



WVFC - Logo Usage Policy

All described uses of the WVFC Logo in the foregoing guidelines for any commercial purpose whatsoever must receive the prior written approval of West Virginia Futbol Club Executive Board. Please submit requests for using the WVFC Logo via email to:

wvfcfutbolclub@gmail.com. Please allow up to 10 days for approval.

Please read and understand these guidelines before requesting and subsequently using the WVFC logo. A copy of the WVFC Identity Standards manual may also be requested by emailing: wvfcfutbolclub@gmail.com.

Copyrights

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Trademarks

The WVFC trademarks, logos, service marks, brand identities, titles, trade names, graphics, designs and copyrights (collectively the "Trademarks") are protected intellectual properties that are both registered and unregistered Trademarks of WVFC, its affiliates and others. Nothing used on clothing, uniforms, publications, web sites or other materials shall be construed as granting, by implication or otherwise, as a license or right to use any WVFC Trademark by third parties.

West Virginia Futbol Club Logo(s)

The West Virginia Futbol Club Logo ("WVFC Logo") is available for certain authorized usage by WVFC, the WVFC Board of Directors, WVFC affiliated teams and certain pre-authorized suppliers and vendors. Unauthorized use of the West Virginia Futbol Club Logo is strictly prohibited, and may subject an infringing party to criminal prosecution.

Proper West Virginia Futbol Club Logo Usage

The WVFC Logo is to be recognized as the official club logo, and if used, it must be presented in its entirety without modification, on such merchandise and/or materials including but not limited to the following:

- Soccer uniforms and other apparel, bags, hats, pins, patches, etc.
- Press releases and newsletters
- Posters, banners, field boards
- Print or broadcast ads
- Electronic mediums, web sites, on-site signage
- Registration forms, applications, etc.
- Marketing or informational brochures and materials

Logo Usage by WVFC and WVFC-Affiliated Teams

Current WVFC employees and member teams of WVFC are granted a limited license to use the West Virginia Futbol Club Logo for newsletters and team web sites for identification purposes as long as the logo is not altered or combined with other symbols, nor used in a manner inconsistent with the goals and mission of WVFC. This limited license may be revoked at any time by either WVFC for individuals or teams who, in the opinion of WVFC, do not adhere to WVFC policies. In such instances, and upon the written or oral request of WVFC, all usage of the West Virginia Futbol Club Logo and West Virginia Futbol Club name must cease immediately. All current West Virginia Futbol Club -affiliated teams are further permitted to use the WVFC Logo on Team Tents, Practice T-Shirts, Scrimmage Vests, Team and Team Sponsor banners and signs, as well as on Sponsor Recognition plaques and similar gifts without seeking prior approval from WVFC.

Logo Usage for Commercial Purposes Requires Written Permission

The West Virginia Futbol Club Logo is a valuable property of the West Virginia Futbol Club, and revenues generated by sales of WVFC Logo-bearing items are strictly subject to the direction and control of WVFC. WVFC-affiliated teams may NOT use the WVFC Logo for any commercial purpose whatsoever (i.e., the sale of shirts, jackets, caps, scarves, blankets, umbrellas or other items bearing the WVFC Logo) without first receiving the prior written permission of the appropriate individual or individuals authorized to grant such permission by the WVFC Board of Directors. If permission for a commercial purpose is granted, such as a team fund raising activity, all proceeds from those sales must go directly into Team accounts and not to an individual or individuals' personal bank accounts. Note - Teams should not place purchase orders with vendors for any WVFC Logo bearing items prior to gaining written approval (which may be approved or denied) of WVFC. Any written permission granted for such limited commercial purpose may be revoked at any time by WVFC for individuals or teams who do not adhere to WVFC policies.

Logo Use Specifications

The West Virginia Futbol Club Logo must always be used in the same proportions. It is intended to be used as a unit, and it must not be altered or modified from its standard form. (See WVFC identity standards PDF for usage guidelines) All applications of the Logo must use the colors properly as outlined in WVFC identity standards manual. No other colors may be substituted in a color rendition. For non-color renditions, either 100% black or 100% white is acceptable. If Logo is presented in 100% white, it can only be placed on a solid dark background. If Logo is presented in 100% black, it can only be placed on a solid light background. A graphics free zone should be maintained around the perimeter of the Logo (minimum of 2 times the height of the WVFC rectangular enclosure). No lettering, lines, or images may cross over or hide the elements of the Logo. The required border of space around the Logo must equal the height of its rectangle enclosure (outside edge of gray boarder).

Club Sponsors

As WVFC acquires Club Sponsors, use of the club sponsor's logo may be granted for marketing materials and apparel. Use/placement of the presenting sponsor's logo is subject to the following:

- Sponsor logo usage must be submitted for approval prior to any use in conjunction with the WVFC Logo, WVFC Team Uniforms, or Team Banners and Tents. Please review the WVFC identity standards manual for WVFC logo placement on uniforms.
- The size of the presenting Sponsor's logo cannot be larger than the size of the WVFC Logo.
- Placement of both logos must be indicated when submitted.

Branded Apparel

The WVFC Logo is required on all club merchandise including but not limited to: Uniforms, T-shirts, sweatshirts, jackets, sweaters, hats etc. When screened or embroidered on apparel items, the Logo must be at least 2.5" wide. For all apparel purchases or for fund raising wearable items, club sponsor merchandise must be used and supplied by an authorized vendor