VIRGINIA TECH

BRAND GUIDELINES

September 2023

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TIP: Visit brand.vt.edu for all Communications and Marketing guidelines, including:

- Editorial style
- Licensing
- Social media
- Downloads

INTRODUCTION

A brand is a reflection of the organization, a representation of its reputation. The Virginia Tech Brand Guidelines encapsulate the image, primary messaging, and various ways we represent the university. Since our re-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 Virginia Tech 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 use of any trademark 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 Marketing and Brand Management. This manual describes specific rules, applications, and executions to be followed. 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 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.

	Faculty and Staff	Current Students and Families	Alumni and Donors	Prospective Students and Families	The Professional Public Influencers	The Greater Public
INTERNAL ←						**→ EXTERNAL**
OBJECTIVES	UNIFY AND BUILD ALIGNMENT	UNIFY AND INSPIRE	TURN LOYALTY INTO ACTION	INTRODUCE AND ATTRACT TO VIRGINIA TECH	SHAPE PERCEPTIONS AND INFORM THEM	
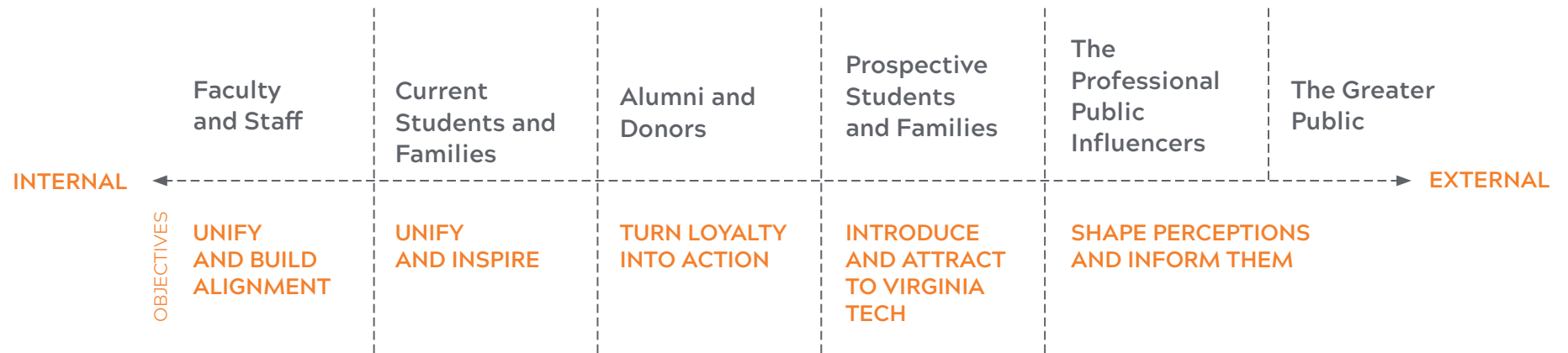
POSITIONING

WHAT WE DO	HOW WE DO IT	WHY WE DO IT
We leverage technology in every aspect of education.	We support people in their quests to push the boundaries of knowledge into the future.	We are a force for positive change in the world.
▼	▼	▼
We foster a transdisciplinary approach that integrates technology in all spheres of inquiry to create transformative learning experiences.	**We are focused and tenacious. We excel in specialized fields and explore the interconnectedness of diverse disciplines.**	**We are driven to serve. *Ut Prosim* (That I May Serve)**

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 sustainable solutions to complex problems that affect individuals and communities worldwide.

Culture

- Attribute: A culture that is inclusive, immersive, and spirited.

- Benefit: A culture that welcomes people who have the breadth, depth, and experience to make an impact and provides a foundation for their success.

Learning

- Attribute: Learning that is collaborative, experiential, and transcends disciplines.

- Benefit: Knowledge that fuels innovation and creativity, and prepares graduates to thrive on diverse teams and broadly apply their expertise at scales from local to global.

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 leverages technology in every aspect of education through research that is adaptable, tangible, and future-focused; through a culture that is inclusive, immersive, and spirited; and through learning that is collaborative, experiential, and transcends disciplines in order to serve as a force for positive change in a world without boundaries. We discover real and lasting solutions to complex problems that affect individuals and communities worldwide; we welcome people who have the breadth, depth, and experience to make an impact and provide a foundation for their success; and we fuel 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 leverages technology in every aspect of education. Our research is adaptable, tangible, and future-focused, designed to discover real and lasting solutions to complex problems that affect individuals and communities worldwide. Our culture is inclusive, immersive, and spirited. Hokies have the breadth, depth, and experience to make a true impact. Our learning is collaborative, experiential, and transcends disciplines, designed to fuel innovation and creativity in our problem-solving.

Colleges and divisions 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 leverage technology?

Culture

How does our college or division 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 division leverage 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. 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 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 for 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.
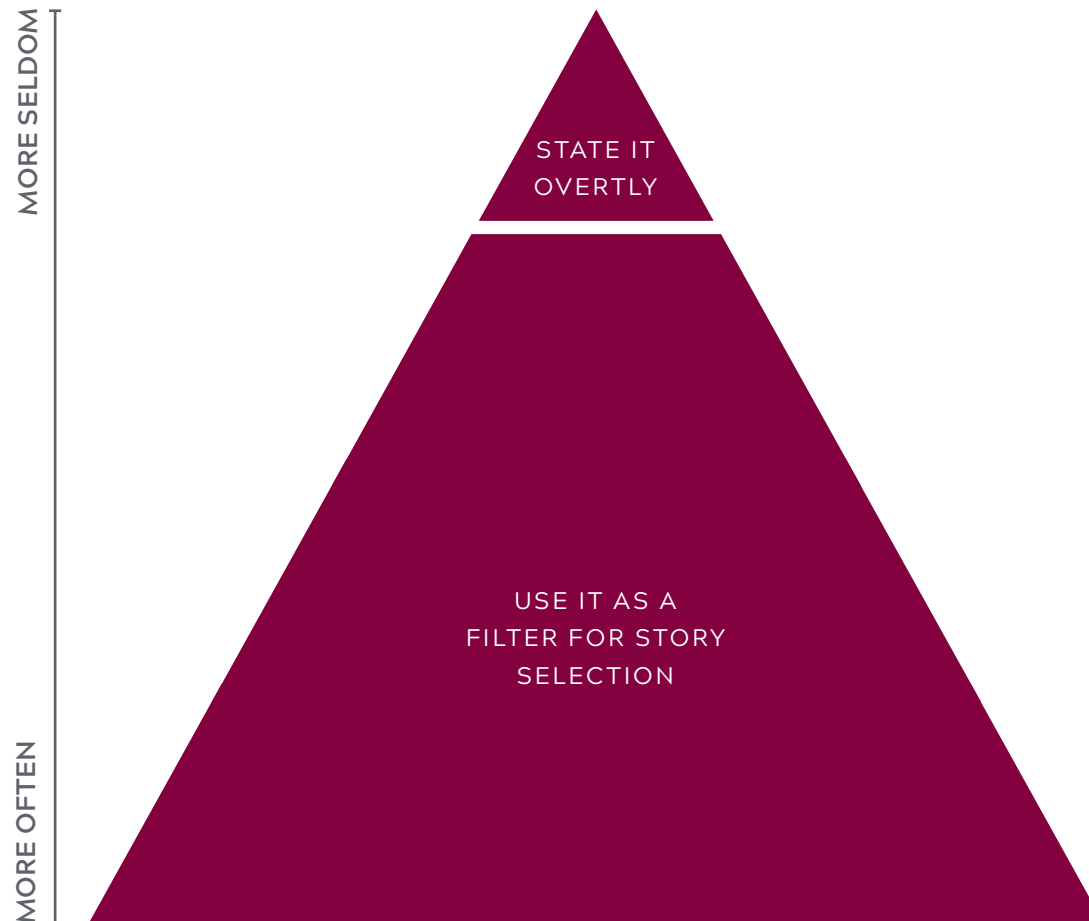
CLAIMING OUR ROLE is a call to action.

An intuition. A commitment.

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.

MORE SELDOM

STATE IT
OVERTLY

USE IT AS A
FILTER FOR STORY
SELECTION

MORE OFTEN

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 collaborative 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.

Play off your headline, get to the point, support it well, and finish strong. The goal is to get your readers 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.

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?

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, Virginia Tech 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 university 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 university brand and, therefore, its own set of rules.

UNIVERSITY BRAND

The president uses the Virginia Tech university brand in his communications. The executive vice president and provost, executive vice president and chief operating officer, and senior vice president for advancement also use the Virginia Tech university brand. Colleges and units that report directly to the leadership mentioned here are primary brand extensions of the university.

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 units that report directly to the top leadership of the university. Brand extensions are not named for the lead administrator of the unit, rather, they are named for the unit the administrator heads up. The preference is to omit "division of, office of, etc." in logo lockups so that the logo will be as concise and clean as possible. Primary brand extensions must use Virginia Tech Brand Guidelines and licensing guidelines.

All lockup logos must be created by Marketing and Brand Management. To request a lockup logo, send a message to vtbrand@vt.edu.

TIP: A list of all primary brand extensions and logo lockups can be found at brand.vt.edu/identity/lockups.html.

EXAMPLE:

SECONDARY BRAND EXTENSIONS

The secondary brand extensions are the units that report up to the primary brand extensions. Examples of secondary brand extensions are schools and departments within a college, departments or offices within a division, or centers within research institutes. Secondary brand extensions receive logo lockups that almost always include the primary brand extension's name. Secondary brand extensions must use Virginia Tech's Brand Guidelines and licensing guidelines.

All lockup logos must be created by Marketing and Brand Management. To request a lockup logo, send a message to vtbrand@vt.edu.

EXAMPLE:

TERTIARY BRAND EXTENSIONS

Tertiary brand extensions are almost always units that report up to secondary brand extensions. Examples of tertiary brand extensions are degree programs under a school within a college or research centers under a department within a college. Tertiary brand extensions receive logo lockups that almost always include both the primary and secondary brand extension names. Tertiary brand extensions must use Virginia Tech's Brand Guidelines and licensing guidelines.

All lockup logos must be created by Marketing and Brand Management. To request a lockup logo, send a message to vtbrand@vt.edu.

EXAMPLE:

SUB-BRANDS

A sub-brand of Virginia Tech closely supports the university brand but has a mission that deviates from the primary educational mission of the university. Instead of using the university brand name and logo as its main identifiers, the sub-brand has its own name and logo and references the university 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 Marketing and Brand Management to complement the Virginia Tech Brand Guidelines. Sub-brands must adhere to the university's licensing guidelines. Trademarks of sub-brands are registered and protected by the Office of Licensing and Trademarks.

EXAMPLE:

INDIVIDUAL BRANDS

An individual brand exists under the university brand but expresses its connection to the university brand in name only. An individual brand would not exist without the university brand. An individual brand could reference the university brand logo in its materials and assets, but is not required to and usually does not. An individual brand does not use The Virginia Tech Brand Guidelines. An individual brand has its own logo and brand guidelines, created with Marketing and Brand Management to compliment the university brand. Individual brands must adhere to the Virginia Tech Licensing Guidelines trademarks of individual brands are registered and protected by the Office of Licensing and Trademarks.

EXAMPLE:

ENDORSED BRANDS

An endorsed brand does not exist under the university 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 do not use Virginia Tech logos in their materials and assets. An endorsed brand does not use the university brand guidelines. An individual brand has its own logo and brand guidelines, which must be reviewed by Marketing and Brand Management. Endorsed brands must adhere to the university's licensing guidelines. Trademarks of endorsed brands are not registered or protected by the Office of Licensing and Trademarks. Endorsed brand are required to use vendors licensed with the university to create branded products.

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

EXAMPLES:

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 Marketing and Brand Management prior to use. The Pylons are restricted to military and the Corps of Cadets.

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 for review to vtbrand@vt.edu before use.

As primary brand extensions, university-level research institutes must also use the university logo on any print, display, or promotional products 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 its 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 university logo or appropriate brand extension lockup logo on promotional products. The university logo or appropriate primary or secondary lockup logo must always accompany the distinct identity on promotional products unless spacing is an issue (i.e., lapel pins).

EXAMPLES:
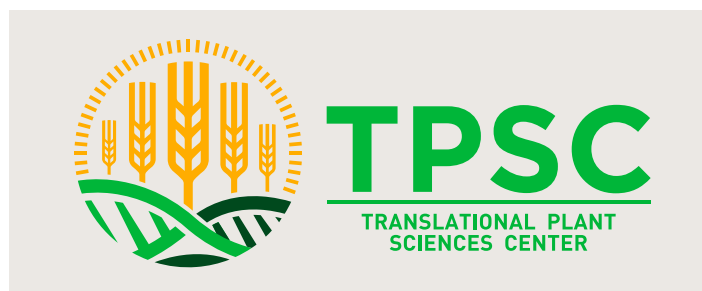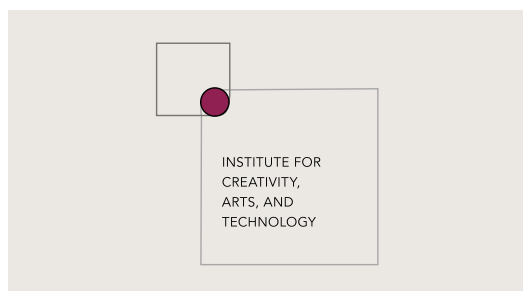
QUESTION? All distinct identities must be professionally designed and approved by Marketing and Brand Management. For review, send the design to vtbrand@vt.edu. Only licensed vendors may produce promotional products with university trademarks. To find a list of licensed vendors, go to brand.vt.edu.

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.

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

EXAMPLES:

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

DISTINCT IDENTITIES

UNIVERSITY ENTITIES COMMERCIALIZED FOR BUSINESS PURPOSES

College and division-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 must be submitted to vtbrand@vt.edu for review before use.

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

EXAMPLES:

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.

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

EXAMPLES:

GRAPHIC ELEMENTS/DESIGNS

Academic colleges, departments, and programs are not allowed to create distinct identities that are used in place of their lockup logos. These entities must use their appropriate brand extension lockup logos or the university logo.

If an academic entity would like to use a symbol without combining it with its lockup logo on materials, that is allowed. However, the university logo or appropriate brand extension lockup logo must be used in addition to the graphic element in a separate imprint area.

If an academic entity would like to use a plain text version of its unit's name within a design or graphic element that is meant for temporary use and is expressly for events, campaigns, or initiatives, that is allowed on a case-by-case basis. The university logo or appropriate brand extension lockup logo must be used in addition to the design or graphic element, but separate from the design. A shield shape may not be used in a graphic element.

EXAMPLE:

✅ Graphic element is allowed in a separate imprint area.
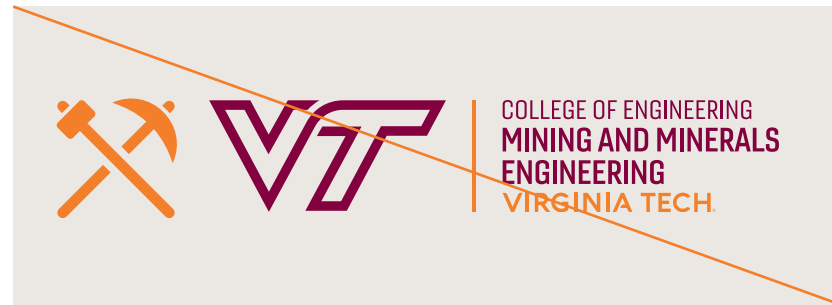
❌ Graphic element is not allowed to be combined with lockups.

PARTNERSHIP LOGOS

Partnership logos are approved only when Virginia Tech and an external entity create a new, permanent entity which, if owned solely by Virginia Tech, would be eligible for a brand extension lockup logo. Requests for partnership logos must be made by email to vtbrand@vt.edu. Partnership logos use the Virginia Tech university logo and the other entity's main logo only. Temporary partnerships, such as events and grant funding, do not rise to the level of a partnership logo.

Each partnership logo must be approved by Marketing and Brand Management and the lead administrator in the Virginia Tech unit forming the partnership, and the partner institution. The entity that the two brands create together is written under the partnership logo in text to become part of the overall logo. When the college, program, or department name is part of the entity that is created by the partnership, it will not appear in the partnership logo, but will be included in editorial content.

All lockup logos must be created by Marketing and Brand Management. To request a lockup logo, send a message to vtbrand@vt.edu.

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 must be done through the Office of Licensing and Trademarks. Marketing and Brand Management 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 printed and promotional products program with the Collegiate Licensing Company for commercial use of trademarks on products. Permission is required to use the Virginia Tech trademarks on all printed and promotional products, including but not limited to those purchased for internal use, giveaways, promotion, display, and retail.

Use of any university trademark that is deemed by the Office of Licensing and Trademarks to be in poor taste is prohibited. Use of university trademarks in conjunction with political or religious messaging or symbolism is prohibited, except when used by student organizations officially recognized by Student Affairs. Use of university trademarks to endorse another brand is prohibited. For other prohibitions, see the licensing guidelines.

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

For complete information about external use of university trademarks, when the external entity is either affiliated with the university and not, visit the licensing guidelines.

TRADEMARKS

DOING BUSINESS ON VIRGINIA TECH'S BEHALF

When an external entity is contracted by Virginia Tech to use the university's trademarks in communications that provide a business service to the university, permission is granted on a case-by-case basis. Permission for the use must be requested **before** contracting with the external entity. To request permission for an external entity to use Virginia Tech trademarks to do business on the university's behalf, send the request and proposed contract to vtbrand@vt.edu. If permission is granted to allow the external entity to use the Virginia Tech trademarks to do business on the university's behalf, the requesting college or division will bear the responsibility of ensuring the entity adheres to the Virginia Tech Brand Guidelines and licensing guidelines. External entities that are doing business on Virginia Tech's behalf but are not contractually engaged by the university are not allowed to use Virginia Tech trademarks.

TRADEMARKS

The trademarks of Virginia Tech are:

UNIVERSITY LOGO

The university 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.

NOTE: The vertical logo is preferred on most promotional products. The horizontal logo is preferred in more formal applications.

HORIZONTAL LOGO

VERTICAL LOGO

ALTERNATE HORIZONTAL LOGO

The alternate horizontal logo may only be used when space demands it and cannot be used in brand extension lockup logos.

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 promotional products 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.
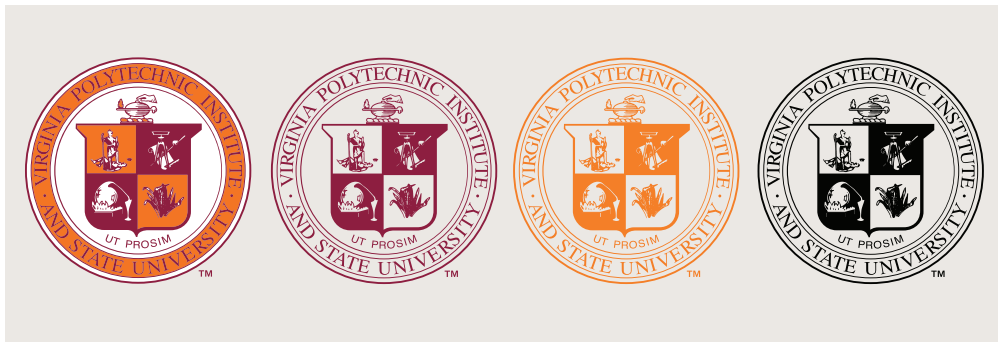
TRADEMARKS

ATHLETIC LOGOS

The athletic logos are registered and protected by the Office of Licensing and Trademarks. As with the university logo, the Office of Licensing and Trademarks approves each use of athletic logos and administers a licensed collegiate promotional products program with CLC for commercial use on products. The athletic program is categorized as an individual brand within the university's architecture. Athletics branding is 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 Athletics Department.

TRADEMARKS

HOKIEBIRD AND OTHER SPIRIT LOGOS

The HokieBird and all other Virginia Tech spirit logos are registered and protected by the Office of Licensing and Trademarks. As with the university logo, the Office of Licensing and Trademarks approves every use of the HokieBird and other spirit logos and administers a licensed collegiate promotional products 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 as described in the licensing guidelines. For comprehensive guidelines for spirit logo use, please see the licensing guidelines.
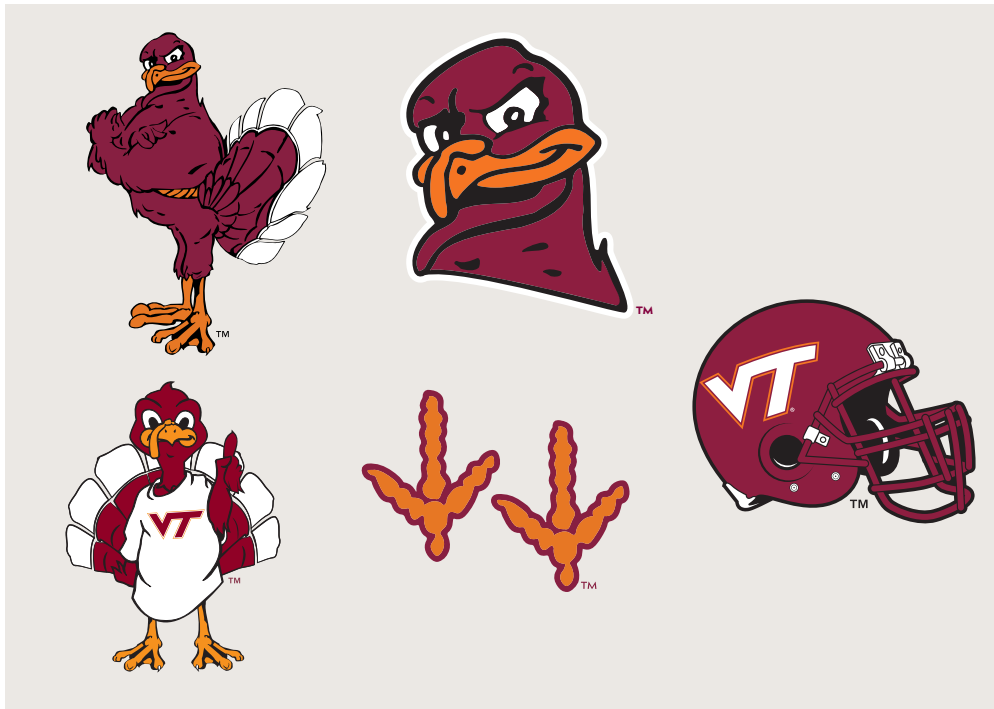
TRADEMARKS

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.
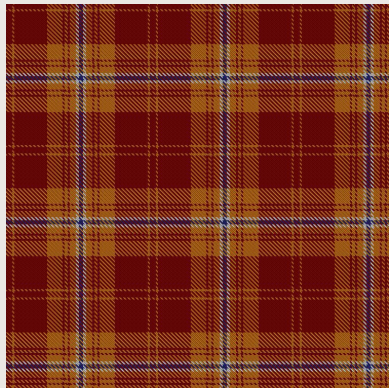
LOGO USE

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.

✅ Minimum sizing for digital/print applications.

✅ Minimum sizing for apparel embroidery.

.09"

.156"

PROPORTION

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

❌ Do not squish or stretch the logo.

❌ Only solid orange, solid maroon, white, grey, or black logos are acceptable one-color process printing options.

COLOR

❌ Do not alter the color of the logo

Maintain a protected area equal to two times the height of the "VIRGINIA TECH" wordmark around all sides of the logos.

LOGO USE

PROTECTED AREA AROUND LOGO FOR PRINT

USING THE VT BRANDMARK OR THE VIRGINIA TECH WORDMARK ALONE

The university 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 promotional products that also display the athletic VT; and on social media profile photos/thumbnails for official university accounts.

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. Avoid placing the logo onto busy backgrounds.

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

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

VT
VIRGINIA TECH

| CHICAGO MAROON | PMS 208 C | WEB 861F41 |
| | CMYK 15, 100, 37, 45 | RGB 134, 31, 65 |

| BURNT ORANGE | PMS 158 C | WEB E5751F |
| | CMYK 0, 62, 95, 0 | RGB 229, 117, 31 |

✓ White and orange on maroon.

✓ Solid maroon on orange.

✓ Solid orange on maroon.

✓ Solid maroon on white.

✓ Solid white on orange.

✓ Solid white on maroon.

✓ Solid white on pink.

✓ Solid white on impact orange.

✓ Solid white on purple.

✓ Solid white on turquoise.

✓ Solid white on teal.

✓ Solid white on black or grey.

NOTE: The Office of Licensing and Trademarks will require color combination changes for readability when needed.

✓ Maroon and orange on skipper smoke.

✓ Maroon and orange on land-grant grey.

✓ Solid grey on white.

✓ Solid black on white.

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 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 university brand.

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 COLOR PALETTE

CHICAGO MAROON	BURNT ORANGE
YARDLINE WHITE	HOKIE STONE

SECONDARY COLOR PALETTE
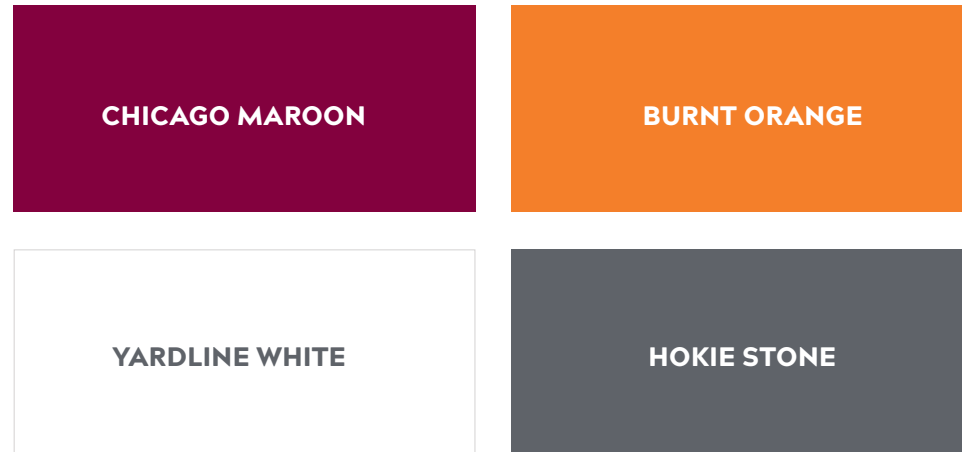
PYLON PURPLE	BOUNDLESS PINK	TRIUMPHANT YELLOW	IMPACT ORANGE
SUSTAINABLE TEAL	VIBRANT TURQUOISE	LAND-GRANT GREY	SKIPPER SMOKE

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.

DIGITAL

RGB: 134, 31, 65

HEX: 861F41

CSS variable: --vt-maroon

PRINT

CMYK: 15, 100, 37, 45

PMS: 208

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.

DIGITAL

RGB: 229, 117, 31

HEX: E5751F

CSS variable: --vt-burntOrange

PRINT

CMYK: 0, 62, 95, 0

PMS: 158

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.

DIGITAL

RGB: 255, 255, 255

HEX: FFFFFF

CSS variable: --vt-white

PRINT

CMYK: 0, 0, 0, 0

PMS: PMS White

HOKIE STONE

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

DIGITAL

RGB: 117, 120, 123

HEX: 75787B

CSS variable: --vt-hokieStone

PRINT

CMYK: 26, 21, 19, 45

PMS: COOL GRAY 9C

SECONDARY PALETTE

The secondary palette is a mix of colors from vibrants to neutrals. Impact orange should replace the primary burnt orange when used for digital text. Virginia Tech logo files must always be Chicago maroon and burnt orange. This particular shade is darker with higher contrast for web accessibility.

TIP: For **digital** use, RGB, HEX values, and CSS variables should be used. Special consideration should be given to accessibility whenever possible.

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

IMPACT ORANGE

DIGITAL

RGB: 202, 79, 0

HEX: CA4F00

PRINT

CMYK: 15, 81, 100, 5

PMS: 1675 C

CSS variable: pending

PYLON PURPLE

DIGITAL

RGB: 100, 38, 103

HEX: 642667

PRINT

CMYK: 65, 100, 22, 18

PMS: 260 C

CSS variable: --vt-purple

BOUNDLESS PINK

DIGITAL

RGB: 206, 0, 88

HEX: CE0058

PRINT

CMYK: 0, 100, 43, 12

PMS: Rubine Red

CSS variable: --vt-pink

TRIUMPHANT YELLOW

DIGITAL

RGB: 247, 234, 72

HEX: F7EA48

PRINT

CMYK: 5, 0, 85, 1

PMS: 101 C

CSS variable: --vt-yellow

SUSTAINABLE TEAL

DIGITAL

RGB: 80, 133, 144

HEX: 508590

PRINT

CMYK: 75, 35, 40, 3

PMS: 2212 C

CSS variable: --vt-teal

VIBRANT TURQUOISE

DIGITAL

RGB: 44, 213, 196

HEX: 2CD5C4

PRINT

CMYK: 68, 0, 35, 0

PMS: 3255 C

CSS variable: --vt-turquoise

LAND-GRANT GREY

DIGITAL

RGB: 215, 210, 203

HEX: D7D2CB

PRINT

CMYK: 5, 7, 10, 11

PMS: Warm Gray 1C

CSS variable: --vt-grey

SKIPPER SMOKE

DIGITAL

RGB: 229, 225, 230

HEX: E5E1E6

PRINT

CMYK: 4, 4, 2, 6

PMS: 663 C

CSS variable: --vt-smoke

EXTENDED PALETTE

Shades and tints of brand colors may be used to create variety within the Virginia Tech color 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

#861F41
RGB·134·31·65
CMYK·15·100·37·45
PMS·208

#791C3B
RGB·185·0·79
CMYK·15·100·37·50

#6B1934
RGB·107·25·52
CMYK·15·100·37·55

#5E162E
RGB·94·22·46
CMYK·15·100·37·60

#501327
RGB·80·19·39
CMYK·15·100·37·65

#431021
RGB·67·16·33
CMYK·15·100·37·70

#360C1A
RGB·54·12·26
CMYK·15·100·37·75

#280913
RGB·40·9·19
CMYK·15·100·37·80

#1B060D
RGB·27·6·13
CMYK·15·100·37·85

#0D0306
RGB·13·3·6
CMYK·15·100·37·90

BURNT ORANGE

#E5751F
RGB·229·117·31
CMYK·0·62·95·0
PMS·158

#CD6921
RGB·205·105·33
CMYK·0·62·95·10

#B65E1E
RGB·182·94·30
CMYK·0·62·95·20

#A0521A
RGB·160·82·26
CMYK·0·62·95·30

#894616
RGB·137·70·22
CMYK·0·62·95·40

#723B13
RGB·114·59·19
CMYK·0·62·95·50

#5B2F0F
RGB·91·47·15
CMYK·0·62·95·60

#44230B
RGB·68·35·11
CMYK·0·62·95·70

#2E1707
RGB·46·23·7
CMYK·0·62·95·80

#170C04
RGB·23·12·4
CMYK·0·62·95·90

EXTENDED PALETTE

IMPACT ORANGE

#FAEDE6
RGB·250·237·230
CMYK·0·5·8·2

#F4DCCC
RGB·244·220·204
CMYK·0·9·16·4

#EFCAB3
RGB·239·202·179
CMYK·0·15·24·6

#EAB999
RGB·234·185·153
CMYK·0·19·32·8

#E5A780
RGB·229·167·128
CMYK·0·24·40·10

#DF9566
RGB·223·149·102
CMYK·0·29·47·13

#DA844D
RGB·218·132·77
CMYK·0·34·55·15

#D57233
RGB·213·114·51
CMYK·0·39·55·15

#CF611A
RGB·207·97·26
CMYK·0·43·71·19

**#CA4F00
RGB·202·79·0
CMYK·0·48·79·21
PMS·1675C**

#B64700
RGB·182·71·0
CMYK·0·44·71·29

#A23F00
RGB·162·63·0
CMYK·0·39·64·36

#8D3700
RGB·141·55·0
CMYK·0·34·55·45

#792F00
RGB·121·47·0
CMYK·0·29·47·53

#652800
RGB·101·40·0
CMYK·0·24·40·60

#512000
RGB·81·32·0
CMYK·0·19·32·68

#3D1800
RGB·61·24·0
CMYK·0·15·24·76

#281000
RGB·40·16·0
CMYK·0·9·16·84

#140800
RGB·20·8·0
CMYK·0·5·8·92

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

#F0B3CD
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

#D83379
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

TRIUMPHANT YELLOW

#FEFDEC
RGB·254·253·236
CMYK·N/A

#FDFBDA
RGB·253·251·218
CMYK·1·0·17·0

#FDF9C8
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

#948C2B
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

#EDF3F4
RGB·237·243·244
CMYK·7·4·4·0

#DCE7E9
RGB·220·231·233
CMYK·15·7·8·0

#CADADD
RGB·202·218·221
CMYK·23·11·12·1

#B9CED3
RGB·185·206·211
CMYK·30·14·16·2

#A7C2C7
RGB·167·194·199
CMYK·38·18·20·2

#96B6BC
RGB·150·182·188
CMYK·45·21·24·2

#85AAB2
RGB·133·170·178
CMYK·53·25·28·2

#739DA6
RGB·115·157·166
CMYK·60·28·32·3

#62919B
RGB·98·145·155
CMYK·68·32·36·3

#508590
RGB·80·133·144
CMYK·75·35·40·3
PMS·2212C

#487882
RGB·72·120·130
CMYK·75·35·40·13

#406A73
RGB·64·106·115
CMYK·75·35·40·22

#385D65
RGB·56·93·101
CMYK·75·35·40·32

#305056
RGB·48·80·86
CMYK·75·35·40·42

#284348
RGB·40·67·72
CMYK·75·35·40·51

#20353A
RGB·32·53·58
CMYK·75·35·40·61

#18282B
RGB·24·40·43
CMYK·75·35·40·70

#101B1D
RGB·16·27·29
CMYK·75·35·40·80

#080D0E
RGB·8·13·14
CMYK·75·35·40·90

VIBRANT TURQUOISE

#E9FBF9
RGB·233·251·249
CMYK·7·0·3·0

#D5F7F3
RGB·213·247·243
CMYK·14·0·7·0

#BFF2ED
RGB·191·242·237
CMYK·20·0·10·0

#ABEEE7
RGB·171·238·231
CMYK·27·0·14·0

#95EAE1
RGB·149·234·225
CMYK·34·0·17·0

#80E6DC
RGB·128·230·220
CMYK·41·0·21·0

#6CE2D6
RGB·108·226·214
CMYK·47·0·24·0

#56DDD0
RGB·86·221·208
CMYK·54·0·28·0

#42D9CA
RGB·66·217·202
CMYK·61·0·31·0

#2CD5C4
RGB·44·213·196
CMYK·68·0·35·0
PMS·3255C

#28C0B0
RGB·40·192·176
CMYK·68·0·35·10

#23AA9D
RGB·35·170·157
CMYK·68·0·35·20

#1F9589
RGB·31·149·137
CMYK·68·0·35·30

#1A8076
RGB·26·128·118
CMYK·68·0·35·40

#166B62
RGB·22·107·98
CMYK·68·0·35·50

#12554E
RGB·18·85·78
CMYK·68·0·35·60

#0D403B
RGB·13·64·59
CMYK·68·0·35·70

#092B27
RGB·9·43·39
CMYK·68·0·35·80

#041514
RGB·4·21·20
CMYK·68·0·35·90

LAND-GRANT GREY

#FBFAFA
RGB·251·250·250
CMYK·N/A

#F7F6F5
RGB·247·246·245
CMYK·1·2·2·3

#F3F1EF
RGB·243·241·239
CMYK·N/A

#EFEDEA
RGB·239·237·234
CMYK·2·3·4·5

#EBE8E5
RGB·235·232·229
CMYK·N/A

#E7E4E0
RGB·231·228·224
CMYK·3·5·6·7

#E3E0DB
RGB·227·224·219
CMYK·N/A

#DFDBD5
RGB·223·219·213
CMYK·4·6·8·9

#DBD7D0
RGB·219·215·208
CMYK·N/A

#D7D2CB
RGB·215·210·203
CMYK·5·7·10·11
PMS·Warm Gray 1C

#C2BDB7
RGB·194·189·183
CMYK·5·7·10·20

#ACA8A2
RGB·172·168·162
CMYK·5·7·10·29

#97938E
RGB·151·147·142
CMYK·5·7·10·37

#817E7A
RGB·129·126·122
CMYK·5·7·10·46

#6C6966
RGB·108·105·102
CMYK·5·7·10·55

#565451
RGB·86·84·81
CMYK·5·7·10·64

#403F3D
RGB·63·63·61
CMYK·5·7·10·72

#2B2A29
RGB·43·42·41
CMYK·5·7·10·81

#151514
RGB·21·21·20
CMYK·5·7·10·90

SKIPPER SMOKE

#E5E1E6
RGB·229·225·230
CMYK·4·4·2·6
PMS·663C

#CECBCF
RGB·206·203·207
CMYK·4·4·2·15

#501E52
RGB·183·180·184
CMYK·4·4·2·25

#461B48
RGB·160·158·161
CMYK·4·4·2·34

#3C173E
RGB·137·135·138
CMYK·4·4·2·43

#321334
RGB·115·113·115
CMYK·4·4·2·53

#280F29
RGB·92·90·92
CMYK·4·4·2·62

#1E0B1F
RGB·69·67·69
CMYK·4·4·2·71

#140815
RGB·46·45·46
CMYK·4·4·2·81

#0A040A
RGB·23·22·23
CMYK·4·4·2·90

EXTENDED PALETTE

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

#BABBBD
RGB·186·187·189
CMYK·13·10·10·22

#ACAEB0
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

#838688
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

#0C0C0C
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

Colors | Extended Palette

COLOR USAGE

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 Guidelines in Practice section of this brand guide show examples of effective color combinations. The matrix below 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.
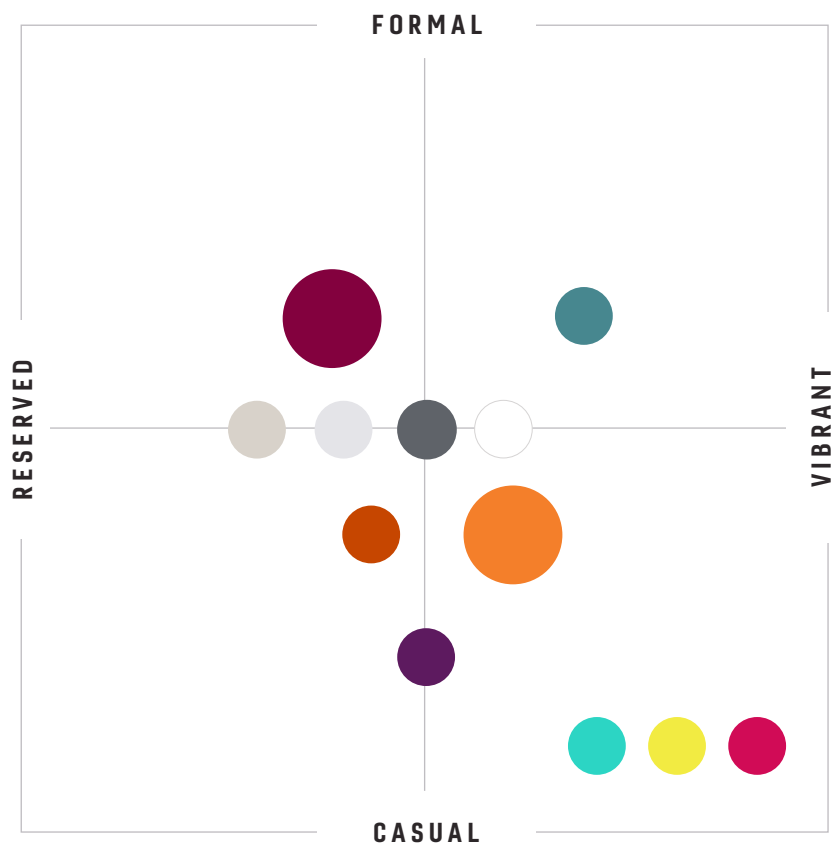
TYPE

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: Acherus Grotesque, Crimson Text, and Gineso. Each font 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	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Thin	Thin Italic	Ultra Light	Ultra Light Italic	Light	Light Italic	Regular	Regular Italic

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Medium	Medium Italic	Bold	Bold Italic	Extra Bold	Extra Bold Italic	Black	Black Italic

Crimson Text

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

NOTE: These have been vetted for accessibility. Best practices for ADA accessibility include: use 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 IT department for help.

NOTE: When brand fonts are not available, Arial may be used as an appropriate substitute.

PRIMARY TYPEFACES CONTINUED

Gineso Condensed

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Condensed Thin	Condensed Thin Italic	Condensed Light	Condensed Light Italic	Condensed Book	Condensed Book Italic	Condensed Regular	Condensed Regular Italic
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Condensed Medium	Condensed Medium Italic	Condensed Demi	Condensed Demi Italic	Condensed Bold	Condensed Bold Italic	Condensed Black	Condensed Black Italic

Gineso Normal

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Norm Thin	Norm Thin Italic	Norm Light	Norm Light Italic	Norm Book	Norm Book Italic	Norm Regular	Norm Regular Italic
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Norm Medium	Norm Medium Italic	Norm Demi	Norm Demi Italic	Norm Bold	Norm Bold Italic	Norm Black	Norm Black Italic

Gineso Extended

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Ext Thin	Ext Thin Italic	Ext Light	Ext Light Italic	Ext Book	Ext Book Italic	Ext Regular	Ext Regular Italic
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Ext Medium	Ext Medium Italic	Ext Demi	Ext Demi Italic	Ext Bold	Ext Bold Italic	Ext Black	Ext Black Italic

NOTE: These have been vetted for accessibility. Best practices for ADA accessibility include: use a sans 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.

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 text, headlines, sub-headlines, quotes, and callouts.

CAPITALS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

NUMERALS, PUNCTUATION, AND GLYPHS

0123456789
!@#$%^&*~
({["-+=.,;:†‡·"]})

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

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

NUMERALS, PUNCTUATION, AND GLYPHS

0123456789
! @ # $ % ^ & * ~
({ [" - + = . , ; : † ‡ • "] })

GINESO

Gineso has multiple uses within the Virginia Tech brand, from being used for headlines to callouts. 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
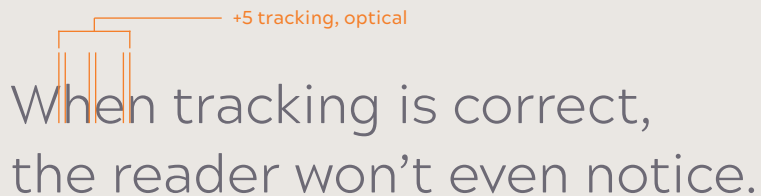
Line spacing, called leading, is critical to setting professional-looking type that is easy to read. Leading should be set tight, but not so tight that it appears cramped. The Acherus Grotesque family generally looks best with leading set slightly loose.

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 Gineso condensed should be tracked slightly wider. Optical kerning should be used when it's available.

USING TYPE
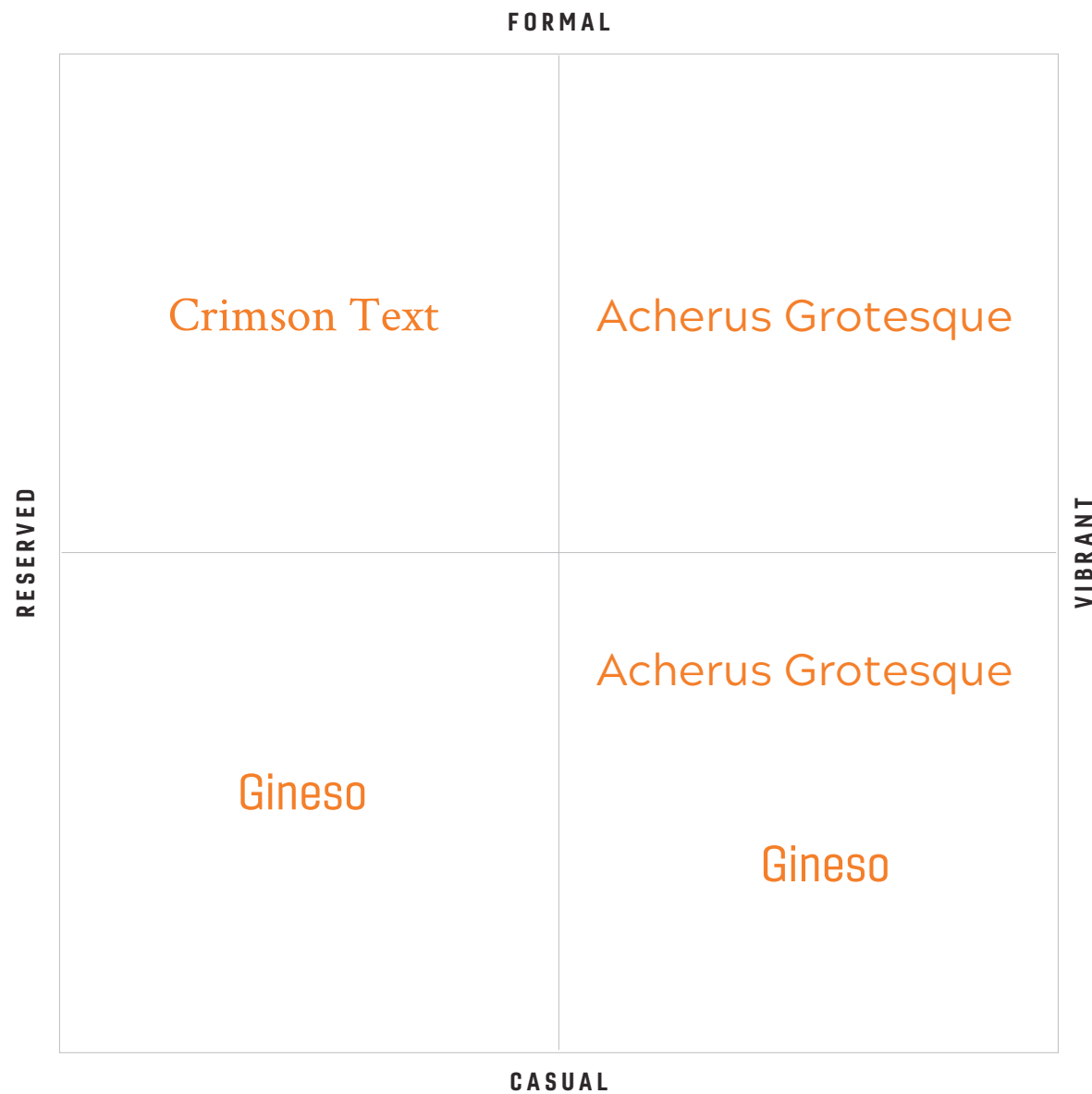
FORMAL

Crimson Text

Acherus Grotesque

RESERVED

VIBRANT

Gineso

Acherus Grotesque

Gineso

CASUAL

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, but those in photos and videos that are used for paid marketing must sign a photo 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
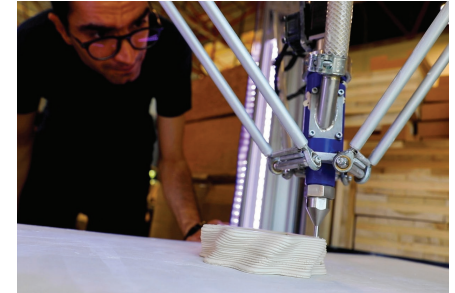
DETAIL

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.

Distance photography always demonstrates a sense of scale, usually with a symmetrical composition. These images feel larger than life, evoking the idea that the subject is stepping up to a great challenge. These photos avoid complexity – the simpler the image, the better the result.

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 that 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 greater Washington, D.C., metro 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.
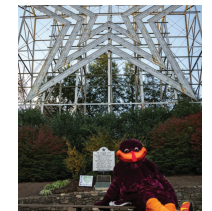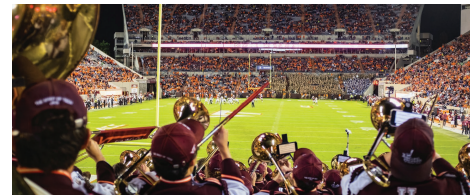
TIP: Photos should be composed to give an accurate representation of scale and proportions. Photos should also have a strong focal point and feel balanced.

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.

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.
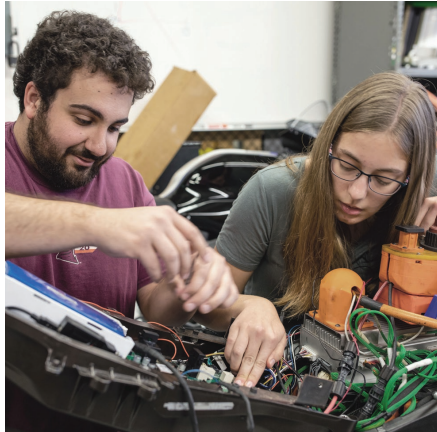

TIP: Photographers should consider using a grid or turning on the grid overlay in their cameras, if available.

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 to 15 percent depending on the photo.

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.
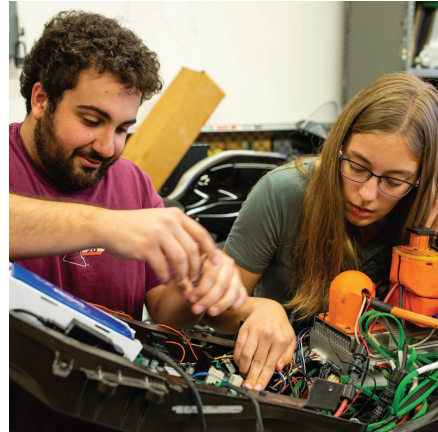
BEFORE

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.

✓ Do capture situations so they appear natural.

✓ Do capture people who look engaged.

✓ Do make campus look authentic.

EDITING IMAGES AND VIDEO

Altering images, including using artificial intelligence (AI) to alter images, is highly discouraged. Alterations to an image must never fundamentally change the truth of a scene or the accuracy of persons, places, or events depicted in the image. Alterations that are not allowed include mirroring, rearranging, adding, removing, or distorting faces and bodies, changing or removing art on clothing, and any edit that intends to deceive the viewer. Cropping to omit extraneous portions of the image is permitted.

Alterations should be limited to those minimally necessary for clarity, accuracy, privacy, and proportion, such as:

- **Color and contrast to brighten, darken, to improve clarity**
- **Cloning of natural backgrounds to extend image dimensions, correct distortion, removal of debris or non-contextual distraction** (*e.g., shirt wrinkle distorts logo or message relevant to image use, hair in face, dead grass patch*)
- **Blurring personal information to protect privacy or bring focus to the important part of an image** (*e.g., blurring the background for added depth perception and to emphasize focus of the subject of the photo*)

Explicit content in a photo is a photo that should not be used; blurring or replacing the content is not a solution in these cases.

STOCK IMAGERY AND STOCK VIDEO

Stock imagery is generic photos, illustrations, icons, video, and motion graphics files created outside of the university without a particular project in mind. Stock imagery is usually licensed, typically for a fee, to individuals or organizations for use. Stock imagery should be used sparingly as a compliment to and in support of true university imagery, or in limited cases, where there is no other option because the subject cannot feasibly be photographed, filmed, or illustrated.

PAID MARKETING USES

Stock imagery should not be used for any paid marketing effort, with the following exceptions:

- **Common landmarks,** such as the Washington Monument, that will not be represented with any originality through new imagery.
- **Theoretical/historical/scientific** when a true image does not exist or is impossible to capture with our resources *(e.g., stock MRI image to support a cancer research story).*

Stock imagery in paid marketing must always be licensed or used with written permission from the owner.

STOCK IMAGES ARE APPROPRIATE WHEN:

- **Time-** If time is limited and the content is generic enough, consider utilizing an image from the curated collections in the University Photo Library prior to using stock imagery.
- **Supportive-** The lead image exists, but it may need support *(ex. President of Botswana portrait that we captured, accompanied by a stock image of an African river bed to contextualize his visit, DC landscapes to represent for Innovation Campus proximity).*
- **Theoretical/historical/scientific-** A true image does not exist or is impossible to capture with our resources.
- **Data-** Icons and illustrations representing categories, types, and data
- **Effects-** Motion graphic effects to enhance other creative work such as lens flares, splashes, etc.

STOCK IMAGERY AND STOCK VIDEO

ALL OTHER USES

In some cases, use of non-Virginia Tech imagery is permitted for media relations and editorial purposes when no Virginia Tech images exist. In those cases, the selected image(s) must be publicly available and not under copyright. Attribution information should be listed following university style for photo credits whenever possible.

All stock photography used for Virginia Tech News must be credited in the caption information, and credit information should be noted when the stock photo is uploaded into the CMS. Whenever possible, credits should follow university style guidelines: "Photograph courtesy of…" Please note any required deviation from this credit in the internal notes section of the article template.

Use of stock photography on externally facing platforms must be approved by communication directors or the director of Brand Creative before publishing. University trademarks, including the HokieBird, are usually not allowed as additions to stock photography; for more information, reach out to licensing@vt.edu.

Stock images should NOT be uploaded into the University Photo Library.

DOODLES

Daily Doodles are sketches created to document daily life at Virginia Tech and are published on Virginia Tech News and in its email products to supply fun and interesting visual content. Doodles also appear in the Virginia Tech magazine as "Doodles at the End of the Magazine" and, occasionally in social media posts. The university illustrator covers events and special moments and is also assigned specific illustrations. Illustrated by the university illustrator, Doodles are property of Virginia Tech, much like photographs taken by university photographers. They are available for use in ways you would use a photograph from the university photo resource library.

- All original Daily Doodles created for Virginia Tech News emails and for any other purpose are archived as university property.

- Special request doodles should be requested at least two weeks in advance and may also be used in Virginia Tech News emails or Virginia Tech social media posts. Requests are subject to the availability of the university illustrator and must adhere to brand and licensing guidelines.

- Daily Doodles featured in the Virginia Tech News emails must be available for all viewers and may not be exclusive content only viewable with purchase/gift.

- Daily Doodles cannot be sold, but may be offered as giveaways (stickers, postcards, etc.).

- Daily Doodles may be repurposed for a variety of uses to include printed items, presentation images, swag, social media posts, service anniversary gifts, office decor, and more.

- Unique requests for Doodles that would not be used in the Virginia Tech News emails, but would be used for Advancement purposes, or serve another purpose altogether, must be reviewed by the director of brand creative. This includes fundraising incentives and special gifts.
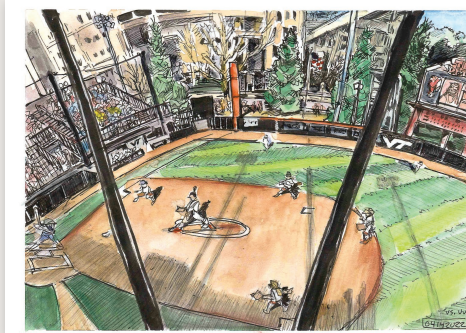
Thinking of using an existing doodle for your college or unit? Email vtbrand@vt.edu to make sure your intended use is in line with the guidelines mentioned here.

DOODLES

- Daily Doodles may not be modified in appearance by removing, changing, or adding art or text to the image. For questions, contact the director of brand creative.

- Daily Doodles may be cropped to fit a variety of applications as long as the subject(s) and intent of the original Daily Doodle are not altered or excluded. All cropping of Daily Doodles must be reviewed by the director of brand creative.

- The university illustrator has exclusive permission to illustrate university trademarks in Daily Doodles as a contribution to the Virginia Tech News email content with approval from the Office of Trademarks and Licensing.

- Special request Daily Doodles that include university trademarks and are not for Virginia Tech News, and use of repurposed Daily Doodles that include university trademarks, are not permitted without pre-approval from the Office of Licensing and Trademarks and must meet standards of use as outlined in the Virginia Tech Brand Guidelines and Licensing Guidelines.

- Daily Doodles containing registered trademarks not owned by the university must be approved in writing by the owner of the registered trademarks and reviewed by the director of brand creative and the Office of Licensing and Trademarks.

- The university logo and logo lockups are permitted on doodles as long as the marks are located in an area where they are not distorted by the art and meet the 2-inch wide requirement as noted in the logo use section of the Virginia Tech Brand Guidelines. If there is no space for a 2-inch wide logo then a logo should not be used.
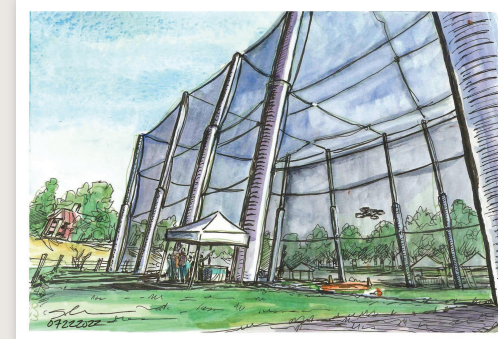
Know of something that would make a great Doodle for Virginia Tech News? Email doodles@vt.edu to share details.

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.
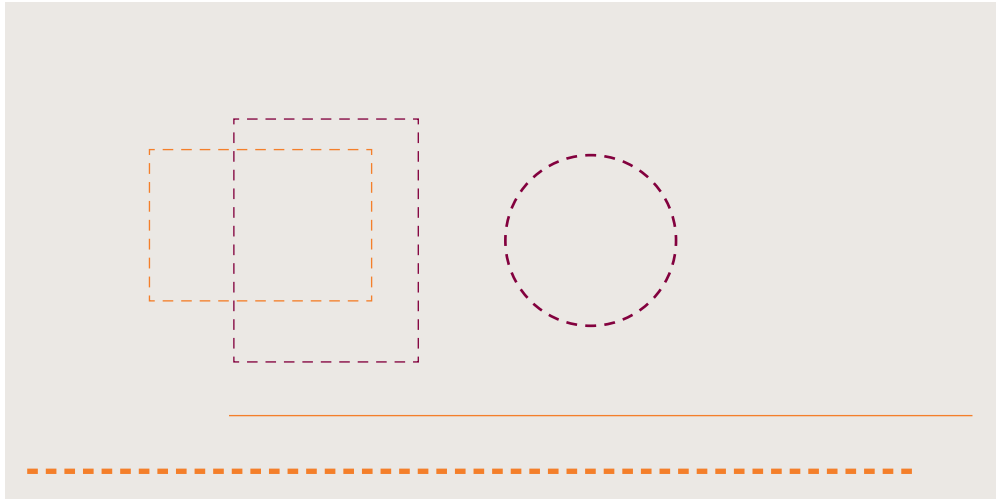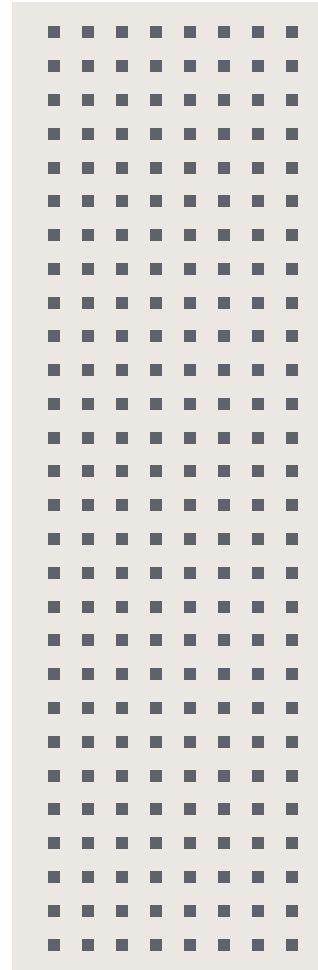
LINE WORK AND TEXTURE

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

SQUARE DOT GRID

TEXT ANCHORS

ANGLED ANCHOR   CORNER ANCHOR
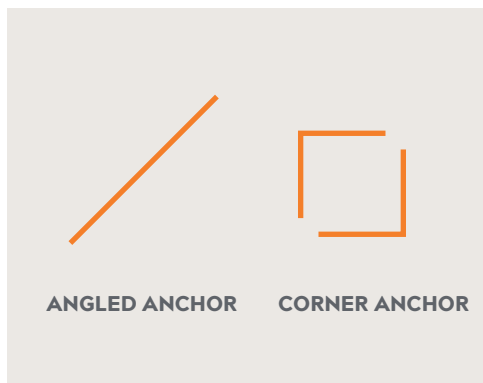
SQUARE DOTS
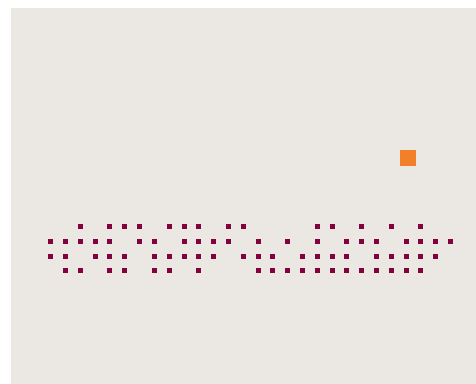
DETAIL LINES

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.

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.

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.
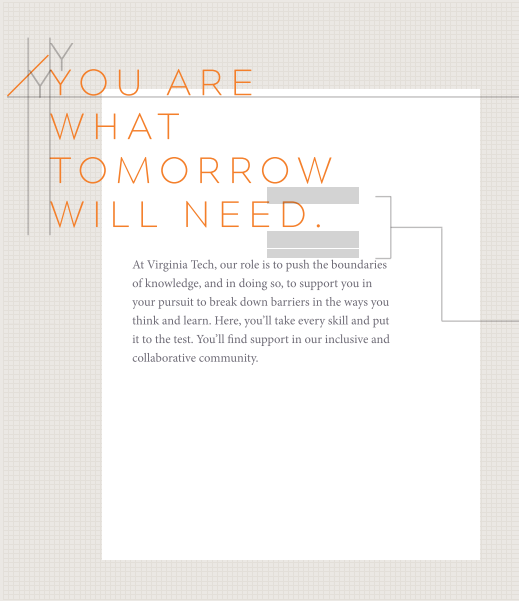
DETAIL LINES • 1.0 POINT
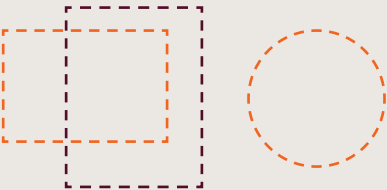
The lines shown here are the thickest, being 1 point in weight. If using a dashed line, the dash should be a 4-point dash with 3-point gap.
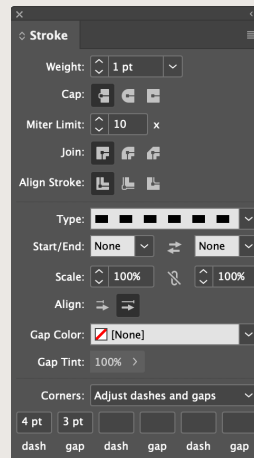
TEXT ANCHORS

DIAGONAL TEXT ANCHOR

YOU ARE WHAT TOMORROW WILL NEED.

At Virginia Tech, our role is to push the boundaries of knowledge, and in doing so, to support you in your pursuit to break down barriers in the ways you think and learn. Here, you'll take every skill and put it to the test. You'll find support in our inclusive and collaborative community.

The anchor should be equal to 1.5 times the height of the letters in the headline and align with the median of the first line of text. It should sit one letter's width to the left of the first word. The line should always appear at an exact 45-degree angle.

When using the diagonal anchor in combination with a headline and body copy, the body copy should be spaced about 1.5 times the height of the headline line spacing below the headline.

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

YOUR ROLE IN SHAPING THE FUTURE AWAITS.

CLAIM IT.

The corner anchor sits above the text, aligning to the left and top of the first letter. When it's used below the headline or to contain a subhead, it should align similarly to the right and bottom of the text box.

YOUR ROLE IN SHAPING THE FUTURE AWAITS.

CLAIM IT.

In digital applications, the corner anchor can be a moving element. It may be turned to pull content into view, then returned to its 90-degree orientation when the content falls into place. It should always be solid, not dashed.

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.

SQUARE DOTS | PATTERNS

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

.$504

LARGE DOT BULLETED LIST

■ Virginia Tech is recognized as one of the **nation's healthiest** college campuses.

■ **19 of 22** varsity sports teams have an average **GPA of 3.0 or higher.**

■ **More than 13,800** undergraduates awarded financial aid in 2020-2021 academic year.
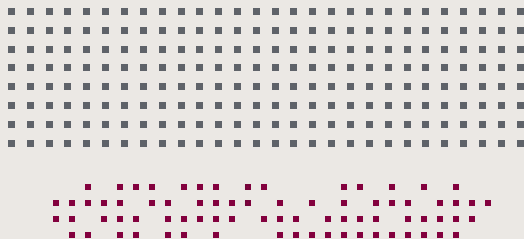
SMALL DOT CALLOUT

■ vtcc.vt.edu

SMALL DOT TO END A STORY

Chris Marston continues to work and train. He makes one arm stroke after the other, pedals mile after mile, and puts one foot in front of the other, all in a chase toward the dreams ahead. ■ *JR*

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.

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 with proper descriptions (alt text).
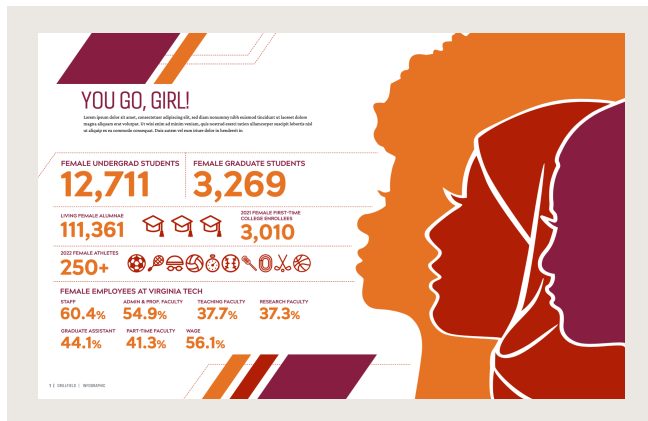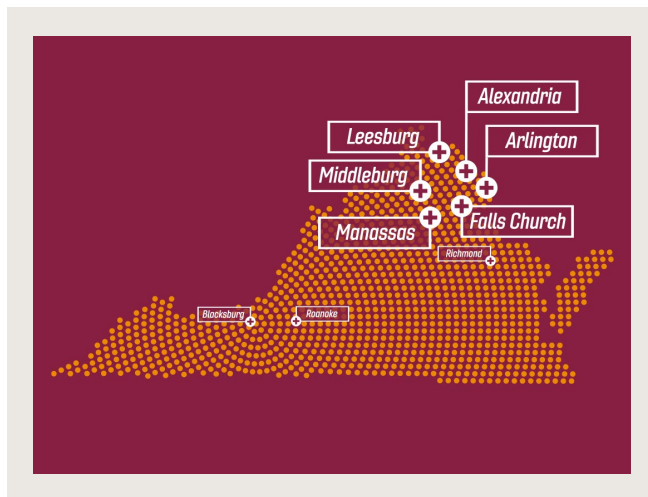
ILLUSTRATIONS

Illustrations play an important supplementary role in the Virginia Tech brand. They provide a great way to make a complex or abstract 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.

University trademarks, including the HokieBird, may not be illustrated (with the exception of an of the Daily Doodle, which are created by the university illustrator).

Externally owned trademarks may not be illustrated.

Illustrations and all artwork, including AI-generated art, must be approved by the appropriate lead college or division communication director or the director of Brand Creative before use.

All illustrations and original artwork should be credited to the artist following university style guidelines: "Illustration by…"

Artwork that is assisted by or created in its entirety by AI, must be credited as such: *"Virginia Tech photo(s) altered with AI." or "Illustration using AI by [name] for Virginia Tech."* All uses of AI-generated imagery must be approved by the appropriate lead college or division communication director or the director of Brand Creative before use.

NOTE: Illustrations must be created by professional illustrators, and all artwork must be approved by lead college or division communication directors or the Director of Brand Creative.

Illustration by Andy Potts

Illustration by Lucila Perini

Illustration by Diego Blanco

STRUCTURAL ELEMENTS

Structural elements help create both a functional and engaging composition.

PHOTOGRAPHIC CONTAINERS

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.

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 angled version should be used for less formal communications. The angle should always be 45 degrees.

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, design creates 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. The type should always work with the photo and be placed where it will be legible.

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

PHOTOGRAPHIC

STRUCTURAL

ELEMENTS USED

Color

Chicago maroon, burnt orange, and yardline white

Typography

Gineso Condensed

Photography

In the moment, sense of place

Design Elements

Knockout box

ELEMENTS USED

Color

Chicago maroon and burnt orange
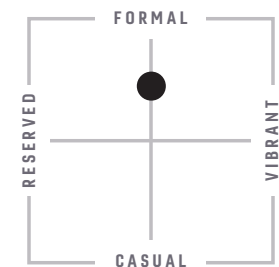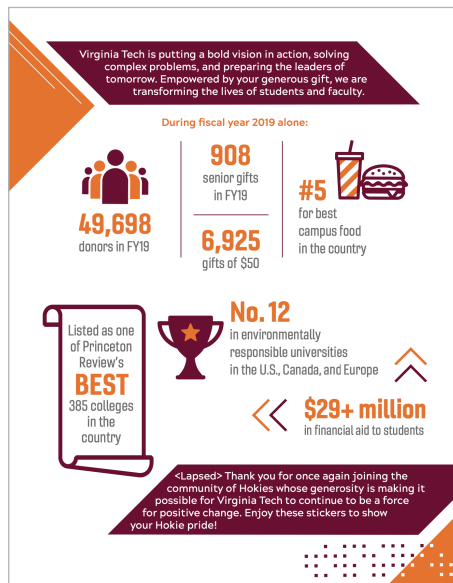
Typography

Acherus Grotesque

Photography

Portrait

Design Elements

Detail lines, diagonal photographic container, wrap, and an overlay of color.
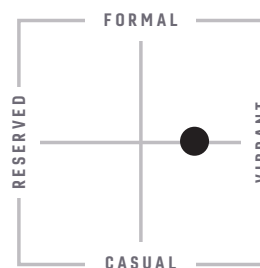
DESIGN TREATMENTS

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

DATA

COLLAGE

ELEMENTS USED

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

Typography
Acherus Grotesque and Gineso Condensed

Design Elements
Illustration, detail lines, and square dots

ELEMENTS USED

Color
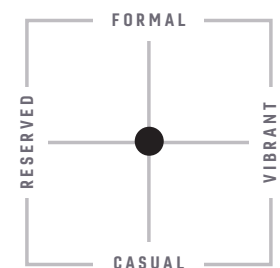Chicago maroon, vibrant turquoise, boundless pink, sustainable teal

Typography
Crimson Text

Photography
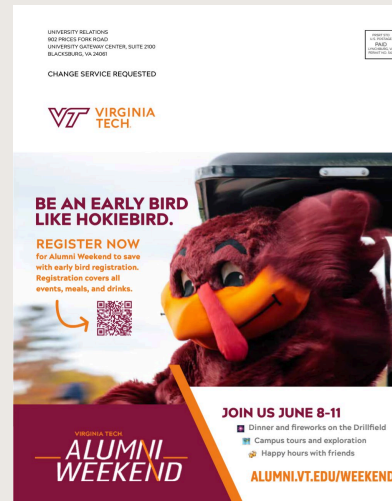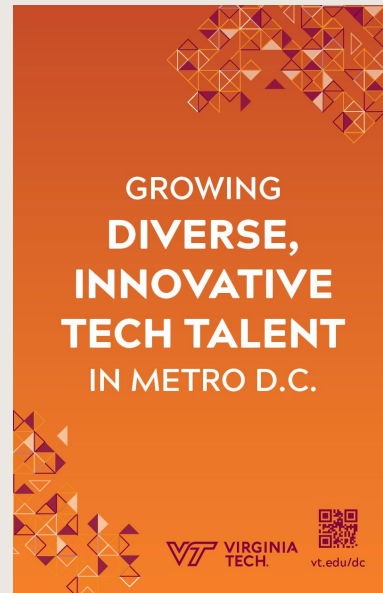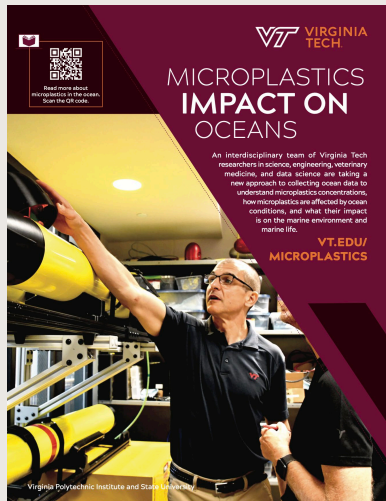In the moment, sense of place, and detail

Design Elements
Illustration using an overlay of color and textured photos

AD EXAMPLES

Ads must always have a clear message and either include the university logo
or the appropriate lockup logo.

QUESTION? For questions
about advertising, including
digital and social advertising,
please contact vtbrand@vt.edu

DIGITAL BRAND

WEB DESIGN

Communications and Marketing designs, builds, and maintains templates in our content management system (CMS), available to organizations across the university. Colleges and divisions should 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 Communications and Marketing 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.

Individuals with disabilities contribute to the cultural and intellectual diversity of our campus. Virginia Tech 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 requires digital and web accessibility standards to meet that of WCAG 2.0 Level AA.

Scan the QR code to access University Policy 7215

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.

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

More information on WCAG color contrast criteria, scan the QR code.

SOCIAL MEDIA

Profile Pictures

Virginia Tech accounts are encouraged to use the official Virginia Tech logo in profile pictures. There are four versions available for download, which are adjusted to fit various profile picture displays, including circular cropping.

If a social media account's name does not begin with "Virginia Tech," use the profile picture that is the entire Virginia Tech university logo, with both the words "Virginia Tech" and the "VT". If an account's name starts with "Virginia Tech," either version may be used.

FOR APPROVED ACCOUNTS THAT START WITH "VIRGINIA TECH"

FOR ALL APPROVED VIRGINIA TECH-AFFILIATED ACCOUNTS

SOCIAL MEDIA

Profile Requirements

1. PAGE/USERNAMES

- Full, official name of the 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

- Virginia Tech 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 large 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 brand.vt.edu/identity/logo for the social media policy, best practices, tips, trainings, resources, and to request help.

SOCIAL ADVERTISING: Contact Marketing and Brand Management at vtbrand@vt.edu before running digital ads on social media accounts.

FOLLOW US:

- virginiatech
- @virginia_tech
- @virginia.tech
- virginia.tech
- Virginia Tech
- Virginia Tech
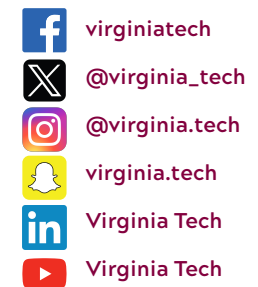
JOIN THE CONVERSATION: Managers of social media accounts are encouraged to join the discussion email list! Sign up at vt.edu/social-media.

HASHTAGS: Use #VirginiaTech in place of "Virginia Tech" in copy. Find brand hashtags at vt.edu/social-media.

RESOURCES

BRAND RESOURCES

Brand Center

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

brand.vt.edu

Licensing Guidelines

The Virginia Tech Licensing Guidelines act as a resource with the correct standards of use for all vendors and licensees. The licensing guidelines provide instruction for the use of all university trademarks (the athletic VT, the university logo, Hokies wordmark, HokieBird, etc.).

brand.vt.edu/licensing.html

Social Media Guidelines

brand.vt.edu/communications/social

Communications and Marketing

brand.vt.edu/communications

University Photo Library

photolibrary.unirel.vt.edu

Style Guide

brand.vt.edu/communications/university-style-guide

CONTACTS

Communications and Marketing Contacts

EDITORIAL
University Style Guide
styleguide@vt.edu | 540-231-9468

Virginia Tech Magazine
vtmag@vt.edu | 540-231-1969
classnotes@vt.edu

LICENSING AND TRADEMARKS
licensing@vt.edu | 540-231-3748

MARKETING AND BRAND MANAGEMENT
vtbrand@vt.edu | 540-231-9745

SOCIAL MEDIA
socialmedia-g@vt.edu

VIRGINIA TECH NEWS
vtnews@vt.edu | 540-231-8508

WEB COMMUNICATIONS
webcomm@vt.edu | 540-231-8508

For inquiries about permanent and temporary signage, banner requests, Virginia Tech Magazine ads, and general marketing needs, please contact vtbrandvt.edu.

Questions about internal and external approval to use trademarks, distinct identity approvals, lockup logo requests, licensed vendor information, and online brand center suggestions, please contact vtbrand@vt.edu.

BUSINESS CARDS

The university logo or appropriate primary brand extension logo appears at the top left of the business card. Note that no other logos are to be used in conjunction with the university logo.

Business cards for secondary and tertiary brand extensions should use the university logo or appropriate primary extension logo and use their secondary or tertiary name in text. Other alterations are not permitted.

Graduate Assistants/Teaching Assistants

With prior approval from the appropriate college, 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 and QR codes leading to college or unit websites may appear on business card backs. Sub-brands may use their unit's branding on the back of business cards.
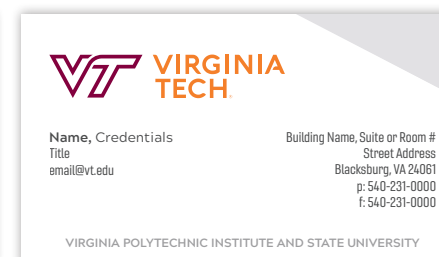

Standard business card (back)

Standard business card (front)

One-column business card (front)

Two-column business card (front)

University logo (dual appointment)

Primary brand business card

Sub-brand business card (back)

TIP: Virginia Tech works with a network of licensed printers to produce branded business materials, such as business cards, letterhead, envelopes, thank you cards, and more. Go to procurement.vt.edu/departments/printing.html.

EMAIL SIGNATURE

Email Signature

Use Acherus Grotesque (regular), Crimson Text, or Arial with the university 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. Occasionally university-level initiative messaging will be approved for adding to signature lines. University faculty and staff with flexible work arrangements should use phone numbers in their email signatures where they can be reached during business hours, whether that be to a desk phone that is forwarded to a home or cellphone, to a university-issued cell phone, or to whatever phone line will reach the employee most efficiently.

JOHN SMITH | Position Title

Virginia Tech | Department
0123 Street Avenue, Suite 0011
Blacksburg, VA 24060

540-231-XXXX | email@vt.edu

PRESENTATIONS

Presentations should include slide with the university logo, or appropriate lockup logo.

LETTERHEAD | ENVELOPES

Letterhead

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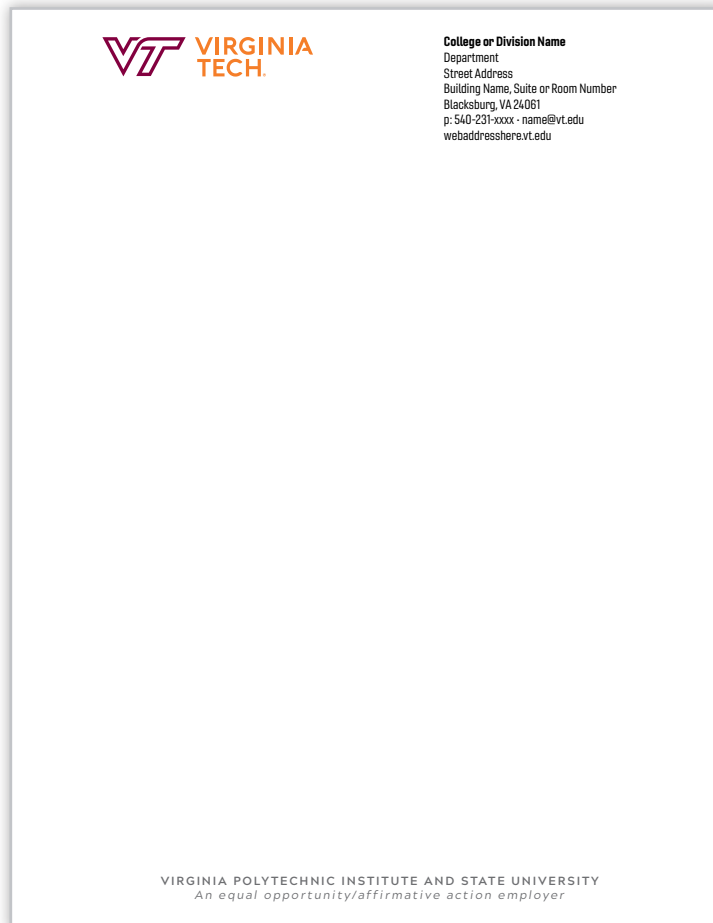
Envelopes

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

A variety of envelope templates for printing are available at brand.vt.edu.

FOLDED, NOTE, AND PUBLICATION CARDS
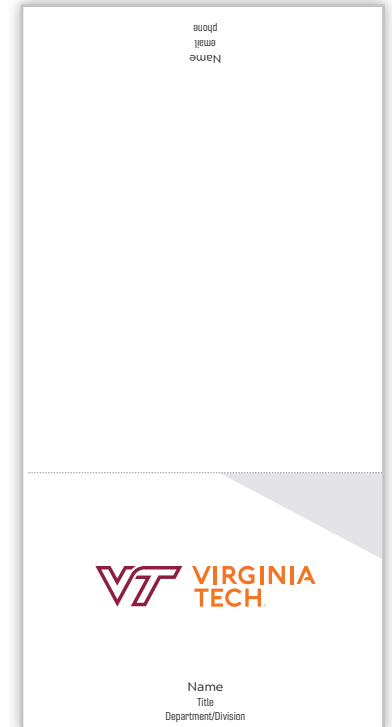
Folded Cards

Blank inside, logo and vt.edu on back.
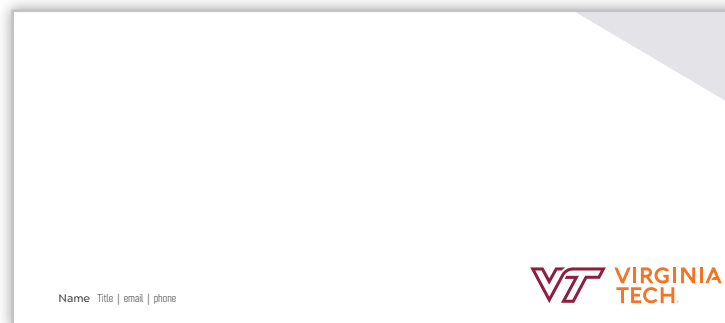

Small Note Cards

Fits inside 3x5 envelope.

Large note cards

Fits inside #10 envelope.

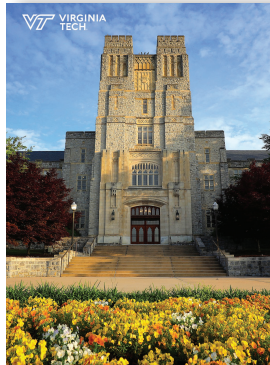## Publication Card

Folds and hangs on page.

NOTE: These resources are available to order from a licensed print vendor. Unlike letterhead, letterhead envelopes, and business cards, other designs may be created for these assets.

GREETING CARDS | FOLDER | NOTEPAD

Greeting Cards

Blank or with approved sentiment options, logo, and vt.edu on back.

Messages:

1) With our deepest condolences.
2) Wishing you the happiest of birthdays!
3) Happy anniversary, with many more to come!
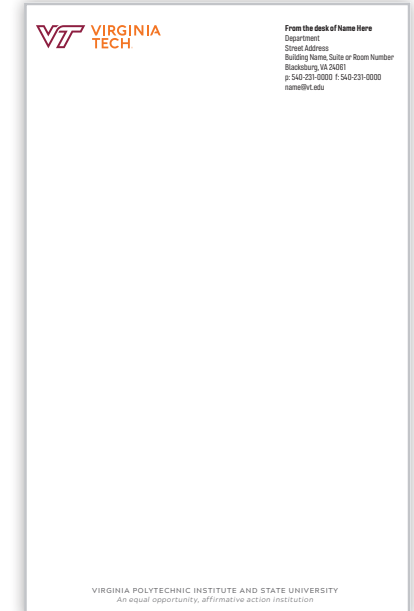4) CONGRATULATIONS!
5) Seasons greetings!

Folder

Two pockets with business card holder.

Notepad

With or without address.

NOTE: These resources are available to order from a licensed print vendor. Unlike letterhead, letterhead envelopes, and business cards, other designs may be created for these assets.

NAME TAGS

Name Tags

All university brand extensions use these name tags. Sub-brands and individual brands may use designs to align with their brand guidelines.

Space is limited: The fewer the words, the better. We recommend name tags be as simple as possible, with your name (omitting credentials) and department only. This extends the life of the tag and increases the flexibility of when and where you may want to wear your tag.

Character count: Names can be up to 10 characters long per line, and up to 15 characters long per unit/title line. If your department name or title is longer, the vendor will need to print this information in a smaller size to fit, which will make it hard to read. We encourage the use of business cards to feature your title and longer unit/department names.

Employees who are also alumni of the university may elect to include their graduation years on their name tags. Graduation years are abbreviated and are acknowledged on the same line as the name (i.e., Jane Doe '68). Alumni employees with multiple degrees may elect to list years of each degree earned (i.e., Jane Doe '68, '71, '73).

Specify standard tag or heavy duty tag: Heavy duty tags are an available option and recommended where above-average exposure to heat, moisture, and movement may occur.
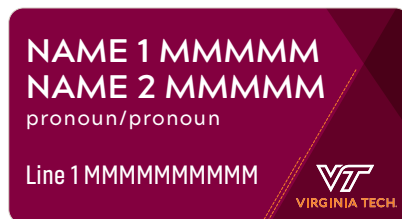
Name tags may be ordered from a licensed print vendor.
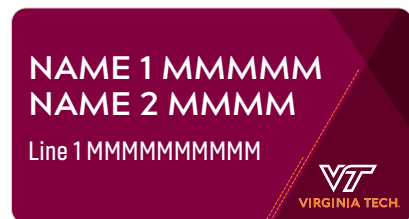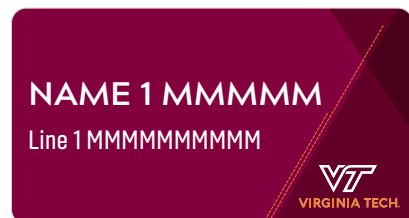
1-Line

Name and brief unit.

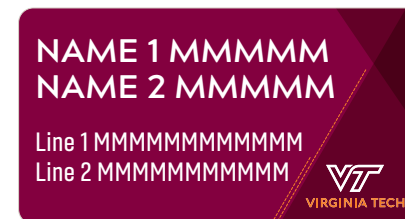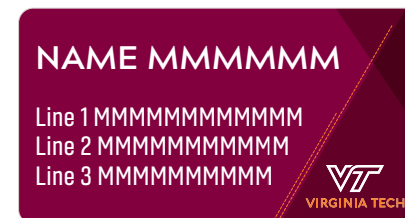1-line version, **recommended,** permits 1-line or 2-line names, one-line department/title.

2-Line

Name and unit (use of pronouns is optional).

2-line version permits 1-line name with 2-line department/title or 2-line name with 1-line department/title.

3-Line

Name and long unit.

3-line version permits 2-line name with 2-line department/title or 1-line name with 3-line department/title.

CREATIVE BRIEF TEMPLATE

A creative brief is a helpful way to start organizing a project. The Communications and Marketing template is available in Downloads on the Brand Center. Communications and Marketing lead communicators may customize or develop their own creative brief templates.

PAGE ONE

VIRGINIA TECH

CREATIVE BRIEF
Last updated

Prepared by:

Project details

Project Name	Due Date	In-Market Date	Marketing Rep

The Assignment
•

Objectives / KPIs
- Drive awareness of "iSupport Week" throughout the week.
- Show appreciation to Virginia Tech donors.
  - Drive appreciation among Virginia Tech students - grateful for what they have

Target Audience
•

All of our communications and messages should support our institutional value proposition:

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.

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

- Inclusive
- Courageous
- Adaptable
- Tenacious
- Earnest
- 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)*

FORMAL

RESERVED — VIBRANT

CASUAL

PAGE TWO

VIRGINIA TECH

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

Copywriting Needs:
•

Production Schedule:

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

Project Stakeholders / Approvers
- Stakeholders:
- Partner Colleagues:

History/Background:
•

GLOSSARY

BRAND EXTENSION

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

BRANDMARK

A brandmark is the symbol that represents a brand without the accompanying name. The "VT" part of the Virginia Tech university 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 logo.

ENDORSED BRAND

An endorsed brand does not exist under the university 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 in plain text, but not the logos in their materials and assets. An endorsed brand does not use the Virginia Tech 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 an entity's name. For example, the College of Engineering's Department of Mining and Minerals uses a symbol of pickaxes repeatedly on its materials, but never presents the symbol in close proximity to or "locked up" with its name. It would never place the 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 university brand. An individual brand would not exist without the university brand. Unlike a sub-brand, and individual brand is never required to reference the university 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 brand extension of the university is expressed visually together with the Virginia Tech logo. The unit and the university logo are "locked up" together to create a new university logo.

GLOSSARY

■ PRIMARY BRAND EXTENSION

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

■ SUB-BRAND

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

■ TERTIARY BRAND EXTENSION

Tertiary brand extensions are all other entities under the secondary brand extension level, including department-level or program-level research centers. The tertiary brand extension's name is added under the secondary brand extension lockup logo after a space that is the same height as the word "Virginia" in the lockup logo. Tertiary brand extensions must use the Virginia Tech Brand Guidelines.

■ UNIVERSITY LOGO

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

■ 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 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

TIP: Scan the QR code to access the Brand Center.