

This folder contains the following file types: ai, eps, jpeg, pdf, png, and svg.

Use the RGB files for media presented on a screen such as: web and app design, online ads, powerpoint slides, social media, and video.

Use the CMYK files for designs that will be printed, like business cards, posters, or swag.

Use the PMS (Pantone) files for stationary, logo only work, and signage. Ask your printing service which they prefer.

Below, you will find the correct CMYK, RGB, and PMS values for Virginia Tech's top three branded colors.

CMYK
Chicago Maroon
15, 100, 37, 45
#83003F

RGB
Chicago Maroon
34, 97, 59, 28
#871F41

PMS
Chicago Maroon
208 C

Burnt Orange
0, 62, 95, 0
#F57F29

Burnt Orange
5, 65, 100, 0
#E77724

Burnt Orange
158 C

Hokie Stone
26, 21, 19, 45
#76777B

Hokie Stone
56, 46, 44, 10
#75787B

Hokie Stone
Cool Gray 9 C