



# Georgia Tech (Athletics Marks)

Current Revision Date: 06/25/26

**Established:** 1885

**Location:** Atlanta, GA

**Mascot:** Yellow Jackets

**Mascot Name:** Buzz

**Conference:** ACC

## Verbiage

Georgia Institute of Technology®  
Georgia Tech®  
Yellow Jackets®  
TECH™  
Buzz®  
Ramblin' Wreck®

George P. Burdell®  
THWG  
Sting 'Em™

## Notes

- The primary font recommended for use with Georgia Tech athletics marks is ZuumeCut. The secondary font is Proxima Nova.
- See note on Page 7 about use of Buzz Gold as it relates to the interlocking GT marks.

Tech Gold*	Tech Gold (Metallic)	Buzz Gold	Navy Blue	Black	White
<b>PANTONE 118 C</b> CMYK: 0, 19, 54, 29   RGB: 179, 144, 81 MADEIRA: 1192 RA: 2561 Hex: #B39051	<b>PANTONE 10126 C</b> CMYK: N/A   RGB: N/A MADEIRA: FS Gold 32	<b>PANTONE 124 C</b> CMYK: 0, 30, 100, 0   RGB: 234, 170, 0 MADEIRA: 1172 RA: 2408 Hex: #EAAA00	<b>PANTONE 2380 C</b> CMYK: 96, 82, 47, 58   RGB: 5, 30, 57 MADEIRA: 1043 RA: 2303 Hex: #051E39	<b>PANTONE Process Black C</b> CMYK: 0, 0, 0, 100   RGB: 0, 0, 0 MADEIRA: Black RA: Black Hex: #000000	<b>White</b> CMYK: 0, 0, 0, 0   RGB: 255, 255, 255 MADEIRA: 1001 RA: 2341 Hex: #FFFFFF

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.

### \*Additional thread numbers for Tech Gold:

TCX: 16-1133 TCX Mustard Gold Thread  
A&E: 45958 Tan 4 / S-Brite 59844 Gold Rush  
Coats: 29ATF (sewing)  
30ATF (embroidery)

For Official Brand Guide of Georgia Tech visit [brand.gatech.edu](http://brand.gatech.edu)

### Primary Mark

- The preferred marks of Georgia Tech Athletics are marks 1, 6, and 11.
- Fill of the Interlocking GT must remain either white or gold.
- \*Interlocking GT may only be filled with black in certain instances where the mark is being embossed or etched. 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 10126 C may be substituted for PMS 118 C if manufacturer is able to print in metallic.



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



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## Athletics Wordmarks

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- No patterns or images are allowed in the interlocking GT.
- PMS 10126 C may be substituted for PMS 118 C if manufacturer is able to print in
- Do not add a stroke to the Georgia Tech wordmark.
- Athletic word mark and font are exclusive to the Georgia Tech Athletics Association and its programs.

## Sport Specific Wordmarks

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

	16	17	18	19	20	21
	22	23	24	25	26	27
	28	29	30	31	32	33
	34	35	36	37	38	39



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## Athletics Wordmarks

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**GEORGIA TECH®**

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**GEORGIA TECH®**

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**GEORGIA TECH®**

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**GEORGIA TECH®**

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**GEORGIA TECH®**

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**GEORGIA TECH®**

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**GEORGIA  
TECH®**

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**GEORGIA  
TECH®**

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**GEORGIA  
TECH®**

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**GEORGIA  
TECH®**

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**GEORGIA  
TECH®**

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TECH®**

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**GEORGIA  
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TECH®**

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**GEORGIA  
TECH®**

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**GEORGIA  
TECH®**

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**GEORGIA  
TECH®**

57



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**YELLOW JACKETS®**

**YELLOW JACKETS®**

**YELLOW JACKETS®**

**YELLOW JACKETS®**

**YELLOW JACKETS®**

**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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**YELLOW JACKETS®**

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### Athletics Wordmarks

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**RAMBLIN' WRECK®**

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**RAMBLIN' WRECK®**

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**RAMBLIN' WRECK®**

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**RAMBLIN' WRECK®**

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**RAMBLIN' WRECK®**

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**RAMBLIN' WRECK®**

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**RAMBLIN'  
WRECK®**

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**RAMBLIN'  
WRECK®**

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**RAMBLIN'  
WRECK®**

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**RAMBLIN'  
WRECK®**

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WRECK®**

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WRECK®**

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**RAMBLIN'  
WRECK®**

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**RAMBLIN'  
WRECK®**

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**RAMBLIN'  
WRECK®**

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# Georgia Tech (Athletics Marks)

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## Athletics Wordmarks

- Do not add a stroke to the athletics wordmarks.
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**STING 'EM™**

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**STING 'EM™**

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**STING 'EM™**

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**STING 'EM™**

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**STING 'EM™**

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**STING 'EM™**

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**BUZZ®**

100

**BUZZ®**

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**BUZZ®**

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**BUZZ®**

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**BUZZ®**

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**BUZZ®**

105



# Georgia Tech (Athletics Marks)

Current Revision Date: 06/25/26

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### Script Wordmarks

- These marks are reserved for Baseball and Softball application only.

106 *Jackets*

107 *Jackets*

108 *Jackets*

109 *Jackets*

110 *Jackets*

111 *Jackets*

112 *Tech*

113 *Tech*

114 *Tech*

115 *Tech*

116 *Tech*

117 *Tech*

118 **SWARM**  
• STYLE •

119 **SWARM**  
• STYLE •

120 **SWARM**  
• STYLE •

121 **SWARM**  
• STYLE •

122 **SWARM**  
• STYLE •

123 **SWARM**  
• STYLE •

### Swarm Style Marks

- Do not add a stroke to the Swarm Style marks.



# Georgia Tech (Spirit Marks)

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## Primary Buzz Marks

- The preferred Buzz Mark colors are PMS 118 C and PMS 2380 C.
- When Buzz is used with any other trademarks, all marks must appear in PMS 118 C.
- When Buzz is placed on a dark background, a white outline is required around the mark.
- The Buzz Marks may be used in PMS 124 C and black only when it appears as a standalone mark. (As shown in marks 140-145 and 166-175)

 <p>124</p> <p><i>Preferred</i></p>	 <p>125</p>	 <p>126</p>	 <p>127</p>	 <p>140</p>	 <p>141</p>
 <p>128</p> <p><i>Preferred</i></p>	 <p>129</p>	 <p>130</p>	 <p>131</p>	 <p>142</p>	 <p>143</p>
 <p>132</p> <p><i>Preferred</i></p>	 <p>133</p>	 <p>134</p>	 <p>135</p>	 <p>144</p>	 <p>145</p>
 <p>136</p> <p><i>Preferred</i></p>	 <p>137</p>	 <p>138</p>	 <p>139</p>		



# Georgia Tech (Spirit Marks)

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## Secondary Buzz Marks

- The preferred Buzz Mark colors are PMS 118 C and PMS 2380 C.
- When Buzz is used with any other trademarks, all marks must appear in PMS 118 C.
- Marks 154-165 are available as secondary marks for Buzz (some additional sport variations are available upon request).
- The Buzz Marks may be used in PMS 124 C and black only when it appears as a standalone mark. (As shown in marks 140-145 and 166-175)





# Georgia Tech (Spirit Marks)

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## Discontinued Buzz Marks, Combinations

- These marks are NOT allowed and will be disapproved on all design submissions.
- When using Buzz in conjunction with the Interlocking GT, both logos must be in Tech Gold and Blue.



Not permitted



Not permitted

## Ramblin' Wreck Marks

- Ramblin' Wreck marks not allowed in Black.

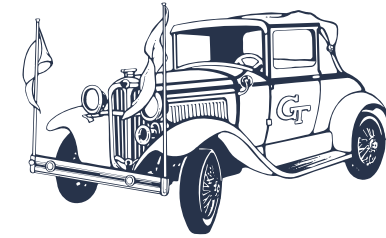


Do not combine color schemes

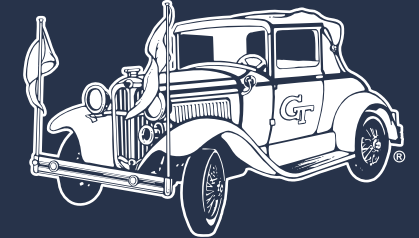
176



177



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179



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181





# Georgia Tech (Institutional Marks)

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## Institutional Marks

	182	183	184	185	186
	187	188	189	190	191
	192	193	194	195	196
	197	198	199	200	201
	202	203	204	205	206

## Seal

- Preferred presentation for the Institute Seal alone is multicolored, using Tech Gold, blue.
- When Seal is used in conjunction with the wordmark, it should be printed in Tech Gold.
- One color printing of the Seal alone, or the Seal with wordmark, is acceptable.

## ADDITIONAL PERTINENT INFORMATION

- 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.
- If Tech is used alone, other art must be included.
- The "G" in the interlocking "GT" must be oval.
- The "G" and "T" cannot be side-by-side
- 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.
- If black is the base color, then all logos must be printed in white.