

WEST VIRGINIA MOUNTAINEERS ATHLETIC IDENTITY

LOGOSLICK

# WEST VIRGINIA MOUNTAINEERS ATHLETIC IDENTITY

FLYING WV MARK  
PREFERRED - ONE COLOR



WEST VIRGINIA  
WORDMARK



MOUNTAINEERS  
WORDMARK



WEST VIRGINIA MOUNTAINEERS ATHLETIC IDENTITY

WVU WORDMARK

WVU®

WVU®

WVU®

WVU®

MONTANI SEMPER LIBERI  
WORDMARK

MONTANI SEMPER LIBERI

MONTANI SEMPER LIBERI

MONTANI SEMPER LIBERI

MONTANI SEMPER LIBERI

FULL ALPHA SET  
ONE COLOR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

W

W

W

# WEST VIRGINIA MOUNTAINEERS ATHLETIC IDENTITY

NUMERALS  
ONE COLOR

1 2 3 4 5 6 7 8 9 0 0 0 0

NUMERALS  
TWO COLOR

1. 1 2 3 4 5 6 7 8 9 0 2. 0

MOUNTAINEERS SCRIPT  
BASEBALL ONLY

*Mountaineers®*

*Mountaineers®*

*Mountaineers®*

*Mountaineers®*

WEST VIRGINIA MOUNTAINEERS ATHLETIC IDENTITY

ALTERNATE TWO COLOR MARKS-RESTRICTED USE

WVU WORDMARK  
ALTERNATE - TWO COLOR

WVU®

WVU®

WVU®

WVU®

MOUNTAINEERS SCRIPT  
BASEBALL ONLY

*Mountaineers®*

*Mountaineers®*

*Mountaineers®*

*Mountaineers®*

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

Team font - FRUTIGER - 75 BLACK  
 Keep tracking consistent. Centered on "MOUNTAINEERS".  
 The sport can extend beyond the boundaries of the wordmark.



WW / MOUNTAINEER WORDMARK  
LINEAR SPORT LOCK-UP

Team font - FRUTIGER - 75 BLACK  
Keep tracking consistent. Centered on "MOUNTAINEERS".  
The sport can extend beyond the boundaries of the wordmark.



TWO COLOR OPTION  
ON WHITE/LT. GRAY



WEST VIRGINIA MOUNTAINEERS ATHLETIC IDENTITY

MOUNTAINEER PATTERN\*\*  
[ SEE ADDITIONAL FILE ]



WV SOCCER CREST





WEST VIRGINIA MOUNTAINEERS ATHLETIC IDENTITY

VERBIAGE

West Virginia University ®  
West Virginia ®  
Mountaineers ®  
WVU ®  
Mountaineer ™  
Let's Go Mountaineers! ™

Montani Semper Liberi ™  
Mountaineer Field at Milan Puskar Stadium ™  
Milan Puskar Stadium ™  
Gold Rush™

100% SIZE TRADEMARKS

When resizing vector assets, please replace the ™ and/or ® with these size marks and color them accordingly.

TM ®

PRIMARY  
PALETTE

COLORS File usage	PANTONE Spot printing	C/M/Y/K 4c printing	R/G/B Video	HTML Web	MADEIRA Embroidery	ROBISON-ANTON Embroidery	
WVU GOLD	PMS 124 C	0/30/100/0	234/170/0	EAAA00	1137	2464	
WVU BLUE	PMS 295 C	100/69/8/54	0/40/85	002855	1043	2303	

SECONDARY  
PALETTE

GREY (SECONDARY)	PMS 424 C	30/20/19/58	112/115/114	707372	1041	2565	
GREY (NEUTRAL)	PMS 447 C	50/30/40/90	55/58/54	373A36	1164	2565	
WHITE (NEUTRAL)	No Ink - [Or use Opaque White]	0/0/0/0	255/255/255	FFFFFF	1002	2297	

WEST VIRGINIA UNIVERSITY LOGO SLICK

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