BRAND AND TRADEMARK LICENSING GUIDE

Schools, Colleges and Departments

USE A LICENSEE

Visit **TrademarkLicensing.wvu.edu** for a full list of WVU licensees. You must use a licensee for banners, promotional products and apparel.

4imprint Inc.: Matt Dahm, mdahm@4imprint.com, 877-446-7746 – ***Promotional Products and Apparel***

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

Davis and Lee: Heather Hardin, hhardin@davisnlee.com, 304-296-1469 – ***Apparel***

Morgantown Printing & Binding: Steve Brown, sbrown@mpbonline.com, 304-292-3368 – ***Printing, Signage, Car Wraps, Promotional Products and Apparel***

Signs Plus: Steve Oyenik, steve@signsplus.com, 304-534-2899 – ***Promotional Products and Official Tablecloth Supplier***

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

Underground Printing: Anna Wyont, ugpmg@undergroundshirts.com, 304-906-2103 – ***Apparel and Uniforms***

HOW TO ORDER

1. Visit **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.

SCHOOLS, COLLEGES AND DEPARTMENT BRAND STANDARDS (QUICK REFERENCE)

- Must use a WVU licensed company.
- Product color should be gold, navy, white, gray.
- Use gold ink on navy products.

WVU is an EEO/Affirmative Action Employer — Minority/Female/Disability/Veteran

- Front should have WVU branding plus school, college, department or program name. WVU branding should be in Helvetica Neue font and may consist of the Flying WV, Flying WV + signature (stylized West Virginia University), or “WVU”. Verbiage should be placed below the Flying WV or to the right of the logo.
- 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.
- If your product features co-branding or sponsorship, please see the Co-Branding and Sponsorship section at the end of this guide.
- Design cannot use trademarks from other entities or derivatives of those marks.
- Contract printing is not permitted (i.e. blank products that are taken to a licensee to be embellished using WVU marks).

ACADEMIC LAB COATS

Work with the licensee on the design for your order, the design must meet the academic lab coat standards posted online. When you place your order, complete and submit the product request form. The licensee submits the artwork draft to the Brand and Trademark Licensing Office for review. The Brand and Trademark Licensing Office communicates directly with the licensee if the order is approved or if changes are needed.

APPROVED LICENSEES FOR ACADEMIC LAB COATS

Star Quality Products: Mary Maykuth, starqual@hhs.net, 724-583-9641

Corporate Identity: Tim Beavers, tim@corpident.com, 304-721-8730

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

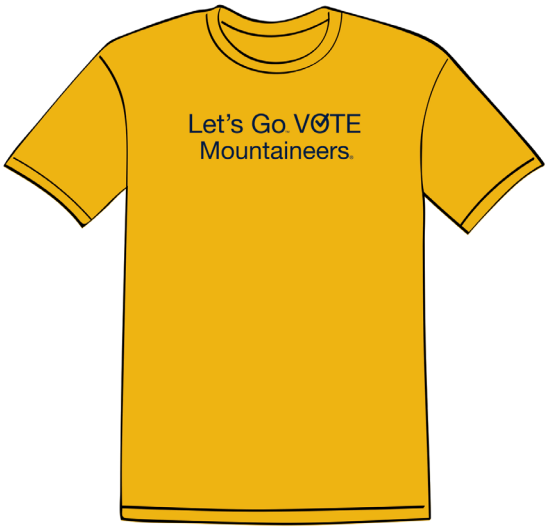
CAMPS, OUTREACH, ACADEMIC COMPETITIONS OR RECRUITMENT EVENTS

You must use an approved WVU licensee. Product color should be gold, navy, white or gray. The front and backdesigns must meet brand guides outline under the section “Branding Standards: Schools, Colleges & Departmentson page one of this document.

PRODUCTS FOR EVENTS

In addition to previously mentioned brand standards, these guidelines provide information pertinent to branded products for events.

- You must use an approved WVU licensee and product must be gold, navy, white or gray should be used. Additional colors need to be approved by WVU Brand and Trademark Licensing.
- Front needs to incorporate WVU branding and can include a design/logo for the event. The event design/ logo needs to have the events name and should include the group identifier. WVU marks should be separated from the event logo if it is a 3rd party, such as the Relay for Life.



CO-BRANDING AND 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.

Example of Co-Branding/ Sponsorship Treatment: *Sponsor logos appear on the back of t-shirt design with no WVU branding.*

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.

Questions? Contact WVU Brand and Trademark Licensing

Website: trademarklicensing.wvu.edu
Email: Hailey.Brown2@mail.wvu.edu

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