



# Virginia Tech

Current Revision Date: 04/03/18

**Established:** 1872

**Location:** Blacksburg, VA

**Symbol:** Hokies

**Mascot Name:** HokieBird

**Conference:** Atlantic Coast Conference (ACC)

## Verbiage

Virginia Polytechnic Institute and State University™  
Virginia Tech™  
Hokies™  
Hokie™  
HokieBird™

## Note

**NOTE:** Some of Virginia Tech's marks require different designations (TM vs. ®) depending on the product category. Please consult the chart on the following page for a list of all the product categories in which each mark is federally registered.

Maroon

Orange

Black

White

**PANTONE 208 C**

MADEIRA: Rayon - 1182, PolyNeon - 1835  
RA: 2497

**PANTONE 158 C**

MADEIRA: Rayon - 1065, PolyNeon - 1765  
RA: 2213

**PANTONE Process Black C**

MADEIRA: Black  
RA: Black

**White**

MADEIRA: White  
RA: 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

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*For internal use only. Reviewed on a case-by-case basis.*

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*For internal use only. Reviewed on a case-by-case basis.*

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## Secondary Marks

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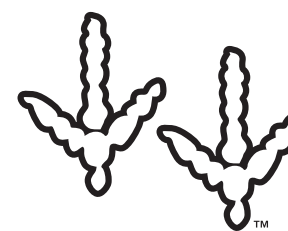
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## Helmet Mark

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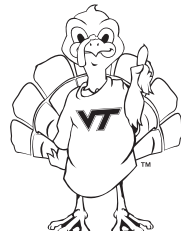


## Youth Marks

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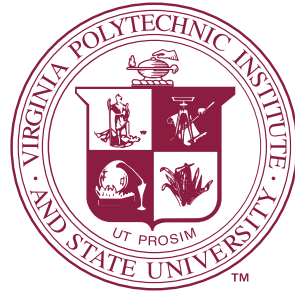
### School Seal

### Tartan Pattern

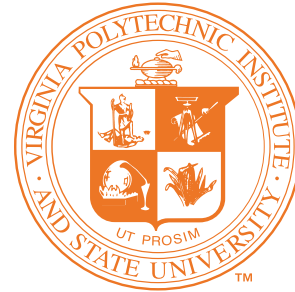
21



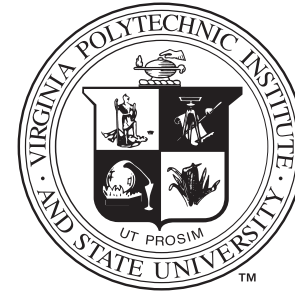
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Vector artwork available separately. Please contact University Licensing.

### Primary Marks

- A clean zone equal to the width of the stem of the "T" is required around the entire primary mark.
- Additional type, graphics, and images in the clean space that imply a combined logo are also prohibited.
- Use of these logos is not restricted to the background colors shown. Variations (alternate colors, fashion colors, etc.) may be allowed, but all designs are subject to University review and require approval.

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### Word Marks

- Wordmarks are restricted to sideline provider in all apparel categories until 06/30/2022.

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# Virginia Tech

Current Revision Date: 04/03/18

## VT Mark



**Class 14** - Precious metals, jewelry, namely, gold pins, gold earrings, tie tacks; charms and rings, watches and clocks

**Class 16** - Paper articles, namely, writing paper, folders, note pads, stationery, loose leaf binders, decals, bumper stickers, note books, calendars, post cards, posters and pens

**Class 18** - Leather and imitation leather goods, namely, brief case type portfolio covers and brief cases, travel bags, backpacks, wallets and umbrellas

**Class 21** - Drinking glasses, mugs, plastic cups, insulating sleeve holders for beverage cans, plates and waste paper baskets

**Class 25** - Clothing, namely, T-shirts, sport shirts, sweat pants, shorts, sweat shirts, sweaters, jerseys, pants, ties, baby bibs, caps, hats, shoes, jackets, and bath robes

## Hokies Word Mark

HOKIES®

**Class 14** - Precious metals, jewelry, namely, gold pins, gold earrings, tie tacks; charms and rings, watches and clocks

**Class 16** - Paper articles, namely, writing paper, folders, note pads, stationery, loose leaf binders, decals, bumper stickers, note books, calendars, post cards, posters and pens

**Class 18** - Leather and imitation leather goods, namely, brief case type portfolio covers and brief cases, travel bags, backpacks, wallets and umbrellas

**Class 21** - Drinking glasses, mugs, plastic cups, insulating sleeve holders for beverage cans, and waste paper baskets

**Class 25** - Clothing, namely, T-shirts, sport shirts, sweat pants, shorts, sweat shirts, sweaters, jerseys, pants, ties, baby bibs, caps, hats, shoes, jackets, and bath robes

## HokieBird Mark



**Class 14** - Precious metals, jewelry, namely, gold pins, gold earrings, tie tacks; charms and rings, watches and clocks

**Class 16** - Paper articles, namely, writing paper, folders, note pads, stationery, loose leaf binders, decals, bumper stickers, note books, calendars, post cards, posters and pens

**Class 21** - Drinking glasses, mugs, plastic cups, and waste paper baskets

**Class 25** - Clothing, namely, T-shirts, sport shirts, sweat pants, shorts, sweat shirts, sweaters, jerseys, pants, ties, baby bibs, caps, hats, shoes, jackets, and bath robes

## Virginia Tech Word Mark

VIRGINIA TECH®

**Class 14** - Precious metals, jewelry, namely, gold pins, gold earrings, tie tacks; charms and rings, watches and clocks

**Class 16** - Paper articles, namely, writing paper, folders, note pads, stationery, loose leaf binders, decals, bumper stickers, note books, calendars, post cards, posters and pens

**Class 18** - Leather and imitation leather goods, namely, brief case type portfolio covers and brief cases, travel bags, backpacks, wallets and umbrellas

**Class 20** - Furniture

**Class 21** - Drinking glasses, mugs, plastic cups, insulating sleeve holders for beverage cans, plates and waste paper baskets

**Class 25** - Clothing, namely, T-shirts, sport shirts, sweat pants, sweat shirts, sweaters, jerseys, pants, ties, baby bibs, caps, hats, shoes, jackets, and bath robes

## Seal Mark



**Class 14** - Precious metals, jewelry, namely, gold pins, gold earrings, tie tacks; charms and rings, watches and clocks

**Class 16** - Paper articles, namely, writing paper, folders, note pads, stationery, loose leaf binders, decals, bumper stickers, note books, calendars, post cards, posters and pens

**Class 21** - Drinking glasses, mugs, plastic cups, insulating sleeve holders for beverage cans, plates and waste paper baskets

**Class 20** - Furniture

**Class 25** - Clothing, namely, T-shirts, sport shirts, sweat pants, shorts, sweat shirts, sweaters, jerseys, pants, ties, baby bibs, caps, hats, shoes, jackets, and bath robes

## Virginia Polytechnic Institute and State University Word Mark

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY®

**Class 14** - Precious metals, jewelry, namely, gold pins, gold earrings, tie tacks; charms and rings, watches and clock

**Class 16** - Paper articles, namely, writing paper, folders, note pads, stationery, loose leaf binders, decals, bumper stickers, note books, calendars, post cards, and posters

**Class 21** - Drinking glasses, mugs, plastic cups, and waste paper baskets

**Class 25** - Clothing, namely, T-shirts, sport shirts, sweat pants, shorts, sweat shirts, sweaters, jerseys, pants, ties, baby bibs, caps, hats, shoes, jackets, socks and bath robes

## Tartan Pattern



**Class 25** - Clothing, Namely, vests, skirts, aprons, trousers, ties, caps, hats, knitted hats, scarves

### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- Mascot caricatures not permitted
- Cross licensing with other marks may be permitted with an additional agreement

- 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