



VIRGINIA TECH[®]

Licensing Guidelines

Virginia Tech
Licensing and Trademarks
University Gateway Center
902 Prices Fork Road, Suite 2506
Blacksburg, VA 24060
licensing@vt.edu

Licensing Guidelines

Licensing Guidelines	2
U.S. Trademark Laws and Requirements Overview	2
Trademark Creation and Design	2
Use of Virginia Tech’s Trademarks.....	2
General.....	2
Registered and Protected Names.....	2
Registered and Protected Official Artwork	3
External Use of Virginia Tech Trademarks.....	3
Use of Inappropriate Products and Images.....	6
University Marks	7
Athletic Mark.....	17
Spirit Marks.....	17
Hokie Stone.....	20
Wordmarks	21
Trademark Designations (® and ™ marks).....	21
Licensing Procedures.....	23
Advancement Usage:	23
Student Usage:	24
University Student Life Programs (USLP’s):	24
University Chartered Student Organizations (UCSOs):.....	24
Registered Student Organizations (RSOs) and Extended Campus Student Organizations (ECSOs):.....	25
Club Sports:	27
Active Alumni Chapters:	29
Alumni Chapter Logos:.....	29
Design Contest Guidelines:	30
Embroidery:	32
Military Camouflage:	33
Royalties:	34

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
- Senior director of marketing and brand management
- Legal counsel
- Senior associate vice president for university relations

At the direction of the senior director of marketing and brand management and 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 print materials and products. All print materials and products bearing university trademarks must be produced by licensed vendors. This includes, but is not limited to, apparel, headwear, footwear, outerwear, housewares, brochures, postcards, display items, 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
- Virginia Agricultural and Mechanical College
- Tech

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, [Brand Manager 360](#). 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 Chart”.

External Use of Virginia Tech Trademarks

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 organizations 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 Virginia Tech with UVA) for co-branding and will address questions about the status of a mark.

Unaffiliated Use of Trademarks

Requests to use Virginia Tech trademarks by organizations that are not affiliated with Virginia Tech must be made by email to licensing@vt.edu. Permission is not granted until written confirmation is provided by Licensing and Trademarks. Requests are reviewed on a case-by-case basis; but the following guidelines generally apply:

- Virginia Tech trademarks may not be used in any manner that suggests or implies Virginia Tech’s endorsement of other organizations, companies, products, or services without a formal sponsorship agreement in place.
- Virginia Tech trademarks may not be used in any manner with political parties, candidates, policy/legislative issues, symbolism, or views, or religious organizations, symbolism, or beliefs.
- Businesses may use Virginia Tech trademarks in non-permanent fixtures (e.g., window painting, removable lettering on marquees, hanging licensed merchandise) supporting a university event. Such displays may not contain solicitation for the sale of their products or services, but the company name/logo may appear elsewhere on the premises.

- Businesses may not establish a permanent statue or mural that includes Virginia Tech trademarks or likeness without written permission from the Virginia Tech Licensing and Trademarks office.
- Businesses, individuals, or organizations may not use the trademarks of Virginia Tech on websites without written permission from the Virginia Tech Licensing and Trademarks office.
- With the exception of Virginia Tech's endorsed brands and corporate chapters, certain businesses that were established prior to Virginia Tech's licensing program, and businesses holding a licensing agreement with the university, private and/or corporate businesses may not use university trademarks in their business name.

Affiliated Use of Trademarks

Requests by organizations that are affiliated with Virginia Tech to use Virginia Tech trademarks must be made by the involved university college or unit by email to licensing@vt.edu.

Partnership Logos

A partnership logo, as illustrated in the Virginia Tech Brand Guidelines, is approved only when Virginia Tech and an external entity create a new, permanent entity which, if owned solely by Virginia Tech, would be otherwise eligible for a brand extension lockup logo. Requests for partnership logos must be made by email to licensing@vt.edu. Partnership logos use the Virginia Tech master brand and the other entity's master brand only.

Example: Virginia Tech/Wake Forest School of Biomedical Engineering and Sciences

Other Co-Branding

If permission is granted by Virginia Tech Licensing and Trademarks to use both a Virginia Tech trademark and another party's trademark to illustrate a co-branding relationship, the trademarks must be distinct and separate from each other, and Virginia Tech's trademarks must not be overshadowed or diminished in any way in comparison to the other entity's trademark. Approval of any such dual use of Virginia Tech trademarks will be limited to instances where there is a compelling institutional priority in allowing such a use. An example of co-branding is when Virginia Tech and an external entity co-present a mission-based resource, program, or event. Co-branding using the VT athletic marks may be arranged through athletics advertising/sponsorship. To request permission to use a Virginia Tech trademark to illustrate a co-branding relationship with an external entity, request permission by email at licensing@vt.edu.

Example: The ACCelerate Festival is co-presented by Virginia Tech and the Smithsonian Institution.

Sponsorship and Collaboration

When an outside entity is a sponsor or collaborator, for a resource/program/event presented by Virginia Tech, the sponsor's name and/or logo may be used on materials with the words "Sponsored by" or similar language. When Virginia Tech is a sponsor or collaborator for a resource/program/event presented by an external entity, the Virginia Tech logo can be used on materials with the words "Sponsored by" or similar language on a case-by-case basis. To request permission to use the Virginia Tech logo or an external entity's name/logo(s) on materials, request permission by email at licensing@vt.edu.

Example: The Virginia Tech College of Agriculture and Life Sciences is a sponsor of the Virginia Governor's School for Agriculture.

Example: Virginia Tech is a collaborator on the Capital CoLAB.

Faculty/staff/student use

When an outside entity wants to use a Virginia Tech logo to demonstrate a faculty/staff member's or student's participation on a research project or in a professional organization, that use is usually allowed. Permitted examples:

- An engineering firm is permitted to use the Virginia Tech logo with Virginia Tech student names on one of their webpages listing where their interns are enrolled.
- A conference organizer may use the Virginia Tech logo on their materials to illustrate where a presenting Virginia Tech faculty member works.
- A Virginia Tech researcher may use the Virginia Tech logo on a grant proposal.
- A Virginia Tech faculty member or student may use the Virginia Tech logo in professional publications where their research is published.

Permission is not granted to use Virginia Tech trademarks in pre-print research papers. Permission is not granted for use of Virginia Tech trademarks by faculty, staff, and students for personal social media profiles, resumes, and other personal uses. To request permission to use Virginia Tech trademarks to illustrate participation in research or a professional organization, email licensing@vt.edu.

Business relationship

When an external entity with a business relationship with Virginia Tech asks to use a university trademark to announce that they work with us or as an endorsement, this is not allowed. Permission to use "Virginia Tech" in plain text is usually granted instead on a case-by-case basis when the department that contracted the work approves as well. To request permission to use the verbiage "Virginia Tech" to describe a business relationship, email licensing@vt.edu.

Doing business for Virginia Tech

When an external entity is contracted by Virginia Tech to use the university's trademarks in communications that provide a business service to the university, permission is granted on a case-by-case basis. Permission for the use needs to be requested by the involved college or unit before contracting with the external entity. To request permission for an external entity to use Virginia Tech trademarks to do business on the university's behalf, send the request and proposed contract to vtbrand@vt.edu. If permission is granted to allow the external entity to use the Virginia Tech trademarks to do business on the university's behalf, the requesting college or unit will bear the responsibility of ensuring the entity adheres to the Virginia Tech Brand Guidelines and Licensing Guidelines. External entities that are not contractually engaged are not allowed to use Virginia Tech trademarks.

External entity advertising

Use of Virginia Tech trademarks in advertising by external entities with or without affiliation with the university requires prior approval (except as otherwise noted here) from the Virginia Tech Licensing and Trademarks office. To request permission, email licensing@vt.edu. Virginia Tech trademarks may, on a case-by-case basis, be used in the following kinds of advertising:

- By a commercial entity that is a licensee of Virginia Tech, but only when there is an underlying related product that is licensed and only when the licensed product is being advertised (approval granted through license agreement). Retailers or licensed manufacturers may use pictures in advertisements showing licensed products with university indicia for sale.

- By a commercial entity in ads that are of an informational, congratulatory or team spirit nature. These ads may not contain solicitation for the sale of their products or services, but the company name/logo may appear.
- In corporate advertisements in official programs sold or distributed at athletic events, subject to terms of an Advertising Agreement.
- In promotional activities pursuant to the terms of a Sponsor/Promotional License Agreement. Promotional activities are activities such as advertising or offering promotional products to further the growth, development, acceptance and/or sale of goods or services.

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 illegal drugs or behaviors, 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.
- xv. Religious or political symbolism

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



Alternative 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 new and modifications to existing brand extension marks must be created by University Relations and must be requested by contacting licensing@vt.edu.

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 [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.

The alternate horizontal university mark is reserved for uses where the preferred horizontal and vertical master brand logos will not work well due to space restrictions, such as on the stone entrances to campus. Permission to use the alternate horizontal university mark will be made on a case-by-case basis by the Licensing and Trademarks office. To request, please email licensing@vt.edu.

Please reference the [Brand Guidelines](#) for complete instructions on the use of this mark. The university president uses the master brand. The three vice presidents

who report to the president—executive vice president and provost, senior vice president and chief business officer, and vice president for advancement—also use the Virginia Tech master brand. Colleges and units that report directly to the president and three vice presidents are primary brand extensions of the university.

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:



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**

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:



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:



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.

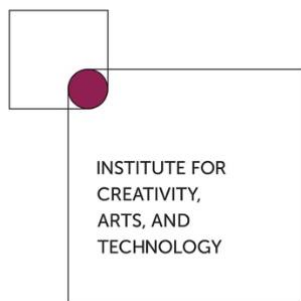
Research Entities

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 licensing@vt.edu for review before use by the lead communicator or his/her representative for the institute or center.

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).

Example:



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 licensing@vt.edu for review before use by the lead communications representative for the unit over the group.

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:



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 licensing@vt.edu for review before use by the lead communicator or his/her representative for the entity.

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:

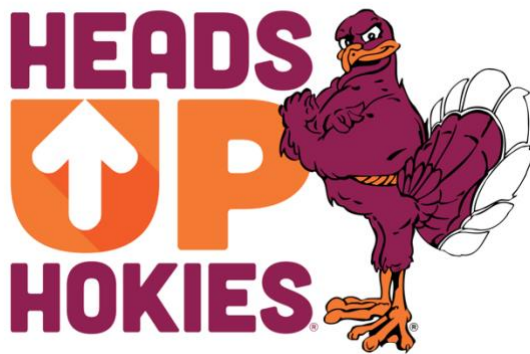


Initiatives, Campaigns, Events

Initiatives, campaigns, and events are allowed to create distinct identities. A distinct identity for an initiative, campaign, or event must be submitted to licensing@vt.edu for review before use by the lead communicator or his/her representative for the unit over the initiative, campaign, or event.

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:



Graphic Elements/Designs

Academic colleges, departments, and programs are not allowed to create distinct identities that are used in place of their lockup logos. 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 lockup logo on materials, 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. If an academic entity would like to use a plain text version of their unit's name within a design or graphic element that is meant for temporary use and is expressly for events, campaigns, or initiatives, that is allowed on a case-by-case basis. The master brand or appropriate brand extension lockup logo must be used in addition to the design or graphic element but separate from the design.



Partnership Logos

Partnership logos are approved only when Virginia Tech and an external entity create a new, permanent entity which, if owned solely by Virginia Tech, would be otherwise eligible for a brand extension lockup logo. Requests for partnership logos must be made by email to licensing@vt.edu. Partnership logos use the Virginia Tech master brand and the other entity's master brand only. Temporary partnerships, such as events and grant funding, do not rise to the level of a 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. 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 editorial content.

Example:



****Note: All primary, secondary, and tertiary brand extensions can be found within the Lockups Search tool at brand.vt.edu/identity/lockups**

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 considered 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



Wordmarks: “VPI,” “Fighting Gobblers,” “Fightin’ Gobblers,” “Hoki”

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

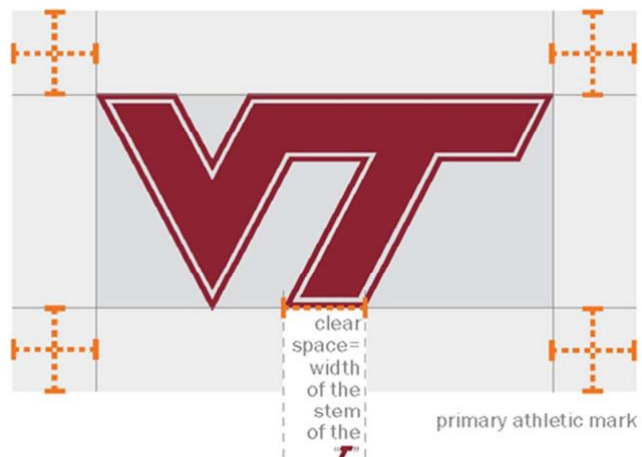
The following mark is limited to athletic and retail use and should not be used for academic or administrative applications, academic merchandise, or university websites.

Stylized or Flying VT



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.

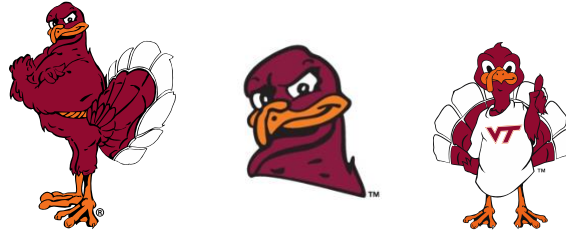


****Note:** The Marching Virginians may use the stylized VT in conjunction with their logo for uniform purposes.

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



- 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 and appropriate brand extensions 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

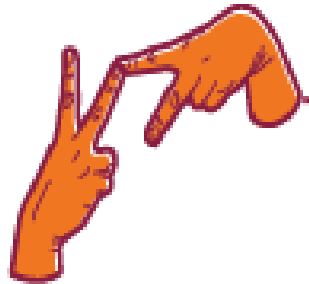
lines, words, or artwork may overlap or intersect the mark, and no alterations may be made to the mark. Hokie Tracks may be used as a pair or individually.

Helmet Mark



The trademarked helmet mark is restricted to athletic purposes and retail only.

“VT” Hand Graphic



The “VT” Hand Graphic is for informal use only. No lines, words, or artwork may overlap or intersect the mark, and no alterations may be made to the mark. No other variations to the mark are acceptable.

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 ™
8. Fightin' Hokies Lager ™

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.

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 ™ (™) mark – The marks or wordmarks Virginia Tech designates with a ™ 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 and Branded Product 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 branded promotional products 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, but is not preferred, on official university business materials (i.e. – diplomas, etc.) and official varsity team uniforms.

Licensing Procedures

Any use of a university trademark University entities (colleges, departments, units, etc.) and officially registered student organizations requesting authorization for use of university trademarks on merchandise and branded promotional products 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” or at clc.com/licensee-search.

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 or the University’s brand guidelines, 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 are required to send artwork through 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 or client).

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

Advancement Usage:

Implemented January 1, 2020, a “Product Request Form” will need to accompany all invoices for branded promotional products or “swag” 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 recognized 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 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, the Hand Graphic, Hokie tracks, and HokieBird.

University Chartered Student Organizations (UCSOs):

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 UCSOs. UCSOs are required to use licensed vendors.

Registered Student Organizations (RSOs) and Extended Campus Student Organizations (ECSOs):



Registered Student Organizations (RSOs) and Extended Campus Student Organizations (ECSOs) are permitted to use the verbiage “Hokies” and “Hokie,” use of the university marks of the HokieBird head, the HokieBird, and Hokie tracks, the Hand Graphic, 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 or with Virginia Tech unless using approved verbiage or marks. Use of a licensed vendor is required when using university branding, logos, or trademarks. A list of licensed vendors can be found at brand.vt.edu/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 when utilizing any university branding or trademarks. (including “at Virginia Tech”). A list of licensed vendors can be found at brand.vt.edu/downloads under “Licensee List”.



College/Departmental Student and Research 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 and/or uniforms 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 if it is visible and legible. Intramural sports teams are not permitted use of the VT Rec Sports lockup, but may use the HokieBird, the HokieBird head, the Hand Graphic, 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 that are recognized by the Department of Recreational Sports are permitted use of the athletic VT mark, the HokieBird, HokieBird head, the Hand Graphics, and the Hokie tracks. Club sports apparel must use the word “club” in their organization’s name on the product. “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 product so long as it is 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 properly branded top.

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

Products 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 of the athletic VT mark.



28	University Mark 	University Seal 	Athletic Mark 	HokieBird 	Helmet Mark 	Baby HokieBird 	Hand Graphic 	Hokie Tracks 	Rec Sports Patch 	Verbiage Virginia Tech	Verbiage At Virginia Tech	Verbiage Hokie(s)
USLPs												
UCSOs	 Require advance written approval		 Require written approval									
Club Sports												
RSOs & ECSOs												
Intramural Sports												
Student Research Groups/ Teams	 Departmental or College Lockup PREFERRED											

Trademarks within this graph require approval from the Virginia Tech Office of Licensing and Trademarks and should be produced only by a licensed vendor.

UCSOs must contract 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 university's creative team will design all chapter marks moving forward to ensure brand compliance.
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.



Design Contest Guidelines:

The following may be used as guidelines for design contests that fall outside of academic instruction. Please refer to Policy 12100 if the design contest will be used as part of university fundraising efforts.

Design Contest

Official Rules

NO ENTRY FEE NECESSARY TO ENTER OR WIN.

VOID WHERE PROHIBITED.

1. **Description.** Virginia Polytechnic Institute and State University (the “University”) **INSERT CONTEST NAME** (the “Contest”) is an opportunity for current members of the University community - faculty, staff, alumni and students - to participate in a design contest that falls outside of academic instruction. **EXPLAIN OBJECTIVE OF CONTEST.**
2. **Eligibility.** The Contest is open to any person who is eighteen (18) years of age or older at the time of participation, including current University faculty, staff, and students. The Contest is void where prohibited or otherwise restricted by law, rule, or regulation. All applicable federal, state, and local laws and regulations apply. By participating, entrants agree to be bound by these Official Rules.
3. **How to Enter and Qualify.** To enter and qualify for any prizes or publication, entrants must design a **INSERT PRODUCT** that (i) may or may not include the University branding, (ii) adheres to the University’s brand and licensing guidelines (iii) **INSERT ANY ADDITIONAL QUALIFICATIONS HERE.**

All submissions must be submitted in both PDF and EPS formatted files. The period to submit designs for the Contest begins on **INSERT DATE**, at 12:00 AM EST and ends **INSERT DATE**, at 5:00 PM EST (“Submission Period”). Only submissions posted during the Submission Period will be considered for the Contest.

4. **Design Ownership.** By participating and submitting a design, the Winner agrees that all ownership rights, title or interest in his/her Contest-winning design (the “Design”) shall be the exclusive property of the University. The Winner agrees to assign all Design rights, title and interest therein to the University. The Winner agrees that such Design shall be deemed to have been specifically ordered and commissioned by the University, and is a work for hire as such term is used and defined in the United States’ Copyright Laws (17 U.S.C. § 101 *et seq*), and any similar laws found within other state and local jurisdictions. Accordingly, the University shall be considered the author of the Design, and the sole and exclusive owner

throughout the world forever of all rights, title and interest existing therein. To the extent that title to any such Design may not, by operation of law, automatically vest in the University, all rights, title and interest therein shall be irrevocably assigned by the Winner to the University. The Winner shall agree to execute and deliver any documents and take all such other actions as may be reasonably requested by the University to carry into effect the provisions of this Section 7 including, without limitation, the execution of assignments or copyright registrations.

5. **Release of Liability and Issues of Law.** By participating, all entrants and voters release the University and the Commonwealth of Virginia, including respective officers, employees, and agents (collectively, “Released Parties”) from any and all liability with respect to and in any way arising from participating in this Contest and/or acceptance or use of the Prize (if applicable). Released Parties are not responsible for lost, late, incomplete, inconsistent, damaged, inaccurate, stolen, delayed, undelivered, or garbled submissions; or for lost, interrupted or unavailable network, server, internet service provider, website; or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the submission, or the announcement of the Winner. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by other entrants, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer or tracking device related to or resulting from participating in this Contest. Persons who tamper with or abuse any aspect of the Contest, who act in an unprofessional or disruptive manner or who are in violation of these Official Rules, as solely determined by the University, will be disqualified. Should any portion of the Contest be, in the University’s sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the University, corrupt or impair the administration, security, fairness or proper play, the University reserves the right at its sole discretion to suspend, modify, or terminate the Contest and, if terminated, at its sole discretion and to the extent possible, determine a Winner (if applicable) from all eligible submissions received prior to action.

This Contest is governed by all applicable federal, state and local laws and regulations. THE LOCAL AND FEDERAL COURTS OF THE COMMONWEALTH OF VIRGINIA AND SHALL HAVE SOLE JURISDICTION TO RESOLVE ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE COMMONWEALTH OF VIRGINIA SHALL GOVERN THE CONTEST. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THE COMMONWEALTH OF VIRGINIA AND HEREBY SUBMITS TO THE JURISDICTION OF SUCH COURTS.

6. **Communications.** If you have any questions or comments regarding the Contest, contact:
INSERT CONTACT INFORMATION HERE.

Sponsorship:

In order to use the university mark for sponsorship use there must be a sponsorship agreement in place that clearly outlines the partnership. Sponsorship co-branding on products must contain verbiage that identifies the nature of the relationship as such. 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 partner/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 products featuring a third-party logo and a Virginia Tech trademark for co-branding purposes must hold a promotional/premium license through CLC.



Embroidery:

Vendors are permitted to make sizing alterations on embroidered and engraved lockups only. All altered lockups must be reviewed by Licensing through Brand Manager 360 prior to production. The size of the VT landmark should not be manipulated, however, the size of the unit's name and "Virginia Tech" may. Minimum requirements for marks and distinct identities are as follows:

- Font height minimum
 - o Sans Serif- 0.1875"
 - o Serif- 0.25"
- Point size- at least 6pt
- Maximum width: 4"

Military Camouflage:

Military camouflage is exclusively reserved for co-branding opportunities with Operation Hat Trick. Operation Hat Trick merchandise is produced by select licensees, including '47 Brand, Colosseum Athletics, Logo Brands, Victory Tailgate, and others. 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/>.



Royalties:

The university receives royalty payments for use of any of Virginia Tech's trademarks. All companies and organizations looking to use Virginia Tech trademarks must hold a licensing agreement with the university. All royalty payments received are allocated by the university's Office of Budget and Planning.

1. Products 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. The Office of Licensing and Trademarks cannot control if the cost of royalties is passed onto the consumer through gross product total.
2. Products 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 products are used to promote instructional programs or events, or other activities that further the academic and educational mission of the university, unless there is a cost association with attending the event or program.
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, and student initiatives.

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 a license with Virginia Tech.