

UNIVERSITY RELATIONS — TRADEMARK LICENSING

ABOUT OUR OFFICE

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.

WHAT NEEDS TO BE REVIEWED

All WVU branded apparel and products being ordered by Schools, Colleges, Departments and Student Organizations need to be reviewed by the TL office. (Examples: t-shirts, polos, sweatshirts, pens, tote bags, magnets, lanyards, banners, decals, tablecloths, etc.) Print pieces need to be reviewed and approved by the communicator in the department.

HOW TO ORDER WVU BRANDED PRODUCTS

1. When you have a design idea for a WVU branded product, visit the WVU Trademark Licensing website for a complete list of up to date licensees .
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 WVU TL for review.
5. A decision is made about the artwork. If needed, WVU TL communicates to the licensee any changes that need to be made to the design prior to the order being filled.

WHEN ORDERING REMEMBER

- A WVU authorized licensee needs to be used
- All designs need to include a WVU trademark (Flying WV, Flying WV + signature (stylized West Virginia University), or “WVU”)
- Contract printing is not permitted
 - Blank products that are taken to a licensee to be embellished using WVU marks
- To provide adequate lead time to ensure you receive your order in time
- Apparel and promotional products being ordered are subject to the applicable royalty rate (13%)
- Exemptions: Employee or student uniforms, uniforms for competition and promotional products that do not impact the retail marketplace

BRANDING GUIDELINES FOR SCHOOLS, COLLEGES AND DEPARTMENTS

- Product color should be gold, navy, white or gray.
- Front should have WVU branding plus school, college, department or program name.
- Use Helvetica font for WVU branding on front of shirt.
- WVU branding should 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 on the left chest.
- All graphics must be placed on the back of the shirt and depict the department in a professional manner.
- Design cannot use trademarks from other entities or derivatives of those marks.

RESOURCES

[trademarklicensing.ur.wvu.edu/
brand.wvu.edu](http://trademarklicensing.ur.wvu.edu/brand.wvu.edu)

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