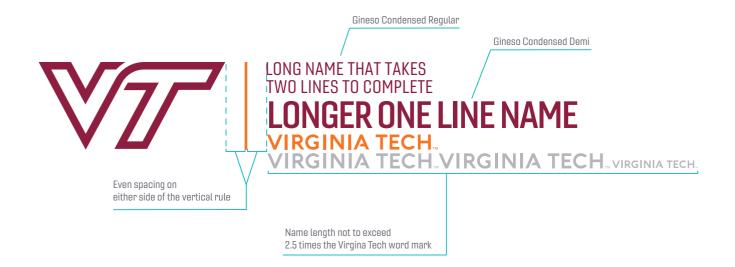# MEDIUM DEPARTMENT NAME WITH LONG PARENT ORGANIZATION

(~17-21 Characters in length)

LONG NAME THAT TAKES TWO LINES TO COMPLETE
LONGER ONE LINE NAME
VIRGINIA TECH™

Gineso Condensed Regular

Gineso Condensed Demi

LONG NAME THAT TAKES TWO LINES TO COMPLETE
LONGER ONE LINE NAME
VIRGINIA TECH™

VIRGINIA TECH™ VIRGINIA TECH™ VIRGINIA TECH™

Even spacing on either side of the vertical rule

Name length not to exceed 2.5 times the Virgina Tech word mark

(Example)

COLLEGE OF ARCHITECTURE AND URBAN STUDIES
SCHOOL OF VISUAL ARTS
VIRGINIA TECH™