<table>
<thead>
<tr>
<th>Location: Blacksburg, VA</th>
<th>Nickname: Hokies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Established: 1872</td>
<td>Conference: Atlantic Coast Conference (ACC)</td>
</tr>
<tr>
<td>Mascot Name: HokieBird</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Verbiage</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Polytechnic Institute and State University™ Virginia Tech™ Hokies™ Hokie™ HokieBird™</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Maroon</th>
<th>Orange</th>
<th>Black</th>
<th>White</th>
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</thead>
<tbody>
<tr>
<td>PANTONE 208 C</td>
<td>MADEIRA: Rayon - 1182, PolyNeon - 1835</td>
<td>RA: 2497</td>
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<tr>
<td>PANTONE 158 C</td>
<td>MADEIRA: Rayon - 1065, PolyNeon - 1765</td>
<td>RA: 2213</td>
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<tr>
<td>PANTONE Process Black C</td>
<td>MADEIRA: Black</td>
<td>RA: Black</td>
<td>White</td>
</tr>
<tr>
<td>MADEIRA: White</td>
<td>RA: White</td>
<td></td>
<td></td>
</tr>
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</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.

Institutional Marks

For print and display materials only.
Primary Athletics Mark

- 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.

Athletics Word Marks

- All University sports are available upon further request. Please contact University licensing and trademark office for all inquiries.

Secondary Marks

- Tartan Pattern
  - Vector artwork available separately. Please contact University licensing.
Institutional Mark
Class 16 - Framed art prints; Blank notebooks; Stationery; rib pens; Pencils; Decals; Temporary tattoo transfers; Removable tattoo transfers.
Class 18 - Backpacks; book bags; sports bags; barn bags; wallets; handbags; travel bags.
Class 21 - Drinking glasses, namely, tumblers; beverage glassware.
Class 24 - License blankets; Lap blankets; blankets for outdoor use; Beach blankets; Towels.
Class 25 - Jerseys; Hats; Shirts; Coats; Sweaters; T-shirts; Sweatshirts.

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, notebooks, calendars, post cards, posters and pens.
Class 21 - Drinking glasses, mugs, plastic cups, insulating sleeve holders for beverage cans, plates and wastepaper baskets.

Standing 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, notebooks, calendars, post cards, posters and pens.
Class 18 - Temporary tattoo transfers; Removable tattoo transfers.
Class 21 - Drinking glasses, mugs, plastic cups, insulating sleeve holders for beverage cans, plates and wastepaper baskets.

Virginia Polytechnic Institute and State University® Verbiage
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, notebooks, calendars, post cards, posters and pens.
Class 18 - Leather and imitation leather goods, namely, briefcase type portfolio covers and briefcases, travel bags, backpacks wallets and umbrellas.

Virginia Tech® Verbiage
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, notebooks, calendars, post cards, posters and pens.
Class 18 - Leather and imitation leather goods, namely, briefcase type portfolio covers and briefcases, travel bags, backpacks wallets and umbrellas.

Hokie Tracks Mark
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.

Hokie® Verbiage
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, notebooks, calendars, post cards, posters and pens.
Class 18 - Leather and imitation leather goods, namely, briefcase type portfolio covers and briefcases, travel bags, backpacks wallets and umbrellas.

Baby HokieMark
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, notebooks, calendars, post cards, posters and pens.
Class 18 - Leather and imitation leather goods, namely, briefcase type portfolio covers and briefcases, travel bags, backpacks wallets and umbrellas.

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, notebooks, calendars, post cards, posters and pens.
Class 21 - Drinking glasses, mugs, plastic cups, insulating sleeve holders for beverage cans, plates and wastepaper baskets.

Hokie® Verbiage
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, notebooks, calendars, post cards, posters and pens.
Class 18 - Leather and imitation leather goods, namely, briefcase type portfolio covers and briefcases, travel bags, backpacks wallets and umbrellas.

Virginia Tech Current Revision Date: 04/09/21
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

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