

# GUIDELINES FOR GREEK ORGANIZATIONS TO ORDER APPAREL AND PROMOTIONAL PRODUCTS

---

- Must use a WVU licensed company and a Greek licensed company.
- Design must be approved by WVU Trademark Licensing and Office of Greek Life.
- At least one WVU mark should appear on the front of the shirt.
- WVU marks can consist of WVU, West Virginia University, Flying WV, Mountaineers, or the Mountaineer.
- Other than gold, blue, white or grey, shirt colors for chapter specific events may use an alternate color that is the national organization color, falls within the color family of the WVU brand colors, or the alternate color palette. When using an alternate color, the color must be approved by the WVU Trademark Licensing Office and the Office of Greek Life.
- When using an alternate color, WVU marks must appear in white, navy or black.
- Apparel to be worn at national events should be in national organization color or gold, blue, white or grey.
- Creative elements or graphics should appear on the back of the shirt.
- Graphics should be positive in nature and cast a good light on WVU and the Greek organization.
- No inappropriate language or references to drugs, alcohol, gambling or firearms are permitted.
- Sponsor logos should appear on the sleeve of the shirt when possible.

## HOW TO ORDER WVU BRANDED PRODUCTS

1. When you have a design idea for a WVU branded product, visit the WVU Trademark Licensing website for a complete list of up to date licensees <http://trademarklicensing.ur.wvu.edu/>.
2. Work with the licensee on the design for your order.
3. When you place your order, complete and submit the product request form, located on the Trademark Licensing webpage.
4. The licensee submits the artwork draft to WVU TL for review. The TL office shares the design with the Office of Greek Life for approval.
5. A decision is made about the artwork. If needed, WVU TL communicates to the licensee any changes that need to be made to the design prior to the order being filled.

## APPROVED WVU AND GREEK LICENSEES:

Underground Printing: 304-906-2103 [cmcelroy@undergroundshirts.com](mailto:cmcelroy@undergroundshirts.com)

Emory Group: 864-595-3771 [michael@emorygroup.com](mailto:michael@emorygroup.com)

University Tees: [universityteeswvu@gmail.com](mailto:universityteeswvu@gmail.com)

Greek 101: 914-476-6700 [jim@greek101.com](mailto:jim@greek101.com)