BRAND AND TRADEMARK LICENSING

How to order WVU branded Products
What are WVU’s Colors?
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. 😞
ATHLETICS
ONLY

NOTE: The marks of West Virginia University are controlled under a licensing program administered by CLC. Any use of these marks will require written approval from CLC.
The West Virginia University mascot marks and institutional marks are subject to specific guidelines for usage. The table below outlines the additional pertinent information:

- University seal is permitted on products for resale.
- No alterations 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 07, 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. Licenses must secure separate approval from student athletes for their NIL use.
- When referencing WVU colors, use 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.

Note: WVU Medicine has a separate art sheet.

Seal must be accompanied with the verbiage West Virginia University.

Note: Seal can be produced in gold or black.

The West Virginia University logo and other official marks are controlled under a licensing program administered by CLC. Any use of these marks will require written approval from CLC.
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™”
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
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.
The Essentials

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

Download Files

WVU Signature
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 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
<table>
<thead>
<tr>
<th>Licensee</th>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Website</th>
<th>Specialty</th>
</tr>
</thead>
<tbody>
<tr>
<td>4imprint Inc.</td>
<td>Matt</td>
<td>Dahm</td>
<td><a href="mailto:edu@4imprint.com">edu@4imprint.com</a></td>
<td><a href="http://www.4imprint.com">www.4imprint.com</a></td>
<td>Apparel/Promo/Greek Life</td>
</tr>
<tr>
<td>Artina Promotional Products</td>
<td>Lesley</td>
<td>Rinelia</td>
<td><a href="mailto:rinelia@artina.com">rinelia@artina.com</a></td>
<td><a href="http://www.artina.com">www.artina.com</a></td>
<td>Promo</td>
</tr>
<tr>
<td>AP Branded Solutions</td>
<td>Ryan</td>
<td>Westerman</td>
<td><a href="mailto:rv.an@apbranded.com">rv.an@apbranded.com</a></td>
<td><a href="http://www.apbranded.com">www.apbranded.com</a></td>
<td>Apparel/Promo/Pins/Patches</td>
</tr>
<tr>
<td>Blaine Turner Advertising</td>
<td>Sarah</td>
<td>Rogiers</td>
<td><a href="mailto:sarah@blaineturner.com">sarah@blaineturner.com</a></td>
<td><a href="http://www.blaineturner.com">www.blaineturner.com</a></td>
<td>Promo</td>
</tr>
<tr>
<td>BSN Sports</td>
<td>Chad</td>
<td>Debeni</td>
<td><a href="mailto:cdebeni@bsnsports.com">cdebeni@bsnsports.com</a></td>
<td><a href="http://www.bsnsports.com">www.bsnsports.com</a></td>
<td>Apparel</td>
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<tr>
<td>Champion Trophies &amp; Awards</td>
<td>Tina</td>
<td>Huggins</td>
<td><a href="mailto:bthuggins@comcast.net">bthuggins@comcast.net</a></td>
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<td>Plaques/Awards/Mountaineer Statues</td>
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<tr>
<td>City Neon Inc.</td>
<td>Michelle</td>
<td>Boyers</td>
<td><a href="mailto:michelle@cityneon.com">michelle@cityneon.com</a></td>
<td><a href="http://www.cityneon.com">www.cityneon.com</a></td>
<td>Signage/Banners</td>
</tr>
<tr>
<td>Collegiate Tartan Apparel</td>
<td>Michael</td>
<td>Cannon</td>
<td><a href="mailto:michael@collegiateartan.com">michael@collegiateartan.com</a></td>
<td><a href="http://www.collegiateartan.com">www.collegiateartan.com</a></td>
<td>Scarves/Totes</td>
</tr>
<tr>
<td>Corporate Identity</td>
<td>Adam</td>
<td>Dunlap</td>
<td><a href="mailto:adam@corident.com">adam@corident.com</a></td>
<td><a href="http://www.corident.com">www.corident.com</a></td>
<td>Apparel/Lab Coats</td>
</tr>
<tr>
<td>The Cupcakerie</td>
<td>Anna</td>
<td>Carrier</td>
<td><a href="mailto:orders@thecupcakerie.com">orders@thecupcakerie.com</a></td>
<td><a href="http://www.thecupcakerie.com">www.thecupcakerie.com</a></td>
<td>Cupcakes</td>
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<tr>
<td>Cutter &amp; Buck</td>
<td>Cici</td>
<td>Simon</td>
<td><a href="mailto:cici.sim12@cuttbuck.com">cici.sim12@cuttbuck.com</a></td>
<td><a href="http://www.Cutterbuck.com">www.Cutterbuck.com</a></td>
<td>Apparel</td>
</tr>
<tr>
<td>Davis &amp; Lee</td>
<td>Heather</td>
<td>Hardin</td>
<td><a href="mailto:mail@davislee.com">mail@davislee.com</a></td>
<td></td>
<td>Apparel</td>
</tr>
<tr>
<td>Genealogie</td>
<td>Michael</td>
<td>Emory</td>
<td><a href="mailto:aQProvals@genealogie.com">aQProvals@genealogie.com</a></td>
<td><a href="http://www.genealogie.com">www.genealogie.com</a></td>
<td>Apparel/Greek Life</td>
</tr>
<tr>
<td>Bear Wood Company</td>
<td>Matt</td>
<td>Snyder</td>
<td><a href="mailto:hg@bearwoodcompany.com">hg@bearwoodcompany.com</a></td>
<td><a href="http://www.bearwoodcompanyyc.com">www.bearwoodcompanyyc.com</a></td>
<td>Crafted Wood Products</td>
</tr>
<tr>
<td>Hincapie Sportswear</td>
<td>Debbie</td>
<td>Johnson</td>
<td><a href="mailto:glojohnson@hincapiesports.com">glojohnson@hincapiesports.com</a></td>
<td><a href="http://www.hincapie.com">www.hincapie.com</a></td>
<td>Apparel (cycling)</td>
</tr>
<tr>
<td>Jardine Associates</td>
<td>Nick</td>
<td>McKay</td>
<td><a href="mailto:Nick@jardineassociates.net">Nick@jardineassociates.net</a></td>
<td></td>
<td>Promo</td>
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<tr>
<td>Guardian Proline</td>
<td>Darin</td>
<td>Day</td>
<td><a href="mailto:customerservice@guardianproline.com">customerservice@guardianproline.com</a></td>
<td><a href="http://www.guardianproline.com">www.guardianproline.com</a></td>
<td>Jerseys</td>
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<tr>
<td>Nursing Pin Company</td>
<td>Sheryl</td>
<td>Irmen</td>
<td><a href="mailto:she@jimcolemanltd.com">she@jimcolemanltd.com</a></td>
<td></td>
<td>Pins</td>
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<tr>
<td>Jostens Inc.</td>
<td>Chris</td>
<td>Adkins</td>
<td><a href="mailto:Chris.adkins@jostens.com">Chris.adkins@jostens.com</a></td>
<td><a href="http://www.jostens.com">www.jostens.com</a></td>
<td>Rings/Graduation Supplies</td>
</tr>
<tr>
<td>Knepper Press Corp</td>
<td>Karen</td>
<td>Schmidt</td>
<td><a href="mailto:karen.schmidt@knepperpress.com">karen.schmidt@knepperpress.com</a></td>
<td></td>
<td>Printing/Publishing</td>
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<tr>
<td>Morgantown Printing &amp; Binding</td>
<td>Steve</td>
<td>Brown</td>
<td><a href="mailto:sbrown@mg-b.com">sbrown@mg-b.com</a></td>
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<td>Printing/Signage</td>
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<tr>
<td>Rebel Athletic</td>
<td>Julie</td>
<td>Vanderburg</td>
<td><a href="mailto:Julie@rebelathletic.com">Julie@rebelathletic.com</a></td>
<td></td>
<td>Apparel (cheer/dance)</td>
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<td>Signs Plus</td>
<td>Steve</td>
<td>Oyenik</td>
<td><a href="mailto:steve@signsplus.com">steve@signsplus.com</a></td>
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<td>Carlos</td>
<td>Coelho</td>
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<td>Stephens</td>
<td><a href="mailto:danielle.st12@staples.com">danielle.st12@staples.com</a></td>
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<td>Promo/Awards/Signage/Printing</td>
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<td>Mary</td>
<td>Maykuth</td>
<td><a href="mailto:starqual@lhh.net">starqual@lhh.net</a></td>
<td></td>
<td>Apparel/Lab Coats/Pathagonia</td>
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<tr>
<td>Studio Scrubs Morgantown</td>
<td>Todd</td>
<td>Nickoles</td>
<td><a href="mailto:trickoles@comcast.net">trickoles@comcast.net</a></td>
<td></td>
<td>Scrubs/Lab Coats/Embroidery</td>
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<td>Synergy Imports</td>
<td>Clark</td>
<td>Riley</td>
<td><a href="mailto:clark@synergylimports.com">clark@synergylimports.com</a></td>
<td></td>
<td>Promo/Coins/Lapel PINS/Patches</td>
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<tr>
<td>Thomas Work</td>
<td>Matthew</td>
<td>Thomas</td>
<td><a href="mailto:matt@thomaswork.com">matt@thomaswork.com</a></td>
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<td>Awards/Plaques</td>
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<tr>
<td>Underground Printing</td>
<td>Anna</td>
<td>Wyont</td>
<td><a href="mailto:J.frang@undergroundshirts.com">J.frang@undergroundshirts.com</a></td>
<td><a href="http://www.undergroundshirts.com">www.undergroundshirts.com</a></td>
<td>Apparel</td>
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<td>Steve</td>
<td>Kowalski</td>
<td><a href="mailto:skowalski@udefes.com">skowalski@udefes.com</a></td>
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<td>Apparel</td>
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<td>Varsity Brands</td>
<td>Jimmy</td>
<td>Hammitt</td>
<td>collegiate@<a href="mailto:graduate@varsity.com">graduate@varsity.com</a></td>
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<td>Apparel (Cheer)</td>
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<td>Tanner</td>
<td>Formanek</td>
<td><a href="mailto:tfomanek@wincraft.com">tfomanek@wincraft.com</a></td>
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<td>Promo</td>
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<tr>
<td>Winner’s Choice</td>
<td>Brian</td>
<td>Martin</td>
<td><a href="mailto:brian@winners-choice.com">brian@winners-choice.com</a></td>
<td></td>
<td>Promo/Awards</td>
</tr>
</tbody>
</table>
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. LICENSER 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

Approved.

Not approved.
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.