



# LICENSING GUIDELINES

SEPT 2023



# TABLE OF CONTENTS

---


Licensing Guidelines	1
<b>Introduction</b>	<b>2</b>
<b>U.S. Trademark Laws and Requirements Overview</b>	<b>2</b>
<b>Trademark Creation, Design, and Registration</b>	<b>3</b>
<b>Use of Virginia Tech’s Trademarks</b>	<b>4</b>
General	4
Registered and Protected Names	4
<b>External Use of Virginia Tech Trademarks</b>	<b>5</b>
Unaffiliated Use of Trademarks	5
Affiliated Use of Trademarks	6
Partnership Logos	6
Other Co-Branding	7
Sponsorship and Collaboration	7
Faculty/staff/student use	8
Business relationship	8
Doing business for Virginia Tech	9
External entity advertising	9
Use of Inappropriate Products and Images	10
<b>Art Specifications</b>	<b>11</b>
University Marks	11
Primary Brand Extensions	12
Secondary Brand Extensions	12
Tertiary Brand Extensions	13
Sub-brands	13
Individual Brands	14
Endorsed Brands	14
Distinct Identities	15
Research Entities	15
Groups	16
Universtiy Entities Commercialized for Business Purposes	16
Initiatives, Campaigns, Events	17
Graphic Elements/Designs	18
University Seal	18
War Memorial Pylons	19
Vintage Marks	19
Wordmarks	19
Athletic Mark	20
Spirit Marks	21
HokieBird	21

Patterns	23
Wordmarks	24
Trademark Designations (® and ™ marks)	24
<b>Licensing Procedures</b>	<b>26</b>
Advancement Usage	26
Student Usage	26
University Student Life Programs (USLP's)	27
University Chartered Student Organizations (UCSOs)	27
Registered Student Organizations (RSOs) and Extended Campus Student Organizations (ECSOs)	27
College/Department/Division/Unit Student Groups/Teams	29
Intramural Sports	29
Club Sports	30
<b>Active Alumni Chapters</b>	<b>32</b>
Alumni Chapter Logos	32
<b>Sponsorship</b>	<b>33</b>
<b>Embroidery</b>	<b>33</b>
<b>Royalties</b>	<b>34</b>

---



# LICENSING GUIDELINES



---

# INTRODUCTION

---

Virginia Tech is committed to promoting and protecting the university's brand standards. The Office of Licensing and Trademarks manages and markets the trademarks, logos, likeness, and branded intellectual property of Virginia Tech, and develops partnerships to deliver leading-edge product programs to consumers.

## U.S TRADEMARK LAWS AND REQUIREMENTS OVERVIEW

---

The administrative requirements and procedures outlined in this policy should be followed 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, DESIGN, AND REGISTRATION

---

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

- Director of Brand Development and Trademark Licensing
- Senior Director of Marketing and Brand Management
- University Legal Counsel
- Vice President of Communications and Marketing

At the direction of the Senior Director of Marketing and Brand Management and Vice President of Communications and Marketing, the Director of Brand Development and Trademark Licensing will coordinate registration of a trademark, in consultation with University Legal Counsel.

All university trademark registrations must be initiated and managed by the Office of Licensing and Trademarks. Colleges, divisions, and units considering or requesting trademark registrations will be responsible for the costs and legal fees associated with trademark registration and maintenance. To start a new trademark registration, please contact [licensing@vt.edu](mailto:licensing@vt.edu).

# USE OF VIRGINIA TECH'S TRADEMARKS

---

**General** - University departments, colleges, organizations, and outside companies must obtain written permission from the Office of Licensing and Trademarks 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. The Office of Licensing and Trademarks 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, if applicable. Please see [Policy 12000](#) for accepted references to the university name.

**Registered and Protected Names** - The artwork featured on Virginia Tech's official artwork sheets includes the registered, protected trademarks of the university. Please reference the Virginia Tech Brand Guidelines for more information about the use of each mark.

Licensed vendors can access Virginia Tech's official artwork sheet through the Collegiate Licensing Company (CLC) web portal, Brand Manager 360. For internal use, please reference the Virginia Tech Brand Guidelines or University Policy 12000, in addition to these licensing guidelines.

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](http://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 assist 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 an external 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](mailto:licensing@vt.edu). Permission is not granted until written confirmation is provided by the Office of 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 Office of Licensing and Trademarks.
- Businesses, individuals, or organizations may not use the trademarks of Virginia Tech on websites, in URLs, or without written permission from the Office of Licensing and Trademarks.



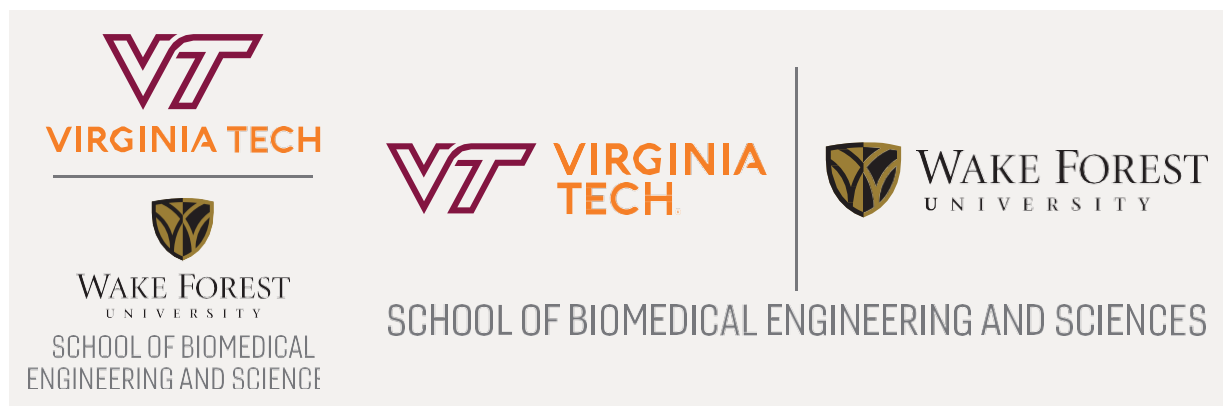
## Affiliated Use of Trademarks

Requests by organizations that are affiliated with the university to use Virginia Tech trademarks must be made by the involved college/division/unit by email to [licensing@vt.edu](mailto: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 [vtbrand@vt.edu](mailto:vtbrand@vt.edu). Partnership logos use the Virginia Tech university brand and the other entity's university brand only.

*Example:*



## Other Co-Branding

If permission is granted by the Office of 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 university's athletic trademarks may be arranged through an athletics 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](mailto:licensing@vt.edu).

*Example:*



## 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, email [licensing@vt.edu](mailto: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 Brand trademark 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 Brand with Virginia Tech student names on one of their webpages listing where their interns are enrolled.
- A conference organizer may use the Virginia Tech Brand on their materials to illustrate where a presenting Virginia Tech faculty member works.
- A Virginia Tech researcher may use the Virginia Tech Brand on a grant proposal.
- A Virginia Tech faculty member or student may use the Virginia Tech Brand in professional publications where their research is published.
- A company may use the Virginia Tech Brand on a section of their website that calls out their recruiting efforts with the university. The company should have a contractual relationship with the university through Handshake or the Career and Professional Development office.

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](mailto: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 to express a business relationship 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](mailto: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/division/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 [licensing@vt.edu](mailto:licensing@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 Office of Licensing and Trademarks. To request permission, email [licensing@vt.edu](mailto: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 a sponsorship 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.

- i. Products that can be used to injure, kill, or present a high risk of liability exposure.
- ii. Tobacco, drug, and some alcohol-related products.
- iii. Sexually suggestive products.
- iv. Products detrimental to the mission or image of the university.
- v. Art and graphic designs depicting or endorsing illegal drugs or behaviors, firearms or other weapons.
- vi. Art representing racist, sexist, or hateful images.
- vii. Art associated with profanity, demeaning, or degrading language.
- viii. Art depicting sexual acts.
- ix. Art impugning other universities.
- x. Religious or political symbolism

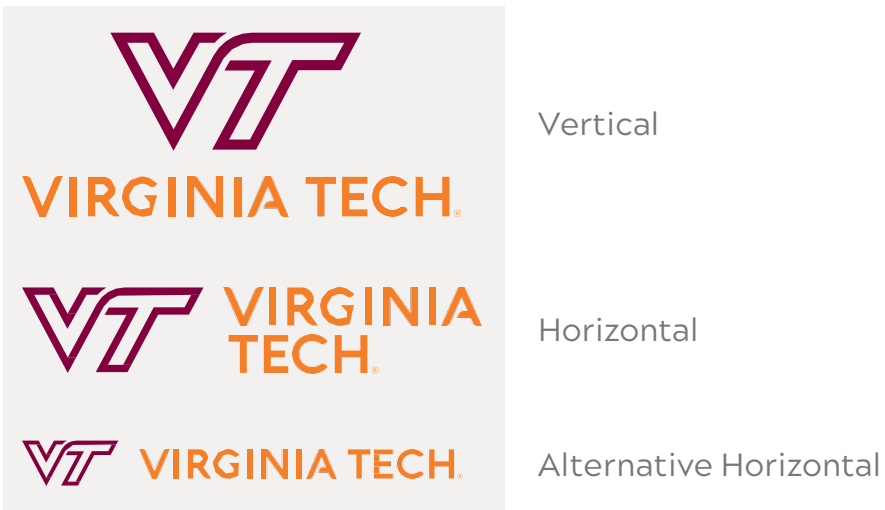
The university reserves the right to disapprove any artwork or product that does not align with the university's mission or image.

Questions about the status of a trademark for use with products meant for resale should be referred to [licensing@vt.edu](mailto:licensing@vt.edu).

# ART SPECIFICATIONS

---

**University Marks**  
**Brand Architecture**  
University Mark or University Brand



The University Brand or approved University 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 University Brand extension marks must be submitted for creation by contacting [vtbrand@vt.edu](mailto:vtbrand@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 Virginia Tech Brand Guidelines.

The preferred version of the University Brand 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 Brand is reserved for uses where the preferred horizontal and vertical University 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 Brand mark will be made on a case-by-case basis by the Office of Licensing and Trademarks. To request, please email [vtbrand@vt.edu](mailto:vtbrand@vt.edu).

Please reference the Virginia Tech Brand Guidelines for complete instructions on the use of this mark. The offices of the president, executive vice president and provost, executive vice president and chief operating officer, and the senior vice president for advancement use the University Brand. Colleges, divisions, and units that report directly to these offices 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 offices that report to the top administrators. These entities have brand extension lockup logos that are tied directly to the University 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 University Brand and primary brand extension. Secondary brand extensions must use the Virginia Tech 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 University Brand but has a mission that is separate from the primary educational mission of the university. Instead of using the University Brand as its main identifiers, the sub-brand has its own name and logo and reference the University 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 the Office of Marketing and Brand Management to complement the Virginia Tech Brand Guidelines.

*Examples:*





## Individual Brands

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

*Examples:*



## Endorsed Brands

Unlike an individual brand, an endorsed brand does not exist under the University 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 no other trademarks in its materials and assets. An endorsed brand does not use the Virginia Tech Brand Guidelines, but is required to use vendors licensed with the university. Endorsed brand names and logos may not use the "VT" acronyms, in keeping with these guidelines.

*Examples:*



## 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 the Office of Licensing and Trademarks 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](mailto:licensing@vt.edu) for review before use by the Office of Research and Innovation or by the lead communicator or their representative for the institute or center (research entity).

The University Brand or appropriate primary and secondary lockup logo must always accompany the distinct identity on products and print unless spacing is an issue (i.e., lapel pins). In cases of extreme space limitations when only one imprint area is possible, such as a pen, the research entity must use their brand extension lockup logo. Research entities need not develop a distinct identity; using only their primary brand extension lockup logo is always preferred.

*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 [vtbrand@vt.edu](mailto:vtbrand@vt.edu) for review before use by the lead communications representative for the college/division/unit over the group.

University groups should use both their distinct identity and the University Brand or appropriate brand extension lockup logo on products and print. The University Brand or appropriate primary or secondary lockup logo must always accompany the distinct identity unless spacing is an issue (i.e., lapel pins). Groups include living-learning communities and giving societies.

*Example:*

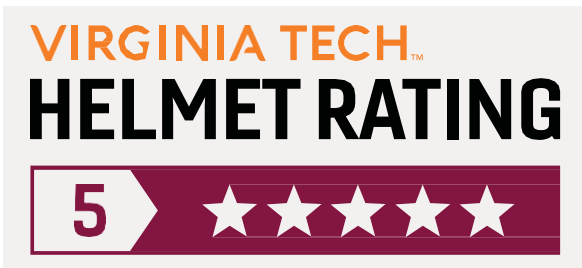


## University Entities Commercialized for Business Purposes

College/division/unit-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 must be submitted to [vtbrand@vt.edu](mailto:vtbrand@vt.edu) for review before use by the lead communicator or their representative for the entity.

College/division/unit-led university entities that are commercialized to provide business purposes should use both their distinct identity and the University Brand or appropriate brand extension lockup logo on products and print. The University Brand, appropriate primary or secondary lockup logo, or some reference to the university must always accompany the distinct identity on products and print 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](mailto:vtbrand@vt.edu) for review before use by the lead communicator or their representative for the college/division/unit over the initiative, campaign, or event.

University initiatives, campaigns, and events should use both their distinct identity and the university brand or appropriate brand extension lockup logo on merchandise. The University 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 University Brand logo. If an academic entity would like to use a symbol—without combining it with their lockup logo or name—that is allowed. However, the University Brand logo or appropriate brand extension lockup logo must be used in addition to the graphic element, but separate from the graphic element. If an academic entity would like to use a plain text version of their unit’s name within a design that is meant for temporary use and is expressly for events, campaigns, or initiatives, those designs are allowed on a case-by-case basis. The University Brand or appropriate brand extension lockup logo must be used in addition to the design or graphic element, but separate from the design.

*Example:*



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

## University Seal

Products and print 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. The use of the university seal on documents is limited to only the most official university documents. To request the use of the university seal on a document, email [vtbrand@vt.edu](mailto:vtbrand@vt.edu).

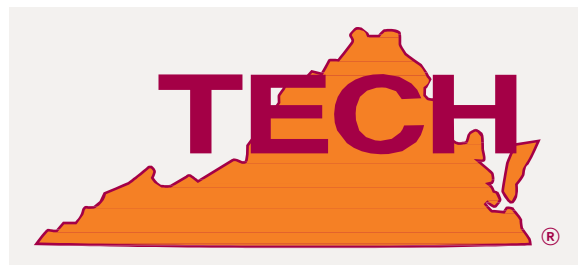
*Example:*



## War Memorial Pylons

The War Memorial Pylons are reserved for Corps of Cadets, military, and philanthropic events and initiatives only. The Office of Licensing and Trademarks 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 the Office of Trademark and Licensing. The university licenses these marks through a restricted College Vault program for retail purposes only. The licensee pays a higher royalty rate for the use of the College Vault marks. All marks from the College Vault program must contain a "TM" or ® symbol, where appropriate.

## Athletic Mark

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

*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, with approval from the Office of Licensing and Trademarks.

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

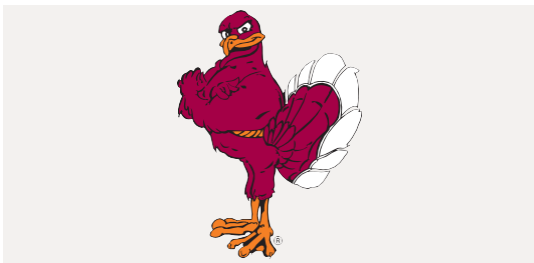
## Spirit Marks

Spirit marks may be used by divisions in distinct identities targeting student and alumni audiences. Spirit marks, Hokies, and Hokie, are not used by academic units.

## HokieBird

The HokieBird should not overlap another Virginia Tech trademark.

- 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 for reproduction on merchandise. No modifications or alternate versions will be allowed (except where noted below for varsity athletics and Daily Doodles).
- Modifications to the color outside of the options available on the Official Art Sheet, stance, or direction of the HokieBird will not be allowed.



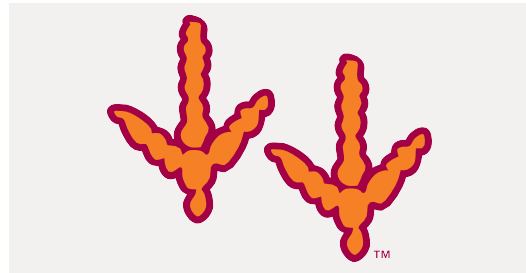


**Varsity Athletics** - Athletics may modify the HokieBird artwork to reflect specific sports for internal purposes. All modifications must be approved by both the Office of Licensing and Trademarks and Athletics. Designs should never compromise Athletics' Code of Conduct.

**Daily Doodles** - The HokieBird may be illustrated exclusively by the university's official illustrator for Daily Doodles. For more information on Doodles guidelines, please visit the Virginia Tech Brand Guidelines.

### Hokie Tracks

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



### Helmet Mark

The helmet mark is restricted to athletic and retail purpose only.



### “VT” Hand Graphic

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



## Patterns

### University Tartan

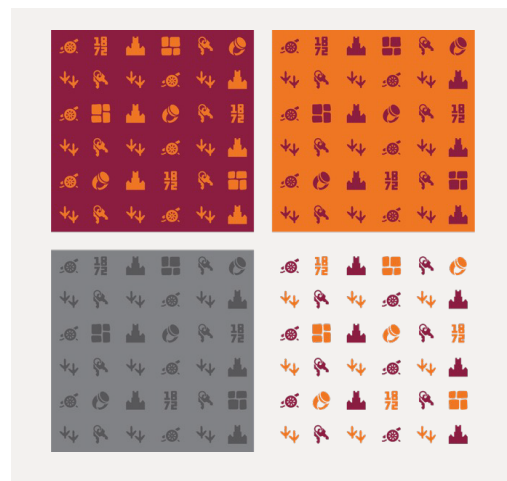
Virginia Tech has an official university tartan that is registered with The Scottish Register of Tartan. Modifications to the university tartan pattern are prohibited.



### Virginia Tech Brand Pattern

The Virginia Tech brand pattern contains iconic symbols that represent the university's history and traditions. The symbols make up the brand pattern:

- Skipper
- 1872
- Burruss
- Hokie Stone
- Keys
- Class Ring
- Hokie Tracks



### 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 restricted to the Hokie Shop.

## Wordmarks

The university has registered 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 ®

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 the Office of Licensing and Trademarks.

**\*\*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” in plain font are not an approved wordmark for use and are considered a distortion of the stylized VT mark(s).

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](http://brand.vt.edu/downloads) and select “Trademark Classification Summary.”

***Branded Product and Print Applications*** - In almost all merchandise applications, the appropriate trademark symbol is required. Exceptions, like the following, may be allowed with written permission from the Office of Licensing and Trademarks:

- 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, on official university business materials (i.e., diplomas, etc.) and official varsity team uniforms, but omission is not preferred.

Contact [licensing@vt.edu](mailto:licensing@vt.edu) for any questions on appropriate marking.

# 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](http://brand.vt.edu/downloads) under “Licensee List” or at [clc.com/licensee-search](http://clc.com/licensee-search).

All artwork is subject to review by the 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 Virginia Tech 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/divisions/units, student organizations, and any other entity licensed to use university trademarks should not have to explain this process to the vendor.

Colleges/divisions/units of the university are required to use approved University Brand marks or their official brand extension logo on products and print. Exceptions may be made, with advance approval from the Office of Licensing and Trademarks, based on space or product design restraints.

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).

## **Student Usage:**

All officially recognized student organizations, regardless of organizational classification, are required to adhere to the licensing procedures listed above. For more information about an organization’s designation, please email [thesource@vt.edu](mailto:thesource@vt.edu).

### University Student Life Programs (USLPs):

University Student Life Programs (USLPs) are required to use official University Brand marks and wordmarks. USLPs should use their university lockup if one has been made for them. Wordmark options approved for use include and State University, Hokie, or Hokies. USLPs are also approved to use the following university marks: athletic VT mark, University Brand logo, the Hand Graphic, Hokie Tracks, and HokieBird. USLPs are required to use licensed vendors when using a university trademark.

### University Chartered Student Organizations (UCSOs):

University Chartered Student Organizations (UCSOs) are permitted to use Virginia Tech marks and wordmarks (Virginia Tech, Virginia Polytechnic Institute and State University, Hokie, or Hokies), but are not required to do so. “Starting in September 2023, RSOs will not be allowed to use Hokies and Hokie in their organization names. Existing RSOs using Hokies and Hokie will be allowed to continue as long as the organization maintains registration with Student Affairs.” Written approval in advance for use of university marks (athletic VT mark, University Brand logo, HokieBird, etc.) is required for UCSOs. UCSOs are required to use licensed vendors when using a university trademark.

### 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 HokieBird head, the HokieBird, and Hokie tracks, the Hand Graphic, and/or the university tartan pattern in conjunction with the verbiage “at Virginia Tech.” Starting in September 2023, RSOs will not be allowed to use Hokies and Hokie in their organization names. Existing RSOs using Hokies and Hokie will be allowed to continue to use Hokie and Hokies in their organization names only through spring semester 2024.

RSOs are not allowed to use any other university marks (the athletic VT mark, the University Brand logo, 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.” That includes the abbreviation of Virginia Tech, “VT” in general.

RSOs cannot use “@ Virginia Tech”; you must spell it out “at Virginia Tech.”

RSOs are not required to affiliate with Virginia Tech. When RSOs do affiliate with Virginia Tech by co-branding with a college or division, the RSO must use the verbiage “at Virginia Tech” in their name. 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](http://brand.vt.edu/licensing). Please reach out to [licensing@vt.edu](mailto:licensing@vt.edu) for more information and approval.

RSOs may be permitted to co-brand with a university college/division/unit or a case-by-case basis with college/division/unit approval.

Graduate-level RSOs affiliated with professional colleges and national professional organizations may adhere to the brand guidelines of the national professional organization and may co-brand with the professional college.

RSOs using an acronym on their merchandise are required to spell out the organization’s name somewhere on the product. (Ex: TEK Robotics must read “Teaching, Engineering & Kinematics Robotics” 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](http://brand.vt.edu/downloads) under “Licensee List”.



### **College/Department/Division/Unit Student Groups/Teams:**

College/department/division/unit student groups/teams that are not RSOs, ECSOs, UCSOs, or USLPs will follow the same guidelines as a college/department/division/unit office.

### **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 Virginia Tech Rec Sports lockup, but may use the HokieBird, the HokieBird head, the “VT” Hand Graphic, and the Hokie tracks. Intramural teams are permitted use of the verbiage “at Virginia Tech.” Starting in September 2023, Intramural Sports will not be allowed to use Hokies and Hokie in their organization names. Existing Intramural Sports using Hokies and Hokie will be allowed to continue as long as the organization maintains registration with Student Affairs.

No other university marks are permitted.



## Club Sports:

Club sports that are recognized by the Department of Recreational Sports are permitted use of the athletic VT mark, Hokies 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 Virginia Tech Rec Sports lockup and are not permitted use of the athletic VT mark.



	 University Mark	 University Seal	 Athletic Mark	 HokieBird	 Helmet Mark	 Baby HokieBird
USLPs						
UCSOs	*		*			
Club Sports						
RSOs & ECSOs	**					
Intramural Sports						

	 Hand Graphic	 Hokie Tracks	 Rec Sports Patch	Virginia Tech Verbiage	At Virginia Tech Verbiage	Hokie(s) Verbiage
USLPs						
UCSOs						
Club Sports						
RSOs & ECSOs						
Intramural Sports						

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](mailto:licensing@vt.edu) for written approval prior to using the university mark or athletic mark.

## Active Alumni Chapters:

Use of a university mark with an organization name implies association with the university. Therefore, only alumni chapters recognized by the Virginia Tech 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 the Office of Licensing and Trademarks. The university's creative team must design all chapter marks 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 the Office of Licensing and Trademarks 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:

All alumni chapter logos can be downloaded at [brand.vt.edu/identity/lockups](http://brand.vt.edu/identity/lockups). If you have questions regarding your Alumni Chapter logo, please reach out to [licensing@vt.edu](mailto:licensing@vt.edu).

\*\*Note: The Virginia Tech *for life* logo is no longer permitted as of spring 2018.

### Sponsorship:

To use the university mark for sponsorship, 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 university brand mark should only be used if the university 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 seeking 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 the Office of Licensing and Trademarks through Brand Manager 360 prior to production. The size of the VT in the university brand mark 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
  - Sans Serif- 0.1875”
  - Serif- 0.25”
- Point size- at least 6pt
- Maximum width: 4”

## 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 enter into a valid 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 by 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.)

**One-Time Agreements** - If there is a specialized product not currently offered by a Virginia Tech licensed vendor, organizations should work with the Office of Licensing and Trademarks 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.



VIRGINIA TECH®