

APPENDIX B

WEST VIRGINIA UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

NOVEMBER 8, 2011

# WEST VIRGINIA UNIVERSITY® MOUNTAINEERS®



Flying WV Requirements  
Has to be shown in its entirety • No verbiage over or behind Flying WV • Only one outline is permitted  
Must be a solid color- no prints, patterns, or design can be in the Flying WV Logo. Bling is acceptable.

PRIMARY MARKS		
	1	
	2	
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PRIMARY MARKS	BASEBALL MARK	
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WORD MARKS		HELMET MARKS
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	12	
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	14	

VERBIAGE	GENERAL INFORMATION
West Virginia University® West Virginia® Mountaineers® WVU® Mountaineer, Let's Go Mountaineers!™	Mountaineer Field at Milan Puskar Stadium™ Milan Puskar Stadium™
LOCATION: MORGANTOWN, WV MASCOT: MOUNTAINEERS MASCOT NICKNAME: THE MOUNTAINEER	ESTABLISHED DATE: 1867 CONFERENCE: BIG EAST

MASCOT MARKS	YOUTH MARKS	
	16	
	17	
	18	
	19	

SCHOOL SEAL	INSTITUTIONAL MARK	
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	21	
	22	
	23	
	24	

Seal must be accompanied with the verbiage West Virginia University. Blue - Pantone 286

DIVISIONS
Potomac State College • WVU HSC Charleston Division • WVU HSC Eastern Division • WVU Institute of Technology

Primary colors of product/garment cannot be green, red or orange.

COLOR INFORMATION		
You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.		
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
BLUE GOLD	PANTONE 295 PANTONE 124	MADEIRA-RAYON 1242 MADEIRA-RAYON 1172 POLYNEON 1742 POLYNEON 1971
BLUE	GOLD	

ADDITIONAL PERTINENT INFORMATION	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with flying WV:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to flying WV marks permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____

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

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by WEST VIRGINIA UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.