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

NAPLES CHAPTER
WVU ALUMNI
NAPLES, FL

NAPLES CHAPTER
WVU ALUMNI
NAPLES, FL

WVU Alumni Naples

Qty: 1
S: 1

64000G Gildan SoftStyle Fitted T-Shirt (Gold)

Full Front
3" From Bottom of Top Collar

WVU is an EEO/Affirmative Action Employer — Minority/Female/Disability/Veteran.
Approved

568650 WVU DC Alumni Crab Feast

5000G Gildan Heavy Cotton Basic T-Shirt (Sport Grey)

left Chest multiple loads
center to edge of collar, center of sleeve
full back multiple loads
4" from bottom of top collar

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