

Alumni Leader Best Practices

Brand Guidelines

Following WVU brand guidelines is important because it protects the integrity and reputation of the University while ensuring all chapter communications look professional and consistent. Using approved logos, colors, fonts, and messaging creates a unified identity across all alumni chapters and strengthens recognition and trust. Consistency helps alumni and community members clearly identify official WVU-affiliated groups and proudly represents the Mountaineer brand.

Primary Color Palette

The brand identity is anchored by the University's official colors. These should be the dominant tones in all communications to ensure immediate recognition.

- **Gold**
 - PMS: 124 C
 - Web: #EAAA00
- **Blue**
 - PMS: 295 C
 - Web: #002855

For information on secondary colors, neutral colors, and patterns, please visit [this website](#).

Primary Alumni Wordmark

The standard visual identifier for the Alumni Association combines the "Flying WV" logo with the "Alumni" signature.

Application: This wordmark is used for general representation.

Clear Space: To maintain visual integrity and legibility, a specific amount of clear space must be preserved around the logo. This space is proportional to the width of the capital "W" in the logo.



Chapter-Specific Elements

Dedicated visual assets exist for alumni chapters to maintain consistency while identifying their specific group.

- **Alumni Chapter Lockup:** This is the primary logo for individual chapters, designed for use on business cards, letterhead, and formal signage.
- **Spirit Marks:** These are alternative graphic elements suitable for informal signage and merchandise.
- **Mini-Spirit Marks:** A compact variation of the spirit mark that must always include the specific chapter name.
- **Trademark Registration:** Any commercial product or merchandise featuring "WVU" or "West Virginia University" must include the trademark registration symbol (®).

Usage Protocols

To protect the integrity of the brand, the following rules apply to all visual elements:

- **Visual Consistency:** Do not stretch, skew, or alter the proportions of the logos or wordmarks.
- **Color Fidelity:** Use only the official colors; do not substitute unofficial shades or apply effects such as drop shadows.
- **Legibility:** Ensure all marks are reproduced at a size large enough to be clearly read.

Typography

The visual identity utilizes a specific set of typefaces to convey distinct tones ranging from modern and active to formal and refined.

- **Config Variable:** The primary display font designed for high impact. It features bold widths and is built for legibility and precision.
 - **Usage:** Headlines and subheads; ideal for "loud," modern, and active messaging.
- **Antonia Variable:** An elegant serif font that offers a more personal and refined character. It pairs effectively with the other brand fonts to add gravitas.
 - **Usage:** Headlines and subheads; best for "quiet," serious, or formal messaging.
- **Helvetica Utility / Standard:** The versatile workhorse of the brand, chosen for its neutrality and clarity.
 - **Usage:** Body copy, informational text, campus signage, and standardized products

Variations

Visual assets are designed to function across different mediums. Supported configurations include two-color and one-color variations optimized for dark, gold, or light backgrounds.

Training & Resources

For more general information and examples, please visit our website [here](#).

For training and resources from WVU Strategic Communications and Marketing, please visit their website [here](#).