



Georgia Tech (Athletics Marks)

Current Revision Date: 05/10/24

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®
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.



Tech Gold	Tech Gold (Metallic)	Buzz Gold	Navy Blue	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 124 C C:0 M:30 Y:100 K:0 R:234 G:170 B:0 MADEIRA: 1172 RA: 2408	PANTONE 540 C C:100 M:57 Y:12 K:66 R:0 G:48 B:87 MADEIRA: 1242 RA: 2609	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.

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.

1  <i>Preferred</i>	2 	3 	4 	5 
6  <i>Preferred</i>	7 	8 	9 	10 
11  <i>Preferred</i>	12 	13 	14 	15 Restricted Use  <small>*Interlocking GT with a blue or black fill is subject to approval and reviewed on a case-by-case basis.</small>



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Athletics Wordmarks

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- 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.

	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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GEORGIA TECH®

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GEORGIA TECH®

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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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RAMBLIN' WRECK®

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RAMBLIN' WRECK®

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RAMBLIN' WRECK®

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WRECK®**

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94 **STING 'EM**™

95 **STING 'EM**™

96 **STING 'EM**™

97 **STING 'EM**™

98 **STING 'EM**™

99 **STING 'EM**™

100 **BUZZ**®

101 **BUZZ**®

102 **BUZZ**®

103 **BUZZ**®

104 **BUZZ**®

105 **BUZZ**®

106 **SWARM**
• STYLE •

107 **SWARM**
• STYLE •

108 **SWARM**
• STYLE •

109 **SWARM**
• STYLE •

110 **SWARM**
• STYLE •

111 **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

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

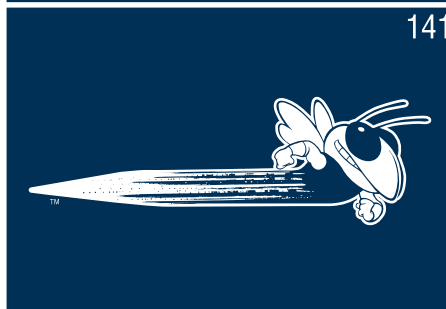
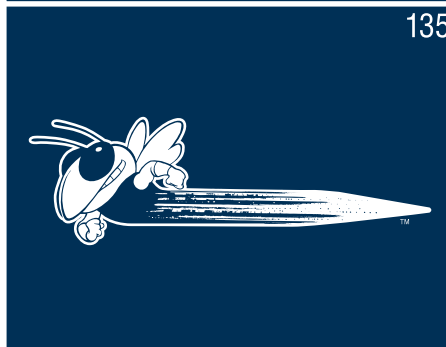
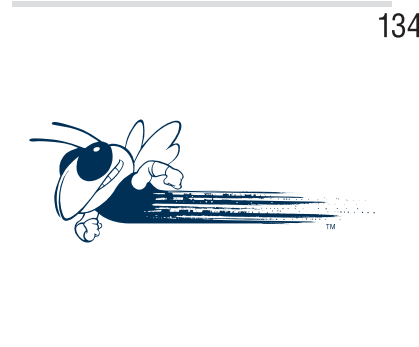
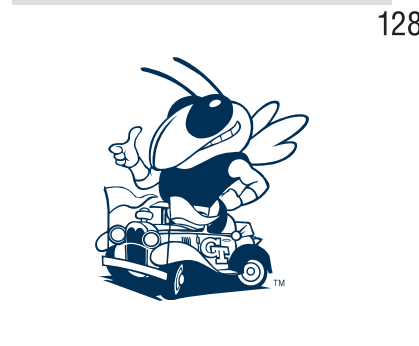
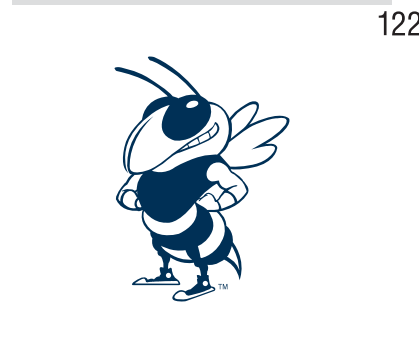
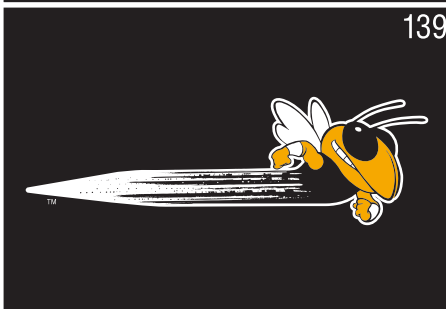
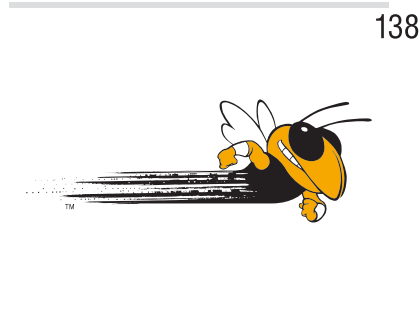
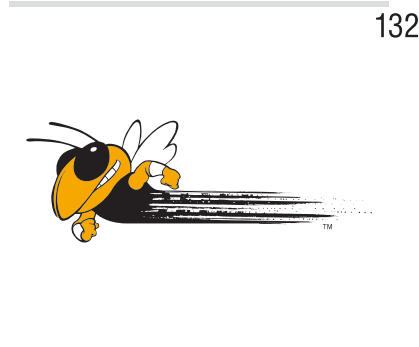
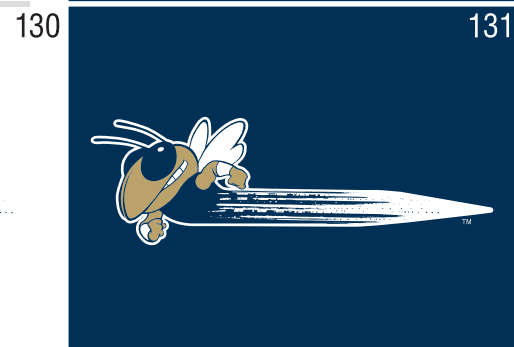
Secondary Buzz Marks



Preferred



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).



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Preferred



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Discontinued Buzz Marks, Combinations

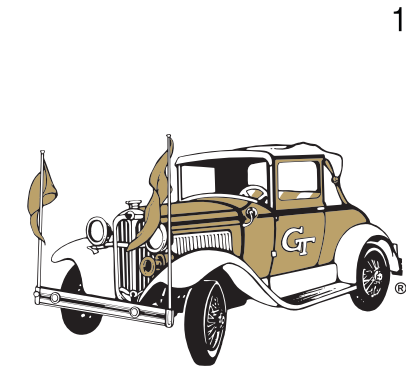
- These marks are NOT allowed and will be disapproved on all design submissions.
- When using Buzz in conjunction with the Interlocking GT, both logos must be in Tech Gold and Blue.



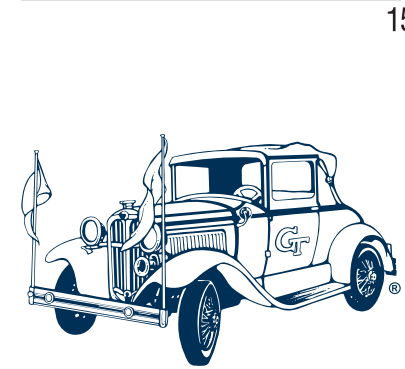
Not permitted



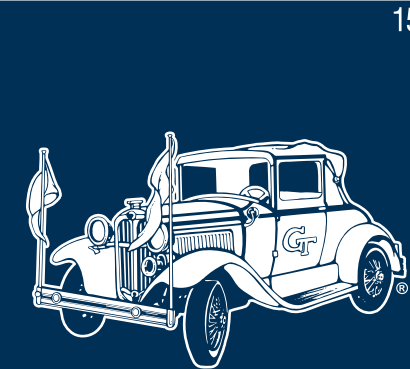
Not permitted



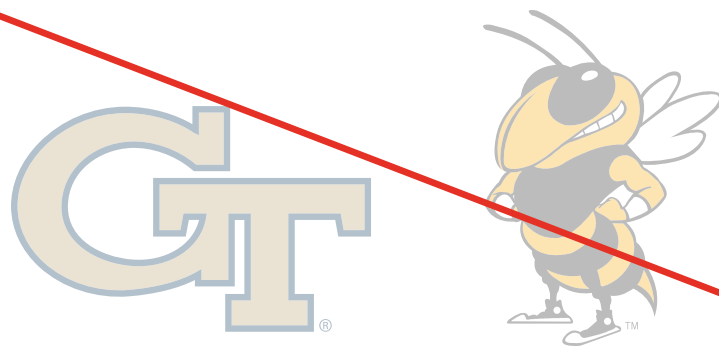
154



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Do not combine color schemes



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Georgia Tech (Institutional Marks)

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Institutional Marks

	160	161	162	163	164
	165	166	167	168	169
	170	171	172	173	174
	175	176	177	178	179
	180	181	182	183	184

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.