

APPENDIX B

GEORGIA INSTITUTE OF TECHNOLOGY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

<h1 style="margin: 0;">Georgia Tech (Athletics Marks)</h1> <p style="margin: 0; font-size: small;">Current Revision Date: 03/11/19</p>			Verbiage	Notes	
Established: 1885 Mascot Name: Buzz	Location: Atlanta, GA Conference: ACC	Mascot: Yellow Jackets	Georgia Institute of Technology * Georgia Tech * Yellow Jackets * Buzz * Ramblin' Wreck *	George P. Burdell * Together We Swarm * Creating the Next * THWG	
			• The secondary font recommended for use with Georgia Tech athletics marks is Heebo Bold. • See note on Page 2 about use of Buzz Gold as it relates to the interlocking GT marks		
Tech Gold	Tech Gold (Metallic)	Blue	Buzz Gold	Black	White
PANTONE 4515 C C:13 M:19 Y:62 K:28 R:179 G:163 B:105 MADEIRA Rayon:1273, Polyneon:1684 RA: 2542	PANTONE 8383 C CMYK: N/A RGB: N/A MADEIRA: FS Gold 32	PANTONE 540 C C:100 M:57 Y:12 K:66 R:0 G:48 B:87 MADEIRA: 1242 RA: 2609	PANTONE 124 C C:0 M:30 Y:100 K:0 R:234 G:170 B:0 MADEIRA: 1172 RA: 2408	PANTONE Process Black C C:0 M:0 Y:0 K:100 R:0 G:0 B:0 MADEIRA: Black RA: Black	WHITE C:0 M:0 Y:0 K:0 R: 255 G: 255 B: 255 MADEIRA: White RA: White
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.					

Primary Mark

- Fill of interlocking GT must remain either white or gold.
- *Interlocking GT may only be filled with blue in certain instances where a dark fill is necessary. These uses are restricted and reviewed on a case-by-case basis by the Licensing and Trademarks department.
- No patterns or images are allowed in the interlocking GT.
- PMS 8383 C may be substituted for PMS 4515 C if manufacturer is able to print in metallic.
- The preferred marks of Georgia Tech Athletics are marks 1, 6, and 11.



*Interlocking GT with a blue fill is subject to approval and reviewed on a case-by-case basis.

PAGE 1/5 NOTE: The marks of Georgia Tech are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by GEORGIA INSTITUTE OF TECHNOLOGY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

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Georgia Tech (Athletics Marks)

Current Revision Date: 03/11/19

Athletics Word Marks

- Gold version not allowed on blue background.
- PMS 8383 C may be substituted for PMS 4515 C if manufacturer is able to print in metallic.
- Do not add a stroke to the Georgia Tech wordmark.

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16 **GEORGIA TECH** 17

19 **GEORGIA TECH** 20

22 **GEORGIA
TECH** 23

25 **GEORGIA
TECH** 26

28 **GEORGIA
TECH** 29

31 **GEORGIA
TECH** 32

GEORGIA TECH 18

GEORGIA TECH 21

**GEORGIA
TECH** 24

**GEORGIA
TECH** 27

**GEORGIA
TECH** 30

**GEORGIA
TECH** 33

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Georgia Tech (Athletics Marks)

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Athletics Word Marks

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- PMS 8383 C may be substituted for PMS 4515 C if manufacturer is able to print in metallic.
- Do not add a stroke to the Georgia Tech wordmark.

34	35	36	37	38	39
 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.
40	41	42	43	44	45
 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.
46	47	48	49	50	51
 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.	 GEORGIA TECH.
52	53	54	55	56	57
GEORGIA TECH. ATHLETICS	GEORGIA TECH. FOOTBALL	 GEORGIA TECH. ATHLETICS	 GEORGIA TECH. FOOTBALL	 GEORGIA TECH. ATHLETICS	 GEORGIA TECH. FOOTBALL

Sport Specific Word Marks

- All variations and sports are available upon request. Please contact Trademarks and Licensing department for additional logos.

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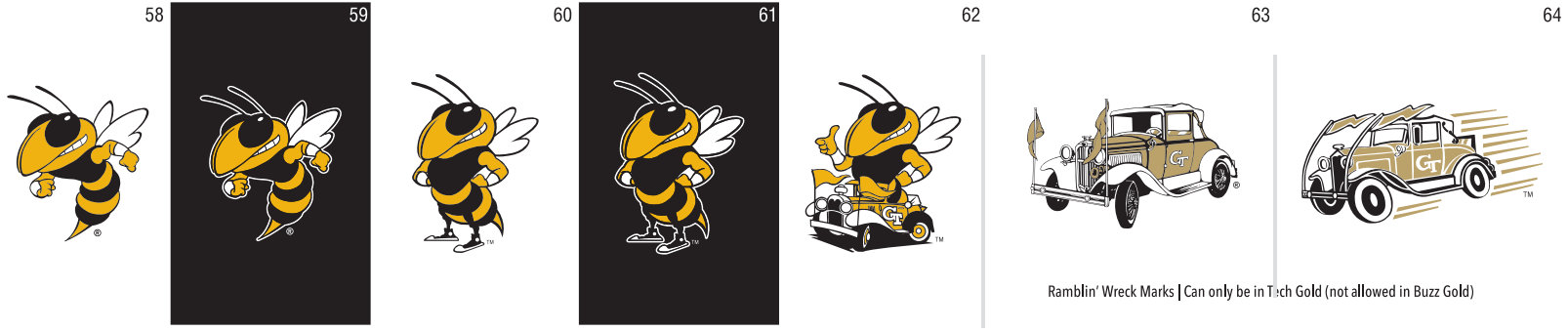


Georgia Tech (Spirit Marks)

Current Revision Date: 03/11/19

Primary Buzz Marks/ Wramblin' Wreck Marks

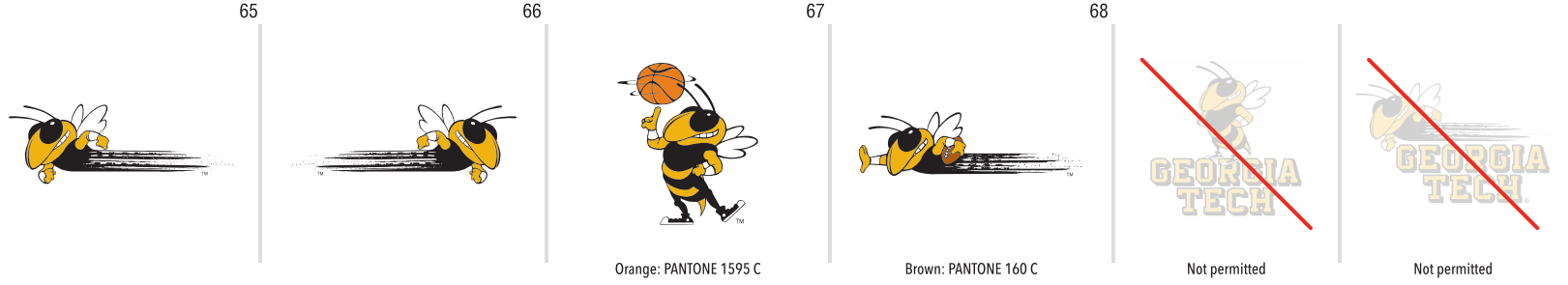
- Buzz predominately appears in Buzz Gold (PMS 124 C).
- Buzz may be allowed in Tech Gold (PMS 4515 C) on certain applications (reviewed on a case-by-case basis).
- Buzz may be allowed in Tech Gold (PMS 4515 C) and Blue (PMS 539 C), but this is subject to approval.
- When Buzz is placed on a dark background, a white outline is required around the mark.
- Wramblin' Wreck marks not allowed in Buzz Gold.



Wramblin' Wreck Marks | Can only be in Tech Gold (not allowed in Buzz Gold)

Secondary Buzz Marks

- Marks 21-24 are available as secondary marks for Buzz (some additional sport variations are available upon request).
- Marks 25 & 26 are NOT allowed and will be disapproved on all design submissions.



Orange: PANTONE 1595 C

Brown: PANTONE 160 C

Not permitted

Not permitted

Spirit Gold Interlocking GT

- The interlocking GT may only be in Buzz Gold (PMS 124 C) when appearing on the same document, design, garment, or product as Buzz.
- Buzz and the interlocking GT may appear in a lockup or adjacent to one another but this is not required.
- The interlocking GT may appear on black or the outline in marks 27 and 31 may be changed to black if the manufacturer is using the mark in conjunction with a black/Buzz Gold version of Buzz.



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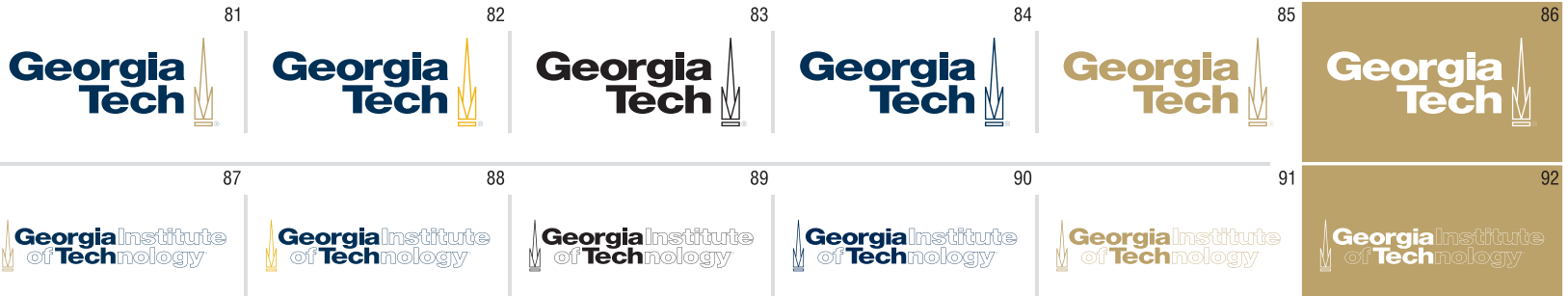


Georgia Tech (Institutional Marks)

Current Revision Date: 03/11/19

Institutional Marks (Campanile)

- Marks 39-44 are the preferred Campanile marks.
- Additional variations of this institutional mark are allowed. Please consult the Visual Identify Guidelines available at <http://www.comm.gaztech.edu/resources/visual>.



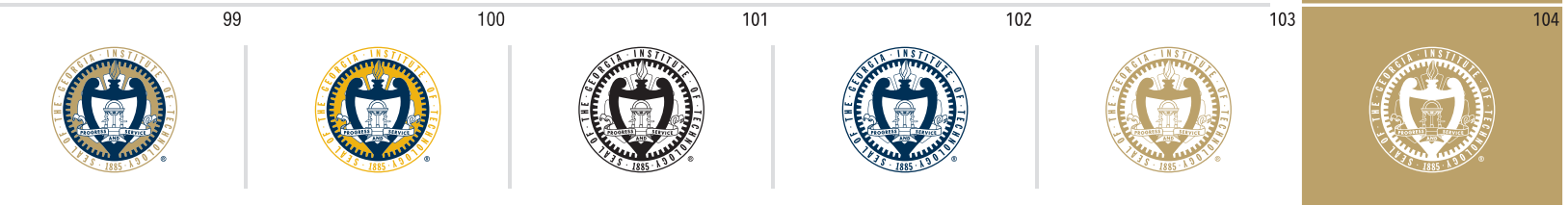
Institutional Marks (Institute Seal)

- Additional variations of this institutional mark are allowed. Please consult the Visual Identify Guidelines available at <http://www.comm.gaztech.edu/resources/visual>.



Institute Seal

- Institute seal permitted on products for resale (reviewed on a case-by-case basis).



Institute Slogan

- Slogan must always appear with another institutional mark.
- Text must remain as-is (in Roboto font).



<p>ADDITIONAL PERTINENT INFORMATION</p>	<ul style="list-style-type: none"> • Alterations and overlaying graphics to seal permitted (Words "Georgia Tech" or "Georgia Institute of Technology" only). • University licenses consumables (must have expiration date on packaging). • University licenses health and beauty products. • University permits numbers on products for resale. • Mascot caricatures not permitted. • Cross licensing with other marks may be permitted with an additional agreement. • No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks. 	<ul style="list-style-type: none"> • No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations. • If Tech is used alone, other art must be included. • The "G" in the interlocking "GT" must be oval. • Buzz's wristbands, dot in his eye, wings, teeth, and soles of shoes must be white. Buzz has four teeth. • Georgia Tech marks cannot appear on red, orange, or light blue merchandise. • Georgia Tech marks cannot appear on gambling products.
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