Presentation Overview

/ WVU Trademarks
/ WVU Branding Standards: Alumni Chapters
/ Co-branding
/ Banners and Signs
/ Best Practices
Artwork by the numbers …

/ Product orders submitted: 1,573
/ Internal pieces of artwork reviewed: 3,307
/ Total number of giveaways: 765,791

July 1, 2019-June 30, 2020
NOTE: The marks of West Virginia University are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.
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West Virginia University Trademarks

/ 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

/ Use the proper Flying WV.

/ 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
Who can order WVU Branded Products?
Lone Star Chapter
Use chapter name with the spirit mark
How to order WVU branded product

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 the changes are needed.
How to order WVU branded product

/ Complete the Product Request Form.
/ One form per order per licensee.
/ Name of licensed company is the licensee.
/ Person making request is who is communicating with the licensee.
/ If co-branding please submit the information on the Product Request Form.
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 or the Spirit mark with the chapter name below.

/ Back may include a creative design that meets branding guidelines.

/ 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).

/ Graphics should be positive in nature and cast a good light on WVU.

/ No inappropriate language or reference to drugs, alcohol, gambling or firearms are permitted.
Examples
Examples
Examples
Example

NOT APPROVED

APPROVED
Example

NOT APPROVED

APPROVED
What not to do:
Example of derivatives
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.

/ 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.
Co-Branding – Procedures for Approval

/ Submit requests on the Product Request Form, located on the Brand and Trademark Licensing website.

/ The request should explain how the co-branding will benefit WVU.

/ Co-branding with companies that conflict with University agreements and/or sponsorships is not permitted.
Banners and Signs

- Banners and signs may be ordered from local companies.

- WVU Brand and Trademark Licensing must provide authorization to produce WVU trademarks on banners and signs.

- WVU BTL must see artwork.

- Company can email the artwork to WVU BTL: 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.
/ If you have a specific event that the product is for, please include the date on the product request form.

/ Complete the product request form.

/ Use a WVU licensed vendor.

/ Follow brand guidelines.

/ Ask Questions.

/ Become a Brand Ambassador.
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Brand.wvu.edu
Alumni.brand.edu/branding