



# Virginia

Current Revision Date: 07/15/19

**Established:** 1819

**Location:** Charlottesville, VA

**Mascot:** Cavaliers

**Mascot Name:** "Cavalier" (Live), "Cavman" (Costumed)

**Conference:** Atlantic Coast Conference (ACC)

### Verbiage

University of Virginia®  
Virginia Cavaliers®  
UVA®  
Virginia™

Cavaliers®  
Cavalier™  
Wahoos®  
Hoos®

Hoos Rising®  
Wahoowa®

**Football Stadium:** Scott Stadium  
**Basketball Arena:** John Paul Jones Arena  
**Baseball Stadium:** Disharoon Park  
**Soccer/Lacrosse Stadium:** Klöckner Stadium

Colors	PANTONE Coated	PANTONE Uncoated	CMYK Coated	CMYK Uncoated	MADEIRA	RA
<b>Cavalier Orange</b>	Yellow 012 - 24.90 Red 032 - 48.00 Trans. White - 27.10	Yellow 012 - 24.90 Red 032 - 48.00 Trans. White - 27.10	N/A	N/A	Rayon: 1078 Polyester: 1678	Rayon: 2218 Polyester: 9072
<b>Jefferson Blue</b>	Process Blue - 19.80 Medium Purple - 14.50 Black - 15.70 Trans. White - 50.00	Process Blue - 58.90 Medium Purple - 27.90 Black - 13.20	CMYK: 87, 70, 22, 44	CMYK: 98, 83, 12, 46	Rayon: 1368 Polyester: 1643	Rayon: 2613 Polyester: 5686
<b>Rotunda Orange</b>	Yellow 012 - 28.50 Rubine Red - 15.70 Process Blue - 0.50 Trans. White - 52.25	Yellow 012 - 54.60 Rubine Red - 16.00 Black - 0.40 Trans. White - 29.00	CMYK: 0, 64, 81, 0	CMYK: 0, 68, 100, 0	Rayon: 1468 Polyester: 1965	Rayon: 2330 Polyester: 5630
<b>White</b>	White	White	White	White	Rayon: 1005 Polyester: 2801	Rayon: 2297 Polyester: 5597

The Logo samples shows should use the PANTONE® Colors provided. The colors shown have not been evaluated by PANTONE and are not intended to match PANTONE Color Standards. For accurate color matching, please refer to current editions of PANTONE Color Publications. PANTONE is a registered trademark of Pantone, Inc.

### Primary Athletic Marks

When referring to varsity athletic sports, the V-Sabre mark must be used and not in combination with any other marks or logos. The V-Sabre identity cannot appear against distracting textures, repeated patterns or images. It can only be used on a solid background.



### Traditional Marks - Split V



### Traditional Marks - Block V





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## Traditional Wordmarks

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## Traditional Wordmarks

University marks cannot appear against distracting textures, repeated patterns or images. They only can be used on a solid background. NOTE: University Marks use Rotunda Orange.

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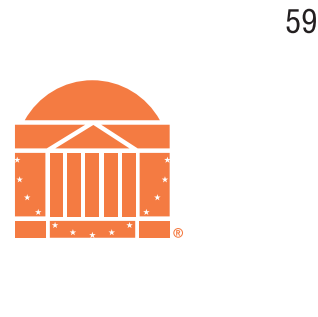
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 UNIVERSITY of VIRGINIA.



## Special Wordmarks

Special Marks are restricted and require special permission to use. NOTE: Special Marks use Rotunda Orange.



### University Seal

The University Seal is restricted and requires special permission to use.

### Commercial Seal

The Commercial Seal may only be used by vendors selling to UVA Bookstores or selected products sold off-Grounds.



### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale.
- No alterations or overlaying graphics to seal, V-Sabre, or institutional identity.
- 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 use of current players' 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.
- V-Sabre must be placed on a solid background.