

## USE A LICENSEE

Visit [TrademarkLicensing.wvu.edu](https://TrademarkLicensing.wvu.edu) for a full list of WVU Medicine licensees. You will select the list labeled WVU Medicine. You must use a licensee for lab coats, branded scrubs, apparel, promotional products and banners. Below is a sampling of WVU Medicine licensed companies.

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

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

**AP Branded Solutions:** Ryan Westerman, [ryan@apbranded.com](mailto:ryan@apbranded.com), 304-766-7760 – *Promotional Products and Apparel*

**Blaine Turner:** Sarah Rodgers, [sarah@blaineturner.com](mailto:sarah@blaineturner.com), 304-599-5900 – *Promotional Products and Apparel*

**Champion Trophies and Awards:** Tina Huggins, [bthuggind@comcast.net](mailto:bthuggind@comcast.net) – *Awards*

**Corporate Identity:** Tim Beavers, [tim@corpident.com](mailto:tim@corpident.com), 304-721-8730 – *Apparel, Lab Coats and Promotional Products*

**Morgantown Printing & Binding:** Steve Brown, [sbrown@mp-b.com](mailto:sbrown@mp-b.com), 304-292-3368 – *Printing/Signage*

**Signs Plus:** Steve Oyenik, [steve@signsplus.com](mailto:steve@signsplus.com), 304-296-6300 – *Promotional Products and Official Tablecloth Supplier*

**Star Quality:** Mary Maykuth, [starqual@hhs.net](mailto:starqual@hhs.net), 304-534-2899 – *Apparel, Promotional Products and Lab Coats*

**Underground Printing:** Anna Wyont, [ugpmg@undergroundshirts.com](mailto:ugpmg@undergroundshirts.com), 304-906-2103 – *Apparel and Lab Coats*

## HOW TO ORDER

1. Select a WVU Medicine licensed company to place your order with.
2. Work with the licensee on the design for your order.
3. When you place your order, complete and submit the product request form. The form can be found on the WVU Brand and Trademark Licensing website.
4. The licensee submits the proposed design to the Brand and Trademark Licensing Office for review and approval.
5. The Brand and Trademark Licensing Office and WVU Medicine will review the order and communicate directly with the licensee if the order is approved or if changes are needed.

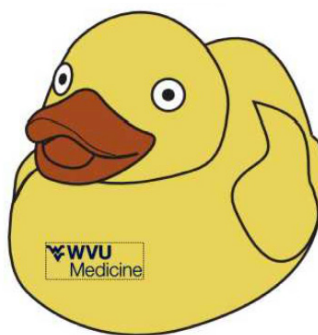
# WVU MEDICINE BRAND STANDARDS (QUICK REFERENCE)

- White only for lab coats. Scrub colors will vary across the system hospital departments.
- Pullovers, fleeces, zip-ups and t-shirts should be navy, royal or versions of gray with navy as the preferred choice.
- Gold apparel is limited to specific WVU Medicine departments and black apparel is not permitted.
- The front of apparel should only have the WVU Medicine parent brand on the **left chest** - WVU Medicine, any WVU Medicine Institute, WVU Medicine Cancer Center and any system or affiliate hospital. The WVU Medicine logo should never appear in all gold.
- The front **right chest** can have the individual's name, terminal credential and department/specialty - no faculty appointments on clinical apparel. Department/specialty lockups are not permitted on the left chest.
- Apparel featuring a design on the back (for special events) are permitted for non-uniforms only. The back design may include a creative and supportive design that meets WVU Medicine brand standards. It is recommended that you contact WVU Medicine Marketing for assistance with designs.
- The WVU Medicine brand may be placed on various promotional items (non-apparel).
- Per WVU Medicine brand standards, the Flying WV logo and Mountaineer mascot should not be used alone.
- If **co-branding and sponsorships** are included, review and approval must be given by WVU Medicine Marketing and the WVU Brand and Trademark Licensing office. Please visit the website for more information and guidelines regarding co-branding and sponsorships.
- Contract printing is not permitted (i.e. blank products that are taken to a licensee to be embellished using WVU Medicine marks).

## PRODUCT EXAMPLES



## PRODUCT EXAMPLES (CONTINUED)



**Questions? Contact WVU Brand and Trademark Licensing**

**Website:** [trademarklicensing.wvu.edu](http://trademarklicensing.wvu.edu)

**WVU BTL Office**, Hailey Brown – [hailey.brown2@mail.wvu.edu](mailto:hailey.brown2@mail.wvu.edu)

**WVU Medicine Marketing**, Autumn Hill – [autumn.hill@wvumedicine.org](mailto:autumn.hill@wvumedicine.org)