

## **Branding Standards: Alumni Chapters**

- / All designs need to include a WVU trademark.
- This helps brand and tie your chapter to the University.
- / Front should have the WVU chapter mark or the Spirit mark with the chapter name below.
- Back may include a creative design that meets branding guidelines.
- Graphics should be positive in nature and cast a good light on WVU.
- ✓ No drugs, alcohol, gambling, firearms or inappropriate language are permitted.
- Sponsor logos should be on the sleeve of the shirt.
- / Product color should be gold, navy, white or gray.
- If additional colors are needed they must be approved by the Brand and Trademark Licensing office.
- / If it is necessary to use an alternate color, WVU marks must appear in white, navy or black.
- Do not use black and gold combination.
- WVU branding may consist of the Flying WV, Flying WV + signature (stylized West Virginia University), "West Virginia University" or "WVU".
- Use Helvetica Neue font for WVU branding.

trademarklicensing.wvu.edu



## **Approved**



**Not Approved** 



**Approved** 



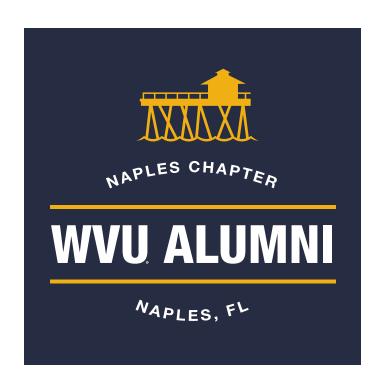
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## **Approved**









## **Approved**







