



VIRGINIA TECH IS **READY**

An evolution of the
Virginia Tech story



THIS IS OUR MOMENT

**We have a bold new vision.
Now we have a brand to match.**

How did we get here? That's what this book will tell you. We'll share the in-depth and intentional process that led us here today.

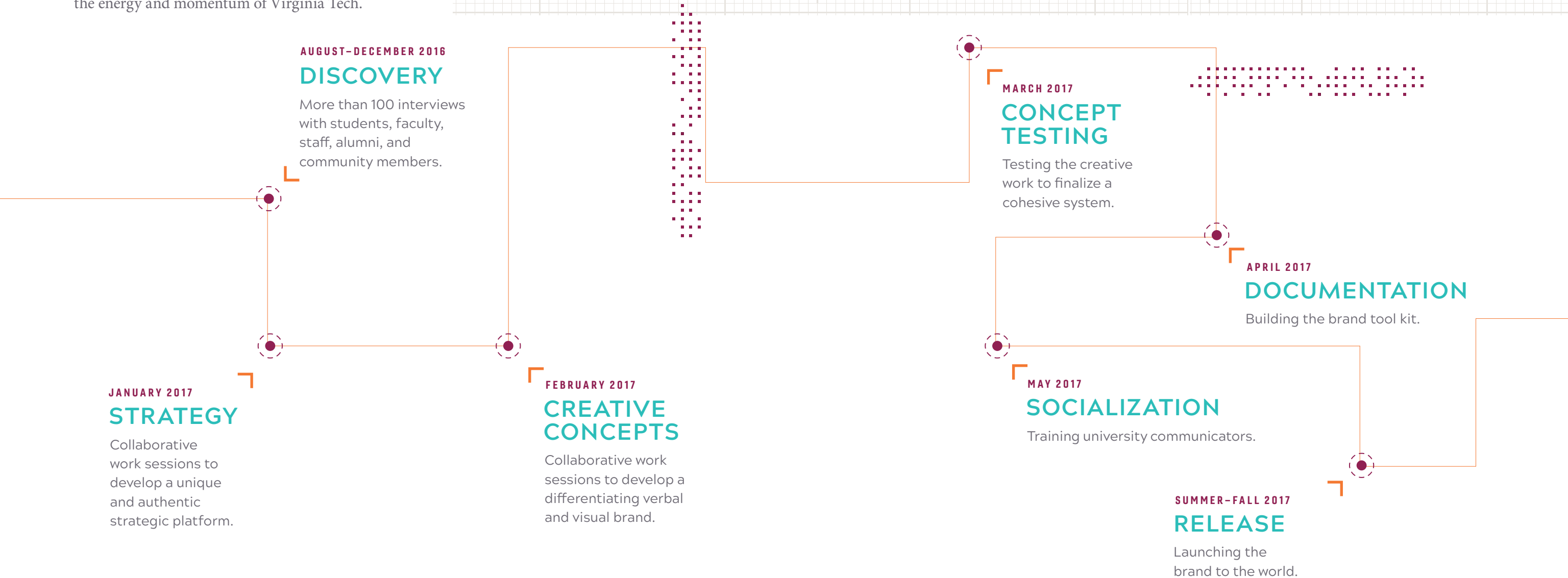
We'll share the foundational messaging on which we will build our brand.

We'll share the bold story that we will tell to the world.

And we'll call on you to tell that story in a way that only Hokies can.

■ HOW WE ARRIVED HERE

Behind the scenes, we have worked in earnest to reshape the university’s brand in a way that captures the energy and momentum of Virginia Tech.



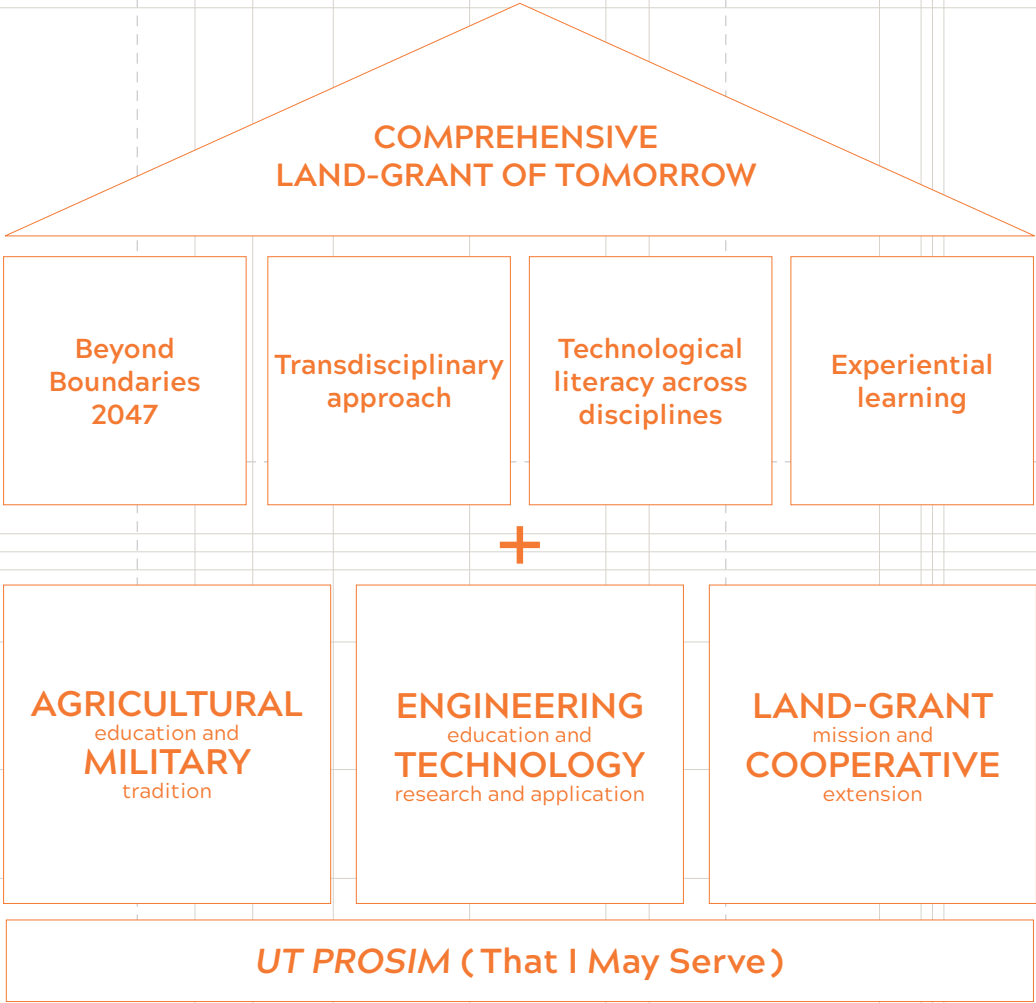
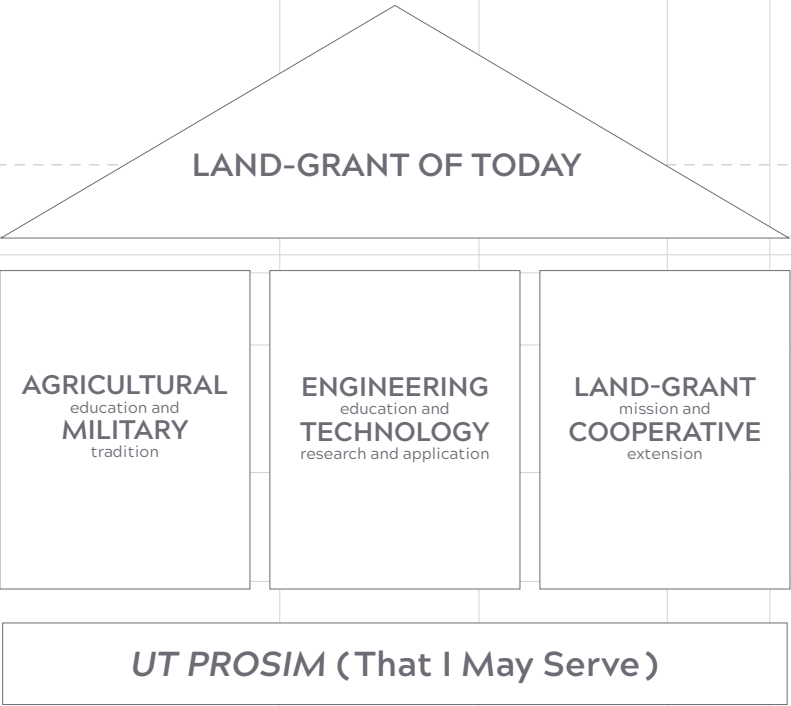
WHAT IS A BRAND?

A brand is the total experience we create for all of our audiences.

Within higher education, branding is playing a more significant role than ever, as universities seek to stand out from their peers and keep students, faculty, alumni, and community highly aware and engaged.

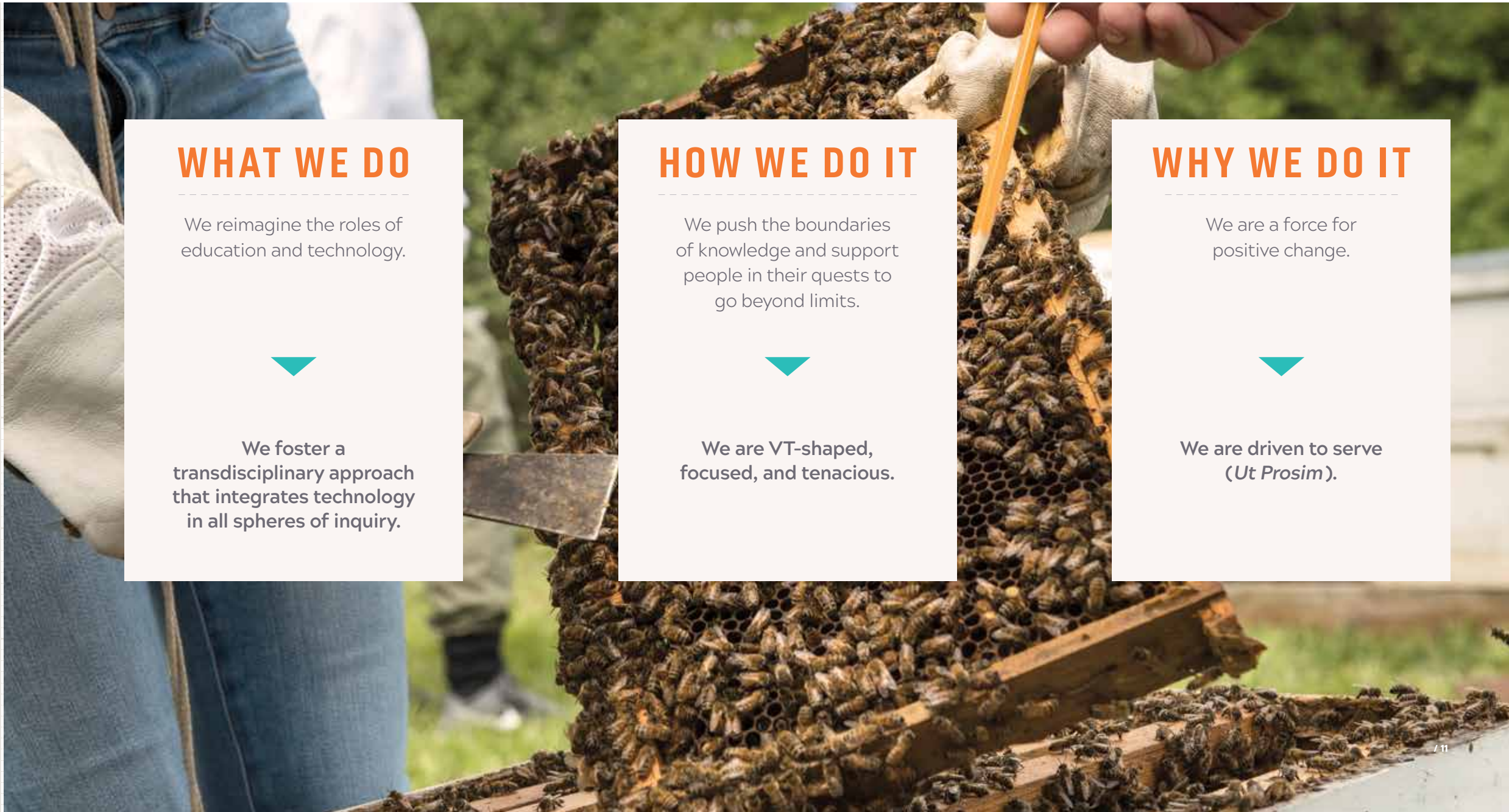
■ BUILDING ON GREATNESS

We have a strong history that embodies our land-grant mission. Our history is a source of pride and a driving force for who we are and what we want to achieve. Our new brand helps us build on that foundation to propel us into the future, creating the comprehensive land-grant university of tomorrow.



■ DEFINING OUR MESSAGE

Our story is multifaceted and ever-changing, yet it's important that we all have a unified understanding of **what we do**, **how we do it**, and **why we do it**. These are the most critical parts of our brand story.



WHAT WE DO

We reimagine the roles of education and technology.



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

HOW WE DO IT

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



We are VT-shaped, focused, and tenacious.

WHY WE DO IT

We are a force for positive change.

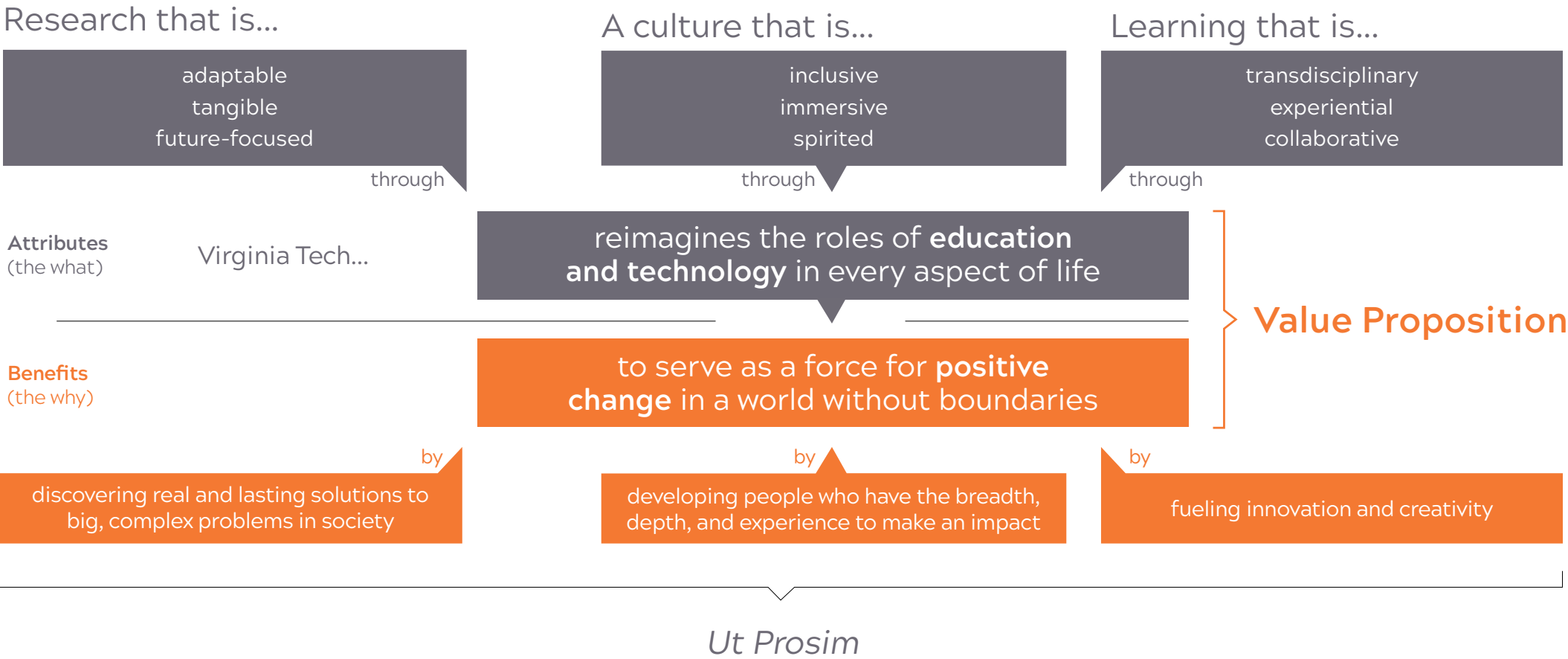


We are driven to serve (*Ut Prosim*).

■ ORGANIZING OUR MESSAGE

Our brand is built around a core value proposition — a statement that combines what we do and why it matters in a way that sets us apart from other universities. We support this idea with three brand pillars — research, culture, and learning — that show how we live out our value proposition.

The map at right defines what we offer (gray) and why it matters (orange) for each of these pillars. When we bring these messages together, we can show the true impact our university has on students, communities, and the world.



TO TELL OUR STORY, WE STARTED WITH YOU

We included voices from across the Virginia Tech community to understand what it truly means to be a Hokie. We used that inspiration to build on our messaging to create a story that is authentic to who we are and reflects where we are going.

WE
PARTNERED
WITH HOKIES
ACROSS THE
UNIVERSITY

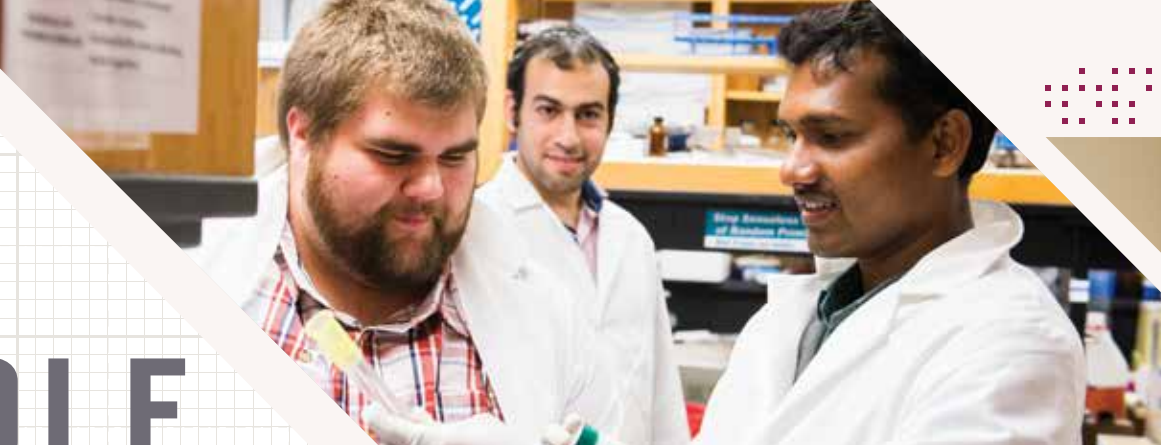
WE
**REFINED AND
STRENGTHENED**
OUR PLATFORM BASED
ON THEIR INPUT

OUR CREATIVE PLATFORM
**EMBODIES
OUR SPIRIT**
AND WILL TELL OUR STORY

CLAIM YOUR ROLE

THIS PHRASE
IS THE SPIRIT
OF OUR BRAND.

It's a statement that asks every Hokie to courageously answer the call – to help bring our mission to life on campus, in our communities, and in every corner of the globe.



■ REACHING OUR AUDIENCES

As we launch this platform, we've made sure that it's flexible enough to resonate with our key audiences. Each of the statements shown here represents the sentiment of **Claim Your Role**, but in different words. To be clear, "Claim Your Role" is not a tagline; rather, it's a continual theme that should be present in all of our communications.



FACULTY AND STAFF

Inspire students to find their role.



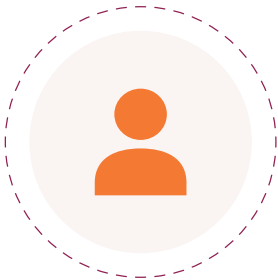
PROSPECTIVE STUDENTS

Your role awaits. Claim it.



CURRENT STUDENTS

Explore your role.



ALUMNI

Your role as a Hokie is lifelong.



DONORS

Declare your role.



GENERAL PUBLIC

Virginia Tech is ready.

■ COMPOSING OUR VOICE

Our brand personality sets the tone for our brand voice. The voice leans on authentic traits (earnest, tenacious, and proud) as well as aspirational traits (inclusive, courageous, and adaptable). To ensure that our aspirational traits become a natural extension of our brand, we'll emphasize them in the way we communicate.

EMPHASIZE THAT WE ARE...

INCLUSIVE

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

REMEMBER THAT WE ARE...

EARNEST

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

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.

TENACIOUS

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

ADAPTABLE

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

PROUD

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

CRAFTING OUR LOOK

Our visual language includes a set of flexible graphic elements that reflect who we are and distinguish us from our competitors.

TYPOGRAPHY

ACHERUS GROTESQUE

CLAIM
YOUR
ROLE

GINESO

YOUR
ROLE
AWAITS

MINION PRO

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 that 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.

COLORS

PRIMARY

CHICAGO MAROON

BURNT ORANGE

HOKIE STONE

YARDLINE WHITE

SECONDARY

SUSTAINABLE TEAL

VIBRANT TURQUOISE

LAND-GRANT GRAY

SKIPPER SMOKE

CADET BLUE

PYLON PURPLE

BOUNDLESS PINK

VIRGINIA SUNSET

TRIUMPHANT YELLOW

BURNT ORANGE WEB

GRAPHIC ELEMENTS

■ BRINGING OUR BRAND TO LIFE

Our brand will come to life in many ways, from on-campus displays to digital expressions, from commercials and magazines to admissions books and donor materials.

**With meaning and intention,
our brand will shape every
experience that we create.**



■ EVOLVING THE UNIVERSITY LOGO

As Virginia Tech reimagines its role as a global land-grant university, we have reimagined the visual representation of the university. By aligning our institutional and athletic identities, we create a bold, simple, and recognizable logo that strengthens our overall brand.

OLD LOGO



NEW LOGO



Increasingly, the Virginia Tech community thrives at the intersections of academic disciplines. In the university mark, linking the letters with a fluid line visually depicts the bridging of boundaries.

Spelled out in our preferred font, the letters of “Virginia Tech” mirror the curve between the V and T, thus tying together the shape and the words.

■ STANDING ON TRADITION

While our current tagline and logo will be retired, there are some things that will never change. Our traditions define us, now and in the future.



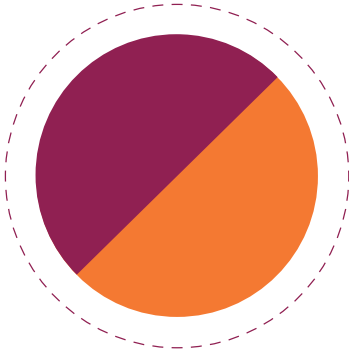
OUR NAME

We are, and always will be, Virginia Polytechnic Institute and State University, commonly known as Virginia Tech.



OUR MOTTO

Our motto, *Ut Prosim* (That I May Serve), is the cornerstone of who we are and why we do what we do. It is the very bedrock of our brand.



OUR COLORS

Chicago maroon and burnt orange are our colors, even as the secondary color palette begins to show a touch of eccentricity.



ATHLETICS LOGO

Student-athletes will continue to wear the “flying VT” with pride.



HOKIEBIRD

The HokieBird will always have a roost in Blacksburg, even as we become a truly global land-grant university.



This is our story.
It's one only we can tell.
And we each have a role in telling it.

LET'S CLAIM IT.

