



# West Virginia University® - WVU Medicine

Current Revision Date: 10/25/22

**Established:** 1867

**Location:** Morgantown, WV

**Mascot:** Mountaineers

**Mascot Name:** The Mountaineer

**Conference:** Big 12

## Verbiage

West Virginia University,  
West Virginia,  
WVU,  
Mountaineers,  
Mountaineer™,  
Mountaineer Nation™,  
Mountain Strong™

## System Campuses

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

Gold

Navy

Royal Blue

Orange

Red

White

**PANTONE 124 C**  
MADEIRA: 1172

**PANTONE 295 C**  
MADEIRA: 1243

**PANTONE 300 C**  
MADEIRA: 1076

**PANTONE 144 C**  
MADEIRA: 1078

**PANTONE 180 C**  
MADEIRA: 1147

**WHITE**  
Rayon 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



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NOTE: Primary Marks are a TM on print/non apparel, but a circle R on apparel and headwear.

The primary WVU Medicine mark should be on white, grey, and navy. The flying WV stays gold (most of the time), but "WVU Medicine" changes to all white on dark backgrounds.

## Institute Marks



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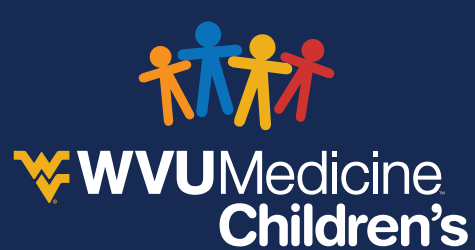


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## Primary Children's Marks



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NOTE: Blue kid varies depending on background color. Lighter blue version of the kids should be on white, grey and navy. The darker blue version of the kids should only go on royal apparel.

## Secondary Children's Marks



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## Services & Partnership Marks



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NOTE: This is an example of Specialty Service or Partner Hospital mark, contact the WVU Brand and Trademark Licensing for specific services or hospitals.

