



Applying for a Chapter Logo Checklist

1. Complete the Application for Charter Checklist and Charter for Application

If you have not completed the above checklist and application, then you cannot proceed to step 2. Both documents are available on the WVU Alumni Association website under [Chapter Leader Resources](#).

2. Review and Understand the Alumni Brand Guide

The Alumni Brand Guide is available on the WVU Alumni Association website at www.alumni.wvu.edu/branding. If you have any questions, you can reach out to Allyson Cannon, Director of Marketing and Communications at acannon2@mail.wvu.edu.

3. Brainstorm 3 Icon Designs that Represent Your Area

Icons can be local landmarks, animals, plants, food, the state shape, or some other recognizable icon from your area. The icon should be a simple or simplified shape with minimal lines and details. You can review and compare chapter icons on the WVU Alumni Association website under Chapters.

4. Contact Allyson Cannon at acannon2@mail.wvu.edu

Ally will work with you to determine the icon that best suits your chapter and finalize the design. The more prepared the chapter is with icon ideas that have strong chapter member support, the faster step 4 can be completed.

5. Approval

Upon approval, the chapter will receive the following items:

- Chapter Lockup
- Chapter Spirit Mark
- Chapter Mini-Spirit Mark
- Chapter Flag
- Online Template Kit
- Branding Guide