Virginia Tech
Current Revision Date: 04/03/18

<table>
<thead>
<tr>
<th>Established:</th>
<th>Location: Blacksburg, VA</th>
<th>Symbol: Hokies</th>
<th>Conference: Atlantic Coast Conference (ACC)</th>
</tr>
</thead>
</table>

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.

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

<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>PANTONE 158 C</td>
<td>PANTONE Process Black C</td>
<td>White</td>
</tr>
<tr>
<td>RA: 2497</td>
<td>RA: 2213</td>
<td>RA: Black</td>
<td>RA: White</td>
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</table>

### Secondary Marks

<table>
<thead>
<tr>
<th>Helmet Mark</th>
<th>Youth Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>12</td>
</tr>
</tbody>
</table>

NOTE: The marks of the Virginia Tech are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.
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.

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

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

Class 14: Precious metals, jewelry, namely, gold pins, gold earnings, 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

HokieBird Mark

Class 14: Precious metals, jewelry, namely, gold pins, gold earnings, 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

Seal Mark

Class 14: Precious metals, jewelry, namely, gold pins, gold earnings, 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

Tartan Pattern

Class 25: Clothing, Namely, pants, skirts, aprons, trousers, ties, caps, hats, knitted hats, scarves

Hokies Word Mark

Class 14: Precious metals, jewelry, namely, gold pins, gold earnings, 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

Virginia Tech Word Mark

Class 14: Precious metals, jewelry, namely, gold pins, gold earnings, 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

Virginia Polytechnic Institute and State University Word Mark

Class 14: Precious metals, jewelry, namely, gold pins, gold earnings, 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

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