

Established: 1867 **Location:** Morgantown, WV **Mascot:** Mountaineers
Mascot Name: The Mountaineer **Conference:** Big 12

Verbiage			System Campuses
Cue Country Roads™	Mountaineers®	Press Virginia™ (non-apparel)	WVU Potomac State College
Gold Rush™ (non-apparel)	Mountaineer™	Press Virginia® (apparel)	West Virginia University Institute of Technology
Gold Rush® (apparel)	Mountaineer Field at Milan Puskar Stadium™	Trust the Climb™ (non-apparel)	WVU HSC Charleston
Hail WV™	Mountaineers Go First™	Trust the Climb® (apparel)	WVU HSC Eastern
Let's Go™	Mountaineer Nation™	West Virginia®	
Let's Go Mountaineers!™	Mountain Strong™	West Virginia University®	
Milan Puskar Stadium™		WVU®	

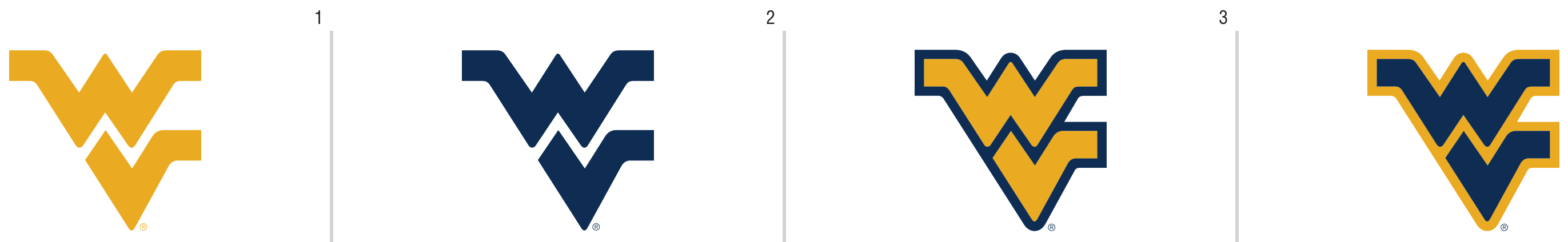
Gold	Blue	White
PANTONE 124 C Rayon: 1172 PolyNeon: 1772	PANTONE 295 C Rayon: 1242 PolyNeon: 1742	WHITE Rayon White PolyNeon: White

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



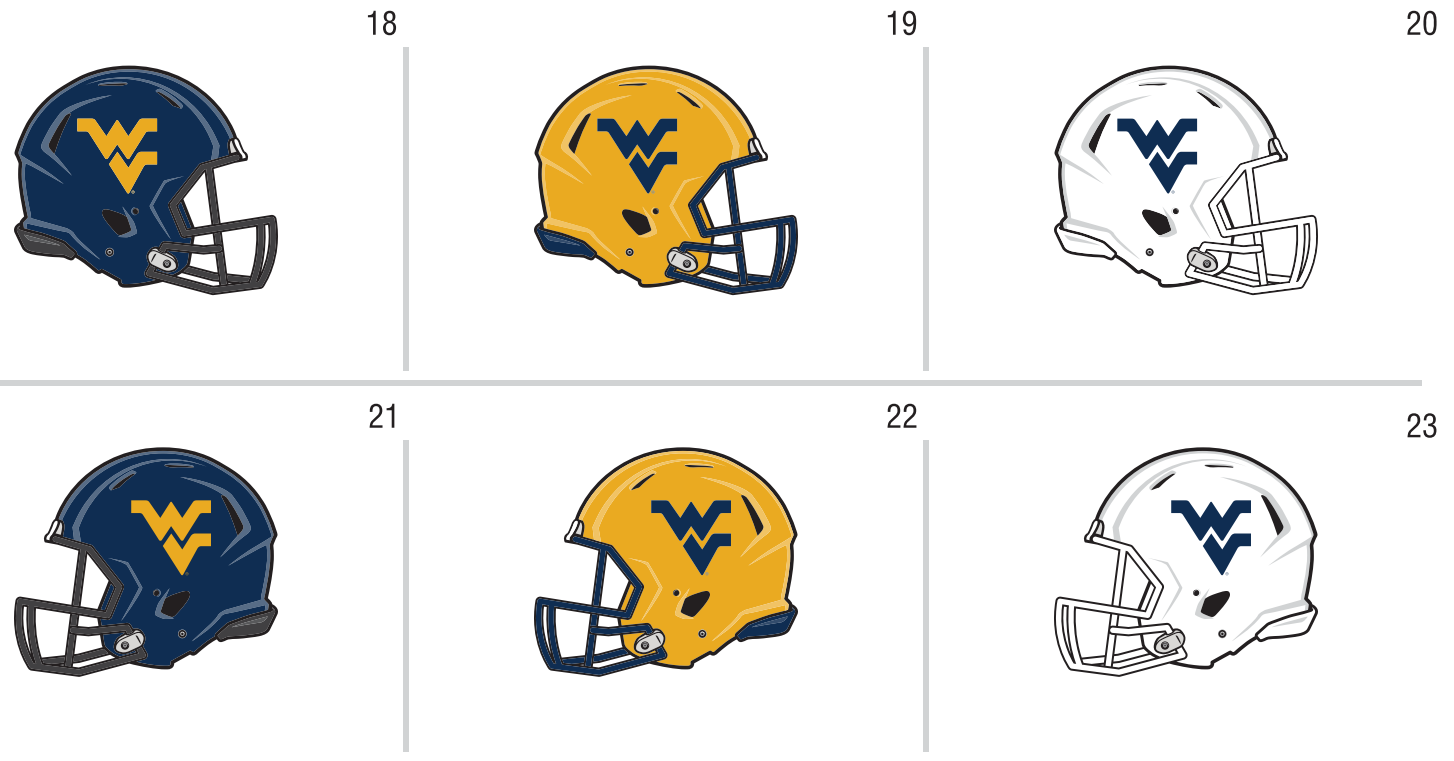
PAGE 1/2 NOTE: The marks of West Virginia University are controlled under a licensing program administered by CLC. Any use of these marks will require written approval from CLC.

Youth Marks

Institutional Marks



Helmet Marks



Seal must be accompanied with the verbiage West Virginia University.
Note: Seal can be produced in gold or black.

ADDITIONAL PERTINENT INFORMATION	<ul style="list-style-type: none"> University seal is permitted on products for resale. No alterations 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 [23 for 2023], basketball numbers available are 35 and 23 [for 2023]). 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. 	<ul style="list-style-type: none"> When referencing WVU colors, say Gold and Blue. 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 and WVU Potomac State College have separate art sheets.
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