

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



 <h1>West Virginia University</h1> <p>Current Revision Date: 8/30/19</p>		<h2>Verbiage</h2> <p>West Virginia University_® West Virginia_® WVU_® Mountaineers_® Mountaineers_™ Mountaineer Nation_™ Mountain Strong_™</p>		<h2>System Campuses</h2> <p>WVU Potomac State College West Virginia University Institute of Technology WVU HSC Charleston WVU HSC Eastern</p>
<p>Established: 1867 Location: Morgantown, WV Mascot: Mountaineers</p> <p>Mascot Name: The Mountaineer Conference: Big 12</p>				
<h3>Gold</h3> <p>PANTONE 124 C Rayon: 1172 PolyNeon: 1772</p>		<h3>Blue</h3> <p>PANTONE 295 C Rayon: 1242 PolyNeon: 1742</p>	<h3>White</h3> <p>WHITE Rayon White PolyNeon: White</p>	
<p>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.</p>				

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



Word Marks			Mascot Marks	
5	6	7	14	15
WEST VIRGINIA _®	WEST VIRGINIA _®	WEST VIRGINIA _®		
8	9	10		
MOUNTAINEERS _®	MOUNTAINEERS _®	MOUNTAINEERS _®		
11	12	13		
WVU _®	WVU _®	WVU _®		





West Virginia University

Current Revision Date: 8/30/19

Youth Marks

16

17



Helmet Marks

18

19

20



21

22

23



Institutional Marks

24



25

26



®: For use on apparel



TM: For use on non-apparel

27

28

29

Seal (marks 27-29) must be accompanied with the verbiage West Virginia University.



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale
- No alterations or overlaying graphics to seal permitted
- No alterations or overlaying graphics to Flying WV permitted
- University licenses consumables
- University licenses health and beauty products
- University permits numbers on products for resale (football numbers that can be used are 11, 67, and the two-digit number for the current year [18 for 2018], basketball numbers available are 35 and 18 [for 2018])

- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement
- Real life mountaineer image not permitted to be used
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Primary colors of product/garment cannot be green, red, or orange



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™”

Let’s go.™

MOUNTAINEERS
GO FIRST.™



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

WVU ALUMNI

HOUSTON, TX



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.

 West Virginia University

Internal Request Form to Order WVU Branded Product

We are pleased to consider your request to use the identifying trademarks of West Virginia University. If ordering multiple products from one licensee, you may use one form for the entire order placed at that time. When reordering products, a new form needs to be completed. If you have any questions, please contact the licensee or email trademarklicensing@mail.wvu.edu.

Location within the WVU system *

Select One ▾

Name of Licensed Company *

Company Contact *

Company Contact Email *

Design # (if provided)

Quantity *

Product(s) Ordering *

Product will be: (check all that apply) *

☐ Given away at a camp or other event

☐ Given away for promotional purposes

☐ Given to staff or students as a uniform

☐ Sold to alumni, campers, fans or others

☐ Sold as a fundraiser

☐ Used as team apparel or uniform

☐ Other (describe in additional information field at bottom of form*)

Department Making Request/Name of Student Organization Making Request *

If not a recognized student organization, name and email of WVU Advisor

Person Making Request *

First Last

Email of Person Making Request *

Phone of Person Making Request *

- -

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Additional Information *

Does your order contain co-branding? *

Please list the names of all the companies/organizations you would like to include in your co-branded design: *

Please explain how the co-branding will benefit West Virginia University by detailing the nature of the company/business, the relationship with the company, the value of co-branding to the University and what will be received in return for the co-branding. Please list all of this information for each company/organization. *



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

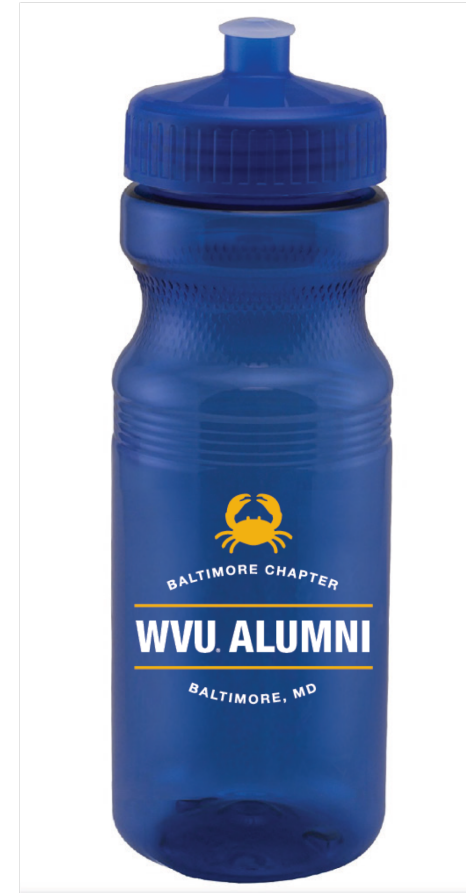


Example

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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Trademarklicensing.wvu.edu

Brand.wvu.edu

Alumni.brand.edu/branding

