

BRAND AND TRADEMARK LICENSING GUIDE – WVU MEDICINE

WVU MEDICINE LICENSED COMPANIES

Visit the Brand and Trademark Licensing website 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 banners, promotional products and apparel. Below is a sampling of WVU Medicine licensed companies.

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

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

AP Branded Solutions — Ryan Westerman, ryan@apbranded.com, 304-766-7760 - Promotional Products and Apparel

Blaine Turner — Sarah Rodgers, sarah@blaineturner.com, 304-599-5900 - Promotional Products and Apparel

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

Corporate Identity — Tim Beavers, tim@corpident.com, 304-721-8730 - Apparel and Lab Coats

Morgantown Printing & Binding — Steve Brown, sbrown@mp-b.com, 304-292-3368 - Printing/Signage

Signs Plus — Steve Oyenik, steve@signsplus.com, 304-296-6300 - Promotional Products and **ONLY** Tablecloth Supplier

StarQuality — Mary Maykuth, starqual@hhs.net, 304-534-2899 - Apparel, Promotional Products, Patches, Lab Coats

Underground Printing — Anna Wyont, ugpmg@undergroundshirts.com, 304-906-2103 - Apparel and Lab Coats

HOW TO ORDER

- / Select a WVU Medicine licensed company to place your order with.
- / Work with the licensee on the design for your order.
- / 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.
- / The licensee submits the proposed design to the Brand and Trademark Licensing Office for review and approval.
- / 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.
- / Contact us - **WVU** | Office, trademarklicensing@mail.wvu.edu & **WVU Medicine Marketing** | Autumn Hill, autumn.hill@wvumedicine.org

WVU MEDICINE BRAND STANDARDS - QUICK REFERENCE

- / White only for lab coats. Scrub colors will vary across the system hospital departments.
- / Pullovers, fleeces, zip-ups, t-shirts should be navy, royal blue or versions of grey with navy the preferred choice.
- / Gold apparel is limited to specific WVU Medicine departments and black apparel is not permitted.
- / WVU Medicine brand standards require the Flying WV logo and Mountaineer mascot not be used alone.
- / The front 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 will never appear in all gold.
- / 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 recommend you contact WVU Medicine for assistance with designs.
- / The WVU Medicine brand may be placed on various promotional items (non-apparel).
- / If [co-branding and sponsorships](#) are included, review and approval must given by 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 (blank products that are taken to a licensee to be embellished using WVU marks).

PRODUCT EXAMPLES



/ PRODUCT EXAMPLES

