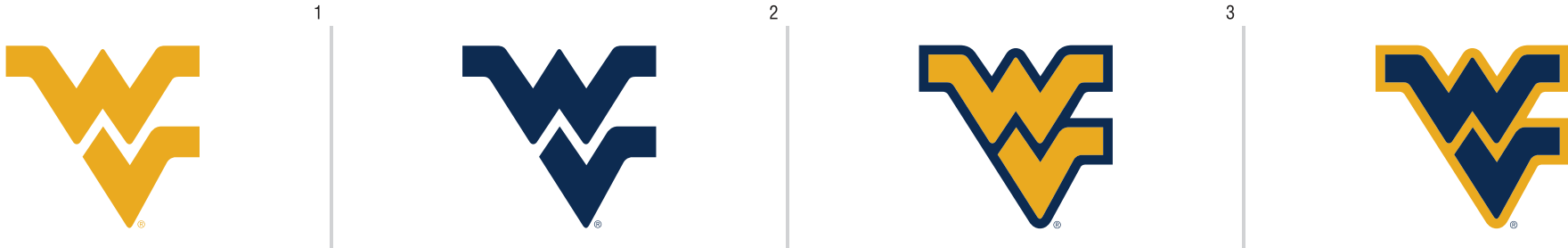


West Virginia University® Current Revision Date: 08/30/19			Verbiage		System Campuses	
<b>Established:</b> 1867	<b>Location:</b> Morgantown, WV	<b>Mascot:</b> Mountaineers	West Virginia University® West Virginia® WVU® Mountaineers® Mountaineer™ Mountaineer Nation™ Mountain Strong™	Let's Go™ Let's Go Mountaineers™ Gold Rush™ (non-apparel) Gold Rush® (apparel) Milan Puskar Stadium™ Mountaineer Feild at Milan Puskar Stadium™	Mountaineers Go First.™ Press Virginia™ (non-apparel) Press Virginia® (apparel) Hail WV™ Trust the Climb™	WVU Potomac State College West Virginia University Institute of Technology WVU HSC Charleston WVU HSC Eastern
Gold		Blue		White		
PANTONE 124 C Rayon: 1172 PolyNeon: 1772		PANTONE 295 C Rayon: 1242 PolyNeon: 1742		WHITE Rayon White PolyNeon: White		
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.						

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



Word Marks			Mascot Marks				
	5		6		7		
	8		9		10		
	11		12		13		



# West Virginia University®

Current Revision Date: 08/30/19

## Youth Marks

16



17



## Helmet Marks

18



19



20



21



22



23



## Institutional Marks

24



25



®: For use on apparel

26



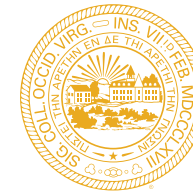
TM: For use on non-apparel

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

27



28



29



## ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale
- No alterations or overlaying graphics to seal permitted
- No alterations or overlaying graphics to Flying WV 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



# West Virginia University<sup>®</sup>

## System Campuses

Current Revision Date: 05/02/18

Gold

**PANTONE 124 C**  
Rayon: 1172  
PolyNeon: 1772

Blue

**PANTONE 295 C**  
Rayon: 1242  
PolyNeon: 1742

White

**WHITE**  
Rayon White  
PolyNeon: White

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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<sup>®</sup> Potomac State College, Catamounts<sup>™</sup>

## 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<sup>®</sup> Institute of Technology, WVU<sup>®</sup> Tech, Golden Bears<sup>™</sup>

### 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



**WVU Potomac State College**



**West Virginia University<sup>®</sup>**  
POTOMAC STATE COLLEGE

**POTOMAC STATE COLLEGE**

**West Virginia University  
Institute of Technology**



**West Virginia University<sup>®</sup>**  
INSTITUTE OF TECHNOLOGY

**TECH**

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