

Alumni Leader Best Practices

Ordering WVU Products

Following brand guidelines when ordering WVU products is essential to preserving the integrity and consistency of the brand we have worked hard to build. Please use this guide for step-by-step instructions on ordering approved products through authorized vendors and designs.

Primary Mark: The Flying WV

The "Flying WV" is the primary visual identifier for the university. Strict usage protocols apply to ensure its integrity and visibility.

- **Proper Usage:** Always use the official, proper "Flying WV" file.
- **Prohibited Alterations:** Do not alter, distress, or obscure the mark in any way.
- **Clear Space & Background:** The mark must have protective space around it. It should never have verbiage placed behind it or be covered by other elements.
- **Retail Limitation:** Outlined versions of the logo are restricted and limited specifically to retail contexts.

Workflow of Initiating an Order

To initiate an order, visit the WVU Brand and Trademark Licensing website (trademarklicensing.wvu.edu) and follow the official workflow:

- **Selection:** Identify a licensed vendor and select your desired products.
- **Collaboration:** Work directly with the licensee to create the design for your order.
- **Submission:** Submit a formal product request form.
- **Review & Approval:** The design will undergo an official review. If changes are necessary, they will be communicated directly to the licensee.

Vendor Licensing Compliance

To maintain brand integrity and legal compliance, all branded merchandise must be produced through companies licensed by West Virginia University.

- **Contractual Obligation:** WVU maintains an agreement with the Collegiate Licensing Company (CLC). The University is contractually obligated to produce branded products exclusively through licensed partners.
- **Brand Assurance & Infringement:** The approval process ensures all marks are used correctly, product types are appropriate, and brand standards are upheld, actively helping to combat trademark infringement.
- **Currency of Standards:** Brand standards evolve over time. Using licensed vendors ensures that the most current guidelines are applied to all products.
- **Ethical Sourcing:** Licensed vendors are members of the Fair Labor Association (FLA), ensuring transparency in business operations and that products are sourced ethically and responsibly.
- **Accountability:** Licensing establishes a formal framework of accountability between the manufacturing company and the University.
- **Brand Protection:** The process prevents conflicts with third-party marks (such as sponsorships or co-branding) and prohibits inappropriate affiliations, including those involving drugs, alcohol, or weapons.
- **Legal Responsibility:** Under Federal and State law, WVU has a duty to monitor its trademarks and ensure only approved entities are permitted to use them.

Authorized Online Retailers

For streamlined ordering, the following online shops are recognized partners:

- Underground Printing
- Artina
- BSN Sports

Please see the complete list of approved vendors [here](#).

Submit the Product Request Form

The [Product Request Form](#) is a mandatory step in the ordering process. It must be submitted immediately after you have selected a licensed vendor. Failure to submit it will result in a hold on the approval process, delaying your order.

Form Accuracy and Details

To ensure a smooth approval process, the information on the form must be precise and consistent with your actual order.

- **Licensee Information:** The licensee listed on the form must match the specific company producing your order.
- **Requester Consistency:** The name of the person or entity listed on the form must match the name on the official order placed with the vendor.
- **Consolidated Orders:** You may list multiple products on a single form, provided they are all being produced by the same licensee.

Specific Scenarios

- **Re-orders:** A new form is required for every order, including exact re-orders of previously approved items.
- **Co-Branding & Sponsorships:** Any orders involving co-branding or sponsorship agreements must be noted and detailed on this form for review.

Product Design Standards

To ensure consistency and brand safety, specific rules apply to the physical design and layout of branded merchandise.

- **Approved Product Colors:** Apparel and hard goods must be produced in Gold, Navy, White, or Grey.
- **Trademark Requirement:** Every design must include an official WVU trademark.
- **Front Layout:**
 - Must feature the official WVU Chapter Mark, Spirit Mark, or Mini-Spirit Mark.
 - The Chapter Name must be placed below the mark using the Helvetica Neue font.
- **Back Layout & Content:**
 - The back of the product is designated for creative designs.
- **Content Restrictions:** All graphics must be positive and cast a favorable light on the University. References to drugs, alcohol, gambling, or firearms are strictly prohibited.
- **Intellectual Property:** Designs must not utilize trademarks belonging to other entities or create derivatives of those marks.
- **Contract Printing:** "Contract printing" is strictly prohibited. You may not purchase blank products separately and take them to a licensee for embellishment with WVU marks; the entire product must be sourced through the licensee.

Co-Branding and Sponsorships

When incorporating third-party logos or acknowledging sponsors on branded merchandise, the following protocols apply:

- **Approval Required:** You must receive specific approval from the Brand and Trademark Licensing (BTL) office if you intend to use a sponsor's logo for acknowledgement.
- **Logo Placement:**
 - **Single/Few Sponsors:** Sponsor logos should generally be placed on the sleeve. Note: Budget for this additional print location when negotiating sponsorship.
 - **Third-Party Events:** If the item is for a third-party event (e.g., Relay for Life), the WVU marks must be visually separated from the event logo.
 - **Multiple Sponsors (3+):** If acknowledging three or more sponsors, logos may be placed on the back of the apparel.
- **Sponsor Hierarchy & Order:**
 - **Standard:** Logos should be listed in alphabetical order unless placement is dictated by sponsorship tier/level.
 - **WVU Entities:** If a WVU program is a sponsor, the WVU logo should appear at the top, unless this contradicts the sponsorship level agreement.
- **Sales Restriction:** Sponsorship and third-party logos are prohibited on any product that is being sold. They are only permitted on promotional or giveaway items.

Banners and Signage Protocols

While apparel and merchandise require specific licensed vendors, banners and signage follow a slightly modified process involving local fulfillment.

- **Vendor Selection:** Banners and signs may be ordered from local companies.
- **Authorization Requirement:** The WVU Brand and Trademark Licensing (BTL) office must provide explicit authorization to reproduce WVU trademarks on these materials.
- **Artwork Review:** The BTL office must review and approve the artwork before production begins.
- **Approval Process:**
 - The manufacturing company must email the proposed artwork to trademarklicensing@mail.wvu.edu.
 - If the design meets branding standards, BTL will provide approval via email.
 - If standards are not met, BTL will communicate necessary changes directly to the vendor to secure approval.

Best Practices Checklist

To ensure a seamless experience and avoid production delays, adhere to the following core principles:

- **Timeline:** Start the ordering and design process early to accommodate review times.
- **Documentation:** Always complete and submit the Product Request Form.
- **Sourcing:** Use an official WVU licensee for all applicable merchandise.
- **Compliance:** Strictly follow the brand guidelines regarding colors, logos, and layout.
- **Sponsorships:** Consult with the Brand and Trademark Licensing office before promising logo placement or benefits to potential sponsors.
- **Communication:** proactively ask questions if any part of the process is unclear. You may contact Hailey Brown at Hailey.Brown2@mail.wvu.edu.