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.

![V-Sabre mark images]

Traditional Marks - Split V

![Traditional marks images]

Traditional Marks - Block V

![Traditional marks images]

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

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