

BRAND AND TRADEMARK LICENSING GUIDE – STUDENT ORGANIZATIONS

/ USE A LICENSEE

Visit the Brand and Trademark Licensing website (trademarklicensing.wvu.edu) for a full list of licensees. You must use a licensee for banners, promotional products and apparel.

4imprint Inc. — Matt Dahm, edu@4imprint, 877-446-7746 - Promotional Products and Apparel

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

Davis & Lee — Heather Hardin, hhardin@davisnlee.com, 304-296-1469 - Apparel

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

Underground Printing — Carly Cale, ccale@undergroundshirts.com, 304-906-2103 - Apparel

Signs Plus — Steve & Terri Oyenik, steve@signsplus.com, 304-296-6300 - Promotional Products & Official Tablecloth Supplier

/ HOW TO ORDER

1. Visit the Brand and Trademark Licensing website, 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.

/ BRANDING STANDARDS: STUDENT ORGANIZATIONS

/Must use a WVU licensed company.

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

/Front must have WVU branding plus student organization name. WVU branding should be in Helvetica Neue font and may consist of the Flying WV, “West Virginia University”, “WVU”, “Mountaineer”, or “Mountaineers”. Verbiage should be placed below the Flying WV or to the right of the logo.

/Initials may be used for nationally recognized student organizations. If the student organization does not want to include their student organization name, the design must meet the guidelines for schools, colleges and departments.

/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 a student organization is hosting an outreach, camp or recruitment event, they should follow the guidelines for Camps, Outreach, or Recruitment Events.

/If you are not a recognized student organization, you must provide the Brand and Trademark Licensing office the name and email of your WVU advisor.

/If your product features co-branding or sponsorship, please see the Co-Branding and Sponsorship section at the bottom.

/Design cannot use trademarks from other entities or derivatives of those marks.

/Contract printing is not permitted (blank products that are taken to a licensee to be embellished using WVU marks).









CO-BRANDING/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, it should go on the sleeve of the shirt when possible.
- ✓ 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.

BEST PRACTICES

Start the process early, well ahead of your deadlines. Complete the product request form.
Ask questions – our contact information is below.

trademarklicensing.wvu.edu

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