West Virginia University

Current Revision Date: 01/29/25

Established: 1867 **Location:** Morgantown, WV

Mascot Name: The Mountaineer Conference: Big 12

Coal Rush_™
Cue County Roads_™
Gold Rush_™ (non-apparel)
Gold Rush_® (apparel)
Hail WV_™

Let's Go Mountaineers!...

Milan Puskar Stadium_™
Mountaineers_®
Mountaineer_™
Mountaineer Field at Milan
Puskar Stadium_™
Mountaineers Go First._™

Mountaineer Nation,

Verbiage

Mountain Strong_™ West Virginia_® West Virginia University_® WVU_® WVU Potomac State College West Virginia University Institute of Technology WVU HSC Charleston WVU HSC Eastern

System Campuses

	ım	100
Gold	Blue	White
PANTONE 124 C	PANTONE 295 C	WHITE
Rayon: 1172	Rayon: 1242	Rayon White
PolyNeon: 1772	PolyNeon: 1742	PolyNeon: White

Let's Go,,

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, 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





Nickname: Mountaineers





WEST VIRGINIA. WEST V

Youth Marks

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Institutional Marks





WVUMedicine

®: For use on apparel

TM: For use on non-apparel

Note: WVU Medicine has a separate art sheet.



Seal must be accompanied with the verbiage West Virginia University.

Note: Seal can also be produced in gold, black, or white.

Helmet Marks

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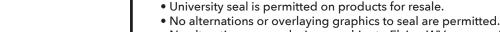


ADDITIONAL PERTINENT

INFORMATION







- No alterations or overlaying graphics to Flying WV are permitted.
- University licenses consumables.
- University licenses health and beauty products.
- University permits numbers on products for resale (football numbers that can be used are 67, and the two-digit number for the current year [25 for 2025], basketball numbers available are 67 and 25 [for 2025].
- Use of current student-athlete name, image, or likeness (NIL) in conjunction with institution marks on licensed merchandise is subject to state and institution policies and requires an approved institution-specific NIL license. Licensees must secure separate approval from student athletes for their NIL use.
- When referencing WVU colors, say Gold and Blue.
- Use white or silver ink on black products. Gold and black is not an approved color combination.
- Mascot caricatures are permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- Use of the real life mountaineer image is not permitted.
- References to alcohol, drugs, tobacco or firearms on products are not permitted to be used in conjunction with University marks.
- Please note WVU Tech, WVU Potomac State College, and WVU Medicine have separate art sheets.



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NOTE: The marks of West Virginia University are controlled under a licensing program administered by CLC. Any use of these marks will require written approval from CLC.

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