

BRAND AND TRADEMARK LICENSING GUIDE – CLUB SPORTS

/ 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

Guardian Proline — Darin Day, customerservice@guardianproline.com, Apparel and Uniforms

BSN Sports — Chad Debeni, cdebeni@bsnsports.com, 304-639-7252 - Apparel, Uniforms, Team Shops

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

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

Underground Printing — Anna Wyont, awyont@undergroundshirts.com, 304-906-2103 - Apparel and Uniforms

/ 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: CLUB SPORTS

/Must use a WVU licensed company.

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

/Front should have WVU branding plus club sport name. Jerseys do not need to have the club sport 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. Helvetica Neue typographical emphasis such as all capitalization, bold, heavy and italicized is acceptable.

/If the club sport is a varsity sport at WVU, the word “club” must be included with the sport name. For example, “men’s club soccer” or “club tennis” vs “hockey”.

/If the club sport does not want to include their club sport name on the design, 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 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).





FRONT

BACK



WVU ARCHERY

1.5" WIDE PT LOGO



PANTONE COLORS -

 295 C

 124 C

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 – contact information is below.

trademarklicensing.wvu.edu

email - trademarklicensing@mail.wvu.edu