



Virginia

Current Revision Date: 06/15/20

Established: 1819

Location: Charlottesville, VA

Mascot: Cavaliers

Mascot Name: "Cavalier" (Live), "Cavman" (Costumed)

Conference: Atlantic Coast Conference (ACC)

Verbiage

University of Virginia®
Virginia Cavaliers®
UVA®
Virginia™

*Cavaliers®
*Cavalier™
Wahoos®
Hoos®

Hoos Rising®
Wahoowa®

**Do not use "Cav" or "Cavs." Must always use full word.*

Football Stadium: Scott Stadium
Basketball Arena: John Paul Jones Arena
Baseball Stadium: Disharoon Park
Soccer/Lacrosse Stadium: Klöckner Stadium

These colors are used for apparel only; if using colors for print or online use, please visit: brand.virginia.edu

Colors	PANTONE Coated	MADEIRA	RA
Cavalier Orange	PMS 172 C	Rayon: 1378	Rayon: (2397)
Jefferson Blue	PMS 2767 C	Rayon: 1043	Rayon: 2303
Gray	PMS Cool Gray 3 C	Rayon: 1012	Rayon: 2486
Light Blue*	PMS 659 C	Rayon: (1175)	Rayon: (2304)
Medium Blue*	PMS 654 C	Rayon: 1242	Rayon: 2613
Light Orange*	PMS 1585 C	Rayon: 1278	Rayon: (2330)
White	White	Rayon: 1005	Rayon: 2297

*These colors are restricted to use only in the Secondary Athletics Marks and are not to be used as backgrounds or stand-alone colors to represent UVA
The Logo samples shows should use the PANTONE® Colors provided. The colors shown have not been evaluated by PANTONE and are not intended to match PANTONE Color Standards. For accurate color matching, please refer to current editions of PANTONE Color Publications. PANTONE is a registered trademark of Pantone, Inc.

Athletics Marks

When referring to varsity athletic sports, the V-Sabre mark must be used and not in combination with any other marks or logos. The V-Sabre identity cannot appear against distracting textures, repeated patterns or images.

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Use of the Cavalier Shield (8-15) and Virginia Cavalier (16-23) are restricted to UVA's sideline provider until April 2021 in all apparel categories. These marks are currently only available for non-apparel licensees.

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VIRGINIA™		VIRGINIA™		VIRGINIA™		VIRGINIA™	
	28	29		30		31	
CAVALIERS®		CAVALIERS®		CAVALIERS®		CAVALIERS®	
	32	33		34		35	
HOOS®		HOOS®		HOOS®		HOOS®	
	36	37	38	39	40	41	
VIRGINIA™	VIRGINIA™	VIRGINIA™	VIRGINIA™	VIRGINIA™	VIRGINIA™	VIRGINIA™	
	42	43	44	45	46	47	
CAVALIERS®	CAVALIERS®	CAVALIERS®	CAVALIERS®	CAVALIERS®	CAVALIERS®	CAVALIERS®	
	48	49	50	51	52	53	
HOOS®	HOOS®	HOOS®	HOOS®	HOOS®	HOOS®	HOOS®	
	54	55			56		
	8	8			A		
1234567890	8	1234567890			A		
	8	8			A		



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Color	PANTONE Coated	MADEIRA	RA
Rotunda Orange	PMS 158 C	Rayon: 1478	Rayon: 2297

Institutional Marks

University marks cannot appear against distracting textures, repeated patterns or images. NOTE: University Marks use Rotunda Orange.

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— The Commercial Seal may only be used by vendors selling to UVA Bookstores or selected products sold off-Grounds. —

Split V Mark is for internal institutional use only. —



Special Permisson Marks

University Seal and Rotunda are restricted and require special permssion to use.



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale.
- No alterations or overlaying graphics to seal, V-Sabre, or institutional identity.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures not permitted.
- Cross-licensing or co-branding 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.