Current Revision Date: 04/04/23

**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.

**Primary Marks**

<table>
<thead>
<tr>
<th>Gold</th>
<th>Blue</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 134 C</td>
<td>PANTONE 295 C</td>
<td>Rayon White</td>
</tr>
</tbody>
</table>

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.

**Cue Country Roads™**

**West Virginia University.**

Current Revision Date: 04/04/23

**Youth Marks**

16

**Institutional Marks**

24

17

**Helmet Marks**

18

20

21

23

**ADDITIONAL PERTINENT INFORMATION**

- University seal is permitted on products for resale.
- No alterations or overlaying graphics to seal 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 [23 for 2023]; basketball numbers available are 35 and 23 [for 2023]).
- Use of current student-athletes 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.

- 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 and WVU Potomac State College have separate art sheets.

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**Flying WV Requirements**

- Marks 1 & 2 are preferred
- Must be shown in its entirety
- No verbiage over or behind Flying WV
- Only one allelotype permitted
- Must be a solid color, no prints, patterns, or design can be in the Flying WV logo
- No distorting of Flying WV
- Filling is acceptable

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