

BRAND AND TRADEMARK LICENSING GUIDE – ALUMNI CHAPTERS

USE A LICENSEE

Visit the Brand and Trademark Licensing website for a full list of licensees (see website below). You must use a licensee for banners, promotional products and apparel.

Davis & Lee — **Heather Hardin**, hhardin@davisnlee.com, 304-296-1469 - Apparel

Underground Printing — **Carly Cale**, ccale@undergroundshirts.com, 304-906-2103 - Apparel

Signs Plus — **Steve Oyenik**, steve@signsplus.com, 304-296-6300 - Signage, Banners, Promotional Products, Tablecloths-Official supplier for West Virginia University

Synergy Imports — **Clark Riley**, clark@synergyimports.com, 304-534-2899 - Apparel, Promotional Products, Signage and Banners

HOW TO ORDER

1. Visit the Brand and Trademark Licensing website, trademarklicensing.wvu.edu and pick a licensee.
2. Work with the licensee on the design for your order.
3. When you place your order, complete and submit the product request form.
4. The licensee submits the artwork draft to the Brand and Trademark Licensing Office for review.
5. The Brand and Trademark Licensing Office communicates directly with the licensee if the order is approved or if changes are needed.

BRANDING STANDARDS: ALUMNI CHAPTERS

- Product color should be gold, navy, white or gray.
- 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, Spirit mark, or mini-Spirit mark with chapter name below.
- Back may include a creative design that meets branding standards.
- Use Helvetica Neue font.
- Design 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)

APPROVED



NOT APPROVED



APPROVED



NOT APPROVED



/ BEST PRACTICES

Start process early.

Complete product request form.

Ask questions – contact information is below.

trademarklicensing.wvu.edu

Nikki Goodenow, nikki.goodenow@mail.wvu.edu, 304-293-4756

/ CO-BRANDING/SPONSORSHIPS

If you plan to have sponsors for an event and are going to use their logo to acknowledge them, you must receive co-branding approval. If their logo will be on the apparel, it should go on the sleeve of the shirt. Remember to budget for this when asking for the sponsorship.