

BRAND AND TRADEMARK LICENSING GUIDE – ALUMNI CHAPTERS

USE A LICENSEE

Visit the Brand and Trademark Licensing website for a full list of licensees (see website below). You must use a licensee for banners, promotional products and apparel.

Davis & Lee — Heather Hardin, hhardin@davisnlee.com, 304-296-1469 - Apparel

Underground Printing — Anna Wyont, ugpmg@undergroundshirts.com, 304-906-2103 - Apparel

Signs Plus — Steve & Terri Oyenik, steve@signsplus.com, 304-296-6300 - Signage, Banners, Promotional Products, Tablecloths-Official supplier for West Virginia University

Synergy Imports — Clark Riley, clark@synergyimports.com, 304-534-2899 - Apparel, Promotional Products, Coins, Patches and Lapel Pins

Artina — Lesley Rinella, rinella@artina.com, 614-635-8865 - Apparel, Promotional Products, Lapel Pins and Patches

4imprint Inc. — Matt Dahm, edu@4imprint.com, 877-446-7746 - Promotional Products and Apparel

ap branded solutions — Ryan Westerman, ryan@apbranded.com, 866-247-6170 - Promotional Products and Apparel

HOW TO ORDER

1. Visit the Brand and Trademark Licensing website, trademarklicensing.wvu.edu and pick a licensee.
2. Work with the licensee on the design for your order.
3. When you place your order, complete and submit the product request form.
4. The licensee submits the artwork draft to the Brand and Trademark Licensing Office for review.
5. The Brand and Trademark Licensing Office communicates directly with the licensee if the order is approved or if changes are needed.

BRANDING STANDARDS: ALUMNI CHAPTERS

- /Product color should be gold, navy, white or gray.
- All designs need to include a WVU trademark. This helps brand and tie your chapter to the University.
- Front should have the WVU chapter mark, Spirit mark, or mini-Spirit mark with chapter name below.
- Back may include a creative design that meets branding standards.
- All graphics and creative elements must be placed on the back of the shirt. Graphics should be positive in nature and cast a good light on WVU. No inappropriate language or references to drugs, alcohol, gambling or firearms are permitted.
- Use Helvetica Neue font.
- Design cannot use trademarks from other entities or derivatives of those marks.
- Contract printing is not permitted (blank products that are taken to a licensee to be embellished using WVU marks).
- More information can be found on the WVU Alumni website under Leader Resources.

APPROVED



NOT APPROVED



APPROVED



NOT APPROVED



CO-BRANDING/SPONSORSHIPS

- / If you plan to have sponsors for an event and are going to use their logo to acknowledge them, you must receive co-branding approval. All sponsorship and third-party logos must be approved. Before promising sponsorships, please check with the Brand and Trademark Licensing office.
- / Co-branding and sponsorships may not conflict with University sponsors.
- / Sponsorship and third-party logos cannot appear on the product if the product is being sold.
- / If sponsorship logos will be on the apparel, logos need to go on the sleeve of the shirt.
- / If there are three or more sponsors, logos may appear on the back, but no WVU branding is permitted along with the sponsor logos, unless a WVU department is a sponsor. Sponsors should be in alphabetical order unless placement is based on level of sponsorship. If a WVU program is a sponsor, WVU logo should appear at the top, unless it isn't appropriate based on sponsorship level.

BEST PRACTICES

- / Start the process early.
- / Complete a product request form.
- / Use a WVU licensee.
- / Follow brand guidelines.
- / Before promising sponsorships, please check with the Brand and Trademark Licensing office.
- / Become a brand ambassador.

Ask questions – contact information is below.

trademarklicensing.wvu.edu

email - trademarklicensing@mail.wvu.edu