

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



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