



# WEST VIRGINIA UNIVERSITY BRAND OVERVIEW



As a steward of West Virginia University's brand, it is important that your company understand the information below when designing or promoting products associated with the University. Please review these carefully, as well as WVU's art sheet and athletics site. We appreciate your partnership. If you have any questions, please contact the WVU Brand and Trademark Licensing offices.

## STATE PRIDE

West Virginia is a state of its own and the people of West Virginia have tremendous pride in their state. Please note that the State of West Virginia is not:

- Part of the Commonwealth of Virginia
- Western portion of Virginia

When using the State of West Virginia's outline on merchandise, **triple check** to make sure the outline of the state is accurate.



## GEOGRAPHY

The State of West Virginia is geographically diverse. Known as the Mountain State, West Virginia is home to many state parks and hiking trails which are popular with residents. This results in many people having hobbies centered around the outdoors. Popular attractions include:

- Appalachian National Scenic Trail
- Harpers Ferry
- Coopers Rock
- Monongahela River
- New River Gorge National Park & Preserve
- Water Recreation

## COLORS

The official colors of West Virginia University are Gold and Blue. Please reference the bullets below when using WVU colors:

- Please refrain from referring to WVU's gold as yellow
- Please refrain from referring to WVU's colors as "Blue and Gold" - order matters
- When using black garments, please do not use gold ink
- When using navy garments, please use gold not white ink

PMS 124 C  
CMYK 0, 30, 100, 0  
RGB 254, 176, 0  
WEB #E6AA00

PMS 295 C  
CMYK 100, 69, 8, 94  
RGB 0, 40, 85  
WEB #002855



## MARKS AND VERBIAGE

### UNIVERSITY NAME

West Virginia University is the correct university name, and it must always be spelled correctly. Never use:

- University of West Virginia
- UWV
- Western Virginia University
- University of Western Virginia

### FLYING WV

The Flying WV mark is a registered trademark of West Virginia University. Please use the following guidelines when the Flying WV is used in designs:

- When choosing between gold or blue Flying WV, please use the gold version
- Flying WV may not be stretched horizontally or vertically
- Flying WV cannot be filled with patterns or fashion colors
- Flying WV cannot be distressed
- Gold and Blue non outlined version is always preferred
- On black product, the Flying WV should be white or silver, not gold
- Please use a ® instead of a ™



### MOUNTAINEER

- A live mascot is unique to WVU, and the Mountaineer's likeness cannot be used.
- Mountaineers should never be referenced as "Eers," "Neers," or "Mounties."
- This mark provides a bit more flexibility in its use. Caricatures can be drawn but should not resemble current or past living Mountaineers.

### MUSKET

- Musket is the Mountaineer's best friend and the official youth mascot of WVU and WVU Medicine. Musket should be used on youth products and other youth focused initiatives associated with WVU.



### OTHER WEST VIRGINIA UNIVERSITY CONCEPTS

To learn more about West Virginia's other notable attributes such as campus landmarks, traditions, and several more please visit the WVU Brand and Trademark site [HERE](#).

