

BRAND AND TRADEMARK LICENSING GUIDE – SCHOOLS, COLLEGES & DEPARTMENTS

/ 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.com, 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

Morgantown Printing & Binding — Steve Brown, sbrown@mpbonline.com, 304-292-3368 - Printing and Signage

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

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

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

/ 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: SCHOOLS, COLLEGES & DEPARTMENTS

/Must use a WVU licensed company.

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

/Front should have WVU branding plus school, college, department or program name. WVU branding should be in Helvetica Neue font and may 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.

/Back may include a creative design that meets branding standards.

/All graphics and creative elements must be placed on the back of the shirt and depict the school, college or department in a professional manner. 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.

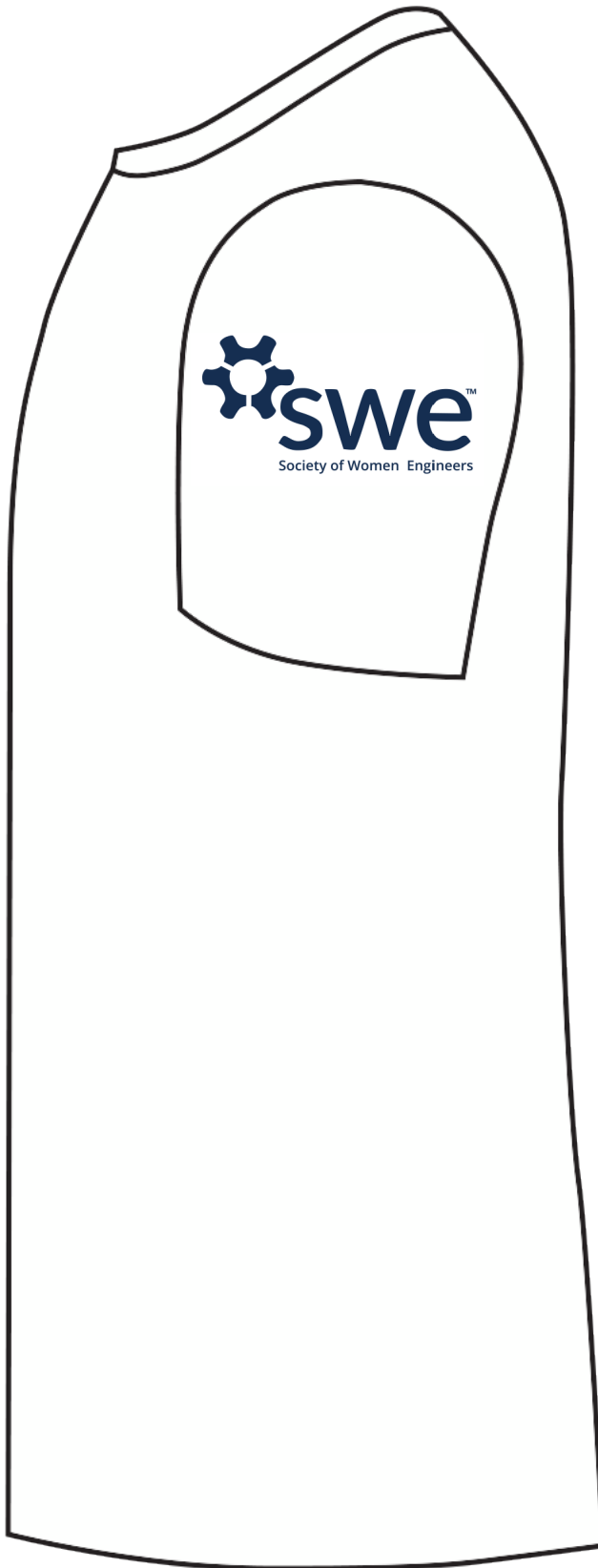
/If your product features co-branding or sponsorship, please see the Co-Branding and Sponsorship section at the bottom.

/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).









**WE ARE
HERE.**



FOR YOU

diversity.wvu.edu



/ ACADEMIC LAB COATS

/ Work with the licensee on the design for your order, the design must meet the academic lab coat standards posted [online](#). When you place your order, complete and submit the product request form. The licensee submits the artwork draft to the Brand and Trademark Licensing Office for review. The Brand and Trademark Licensing Office communicates directly with the licensee if the order is approved or if changes are needed.

Approved licensees for Academic Lab Coats:

Star Quality Products – Mary Maykuth, starqual@hhs.net, 724-583-9641

Corporate Identity – Tim Beavers, tim@corpident.com, 304-721-8730

/ CAMPS, OUTREACH, ACADEMIC COMPETITIONS OR RECRUITMENT EVENTS

/ You must use an approved WVU licensee. Product color should be gold, navy, white or gray. The front and back designs must meet brand guides outline under the section "Branding Standards: Schools, Colleges & Departments" on page one of this document.

/ PRODUCTS FOR EVENTS

- / You must use an approved WVU licensee and product must be gold, navy, white or gray should be used. Additional colors need to be approved by WVU Brand and Trademark Licensing.
- / Front needs to incorporate WVU branding and can include a design/logo for the event. The event design/logo needs to have the events name and should include the group identifier. WVU marks should be separated from the event logo if it is a 3rd party, such as the Relay for Life.
- / All graphics, designs and creative elements 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. Keep in mind the shirt will be worn outside of the event it is distributed at. If your product features co-branding or sponsorship, please see the Co-Branding and Sponsorship section.
- / Please note partner logos may appear on the product but WVU marks should appear first. 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, 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.

/ 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

email - trademarklicensing@mail.wvu.edu