








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.








PAGE 1
OCTOBER 2, 2012

GEORGIA INSTITUTE OF TECHNOLOGY YELLOW JACKETS



PRIMARY MARKS						
1 	2 	3 				
4 	5 	6 	7 			
GUIDELINES FOR USING THE GEORGIA TECH LOGO TYPE						
<p>To assure that the Georgia Tech logotype and icon be used effectively, these guidelines must be followed:</p> <ol style="list-style-type: none"> 1. Authorized Logotype. The Georgia Tech logotype must be reproduced from these authorized versions and cannot be redrawn, repropotioned, or modified in any way. The logotype is a legally protected mark. 2. Logotype Use with Other Symbol. At no time is the logotype to be used with any other logo or symbol of the Institute on the same page or surface. 3. Angle of Reproduction. In official applications, the logotype must not be printed at an angle other than horizontal. 4. Overprinting. The logotype should never be printed on top of other words. When logotype is to be printed on top of a photograph or a work of art, or over a textured design, good contrast must be maintained for legibility. 5. Location of Logotype. Whenever possible, the logotype should appear on the front cover of a publication. When this is not possible, it must appear prominently on the back cover. However, it may not appear at any location on the printed surface. 						

VERBIAGE	GENERAL INFORMATION
Georgia Institute of Technology ® Georgia Tech ® Yellow Jackets ® Buzz ®	Ramblin' Wreck ® George P. Burdell ® LOCATION: ATLANTA, GA MASCOT: YELLOW JACKETS MASCOT NICKNAME: BUZZ ESTABLISHED DATE: 1885 CONFERENCE: ATLANTIC COAST CONFERENCE (ACC)

INSTITUTIONAL MARKS		
8 	9 	
INSTITUTIONAL MARKS	OFFICIAL SEAL	
10 	11 	14 
12 	13 	

COLOR INFORMATION			
You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
GT GOLD GT METALLIC GOLD GT WHITE NAVY BLACK SPORT BUZZ COLORS BUZZ RED BUZZ BROWN BUZZ BLUE BUZZ GREEN BUZZ BEIGE BUZZ ORANGE	PANTONE 124 PANTONE 874 WHITE PANTONE 539 PANTONE PROCESS BLACK PANTONE 032 PANTONE 160 PANTONE 307 PANTONE 343 PANTONE 466 PANTONE 1595	MADEIRA 1172 MADEIRA 34 WHITE	RA 2408 RA - J GOLD
GT GOLD	GT METALLIC GOLD	NAVY	BLACK

ADDITIONAL PERTINENT INFORMATION																										
<ul style="list-style-type: none"> • University seal permitted on products for resale: • Alterations to seal permitted: • Overlaying / intersecting graphics permitted with seal: • University licenses consumables: • University licenses health & beauty products: • University permits numbers on products for resale: • Mascot caricatures permitted: • Cross licensing with other marks permitted: • NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations. • 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. • "G" in interlocking "GT" must be oval. • Buzz wristbands, dot in his eye, wings, teeth, and sole of shoes must be white. Buzz has four teeth. • The letters G and T cannot appear side-by-side. They must be interlocking. • Georgia Tech marks cannot appear on red, orange, and light blue merchandise. • Georgia Tech marks cannot appear on gambling products. 	<table style="border-collapse: collapse;"> <tr> <td style="padding: 2px 5px;">Yes</td> <td style="padding: 2px 5px;">No</td> <td style="padding: 2px 5px;">Restrictions</td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; padding: 2px 5px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; padding: 2px 5px;">Words Georgia Tech or Georgia Institute of Technology only.</td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; padding: 2px 5px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; padding: 2px 5px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; padding: 2px 5px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; padding: 2px 5px;"></td> </tr> <tr> <td style="text-align: center; padding: 2px 5px;"><input checked="" type="checkbox"/></td> <td style="text-align: center; padding: 2px 5px;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; padding: 2px 5px;"></td> </tr> </table>	Yes	No	Restrictions	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	Words Georgia Tech or Georgia Institute of Technology only.	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Yes	No	Restrictions																								
<input checked="" type="checkbox"/>	<input type="checkbox"/>																									
<input type="checkbox"/>	<input type="checkbox"/>	Words Georgia Tech or Georgia Institute of Technology only.																								
<input type="checkbox"/>	<input type="checkbox"/>																									
<input type="checkbox"/>	<input type="checkbox"/>																									
<input type="checkbox"/>	<input type="checkbox"/>																									
<input checked="" type="checkbox"/>	<input type="checkbox"/>																									
<input checked="" type="checkbox"/>	<input type="checkbox"/>																									

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

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.








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.












PAGE 2
OCTOBER 2, 2012

GEORGIA INSTITUTE OF TECHNOLOGY YELLOW JACKETS



CLASSIC WRECK	WRECK	BUZZ
15 	16 	17 
STANDING BUZZ	FLYING BUZZ	BUZZ IN WRECK
18 	20 	21 
	19 	

VERBIAGE	GENERAL INFORMATION
Georgia Institute of Technology ® Georgia Tech ® Yellow Jackets ® Buzz ®	Ramblin' Wreck ® George P. Burdell ®
	LOCATION: ATLANTA, GA MASCOT: YELLOW JACKETS MASCOT NICKNAME: BUZZ
	ESTABLISHED DATE: 1885 CONFERENCE: ATLANTIC COAST CONFERENCE (ACC)

SPORTS BUZZES			
22 	23 	24 	25 
26 	27 	28 	
29 	30 	31 	32 

COLOR INFORMATION		
You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.		
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
GT GOLD GT METALLIC GOLD GT WHITE NAVY BLACK SPORT BUZZ COLORS BUZZ RED BUZZ BROWN BUZZ BLUE BUZZ GREEN BUZZ BEIGE BUZZ ORANGE	PANTONE 124 PANTONE 874 WHITE PANTONE 539 PANTONE PROCESS BLACK PANTONE 032 PANTONE 160 PANTONE 307 PANTONE 343 PANTONE 466 PANTONE 1595	MADEIRA 1172 MADEIRA 34 WHITE RA 2408 RA - J GOLD
GT GOLD	GT METALLIC GOLD	NAVY
BLACK		

ADDITIONAL PERTINENT INFORMATION																							
<ul style="list-style-type: none"> • University seal permitted on products for resale: <input checked="" type="checkbox"/> • Alterations to seal permitted: <input checked="" type="checkbox"/> • Overlaying / intersecting graphics permitted with seal: <input checked="" type="checkbox"/> • University licenses consumables: <input checked="" type="checkbox"/> • University licenses health & beauty products: <input checked="" type="checkbox"/> • University permits numbers on products for resale: <input checked="" type="checkbox"/> • Mascot caricatures permitted: <input checked="" type="checkbox"/> • Cross licensing with other marks permitted: <input checked="" type="checkbox"/> • NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations. • 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. • "G" in interlocking "GT" must be oval. • Buzz wristbands, dot in his eye, wings, teeth, and sole of shoes must be white. Buzz has four teeth. • The letters G and T cannot appear side-by-side. They must be interlocking. • Georgia Tech marks cannot appear on red, orange, and light blue merchandise. • Georgia Tech marks cannot appear on gambling products. 	<table style="width: 100%; border-collapse: collapse;"> <tr> <th style="padding: 2px;">Yes</th> <th style="padding: 2px;">No</th> <th style="padding: 2px;">Restrictions</th> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 100%;"></td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 100%;">Words Georgia Tech or Georgia Institute of Technology only.</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 100%;"></td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 100%;"></td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 100%;"></td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="border-bottom: 1px solid black; width: 100%;"></td> </tr> </table>	Yes	No	Restrictions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Words Georgia Tech or Georgia Institute of Technology only.	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Yes	No	Restrictions																					
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>																						
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Words Georgia Tech or Georgia Institute of Technology only.																					
<input checked="" type="checkbox"/>	<input type="checkbox"/>																						
<input checked="" type="checkbox"/>	<input type="checkbox"/>																						
<input checked="" type="checkbox"/>	<input type="checkbox"/>																						
<input checked="" type="checkbox"/>	<input type="checkbox"/>																						

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

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.