Georgia Tech's spirit marks include the Institute's well-known mascot, Buzz, the interlocking GT trademark, and the Ramblin' Wreck. These spirit marks are primarily reserved for use as athletic marks and to communicate school spirit. Publications, marketing materials, and communications created by the Georgia Tech Athletic Association must also adhere to the Georgia Tech brand identity guidelines. The interlocking GT logo or Buzz should never appear with or replace the Georgia Tech logo.

The spirit marks serve as a rallying point and a bold unifying visual for Georgia Tech athletics. They may also be used by Georgia Tech's student groups and alumni groups when Georgia Tech pride is the primary message.

**Georgia Tech's spirit marks are licensed trademarks that require prior approval from Georgia Tech Communications & Marketing before use in certain communications that promote spirit. Examples of communications and situations that promote spirit might include:**

- The Georgia Tech Athletic Association and its entities
- Internal promotions targeting current students
- Communications targeting potential undergraduate students
- Official student organizations
- Promotional merchandise, such as hats, pens, T-shirts, stickers, etc. (Only licensed vendors may produce items bearing the Institute's trademarks. Please see section 6, Trademarks and Licensing, for more information.)

Examples of communications and situations where the use of a spirit mark is inappropriate include:

- Academic applications (reports, presentations, etc.)
- Institute websites (including colleges, schools, and centers)
- Signs and other way-finding applications
- When used in conjunction with other trademarks
- When used as a unit's primary identifier
- When used as a substitute for the Georgia Tech logo
- When used without prior written permission from Georgia Tech Communications & Marketing