Licensing Guidelines

Virginia Tech
Licensing and Trademarks 902
Prices Fork Rd, Suite 2506
Blacksburg, VA 24061
licensing@vt.edu
Licensing Guidelines

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Licensing Guidelines

U.S. Trademark Laws and Requirements Overview

The administrative requirements and procedures outlined in this policy should be followed in order to achieve effective use and legal protection of all Virginia Tech trademarks. Noncompliance with the requirements in this policy may result in the university’s inability to claim or enforce trademarks.

Licensing adheres to all requirements set forth in The Lanham Act of 1946. This legislation governs trademark use and enforcement at the federal level by reducing unfair competition amongst businesses and protecting consumers from imitation products and services.

Trademark Creation and Design

Any trademark that will be registered and used by Virginia Tech must be reviewed by:

- Licensing
- Legal counsel
- The senior associate vice president for university relations

At the direction of the senior associate vice president for university relations, Licensing will coordinate registration of a trademark, in consultation with legal counsel.

Use of Virginia Tech’s Trademarks

**General** - University departments, colleges, organizations, and outside companies must obtain written permission from Licensing to use Virginia Tech marks on any products. All products bearing university trademarks must be produced by licensed vendors. This includes, but is not limited to, apparel, headwear, footwear, outerwear, housewares, and promotional items. Licensing will notify the licensed vendor producing the item of the university’s approval to produce Virginia Tech marks and will inform the vendor of royalty requirements.

**Registered and Protected Names** – The following names of Virginia Tech are either federally registered with the USPTO or claimed as trademarks by the university:

i. Virginia Polytechnic Institute and State University®
ii. Virginia Tech®
iii. Hokies®
iv. Hokie™
v. HokieBird™

The following marks are not acceptable in referring to the university, either graphically or editorially:

- VPI
- VT
- Va (or VA) Tech
- Virginia Polytechnic Institute
- Virginia Tech University

Registered and Protected Official Artwork - The artwork featured on Virginia Tech’s official artwork sheets is the registered and protected trademarks of the university. Please reference the “Artwork Specifications” section for brand guidelines for each mark.

Licensed vendors can access Virginia Tech’s official artwork sheet through the CLC web portal. For internal use, please reference Virginia Tech’s Brand Guidelines or University Policy 12000.

The official Virginia Tech colors are Chicago maroon (PMS 208) and burnt orange (PMS 158).

For a list of trademark classification guidelines, please go to brand.vt.edu/downloads and select “Trademark Classification Summary”.

Co-branding University Marks – Virginia Tech marks may not be used in any manner that suggests or implies that Virginia Tech endorses other organizations, companies, products, services, political parties or views, or religious organization’s or beliefs. Virginia Tech marks may not be used in conjunction with other trademarks, service marks or registered marks without written permission from the owners of the mark. Licensing will provide assistance in determining proprietary rights (for example, using Virginia Tech with the Nike slogan “Just Do It,” or using VT with UVA) for co-branding and will address questions about the status of a mark.

Use of Inappropriate Products and Images – The following list contains examples of products and images Virginia Tech considers inappropriate and for which Virginia Tech trademarks cannot be used. This list is not all-inclusive.

vi. Products that can be used to injure, kill, or present a high risk of liability exposure.

vii. Tobacco, drug, and some alcohol-related products.

viii. Sexually suggestive products.

ix. Products detrimental to the mission or image of the university.

x. Art and graphic designs depicting or endorsing alcohol, tobacco, illegal drugs, firearms or, other weapons.

xi. Art representing racist, sexist, or hateful images.

xii. Art associated with profanity, demeaning, or degrading language.

xiii. Art depicting sexual acts.

xiv. Art impugning other universities.

The university reserves the right to disapprove any artwork or product that does not align with the university’s mission or image.
Questions about the status of a mark for use with products meant for resale should be referred to Licensing at licensing@vt.edu.

Artwork Specifications

University Marks

Brand Architecture

University Mark or Master Brand

Vertical

Horizontal

The university mark or approved brand extension marks are required to be used on merchandise meant for the promotion of an academic or administrative unit. Any modifications of a brand extension mark must be created by University Relations.

The university mark must have a protected area. No lines, words, or artwork may overlap or intersect this mark, and no changes may be made to the design outside the parameters set forth in the University Brand Guidelines.

The preferred version of the university mark includes the maroon VT (PMS 208) with orange (PMS 158) mark type. Please refer to artwork sheet for all acceptable color combinations.

Please reference the University Brand Guidelines for complete instructions on the use of this mark.
Primary Brand Extensions

The primary brand extensions are the university-level colleges, research institutes, and divisions of the university as well as some presidential and provost leadership areas. These entities have brand extension lockup logos that are tied directly to the master brand. Primary brand extensions must use the Virginia Tech brand guidelines.

Examples:

- Office of the President
- Office of the Provost
- Office for Inclusion and Diversity
- Office for Strategic Affairs
- College of Agriculture and Life Sciences
- College of Architecture and Urban Sciences
- Pamplin College of Business
- College of Engineering
- College of Liberal Arts and Human Sciences
- College of Natural Resources and Environment
- College of Science
- Graduate School
- Honors College
- Virginia-Maryland College of Veterinary Medicine
- Virginia Tech Carilion School of Medicine
- Fralin Life Sciences Institute
- Hume Center
- Institute for Creativity, Arts, and Technology
- Institute for Critical Technology and Applied Science
- Institute for Society, Culture, and Environment
- Virginia Tech Transportation Institute
- Fralin Biomedical Research Institute at VTC
- Operations and Administration
- Virginia Tech Applied Research Corporation
- Outreach and International Affairs
- University Libraries
- Research and Innovation
- Corps of Cadets
- Undergraduate Academic Affairs
Secondary Brand Extensions

The secondary brand extensions are the college-level and main unit-level schools, departments, and centers under each primary brand extension. Secondary brand extension names are built into lockup logos with the master brand and primary brand extension. Secondary brand extensions must use Virginia Tech’s brand guidelines.

Examples:

Tertiary Brand Extensions

Tertiary brand extensions are all other entities affiliated with a primary brand extension under secondary brand extension level, including degree programs and department-level research centers. The tertiary brand extension’s name is added under the lockup logo after a space that is the same height as the wordmark in the lockup logo. Tertiary brand extensions must use the Virginia Tech brand guidelines.

Examples:
Sub-Brands

A sub-brand of Virginia Tech closely supports the master brand, but has a mission that deviates from the primary educational mission of the university. Instead of using the master brand name and logo as its main identifiers, the sub-brand has its own name and logo and reference the master brand name and logo in a secondary position whenever possible in its materials and assets, depending on space to do so. A sub-brand uses its own brand guidelines that are created with University Relations to complement Virginia Tech’s brand guidelines.

Example:

![MOSS ARTS CENTER](image)

Individual Brands

An individual brand exists under the master brand but uses its connection to the master brand in name only. An individual brand would not exist without the master brand. An individual brand could reference the master brand logo in its materials and assets, but is not required to and usually does not. An individual brand does not use Virginia Tech’s brand guidelines. An individual brand has its own logo and brand guidelines. The trademarks of the university’s individual brands are registered and protected by the Office of Licensing and Trademarks.

Example:

![VT](image)
Endorsed Brands

Unlike an individual brand, an endorsed brand does not exist under the master brand. The university grants an endorsed brand permission to use the university name only to express its endorsement of the entity or to express a business relationship with the entity. Endorsed brands use the Virginia Tech name but not the logos in its materials and assets. An endorsed brand does not use Virginia Tech’s brand guidelines.

Example:

Virginia Tech
FOUNDATION INC.
Distinct Identities

For our purposes, we define distinct identities as symbols presented together with an entity’s name to create a single, separate identity from the university. Distinct identities that include the Pylons or the motto *Ut Prosim* are rarely permissible and must be approved by University Relations prior to use.

Research Entities

Because of historic practice at Virginia Tech, research institutes, centers, and labs are allowed to create distinct identities. A distinct identity for a research institute or center must be submitted to vtbrand@vt.edu for review before use by the lead communications representative for the institute or center. For a list of communications representatives, please go to the online brand center at brand.vt.edu.

As primary brand extensions, university-level research institutes must also use the master brand logo on any print, display or merchandise item where the distinct identity is used. In cases of extreme space limitations when only one imprint area is possible, such as a pen, the university-level research institute must use their primary brand extension lockup logo. University-level research institutes need not develop a distinct identity; using only their primary brand extension lockup logo is always preferred.

Research institute, centers, and labs that are not primary brand extensions should use both their distinct identity and the master brand or appropriate brand extension lockup logo on merchandise. The master brand or appropriate primary and secondary lockup logo must always accompany the distinct identity on merchandise unless spacing is an issue (i.e., lapel pins).

Examples:
Groups

Groups of university faculty, staff, and/or students who chose to come together around a common purpose whose efforts are outside of academic instruction are allowed to create a distinct identity. A distinct identity for a group must be submitted to vtbrand@vt.edu for review before use by the lead communications representative for the unit over the group. For a list of communications representatives, please go to the online brand center at brand.vt.edu.

University groups should use both their distinct identity and the master brand or appropriate brand extension lockup logo on apparel. The master brand or appropriate primary or secondary lockup logo must always accompany the distinct identity on merchandise unless spacing is an issue (i.e., lapel pins).

Groups Include:
- Living-Learning Communities
- Giving Societies

Examples:

![Innovate](image1)

![Society](image2)

University Entities Commercialized for Business Purposes

Division and department led university entities that are commercialized to provide business services are allowed to create distinct identities. A distinct identity for a university entity that is commercialized for external audiences must be submitted to vtbrand@vt.edu for review before use by the lead communications representative for the entity. For a list of communications representatives, please go to the online brand center at brand.vt.edu.

Division and department led university entities that are commercialized to provide business purposes should use both their distinct identity and the master brand or appropriate brand extension lockup logo on merchandise. The master brand, appropriate primary or secondary lockup logo, or some reference to the university must always accompany the distinct identity on merchandise unless spacing is an issue (i.e., lapel pins).

Example:
**Initiatives, Campaigns, Events**

Initiatives, campaigns, and events are allowed to create distinct identities. A distinct identity for an initiative, campaign, or event must be submitted to vtbrand@vt.edu for review before use by the lead communications representative for the unit over the initiative, campaign, or event. For a list of communications representatives, please go to the online brand center at brand.vt.edu.

University initiatives, campaigns, and events should use both their distinct identity and the master brand or appropriate brand extension lockup logo on merchandise. The master brand, appropriate primary or secondary lockup logo, or some reference to the university must always accompany the distinct identity on merchandise unless spacing is an issue (i.e., lapel pins).

**Example:**

![Image of Heads Up Hokies logo]

**Graphic Elements**

Academic colleges, departments, and programs are not allowed to create distinct identities. These entities must use their appropriate brand extension lockup logos or the master brand logo. If an academic entity would like to use a symbol without combining their unit name on materials so that its repeated use causes it to intentionally become associated with the unit, that is allowed. However, the master brand or appropriate brand extension lockup logo must be used in addition to the graphic element, but separate from the graphic design. Academic colleges, departments, and programs cannot present their name together with or on top of a graphic element to create a distinct identity.
Partnership Logos

Partnership logos may be created between Virginia Tech and an external entity with which there is a partnership when the partnership is meant to be permanent. The master brand only of both entities may be used to form the partnership logo. Each partnership logo must be approved by University Relations and the lead administrator in the Virginia Tech unit forming the partnership on a case-by-case basis. Temporary partnerships, such as events and grant funding, do not rise to the level of partnership logo. Partnership logos must also be approved by the University Relations and lead administration equivalent of the partner institution. The entity that the two master brands create together is written under the partnership logo in text to become part of the overall logo. When the college name is not part of the entity that is created by the partnership, the college name will be included in the editorial content.

Example:

![Partnership Logos Example](image)

**Note: All primary, secondary, and tertiary brand extensions can be found on the brand center at brand.vt.edu/downloads.**
University Seal

Merchandise designs using the university seal may not incorporate any of the athletic marks or spirit marks. Only university marks may be used within the same design as the seal.

War Memorial Pylons

The War Memorial Pylons are reserved for philanthropic events and initiatives only. They should not be used as part of academic or student initiatives that are not philanthropic in nature. Special consideration will be taken into account for the Virginia Tech Corp of Cadets. Licensing reserves the right to disapprove any artwork that uses the Pylons and does not align with these guidelines.

Vintage Marks


The university’s vintage marks and wordmarks are not permitted for internal use, except for special circumstances with permission from Licensing. The university licenses these marks through a restricted College Vault program for retail purposes only. The licensee pays a higher royalty rate for such privileges. All marks from the College Vault program must contain a “TM” symbol.
Athletic Mark

The following mark is limited to athletic and retail use and should not be used for academic or administrative applications, academic merchandise, or university websites.

**Stylized VT**

![Stylized VT](image)

*Protected Area* – A protected area the width of the stem of the “T” of the mark should be maintained around the entire stylized VT. The protected area also precludes the addition of any additional type, graphics, or images in such a way that the effect is to create a distinct combined mark. Additional type, graphics, or images may not be overlapped on top of or behind the stylized VT.

*Patterns* – The stylized VT may be used on top of a background pattern. However, it may not be altered with patterns *inside* the mark. Exceptions may be made for special observations or occasions, such as the American flag pattern for a veteran’s appreciation, or other “patterns” that are in line with the university’s core values, after prior consultation and approval from Licensing.

**Note: The Marching Virginians may use the stylized VT in conjunction with their logo for uniform purposes.**

Spirit Marks

The following marks are limited to athletic and informal usage and should not be used for academic or administrative applications, academic merchandise, or university websites.

**HokieBird**

![HokieBird](image)
• The HokieBird should not overlap another Virginia Tech trademark.
• The original HokieBird, HokieBird head, and Youth Mark (“HokieBirds”) artwork shown on the university’s Official Art Sheet are the only HokieBirds allowed on merchandise. No modifications or alternate versions will be allowed (except where noted below for varsity athletics).
• Modifications to the color outside of the options available on the Official Art Sheet, stance, or direction of the HokieBird will not be allowed.

**Varsity Athletics** - Athletics may modify the HokieBird artwork to reflect specific sports for internal purposes. All modifications must be approved by both Licensing and Athletics. Designs should never compromise Athletics’ Code of Conduct.

**Academic and Administrative Departments** - All colleges and academic and administrative departments should use the formal university marks for brand identification. Please reference the University Brand Guidelines.

Exceptions may be made for programs or initiatives established to promote student awareness (for example: Office of Emergency Management’s “Be Hokie Ready” campaign or the Gameday HokieTalks). All exceptions must be reviewed and approved by Licensing.

*Hokie Tracks*

The trademarked Hokie Tracks are for athletic, RSO, and informal use only. No lines, words, or artwork may overlap or intersect the mark, and no alterations may be made to the mark. Hokie Tracks may be used as a pair or individually.

*Helmet Mark*
The trademarked helmet mark is restricted to athletic purposes and retail only.
Hokie Stone

Hokie Stone is dolomite, a mineral found in the Appalachian Mountains and most prevalent in Virginia, Tennessee, and Alabama. A sedimentary rock, it formed from calcium and magnesium carbonate and occurs in muted shades of pink, red, gray, brown, and black. The stone is mined from a 40-acre quarry and a farm in Montgomery County. The stone is then processed by Virginia Tech employees.

Sale of Hokie Stone is currently restricted to the Hokie Shop.
Wordmarks

The university has trademarks on several wordmarks:

1. Virginia Tech®
2. Virginia Polytechnic Institute and State University®
3. HokieBird™
4. Hokies®
5. Hokie™
6. Fighting Gobblers™
7. Fightin’ Gobblers™

These wordmarks may be used on licensed products and stylized or designed with creativity ("creative use") that reflects the core values and mission of the university, and subject to approval from Licensing.

**Note: Ut Prosim should only be used with regards to service-oriented projects, events, etc. Permission is needed for its use on merchandise.

Example of an approved “creative use”

![Example of an approved “creative use”](image1)

Example of a disapproved use

![Example of a disapproved use](image2)

The letters “VT” are not an approved wordmark for use and are considered a distortion of the stylized VT mark.

Letters in a trademark may not be replaced with an object that does not appropriately reflect the letter being replaced. For example, it would not be approved to replace the “o” in “Hokies” with a tennis racket or the “e” in “Tech” with a heart.

Trademark Designations (® and ™ marks)

- The ® mark – The marks or wordmarks Virginia Tech designates with the ® mark are federally registered trademarks through the United States
Patent and Trademark Office (USPTO). This registration gives Virginia Tech legal validity and exclusive ownership of our marks and ensures there is no infringement on or from other registered marks.

- **The TM (™) mark** – The marks or wordmarks Virginia Tech designates with a TM are claimed by the university and owned through common law.
- For a list of trademark classification guidelines, please go to brand.vt.edu/downloads and select “Trademark Classification Summary”.

**Merchandise Applications** – In almost all merchandise applications, the appropriate trademark symbol is required. Exceptions, like the following, may be allowed with written permission from Licensing:

- For internal merchandise ordered by an academic or administrative unit, if the trademark symbol would be so small that it becomes illegible or if it detrimentally interferes with the product design, it may be omitted.
- For merchandise meant for sale, a label or hangtag must be attached or a statement placed on packaging stating the mark is a trademark of Virginia Tech if the trademark symbol is to be omitted.
- If the merchandise is extremely high quality (e.g., gold or other precious metals, crystal, jewelry), the trademark symbol may be omitted and a label may be attached stating the mark is a trademark of Virginia Tech.
- The trademark may be omitted on official university business materials (i.e. – posters, flyers, letterhead, business cards, websites, brochures, marketing materials, advertisements, etc.) and official varsity team uniforms.
Virginia Tech Carilion

There is a system hierarchy regarding the Virginia Tech Carilion brand. The hierarchy can be found in the Virginia Tech Carilion Brand Architecture, Identity, and Partnership Story Guidelines.

**Master Brand**

The singular visual expression of the Virginia Tech Carilion partnership, its mission, and offer at the highest level. The VTC master brand lockup has three variations:
Lockup Color

The VTC lockup can appear in two combinations of colors: Virginia Tech Maroon (PMS 208) and Carilion Navy (PMS 541), with a gray dividing line (full color) or all white (reversed). Black is reserved for use only in cases when color is not an option. At the secondary sub-brand level, wordmarks take on unique colors (PMS 10 and PMS 444) as is the case for the School of Medicine and Research Institute. These secondary sub-brand lockups can also appear in the reversed and black version where necessary.

**Note: All guidelines and regulations for Virginia Tech Carilion can be found in the VTC Brand Architecture, Identity, and Partnership Story Guidelines.**

Merchandise

Merchandise featuring any of the VTC lockups must follow strict guidelines regarding the use of color. The two-color mark is preferable at all times. For items that are dark in nature (black, dark grey, maroon, navy, etc…) use of the “reversed” option is necessary. The “black” option is available for items that require a one-color option and are light in nature (beige, light grey, etc.).

Use of a one-color lockup with Virginia Tech Maroon or Carilion Navy is never acceptable. There must always remain a balance of the Virginia Tech Maroon and Carilion Navy colors.

The white coats presented to each class should always be embroidered with the two-color centered lockup (the stacked, one-line lockup).

A clear space of at least the “VTC” mark should exist around the lockup at all times.
VTC Student Groups

VTC student groups shall be treated as Extended Campus Student Organizations (ECSOs). VTC student groups are permitted to use “Virginia Tech Carilion” verbiage but are not required to do so. Written approval in advance for use of university marks (VTC master brand and lockups) is required. VTC student groups are required to use licensed vendors with the university.
Licensing Procedures

University entities (colleges, departments, units, etc.) and officially registered student organizations requesting authorization for use of university trademarks on merchandise must work directly with licensed vendors to produce such products. A list of licensed vendors can be found at brand.vt.edu/downloads under “Licensee List”. “Merchandise” includes apparel/uniforms and items that may be sold, promotional items for giveaways, gifts, etc., as well as items for fundraisers.

All artwork is subject to review by the Virginia Tech Office of Licensing and Trademarks. If the artwork is determined to violate standards of United States Patent and Trademark for university registered marks, art will be denied. If denied, artwork may be amended to correct the issue and then resubmitted for approval. Licensed vendors should be familiar with the process, and colleges, departments, and student organizations should not have to explain this process to the vendor.

Colleges, departments, and units of the university are required to use approved university marks or their official brand extension on licensed products. Exceptions may be made, with advance approval from Licensing, based on space or product design restraints. All college, departmental, and unit orders must be placed through officially licensed vendors.

Licensees will always send artwork through the CLC’s Brand Manager 360 system to ensure brand standards and licensing requirements are met. Licensees should be familiar with this process and it is the responsibility of the licensee to submit the artwork (not the university entity).

Requirements for Advancement employees and student organization usage of university marks and verbiage is outlined below.

Advancement Usage:

Starting January 1, 2020, a “Product Request Form” will need to accompany all invoices for branded merchandise in order to have them processed and paid. The “Product Request Form” can be found on the Licensing and Trademarks homepage (vt.edu/brand/licensing). The process is as follows:

- Complete the 10-question “Product Request Form” found on the Licensing and Trademarks homepage (vt.edu/brand/licensing)
- Your request will be submitted to the Licensing and Trademarks office for review.
- You will receive a confirmation email stating your requests approval or disapproval within 3-5 business days. If your request is approved, you are clear to submit your order to the licensed vendor. If your request is disapproved, you will need to work with Licensing & Trademarks to rectify any issues.
- Once you receive your products, submit your invoice with an attached copy of the confirmation email, form, and an image or artwork of the product(s) to business services or the controller’s office.

If your invoice is submitted without the attached approved email confirmation, if the attachment email disapproved your request, or if the information provided within the request does not match the invoice, your invoice will be rejected and university funds will not be approved for use.
**Student Usage:**

All officially registered student organizations, regardless of organizational classification, are required to adhere to the licensing procedures listed above. If you are not sure of your organization’s designation, please consult gobblerconnect.com and search for the student organization name. If the name does not appear on Gobblerconnect, the organization should email thesource@vt.edu for more information.

**University Student Life Programs (USLP’s):**

University Student Life Programs (USLPs) are required to use official Virginia Tech verbiage or university marks. USLPs should use their university lockup if one has been made for them (e.g., Corp of Cadets). Verbiage options approved for use include: Virginia Tech, Virginia Polytechnic Institute and State University, Hokie, or Hokies. USLPs are also approved to use the following university marks: athletic VT mark, university VT mark, and HokieBird.

**Extended Campus Student Organizations (ECSOs) and University Chartered Student Organizations (UCSOs):**

Extended Campus Student Organizations (ECSOs) and University Chartered Student Organizations (UCSOs) are permitted to use Virginia Tech verbiage (Virginia Tech, Virginia Polytechnic Institute and State University, Hokie, or Hokies), but are not required to do so. If using the verbiage “Virginia Tech” or “Virginia Polytechnic Institute and State University,” UCSOs must use the verbiage “of” or “with”. Written approval in advance for use of university marks (athletic VT mark, university VT mark, HokieBird, etc.) is required for ECSOs and UCSOs. ECSOs and UCSOs are required to use licensed vendors.
Registered Student Organizations (RSOs):

Registered Student Organizations (RSOs) are permitted to use the verbiage “Hokies” and “Hokie,” use of the university marks of the HokieBird head, the HokieBird, and Hokie tracks, and/or the university tartan pattern in conjunction with the verbiage “at Virginia Tech.”

RSOs are not allowed to use any other university marks (the athletic VT mark, the university VT mark, the seal, the helmet mark, or the youth marks), nor to utilize the Virginia Tech name or the letters “VT” in any fashion other than to denote “at Virginia Tech.”

RSOs are not required to affiliate with Virginia Tech unless using approved verbiage or marks. Affiliation, however, requires use of a licensed vendor. A list of licensed vendors can be found at vt.edu/brand/licensing. Please reach out to licensing@vt.edu for more information and approval.

RSOs using an acronym on their merchandise are required to spell out the organization’s name somewhere on the product. (Ex: HEVT must read “Hybrid Electric Vehicle Team” on the product.)

Fraternities and sororities, as well as academic honor societies and service organizations are not required to spell out their organization’s name if it is represented using the Greek alphabet.

RSOs are required to use licensed vendors. A list of licensed vendors can be found at brand.vt.edu/downloads under “Licensee List”.
**College/Departmental Student Groups/Teams:**

College and departmental student groups/teams are permitted use of “Hokie” or “Hokies” in their name in conjunction with the associated departmental or college lockup mark.

The University Seal, vintage marks, the athletic VT mark, and the letters “VT” are not permitted.

**Intramural Sports:**

Intramural sports apparel must use the word “intramural” somewhere on the merchandise if the team wishes to use university trademarks. This verbiage can be anywhere on the merchandise as long as it is visible and legible. Intramural sports teams are permitted use of the VT Rec Sports lockup, the HokieBird, the HokieBird head, and the Hokie tracks. Intramural teams are permitted use of the verbiage “at Virginia Tech,” “Hokie,” or “Hokies.”

No other university marks or verbiage are permitted.
Club Sports:

Club sports teams are permitted to use the athletic VT mark, the HokieBird, and the Hokie tracks. Club sports apparel must use the word “club” in their organization’s name on the merchandise. “Club” can be at the beginning or end of the name (Ex. Club Baseball or Baseball Club).

Additionally, club sports are permitted use of the approved rec sports patch on merchandise. The patch can be anywhere on the merchandise as long as it is both visible and legible. If the patch is used, the club’s name is not required.

Club sports apparel worn as a part of a full uniform (i.e., shorts, hats, etc.) is not required to have the rec sports patch or “club” in the organization’s name IF it is worn with a correctly branded top.

Products produced for the purpose of giveaways must use the word “club” in their organization’s name on the merchandise. They are not required to use the rec sports patch on the merchandise.

Merchandise for club sports coaches must adhere to the same guidelines as the club sports teams.

University employee uniforms (scorekeepers, referees, staff apparel, etc.) are required to use the VT Rec Sports lockup and are not permitted use the athletic VT mark.
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<thead>
<tr>
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<th>University Mark</th>
<th>University Seal</th>
<th>Athletic Mark</th>
<th>HokieBird</th>
<th>Helmet Mark</th>
<th>Baby HokieBird</th>
<th>Hokie Tracks</th>
<th>Rec Sports Patch</th>
<th>Verbiage At Virginia Tech</th>
<th>Verbiage Virginia Tech</th>
<th>Verbiage Hokie(s)</th>
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<td>USLPs</td>
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<td>RSOs</td>
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<td>Intramural Sports</td>
<td>😊 (ONLY Rec Sports Lockup PREFERRED)</td>
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<td>Student Research Groups/Teams</td>
<td>😊 (Departmental or College Lockup PREFERRED)</td>
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*Trademarks within this graph require approval from the Virginia Tech Office of Licensing and Trademarks and should be produced only by a licensed vendor.*

*ECSOs and UCSOs must contact licensing@vt.edu for written approval prior to using the university mark or athletic mark.*

😊 = Can Use
😊 = Can Not Use
Active Alumni Chapters:

Use of a university mark with an organization name implies association with the university. Therefore, only alumni chapters recognized by the Alumni Association are allowed to use university marks in conjunction with their organization’s name.

1. **Chapter Marks** – All chapter marks using the university’s marks must be approved by Licensing and Trademarks. The following guidelines apply:
   a. Chapter marks must identify the chapter and must include the word(s) “chapter,” “alumni,” or “alumni chapter.”
   b. Chapter marks may incorporate any of the following university marks within compliance of the artwork specifications listed in this policy:
      1. HokieBird
      2. Athletic VT mark
      3. “Virginia Tech”
      4. University VT mark
      5. HokieBird head
      6. “Hokie”
      7. “Hokies”
   c. University marks may not be altered. Marks may not be stretched, squeezed, altered, have added patterns or effects, or otherwise edited. This includes not changing the HokieBird’s stance and not altering the proportion or spacing around the athletic VT mark.
   d. As of Sept. 1, 2018, alumni chapters may request to have their mark aligned with the master brand mark of the university. This artwork must be done by the university’s design studio and may not be done by a member of the chapter. Requests to have the chapter’s mark with the university mark created can be sent to licensing@vt.edu.

2. **Ordering Merchandise** – To ensure consistency in the use and protection of the university’s name and marks, all product designs and chapter marks using the university’s marks must be approved by Licensing and follow these guidelines:
   a. Alumni chapters may use university marks, except the seal and vintage marks, on merchandise as long as that merchandise also identifies the chapter.
   b. All merchandise bearing university trademarks, whether standalone or incorporated as part of a chapter mark, must be ordered through an officially licensed vendor.
   c. Royalties will apply for alumni chapters as outlined below in the section titled “Royalties.”

Alumni Chapter Logos:

If you have questions regarding your Alumni Chapter logo, please reach out to licensing@vt.edu.

**Note:** The Virginia Tech *for life* logo is no longer permitted as of spring 2018. Any alumni chapters featuring this artwork as of September 2018 has been grandfathered in.
Sponsorship:

In order to use the university mark for sponsorship use, there must be verbiage stating that Virginia Tech is a sponsor. Acceptable verbiage includes: “Sponsored by,” “Thanks to our sponsors,” and simply “Sponsors.” The master brand mark should only be used if the university as a whole has sponsored said event, organization, etc. Departmental lockups should be used if the department was the major contributor. Please reference the “Royalty” section for further clarification of any royalties that may or may not apply with relation to sponsorships.

Vendors looking to produce merchandise featuring a third-party logo and a Virginia Tech trademark must hold a promotional/premium license through CLC.
Embroidery:

All university lockups may be broken down for **embroidery purposes only**. The university mark should always be used; however, the corresponding secondary or tertiary name may be used in a second imprint area. The secondary or tertiary name should be in a branded font as well as the same color as the “swirl” VT within the university mark.

Military Camouflage:

Military camouflage is exclusively reserved for the organization Operation Hat Trick. Operation Hat Trick merchandise is produced by select licensees, including '47 Brand, Colosseum Athletics, Logo Brands, and Victory Tailgate. For more information about Operation Hat Trick and the great work they do for military service members and veterans, you can visit [http://operationhattrick.org/](http://operationhattrick.org/).
Royalties:

The university receives royalty payments for use of any of Virginia Tech’s trademarks through licensing agreements required of any company producing products bearing Virginia Tech trademarks. All royalty payments received are allocated by the university’s Office of Budget and Planning.

1. Merchandise bearing university trademarks produced for retail, external use, and internal use that are not used for giveaway promotions are required to pay royalties. Royalties should be paid by the licensees at wholesale and not the consumer. Virginia Tech Office of Licensing and Trademarks cannot control if the cost of royalties is passed on to the consumer through gross product total.
2. Merchandise bearing university trademarks produced exclusively for a university-affiliated club, organization, or department listed herein for giveaway promotions or sold to internal members at cost are not currently subject to royalties. Royalties are not charged when merchandise is used to promote instructional programs or events, or other activities that further the academic and educational mission of the university.
3. Merchandise bearing university trademarks generally is subject to royalties if:
   a. The merchandise is for resale, including fundraisers; or
   b. The merchandise promotes a specific event for which a fee is charged; or
   c. The name, mark, or logo of a third party is used with the university’s mark.
   d. The merchandise is being used as a giveaway where the recipient has paid a fee to attend the event (i.e., conference, camp, etc.)
4. Royalties paid to the University’s Office of Budgeting and Planning are reallocated to support university, athletic, and academic scholarships.

One-Time Agreements - If there is a specialized product not currently offered by a Virginia Tech licensed vendor, organizations should work with Licensing to obtain a one-time licensing agreement for that vendor. However, if a vendor that is already licensed provides that product, that licensed vendor must be used. One-time agreements are reviewed on a case-by-case basis and are only issued in exceptional circumstances.

Companies are entitled to only a single one-time agreement. If a company has already utilized a one-time agreement with the university and wishes to produce more product for a second event, department, etc., they must obtain licensure with Virginia Tech.