


| <div><h1>Georgia Tech (Athletics Marks)</h1><p>Current Revision Date: 10/06/23</p></div> | | | Verbiage | | Notes |
|--|---|---|---|--|---|
| <div><div>Established: 1885</div><div>Mascot Name: Buzz</div></div> <div><div>Location: Atlanta, GA</div><div>Conference: ACC</div></div> <div><div>Mascot: Yellow Jackets</div></div> | | | <div><div>Georgia Institute of Technology®</div><div>Georgia Tech®</div><div>Yellow Jackets®</div><div>TECH™</div><div>Buzz®</div><div>Ramblin' Wreck®</div></div> <div><div>George P. Burdell®</div><div>Together We Swarm®</div><div>Creating the Next®</div><div>THWG</div><div>Sting 'Em™</div></div> | | <div><ul style="list-style-type: none">The secondary font recommended for use with Georgia Tech athletics marks is Neusa Next STD.See note on Page 7 about use of Buzz Gold as it relates to the interlocking GT marks</div> |
| Tech Gold | Tech Gold (Metallic) | Buzz Gold | Navy Blue | Black | White |
| <div>PANTONE 4515 C C:13 M:19 Y:62 K:28 R:179 G:163 B:105 MADEIRA Rayon:1273, Polyneon:1684 RA: 2542</div> | <div>PANTONE 8383 C CMYK: N/A RGB: N/A MADEIRA: FS Gold 32</div> | <div>PANTONE 124 C C:0 M:30 Y:100 K:0 R:234 G:170 B:0 MADEIRA: 1172 RA: 2408</div> | <div>PANTONE 540 C C:100 M:57 Y:12 K:66 R:0 G:48 B:87 MADEIRA: 1242 RA: 2609</div> | <div>PANTONE Process Black C C:0 M:0 Y:0 K:100 R:0 G:0 B:0 MADEIRA: Black RA: Black</div> | <div>WHITE C:0 M:0 Y:0 K:0 R: 255 G: 255 B: 255 MADEIRA: White RA: White</div> |
| 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. | | | | | |

For Official Brand Guide of Georgia Tech visit 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 8383 C may be substituted for PMS 4515 C if manufacturer is able to print in metallic.

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Restricted Use



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



Georgia Tech (Athletics Marks)

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Athletics Wordmarks

- Fill of interlocking GT must remain either white or gold.
- 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.
- 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.





Georgia Tech (Athletics Marks)

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GEORGIA TECH®

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YELLOW JACKETS®

YELLOW JACKETS®

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Athletics Wordmarks

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RAMBLIN' WRECK®

RAMBLIN' WRECK®

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WRECK®

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STING 'EM™

STING 'EM™

STING 'EM™

STING 'EM™

STING 'EM™

STING 'EM™

BUZZ®

BUZZ®

BUZZ®

BUZZ®

BUZZ®

BUZZ®

SWARM
• STYLE •

SWARM
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• STYLE •

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Swarm Style Marks

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



Georgia Tech (Spirit Marks)

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Primary Buzz Marks

- When Buzz is used with any other trademarks, all marks must appear in PMS 4515.
- When Buzz is placed on a dark background, a white outline is required around the mark.



Preferred



Preferred



Preferred

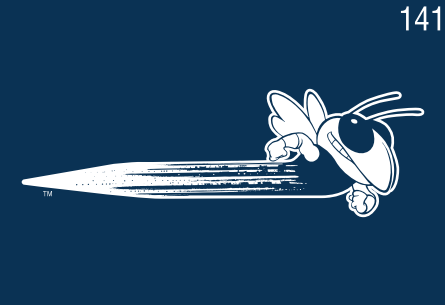
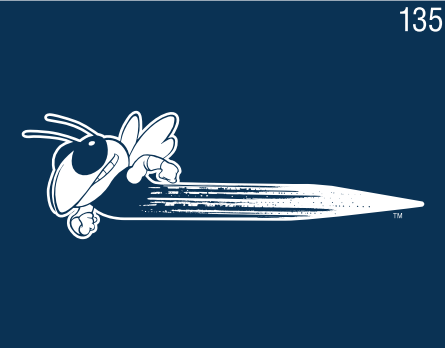
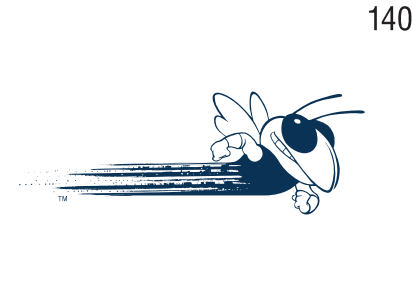
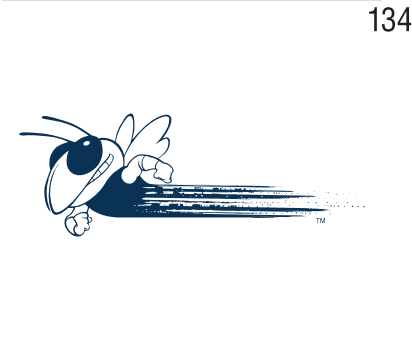
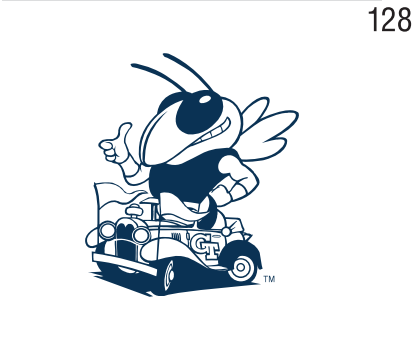
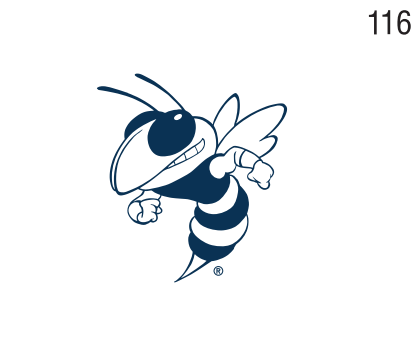
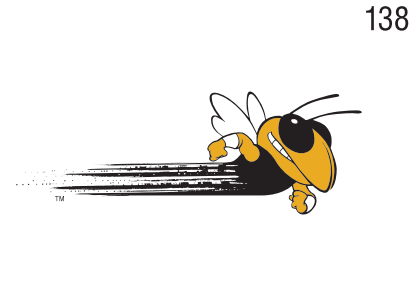
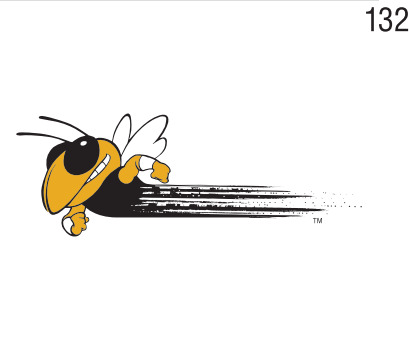
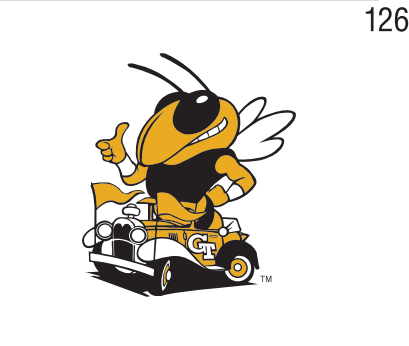
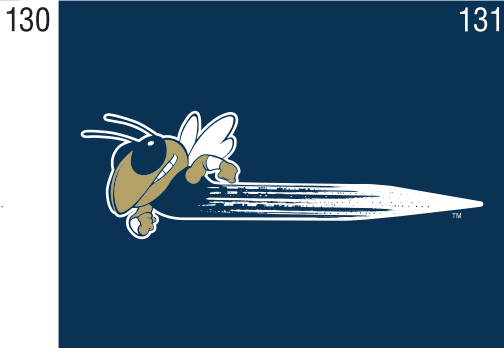
Secondary Buzz Marks



Preferred



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Georgia Tech (Spirit Marks)

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Secondary Buzz Marks

- When Buzz is used with any other trademarks, all marks must appear in PMS 4515.
- Marks 142-153 are available as secondary marks for Buzz (some additional sport variations are available upon request).



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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.



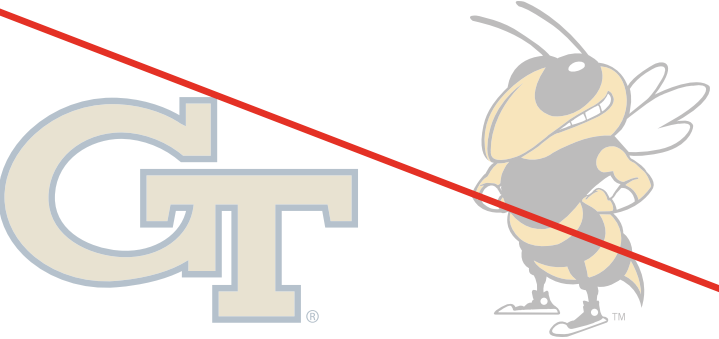
Not permitted



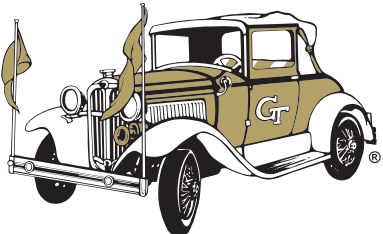
Not permitted

Ramblin' Wreck Marks

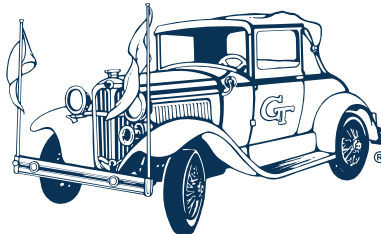
- Ramblin' Wreck marks not allowed in Buzz Gold.



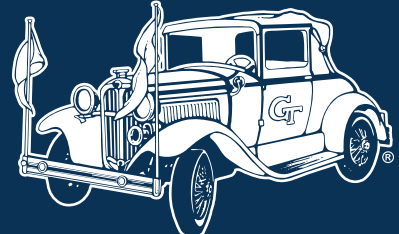
Do not combine color schemes



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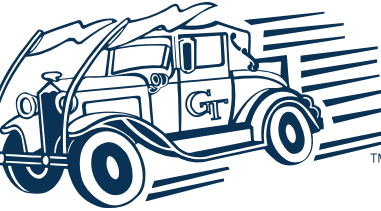
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Georgia Tech (Institutional Marks)

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Institutional Marks

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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.