



BRAND AND TRADEMARK LICENSING

**HOW TO ORDER WVU
BRANDED PRODUCTS**

WHAT ARE WVU'S COLORS?





 **West Virginia University** July 17 · 🌐 ⋮

It's World Emoji Day, which means it's time we had a really important talk.

It's always 🧡💙
It's never 💙🧡

💙🧡 is for Pitt. Let's not be like Pitt. 😏

 1.2K

219 Comments 440 Shares

 Like

 Comment

 Share 



West Virginia University

Current Revision Date: 04/04/23

Established: 1867 **Location:** Morgantown, WV **Mascot:** Mountaineers
Mascot Name: The Mountaineer **Conference:** Big 12

Verbiage

Cue Country Roads™	Mountaineers®	Press Virginia™ (non-apparel)
Gold Rush™ (non-apparel)	Mountaineer™	Press Virginia® (apparel)
Gold Rush® (apparel)	Mountaineer Field at Milan Puskar Stadium™	Trust the Climb™ (non-apparel)
Hail WV™		Trust the Climb® (apparel)
Let's Go™	Mountaineers Go First™	West Virginia®
Let's Go Mountaineers!™	Mountaineer Nation™	West Virginia University®
Milan Puskar Stadium™	Mountain Strong™	WVU®

System Campuses

WVU Potomac State College
West Virginia University Institute of Technology
WVU HSC Charleston
WVU HSC Eastern

Gold

PANTONE 124 C

Rayon: 1172
PolyNeon: 1772

Blue

PANTONE 295 C

Rayon: 1242
PolyNeon: 1742

White

WHITE
Rayon White
PolyNeon: White

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks

Flying WV Requirements

Marks 1 & 2 are preferred • Has to be shown in its entirety • No verbiage over or behind Flying WV • Only one outline permitted • Must be a solid color – no prints, patterns, or design can be in the Flying WV logo • No distressing of Flying WV • Bling is acceptable



1



2



3



4

**ATHLETICS
ONLY**

Word Marks

WEST VIRGINIA®

WEST VIRGINIA®

WEST VIRGINIA®

MOUNTAINEERS®

MOUNTAINEERS®

MOUNTAINEERS®

WVU®

WVU®

WVU®

Mascot Marks





Youth Marks

16



17

Institutional Marks

24



25



26



• : For use on apparel

TM: For use on non-apparel

Note: WVU Medicine has a separate art sheet.

Helmet Marks

18



19



20



21



22



23



27

Seal must be accompanied with the verbiage West Virginia University.

Note: Seal can be produced in gold or black.

ADDITIONAL PERTINENT INFORMATION

- University seal is permitted on products for resale.
- No alternations or overlaying graphics to seal are permitted.
- No alterations or overlaying graphics to Flying WV are permitted.
- University licenses consumables.
- University licenses health and beauty products.
- University permits numbers on products for resale (football numbers that can be used are 67, and the two-digit number for the current year [23 for 2023], basketball numbers available are 35 and 23 [for 2023]).
- Use of current student-athlete name, image, or likeness (NIL) in conjunction with institution marks on licensed merchandise is subject to state and institution policies and requires an approved institution-specific NIL license. Licensees must secure separate approval from student athletes for their NIL use.

- When referencing WVU colors, say Gold and Blue.
- Mascot caricatures are permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- Use of the real life mountaineer image is not permitted.
- References to alcohol, drugs, tobacco or firearms on products are not permitted to be used in conjunction with University marks.
- Please note WVU Tech and WVU Potomac State College have separate art sheets.

- / The words, “West Virginia University®”
- / The abbreviation “WVU®”
- / The words, “West Virginia®” (when in reference to West Virginia University)
- / The words, “Let’s Go Mountaineers!™”
- / The word, “Mountaineer™” (when in reference to West Virginia University)
- / The word, “Mountaineers®”
- / The words, “Gold Rush™/®”
- / The words, “Mountain Strong™”
- / The words, “Mountaineer Nation™”
- / The words, “Let’s Go™”
- / The words, “Press Virginia™”
- / The words, “Mountaineers Go First™”
- / The words, “Trust the Climb™”
- / The words, “Hail WV™”

Let’s go.™



THE FLYING WV

- / Primary mark.
- / Use the proper Flying WV.
 - / Outlined versions limited at retail.
- / Do not alter, distress or cover the Flying WV.
- / The Flying WV should not have any verbiage behind it and should have protective space around it.



WHAT NOT TO DO



universityrelations.wvu.edu/brand-guide

[Home](#) / Brand Guide

BRAND GUIDE

Mountaineers go first. It's our rallying cry. It's a challenge. It's a reminder of the rugged determination that progress demands. It is also the foundation of our brand. And this is how it becomes real.

[Brand Platform](#)

[Downloads](#)



universityrelations.wvu.edu/downloads

Downloads

The Essentials

Download the WVU Signature, Flying WV, color swatches, patterns, tag lines, and templates in a single file.

 Download Files

WVU Signature



<https://www.alumni.wvu.edu/chapters/chapter-leader-resources>

ALUMNI LEADER RESOURCES

Everything you need to represent the WVU Alumni Association and West Virginia University as a chapter or interest group leader.



WHAT IS A LICENSEE?

- / To be licensed with WVU, companies must sign a license agreement with CLC, WVU's licensing agency.**
- / This allows the company to produce items using WVU trademarks.**



WHY USE A WVU LICENSED COMPANY?

- / WVU has an agreement with CLC and the University is contractually obligated for WVU branded products to be produced through WVU licensed companies.**
- / Through the approval process we can make sure WVU marks are correct, the product type is appropriate, brand standards are upheld and helps combat infringement.**
- / Brand standards can change periodically, using a licensed vendor ensures the most current brand standards are being utilized.**
- / Ensures products with the WVU brand are being sourced ethically and responsibly. WVU licensed vendors are members of the FLA to provide transparency into their business operations.**
- / Provides accountability between the company and the University.**
- / To make sure no third-party marks conflict with the University through sponsorships, co-branding or inappropriate affiliations such as drugs, alcohol or weapons.**
- / Under Federal and State law, WVU has the responsibility to ensure that only approved entities are using WVU trademarks.**

**ORDERING WVU
BRANDED PRODUCTS.**

WHAT NEEDS TO BE REVIEWED.

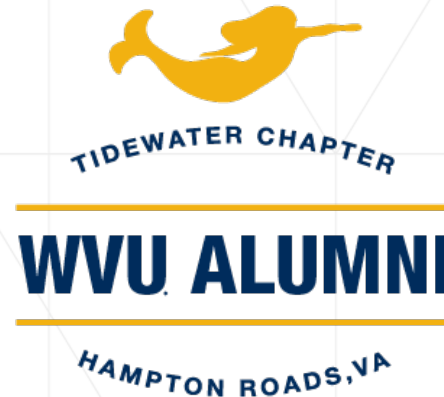
/ All WVU branded apparel and products ordered by schools, colleges, departments, student organizations, **alumni**, events and club sports need to be ordered from a WVU licensed company.

Examples:

- / T-shirts
- / Polos
- / Koozies
- / Drinkware
- / Bags/Totes
- / Pens

Examples:

- / Hats
- / Pencils
- / Lanyards
- / Tablecloths
- / Decals/Stickers
- / Jewelry/Lapel Pins



HOW TO ORDER WVU BRANDED PRODUCTS.

/ Visit the WVU Brand and Trademark Licensing website to order WVU branded products:

trademarklicensing.wvu.edu/

- 1. Select a licensee and your product selection.**
- 2. Work with the licensee on the design for your order.**
- 3. Submit a product request form.**
- 4. Design is reviewed/approved – any changes communicated directly with licensee.**

/ Online shops – Underground Printing, Artina, and BSN Sports.

/ You should not take orders until design is approved.

 West Virginia University (WESVIR)

Approved

trademarklicensing.wvu.edu/

[Getting Started](#) [Capabilities](#) [Work](#) [Culture and People](#) [Brand Guide](#) [Downloads](#) [Contact](#)



[Home](#) / [Capabilities](#) / Brand and Trademark Licensing

BRAND AND TRADEMARK LICENSING

West Virginia University Trademark Licensing protects the reputation and goodwill of West Virginia University through the control of the appearance of its name and indicia in the marketplace and elsewhere. We promote and advance West Virginia University by keeping its name and indicia in the public eye and through association with only quality goods and services.

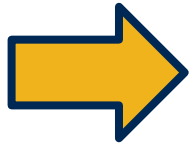
[Product Request Form](#)

[Official Logo Sheet](#)

[Order WVU Branded Product](#)

[Guidelines for Apparel and Promotional Products](#)

Licensees and Retailers



- [Morgantown Campus Licensees](#)
- [WVU Medicine Licensees](#)
- [WVU Potomac State College Licensees](#)
- [WVU Tech Licensees](#)
- [Co-branding/Sponsorships Promotional Licensees](#)
- [WVU Bookstore](#)
- [Official Fan Shop](#)
- [Retailer List](#)

Licensee	First Name	Last Name	Email	Website	Specialty
4imprint Inc.	Matt	Dahm	edu@4imRint.com	www.4imRint.com	Apparel/Promo/Greek Life
Artina Promotional Products	Lesley	Rinella	rinella@artina.com	www.artina.com	Promo/Lapel Pins/Patches
AP Branded Solutions	Ryan	Westerman	rv.an@agbranded.com	www.agbranded.com	Apparel/Promo/Patagonia
Blaine Turner Advertising	Sarah	Rogiers	sarah@blaineturner.com	www.blaineturner.com	Promo
BSN Sports	Chad	Debeni	cdebeni@bsnsports.com	www.bsns12ports.com	Apparel
Champion Trophies & Awards	Tina	Huggins	bthuggins@comcast.net		Plaques/Awards/Mountaineer Statues
City Neon Inc.	Michelle	Boyers	michelle@cityneon.com	www.cityneon.com	Signage/Banners
Collegiate Tartan Apparel	Michael	Cannon	michael@collegiatetartan.com	www.colloiatetartan.com	Scarves/Totes
Corporate Identity	Adam	Dunlap	adam@corgident.com	www.comident.com	Apparel/Lab Coats
The Cupcakerie	Anna	Carrier	orders@thecugcakerie.com	www.thecugcakerie.com	Cupcakes
Cutter & Buck	Cici	Simpson	cici.simp12son@cutterbuck.com	www.Cutterbuck.com	Apparel
Davis & Lee	Heather	Hardin	mail@davisnlee.com		Apparel
Geneologie	Michael	Emory	aQQrovals@geneologie.com	www.geneologie.com	Apparel/Greek Life
Bear Wood Company	Matt	Snyder	hq@bearwoodcompany.com	www.bearwoodcompany.com	Crafted Wood Products
Hincapie Sportswear	Debbie	Johnson	gjohnson@hincapiessports.com	www.hincapie.com	Apparel (cycling)
Jardine Associates	Nick	McKay	nick@jardineassociates.net	www.jardineassociates.com	Promo
Guardian Proline	Darin	Day	customerservice@guardiangroline.com	www.guardianproline.com	Jerseys
Nursing Pin Company	Sheryl	Irmen	shefjl@jimcolemantld.com	www.jimcolemantld.com/	Pins
Jostens Inc.	Chris	Adkins	Chris.Adkins@jostens.com	www.jostens.com	Rings/Graduation Supplies
Knepper Press Corp	Karen	Schmidt	karen.schmidt@knei.mempress.com	www.knem2ergress.com	Printing/Publishing
Morgantown Printing & Binding	Steve	Brown	sbrown@mg-b.com	www.mgbonline.com	Printing/Signage
Rebel Athletic	Julie	Vanderburg	julie@rebelathletic.com	www.rebelathletic.com/	Apparel (cheer/dance)
Signs Plus	Steve	Oyenik	steve@signsplus.com		Signage/Linens/Apparel/Promo
Sports Scarf	Carlos	Coelho	lcoelho@sgortsscarf.com	www.sportsscarf.com	Apparel
Staples Promotional Products	Danielle	Stephens	danielle.ste12hens@stagles.com	www.staglespromo.com	Promo/Awards/Signage/Printing
Star Quality Products	Mary	Maykuth	starqual@hhs.net		Apparel/Lab Coats/Patagonia
Studio Scrubs Morgantown	Todd	Nickoles	tnickoles@comcast.net		Scrubs/Lab Coats/Embroidery
Synergy Imports	Clark	Riley	clark@synergyimports.com	www.synerg11imports.com	Promo/Coins/Lapel Pins/Patches
Thomas Work	Matthew	Thomas	matt@thomaswork.com	www.thomaswork.com	Awards/Plaques
Underground Printing	Anna	Wyont	j.lggmg@undergroundshirts.com	www.undergroundshirts.com	Apparel
University Tees	Steve	Kowalski	skowalski@utees.com	www.universitytees.com	Apparel
Varsity Brands	Jimmy	Hammett	collegiatelicensing@varsityt.com	www.Varsity.com	Apparel (Cheer)
Wincraft:	Tanner	Formanek	tformanek@wincraft.com	www.wincraft.com	Promo
Winner's Choice	Brian	Martin	brian@winners-choice.com	www.winners-choice.com	Promo/Awards

PRODUCT REQUEST FORM.

- / Not your first step.
- / “West Virginia University”
- / “Morgantown”
- / Licensee info is the company producing your order.
- / Multiple products can be listed if ordering from the same licensee.
- / Who is ordering? Name on the form needs to match the name on the order.
- / Re-orders need a form.
- / Sponsorship and co-branding.
- / This form is required. If it is not submitted can hold up the order from being approved.

Product Request Form

- 1) **ANY** products purchased or ordered by WVU staff, student groups or WVU Medicine staff must be done with a WVU licensed vendor.
- 2) If ordering **MULTIPLE PRODUCTS** from **ONE LICENSEE**, you may use one form for the entire order placed at that time.
- 3) When **REORDERING** products, a new form needs to be completed.
- 4) Completing this form does ***NOT*** mean your order has been placed. You need to place orders directly with the licensed company.
- 5) If you have any **QUESTIONS** or would like to share artwork with our office ahead of time please email adam.szilagyi@mail.wvu.edu.

STOP. IS THE COMPANY LICENSED WITH WVU?

Check the licensee list (link below) prior to completing the Product Request Form. If the company you are working with does not appear on the licensee list, please reach out to the Brand and Trademark Licensing office for a suggestion or select a company from the list to work with. **LICENSEE LIST:** <https://go.wvu.edu/approvedlicensees>

Are you ordering for West Virginia University or WVU Medicine? **REQUIRED*

- ☐ West Virginia University
- ☐ WVU Medicine

BRAND STANDARDS

- / Product should be gold, navy, white or grey.
- / All designs need to include a WVU trademark. This helps tie your chapter to the University.
- / Front design should have the WVU chapter mark, spirit mark or mini spirit mark with chapter name below. Use Helvetica Neue font.
- / Back may include a creative design. All graphics must be positive in nature and cast a good light on WVU. No references to drugs, alcohol, gambling, firearms.
- / Designs 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).



EXAMPLES

Approved.



Not approved.



EXAMPLES



EXAMPLES



EXAMPLES



EXAMPLES

Approved.



Not approved.



EXAMPLES

Approved.



ACTUAL SIZE



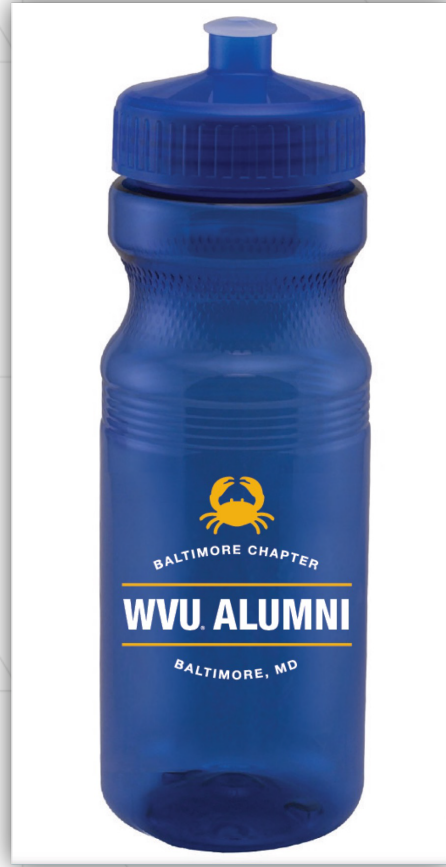
Not approved.



ACTUAL SIZE



EXAMPLES



CO-BRANDING AND SPONSORSHIPS

- / If you plan to have sponsors for an event and are going to use their logo to acknowledge them, you must receive approval from the BTL office.**
- / If their logo will be on the apparel, it should go on the sleeve. Remember to budget for this when asking for the sponsorship.**
- / WVU marks should be separated from the event logo if it is a 3rd party, such as Relay for Life.**
- / If there are three or more sponsors, logos may appear on the back, they should be in alphabetical order unless placement is based on sponsorship. If a WVU program is a sponsor, WVU logo should appear at the top, unless it isn't appropriate based on sponsorship level.**
- / Sponsorships and third-party logos cannot appear on the product if the product is being sold.**

EXAMPLES

Approved.



Not approved.



BANNERS AND SIGNS

- / Banners and signs may be ordered from local companies.
- / WVU Brand and Trademark Licensing must provide authorization to product WVU trademarks on banners and signs.
- / WVU BTL must see the artwork.
- / Company can email the artwork to the WVU BTL email address: trademarklicensing@mail.wvu.edu
- / WVU BTL will provide email approval if the artwork meets branding standards. If not, WVU BTL will communicate any changes that need to be made in order to receive approval.



BEST PRACTICES

- / Start the process early.
- / Complete the product request form.
- / Use a WVU licensee.
- / Follow the brand guidelines.
- / Before promising sponsorships, please check with the Brand and Trademark Licensing office.
- / Ask questions.
- / Become a brand ambassador.





BRAND AND TRADEMARK LICENSING

WHEN IN DOUBT, QUESTIONS OR GETTING STARTED

/ Hailey Brown

Hailey.Brown2@mail.wvu.edu