Georgia Tech (Athletics Marks)

Current Revision Date: 05/10/24

Established: 1885
Location: Atlanta, GA
Mascot: Yellow Jackets
Conference: ACC

For Official Brand Guide of Georgia Tech visit brand.gatech.edu

Tech Gold
PANTONE 4515 C
MADERA: Rayon:1273, Polyurea:1684 RA: 2142

Tech Gold (Metallic)

Buzz Gold
PANTONE 8383 C
CMYK: N/A | RGB: N/A
MADERA: FS Gold 32

Navy Blue
PANTONE 124 C
CMYK: M:30 Y:100 K:0 | K:234 G:170 B:0
MADERA: 1172 RA: 2408

Black
PANTONE 540 C
CMYK: M:100 Y:0 K:100 | K:0 G:0 B:0
MADERA: 1242 RA: 2699

White
PANTONE Process Black C
CMYK: M:0 Y:0 K:0 | K:255 G:255 B:255
MADERA: White RA: White

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.

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

George P. Burdell®,
Together We Swarm®,
Creating the Next®,
THWG
Sting 'Em™

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

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.

NOTE: The marks of Georgia Tech are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.
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 wordmark 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.

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Sting 'Em

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Sting 'Em

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

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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.

Secondary Buzz Marks

Preferred

Preferred

Preferred

Preferred

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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).

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.

Ramblin’ Wreck Marks
- Ramblin’ Wreck marks not allowed in Buzz Gold.

Do not combine color schemes

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### Georgia Tech (Institutional Marks)

#### Current Revision Date: 05/10/24

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**Institutional Marks**

**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.

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