



Georgia Tech (Athletics Marks)

Current Revision Date: 12/12/22

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

Notes

- The secondary font recommended for use with Georgia Tech athletics marks is Heebo Bold.
- 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.



Preferred



Preferred



Preferred



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)

Current Revision Date: 12/12/22

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

- 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.

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

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



Georgia Tech (Athletics Marks)

Current Revision Date: 12/12/22

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

- Do not add a stroke to the athletics wordmarks.
- Athletic word mark and font are exclusive to the Georgia Tech Athletics Association and its programs.

GEORGIA TECH®

40

GEORGIA TECH®

41

GEORGIA TECH®

42

GEORGIA TECH®

43

GEORGIA TECH®

44

GEORGIA TECH®

45

**GEORGIA
TECH®**

46

**GEORGIA
TECH®**

47

**GEORGIA
TECH®**

48

**GEORGIA
TECH®**

49

**GEORGIA
TECH®**

50

**GEORGIA
TECH®**

51

**GEORGIA
TECH®**

52

**GEORGIA
TECH®**

53

**GEORGIA
TECH®**

54

**GEORGIA
TECH®**

55

**GEORGIA
TECH®**

56

**GEORGIA
TECH®**

57



Georgia Tech (Athletics Marks)

Current Revision Date: 12/12/22

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

- Do not add a stroke to the athletics wordmarks.
- Athletic word mark and font are exclusive to the Georgia Tech Athletics Association and its programs.

YELLOW JACKETS®

YELLOW JACKETS®

YELLOW JACKETS®

YELLOW JACKETS®

YELLOW JACKETS®

YELLOW JACKETS®

58

YELLOW JACKETS®

61

YELLOW JACKETS®

64

YELLOW JACKETS®

67

YELLOW JACKETS®

70

YELLOW JACKETS®

73

YELLOW JACKETS®

59

YELLOW JACKETS®

62

YELLOW JACKETS®

65

YELLOW JACKETS®

68

YELLOW JACKETS®

71

YELLOW JACKETS®

74

YELLOW JACKETS®

60

63

66

69

72

75



Georgia Tech (Athletics Marks)

Current Revision Date: 12/12/22

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

- Do not add a stroke to the athletics wordmarks.
- Athletic word mark and font are exclusive to the Georgia Tech Athletics Association and its programs.

RAMBLIN' WRECK®

76

RAMBLIN' WRECK®

77

RAMBLIN' WRECK®

78

RAMBLIN' WRECK®

79

RAMBLIN' WRECK®

80

RAMBLIN' WRECK®

81

**RAMBLIN'
WRECK®**

82

**RAMBLIN'
WRECK®**

83

**RAMBLIN'
WRECK®**

84

**RAMBLIN'
WRECK®**

85

**RAMBLIN'
WRECK®**

86

**RAMBLIN'
WRECK®**

87

**RAMBLIN'
WRECK®**

88

**RAMBLIN'
WRECK®**

89

**RAMBLIN'
WRECK®**

90

**RAMBLIN'
WRECK®**

91

**RAMBLIN'
WRECK®**

92

**RAMBLIN'
WRECK®**

93



Georgia Tech (Athletics Marks)

Current Revision Date: 12/12/22

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

- Do not add a stroke to the athletics wordmarks.
- Athletic word mark and font are exclusive to the Georgia Tech Athletics Association and its programs.

TOGETHER WE SWARM.



TOGETHER WE SWARM.



**TOGETHER
WE SWARM.**



**TOGETHER
WE SWARM.**



BUZZ.



SWARM
• STYLE •





Georgia Tech (Spirit Marks)

Current Revision Date: 12/12/22

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

Primary Buzz Marks

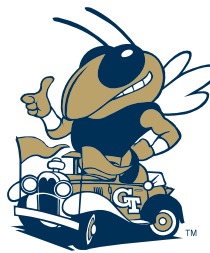
- PMS 4515 C and PMS 540C is the preferred color of Buzz
- When Buzz is placed on a dark background, a white outline is required around the mark.
- When Buzz is used with the Interlocking GT, both marks must appear in PMS 4515.



Preferred



Preferred



Preferred

118		120		122	
124		126		128	
130		132		134	
136		138		140	
142		144		146	

Secondary Buzz Marks



Preferred



Preferred



Georgia Tech (Spirit Marks)

Current Revision Date: 12/12/22

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

Secondary Buzz Marks

- PMS 4515 C and PMS 540C is the preferred color of Buzz
- Marks 148-159 are available as secondary marks for Buzz (some additional sport variations are available upon request).



148

Preferred



149



150



151



152

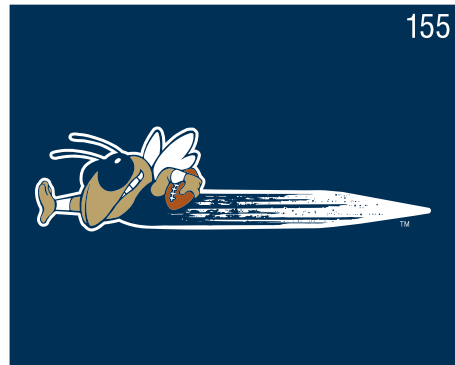


153



154

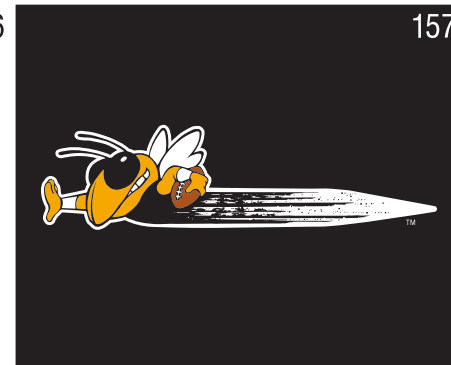
Preferred



155



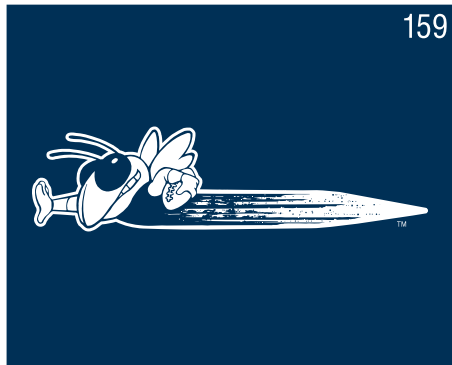
156



157



158



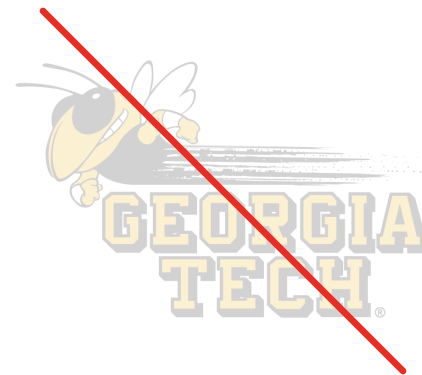
159

Discontinued Buzz Marks, Combinations

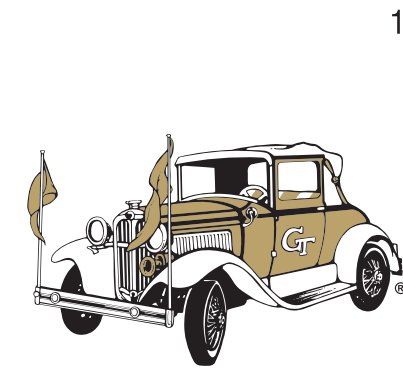
- These marks are NOT allowed and will be disapproved on all design submissions.
- When using Buzz in conjunction with the Interlocking GT, both logos must be in Tech Gold and Blue.



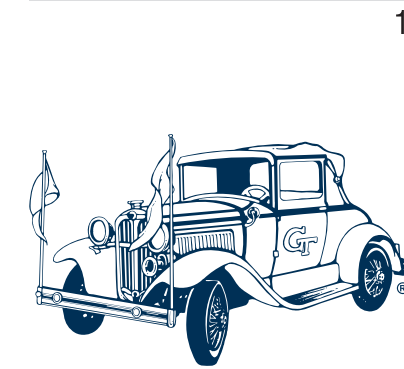
Not permitted



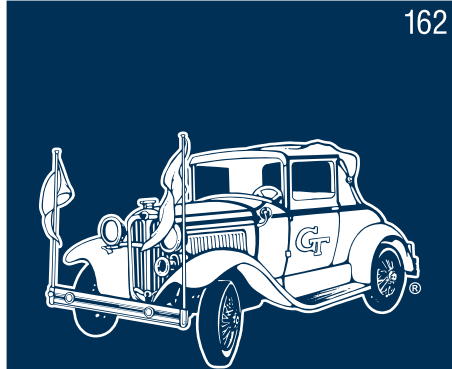
Not permitted



160



161



162



163



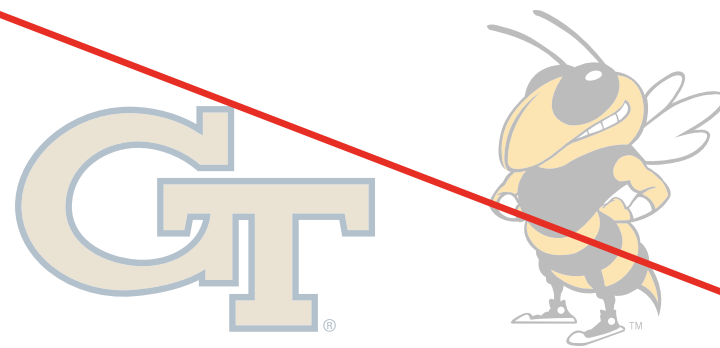
164



165

Ramblin' Wreck Marks

- Ramblin' Wreck marks not allowed in Buzz Gold.



Do not combine color schemes



Georgia Tech (Institutional Marks)

Current Revision Date: 12/12/22

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

Institutional Marks

	166	167	168	169	170
	171	172	173	174	175
	176	177	178	179	180
	181	182	183	184	185
	186	187	188	189	190

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.