

VIRGINIA TECH



INNOVATION

CAMPUS

# WELCOME TO OUR BRAND GUIDELINES.

These guidelines serve as an overview of the Virginia Tech Innovation Campus's proprietary identity system. By harnessing the array of foundational elements laid out here, the goal is to create a visual framework that feels cohesive and fluid.

# CONTENTS

3

**BRAND NARRATIVE / 4**

**BRAND VOICE / 5**

**BRAND IDEA / 6**

**LOGO / 7-8**

**COLOR / 9**

**GRAPHICS / 10-13**

**PHOTOGRAPHY / 15-17**

**TYPOGRAPHY / 18**

**IDENTITY AT WORK / 19-22**

## SHAPING TECHNOLOGY IN SERVICE OF OUR FUTURE

The world deserves a diverse perspective and a responsible approach to developing technology. We are taking on the biggest challenges of our time by creating an entirely new force —a charged ecosystem that will unite academia, corporations and governments to reimagine what's possible, for a more equitable future.

### OUR CHARGE

For 150 years, we have acted on our longstanding commitment to serve the commonwealth. At the Virginia Tech Innovation Campus, we are uniquely poised to expand that charge in service of the entire nation.

### OUR APPROACH

The world deserves a diverse perspective and a responsible approach to developing technology. We are taking on the biggest challenges of our time by creating an entirely new force.

### OUR IMPACT

We are a force for transformation. Together, we amplify knowledge and champion invention across industry, government, and community—ultimately influencing society and driving economic growth.

**WE ARE**

**FEARLESS  
RESPONSIBLE  
ENERGIZED  
TENACIOUS  
IMAGINATIVE**

It takes a fearless and determined voice to command the attention of the country's most ambitious students, expert faculty, and influential leaders across both the public and private sectors, so we embody the entrepreneurial spirit of tech minded risk-takers who thrive on collaboration.

# CHARGED

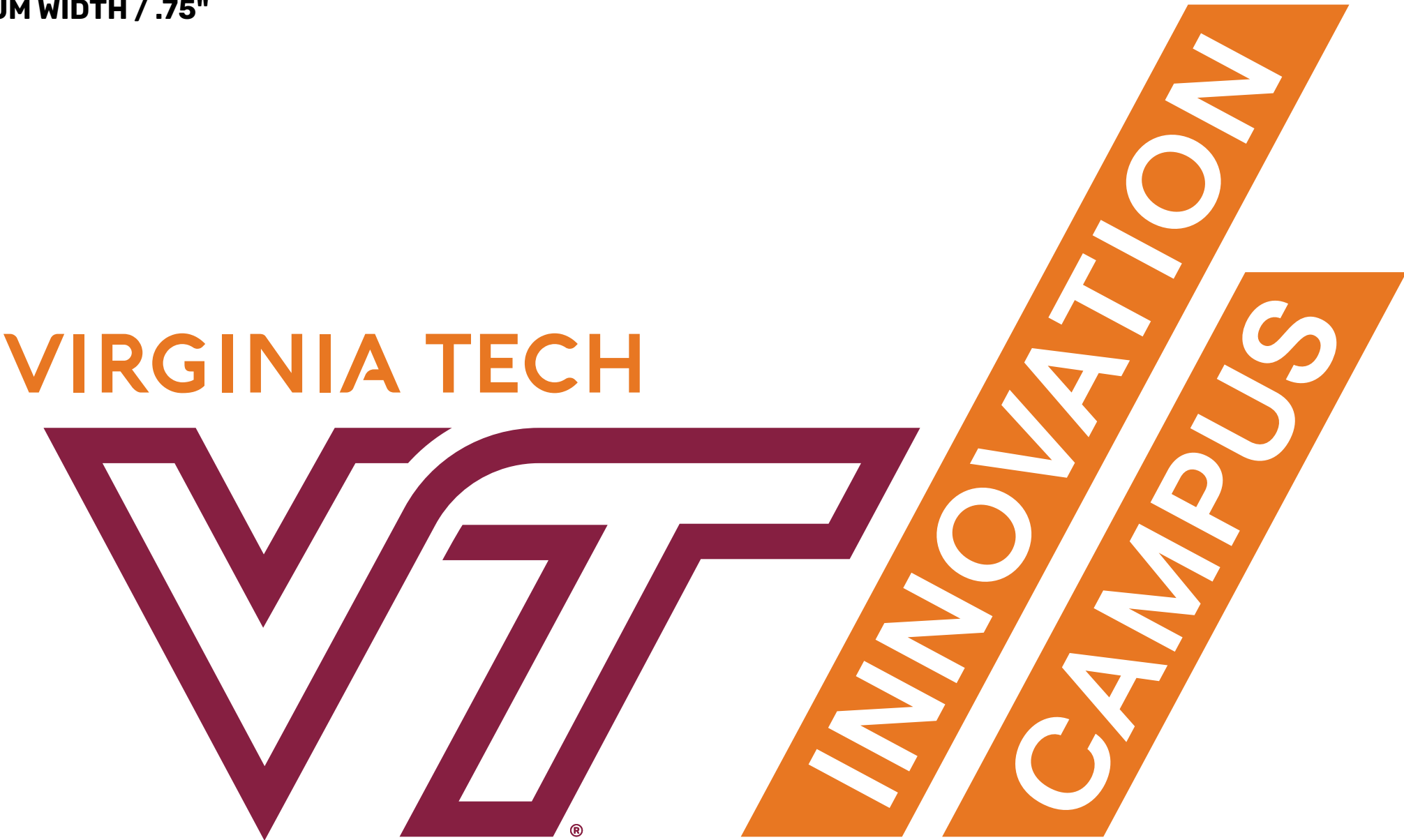
The theme of a "charged" campus speaks to an electrified environment, digitally focused, buzzing with activity, energized and powering innovation. Charged also means to entrust with a duty or responsibility, to advance technology in service of the nation, which supports our brand and the land-grant mission of Virginia Tech.

# LOGO

The Virginia Tech Innovation Campus logo is the primary identifying element of our brand system. Our logo has been designed to balance two key truths about the campus: one to signal the upward trajectory of emerging technologies, the second to be firmly grounded in service to the commonwealth and the nation.

## PRIMARY

The vertical logo is our primary logo.  
MINIMUM WIDTH / .75"



## COLOR VARIATIONS

Examples below show the ONLY color variations that can be applied to our primary and secondary logos.



## SECONDARY

In applications where vertical space is limited the horizontal logo can be applied.  
MINIMUM WIDTH / 1"



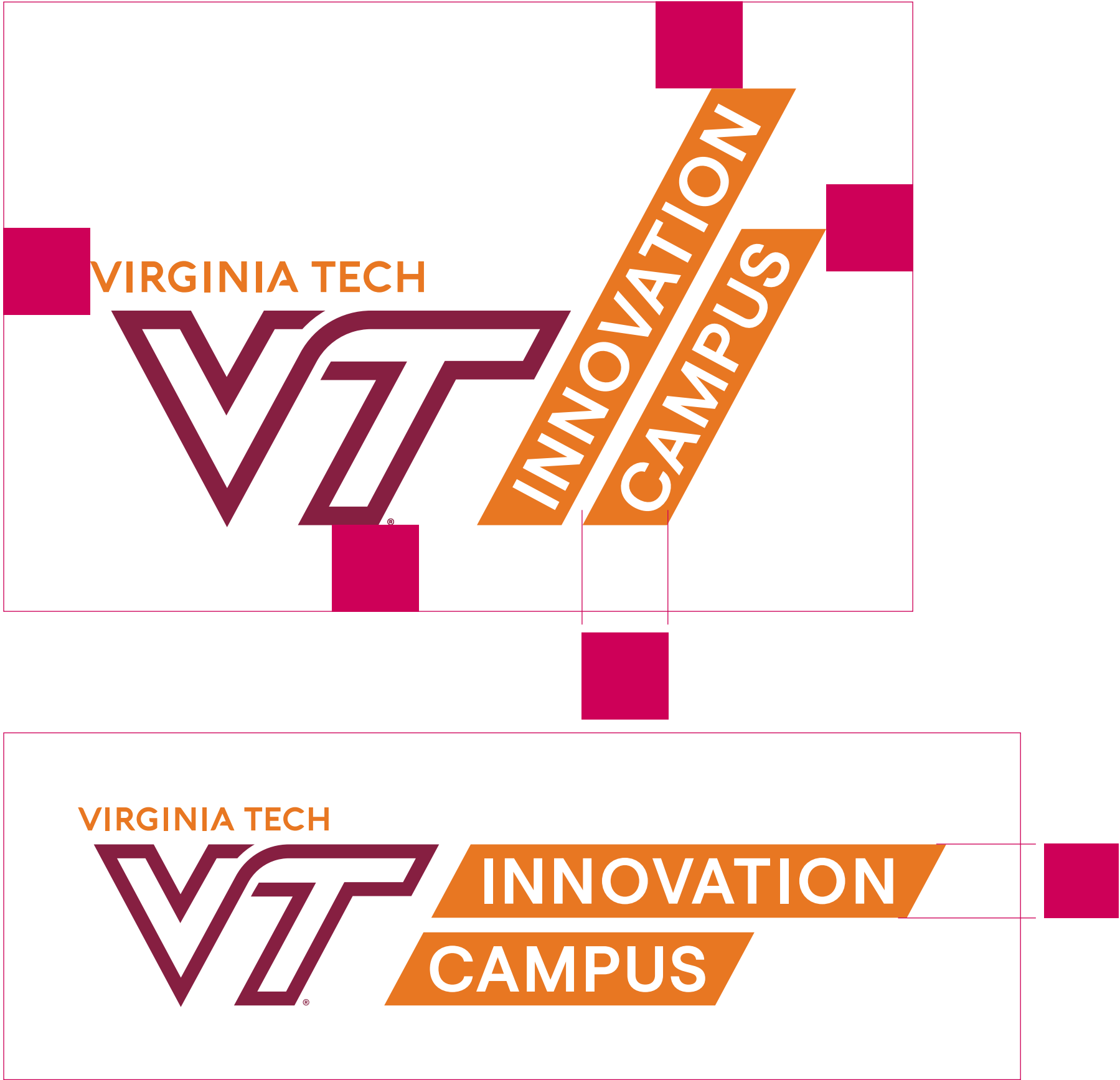


# LOGO

## CLEAR SPACE

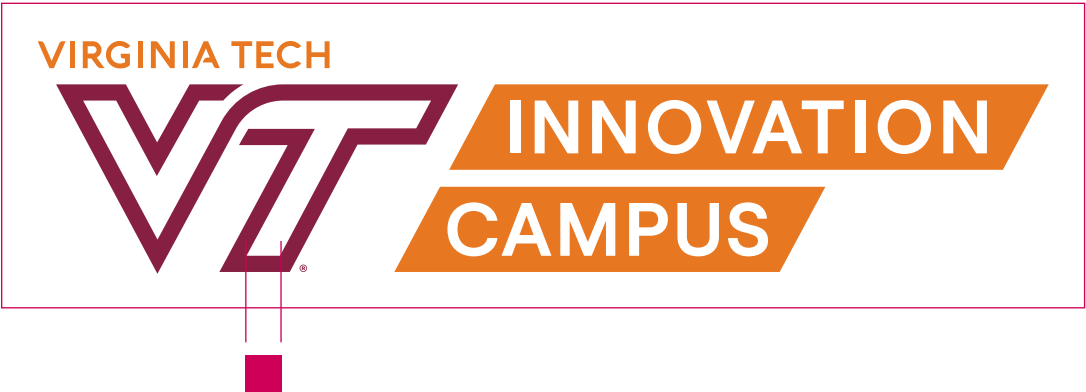
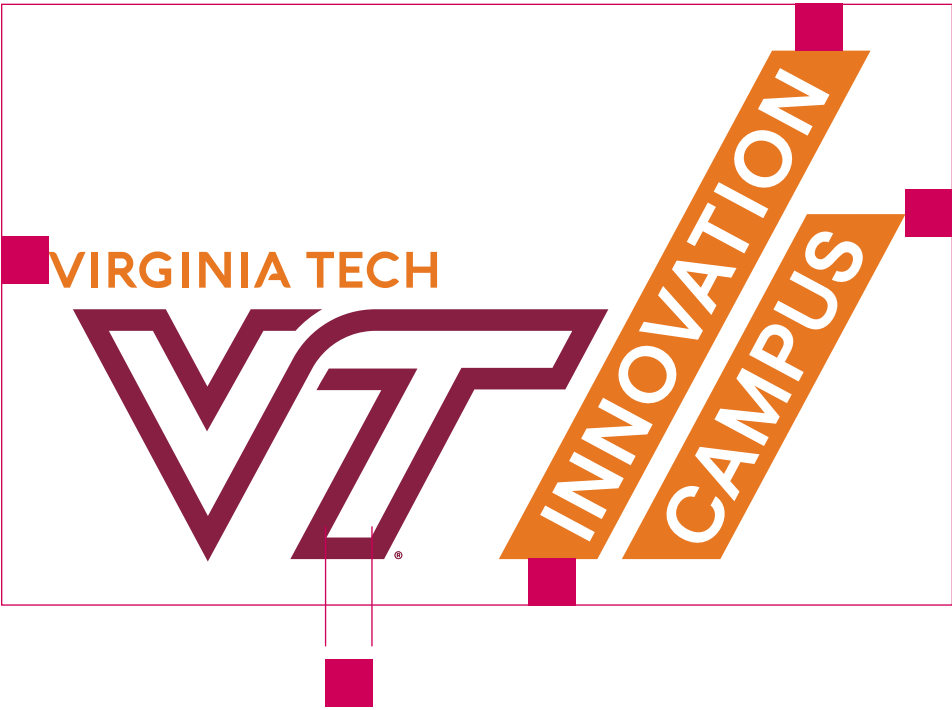
Clear space is the area surrounding the logo that is kept free of all graphic elements and typography.

This space is based on the width of one of our pillars.



## POSITION

The logo, when used in its entirety, should never touch the outside edge of a layout. The pillars, when used apart from the VT brand mark and Virginia Tech wordmark, may sit on the baseline of a layout. The VT brand mark and Virginia Tech wordmark should never touch the outside edge of a layout. The minimum amount of negative space should equal the width of the inside of the T.

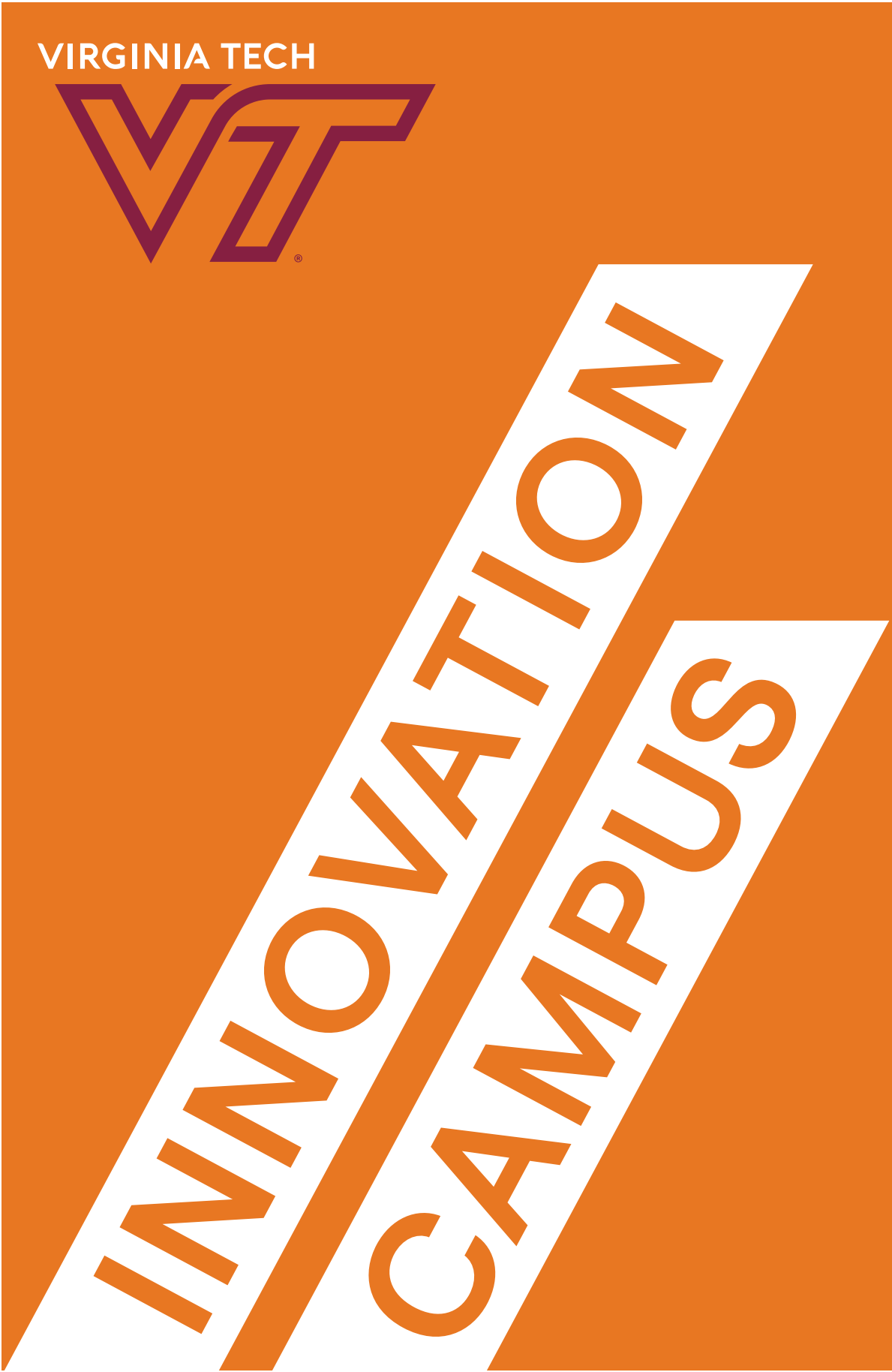


## USE CASE

The above horizontal logo should only be used when space constraints demand it.

## RELATIONSHIP

Elements of the lock-up can be repositioned, rescaled.





# COLOR

Our color palette works to distinguish Virginia Tech Innovation Campus communications and elevate what it means to be a Hokie at heart. Our palette is a combination of core color from the Virginia Tech master brand palette. This unique combination infuses a sense of charged energy into all communications, elevating our promise to boldly shape technology in service to the future.



## BLACK

PMS BLACK  
CMYK 0/0/0/100  
RGB 0/0/0  
WEB 000000

## GRADATIONS BETWEEN BLACK & YARDLINE WHITE

10% DECREMENTS OF BLACK SATURATION (CMYK)

10% DECREMENTS OF RGB VALUES (RGB)

## YARDLINE WHITE

PMS WHITE  
CMYK 0/0/0/0  
RGB 255/255/255  
WEB FFFFFFFF

## CHICAGO MAROON

PMS 208  
CMYK 15/100/37/45  
RGB 134/31/65  
WEB 861F41

## BURNT ORANGE

PMS 158  
CMYK 0/62/95/0  
RGB 232/119/34  
WEB E87722

WEB TEXT C64600

## BOUNDLESS PINK

PMS RUBINE RED  
CMYK 0/100/43/12  
RGB 206/0/88  
WEB CE0058

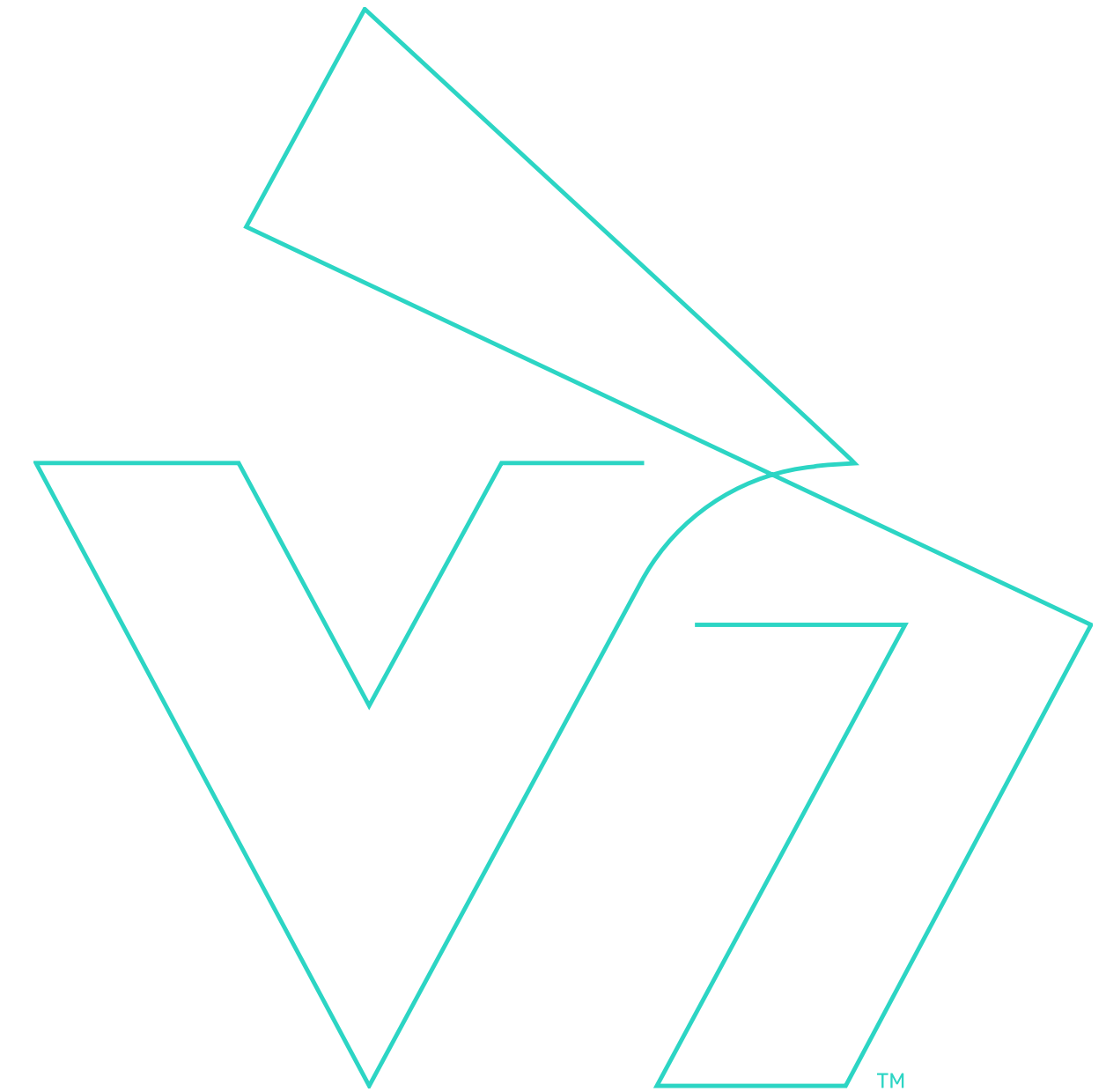
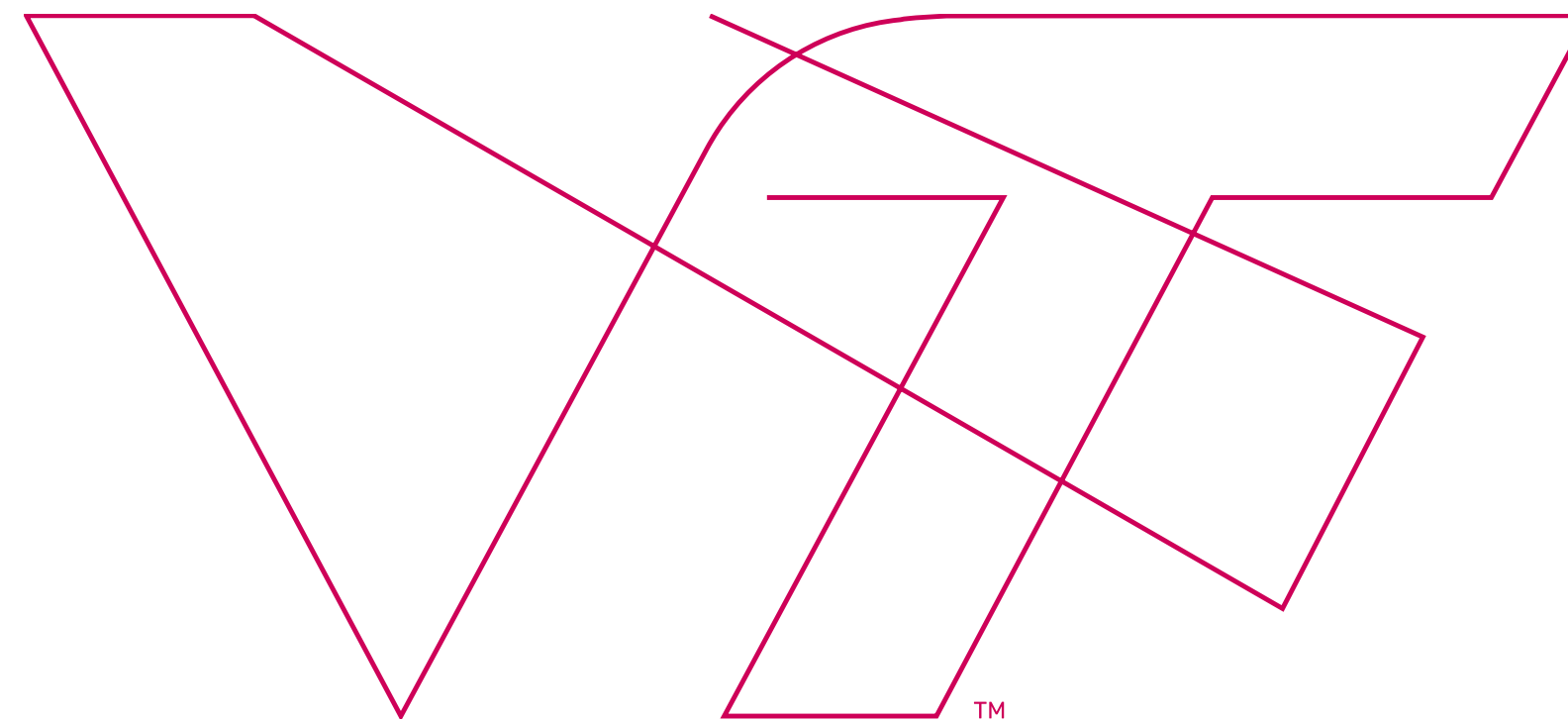
## VIBRANT TURQUOISE

PMS 3255  
CMYK 68/0/35/0  
RGB 44/213/196  
WEB 2CD5C4

# GRAPHICS/ WIREFRAME VT

Our wireframe VTs act as breathing charged symbols of innovation. The wireframe VT is also suggestive of our ability to harness the power of connection and collaboration to make the impossible, possible. The wireframe VTs are design elements only. They do not replace the Virginia Tech Innovation Campus logo. A Virginia Tech Innovation Campus logo must be used on any item where a wireframe VT is also used.

# 10



## WIREFRAMES

The three trademarked wireframe VTs should be used in their entirety with minimal cropping allowed by the design and never be rotated, skewed, stretched or when used individually.

## LINE WEIGHT

The line weight of the wireframe can be changed based on the visual needs of a design execution.

## COLOR

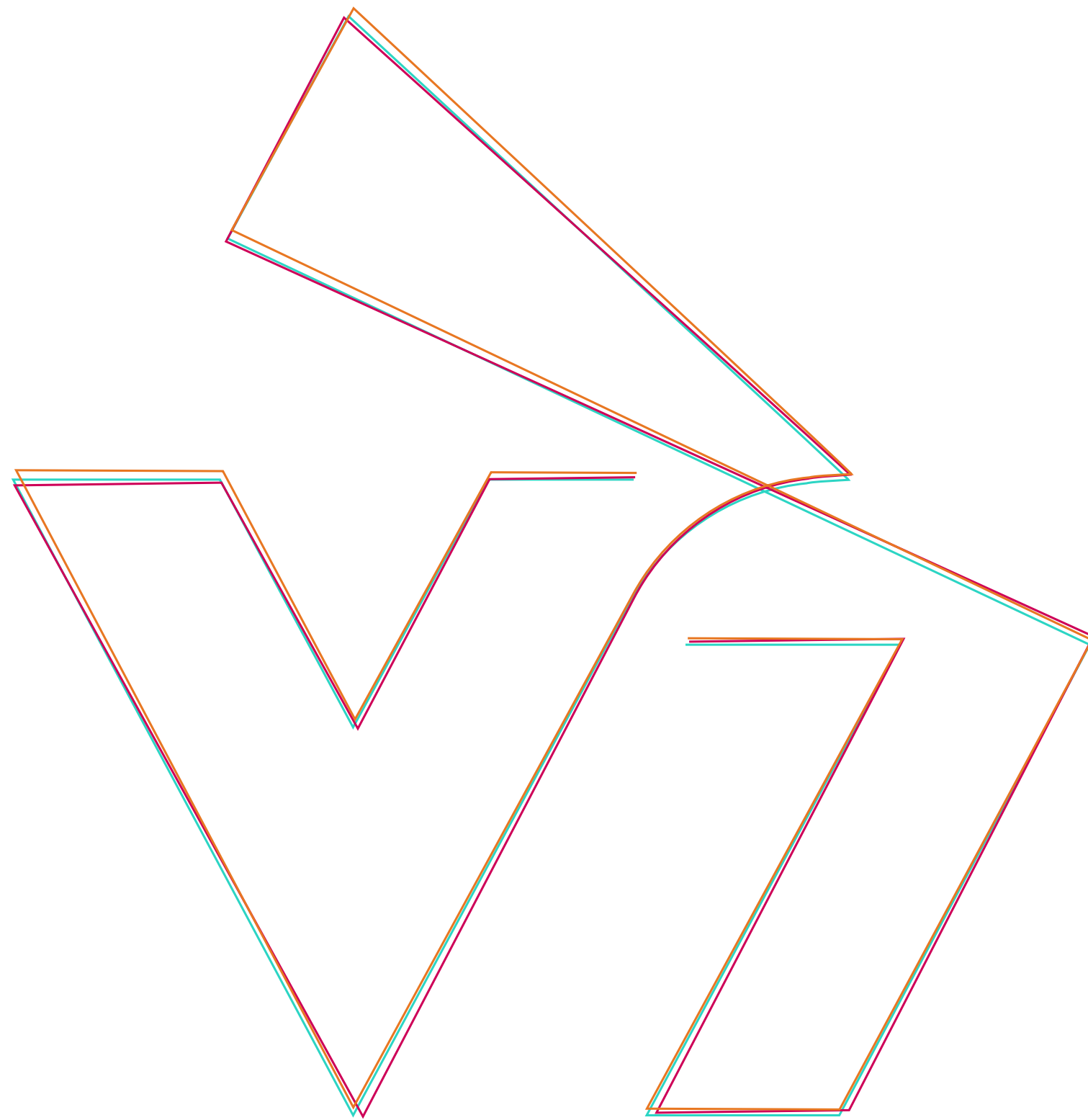
All wireframes can be used in any of our 6 primary colors.



# GRAPHICS/ WIREFRAME VT

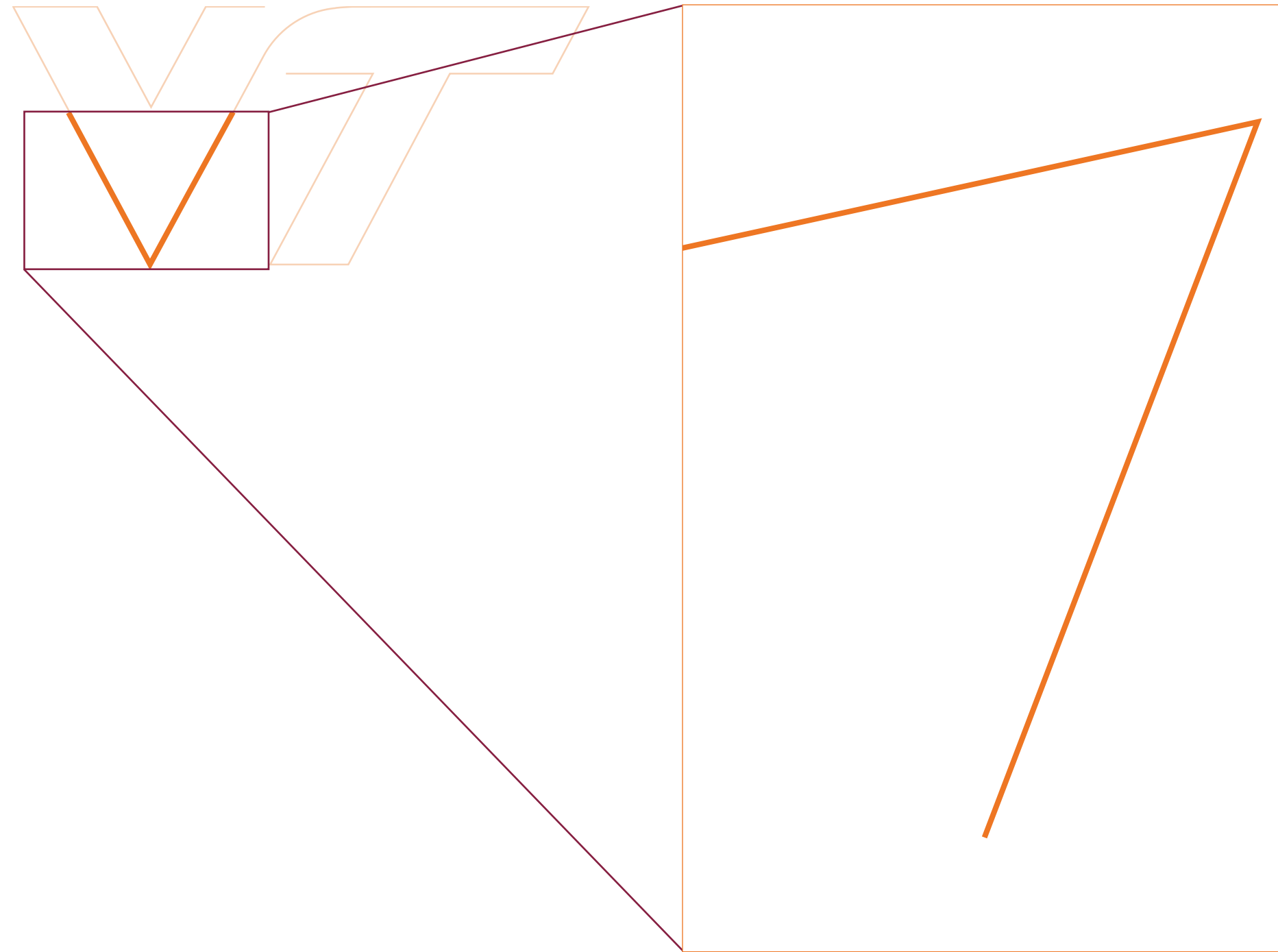
Virginia Tech Innovation Campus wireframe VTs can be used as a singular graphic element or repeated together to convey the electrified environment of our Innovation Campus.

11



## VIBRATION

Use multiple colors positioned close with minimal rotation of the overlaid wireframe VTs together to create a visual vibration.



## TRADEMARKS

When using the cropped interpretations or isolating a small section of the wireframe VTs, symbols for Trademarks(™) and Registered Trademarks(®) are not necessary. Only when enough of a wireframe VT is used so that the viewer can read it means VT is an R or TM required.

## CROPPING

The fractured shape from the wireframe can be cropped or rotated to create a simple/minimal design element.

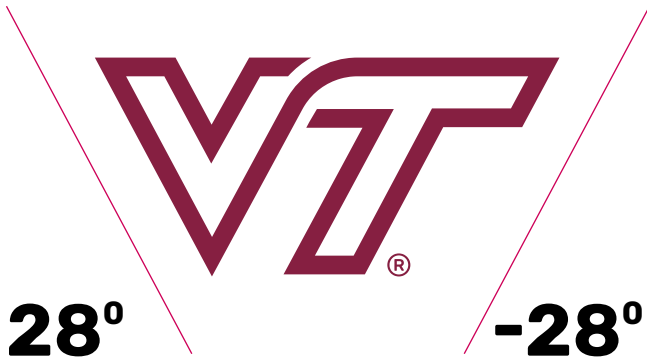


## ELECTRICITY

Wireframes can be fractured and repositioned or repeated to create an electrified feel.

## ANGLE

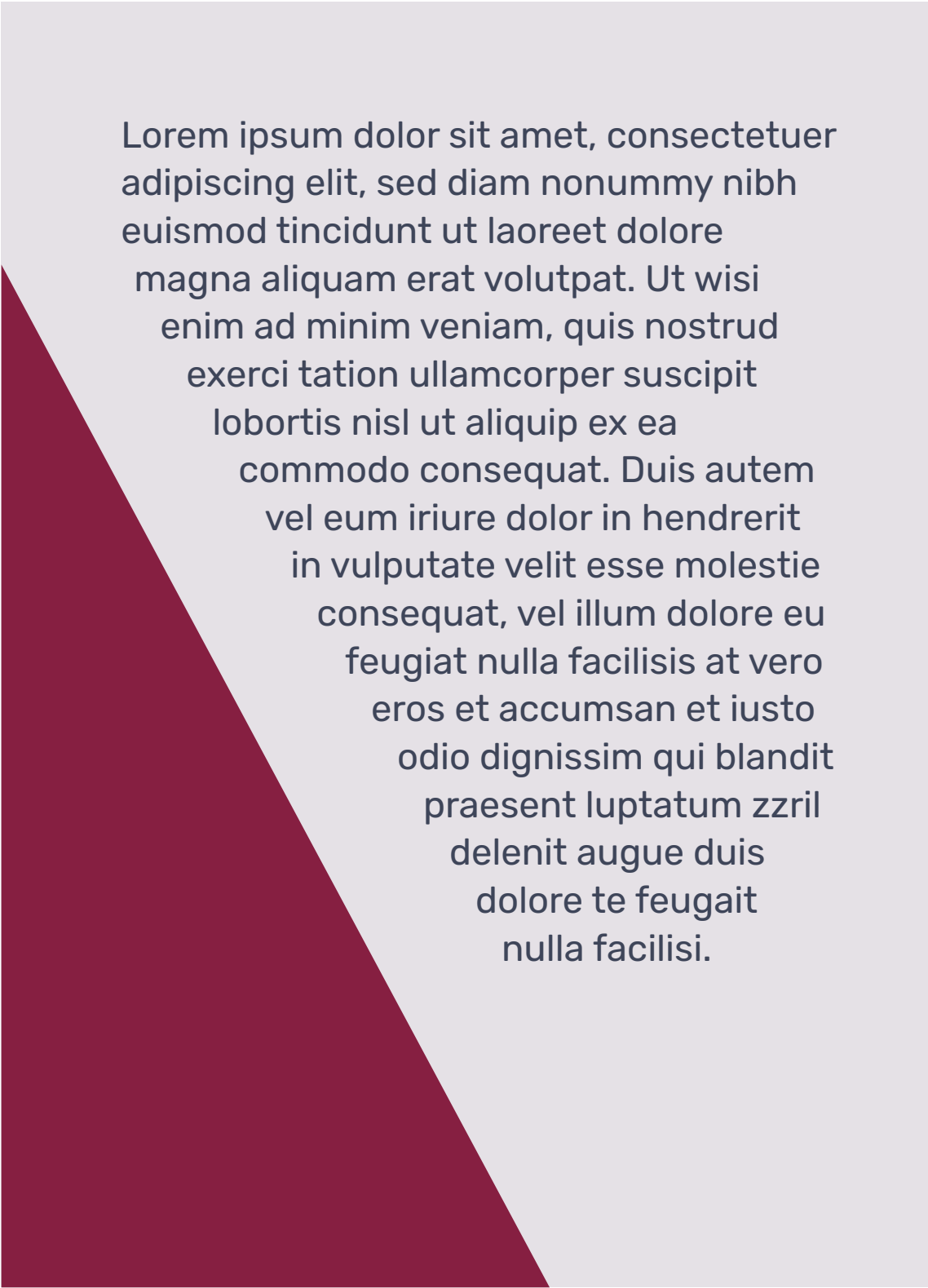
The outside angles of the VT brand mark can be used to create graphic shapes. It can be applied to imagery and color fields. The goal is to be simple and bold, so use it sparingly within layout.



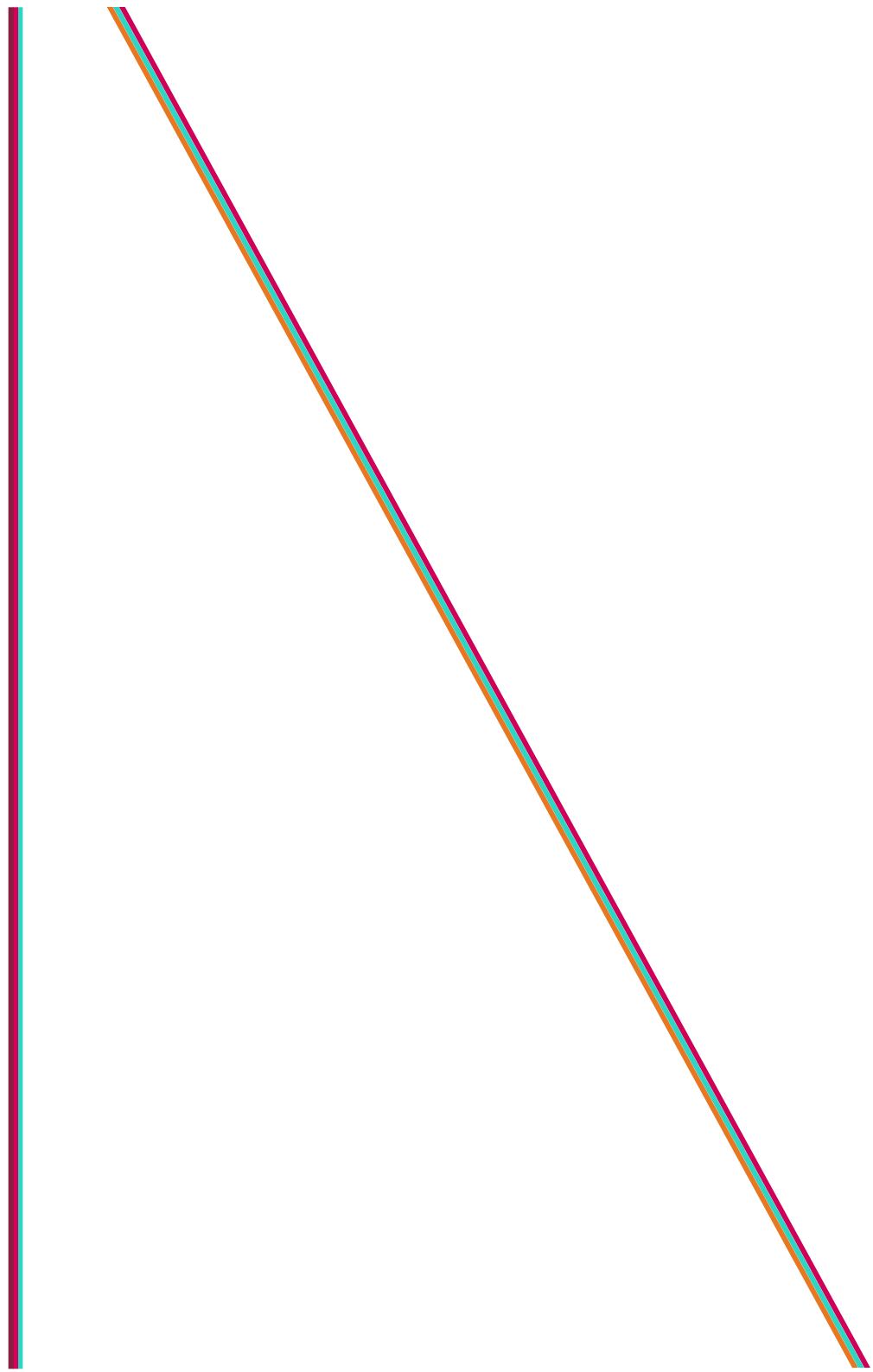
USE OF THE ANGLE AS A CLIPPED EDGE ON AN IMAGE



USE OF THE ANGLE ON A COLOR FIELD



USE OF THE ANGLE ON A TEXT FIELD



## LINES

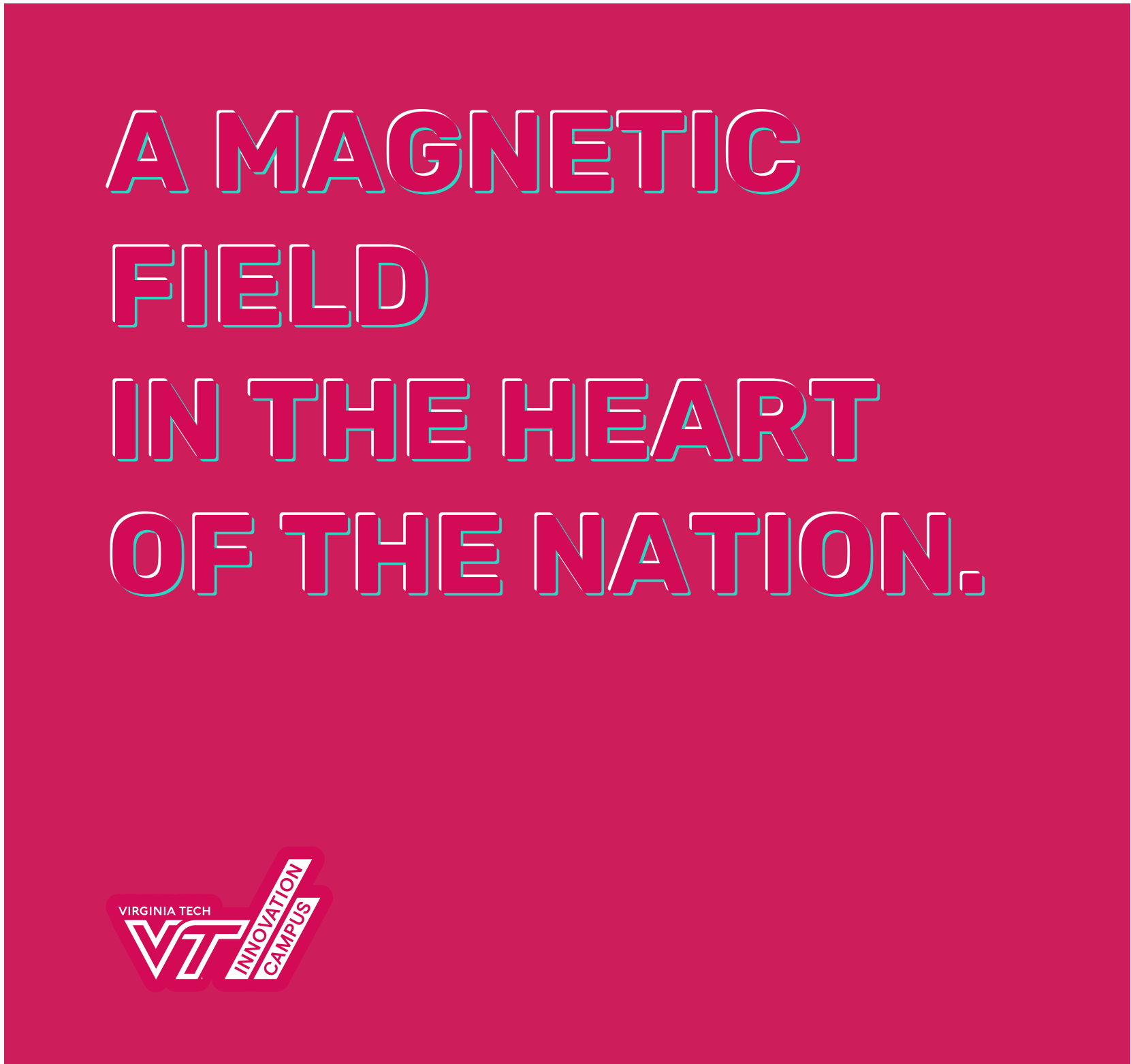
Colored lines used horizontally, vertically, or on the VT brand mark angle can be used as a structural element in layout. They should always be placed side by side to create a visual vibration.

A FORCE HAS  
BOTH  
MAGNITUDE  
AND  
DIRECTION.

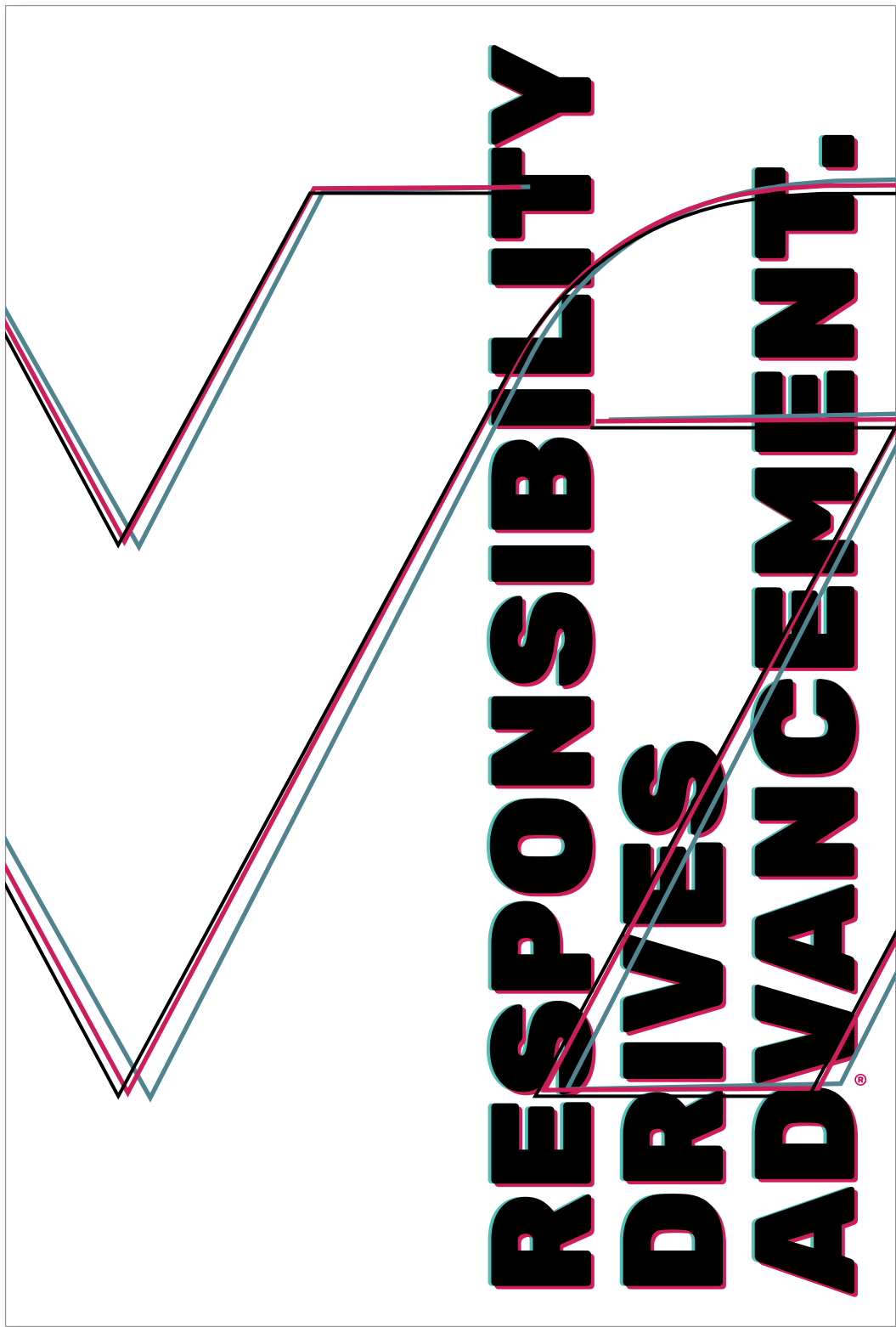
## OVERLAYED TYPE

To echo our vibrational wireframes, we can overlay colored type while slightly adjusting position to create a similar effect.

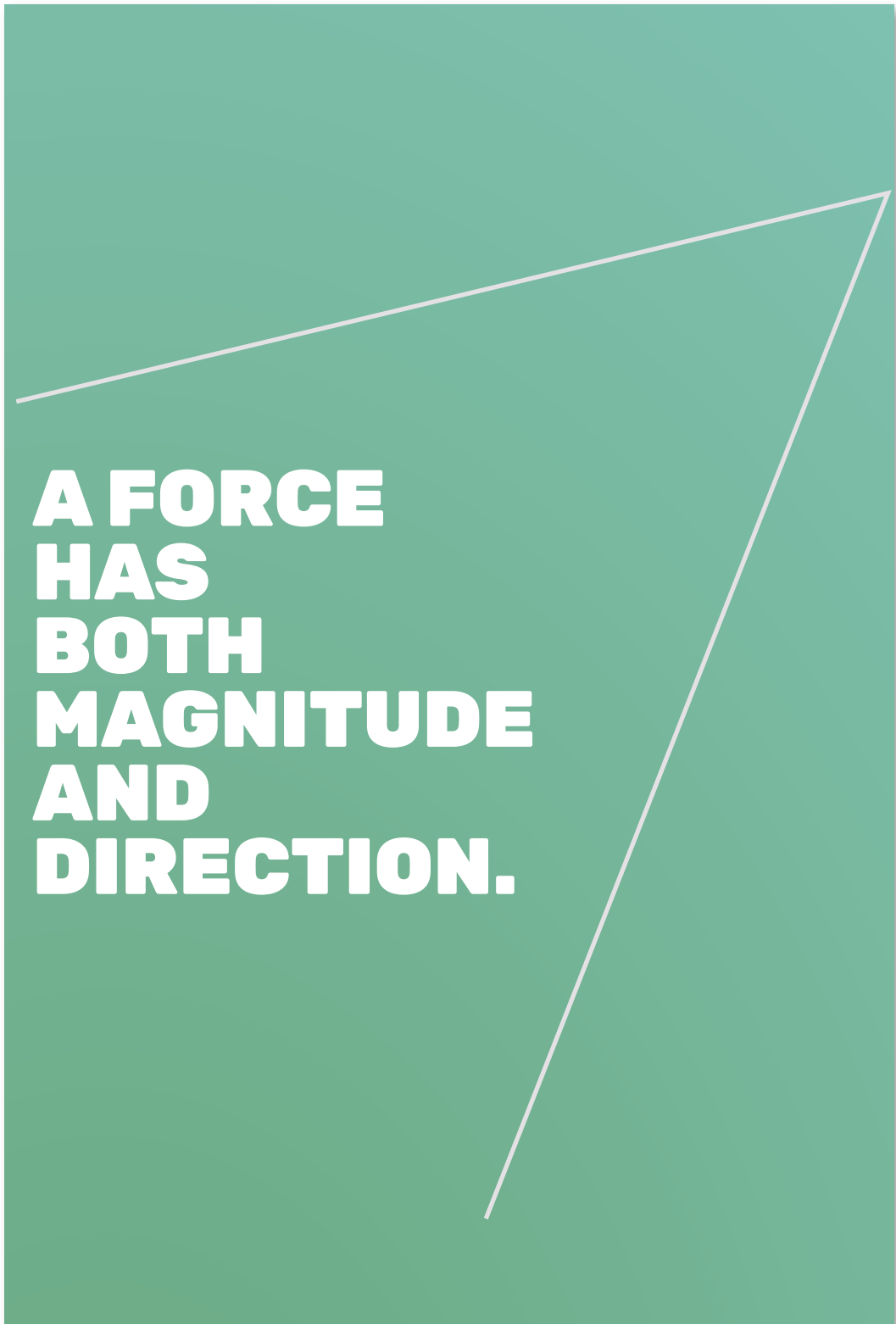




OVERLAYED  
TYPE EXAMPLES



TYPE TREATMENT  
EXAMPLES



# PHOTOGRAPHY/ STUDENTS

Our innovation ecosystem is fueled by collaboration. Our photo-journalistic approach to student photography is designed to capture the diverse, dynamic environment of the Virginia Tech Innovation Campus. The goal is to capture candid moments of collaboration between students and faculty. Images should be black and white with high contrast.

15





# PHOTOGRAPHY/ FACULTY

To capture the energy of our faculty we use a portrait style that shows them in action. They are engaged and positive as they interact with someone or something out of frame. All the focus is on them.





# PHOTOGRAPHY/ COLOR

## PHOTO TREATMENT

Boundless Pink from the brand colors can be added to our **high contrast black and white** photography using the Multiply Effect.

Burnt Orange can also be used to create the photo overlay effect but in fewer instances, only where Boundless Pink cannot be used.

This treatment is for instances where the image is used decoratively and not an informative element of the design.



## COLOR OVERLAY

**Burnt Orange** from the primary colors can also be added to our high contrast black and white photography using the Multiply Effect.



# TYPOGRAPHY

Rubik is a sans serif font family designed by Hubert & Fischer as part of the Chrome Cube Lab project. The design features stout proportions with rounded corners and low stroke contrast. It conveys bold confidence with a human spirit.

PRIMARY

RUBIK

LIGHT  
REGULAR  
MEDIUM  
BOLD  
BLACK

SECONDARY

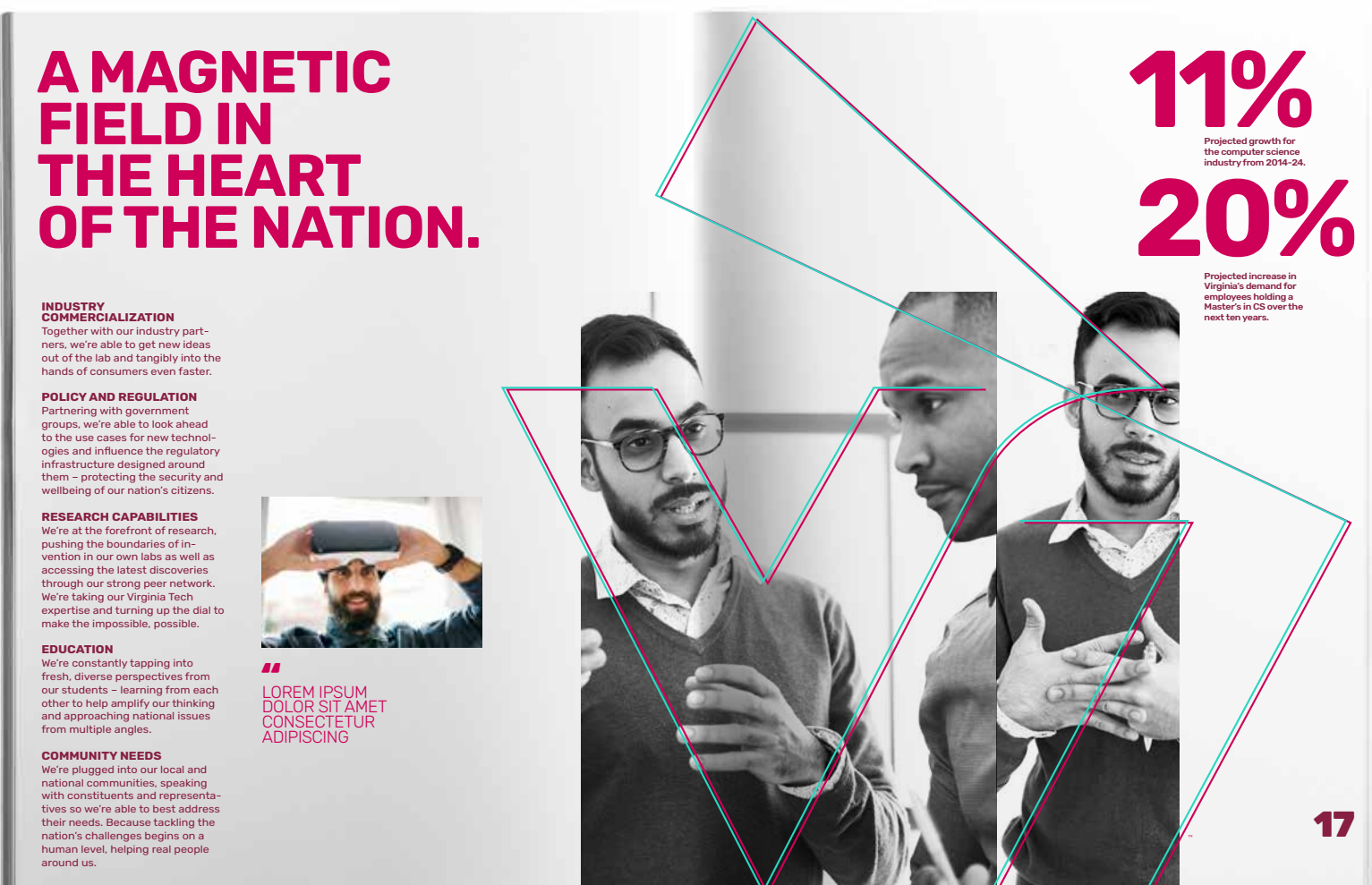
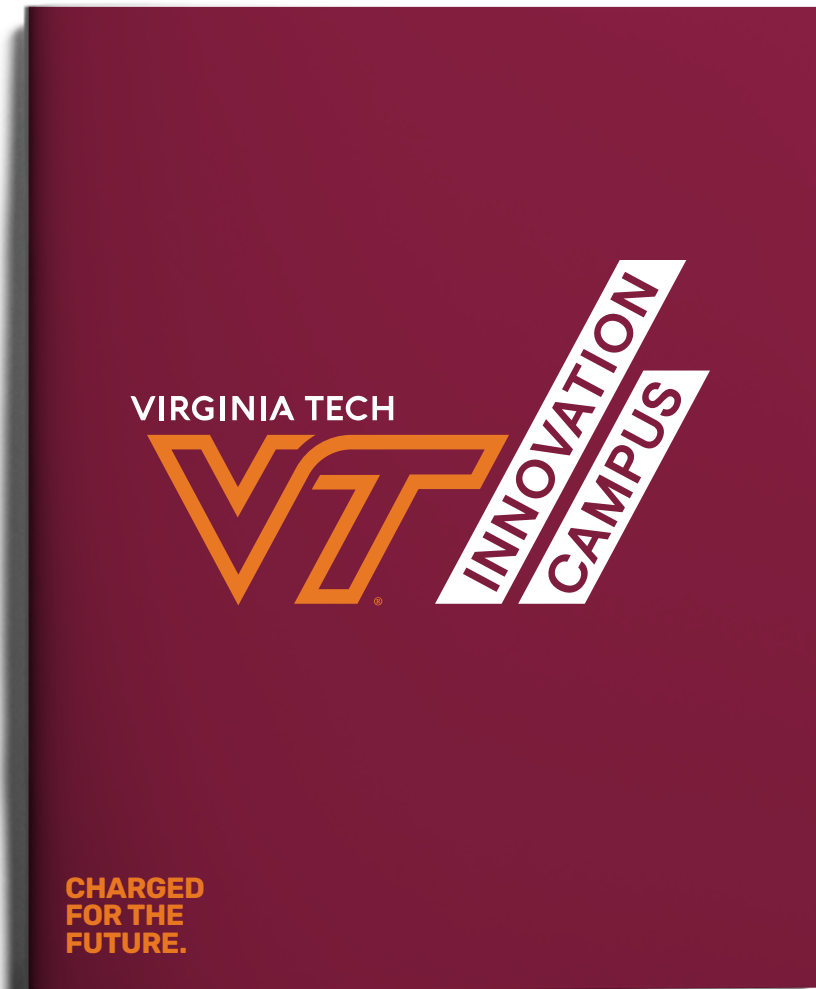
Crimson Text  
Arial

For long prose pieces,  
use Crimson Text from the  
Virginia Tech type system.

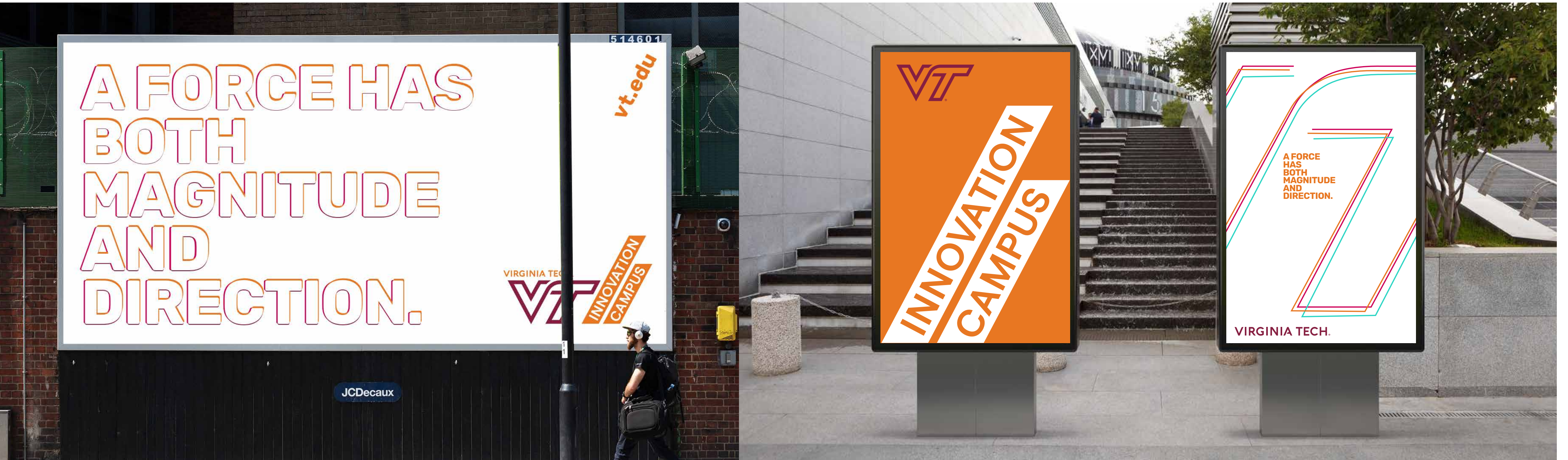
Arial should be used when  
system fonts are required.



IDENTITY AT WORK19







## USAGE

The Virginia Tech wordmark, the VT brand mark, and the Innovation Campus pillars can be used separately from each other, as long as all three elements are present on an execution. In the above example of the two signs side by side, the signs are both visible at once and are meant to appear as a pair. Together they are single execution. Do not use just the VT brand mark or just the Virginia Tech wordmark on an execution.







# IDENTITY AT WORK

22

