West Virginia University Trademark Licensing protects the reputation and goodwill of West Virginia University through the control of the appearance of its name and indicia in the marketplace and elsewhere. We promote and advance West Virginia University by keeping its name and indicia in the public eye and through association with only quality goods and services.
HOW TO ORDER WVU BRANDED PRODUCTS:

1. **Choose a licensed vendor.** Visit [trademarklicensing.ur.wvu.edu](http://trademarklicensing.ur.wvu.edu) for a complete list of up-to-date licensees.

2. **Submit the product request form.** Complete and submit the product request form located on the WVU Trademark Licensing web page. If you have a design, you can submit it for review.

3. **Develop your design.** Work with the licensee on the design for your order.

4. **Get design approval.** Your licensed vendor should submit the design to WVU Trademark Licensing. If needed, WVU Trademark Licensing will communicate to the licensee any changes that need to be made prior to the order being filled.

**Speed up the design approval process.** Feel free to contact us with questions before choosing a vendor:

- **Nikki Goodenow**
  - nikki.goodenow@mail.wvu.edu
  - 304-293-4756

- **Kelly Prendergast**
  - kelly.prendergast@mail.wvu.edu
  - 304-293-7685

**ROYALTIES:**

Apparel and promotional products ordered by WVU departments, student organizations and club sports are subject to the applicable royalty rates. The standard rate is 13%.

**EXEMPTIONS:**

- Employee or student uniform or uniforms for competition
- Promotional products that don’t affect the retail marketplace
The front of the shirt must have WVU branding and should have the school, college, department, program or organization name.

Events — 5K, Relay for Life, etc. — are an exception.

WVU branding may consist of the following:

- West Virginia University
- WVU

All designs need to include a WVU trademark.

This helps brand the product and tie your department to the University. Visit trademarklicensing.ur.wvu.edu for a full list of WVU trademarks.

Product color should be gold, navy, white or gray.

If additional colors are needed, they must be approved by WVU Trademark Licensing. If it is necessary to use an alternative color, WVU marks must appear in white, navy or black.

Helvetica must be used for WVU branding.

Contract printing is not permitted.

Contract printing is when blank products are taken to a licensee to be embellished using WVU marks.

Additionlal REQUIREMENTS FOR T-SHIRTS

A WVU-authorized licensee needs to be used.

Visit trademarklicensing.ur.wvu.edu for a list of current licensees.

Your design cannot use trademarks from other entities or derivatives of those marks.

Sponsor logos should appear on the sleeve of the shirt.

Partner logos and events with three or more sponsors are an exception — in these cases, logos may appear on the back. Logos should be in alphabetical order unless placement is based on level of sponsorship.

If a WVU entity is a sponsor or partner, the WVU logo/mark should appear at the top, unless it isn’t appropriate based on sponsorship level.

All graphics must be placed on the back of the shirt.

Events — 5K, Relay for Life, etc. — are an exception.

Graphics should be positive and professional in nature and cast a good light on WVU. No inappropriate language or references to drugs, alcohol, gambling or firearms are permitted.
NEED HELP?

University Relations can help you develop marketing and promotional materials that communicate your message creatively and in brand.

Go to brand.wvu.edu for tools and resources, or visit universityrelations.wvu.edu to submit a project request.

BRAND
304-293-0690

CONTENT
304-293-8947

DESIGN
304-293-1306

DIGITAL SERVICES
304-293-5305

INFO STATIONS
304-293-1305

NEWS
304-293-6997

TRADEMARK LICENSING
304-293-4756

VIDEO
304-293-7171

VISITORS CENTER
304-293-3489