



Virginia Tech

BRAND GUIDELINES

October 2019

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 **TIP:** Visit brand.vt.edu for all University Relations guidelines, including:
■ editorial style
■ licensing
■ social media
■ downloads

INTRODUCTION

A brand is a reflection of the organization, a representation of its reputation. These brand guidelines encapsulate the image, primary messaging, and various ways we represent the university. Since our brand launch in 2017, the university has continued to update its identity brand standards to ensure a consistent look and style in the marketplace. Consistency among all units of Virginia Tech solidifies name recognition, a fundamental element of institutional positioning. We strive to uphold this brand of Virginia Tech and continually inform and engage our audiences about the Virginia Tech brand in an increasingly diverse and competitive higher education marketplace.

Adherence: Policy 12000

“The Brand Guidelines are university policy.” (Referenced in Policy 12000, Usage of the University Name, revised Nov. 15, 2018.)

Projecting an image of cohesiveness and excellence is important for all of Virginia Tech’s many audiences. The logo and official university names have registered trademark protection, and any use of the logo or official university names other than those prescribed in this manual is prohibited, regardless of funding sources. Alterations to the specifications outlined in this manual are prohibited without consent of University Relations. This manual describes specific rules, applications, and executions to be followed by authors, editors, and designers of official university communications. Adhering to these standards ensures that communications from every college and unit speak with a clear and uniform voice that best represents the brand and identity of Virginia Tech.

Note: Journal articles, research papers, proposals, technical reports, or other specialized documents may require standards different from those presented here. For more information on the Virginia Tech brand, please contact Heather Ducote, director of marketing, at vtbrand@vt.edu.



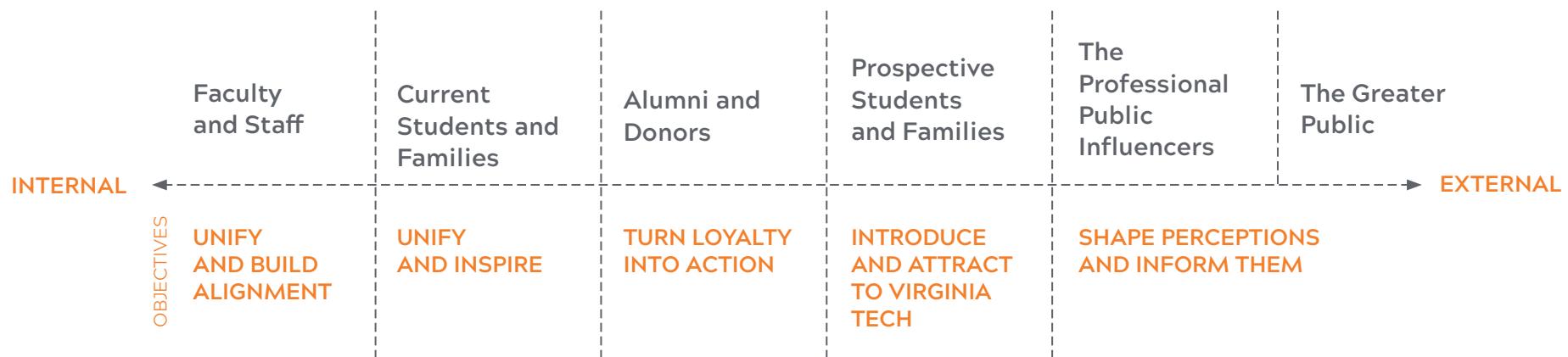
STRATEGY

Our positioning highlights our strengths, captures our personality, and communicates what the world expects from us. It's the backbone of our brand.



AUDIENCES

When we tell our story, we need to make sure we always have our audiences in mind. Each communication should be tailored to a specific audience, keeping in mind when and where we are speaking with them and what we want the intended outcome to be.



POSITIONING

WHAT WE DO

We reimagine the roles of education and technology.

HOW WE DO IT

We push the boundaries of knowledge and support people in their quests to go beyond limits.

WHY WE DO IT

We are a force for positive change.

We foster a transdisciplinary approach that integrates technology in all spheres of inquiry.

We value not only the transdisciplinary approach, but also depth of knowledge in a field, service, and experiential learning.

We are driven to serve (*Ut Prosim*).

VALUE PROPOSITION AND MOTTO

Virginia Tech reimagines the roles of education and technology in every aspect of life to serve as a force for positive change in a world without boundaries.

The value proposition states our attributes and benefits. Virginia Tech's attributes are that we reimagine the roles of education and technology. The benefits, meanwhile, are that we serve as a force for positive change.

Our Motto

Our motto, *Ut Prosim* (That I May Serve), is the foundation of our value proposition. The motto is at the very heart of Virginia Tech and the value we hold most sacred and true. It should never be over-used or used casually, as in a play on words. It should be used sparingly with great reverence.

BRAND PILLARS

The university delivers on the value proposition through three brand pillars, **research**, **culture**, and **learning**. The brand pillars were revealed through branding discovery work as the attributes that our alumni and external audiences most value about Virginia Tech. The brand pillars give us a storytelling framework for the Virginia Tech's mission, which is the university's promise to the world.

Remember that value proposition expresses our attributes (Virginia Tech reimagines the roles of education and technology in every aspect of life) and our benefits (we serve as a force for positive change in a world without boundaries). To fulfill this value proposition, each of the university's three brand pillars hold an attribute and a benefit:

Research

- Attribute: Research that is adaptable, tangible, and future-focused.
- Benefit: Research that discovers real and lasting solutions to big, complex problems in society.

Culture

- Attribute: A culture that is inclusive, immersive, and spirited.
- Benefit: A culture that develops people who have the breadth, depth, and experience to make an impact.

Learning

- Attribute: Learning that is transdisciplinary, experiential, collaborative.
- Benefit: Learning that fuels innovation and creativity.

MESSAGING NARRATIVE

Together, the value proposition, motto, and the brand pillars create our messaging map, seen here in narrative form and map form.

Virginia Tech reimagines the roles of education and technology in every aspect of life through research that is adaptable, tangible, and future-focused; through a culture that is inclusive, immersive, and spirited; and through learning that is transdisciplinary, experiential, and collaborative; in order to serve as a force for positive change in a world without boundaries by discovering real and lasting solutions to big, complex problems in society; by developing people who have the breadth, depth, and experience to make an impact; and by fueling innovation and creativity; all of which is built upon the foundation of our motto, *Ut Prosim* (That I May Serve).

Motivated by our motto of *Ut Prosim* (That I May Serve) to be a force for positive change in a world without boundaries, Virginia Tech reimagines the role of education and technology in every aspect of life. Our research is adaptable, tangible, and future-focused, designed to discover real and lasting solutions to big, complex societal problems. Our culture is inclusive, immersive, and spirited. Hokies have the breadth, depth, and experience to make a true impact. Our learning is transdisciplinary, experiential, and collaborative, designed to fuel innovation and creativity in our problem-solving.

Colleges and units should see themselves in the messaging map and make it their own. They can explore how they fulfill the value proposition by considering each of the brand pillars.

Research

How do we serve as a force for positive change through research?
How does our research reimagine the roles of education and technology?

Culture

How does our college create a culture that thrives in a world without boundaries?
How does our culture serve as a force for positive change?

Learning

How does our college or unit reimagine the roles of education and technology?
How do we facilitate learning in a world without boundaries?

PERSONALITY

Our history is the cornerstone of our personality. We are naturally earnest, tenacious, and proud, and these qualities will resonate the most with our audiences. As our brand evolves, we will build on these traits, showing the world that Hokies aspire to be inclusive, courageous, and adaptable. To ensure these aspirational traits become a natural extension of our brand personality, we will emphasize them in the way we communicate.

When communicating with audiences, it may be advisable to pair one or more of the traditional traits (earnest, tenacious, and proud) with one or more of the aspirational traits (inclusive, courageous, and adaptable), to reach the audience with messaging that is both familiar and forward-looking.

Inclusive

We deliberately ensure that everyone in our community feels welcome and valued.

Courageous

We will break new ground and blaze new trails to improve the world. We're not afraid to disrupt the status quo to advance society.

Adaptable

In a rapidly changing world, we have the flexibility to embrace new ideas and change our approach.

Earnest

We have a sincere work ethic and a genuine passion to serve in profound and meaningful ways.

Tenacious

Hokies get it done. We've got the perseverance and resolve to push past any obstacle.

Proud

We truly love being Hokies, and we're always excited to share our spirit and devotion with the world.



BRAND VOICE

Our story isn't just about what we say; it's about how we say it. Our brand voice brings our personality to life so that every message is uniquely Virginia Tech. The guidelines in this section help us all speak the same language.



BRAND PLATFORM

Our brand platform is the simplest statement of our messaging using our brand voice. Our communications should always capture the spirit of these three words:

CLAIM YOUR ROLE

What it is

- The authentic essence of who we are and who we want to be.
- A representation of our ever-evolving role as individuals, as a community, and as an institution.
- A declaration of our innate drive to be a force of good in the world.

What it isn't

- A tagline or campaign theme.
- A representation of a singular or static role in the world.
- Something obligatory or forced on us by others.

Example

This is the place where boundaries are blended and virtual meets physical. Here, we link drones to public policy and big data to emergency response so we can reimagine how we connect to one another.

Here, we merge heart with tech, empathy with science, literature with light. We wring out the answers and aim for better questions. We innovate, iterate, synthesize. We listen to our world.

We do this because there is a fiery drive inside us to be a force for good.

Simply put, it's our role in the world.

We don't sit back and wait for it. We claim it.

Passionately. Diligently. Endlessly.

CLAIMING OUR ROLE is a call to action.

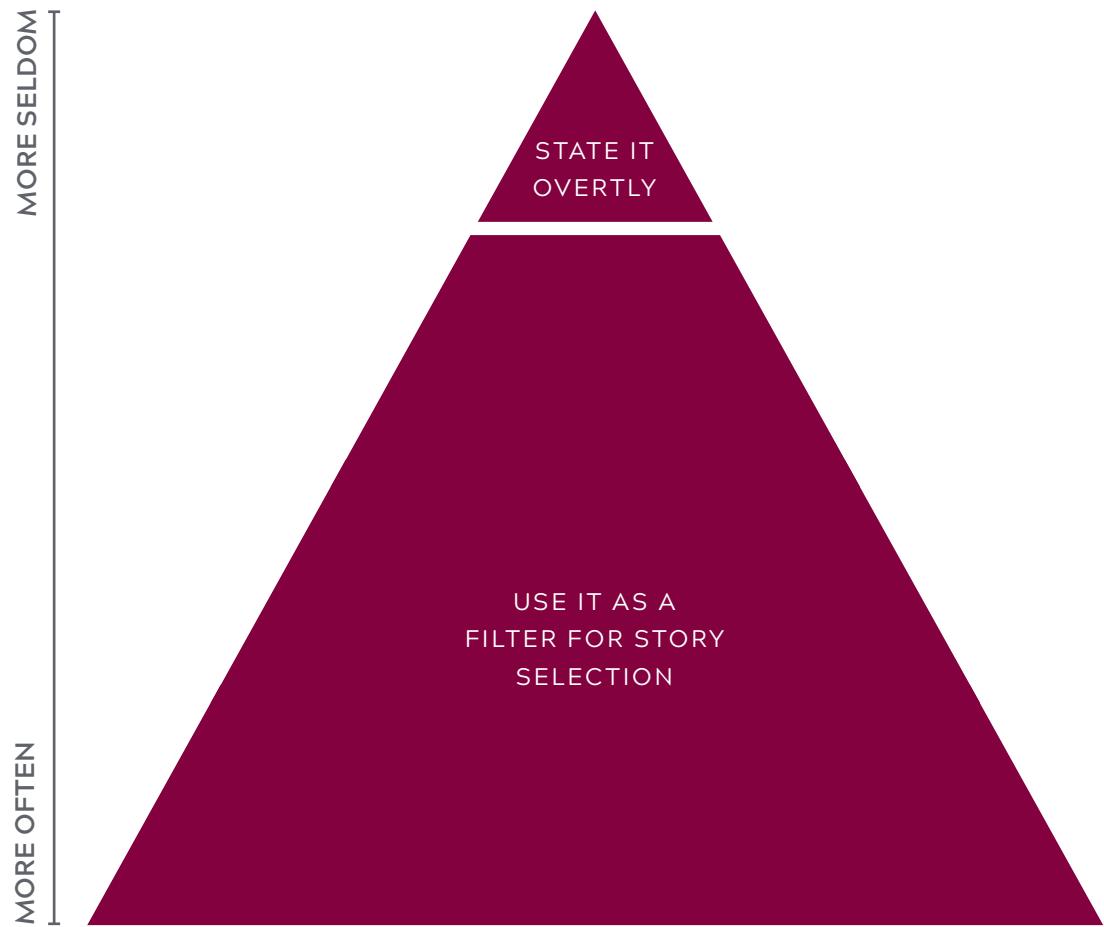
An intuition. A commitment.

TIP: The examples shown are not meant to be a script that should be lifted verbatim into copy. Instead it is meant to serve as an inspirational explanation of what we mean by "Claim Your Role."

BRAND PLATFORM

“Claim Your Role” is the essence of our brand, but we need to be nuanced in our use of these three words. Here’s some guidance on creating copy that embodies our platform without being too one-note.

TIP: This pyramid is a guide for how to incorporate “Claim Your Role” into copy. The top of the pyramid should be reserved for prominent, high-impact copy like headlines and calls to action.



BRAND PLATFORM

Here are a few ways to use “Claim Your Role” as a filter for how we tell stories.

- Frame stories as profiles of people at work, driven by purpose and dedicated to making a difference.
- Focus on specific ways we fulfill our goal of reimagining the role of technology and education.
- Highlight how Virginia Tech experiences shaped an individual’s role.
- Showcase examples of adaptability where we’ve persevered to overcome obstacles.
- Lead with the interdisciplinary nature of our work.
- Show the evolution of an individual’s role over time.
- Show how we courageously break down boundaries to create and fulfill new roles.
- Focus on how we are a force for positive change.
- Talk about how individual roles form a collective that is stronger than its parts.
- Show how Virginia Tech is leading the charge in new fields of study or new ways of solving problems.

TIP: The foundation of our brand should be the real-life stories of Virginia Tech students, faculty, alumni-members of our community—and how they bring the idea of claiming their role to life. By choosing stories that demonstrate our brand in action, we can show, rather than tell, how we claim our role to be a force for good. This tactic for storytelling should be used in all forms of communication and across all audiences.

WRITING TIPS

Here are several principles to keep in mind when crafting communications for Virginia Tech.

Know your audience.

There's a world of difference between the interests of a transfer student and an alumnus, and what's important to an international student is different still. Write to the reader's experience and expectations, and your story will resonate more strongly.

Speak to one person at a time.

Imagine you're writing a letter to a friend or a loved one. It will naturally focus your message and keep you honest in every sense.

Say one thing well.

People are busy. Attention spans are short (and getting shorter). Determine your one essential message and stick to it. Mixed messages are rarely effective.

Make headlines count.

An effective headline is as much an invitation as it is a declaration. Make an undeniable appeal to the reader that goes far beyond labeling the content below it.

Make copy sing.

Pay off your headline, get to the point, support it well, and finish strong. The goal is to get your reader all the way to the end. Reward them for their time.

Make data matter.

Statistics, rankings, totals, and rates of success aren't the story; they exist to help make your case to the reader. The numbers can add to your message, but they'll never take the place of it.

Avoid clichés and jargon.

We are an institution like no other, and our work has meaning. Our language should never feel expected, and readers needn't be insiders to identify with our story.

NOTE: When writing for social media, please visit:
<https://brand.vt.edu/identity/social.html>.

WRITING TIPS

After writing any communication, you'll want to gut check it. Here is a list of considerations. If you can't say yes to each question with the gut-check, revisit your work and revise it.

The Gut Check

- Does it support our value proposition?
- Does it align with our creative narrative?
- Does it lead with a benefit defined in our messaging strategy?
- Does it pair a corresponding benefit and attribute?
- Does it sound like something a person with our brand's personality traits would say?
- Does it sound even better when you read it out loud?
- Does it include at least one of our key messages?
- Is it appropriate for the intended audience?
- Does it get to the point, without burying the key message?
- Do the headlines convey our voice, instead of simply labeling the content?
- Does it move beyond simply stating the facts to reveal something bigger about Virginia Tech, our mission, and our place in the world?

 **TIP:** We recommend that you use a creative brief to create on-brand messaging and copy. Please see the sample creative brief at the end of this document.

STYLE GUIDE

Visit our style guide on the brand center site at brand.vt.edu. The style guide is our standard for writing and editing.

Our style guide notes specific rules and usages to be followed by university communicators. It contains exceptions to both the “Associated Press Stylebook and Libel Manual” and “The Chicago Manual of Style.” Where conflicts exist between this guide and other guides, our style guide takes precedence.

“The Chicago Manual of Style” is used specifically for books, proceedings, papers, and articles for professional journals. The “Associated Press Stylebook and Libel Manual” is used specifically for the Virginia Tech Magazine, VT News articles, and most documents targeting a general audience.

For more detail, or when the “Associated Press Stylebook and Libel Manual” does not address a topic, use “The Chicago Manual of Style.”

 **QUESTIONS?** Questions regarding Virginia Tech style may be directed to styleguide@vt.edu or (540) 231-9468.

BRAND ARCHITECTURE

Our logo plays on the brand recognition of the athletic logo, while remaining distinct enough to represent Virginia Tech in a way that is modern, easy to read, and elegant. Virginia Tech's brand architecture has six levels. At the top of the architecture is the master brand, followed in order by primary brand extensions, secondary brand extensions, tertiary brand extensions, sub-brands, individual brands, and endorsed brands. Each level of the architecture has its own unique relationship to the master brand and, therefore, its own set of rules.



MASTER BRAND

VERTICAL LOGO



HORIZONTAL LOGO



PRIMARY BRAND EXTENSIONS

The primary brand extensions are the university-level colleges, research institutes, and divisions of the university, as well as some presidential and provost leadership areas. These entities have brand extension lockup logos that are tied directly to the master brand. Primary brand extensions must use the Virginia Tech brand guidelines.

EXAMPLES:



PRIMARY BRAND EXTENSIONS:

- Office of the President
- Office of the Provost
- Office for Inclusion and Diversity
- Office for Strategic Affairs
- College of Agriculture and Life Sciences
- College of Architecture and Urban Sciences
- Pamplin College of Business
- College of Engineering
- College of Liberal Arts and Human Sciences
- College of Natural Resources and Environment
- College of Science
- Graduate School
- Honors College
- Virginia-Maryland College of Veterinary Medicine
- Virginia Tech Carilion School of Medicine
- Fralin Life Sciences Institute
- Hume Center
- Institute for Creativity, Arts, and Technology
- Institute for Critical Technology and Applied Science
- Institute for Society, Culture, and Environment
- Virginia Tech Transportation Institute
- Fralin Biomedical Research Institute at VTC
- Operations and Administration
- Virginia Tech Applied Research Corporation
- Outreach and International Affairs
- University Libraries
- Research and Innovation
- Corp of Cadets
- Undergraduate Academic Affairs

QUESTION? To request a lockup logo, send a message to vtbrand@vt.edu.

SECONDARY BRAND EXTENSIONS

The secondary brand extensions are the college-level and main unit-level schools, departments, and centers under each primary brand extension. Secondary brand extensions names are built into lockup logos with the master brand and the primary brand extension. Secondary brand extensions must use Virginia Tech's brand guidelines.

EXAMPLES:



TERTIARY BRAND EXTENSIONS

Tertiary brand extensions are all other entities affiliated with a primary brand extension under the secondary brand extension level, including degree programs and department-level research centers. The tertiary brand extension's name is added under the lockup logo after a space that is the same height as the wordmark in the lockup logo. Tertiary brand extensions must use the Virginia Tech brand guidelines.

EXAMPLES:



SUB-BRANDS

A sub-brand of Virginia Tech closely supports the master brand, but has a mission that deviates from the primary educational mission of the university. Instead of using the master brand name and logo as its main identifiers, the sub-brand has its own name and logo and references the master brand name and logo in a secondary position whenever possible in its materials and assets, depending on space to do so. A sub-brand uses its own brand guidelines that are created with University Relations to complement Virginia Tech's brand guidelines.

EXAMPLE:



INDIVIDUAL BRANDS

An individual brand exists under the master brand but uses its connection to the master brand in name only. An individual brand would not exist without the master brand. An individual brand could reference the master brand logo in its materials and assets, but is not required to and usually does not. An individual brand does not use Virginia Tech's brand guidelines. An individual brand has its own logo and brand guidelines. The trademarks of the university's individual brands are registered and protected by the Office of Licensing and Trademarks.

EXAMPLE:



ENDORSED BRANDS

Unlike an individual brand, an endorsed brand does not exist under the master brand. The university grants an endorsed brand permission to use the university name only to express its endorsement of the entity or to express a business relationship with the entity. Endorsed brands use the Virginia Tech name but not the logos in its materials and assets. An endorsed brand does not use Virginia Tech's brand guidelines.

EXAMPLE:



QUESTION? If you have questions about the brand architecture, please consult your college or unit lead communications director or University Relations at vtbrand@vt.edu.

DISTINCT IDENTITIES

For our purposes, we define distinct identities as symbols presented together with an entity's name to create a single, separate identity from the university. Distinct identities that include the Pylons or the motto *Ut Prosim* are rarely permissible and must be approved by University Relations prior to use.

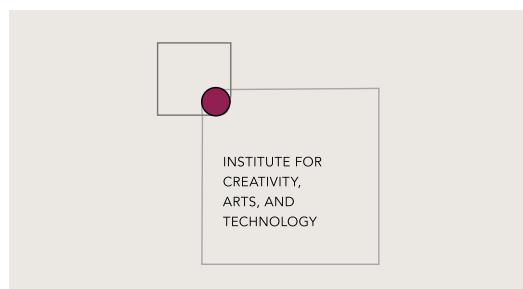
RESEARCH ENTITIES

Because of historic practice at Virginia Tech, research institutes, centers, and labs are allowed to create distinct identities. A distinct identity for a research institute or center must be submitted to vtbrand@vt.edu for review before use by the lead communications representative for the institute or center. For a list of communications representatives, please go to the online brand center at brand.vt.edu.

As primary brand extensions, university-level research institutes must also use the master brand logo on any print, display, or merchandise item where the distinct identity is used. In cases of extreme space limitations when only one imprint area is possible, such as on a pen, the university-level research institute must use their primary brand extension lockup logo. University-level research institutes need not develop a distinct identity; using only their primary brand extension lockup logo is always preferred.

Research institutes, centers, and labs that are not primary brand extensions should use both their distinct identity and the master brand or appropriate brand extension lockup logo on merchandise. The master brand or appropriate primary or secondary lockup logo must always accompany the distinct identity on merchandise unless spacing is an issue (i.e., lapel pins).

EXAMPLES:



QUESTION? All distinct identities must be professionally designed and approved by University Relations. For review, send the design to vtbrand@vt.edu. Only licensed vendors may produce merchandise with university trademarks. To find a list of licensed vendors, go to the licensing website.

DISTINCT IDENTITIES

GROUPS

Groups of university faculty, staff, and/or students who chose to come together around a common purpose whose efforts are outside of academic instruction are allowed to create a distinct identity. A distinct identity for a group must be submitted to vtbrand@vt.edu for review before use by the lead communications representative for the unit over the group. For a list of communications representatives, please go to the online brand center.

University groups should use both their distinct identity and the master brand or appropriate brand extension lockup logo on apparel. The master brand or appropriate primary or secondary lockup logo must always accompany the distinct identity on merchandise unless spacing is an issue (i.e., lapel pins).

GROUPS INCLUDE:

LIVING-LEARNING COMMUNITIES

GIVING SOCIETIES



QUESTION? All distinct identities must be professionally designed and approved by University Relations. For review, send the design to vtbrand@vt.edu. Only licensed vendors may produce merchandise with university trademarks. To find a list of licensed vendors, go to the licensing website.

DISTINCT IDENTITIES

UNIVERSITY ENTITIES COMMERCIALIZED FOR BUSINESS PURPOSES

Division and department led university entities that are commercialized to provide business services are allowed to create distinct identities. A distinct identity for a university entity that is commercialized for external audiences must be submitted to vtbrand@vt.edu for review before use by the lead communications representative for the entity. For a list of communications representatives, please go to the online brand center.

Division and department led university entities commercialized for business purposes should use both their distinct identity and the master brand or appropriate brand extension lockup logo on merchandise. The master brand, appropriate primary or secondary lockup logo, or some reference to the university must always accompany the distinct identity on merchandise unless spacing is an issue (i.e., lapel pins).

EXAMPLE:



QUESTION? All distinct identities must be professionally designed and approved by University Relations. For review, send the design to vtbrand@vt.edu. Only licensed vendors may produce merchandise with university trademarks. To find a list of licensed vendors, go to the licensing website.

DISTINCT IDENTITIES

INITIATIVES, CAMPAIGNS, EVENTS

Initiatives, campaigns, and events are allowed to create distinct identities. A distinct identity for an initiative, campaign, or event must be submitted to vtbrand@vt.edu for review before use by the lead communications representative for the unit over the initiative, campaign, or event. For a list of communications representatives, please go to the online brand center.

University initiatives, campaigns, and events should use both their distinct identity and the master brand or appropriate brand extension lockup logo on merchandise. The master brand, appropriate primary or secondary lockup logo, or some reference to the university must always accompany the distinct identity on merchandise unless spacing is an issue (i.e., lapel pins).

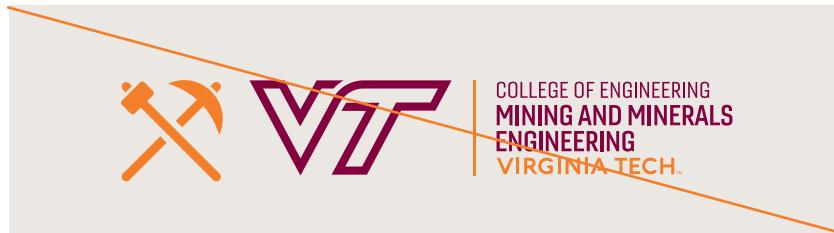
EXAMPLE:



QUESTION? All distinct identities must be professionally designed and approved by University Relations. For review, send the design to vtbrand@vt.edu. Only licensed vendors may produce merchandise with university trademarks. To find a list of licensed vendors, go to the licensing website.

GRAPHIC ELEMENTS

Academic colleges, departments, and programs are not allowed to create distinct identities. These entities must use their appropriate brand extension lockup logos or the master brand logo. If an academic entity would like to use a symbol without combining their unit name on materials so that its repeated use causes it to intentionally become associated with the unit, that is allowed. However, the master brand or appropriate brand extension lockup logo must be used in addition to the graphic element, but separate from the graphic design. Academic colleges, departments, and programs cannot present their name together with or on top of a graphic element to create a distinct identity.



✖ Graphic element is not allowed with lockups.

PARTNERSHIP LOGOS

Partnership logos may be created between Virginia Tech and an external entity with which there is a partnership when the partnership is meant to be permanent. The master brand only of both entities may be used to form the partnership logo. Each partnership logo must be approved by University Relations and the lead administrator in the Virginia Tech unit forming the partnership on a case-by-case basis. Temporary partnerships, such as events and grant funding, do not rise to the level of a partnership logo. Partnership logos must also be approved by the University Relations and lead administration equivalent of the partner institution. The entity that the two master brands create together is written under the partnership logo in text to become part of the overall logo. When the college name is not part of the entity that is created by the partnership, the college name will be included in editorial content.

EXAMPLE:





TRADEMARKS

This section is a very brief overview of most of the university's trademarks. For the complete licensing and trademarks guidelines, visit the brand center.



TRADEMARKS

All word, name, symbol, device, or any combination that an internal unit of the university would like to seek trademark protection for should be done through the Office of Licensing and Trademarks.

University Relations promotes and protects the Virginia Tech brand through appropriate use of the university's trademarks. The Office of Licensing and Trademarks approves use of the trademarks and administers a licensed collegiate merchandise program with the Collegiate Licensing Company for commercial use of trademarks on products. Permission is required to use the Virginia Tech trademarks on all merchandise, including but not limited to those purchased for internal use, giveaways, promotion, display, or retail.

Virginia Tech trademarks may not be used in conjunction with other trademarks or registered marks without written permission from the owner of each mark. Virginia Tech marks are not to be used in conjunction with references to alcohol without written permission from University Relations. Use of any university trademark that is deemed by the Office of Licensing and Trademarks to be in poor taste, seen as promoting a political or religious organization, or endorsing another brand will be strictly prohibited.

Requests by external entities (outside of university faculty, staff, students, and alumni chapters) to use a university trademark for presentations, websites, or other communications must be submitted to University Relations through the Logo Request Form on the brand center prior to its use. Requests will be considered on a case-by-case basis. Use the logo request form on the brand center site to request permission. Careful consideration is given to avoid the appearance of endorsement. If University Relations grants an external entity permission to use a trademark, the use must include "Logo used with permission from Virginia Tech" and adhere to the identity standards and requirements set forth in this guide.

In all approved uses of Virginia Tech trademarks, the appropriate registered or trademark designation must be included.

 **Note:** To access the logo request form, visit <https://brand.vt.edu/contacts.html>. All requests can be submitted through the Marketing and Creative Request in the right column.

Modification of any trademark is strictly prohibited.

TRADEMARKS

The trademarks of Virginia Tech are:

MASTER BRAND LOGO

The master brand logo, also known as the university mark, is the overarching brand name that serves as the main anchoring point under which all brand extensions are based.

HORIZONTAL LOGO



VERTICAL LOGO



TRADEMARKS

WORDMARKS

The registration of a wordmark provides broad rights and basically protects the text of the wordmark regardless of what style, font, or configuration it appears in. Registered and trademark symbols need not be used by internal communicators in text. Use the registered or trademark symbol on merchandise and displays, regardless of quantity ordered or intended use.

Virginia Tech®

Hokies®

Hokie™

Virginia Polytechnic Institute and State University®

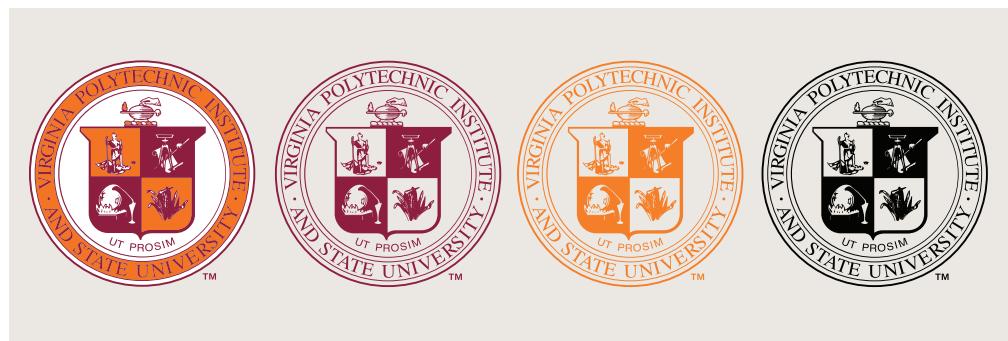
HokieBird™

Fighting Gobblers™

Fightin' Gobblers™

UNIVERSITY SEAL

The formal university seal is reserved for internal ceremonies, watermarks on official documents, on diplomas, on building plaques, and in other special circumstances.



TRADEMARKS

ATHLETIC LOGOS

The athletic logos are registered and protected by University Relations. As with the university's master brand logo, the Office of Licensing and Trademarks approves each use of athletic logos and administers a licensed collegiate merchandise program with CLC for commercial use on products. The athletic program is categorized as an individual brand within the university's architecture and are not approved for use by brand extensions, sub-brands, any other individual brand, or endorsed brands.



Note: The GIG font is an integral part of athletics' brand and should not be used by anyone outside of the Athletic department.

TRADEMARKS

HOKIEBIRD AND OTHER SPIRIT LOGOS

The HokieBird and all other Virginia Tech spirit logos are registered and protected by University Relations. As with the university's master brand logo, the Office of Licensing and Trademarks approves every use of the HokieBird and other spirit logos and administers a licensed collegiate merchandise program with CLC for commercial use on products. The HokieBird and other spirit logos may not be used by academic units. The HokieBird and other spirit logos are approved for use by student organizations. For comprehensive guidelines for spirit logo use, please see the licensing guidelines at the brand center site.



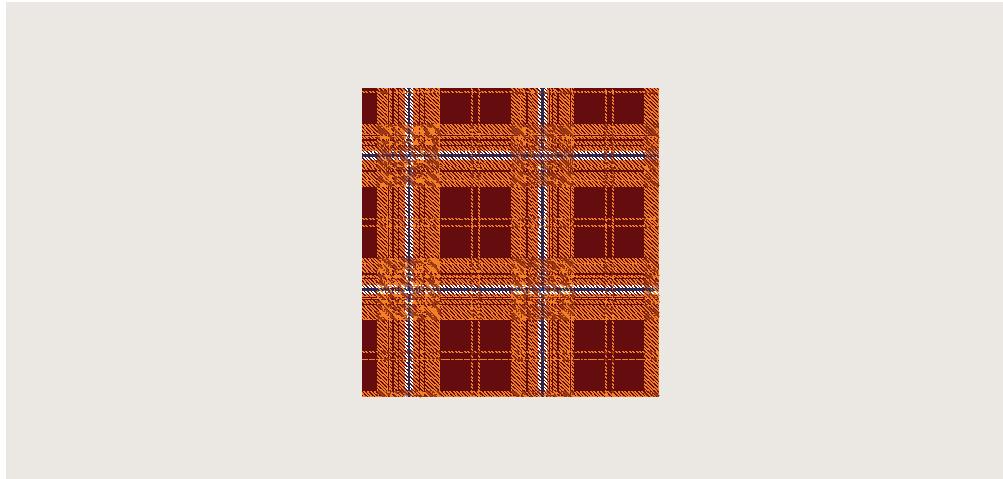
TRADEMARKS

VINTAGE LOGOS

Vintage logos are reserved for the College Vault licensee program and may not be used by student organizations, brand extensions, sub-brands, individual brands, or endorsed brands. Occasionally, vintage logos may be used on commemorative uniforms for varsity athletics with permission from the Office of Licensing and Trademarks.

TARTAN

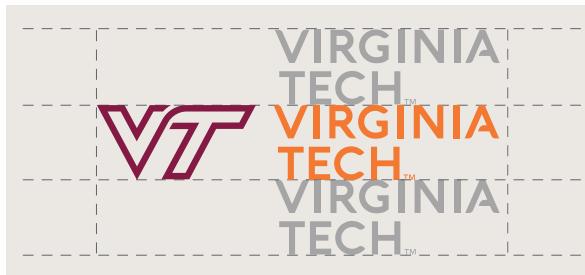
The Scottish Register of Tartans includes an official Virginia Tech tartan pattern of Chicago maroon and burnt orange.



QUESTION? For all questions about using a Virginia Tech trademark, please contact the Office of Licensing and Trademarks at licensing@vt.edu.

LOGO USE

PROTECTED AREA AROUND LOGO FOR PRINT



For print, keep protected area equivalent to two times the height of the logo text around all versions of the logos.

External Requests To Use Logo

Requests by external entities (university faculty, staff, students, or alumni chapters) to use the university logo for presentations, websites, or other communications are granted for one-time use on a case-by-case basis. Use the logo request form on the branding website (brand.vt.edu/contacts.html) to request permission. Logos may be used by external organizations to express the role of Virginia Tech as a partner or an affiliation. Careful consideration is given to avoid the appearance of endorsement.

In all approved uses of Virginia Tech logos and wordmarks, the appropriate ® or ™ designation must be included. If University Relations grants permission for use, all external uses of the Virginia Tech logo shall state “Logo used with permission from Virginia Tech” and adhere to the identity standards and requirements set forth in this guide.

LOGO USE

SIZE

The size requirements shown on this page allow for accurate reproduction of the details in both the “VT” and the text of the logo.



PROPORTION

The proportion of the logo must remain fixed to the existing scale and should not change horizontally or vertically.



LOGO USE

USING THE VT BRANDMARK OR THE VIRGINIA TECH WORDMARK ALONE

The university master brand logo is made up of two elements: the brandmark, which is the university VT symbol, and the wordmark, which is the custom design of the Virginia Tech name.

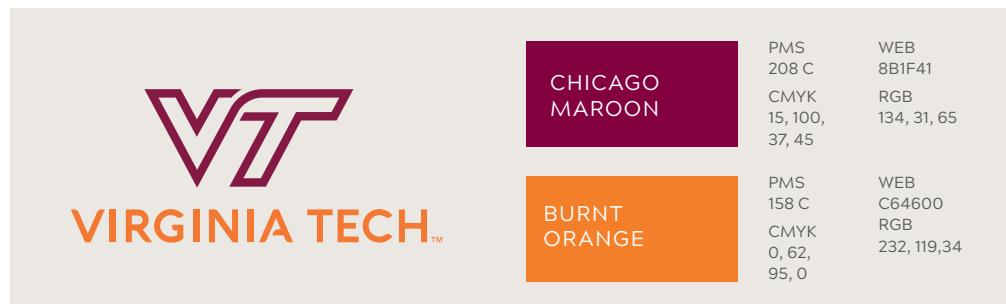
The VT brandmark may be used on its own with the trademark designation in situations where size or design considerations necessitate it, with permission from the Office of Licensing and Trademarks; anywhere when the entire Virginia Tech logo is also present elsewhere on the item; on merchandise that also displays the athletic VT; and on social media profile photos/thumbnails.

The wordmark may be used on its own with the trademark designation anywhere when the entire logo is also present elsewhere on the item.

LOGO USE

When reproducing on color backgrounds, use an appropriate one or two-color version of the logo. Ensure appropriate contrast between the logo and the background color.

Solid orange, solid maroon, reversed white, or solid black logos are acceptable one-color process printing options.



✓ Solid maroon on orange.

✓ Solid orange on maroon.

✓ Solid white on black or grey.

✓ Solid black on white.



✓ Solid white and orange on maroon.



✓ "VT" may be printed at 60% black with the logotype at 100% black. This may only be done on a white background. For black and white versions, use on backgrounds outside the university's primary colors. When placing the logo on a photo or non-solid background, make sure the logo is readable. Do not place on a busy background.

NOTE: The logo may be produced in copper, gold, or silver inks or foils. The logo may also be embossed or debossed.

A white logo on a maroon background can only be used with approval by the Office of Licensing and Trademarks. The office can be reached at licensing@vt.edu.

The vertical logo is preferred on most merchandise. The horizontal logo is preferred in more formal applications.

COLORS

Our university's colors are Chicago maroon and burnt orange.

Adding a secondary palette increases flexibility for many different communication styles, while creating connections among all of our materials.

Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Virginia Tech brand.



PRIMARY AND SECONDARY PALETTES

The Virginia Tech color palette has two layers: primary and secondary. Our primary palette will always include Chicago maroon and burnt orange, supplemented by yardline white and Hokie Stone as neutrals. These colors should be present in most marketing and communications materials. The secondary colors should be used sparingly as accents or to represent different moods.

The following pages show sample color palettes that can be used by sub-brands and programs to create visual distinction while still maintaining the integrity of the master brand.

PRIMARY COLOR PALETTE



CHICAGO MAROON



BURNT ORANGE



BURNT
ORANGE
(WEB)



YARDLINE WHITE



HOKIE STONE

Use this version of
burnt orange for all
web applications.

SECONDARY COLOR PALETTE



PYLON
PURPLE



VIRGINIA
SUNSET



BOUNDLESS
PINK



TRIUMPHANT
YELLOW



CADET
BLUE



SUSTAINABLE
TEAL



VIBRANT
TURQUOISE



LAND-GRAFT
GREY



SKIPPER
SMOKE

NOTE: When using color builds, always use the color values listed on the next page. They have been adjusted for the best reproduction on screen and in print.

PRIMARY PALETTE

CHICAGO MAROON

Chicago maroon is the first of the two primary brand colors for Virginia Tech. In most cases, this color will be present in your design. Its prominence will be determined by the mood of the piece you are creating, with more formal pieces leaning on the color more heavily.

PMS | 208

CMYK | 15, 100, 37, 45

RGB | 134, 31, 65

WEB | #861F41

BURNT ORANGE

Burnt orange is the second primary brand color for Virginia Tech. It should be used as a primary or supplementary color. When we need to use burnt orange on the web for text, the secondary burnt orange web color should be used to meet web accessibility standards.

PMS | 158

CMYK | 0, 62, 95, 0

RGB | 232, 119, 34

WEB | #E87722

BURNT ORANGE (WEB)

Burnt orange web should replace the primary burnt orange when used for live digital text. This particular shade is darker with higher contrast for web accessibility. Please follow the chart on the next page to see what colors work best for digital text.

WEB | #C64600

YARDLINE WHITE

The color yardline white is critical in maintaining the sophistication of the Virginia Tech brand. It should play a significant role in your design palette.

PMS | WHITE

CMYK | 0, 0, 0, 0

RGB | 0, 0, 0

WEB | #FFFFFF

HOKIE STONE

Hokie Stone is our primary text color and should be used for all text applications on light backgrounds.

PMS | COOL GRAY 9C

CMYK | 26, 21, 19, 45

RGB | 117, 120, 123

WEB | #75787B

SECONDARY PALETTE

The secondary palette is a mix of colors from neutrals to vibrant. The following pages show web accessibility standards for individual colors, along with ways to create unique color palettes within the larger Virginia Tech color palette.

PYLON PURPLE
CMYK 65, 100, 22, 27
RGB 100, 38, 103
WEB 642667
PRINT PMS 260 C

BOUNLESS PINK
CMYK 0, 100, 43, 12
RGB 206, 0, 88
WEB CE0058
PRINT PMS Rubine Red

VIRGINIA SUNSET
CMYK 0, 52, 100, 2
RGB 237, 139, 0
WEB ED8B00
PRINT PMS 144 C

TRIUMPHANT YELLOW
CMYK 5, 0, 85, 1
RGB 228, 253, 61
WEB E4FD3D
PRINT PMS 101 C

SUSTAINABLE TEAL
CMYK 75, 35, 40, 3
RGB 63, 120, 125
WEB 3F787D
PRINT PMS 2212 C

VIBRANT TURQUOISE
CMYK 68, 0, 35, 0
RGB 44, 213, 196
WEB 2CD5C4
PRINT PMS 3255 C

LAND-GRANT GREY
CMYK 5, 7, 10, 11
RGB 215, 210, 203
WEB D7D2CB
PRINT Warm Gray 1 C

SKIPPER SMOKE
CMYK 4, 4, 2, 6
RGB 229, 225, 230
WEB E5E1E6
PRINT PMS 663 C

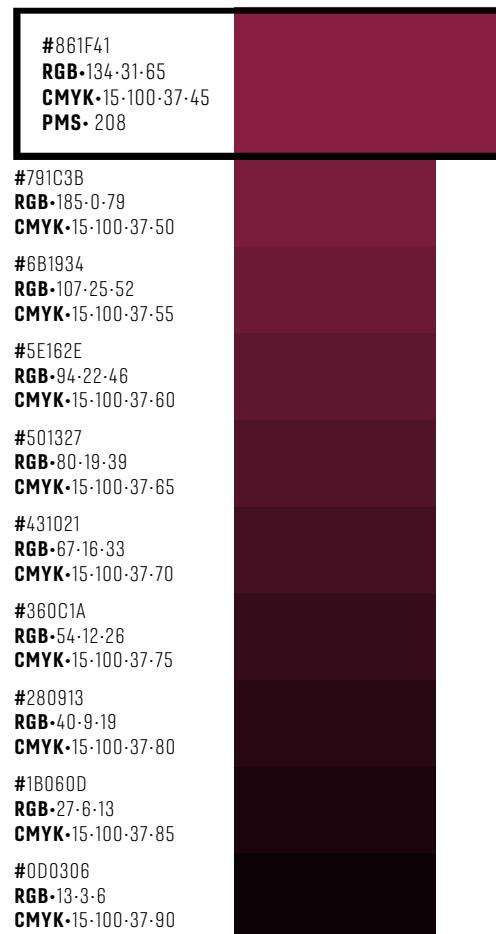
CADET BLUE
CMYK 100, 60, 5, 45
RGB 0, 60, 113
WEB 003C71
PRINT PMS 541 C

TIP: When printing, consideration should be given for paper stock, printer type, and printing process. Pantone and CMYK values may need to be adjusted to reproduce properly based on these considerations.

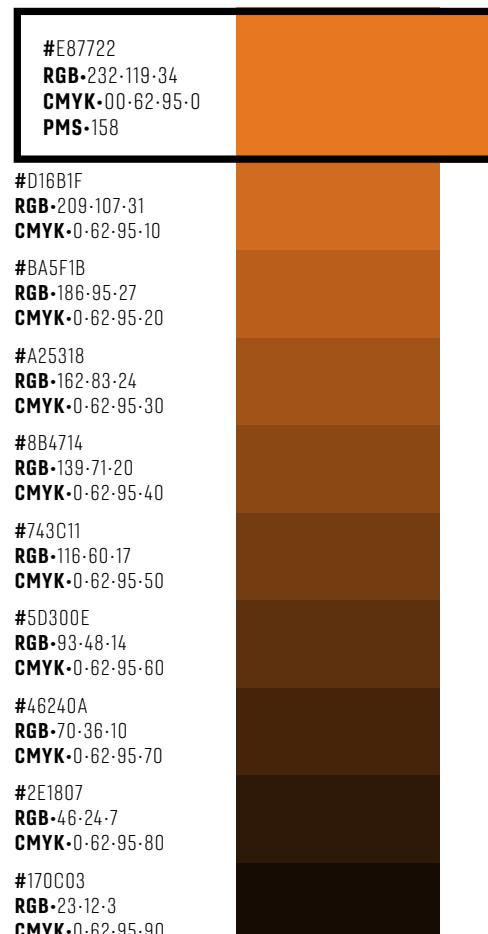
EXTENDED PALETTE

Shading or darkening of maroon and orange is permitted but tinting or lightening is not. However, to achieve a translucent look, you may apply a multiply treatment to either color. Shading and tinting are permitted for Hokie Stone, yardline white, and all colors in the secondary color palette, as diagrammed on the following pages. This is for use in design, not to be applied to any mark or logo.

CHICAGO MAROON



BURNT ORANGE



EXTENDED PALETTE

PYLON PURPLE

#EFE9EF
RGB-239-233-239
CMYK-7-10-1-2

#E0D4E1
RGB-224-212-225
CMYK-13-20-4-4

#D0BDD1
RGB-208-189-209
CMYK-20-30-7-6

#C1A8C2
RGB-193-168-194
CMYK-26-40-9-7

#B192B3
RGB-177-146-179
CMYK-32-50-11-9

#A27DA4
RGB-162-125-164
CMYK-39-60-13-11

#936895
RGB-147-104-149
CMYK-45-70-15-13

#835185
RGB-131-81-133
CMYK-52-80-18-14

#743C76
RGB-116-60-118
CMYK-59-90-20-16

#642667
RGB-100-38-103
CMYK-65-100-22-18
PMS-260C

#5A225D
RGB-90-34-93
CMYK-65-100-22-26

#501E52
RGB-80-30-82
CMYK-65-100-22-34

#461B48
RGB-70-27-72
CMYK-65-100-22-42

#3C173E
RGB-60-23-62
CMYK-65-100-22-50

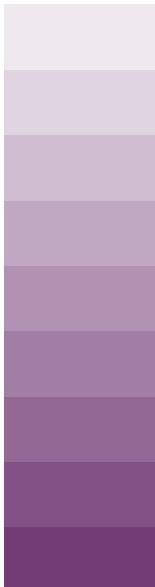
#321334
RGB-50-19-52
CMYK-65-100-22-58

#280F29
RGB-40-15-41
CMYK-65-100-22-66

#1E0B1F
RGB-30-11-31
CMYK-65-100-22-74

#140815
RGB-20-8-21
CMYK-65-100-22-82

#0A040A
RGB-10-4-10
CMYK-65-100-22-90



BOUNDLESS PINK

#FAE6EE
RGB-250-230-238
CMYK-0-10-4-0

#F5CCDE
RGB-245-204-222
CMYK-0-20-8-1

#F083CD
RGB-240-179-205
CMYK-0-30-12-2

#EB99BC
RGB-235-153-188
CMYK-0-40-16-4

#E780AC
RGB-231-128-172
CMYK-0-50-20-6

#E2669B
RGB-226-102-155
CMYK-0-60-25-6

#DD4D8A
RGB-221-77-138
CMYK-0-70-29-8

#D8379
RGB-216-51-121
CMYK-0-80-33-9

#D31A69
RGB-211-26-105
CMYK-0-90-37-9

#CE0058
RGB-206-0-88
CMYK-0-100-43-12
PMS-Rubine Red

#B9004F
RGB-185-0-79
CMYK-0-100-43-20

#A50046
RGB-165-0-70
CMYK-0-100-43-30

#90003E
RGB-144-0-62
CMYK-0-100-43-38

#7C0035
RGB-124-0-53
CMYK-0-100-43-46

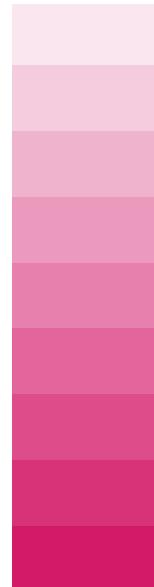
#67002C
RGB-103-0-44
CMYK-0-100-43-55

#520023
RGB-82-0-35
CMYK-0-100-43-64

#3E001A
RGB-62-0-26
CMYK-0-100-43-72

#290012
RGB-41-0-18
CMYK-0-100-43-81

#150009
RGB-21-0-9
CMYK-0-100-43-90



VIRGINIA SUNSET

#FDF3E5
RGB-253-243-228
CMYK-0-5-10-0

#F8E8CC
RGB-251-232-204
CMYK-0-10-20-0

#FADC82
RGB-250-220-178
CMYK-0-16-30-1

#F8D199
RGB-248-209-153
CMYK-0-21-40-1

#F6C57F
RGB-246-197-127
CMYK-0-26-50-1

#F4B966
RGB-244-185-102
CMYK-0-32-60-1

#F2AE4D
RGB-242-174-77
CMYK-0-37-72-2

#F1A233
RGB-241-162-51
CMYK-0-43-80-2

#E971A
RGB-239-151-26
CMYK-0-48-90-2

#ED8B00
RGB-237-139-0
CMYK-0-53-100-2
PMS-144C

#D57000
RGB-213-125-0
CMYK-0-53-100-12

#B36F00
RGB-179-111-0
CMYK-0-53-100-22

#A66100
RGB-166-97-0
CMYK-0-53-100-31

#8E5300
RGB-142-83-0
CMYK-0-53-100-41

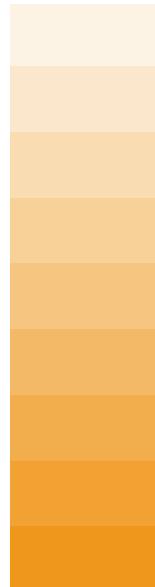
#774600
RGB-119-70-0
CMYK-0-53-100-51

#5F3800
RGB-95-56-0
CMYK-0-53-100-61

#472A00
RGB-71-42-0
CMYK-0-53-100-71

#2F1C00
RGB-47-28-0
CMYK-0-53-100-80

#180E00
RGB-24-14-0
CMYK-0-53-100-90



TRIUMPHANT YELLOW

#FEFDEC
RGB-254-253-236
CMYK-N/A

#FDFBDA
RGB-253-251-218
CMYK-1-0-17-0

#FDFFC8
RGB-253-249-200
CMYK-N/A

#FCF7B6
RGB-252-247-182
CMYK-2-0-34-0

#FBF4A3
RGB-251-244-163
CMYK-N/A

#FAF291
RGB-250-242-145
CMYK-3-0-51-1

#F9F07F
RGB-249-240-127
CMYK-N/A

#F9EE6D
RGB-249-238-109
CMYK-4-0-68-1

#F8EC5B
RGB-248-236-91
CMYK-N/A

#F7EA48
RGB-247-234-72
CMYK-5-0-85-1
PMS-101C

#DED341
RGB-222-211-65
CMYK-5-0-85-11

#C6BB3A
RGB-198-187-58
CMYK-5-0-85-21

#ADA432
RGB-173-164-50
CMYK-5-0-85-31

#94802B
RGB-148-140-43
CMYK-5-0-85-40

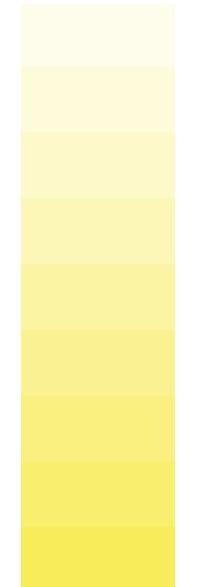
#7C7524
RGB-124-117-36
CMYK-5-0-85-50

#635E1D
RGB-99-94-29
CMYK-5-0-85-60

#4A4616
RGB-74-70-22
CMYK-5-0-85-70

#312F0E
RGB-49-47-14
CMYK-5-0-85-80

#191707
RGB-25-23-7
CMYK-5-0-85-90



EXTENDED PALETTE

SUSTAINABLE TEAL	VIBRANT TURQUOISE	LAND-GRANT GREY	SKIPPER SMOKE
#EDF3F4 RGB-237-243-244 CMYK-7-4-0-0	#E9FBF9 RGB-233-251-249 CMYK-7-0-3-0	#FBFAFA RGB-251-250-250 CMYK-N/A	
#DCE7E9 RGB-220-231-233 CMYK-15-7-8-0	#D5F7F3 RGB-213-247-243 CMYK-14-0-7-0	#F7F7F5 RGB-247-246-245 CMYK-1-2-2-3	
#CADDAD RGB-202-218-221 CMYK-23-11-12-1	#BFF2ED RGB-191-218-237 CMYK-20-0-10-0	#F3F1EF RGB-243-241-239 CMYK-N/A	
#B9CED3 RGB-185-206-211 CMYK-30-14-16-2	#ABEEE7 RGB-171-238-231 CMYK-27-0-14-0	#EFEDEA RGB-239-237-234 CMYK-2-3-4-5	
#A7C2C7 RGB-167-194-199 CMYK-38-18-20-2	#95EAE1 RGB-149-234-225 CMYK-34-0-17-0	#EBE8E5 RGB-235-232-229 CMYK-N/A	
#96BBCB RGB-150-182-188 CMYK-45-21-24-2	#80E6DC RGB-128-230-220 CMYK-4-0-21-0	#E7E4E0 RGB-231-228-224 CMYK-3-5-6-7	
#85AAB2 RGB-133-170-178 CMYK-53-25-28-2	#6CE2D6 RGB-108-226-214 CMYK-47-0-24-0	#E3E0DB RGB-227-224-219 CMYK-N/A	
#739DA6 RGB-115-157-166 CMYK-60-28-32-3	#56DD00 RGB-86-221-208 CMYK-54-0-28-0	#DFDBD5 RGB-223-219-213 CMYK-4-6-8-9	
#62919B RGB-98-145-155 CMYK-68-32-36-3	#42D9CA RGB-66-217-202 CMYK-61-0-31-0	#DBD7D0 RGB-219-215-208 CMYK-N/A	
#508590 RGB-80-133-144 CMYK-75-35-40-3 PMS-2212C	#2CD5C4 RGB-44-213-196 CMYK-68-0-35-0 PMS-3255C	#D7D2CB RGB-215-210-203 CMYK-5-7-10-11 PMS-Warm Gray 1C	#E5E1E6 RGB-229-225-230 CMYK-4-4-2-6 PMS-663C
#487882 RGB-72-120-130 CMYK-75-35-40-13	#28C0B0 RGB-40-192-176 CMYK-68-0-35-10	#C2BDB7 RGB-194-189-183 CMYK-5-7-10-20	#CECBDF RGB-206-203-207 CMYK-4-4-2-15
#406A73 RGB-64-106-115 CMYK-75-35-40-22	#23AA9D RGB-35-170-157 CMYK-68-0-35-20	#ACA8A2 RGB-172-168-162 CMYK-5-7-10-29	#B7B4B8 RGB-183-180-184 CMYK-4-4-2-25
#385D65 RGB-56-93-101 CMYK-75-35-40-32	#1F9589 RGB-31-149-137 CMYK-68-0-35-30	#97938E RGB-151-147-142 CMYK-5-7-10-37	#A09E41 RGB-160-159-161 CMYK-4-4-2-34
#305056 RGB-48-80-86 CMYK-75-35-40-42	#1A8076 RGB-26-128-118 CMYK-68-0-35-40	#817E7A RGB-129-126-122 CMYK-5-7-10-46	#89878A RGB-137-135-138 CMYK-4-4-2-43
#284348 RGB-40-67-72 CMYK-75-35-40-51	#16BB62 RGB-22-107-98 CMYK-68-0-35-50	#6C6966 RGB-108-105-102 CMYK-5-7-10-55	#737173 RGB-115-113-115 CMYK-4-4-2-53
#20353A RGB-32-53-58 CMYK-75-35-40-61	#12554E RGB-18-85-78 CMYK-68-0-35-60	#565451 RGB-86-84-81 CMYK-5-7-10-64	#5C5A5C RGB-92-90-92 CMYK-4-4-2-62
#18282B RGB-24-40-43 CMYK-75-35-40-70	#0D403B RGB-13-64-59 CMYK-68-0-35-70	#403F3D RGB-63-63-61 CMYK-5-7-10-72	#454345 RGB-69-67-69 CMYK-4-4-2-71
#101B1D RGB-16-27-29 CMYK-75-35-40-80	#092B27 RGB-9-43-39 CMYK-68-0-35-80	#2B2A29 RGB-43-42-41 CMYK-5-7-10-81	#2E202E RGB-46-45-46 CMYK-4-4-2-81
#08000E RGB-8-13-14 CMYK-75-35-40-90	#041514 RGB-4-21-20 CMYK-68-0-35-90	#151514 RGB-21-21-20 CMYK-5-7-10-90	#171617 RGB-23-22-23 CMYK-4-4-2-90

EXTENDED PALETTE

BURNT ORANGE: WEB/DIGITAL

#F9ECE5 RGB-249-236-229 CMYK-N/A	
#F4DACC RGB-244-218-204 CMYK-N/A	
#EEC7B2 RGB-238-199-178 CMYK-N/A	
#E8B599 RGB-232-181-153 CMYK-N/A	
#E2A27F RGB-226-162-127 CMYK-N/A	
#DD9066 RGB-221-144-102 CMYK-N/A	
#D77E4D RGB-215-126-77 CMYK-N/A	
#D16B33 RGB-209-107-51 CMYK-N/A	
#CC591A RGB-204-89-26 CMYK-N/A	
#C64600 RGB-198-70-0 CMYK-N/A PMS-N/A	
#B23FO0 RGB-178-63-0 CMYK-N/A	
#9E3800 RGB-158-56-0 CMYK-N/A	
#8B3100 RGB-139-49-0 CMYK-N/A	
#772A00 RGB-119-42-0 CMYK-N/A	
#67002C RGB-103-0-44 CMYK-N/A	
#632300 RGB-99-35-0 CMYK-N/A	
#3B1500 RGB-59-21-0 CMYK-N/A	
#280E00 RGB-40-14-0 CMYK-N/A	
#150009 RGB-20-7-0 CMYK-N/A	

CADET BLUE

#F5EBF1 RGB-229-235-241 CMYK-10-6-0-4	
#F4DCE3 RGB-204-216-227 CMYK-20-12-1-9	
#B2C4D4 RGB-178-196-212 CMYK-30-18-1-13	
#99B1C6 RGB-153-177-198 CMYK-40-24-2-18	
#809DB8 RGB-128-157-184 CMYK-50-30-2-22	
#668AAA RGB-102-138-170 CMYK-60-36-3-27	
#4C769C RGB-76-118-156 CMYK-70-42-3-31	
#33638D RGB-51-99-141 CMYK-80-48-4-36	
#194FTF RGB-25-79-127 CMYK-90-54-4-40	
#003C71 RGB-0-60-113 CMYK-100-60-5-45 PMS-541C	
#003666 RGB-0-54-102 CMYK-100-60-5-50	
#00305A RGB-0-48-90 CMYK-100-60-5-55	
#002A4F RGB-0-42-79 CMYK-100-60-5-60	
#002444 RGB-0-38-68 CMYK-100-60-5-65	
#001E39 RGB-0-30-57 CMYK-100-60-5-70	
#00182D RGB-0-24-45 CMYK-100-60-5-75	
#001222 RGB-0-18-34 CMYK-100-60-5-80	
#000C17 RGB-0-12-23 CMYK-100-60-5-85	
#00060B RGB-0-6-11 CMYK-100-60-5-90	

HOKIE STONE

#F1F1F2 RGB-241-241-242 CMYK-3-2-2-6	
#E3E4E5 RGB-227-228-229 CMYK-5-4-4-9	
#D5D6D7 RGB-213-214-215 CMYK-8-6-6-14	
#C8C9CA RGB-200-201-201 CMYK-11-8-8-18	
#BABBBB RGB-186-187-189 CMYK-13-10-10-22	
#ACAEAO RGB-172-174-176 CMYK-16-12-12-27	
#9FA1A3 RGB-159-161-163 CMYK-18-14-13-32	
#919395 RGB-145-147-149 CMYK-21-17-15-36	
#B38688 RGB-131-134-136 CMYK-23-19-17-40	
#75787B RGB-117-120-123 CMYK-26-21-19-45 PMS- Cool Gray 9C	
#696C6F RGB-105-108-111 CMYK-26-21-19-50	
#5E6062 RGB-94-96-98 CMYK-26-21-19-55	
#525456 RGB-82-84-86 CMYK-26-21-19-60	
#46484A RGB-70-72-74 CMYK-26-21-19-65	
#3B3C3E RGB-59-60-62 CMYK-26-21-19-70	
#2F3031 RGB-47-48-49 CMYK-26-21-19-75	
#232425 RGB-35-36-37 CMYK-26-21-19-80	
#171819 RGB-23-24-25 CMYK-26-21-19-85	
#0C00DC RGB-12-12-12 CMYK-26-21-19-90	

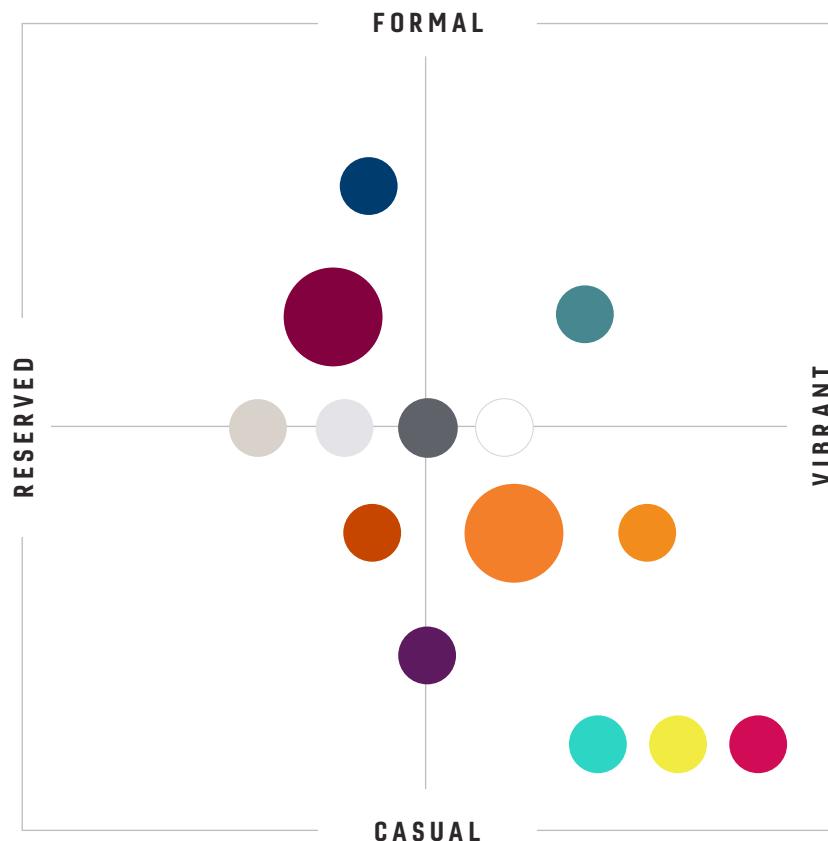
YARDLINE WHITE

#FFFFFF RGB-255-255-255 CMYK-0-0-0-0 PMS-White	
#E6E6E6 RGB-230-230-230 CMYK-0-0-0-10	
#CCCCCC RGB-204-204-204 CMYK-0-0-0-20	
#B3B3B3 RGB-179-179-179 CMYK-0-0-0-30	
#999999 RGB-153-153-153 CMYK-0-0-0-40	
#808080 RGB-128-128-128 CMYK-0-0-0-50	
#666666 RGB-102-102-102 CMYK-0-0-0-60	
#4C4C4C RGB-76-76-76 CMYK-0-0-0-70	
#333333 RGB-51-51-51 CMYK-0-0-0-80	
#191919 RGB-25-25-25 CMYK-0-0-0-90	

COLOR USAGE | FOR PRINT

It's important to maintain a sense of hierarchy when using the Virginia Tech color palette. While our color system is flexible, be careful to exercise restraint. Unique and exciting color palettes can be created using as few as three or four colors.

The following pages draw from the entire palette for effective color combinations. For print applications each sample is different, but maintains the character and emotion that characterize Virginia Tech. This isn't meant to be a precise mathematical system, but is intended to give an idea of relative use. It's also important to note that the primary palette plays a role in each sub-palette, even if it's a minimal one. This chart is a guide for the mood each color conveys on a communications piece. Colors can range from formal to casual and from reserved to vibrant.



REVIEW NOTE

NOTE: See Page 65 for color usage examples.

TYPE

When it's used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated.

Virginia Tech's typography communicates clearly and cleanly and is flexible for a wide range of uses.



OVERVIEW

There are three font families that make the Virginia Tech type system flexible: Archerus Grotesque, Crimson Text, and Gineso font family. Each type family plays a particular role in our visual language, outlined on the subsequent pages.

Keep in mind that although there are guidelines for each typeface, individual communications and cases ultimately drive how type is used to ensure legibility. Legibility should always be the primary consideration in selecting type for any design.

PRIMARY TYPEFACES

Acherus Grotesque

Aa Thin	Aa Thin	Aa Light	Aa Light	Aa Regular	Aa Regular	Aa Medium	Aa Medium
Aa Bold	Aa Bold	Aa Extra Bold	Aa Extra Bold	Aa Black	Aa Black	Aa Italic	Aa Italic

Crimson Text

Aa Regular	Aa Italic	Aa Semibold	Aa Semibold	Aa Semibold	Aa Semibold
Aa Italic	Aa Semibold	Aa Semibold	Aa Semibold	Aa Semibold	Aa Semibold

Gineso Condensed

Aa Thin	Aa Thin	Aa Light	Aa Light	Aa Regular	Aa Regular	Aa Medium
Aa Italic	Aa Demibold	Aa Demibold	Aa Bold	Aa Bold Italic	Aa Black	Aa Black Italic

Gineso Regular

Aa Thin	Aa Thin	Aa Light	Aa Light	Aa Regular	Aa Regular	Aa Medium
Aa Italic	Aa Demibold	Aa Demibold	Aa Bold	Aa Bold Italic	Aa Black	Aa Black Italic

NOTE: These have been vetted for accessibility. Best practices for ADA accessibility include: using a san serif font, keep the same font throughout the document, font size on screen should be 24 points or greater, no more than three different font sizes per slide, and text should not overlap anything.

 **TIP:** For internal use, fonts must be downloaded from the Virginia Tech Brand Center. Contact your unit or IT college department.

ACHERUS GROTESQUE

Acherus Grotesque is the primary type family for the Virginia Tech brand. It has 14 styles and is based on geometric forms. Acherus Grotesque should be used in most cases for headlines, sub-headlines, quotes, and callouts.

CAPITALS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

LOWERCASE

a b c d e f g h i j k l m n
o p q r s t u v w x y z

NUMERALS, PUNCTUATION, AND GLYPHS

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ~
({ [“ - + = . , ; : † ‡ • ”] })

CRIMSON TEXT

Crimson Text is reserved primarily for body copy and where the most formal mood needs to be expressed. Crimson Text is inspired by classical, old-style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Crimson Text has aesthetic and functional qualities that make text highly readable, with excellent flexibility and typographic control, whether for lengthy text or display settings. It is a Google font, which makes it easy to load for web uses and easy to install on desktop computer.

CAPITALS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

LOWERCASE

a b c d e f g h i j k l m n
o p q r s t u v w x y z

NUMERALS, PUNCTUATION, AND GLYPHS

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ~
({ [“ - + = . , ; : † ‡ • ”] })

GINESO

Gineso has multiple uses within the Virginia Tech brand, from being used for headlines and callouts to representing the Corps of Cadets. These condensed forms look great on their own or when any of Gineso's 48 different weights and matching italics are combined with other typefaces.

CAPITALS



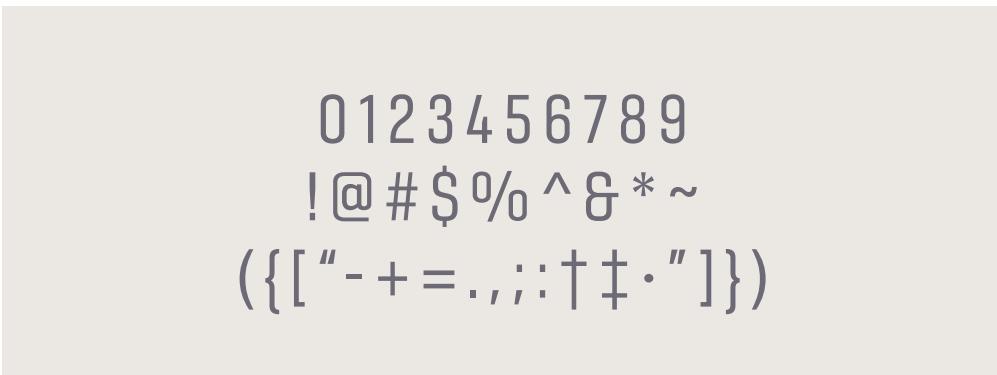
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

LOWERCASE



a b c d e f g h i j k l m n
o p q r s t u v w x y z

NUMERALS, PUNCTUATION, AND GLYPHS



0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ~
({ [" - + = . , ; : † ‡ † ‡ † ‡] })

USING TYPE

LEADING

When leading is correct,
the reader won't even notice.

22 pt type / 26 pt leading
30 px type / 34 px leading

Line spacing, called leading, is critical to setting professional-looking type that is easy to read. Leading should be set tight, but not so tight that it appears cramped. The Acherus Grotesque family generally looks best with leading set slightly loose.

TRACKING

+5 tracking, optical

When tracking is correct,
the reader won't even notice.

Correct letter spacing, called tracking, is needed to make the type easy to read. The Acherus Grotesque family should always be tracked slightly tighter than the default setting, and optical kerning should be used when it's available.

NOTE: The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure our typography is consistent.

USING TYPE

RESERVED		FORMAL	VIBRANT
		CASUAL	
Crimson Text serif regular	<i>Crimson Text serif italic</i>	Acherus Grotesque ultra light italic	Acherus Grotesque light italic
Crimson Text serif bold		Acherus Grotesque ultra light	Acherus Grotesque light
			Acherus Grotesque regular
			Acherus Grotesque regular italic
			Acherus Grotesque medium
Gineso light			Acherus Grotesque medium italic
Gineso cond book			Acherus Grotesque bold
Gineso cond medium			Acherus Grotesque bold italic
Gineso cond bold			Acherus Grotesque extra bold
			Acherus Grotesque extra bold italic
			Acherus Grotesque black
			Acherus Grotesque black

TIP: To help determine which fonts work best, you should always think about the intended usage and audience of your communication. The traits listed on the grid at left serve as a guiding framework.

PHOTOS

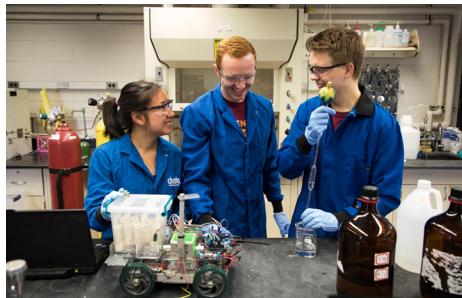
Photography adds a human element to the Virginia Tech brand. Although our words are powerful, images offer proof that words cannot convey. With this in mind, carefully select photos that match our messaging and feel authentically like Virginia Tech.

To be prudent, have your photo/video subjects sign the media release form. In general, people at public events in public spaces do not need to sign the media release form.

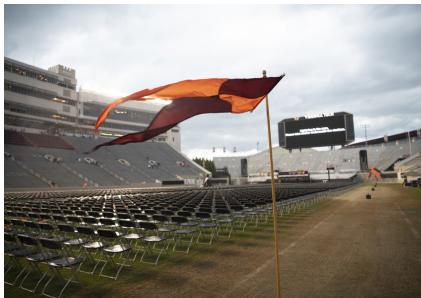
OVERVIEW

Our photography shows members of the Virginia Tech community in their element. When crafting communications, we look to create a balance between the various photo styles in our toolkit, so that the result is vibrant and captivating.

Our photographic language consists of eight different styles:



IN THE MOMENT



DISTANCE



POINT OF VIEW



PORTRAITS



GROUPS



SENSE OF PLACE



BUILDINGS



DETAIL

IN THE MOMENT | DISTANCE

The people of Virginia Tech are active and intentional, and our photography is, too. Portray students in their natural environments. These images are **in the moment**, never posed, showcasing the amazing things Hokies are doing.

Note that we do not shy away from showing the less glamorous side of things. If a situation is gritty, show the grit. If a situation is beautiful, highlight the beauty. Just capture what's happening authentically, so that viewers gain an idea of what it's like to actually be a Hokie.



TIP: For maximum impact, the photographer should use a tight crop and a short depth of field to focus in on the subject and the action taking place.

TIP: A strong focal point and camera angle will help achieve the correct aesthetic. Plenty of empty space in the composition helps when the image is used in layout in combination with type.

POINT OF VIEW | PORTRAITS

Point-of-view images capture the setting or action from the subject's vantage point. Viewers must be able to quickly transport themselves into the shoes of a Hokie. These shots can represent the subject's experiences in the field, the equipment our faculty and students use, the intricate details of what they do, and the settings they work in. The goal is to convey what it's like to see things from a Hokie point of view.



The setting for a **portrait** photo should be appropriate to the subject's major, program, or area of interest. Contextual elements (such as tools, machinery, or accessories that relate to the topic at hand) can be helpful in building a realistic image, even if they're in the background or out of focus.



TIP: Point-of-view images can be captured by shooting over the shoulder or with a GoPro camera, at any angle that feels like a first-person perspective.

TIP: The photographer should use a short depth of field and natural lighting when it's available. Eye contact isn't mandatory for portraits, but it does help make an emotional connection with viewers. Be cautious of overly distracting backgrounds.

GROUPS | SENSE OF PLACE

When taking photos of **groups**, we want to focus on the interaction or action taking place. People should be engaged and focused. We want every group photo to feel natural, not staged or posed. When possible, we should highlight groups who are doing interdisciplinary work.



We want to showcase our campus in its best light, but creating a **sense of place** also goes beyond campus. In addition to Blacksburg campus photos, we want to represent the university in Roanoke, the D.C. area, and beyond to showcase all of the opportunities that are available to Hokies.

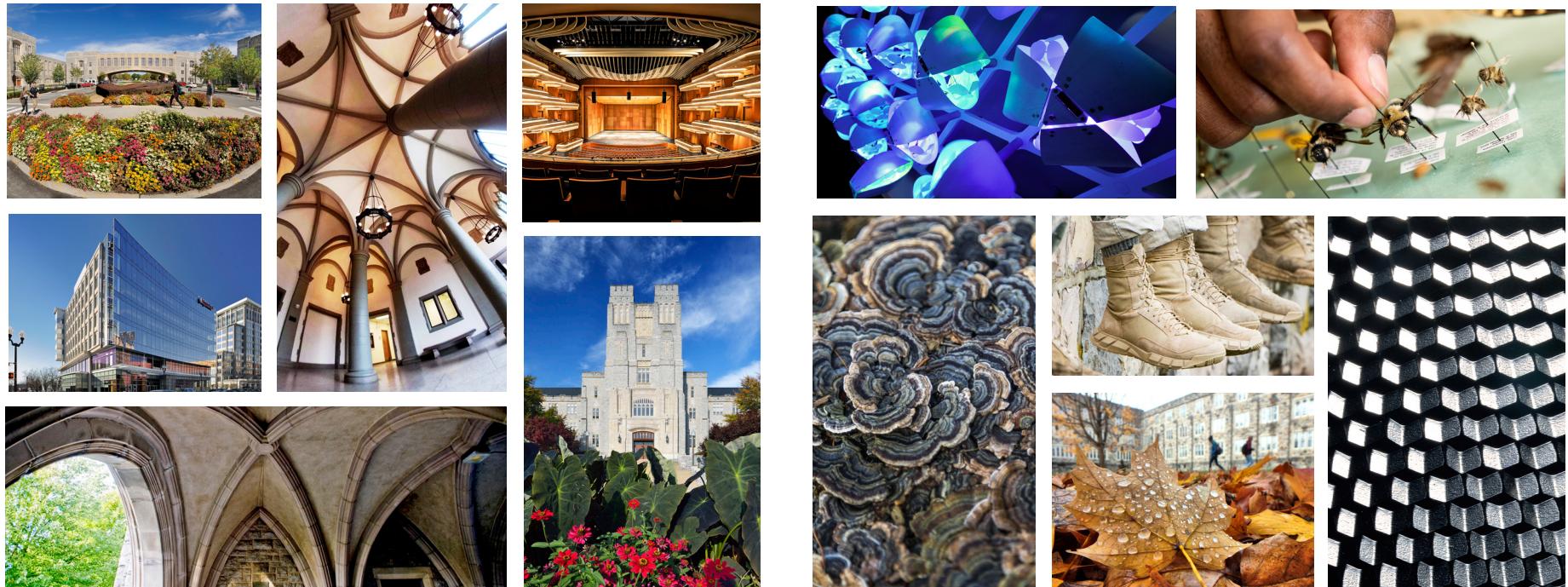


TIP: The photographer should use a short depth of field and natural lighting when it's available. Eye contact isn't mandatory for groups, but it does help make an emotional connection with viewers.

TIP: Photos should be composed to give an accurate representation of scale and proportions. Photos should also have a strong focal point and feel balanced.

BUILDINGS | DETAILS

When photographing **buildings**—inside and out—an equal, balanced composition is key. The subject of the photo should always be centered, from side to side or top to bottom. Additionally, empty space is preferred, leaving a clear area for type in layout.



TIP: Photographers should consider using a grid or turning on the grid overlay in their cameras, if applicable.

Closely cropped **detail** images should pair with and support the rest of the photo library. They focus on the many things—subtle, small, and overlooked—that make our story unique.

TIP: Always capture the pieces and the parts that make up the bigger scene. This could be a single gear in an airplane turbine or a leaf in a forest of trees.

NOTE: Find photo resources at: photolibrary.unirel.vt.edu

COLOR | USAGE

Photographs should always feel bright, with a warm tone. If needed, boost the image's contrast and saturation settings. A warm photo filter may also be applied from 5-15 percent depending on the photo.



BEFORE



AFTER



BEFORE



AFTER

TIP: Keep in mind that you may need to adjust the saturation, contrast, and filter differently for each photo, based on the lighting and conditions in which it was taken.

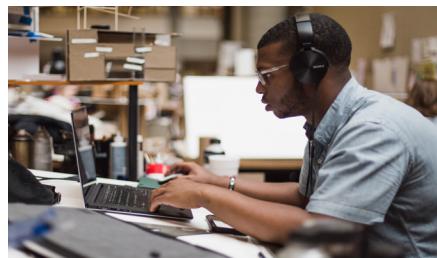
You witness the Hokie Spirit every day. But for the many who don't, seeing is believing. Photography should be focused and real, just like Hokies. Here are a few rules to consider when capturing the people, places, and attitude of Virginia Tech.



- ✓ Do capture situations so they appear natural.



- ✗ Don't capture scenes that look posed.



- ✓ Do capture people who look engaged.



- ✗ Don't capture people who look passive.



- ✓ Do make campus look authentic.



- ✗ Don't make campus look staged.



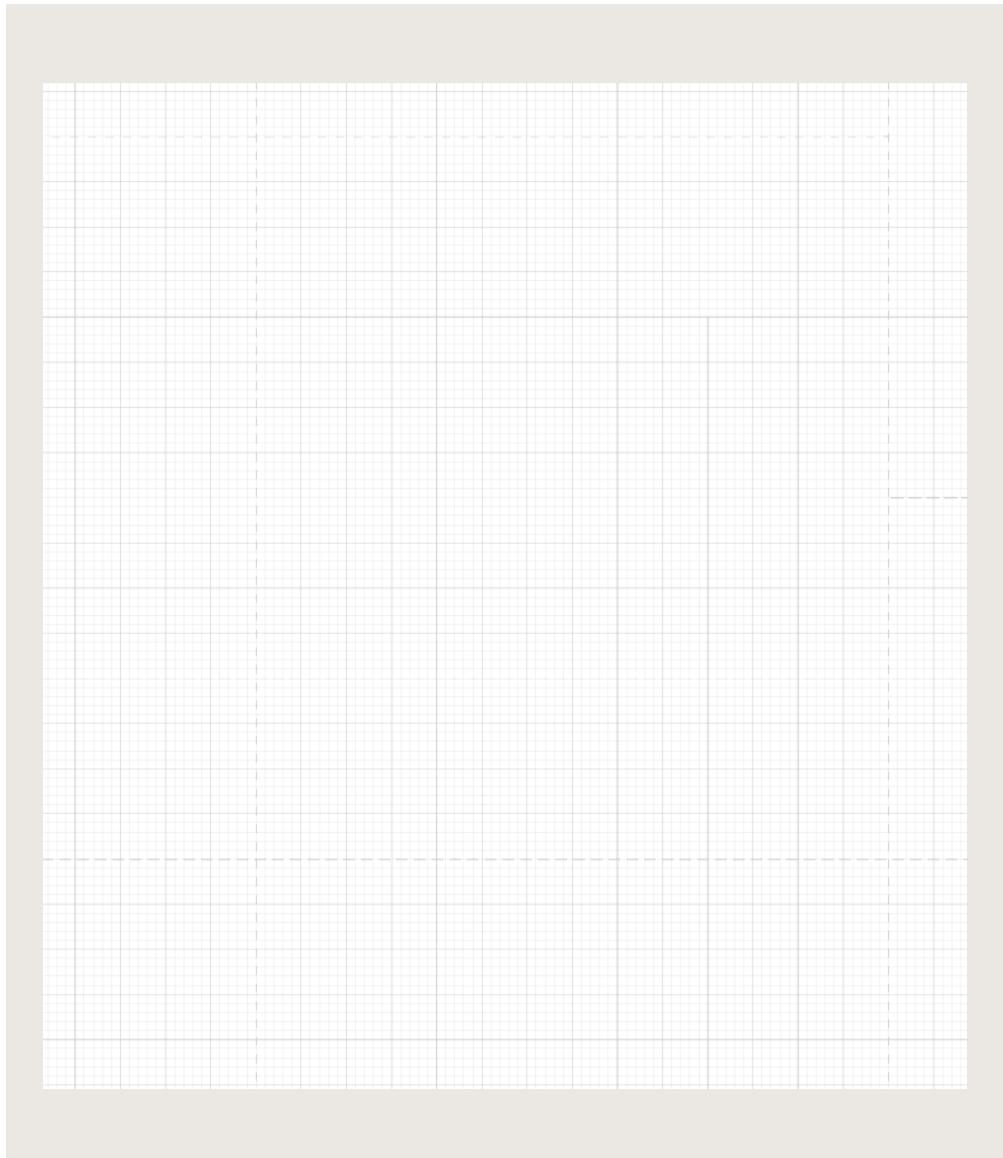
DESIGN

Our design elements are a key way to differentiate the Virginia Tech brand. When we use them appropriately, they create energy and depth in a design and form a visual system that is uniquely Virginia Tech's.



PATTERNS

MODIFIED GRID

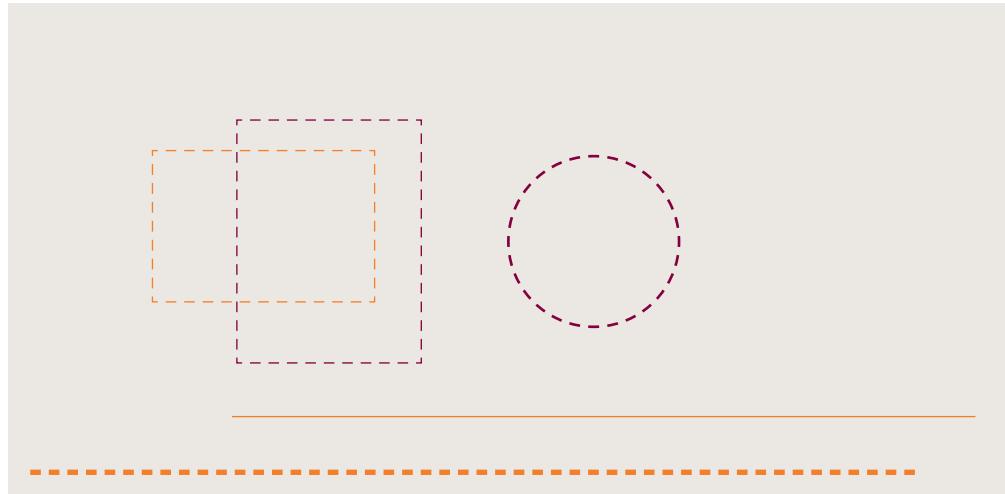


TIP: Avoid text directly on the grid. Instead, place a white box on a layer between the text and grid.

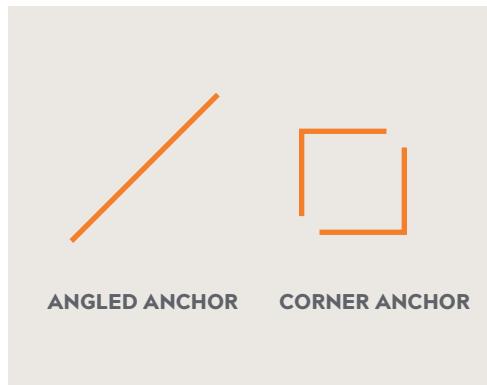
LINE WORK AND TEXTURE

Each of these elements plays a particular role in bringing the visual language to life for the Virginia Tech brand. Please follow the guidelines on the following pages to create consistency across all communications.

DETAIL LINES



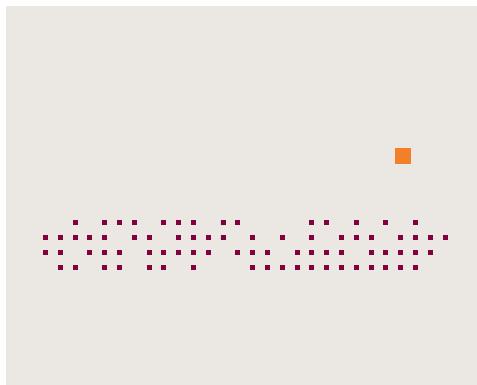
TEXT ANCHORS



ANGLED ANCHOR

CORNER ANCHOR

SQUARE DOTS

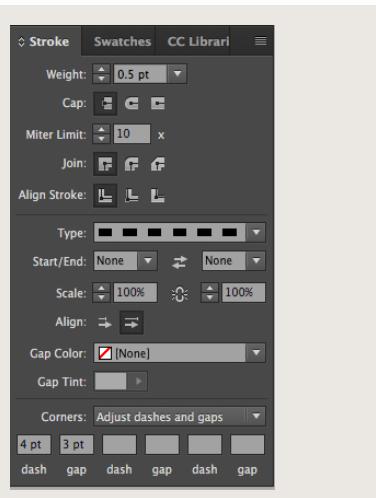


NOTE: When using line work and texture in motion pieces, they should never distract or take attention away from the message and should be used purposefully to support key content.

DETAIL LINES

Detail lines help guide the user's eye to important elements of the design and work to balance the composition when needed. They may be used to underline text, create depth, highlight data points, and indicate direction. Detail lines can appear in two different weights.

DETAIL LINES • 0.5 POINT

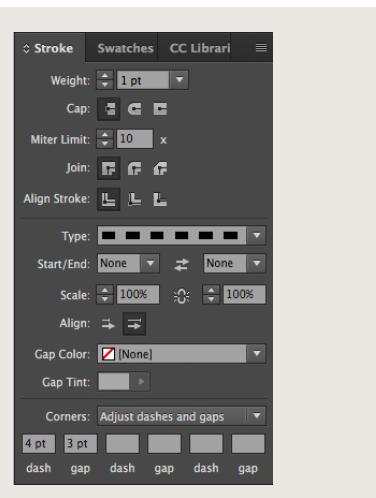


The lines shown here are the thinnest weight: 0.5 point. If using a dashed line, the dash should be a 4-point dash with 3-point gap.

The screenshot shows the Photoshop Stroke panel with the following settings:

- Weight: 0.5 pt
- Type: Solid
- Start/End: None
- Scale: 100%
- Align: Center
- Corners: Adjust dashes and gaps
- Dash: 4 pt, Gap: 3 pt

DETAIL LINES • 1.0 POINT



The lines shown here are the thickest, being 1 point in weight. If using a dashed line, the dash should be a 4-point dash with 3-point gap.

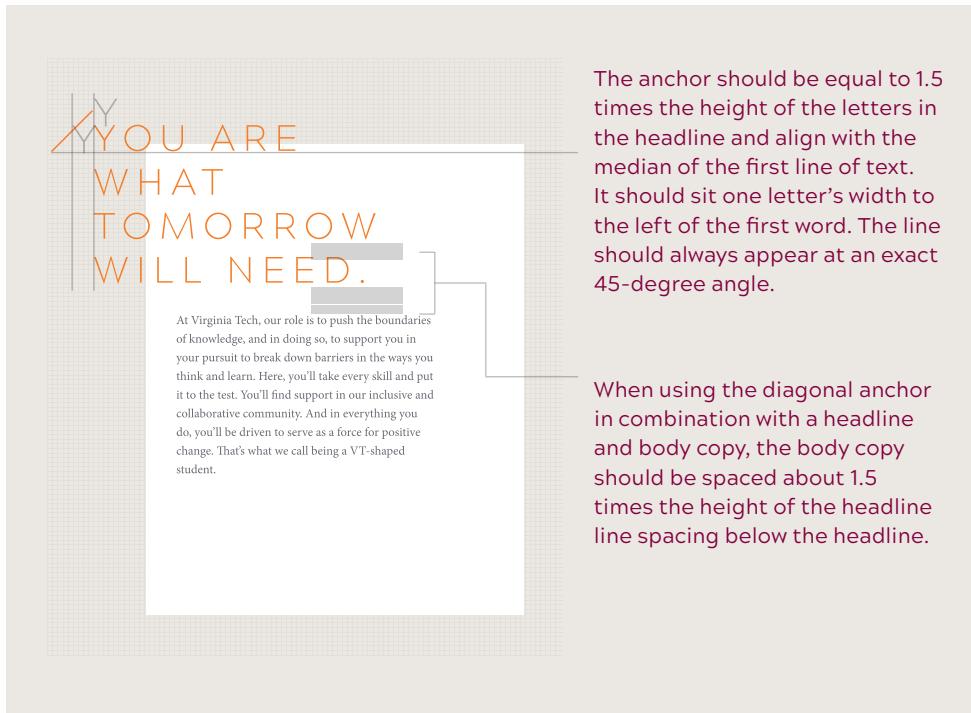
The screenshot shows the Photoshop Stroke panel with the following settings:

- Weight: 1 pt
- Type: Solid
- Start/End: None
- Scale: 100%
- Align: Center
- Corners: Adjust dashes and gaps
- Dash: 4 pt, Gap: 3 pt

NOTE: Detail lines should never distract from the focus of the design and message. These lines should be used only to enhance or improve the design and should rarely be used as decoration. Lines should never be thicker than 2 points or pixels; they can be solid or dashed.

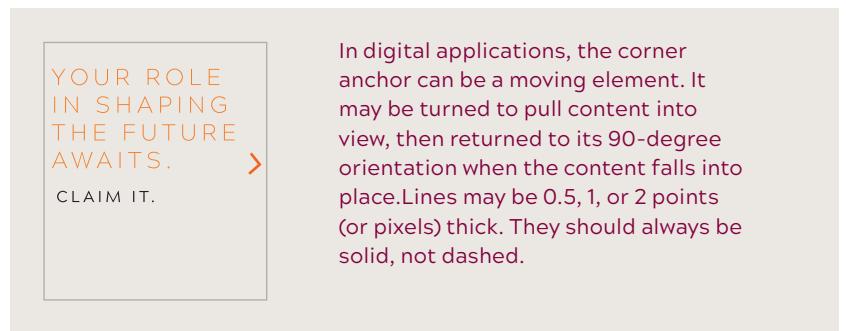
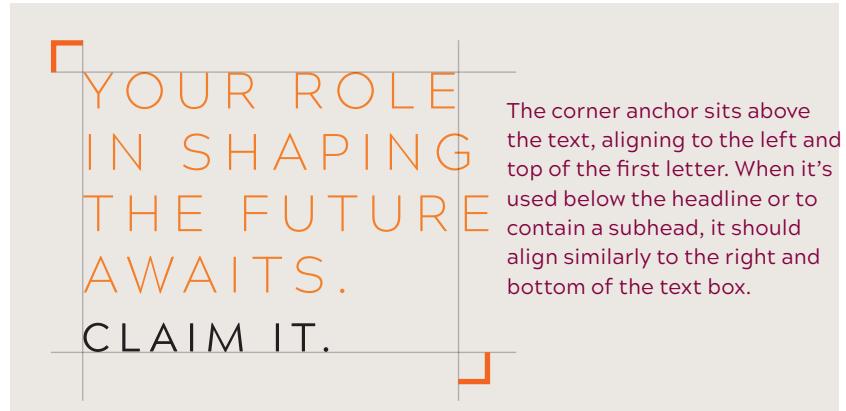
TEXT ANCHORS

DIAGONAL TEXT ANCHOR



The diagonal text anchor can be used either with a single headline or in combination with a headline and body copy. Please follow the proportion guidelines above to maintain consistency.

CORNER TEXT ANCHOR



The corner text anchor can be used either with a single headline or in combination with a headline and subhead. Please follow the proportion guidelines above to maintain consistency.

NOTE: Corner text anchors should be no more than 2 points or pixels in weight.

SQUARE DOTS

Square dots call out tertiary elements, such as page numbers and section types. The square dots can also be used as a design element to balance the page and create depth. They can appear in three different sizes, depending on how they are used. Please follow the guidelines shown here.

LARGE DOT CALLOUT



PRINT: 6 X 6 points square

DIGITAL : 6 X 6 points square

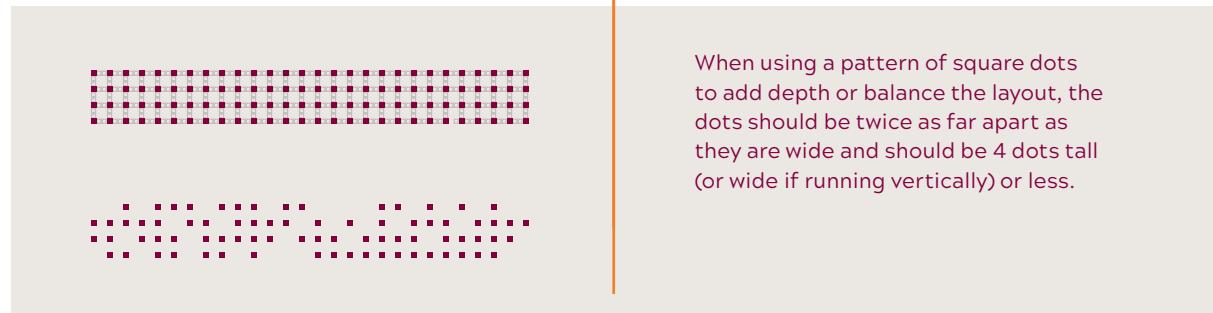
SMALL DOT CALLOUT



PRINT: 2 X 2 points square

DIGITAL : 2 X 2 points square

SQUARE DOT PATTERN



When using a pattern of square dots to add depth or balance the layout, the dots should be twice as far apart as they are wide and should be 4 dots tall (or wide if running vertically) or less.

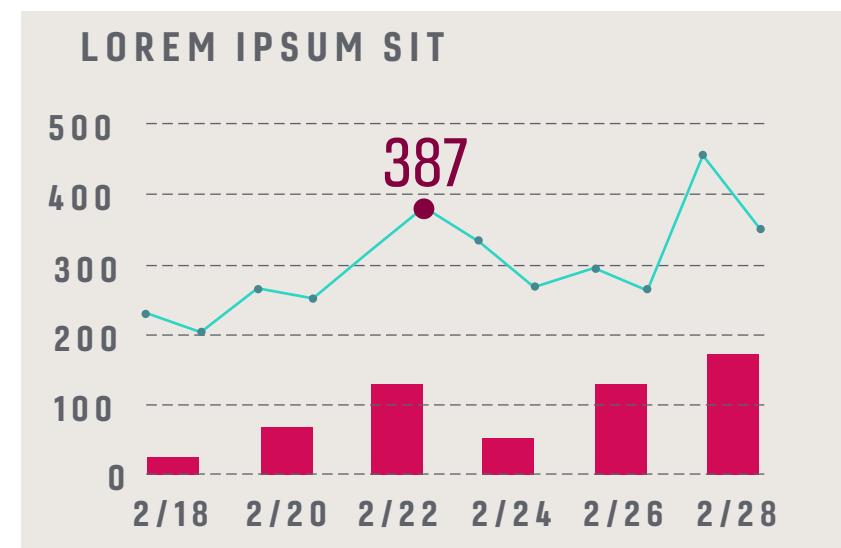
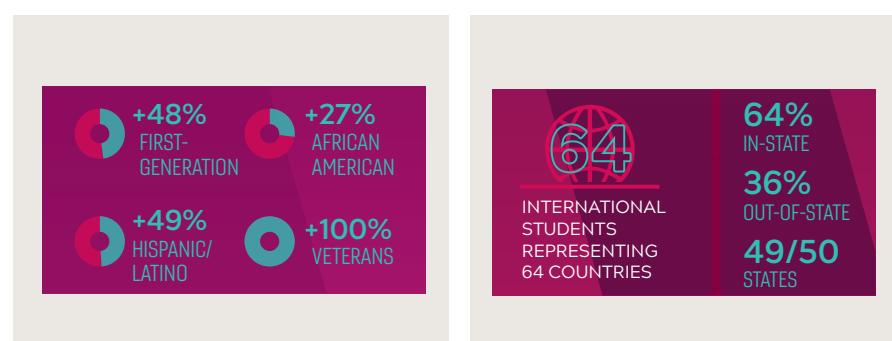
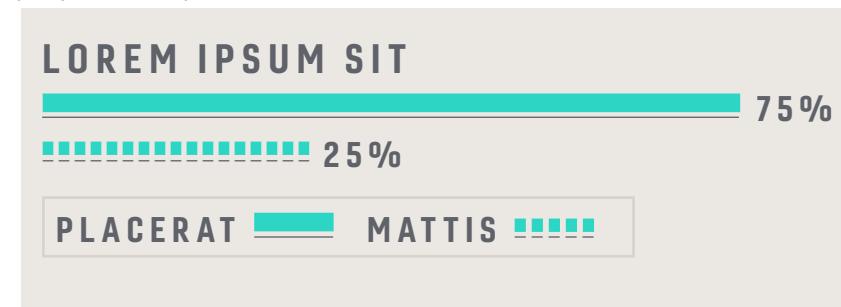
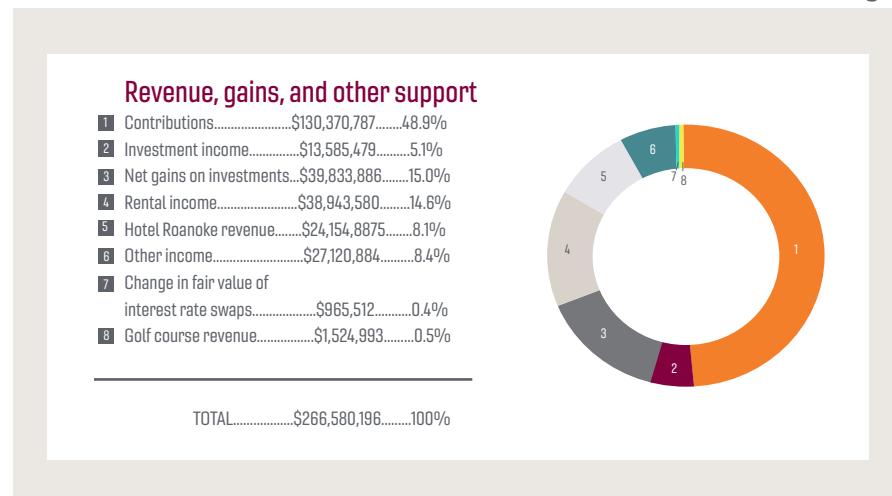


TIP: Set the dot one square's width away from the left edge of the text, as shown.

DATA VISUALIZATION

Using visual representations, such as pie charts, bar graphs, and line graphs, is a simple way to illustrate your data. First and foremost, graphs should be easy to understand and should include only essential information. You can achieve this by labeling your data with clear titles, using color coding to differentiate information, and including a color key to differentiate data. For clarity when portraying data, you should also avoid using three dimensional and gradient graphics.

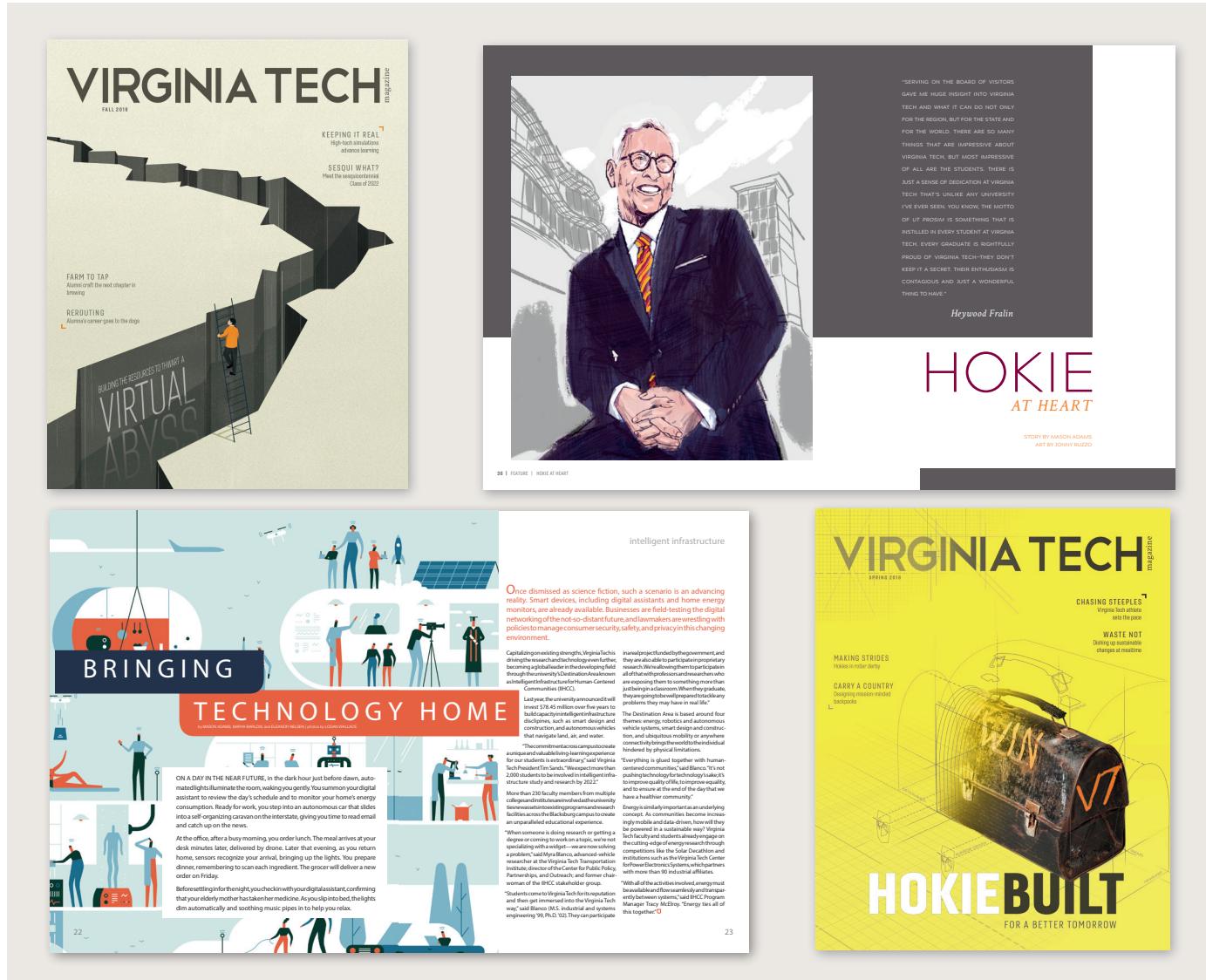
For web use in the CMS, charts will need to be converted into images and proper descriptions (alt text).



NOTE: Lines may be 0.5, 1, or 2 points (or pixels) thick and should use the same styling specified on the detail line page.

ILLUSTRATIONS

Illustrations play a supplementary role in the Virginia Tech brand. It's a great way to make a complex idea more simple, to evoke emotion, or to express ideas. Illustrations help tell stories that are hard to tell with photography and should be thoughtful, conceptual, and not purely decorative.

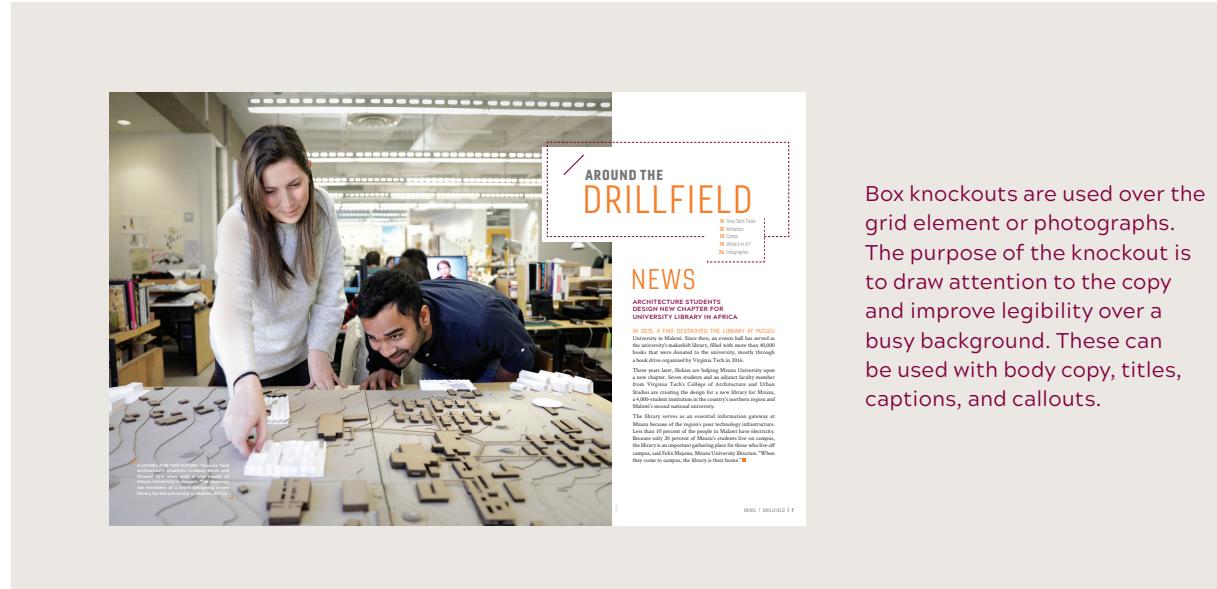


NOTE: Illustrations must be created by professional illustrators, and all artwork must be approved by communication directors or University Relations.

STRUCTURAL ELEMENTS

Structural elements help create both a functional and engaging composition.

BOX KNOCKOUT



Box knockouts are used over the grid element or photographs. The purpose of the knockout is to draw attention to the copy and improve legibility over a busy background. These can be used with body copy, titles, captions, and callouts.

PHOTOGRAPHIC CONTAINERS



Two styles of photographic containers can be used: the more traditional rectangular photo collage, which is recommended for less experienced designers, or the angled treatment, which should be executed by more-experienced designers. The angle should always be 45 degrees.

DIGITAL
BRAND

WEB AND ACCESSIBILITY

University Relations designs, builds, and maintains templates in our content management system (CMS), available to organizations across the university. Colleges, divisions, and departments are encouraged to use the CMS to take advantage of these benefits:

1. Brand consistency. The logo in the top left of each website helps our audiences connect important content to their recognition of Virginia Tech.
2. A seamless user experience. The template is set up to provide a consistent menu, site identification, and footer. This allows users to have consistent access to broad topics as they explore web content.
3. Accessibility. The university relations team collaborates with central IT to ensure that there is continuous improvement to the accessibility of the template. By using this system, colleges and units will benefit from this ongoing maintenance and attention.
4. Template flexibility. The themes available for use within the university content management system (Ensemble) are designed and developed to be accessible to people with disabilities and to reflect the Virginia Tech brand expression on the web. The header, footer, main menu, and search areas within the themes have been deemed non-editable, meaning you are not to change anything about those areas that are built-in to the theme itself. There is site-level footer customizations that can be done in some of the themes that will allow you to create custom footer content either in the default footer area or above it. Anything between the header and footer that is not part of the menu or search functions is considered non-branded and can be styled as you like. The only caveat that we ask is that you respect WCAG requirements for color contrast and general accessibility per Virginia Tech Policy 7215.

 **TIP:** For more tutorials, support, and site requests, please visit ensemble.cms.vt.edu.

ACCESSIBILITY

Virginia Tech is committed to equal access and opportunity for all students, employees, and visitors to our campus. The university provides dedicated resources to assist those with disabilities and to address barriers to access, both physical and digital. Below are links to assist students, employees, and visitors.

Individuals with disabilities contribute to the cultural and intellectual diversity of our campus. Virginia Polytechnic Institute and State University is committed to non-discrimination in employment and education in compliance with the Americans With Disabilities Amendments Act of 2008 and Section 504 of the Rehabilitation Act of 1973, as amended.

Brand communications and materials must adhere to the guidelines articulated by these accessibility standards. University Policy 7215: Information Technology Accessibility, https://author.ensemble.vt.edu/content/brand_vt_edu/en/identity/color/color-util.html?wcemode=disabled, requires digital and web accessibility standards to meet that of WCAG 2.0 Level AA. The Web Content Accessibility Guidelines (WCAG) success criteria for color contrast requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text, and a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

More information on WCAG color contrast criteria, visit <https://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html>.

 **TIP:** For more information about resources for students, employees, and visitors, please visit vt.edu/accessibility.

SOCIAL MEDIA GUIDE

Profile Pictures

Virginia Tech-affiliated accounts are encouraged to use the official Virginia Tech logo, following the logo guidelines. There are four versions available for download, and they have been adjusted to fit various profile picture displays, including circular cropping.

If your social media account's name does not begin with "Virginia Tech," you will need to use the profile picture that places the words "Virginia Tech" below the VT. If your account's name does start with "Virginia Tech," you may use either version.

FOR ACCOUNTS THAT START WITH "VIRGINIA TECH"



FOR ALL VIRGINIA TECH-AFFILIATED ACCOUNTS



QUESTION? Profile pictures can be downloaded at <https://brand.vt.edu/identity/social.html>.

SOCIAL MEDIA GUIDE

Profile Requirements

1. Page/usernames

- Full, official name of your unit.
- Typically begins with “Virginia Tech” (i.e., Virginia Tech College of Agriculture and Life Sciences)
- If space is limited on the platform, “VT” is an acceptable alternative to “Virginia Tech” (i.e., @VT_Football)

2. Contact information

- Official website link
- As space allows, include other contact information such as:
 - Address
 - Telephone number(s)
 - Email address(es)
 - Other websites

3. “About” information

- As space allows, fill out as completely as possible the about section of your profile.
- This includes mission, descriptions, founding information, etc.
- Include “Virginia Tech” here if your unit’s official name does not contain it (i.e., the name comes from a donor).

4. Profile pictures

- VT accounts are encouraged to use official logos, but if you opt to use another photo, it must represent your unit in a clear manner.
- Must be readable at small, thumbnail size and be high enough in resolution for larger expanded sizes.
- If unsure about appropriateness, contact socialmedia-g@vt.edu for help.

5. Other photos/cover photos

- If available, choose a photo or video that works well in the horizontal area at the top of many social media platform pages. Visit vt.edu/social-media for up-to-date specs.
- It should represent your unit and/or directly complement your profile picture.
- Swap this photo regularly to refresh the look of your page.

RESOURCES: Visit vt.edu/social-media for the social media policy, best practices, tips, trainings, resources, and to request help.

SOCIAL ADVERTISING:

Contact the marketing office, at vtbrand@vt.edu, if you are planning on running digital ads using your social media accounts so that we can coordinate efforts.

FOLLOW US:



JOIN THE CONVERSATION:
If you’re a manager of a social media account, join the discussion email list! Sign up at vt.edu/social-media.

HASHTAGS:

Use #VirginiaTech in place of “Virginia Tech” in copy.

TIP: See more brand hashtags at vt.edu/social-media.



GUIDELINES IN PRACTICE

The examples in this section show how existing pieces might be reimagined using the updated Virginia Tech brand. In each case, a short creative brief offers context, and the brand elements used in the design are listed.



BEST PRACTICES

Our visual brand creates a look and feel that is consistent and easy to recognize as Virginia Tech, but with enough flexibility for individual programs, schools, and organizations to maintain distinct identities. When done properly, you will see a unique visual language and core brand alignment. One way to think about striking this balance is with an 80/20 ratio.

80%

Visually, up to 80 percent of a single communication can be tailored to the specific school, program, or organization. This can be achieved in many ways, including the use of secondary colors, custom photography, and graphic elements.

20%

For any single communication, at least 20 percent of its design should consistently contain and highlight brand elements, which include primary color palettes, brand typefaces, and graphic elements.

DESIGN TREATMENTS

This example combines photography with clean, simple type for a compelling full-bleed opening or pacing spread. The type should always work with the photo and be placed where it will be legible.

PHOTOGRAPHIC

**Oct. 28 - Nov. 5, 2018
Cuban Tropical Rhythms**
\$2,599 (airfare included from select cities)
Spend a week in the Caribbean Sea during a week-long cruise beginning in Miami.
Take The Seven to Great Stirrup Cay before arriving in Cozumel and Santiago de Cuba, home to Deul Amarr, Bacardi rum, and the birthplace of Santeria.
From there, visit the historic town of Cienfuegos, a former French settlement that remains a UNESCO World Heritage site.
Come to enjoy extraordinary reefs, ancient Mayan ruins, and sun-soaked beaches.

TRAVEL TOURS

MAKE A MEMORABLE TRIP BETTER, TRAVEL WITH FELLOW HOKIES.
FOR MORE THAN 11 YEARS, THE VIRGINIA TECH ALUMNI ASSOCIATION HAS OFFERED TRAVEL OPPORTUNITIES FOR ALUMNI, THEIR FAMILIES, AND FRIENDS. EACH YEAR THE ASSOCIATION HANDPICKS MORE THAN 20 TOURS TO INSPIRE TRAVELING HOKIES.

Aug. 11-19 Village Life: Around the Italian Lakes
Aug. 14-23 Majestic Great Lakes
Aug. 16-27 Majestic Frontiers of Alaska
Sept. 9-17 Wines of the Pacific Northwest
Sept. 13-23 Autumn Inspiration: Canada and New England

Oct. 1-8 Alpine Countries Oktoberfest
Oct. 15-26 Pathways of the Peninsula
Oct. 26-Nov. 5 Cuban Tropical Rhythms
Dec. 30-Jan. 4, 2019 Rose Parade New Year's Eve

ALUMNI.VT.EDU/TRAVEL
For more information about this trip and other Alumni Association travel tours, visit alumni.vt.edu/travel.

TRAVEL TOURS | HOKIE NATION | \$5

This example shows how you can create a focused spread using the angled photo container and other graphic elements.

STRUCTURAL

This is home.
REUNION WEEKEND 2020

1986 SANDRA MORLEY '76 DAVID MORLEY '78, '94, '98 SARAH MORLEY HODGES '83 '85 KATHLEEN MORLEY '83 '85 KATHLEEN MORLEY '83 '85

2019

Virginia Tech is home. Reconnect with family, friends, and campus during our four-day summer reunion. Enjoy dinner on the Drillfield, behind-the-scenes tours, family activities, happy hours, presentations from university leaders, and more.

SAVE THE DATE: JUNE 4-7, 2020

VTP ALUMNI VIRGINIA TECH ALUMNI.VT.EDU/REUNION2020

ELEMENTS USED

Color

Chicago maroon, burnt orange, Hokie Stone, and yardline white

Typography

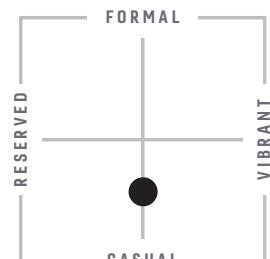
Acherus Grotesque and Gineso condensed

Photography

Point of view

Design Elements

Knockout box and detail lines



ELEMENTS USED

Color

Chicago maroon, burnt orange, yardline white, and skipper smoke

Typography

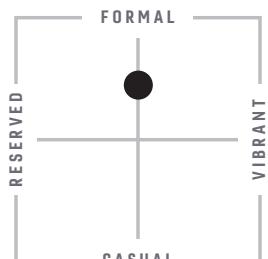
Acherus Grotesque

Photography

Portrait

Design Elements

Detail lines, diagonal photographic container, and modified grid



DESIGN TREATMENTS

DATA



ELEMENTS USED

Color

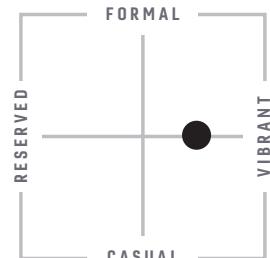
Chicago Maroon, burnt orange, and yardline white

Typography

Acherus Grotesque medium

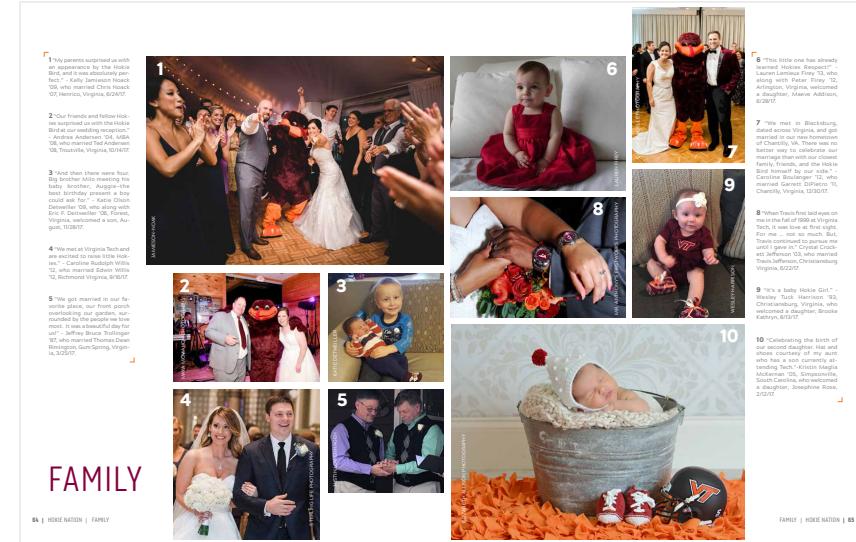
Design Elements

Knockout box, illustration, detail lines, and square dots



This spread combines a photo collage, illustration, secondary colors, and type to tell a story. When using all of the elements together, it's important to maintain enough clear white space to express the sophistication of the brand. Also, when using a photo collage, a combination of photographic styles is preferred.

PHOTO COLLAGE



ELEMENTS USED

Color

Chicago maroon, burnt orange, yardline white, and Hokie Stone

Typography

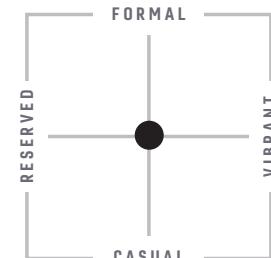
Acherus Grotesque and Gineso Condensed

Photography

In the moment, detail, and portrait

Design Elements

Corner anchor and basic photo collage



AD EXAMPLES

Ads must always have a clear message and include the logo.

The image displays three distinct advertisement examples from Virginia Tech, each featuring the university's branding and a clear call to action:

- String Theorist:** A female cellist sits on stage in an empty auditorium, holding her instrument. An orange flag behind her reads "STRING THEORIST." The ad includes the text "CLAIM YOUR ROLE" and "Virginia Tech is home for the curious, the bold, the insatiable. Expect the unexpected. That's our role. Claim yours... vt.edu". It also features the VT logo and the School of Visual Arts and Human Sciences branding.
- Change Makers:** Four diverse individuals stand together inside a modern building with large glass windows. An orange flag in front of them reads "CHANGE MAKERS." The ad includes the text "WE ALL HAVE A ROLE CLAIM YOURS... VT.EDU" and the VT logo.
- Where Will Your Hokie Gear Take You?**: Two students and a dog sit outdoors next to a black SUV. An orange cooler with the VT logo sits on a picnic table. The ad includes the text "WHERE WILL YOUR HOKIE GEAR TAKE YOU?", "shop hokiegear.com", and the VT logo.

QUESTION? For questions about advertising, including digital and social advertising, contact the marketing office.

RESOURCES

BRAND RESOURCES

Brand Center

The Virginia Tech Brand Center website outlines the principles, guidelines, and artwork included in this document and more.

brand.vt.edu

Licensing Guide

The Virginia Tech Licensing Guide acts as a resource with the correct standards of use for all vendors and licensees. The guide should be used to reference guidelines and general questions involving the use of all university trademarks (the athletic VT, the institutional VT, Hokies wordmark, HokieBird, etc.) to protect Virginia Tech's name, nicknames, and other identifying marks.

brand.vt.edu/licensing.html

Printing Services

Virginia Tech Printing Services accepts orders for branded business materials, such as business cards, letterhead, envelopes, thank-you cards, and more.

printing.vt.edu

Social Media Guidelines

brand.vt.edu/identity/social.html

University Photo Library

photolibrary.unirel.vt.edu

Style Guide

brand.vt.edu

CONTACTS

University Relations Contacts

CREATIVE STUDIO

bsoucy@vt.edu | 540-231-5224

STYLE GUIDE EDITOR

styleguide@vt.edu | 540-231-9468

LICENSING AND TRADEMARKS

licensing@vt.edu | 540-231-3748

UNIVERSITY RELATIONS

unirel@vt.edu | 540-231-5396

MARKETING

vtbrand@vt.edu | 540-231-7317

VT NEWS

vtnews@vt.edu | 540-231-8508

WRITING

jtuell@vt.edu | 540-231-5852

WEB COMMUNICATIONS

webcomm@vt.edu | 540-231-8508

SOCIAL MEDIA

susan83@vt.edu | 540-231-0946

Other Contacts

PRINTING SERVICES

printing@vt.edu | 540-231-6701

VIRGINIA TECH SIGN SHOP

540-231-9913

BUSINESS CARDS

The official university logo appears at the top left of the business card. Note that no additional unit logotype is to be used in conjunction with the university logo. A secondary business card version is permitted for people whose names, titles, or department names are too long to fit the preferred format. Printing Services prints all business cards and provides guidance and proper set-up support.

Business cards for primary and secondary brand extensions use their official lockup. Tertiary entities should use the appropriate master brand, primary brand extension, or secondary extension logo and use their tertiary name in text. Other alterations are not permitted.

Graduate Assistants/Teaching Assistants

With prior approval from University Relations, graduate assistants and graduate teaching assistants are permitted to use the university's standard business card format for research-related, teaching-related, and other academic activities.

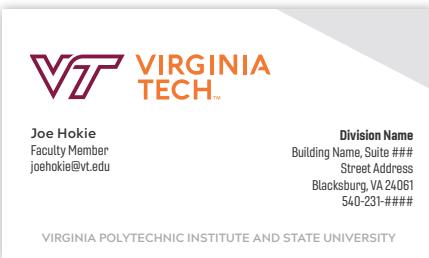
Backs of Business Cards

There is some flexibility for backs of business cards. Approved distinct identities may appear on business card backs.

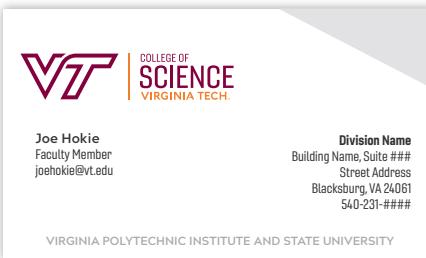
BUSINESS CARDS



Primary business card (back)



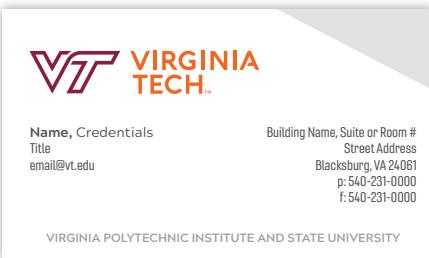
Primary business card (front)



Primary brand (college-level lockup)



One-column business card (front)



Credentials business card (front)



Primary brand (dual appointment)



Sub-brand business card (back)

PRESENTATIONS

The grid displays four different presentation slide designs:

- Top Left:** A slide with a light gray background featuring the Virginia Tech logo in the top left corner. The main content area contains the text "PRESENTATION TITLE" and "PROFESSOR ALBERT EINSTEIN".
- Top Right:** A slide featuring a photograph of a quadcopter drone against a blue sky. Overlaid on the image is a white rectangular callout box containing the number "01" and the text "A LITTLE BLURB OF INFO CAN SIT IN THIS SPACE.". Below the image is a bulleted list of placeholder text.
- Bottom Left:** A slide with a dark red background showing a blurred image of a university campus. The text "PRESENTATION TITLE", "PROFESSOR ALBERT EINSTEIN", and "JUNE 23, 2018" is displayed, along with the Virginia Tech logo.
- Bottom Right:** A slide with a white background featuring three small images in the top left: a library, a drone, and a group of people. To the right is a section titled "PLACE A SHORT HEADER HERE." with placeholder text. At the bottom is a footer bar with the text "01 / SECTION TITLE".

TIP: Presentation templates are available for download at brand center.

ENVELOPES

Primary and secondary brand extensions may use their primary or secondary brand extension lockup logo, or the master brand logo. Tertiary brand extensions must use the master brand logo or appropriate primary or secondary brand extension lockup logo and use their tertiary brand extension name in text. Sub-brands must use the master brand logo and use their sub-brand name in text.

Use the downloadable envelope template for desktop printing available at brand.vt.edu.



Administrative units and centers (two-color) - not actual size

LETTERHEAD | EMAIL SIGNATURE

Letterhead

Primary and secondary brand extensions may use their primary or secondary brand extension lockup logo, or the master brand logo. Tertiary brand extensions must use the appropriate master brand logo or primary or secondary brand extension lockup logo and use their tertiary brand extension name in text. Sub-brands must use the master brand logo and use their sub-brand name in text.



Email Signature

For all university employees: Use Acherus Grotesque (regular) or Gineso condensed (book) with the master brand logo or appropriate primary or secondary brand extension logo. Use tertiary brand extension name in text only. First and last name, professional designations, and title should be in bold.



NOTE: Email signatures that contain licensed fonts and images may not load correctly in some inboxes. Signatures may be written in Crimson or Barlow and without the logo to increase accessibility.

CREATIVE BRIEF TEMPLATE

A creative brief is a helpful way to start organizing a project. Use University Relations' downloadable template in the brand center, or consider making one of your own.

PAGE ONE

 **CREATIVE BRIEF**
Last updated

Prepared by:
Date:

Project details

Project Name	Due Date	In-Market Date	Mar/Comm Rep

The Assignment

Objectives / KPIs

Target Audience

All of our communications and messages should support our institutional value proposition:
Virginia Tech re-imagine the roles of education and technology in every aspect of life to serve as a force for positive change in a world without boundaries.

Tone - Verbal (Check all that apply)
Choosing specific personality traits of our brand to highlight will help you communicate with a consistent voice.

<input type="checkbox"/> Inclusive	<input type="checkbox"/> Tenacious
<input type="checkbox"/> Courageous	<input type="checkbox"/> Earnest
<input type="checkbox"/> Adaptable	<input type="checkbox"/> Proud

Tone – Visual (Mark appropriate quadrant)
Choose the balance for your audience and communication (*edit dot placement by clicking on the image and selecting edit*)



PAGE TWO

 **CREATIVE BRIEF**
Last updated

Key Message
Should include specifics on how we reimagine the roles of education and technology.

Call To Action
A call to action should be a short, imperative statement that requests a specific action from our target audience.

Deliverable Details
What are the specific marketing deliverables that are needed? Please include all specifications and content needs for each item, deadlines, and any mandatory considerations.

Deliverable	Deadline	Specs	Mandatories & Considerations

Text Needed:

Images Needed:

Links Needed:

Production Schedule:
 Level 1 Level 2 Level 3

Budget: n/a
 State funds VTF funds Other: _____
 Total budget: _____ Account Code/Activity Code if applicable: _____
 Budget/account approval: _____

Project Stakeholders/Partner Colleague:
 Stakeholders:
 Partner Colleague:

GLOSSARY

■ BRAND EXTENSION

A brand extension is an entity that lives under the master brand and would not exist without the master brand. Our brand extensions are at the heart of the university's mission. Brand extensions are stronger because of their close alignment with the master brand, and at the same time they are the most critical units that strengthen the master brand.

■ BRANDMARK

A brandmark is the symbol that represents a brand without the accompanying name. The "swirl VT" part of the Virginia Tech master brand logo is our brandmark. The Virginia Tech brandmark can be used on its own in special circumstances or when the entire logo is also present on an item.

■ DISTINCT IDENTITY

For our purposes, we define distinct identities as symbols presented together with an entity's name to create a single, separate identity from the university.

■ ENDORSED BRAND

Unlike an individual brand, an endorsed brand does not exist under the master brand. The university grants an endorsed brand permission to use the university name only to express its endorsement of the entity or to express a business connection to the entity. Endorsed brands use the Virginia Tech name but not the logos in its materials and assets. An endorsed brand does not use Virginia Tech's brand guidelines.

■ GRAPHIC ELEMENT

A graphic element is a symbol that may be used repeatedly so as to intentionally become associated with an entity without becoming a brandmark. The difference between a brandmark and a graphic element is a graphic element will never appear in close proximity to an entity's name. For example, the College of Engineering's Department of Mining and Minerals uses a symbol of pick axes repeatedly on its materials, but they never present the symbol in close proximity to or "locked up" with their name. They would never place their department's lockup logo on top of the graphic element or next to the graphic element so as to create a new logo.

■ INDIVIDUAL BRAND

An individual brand exists under the master brand. An individual brand would not exist without the master brand. Unlike a sub-brand, an individual brand is never required to reference the master brand in its materials and assets. An individual brand does not use Virginia Tech's brand guidelines. An individual brand has its own logo and brand guidelines. The trademarks of the university's individual brands are registered and protected by the Office of Licensing and Trademarks.

■ LOCKUP LOGO

This is the exact arrangement of how a unit of the university is expressed visually together with the Virginia Tech master brand. The unit and the master brand are "locked up" together to create a new university logo.

GLOSSARY

■ MASTER BRAND LOGO

The master brand logo, sometimes called the university mark, is the overarching brand of the university. Our brand architecture is all based on entities' relationship to the master brand. Virginia Tech is our master brand and the Virginia Tech logo is our master brand Logo.

■ PRIMARY BRAND EXTENSION

The primary brand extensions are the university-level colleges, research institutes, and divisions of the university, as well as presidential leadership areas. These entities have brand extension lockup logos that are tied directly to the master brand. Primary brand extensions must use the Virginia Tech brand guidelines.

■ SECONDARY BRAND EXTENSION

The secondary brand extensions are the college-level and primary unit-level schools, departments, programs, and centers under each primary brand extension. Secondary brand extensions names are built into lockup logos with the master brand and the primary brand extension. Primary brand extension top leadership person may elect to use or not use the primary brand extension name in secondary brand extension lockup logos. The master brand must be used, however. Secondary brand extensions must use Virginia Tech's brand guidelines.

■ SUB-BRAND

A sub-brand of Virginia Tech closely supports the master brand, but has a mission that deviates from the primary educational mission of the university. Instead of using the master brand name and logo as its main identifiers, the sub-brand has its own name and logo and references the master brand name and logo

in a secondary position whenever possible in its materials and assets, depending on space to do so. A sub-brand uses its own brand guidelines that are created with University Relations to complement Virginia Tech's brand guidelines.

■ TERTIARY BRAND EXTENSION

Tertiary brand extensions are all other entities affiliated with a primary brand extension under the secondary brand extension level, including department-level or program-level research centers, and are treated as add-ons to the primary brand extension or secondary brand extension lockup logos. The tertiary brand extension's name is added under the lockup logo after a space that is the same height as the word Virginia in the lockup logo. Primary brand extension top leadership person may elect to use or not use the primary brand extension name in secondary brand extension lockup logos. The master brand must be used, however. Tertiary brand extensions must use the Virginia Tech brand guidelines.

■ VERBIAGE

Verbiage in general is the manner of expressing something in words. For our purposes, we refer to trademarked words "Virginia Tech," "Hokies," "Hokie," "HokieBird," and "Virginia Polytechnic Institute and State University" as verbiage when they appear in plain text.

■ WORDMARK

A wordmark is the custom design of a brand's name. It includes the exact typeface, color, letter spacing, and arrangement of words. The representation of "Virginia Tech" in the Virginia Tech master brand logo is our wordmark. The Virginia Tech wordmark can be used on its own when the entire logo is also present on an item.



VIRGINIA TECH™