



# West Virginia University

Current Revision Date: 01/29/25

**Established:** 1867

**Location:** Morgantown, WV

**Nickname:** Mountaineers

**Mascot Name:** The Mountaineer

**Conference:** Big 12

## Verbiage

Coal Rush™  
Cue County Roads™  
Gold Rush™ (non-apparel)  
Gold Rush® (apparel)  
Hail WV™  
Let's Go™  
Let's Go Mountaineers!™

Milan Puskar Stadium™  
Mountaineers®  
Mountaineer™  
Mountaineer Field at Milan  
Puskar Stadium™  
Mountaineers Go First™  
Mountaineer Nation™

Mountain Strong™  
West Virginia®  
West Virginia University,  
WVU®

## System Campuses

WVU Potomac State College  
West Virginia University Institute of  
Technology  
WVU HSC Charleston  
WVU HSC Eastern

### Gold

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

### Blue

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

### White

**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

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## Word Marks

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**WEST VIRGINIA®**

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**WEST VIRGINIA®**

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**WEST VIRGINIA®**

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**MOUNTAINEERS®**

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**MOUNTAINEERS®**

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**MOUNTAINEERS®**

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**WVU®**

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**WVU®**

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**WVU®**

## Mascot Marks

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## Youth Marks

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## Institutional Marks

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## Helmet Marks

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®: For use on apparel

TM: For use on non-apparel

Note: WVU Medicine has a separate art sheet.

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Seal must be accompanied with the verbiage West Virginia University.

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

### ADDITIONAL PERTINENT INFORMATION

- University seal is permitted on products for resale.
- No alternations or overlaying graphics to seal are permitted.
- 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.