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.
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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.
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.
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.
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.

**LOGO**

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**PRIMARY**

The vertical logo is our primary logo.

**MINIMUM WIDTH / .75”**

**SECONDARY**

In applications where vertical space is limited the horizontal logo can be applied.

**MINIMUM WIDTH / 1”**

**COLOR VARIATIONS**

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

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

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

### Color Palettes

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHICAGO MAROON</strong></td>
<td>208</td>
<td>15/100/37/45</td>
<td>134/31/65</td>
<td>E87722</td>
</tr>
<tr>
<td><strong>BURNT ORANGE</strong></td>
<td>158</td>
<td>0/62/95/0</td>
<td>232/119/34</td>
<td>E87722</td>
</tr>
<tr>
<td><strong>BOUNDLESS PINK</strong></td>
<td>RUBINE RED</td>
<td>0/100/43/12</td>
<td>206/0/88</td>
<td>C64600</td>
</tr>
<tr>
<td><strong>VIBRANT TURQUOISE</strong></td>
<td>3255</td>
<td>68/0/35/0</td>
<td>44/213/196</td>
<td>2CD5C4</td>
</tr>
</tbody>
</table>

**BLACK**
- PMS: BLACK
- CMYK: 0/0/0/100
- RGB: 0/0/0
- WEB: #000000

**YARDLINE WHITE**
- PMS: WHITE
- CMYK: 0/0/0/0
- RGB: 255/255/255
- WEB: #FFFFFF

10% decrements of black saturation (CMYK) and RGB values (RGB).
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.

**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.
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.

**GRAPHICS/ WIREFRAME VT**

**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

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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.

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

A FORCE HAS BOTH MAGNITUDE AND DIRECTION.
A MAGNETIC FIELD IN THE HEART OF THE NATION.

OVERLAYED
TYPE EXAMPLES

RESPONSIBILITY DRIVES ADVANCEMENT.

TYPE TREATMENT EXAMPLES

A FORCE HAS BOTH MAGNITUDE AND DIRECTION.
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.
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.
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.

**TYPOGRAPHY**

**PRIMARY**

**SECONDARY**

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

**Arial should be used when system fonts are required.**
IDENTITY AT WORK

A FORCE HAS BOTH MAGNITUDE AND DIRECTION.

CHARGED ECOSYSTEM.

750
LOREM MAGNA ALIQUA UT ENIM AD MINDE VENEND QUID NOIS TRUD EXERCITATION.

A MAGNETIC FIELD IN THE HEART OF THE NATION.

11%
17%
20%


PROJECTED INCREASE IN EMPLOYEES HOLDING A MASTER'S IN CS OVER THE NEXT TEN YEARS.
A FORCE HAS BOTH MAGNITUDE AND DIRECTION.

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

MONTHLY UPDATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed d<span class="redact" style="display:none">ammi nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accusamus et justo odio dignissim qui blandit praesent luptatum zziliq...</span>
IDENTITY AT WORK