### West Virginia University

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

<table>
<thead>
<tr>
<th>Gold</th>
<th>Blue</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PANTONE 124 C</strong></td>
<td><strong>PANTONE 295 C</strong></td>
<td><strong>WHITE</strong></td>
</tr>
<tr>
<td>Rayon: 1172</td>
<td>Rayon: 1242</td>
<td>Rayon White</td>
</tr>
<tr>
<td>PolyNeon: 1772</td>
<td>PolyNeon: 1742</td>
<td>PolyNeon: 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.

#### 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

**NOTE:** The marks of West Virginia University are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.
Additional Pertinent Information:

- University seal permitted on products for resale.
- No alterations or overlaying graphics to seal permitted.
- No alterations or overlaying graphics to WVU logo permitted.
- University licenses consumables.
- University licenses health and beauty products.
- University permits numbers on products for resale (football numbers that can be used are 11, 67, and the two-digit number for the current year [18 for 2018]; basketball numbers available are 35 and 18 [for 2018]).
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- Real-life mountaineer image not permitted to be used.
- No use of current players’ name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- Primary colors of product/garment cannot be green, red, or orange.

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

**WVU Potomac State College**

- **Established:** 1901
- **Location:** Keyser, WV
- **Nickname:** Catamounts
- **Mascot Name:** PAWS
- **Conference:** Western Pennsylvania Collegiate Conference (WPCC) and National Junior College Athletic Association (NJCAA)

**Verbiage:** WVU® Potomac State College, Catamounts™

**West Virginia University Institute of Technology**

- **Established:** 1895
- **Location:** Beckley, WV
- **Nickname:** Golden Bears
- **Mascot Name:** Monty
- **Conference:** River States Conference (RSC) and Appalachian Athletic Conference (AAC) [wrestling & swimming]

**Verbiage:** West Virginia University® Institute of Technology, WVU® Tech, Golden Bears™

**Flying WV**

The verbiage of Potomac State College is allowed with the Flying WV. The Flying WV cannot be used with Potomac State College athletic mark.

---

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