

## USE A LICENSEE

Visit [TrademarkLicensing.wvu.edu](https://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](mailto:mdahm@4imprint.com), 877-446-7746 – *Promotional Products and Apparel*

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

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**University Tees:** Steve Kowalski, [skowalski@utees.com](mailto:skowalski@utees.com), 440-666-4281 – *Apparel*

(\*Cannot incorporate Greek letters into design)

## HOW TO ORDER

1. Visit [TrademarkLicensing.wvu.edu](https://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.

## GREEK LIFE BRAND STANDARDS (QUICK REFERENCE)

- Must use a WVU licensed company and a Greek licensed company.
- Product color should be gold, navy, white, gray or national chapter colors. Use gold ink on navy products.
- Other than gold, navy, white or gray, product colors for chapter specific events may use an alternate color that is the national organization color, falls within the color family of the WVU brand colors or the alternate color palette. When using an alternate color, the color must be approved by the WVU Brand and Trademark Licensing office and the Center for Fraternal Values and Leadership.
- WVU marks should appear in white, navy or black if an alternate color is used.

- Front should have the WVU branding plus the Greek organization's name. WVU branding should be in Helvetica Neue font and may consist of the Flying WV, "West Virginia University", "WVU", "Mountaineer" or "Mountaineers".
- 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. All final designs must be approved by WVU Brand and Trademark Licensing and the Center for Fraternal Values and Leadership.
- 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).

## PRODUCT EXAMPLES



# 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](http://trademarklicensing.wvu.edu)

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