

The BRAND GUIDE

Virginia Tech Identity Standards and Style Guide



Mark it.

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Downloads and templates:
www.branding.unirel.vt.edu



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Why do we have brand guidelines?

When you say “brand,” most immediately think about logos or an identity system. But a brand of an organization is much more – it’s an entire structure, the images, primary messaging, and way of thinking for any organization. Since our brand launch in 2006, the university has continued to update our identity brand standards to ensure a consistent “look” and style for consistent references in the marketplace. Consistency among all units of Virginia Tech ensures a solid brand and solidifies name recognition, a fundamental element of institutional positioning. We strive to uphold this brand, or image perception 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 Identity Standards & University Style Guide” manual establishes official policy and standards for the design and text of Virginia Tech publications, stationery, signage, and other applications, including the Web. (Referenced in Policy 12000, Usage of the University Name, revised June 26, 2008).

It is important that Virginia Tech project an image of excellence and cohesiveness to all of our many audiences. The logo and official university names have registered trademark protection, and any use of the logo 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 the consent of the Office of University Relations. The style guide section describes specific rules and usages to be followed by authors and editors of general communication products. Adhering to these standards will help ensure that communications from every college, department, and office speak with a clear and uniform voice that best represents the image and brand of Virginia Tech. Journal articles, research papers, proposals, technical reports, or other specialized documents may require style standards different from those presented here.

Brand platform

Brand promise

Quality ■ Innovation ■ Results

Brand drivers

- Nationally and internationally recognized faculty experts
- Groundbreaking research and eminent scholarship
- Challenging academic standards
- Technological leadership
- Service to community and society

Brand positioning statement

Virginia Tech is a high-performing research university with a world-view that advances the land-grant values of discovery, learning, and outreach. We serve and engage the citizens of the Commonwealth of Virginia, the nation, and the world. We attract motivated, high-achieving students, staff, and faculty who excel in an academically energized, technologically creative, and culturally inclusive learning community. Our bold spirit, climate of innovation and service, open boundaries of study and research, and entrepreneurial approach positively transform lives and communities.

A note on developing brand messages

Messaging strongly supports brand development and our brand recognition. We build our messaging around the “brand drivers” described above. Irrespective of our logo, colors, icons, letterhead, Web designs, and all the other features that comprise a standards manual, an organization’s brand exists in the minds of people. Thus, opinions, along with the reality of the marketplace, create reputation.

This is not a primer on writing. However, when considering brand development, keep in mind the brand drivers and use subordinate “proof points” that validate the brand. Proof points, which often are unique to a program audience, are factoids, rankings, recognition, awards, testimonials, compelling news stories, and more. For example, as a way to underscore faculty excellence, admissions literature will surely focus on the chance to study with professors “who write the textbooks.” The literature might also develop themes around the special features of a residential campus, the sense of community, or the ability to get a job after graduation. We encourage you to use the brand platform, developed by the university’s leadership team, to inform your choice of stories and how you characterize the institution. Ultimately, we want Virginia Tech to be recognized for *quality*, *innovation*, and impactful *results* — in one word, excellence.



Logo

The logo without tagline consists of two parts: the shield symbol and the logotype in an updated horizontal configuration. The name “Virginia Tech” appears in a customized Raleigh typeface.



Logo with tagline

The logo with the tagline consists of three parts: the shield symbol, the name “Virginia Tech” in a customized Raleigh typeface, and the tagline in Arial regular italic.

When using the logo with tagline, use the version with the registered mark after the tagline only.

Invent the Future[®]

Arial bold italic, with loose tracking (letter spacing)



Secondary logo (Restricted use)

Use of this alternative configuration is not intended for print media or Web banners. Its use is limited to exterior building applications, other signage, or formats where space constraints make it difficult to use the primary logo.



University seal

The formal university seal is reserved for ceremonies, watermarks for official documents, diplomas, and building plaques.

The official university logo with the ® designation is required on:

- all print media (brochures, periodicals, etc.)
- all advertising
- websites
- all other media and external communications according to appropriate guidelines

Using the logo configuration that integrates the tagline is encouraged, especially on major branded publications. This element should be set apart from other graphic elements, preferably by placing it within a segmented grid block.

Tagline

Virginia Tech’s registered tagline, *Invent the Future*, captures the spirit and personality of the university. The tagline is graphically interlocked with the university logo for use in various official media of the university. In certain cases, it is used as a stand-alone element.

The logo with tagline followed by the ® designation should appear on the front cover of periodicals and brochures, and in advertising (including print, broadcast, Web, outdoor, and posters/flyers), except when using brand extension logos. If a brand extension logo is used, then the tagline, including the ® designation, should appear on the front or back cover.

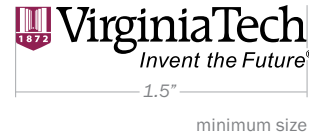
The logo with tagline should also be used on such university media as podium signs, nametags, banners and displays, advertising, broadcast media, and websites. Exceptions are signage and business cards. A special treatment has been designed for letterheads and envelopes that includes the tagline separated from the logo.

Invent the Future[®] is a registered trademark and may not be altered or combined with other logos, taglines, or mottos.

Never use the tagline as the title of a publication or as the predominant feature of any page, although it may be used as the dominant feature on banners and displays. The tagline should not be used as a headline but may be used in body copy. When used alone, the tagline should appear in Franklin Gothic ITC Demi italic or Arial bold italic with loose letter spacing in black, official colors of the university, or screens of these colors. It is permissible to reverse the tagline on dark backgrounds that are not conducive to black or official colors.

Official logotype, size, color usage, and spatial relationships apply to the logo with tagline.

When used in advertising, licensed commercial products, periodicals, or brochures, the ® designation must follow *Invent the Future*[®] (see Licensing and Trademarks) to denote its trademark status.



standard reversed logo on a black background



reversed logo with outlined shield on a maroon background



standard reversed logo on a light gray background

Size

The size requirements above allow for accurate reproduction of the intricate shield symbol detail. Exceptions to the maximum size include banners, displays, and posters, or external usage.

Proportions

Maintain the exact spatial relationship shown in the center column when scaling the logo electronically.

Protected area

Keep a protected area, equivalent to one-tenth of the width of the logo, around all versions of the logo.

The protected area also precludes the addition of any additional type, graphics, or images in such a way that the effect is to create a distinct combined logo.

1 Preferred colors

The preferred version of the university logo includes the maroon shield symbol in PMS 208 or the four-color process equivalent with solid black logotype.

2 One-color logo

Reversed white, solid black, or solid maroon logos are acceptable for one-color process printing.

To give a two-color effect when printing using black, the shield may be printed in a 60-percent screen of black, while the logotype remains in solid black.

3 Printing on color backgrounds

When printing the logo on light backgrounds, use the primary logo.

When reproducing on a darker background, use a reversed, white version of the logo.

Other color usage

The logo can be produced in copper, gold, or silver inks or foils. In special cases, the logotype may be printed in maroon and the shield in copper or silver, embossed foil. The logo may also be blind embossed.

External use

Requests to use the university logo for presentations, websites, or other communications are granted for one-time use on a case-by-case basis. Please use the Logo Request Form on the branding website.

Logos may be used by external organizations to express the role of Virginia Tech as a partner. In all instances, the appropriate ® or TM designation must be included. If permission is granted, all communications displaying the Virginia Tech logo shall state, "Logo used with permission from Virginia Tech" and shall adhere to the identity standards and requirements set forth in this manual.

File types

- Use only officially prepared logos available for download at www.branding.unirel.vt.edu. No other typefaces or combinations of typefaces are permitted in these two primary logos.
- For logos in print, use an AI, EPS, TIFF, or PDF.
- For logos on screen or online, use a JPEG, PNG, or GIF.
- For keeping a version that you can edit, choose your software's native file format (AI for Adobe Illustrator, PSD for Photoshop, etc.).





Colleges and other “brand extensions”

These major, high-profile divisions of the core brand are integral components of the Virginia Tech brand and directly support Tech’s mission. We call these entities “brand extensions.” These entities have a brand extension logo specific to their organization but directly tied to the university identity system for use on letterheads, business cards, and other publications.

Based on the brand architecture, brand extensions may opt to use the university’s logo combined with official brand extension logotype in the configurations used on the university’s letterhead. In these instances, the tagline with the ® designation may be used as a separate element.

Sub-brands

Having distinctive personalities and missions, sub-brands are prominently linked to the core brand while requiring differentiation because they provide significantly distinctive services. These sub-brands have unique logos.

- Marion duPont Scott Equine Medical Center
- Virginia Tech Carilion School of Medicine
- Virginia Tech Carilion Research Institute
- Virginia-Maryland Regional College of Veterinary Medicine
- Virginia Tech-Wake Forest School of Biomedical Engineering and Sciences
- Virginia Tech Athletics

Independent brands

These brands represent a complete departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to Virginia Tech. These independent brands have unique logos.

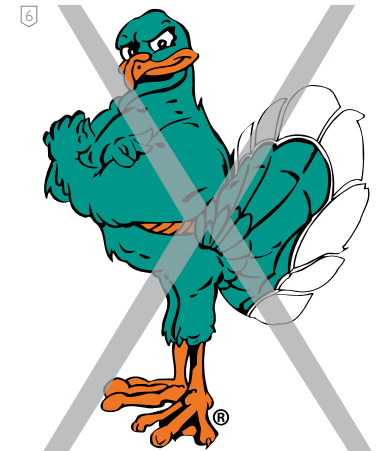
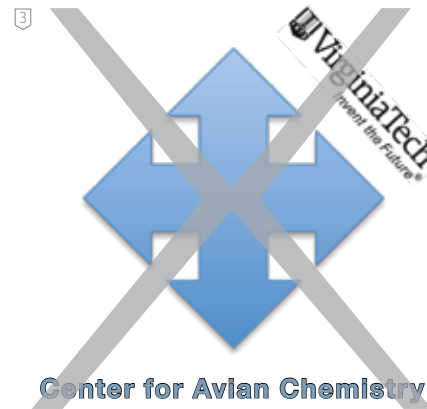
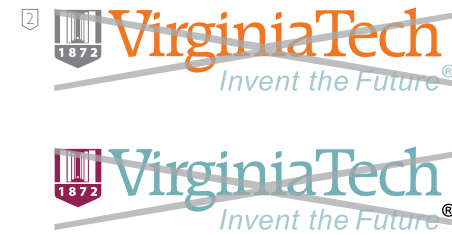
- Virginia Tech Alumni Association
- The Hotel Roanoke & Conference Center
- The Inn at Virginia Tech and Skelton Conference Center
- Pete Dye River Course of Virginia Tech
- The Virginia Tech Corporate Research Center
- The Virginia Tech Foundation
- VT KnowledgeWorks
- Virginia Tech Electric Service
- Virginia Tech Services
 - University Bookstore
 - Volume Two Bookstore
- WVTF Public Radio
- Virginia Cooperative Extension
- Institute for Advanced Learning and Research



examples of a sub-brand logo



examples of an independent brand logo



What NOT to do

1 University logo

The words “Virginia Tech” should never be manipulated to look like another logo. The only approved university logo can be found on page 4.

2 University logo colors

When using the university logo, do not change its color to anything other than the approved colors found on page 7 of the guide.

3 Creation of a new logo

The creation of a new logo to represent a center, department, institute, or program is prohibited. A graphic should never have the registered university logo or trademark next to it to make it appear to be a new logo. Also, the Virginia Tech logo should never be rotated.

4 Protected area

The university logo should never be this close to the edge of a page, image, or graphic. Keep a protected area, equivalent to one-tenth of the width of the logo, around all versions of the logo.

5 Athletic logo and the HokieBird

The athletic logo and/or the HokieBird should never be used on anything other than athletic materials unless you have special permission from University Relations. All colleges, departments, institutes, or programs are prohibited from using any athletic trademarks.

6 HokieBird

If you have permission to use the HokieBird, do not change its color or appearance.



Policy on creating other logos

The creation of new logos to designate the university, a college, a department, an institute, or center is prohibited. No name or logo or other branding element designed outside of the parameters identified in this manual will be endorsed and/or approved by Virginia Tech.

Building brand-name recognition can be difficult and costly, therefore other logos created for university units may add to name confusion in the marketplace. Because reputation is embedded in name recognition, the implication of attempting to build name awareness through unique logo development may ultimately confuse your constituents. A consistent visual element will resonate with the university's diverse audience and provide instant public recognition that an organization is part of the Virginia Tech community.

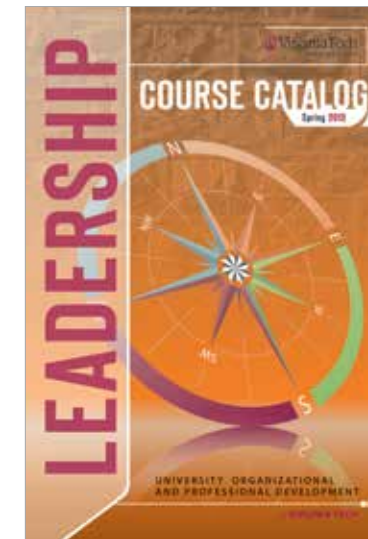
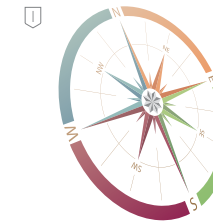
Departments, programs, institutes, or centers may occasionally desire a unique name or logo that differs from Virginia Tech's existing brand identity to, for example, promote research or highlight a specialty area. Introducing new visual elements may confuse the public as to whether a group or activity is associated with the university, ultimately diluting the distinctiveness of Virginia Tech's existing brand and possibly resulting in a loss of legal rights.

"Graphic elements"

Those responsible for protecting the university's brand understand the motivation to adopt a unique visual style for a particular unit. Approval may be considered for a "graphic element" that works within the university brand guidelines for unit communications.

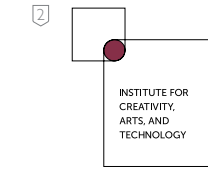
Graphic elements allow branding of your unit while remaining a part of the Virginia Tech brand. A graphic element is not a new logo but an artistic style established by a graphic designer for consistent use with unit communication pieces. Graphic elements are usually made up of things like images, line, shape, color, and texture that are used to communicate the image of a particular unit within the larger Virginia Tech brand. These elements cannot be grouped with the Virginia Tech logo to appear as a larger combined logo. The Virginia Tech or brand extension logo must always be a dominant element of any advertising, poster, display, brochure, website, or signage for any Virginia Tech unit.

Please contact University Relations via the Marketing and Publications Request Form for assistance with your graphic element design.

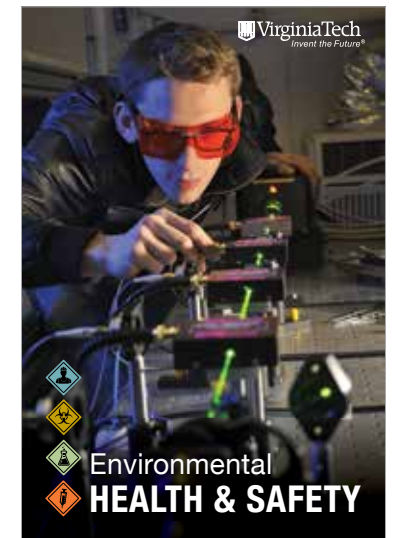


What you CAN do

1 Graphic that was created for UOPD and integrated into all of their design pieces, like the catalog cover shown above.



2 Graphic that was created for ICAT and integrated into the rest of their designs, like the poster shown above.



3 Graphic that was created for EHS and integrated into the rest of their designs, like the booklet shown above.

Official university colors

maroon PMS 208 C: 40 M: 100 Y: 50 K: 15	orange PMS 158 C: 0 M: 65 Y: 90 K: 0
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Secondary print colors

PMS 118 C: 0 M: 18 Y: 100 K: 27	PMS 577 C: 24 M: 0 Y: 46 K: 10	PMS 5493 C: 43 M: 0 Y: 14 K: 21	PMS 5405 C: 58 M: 17 Y: 0 K: 46	Gray C: 0 M: 0 Y: 0 K: 40
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prominent design color

90%
80%
70%
60%
50%
40%

accent color

90%
80%
70%
60%
50%
40%

Web colors

maroon R: 102 G: 0 B: 0 hex code= 660000	orange R: 255 G: 102 B: 0 hex code= FF6600
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Secondary Web colors

blues R: 147 G: 167 B: 179 #93A7B3	reds R: 152 G: 0 B: 0 #980000	greens R: 152 G: 182 B: 143 #9BB68F	golds R: 180 G: 122 B: 31 #B47A1F	creams & browns R: 245 G: 245 B: 235 #F5F5EB	grays R: 194 G: 193 B: 186 #C2C1BA
R: 85 G: 112 B: 130 #557082	R: 122 G: 0 B: 0 #7A0000	R: 121 G: 148 B: 108 #79946C	R: 168 G: 97 B: 7 #A86107	R: 237 G: 234 B: 218 #EDEADA	R: 100 G: 100 B: 100 #646464
R: 60 G: 91 B: 111 #3C5B6F	R: 92 G: 0 B: 0 #5C0000	R: 81 G: 111 B: 67 #516F43	R: 140 G: 82 B: 6 #8C5206	R: 219 G: 216 B: 188 #DBD8BC	R: 64 G: 64 B: 57 #404039
R: 18 G: 37 B: 44 #12252C	R: 76 G: 0 B: 0 #4C0000	R: 48 G: 80 B: 32 #305020	R: 153 G: 51 B: 0 #993300	R: 157 G: 152 B: 121 #9D9879	R: 51 G: 51 B: 51 #333333

Arial
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

(Set contains Arial Regular, Italic, Bold, and Bold Italic)

Franklin Gothic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

(Set contains Franklin Gothic Book, Italic, Medium, Demi Bold, Demi Bold Italic, and Heavy)

Gill Sans
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

(Set contains Gill Sans Light, Light Italic, Regular, Italic, Bold, and Bold Italic)

Helvetica Neue
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

(Set contains Helvetica Neue Ultra Light, Ultra Light Italic, Light, Light Italic, Regular, Italic, Medium, Bold, Bold Italic, Condensed Bold, and Condensed Black)

Impact
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Myriad Pro
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

(Set contains Myriad Pro Light Condensed, Condensed, Condensed Italic, Condensed Semi-Bold, Condensed Semi-Bold Italic, Condensed Bold, Condensed Bold Italic, Condensed Black, Condensed Black Italic, Light, Light Italic, Regular, Italic, Semi-Bold, Semi-Bold Italic, Bold, Bold Italic, and Black Italic)

News Gothic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

(Set contains News Gothic Regular, Italic, and Bold)

Tanek
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#&()

Adobe Jensen Pro
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

(Set contains Adobe Jensen Pro Light, Light Italic, Regular, Italic, Semi-Bold, Semi-Bold Italic, Bold, and Bold Italic)

Adobe Garamond Pro
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#&()

(Set contains Adobe Garamond Pro Regular, Italic, Semi-Bold, Bold, and Bold Italic)

Colors

The official Virginia Tech colors are **PMS 208 (Chicago maroon)** and **PMS 158 (burnt orange)**. The use of color creates a strong visual impact that reinforces the university brand identity.

Process color build, RGB, and hex equivalents

Substitute the following built tints and hex codes to approximate the official PMS colors for printing in four-color, process inks, and Web use.

Exact color matching

For exact color matches for publications, specialty items, and other applications, printed color swatches are available from Marketing and Publications. Note that the Pantone Matching System (PMS) is designed for printing inks. Screen-printing inks and textile, paint, and plastic colors might not accurately match the university logo colors. Obtain color samples for customer approval prior to production of items when using these materials.



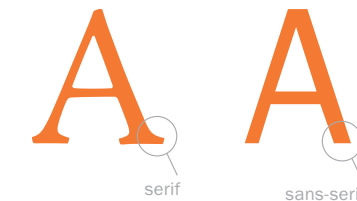
Typography

These fonts are preferred as the most appropriate for general usage in Virginia Tech print communications.

Serif fonts

A serif has “little feet” on the ends of letters.

Serif fonts are usually used as the body copy font and occasionally in headlines.



Sans-serif fonts

In typography, a sans-serif typeface is one that does not have small lines called “serifs” at the ends of each character. Sans-serif fonts also tend to have less line-width variation than serif fonts.

Sans-serif fonts are primarily used for headlines, sub-heads, or special copy.

Brand visual style

The visual standards for publications and all other media ensure that communications from every college, department, and office speak with a clear and uniform voice that best represents the image and brand of Virginia Tech.

The creative approach expresses the university brand through images, written copy and language, and a design approach based on the following characteristics:

- Use of the branded logo and university tagline, Invent the Future.
- Bold use of typography. Vertical typographic elements may be used to enhance brand messaging.
- Predominance of sans-serif fonts, both for headlines and body text, e.g., Franklin Gothic or Arial font family.
- Primary photography focusing on the environment of the subject(s) shown with hands-on interaction. Supporting images illustrating the breadth of opportunities at Tech and the engaging nature of the campus community.
- A contemporary uncluttered design with liberal use of white space and a color palette that reflects a forward-looking approach.
- A flexible grid design that organizes information using type treatment and visible grid lines to underscore the dynamic, innovative, results-driven nature of the university.

Major university audiences are reached principally through university- and college-level media, making it important that these publications reflect visual and style standards that reinforce Tech's brand identity.

Marketing and advertising

Any external or internal advertising, including posters, outdoor materials, printed publications, online, or broadcast, that will include graphic representation of the university and uses the university logo and/or trademarks must be approved by the brand marketing manager to ensure compliance with identity standards and brand messaging.

The official Virginia Tech logo with the Invent the Future tagline should be used in all ads. Exceptions must receive prior approval.

All marketing materials require the registered trademark symbol ® when using any Virginia Tech trademark.

Submit all proposed advertising at least **one week** before publication to the brand marketing manager.

Need help?

For assistance with and development of branded publications, presentations, displays, or advertising, please contact the brand marketing manager.



8.5" x 11" print ad



8.5" x 11" print ad



8.5" x 11" print ad



8.5" x 11" print ad



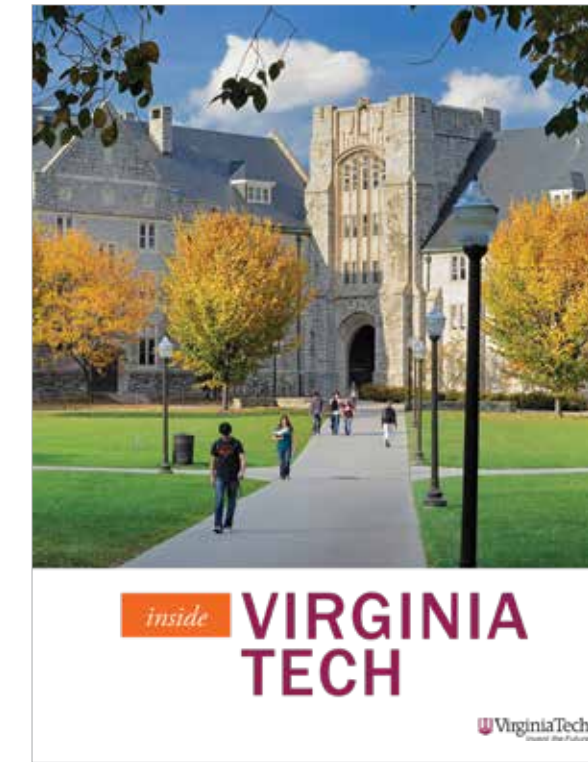
7" x 4.5" print ad

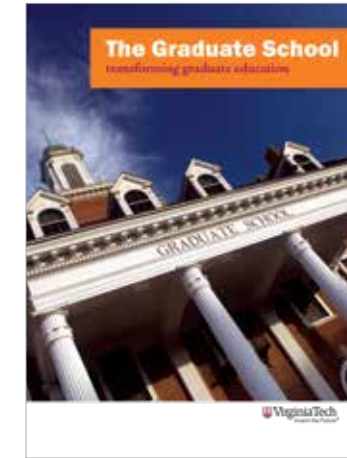


primary university logo used on the front cover

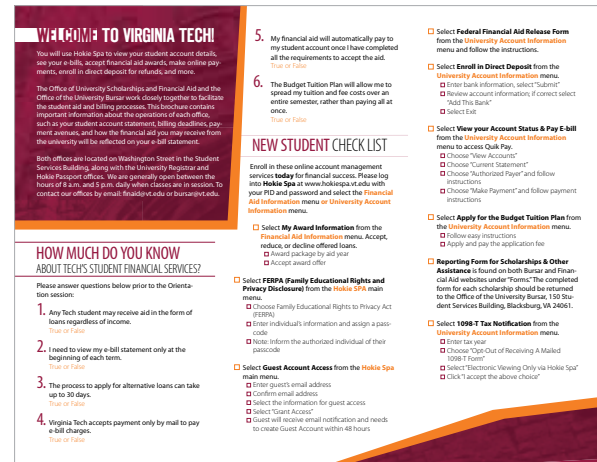


brand extension logo used on the back cover





8.5" x 11" tri-fold example (cover and inside)



8.5" x 11" tri-fold example (cover and inside)



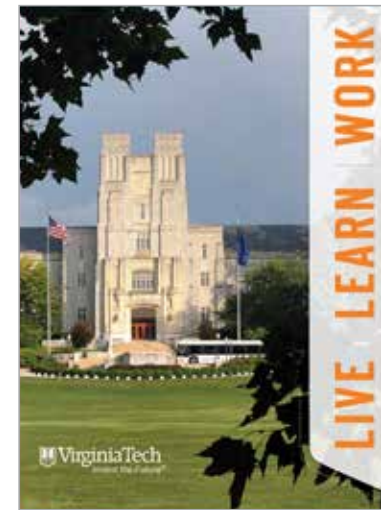
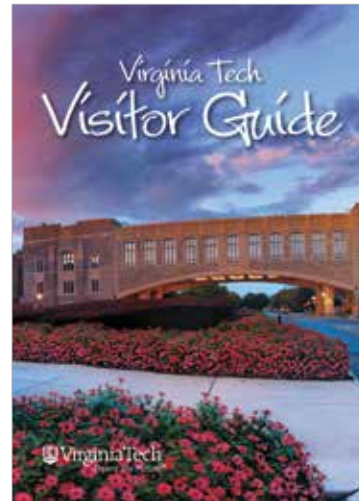
8.5" x 11" tri-fold example (cover and inside)



5.5" x 8.5" bi-fold example (cover and inside)



8.5" x 11" large tri-fold example (cover and inside)



8.5" x 11" folder example (cover)



8.5" x 11" folder example (cover)



sandwich board example



5.5" x 8.5" booklet example (cover and an inside spread)



5.5" x 8.5" booklet example (cover and an inside spread)



8.5" x 11" annual report example (cover and an inside spread)



23" x 35" poster example



22" x 35" poster example



34.625" x 83.5" banner-up example



34.625" x 83.5" banner-up example



34.625" x 83.5" banner-up example



University fleet identity

In keeping with the university's identity and brand, the following guidelines are provided for use on university-owned vehicles. An uncluttered and professional decal design that is consistent throughout the university fleet is provided for use in most applications.

Due to the various vehicle body styles and numerous individual departments and special application requests, variations may be allowed on a case-by-case basis. All university vehicles that display the logo or other signage should conform to the university's identity standards. Vehicles include, but are not limited to, trucks, cars, and vans.

All university vehicles requesting to display the Virginia Tech logo or other markings will need to conform to the university's fleet identity standards. Vehicles without markings will not be asked to adopt the identity standards, however, those vehicles with outdated identity markings will be asked to change to the new vehicle marking identity standards.

Guidelines include:

- The preferred vehicle color is white. In a case where that is not practical, alternate logo colors can be provided based on the vehicle's actual color. Otherwise, the official university colors of black, pantone 208 (maroon), and pantone 158 (orange) should always be used.
- The Virginia Tech logo should appear on the front door at approximately 18 inches wide for small-to medium-sized cars and no more than 22-24 inches wide on larger trucks and vans. The logo should not be more than 60 percent of the total width of the door. The logo should be centered from left to right and top to bottom and avoid trim and uneven surfaces. The Virginia Tech logo, signature, and unit name cannot be used in conjunction with other logos on vehicles.
- Unit names or individual department names may be placed on the door, centered below the logo in Adobe Garamond Bold, upper and lower case. The unit name cannot be more than two lines and should be no more than 2.5 inches high.

Brand APPLICATION
Signage examples



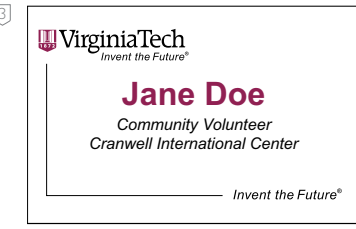
10' x 10' portable pop-up display



standard reversed logo on a black podium sign



solid maroon logo on a cream podium sign



temporary name tag



permanent name tag:
brand extension



permanent name tag:
administrative unit



permanent name tag:
clip applications
with centered logo and text



tan and maroon plastic signage exists
in one-third of campus buildings and
can be updated as required



silver metal and paper insert signage is
used for all new or remodeled buildings



building identification sign with street address

transitioning to



building identification sign with street address
introduced in 2013



wayfinding and signage system

Brand APPLICATION
Interior and exterior signage examples

Displays

The brand logo and tagline with © should be featured on displays for major conferences and installations — in most instances, in the banner or lead panel of the display.

Checkout

University Relations has a 10' x 10' portable pop-up display for use. Contact Marketing and Publications to reserve.

Podium signage

The university identity should be prominently displayed on podiums for major press conferences, convocations, symposiums, and other major presentations. For assistance with displays and podium signage, please contact the brand marketing manager.

Name tags

For conferences, workshops, and other events, temporary nametags are available for download at www.branding.unirel.vt.edu.

Permanent nametags include the university logo and tagline. The flush left design and font usage reflect a branded approach. Use of brand extension logos is optional. In rare instances when additional logos are included, the university brand must predominate.

For assistance with permanent employee and volunteer nametags, contact the Virginia Tech Sign Shop.

Interior and exterior signage

University signage standards are established by the Office of University Planning in order to provide visual identity and conformity as well as to meet accessibility and safety requirements. All signage, including specialty signage, such as donor recognition and banners, must meet university signage guidelines. A new wayfinding and signage system has been established and is being

implemented as projects allow. The existing and the new building identification signs are to provide the required street address for emergency response. Major identifying signage includes university identifiers. The use of the shield alone and "VT" are used where space limitations preclude the use of "Virginia Tech" including building identification signs and vehicular directional signs.

Updates and Questions

To update existing signage, contact the Virginia Tech Sign Shop.

Questions concerning university signage standards and guidelines should be directed to the campus architectural designer and planner, Office of University Planning.

Photography

When it comes to expressing the Virginia Tech brand, photographs are visual storytelling. Bold, graphic images with a clear center of interest communicate the brand promise and brand drivers. Aim for photos that communicate Virginia Tech's "hands-on, minds-on" approach to learning, sense of place, and community spirit.

Working with University Relations photographers is an opportunity to elevate the impact of your storytelling with branded photography. From concept to execution, the photography staff is a resource for your needs; involving them early in the process tends to improve the quality of the final product.

Students

Photographs of students should convey campus life — studying, working, playing, dining, volunteering, cheering on the Hokies, and more — in a way that is authentic and engaging. Academic and research images should represent both classroom and real-world experiences.

Professors

Photographs of professors should demonstrate authority in their fields coupled with an applied learning approach to education and research. Select photos of faculty and student interaction keeping in mind that not all research takes place in a laboratory environment.

Posed photography

When it is not possible to document live action, posed portraits of professors and students in environmental settings can communicate their work, interests, and personalities.

Iconic locations

Photographs of iconic locations on campus are staples. Use a variety from the Photo Library that showcase the campus in different ways. Unusual angles, dramatic lighting, and seasonal variation all help make scenic photos of campus unique.

We appreciate showcasing Virginia Tech's collegiate gothic architecture. However, don't regularly use buildings as a substitute for real people and live action to represent colleges and departments.

Photo alteration

Technology like Adobe Photoshop has made it easier to alter photographs, and, although some alterations may seem harmless, they can easily cross the line of changing a photo's content. Alterations should never fundamentally change the truth of a scene or the accuracy of persons, places, or events depicted in a photograph. University Relations employees are expected to adhere to the formal Photography Alteration Policy and Guidelines (April 2012).



Photo Library
To access the photo library go to www.photo.library.unirel.vt.edu/pages/home.php.

Contact University Relations Photography for access.

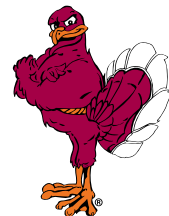
Brand APPLICATION

What are students allowed to use?


 *Invent the Future*®

 VirginiaTech®

 VirginiaTech®
Invent the Future®



What are students allowed to use?

 With prior approval from University Relations, students may be granted limited use of the university's trademarks in communications. All identity standards and policies apply. Students must use the **Logo Request Form** on the branding website. Permission must be secured before printing, manufacturing, or distribution. Products for resale must be licensed through Licensing and Trademarks. Student use of Tech business cards requires prior approval by the brand marketing manager. Business cards must be printed by Virginia Tech Printing Services.

Business cards

Student leader

Leaders of USLPs and UCSOs — and RSOs in limited situations — are permitted to use Tech student business cards.

Use of this distinctive, vertical card is limited to official business of the student organization represented.

Organizations are responsible for all costs associated with producing the cards. This use requires approval by Student Activities.

Undergraduate research assistant

With prior approval, undergraduate research assistants are permitted to use the university's standard business card format for research-related and other academic activities.

Graduate assistant/teaching assistant

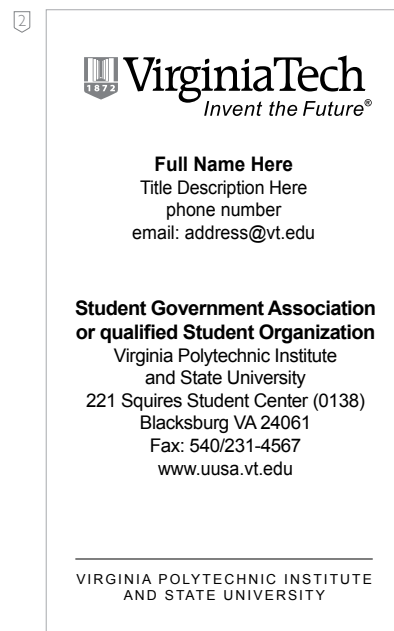
With prior approval, graduate assistants and graduate teaching assistants are permitted to use the university's

standard business card format for research-related, teaching-related, and other academic activities.

Web usage

University names, the shield logo, and other university trademarks are restricted to official university use only. Personal Web pages are not permitted to display the shield logo or university trademarks. Nor may such pages use the university's name in a manner that would lead the Web reader to perceive that the Web page is an official university page.

Graduate students or groups may be permitted to use university logo/trademarks in a limited number of special situations. However, Web Communications must approve use prior to Web publishing.



Brand APPLICATION

Student organization use



What are student organizations allowed to use?

Use of the university's shield logo and symbol is determined by the student organization's classification and the intended use.

University Student Life Program (USLP): an organization comprised primarily or exclusively of students whose activities, operations, and decision-making processes are directly governed by academic or administrative departments and for which the university is ultimately responsible. A USLP may use university marks on its communication materials.

University Chartered Student Organization (UCSO): an organization comprised primarily of students but which, by constitutional design, has a specifically established direct relationship to the university. A UCSO may use university marks on its communications materials with written consent.

Registered Student Organization (RSO): a voluntary association of Virginia Tech students that has no direct relationship to the university but upon completion of registration documents is entitled to certain privileges to include operating, meeting, advertising, and participating in activities on the Virginia Tech campus. An RSO may use university marks on its communications materials in limited situations with written consent.

Extended Campus Student Organization (ECSO): a voluntary association of Virginia Tech students at an extended campus location that has no direct relationship to the university but upon completion of registration documents with its extended campus center and receipt of those documents by the Student Activities Office is entitled, pursuant to policies established at its extended campus center, to certain privileges, which may include operating, meeting, advertising, and participating in activities on its Virginia Tech extended campus. An ECSO may use university marks on its communications materials in limited situations with written consent.

Product resale and other commercial use

Student organization or personal use of university trademarks on T-shirts, baseball hats, bumper stickers, and other specialty items is prohibited without prior approval by Licensing and Trademarks. Approval is granted in strictly limited situations.

Stationery

University stationery is standard for all offices, departments, units, and university research centers, unless otherwise prescribed in this guide. Letterheads for colleges, the Graduate School, and other brand extensions combine an official brand extension logotype with the university's logo. Alterations or substitutions are not permitted.

Desktop printing

Electronic templates for letterhead, envelopes, and labels are available for desktop printing. They are **available for download at www.branding.unirel.vt.edu**. Two-color templates provide an attractive alternative to one-color when printing letterhead, envelopes, and mailing labels on desktop color printers. These templates print equally well in one color. Business cards must be printed using Virginia Tech Printing Services.

Commercial printing

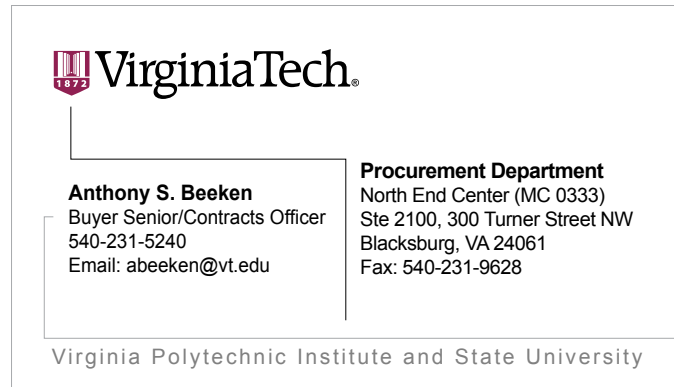
Printing Services keeps stationery package formats on file. To order preprinted stationery, including letterheads, envelopes, and labels, please contact Printing Services at **540-231-6701** or **printing@vt.edu**.

Specifications for the address block and formatting at the bottom of the letterhead are consistent with the administrative format guidelines.



example of brand extension letterhead

example of a department letterhead



primary, preferred business card (two-color), actual size



secondary business card



colleges and other brand extensions (two-color)

(Inclusion of degrees, year of graduation, and licensure abbreviations are permitted following individual names. Please refer to the University Style Guide included in this manual for approved style guidance.)

Business cards

Administrative units and centers

The official university logo appears at the top left of the business card as shown. Note that no additional unit logotype is used in conjunction with the university logo in these instances.

A secondary business card version is permitted for people whose names, titles, or department names are too long to fit the preferred format. University Printing Services provides guidance and setup for all business cards.

Colleges and other brand extensions

In keeping with the letterhead treatment, business cards for colleges, the Graduate School, and other brand extensions combine official college or entity logotype with the university's logo. College and other brand extension logotypes appear on a single line on cards. Alterations or substitutions are not permitted.

Formatting specifications and design options are otherwise consistent with the administrative business cards.

Printing

To order business cards, please contact University Printing Services.

Envelopes

Administrative units and centers

As shown in the sample, the university logo dominates the return address area. Below it, the office, center, or department name appears, followed by the campus mail code in parentheses. The city, state, and zip code follow on the next line.

A third line may be used only when necessary, but avoid encroaching on the U.S. Postal optical character reader (OCR) area, which measures 2 3/4" from the bottom edge of envelopes. Arial regular, 8 pt. with 9.6 pt. leading is standard.

Colleges and other brand extensions

In addition to the administrative design features, envelopes for colleges and other brand extensions combine official college or entity logotype — on one line — with the university's logo. Other alterations are not permitted.

Exemplary departments

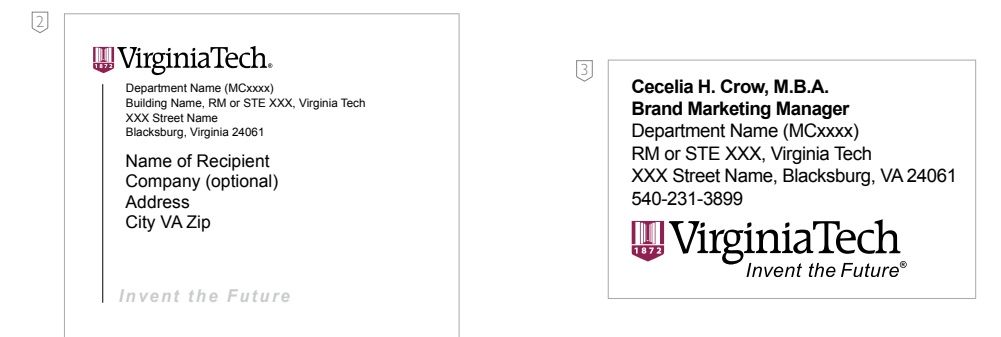
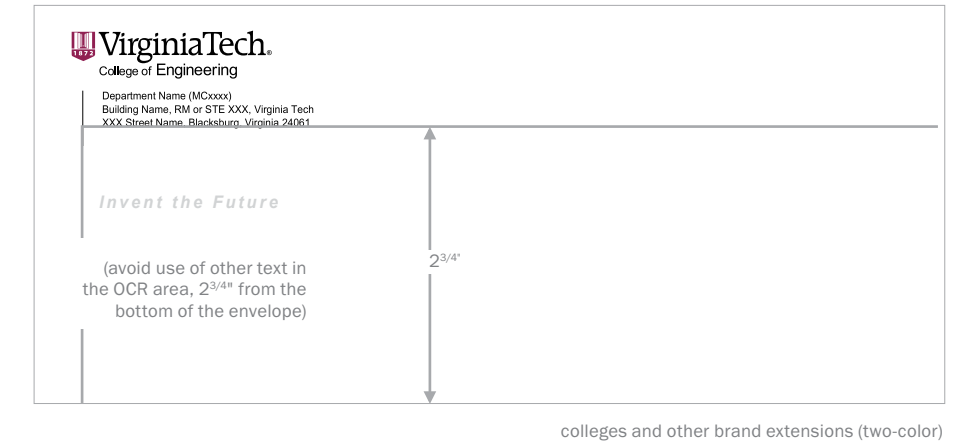
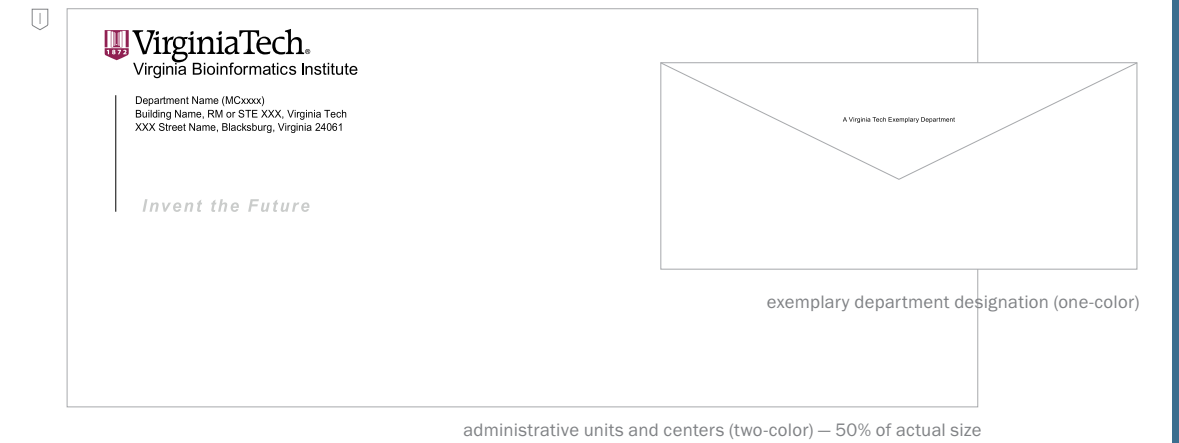
Departments that earn the distinct designation as "exemplary departments" may include this designation on the back flap of their envelopes for up to five years after receiving the exemplary department award.

Mailing labels

A downloadable mailing label template for desktop printing is available.

Email signature

For all university employees: Arial or Franklin Gothic font with the university's logo or official nonuniversity or college brand extension logo. Name, professional designations, and title should be in bold.





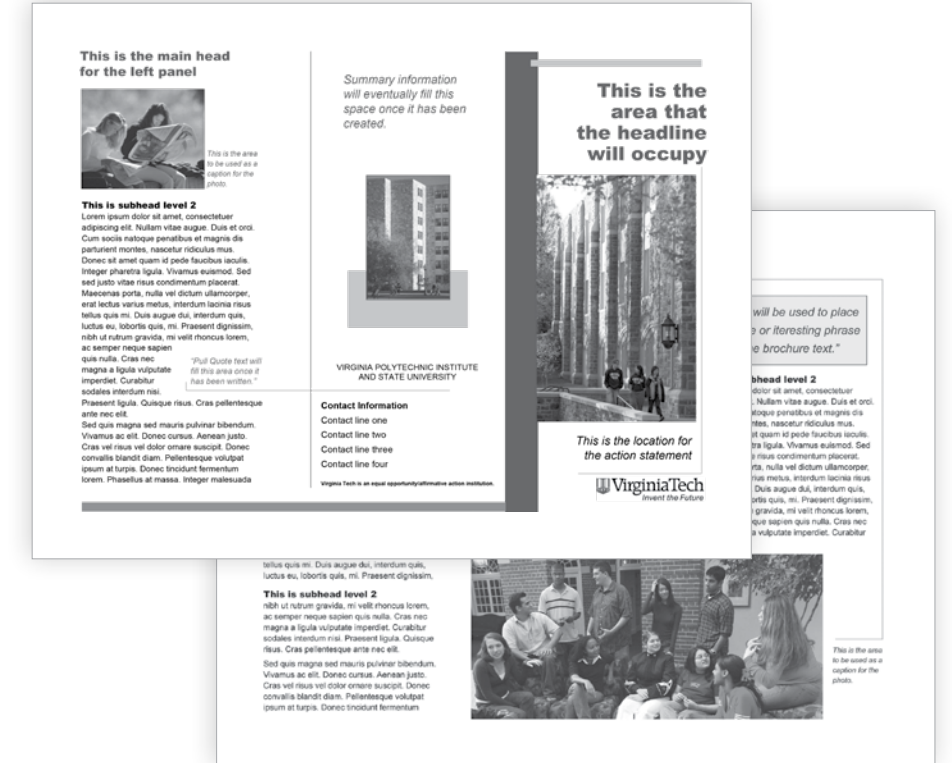
full-color Microsoft Word newsletter available for download at www.branding.unirel.vt.edu



black and white Microsoft Word newsletter available for download at www.branding.unirel.vt.edu



full-color Microsoft Word brochure available for download at www.branding.unirel.vt.edu



black and white Microsoft Word brochure available for download at www.branding.unirel.vt.edu



powerpoint templates available for download at www.branding.unirel.vt.edu

Web guidelines

A great university website leaves a strong, positive first impression with its visitors, including current and prospective students, their parents, institutional partners, faculty, staff, and the many others seeking information from or about the university. For many, the website serves as their introduction to Virginia Tech. It must communicate in a clear and consistent manner the university's mission, vision, and outstanding characteristics. This is our goal for the Virginia Tech website.

To meet this goal, University Relations and Information Technology have partnered to provide free services to the university community. A Web content management system (Ensemble CMS), catalog of templates, website elements, and consulting services are available to units.

The university's website is an official publication of Virginia Tech. Our print publications utilize a consistent style — a "family" look and feel — and adhere to well-defined identity standards. Similarly, our websites need to use consistent elements and adhere to similar guidelines.

To that end, guidelines governing website design and deployment are a necessary aspect of our concerted Web development strategy. These guidelines are based on industry best practices for Web navigation and usability, and they support Virginia Tech's identity standards, which protect and project our unique brand. Virginia Tech's homepage, as well as all sub-level pages, will utilize family templates provided by University Relations.

Website scope and target audiences

Virginia Tech's main website (www.vt.edu) serves as its most prominent face to the university community and its many publics. It encompasses the homepage and gateway pages linked from main navigation:

- About Virginia Tech
- Diversity
- Applying to Virginia Tech
- Tuition & Financial Aid
- Student Life
- Careers
- Academic Programs
- Research
- Outreach/Extension
- International
- Sports at Virginia Tech
- Arts at Virginia Tech
- Faculty & Staff
- Alumni & Friends
- Parents & Family
- Business & Industry
- Where We Are

The main website also includes other content areas (example: commencement information) and pages (example: privacy statement) housed directly under the vt.edu domain or one of its gateway pages. Collectively, these pages constitute the top- and second-level pages referenced in this manual.

The target audiences of the main website, as defined by the university, are

- Prospective students and their parents
- Current students and their parents
- Faculty and staff
- Alumni and friends
- Corporate and government research partners
- Guests of the university

Homepage

The Virginia Tech homepage provides a framework and mechanism for users to locate and retrieve official news and information through linked navigation located in the header and left-hand column, and contextual links within the center content area. The homepage template design is unique and is not intended to be used by other sites within the vt.edu domain.

Ensemble CMS templates

¹ Web Communications has made available a family of templates, with multiple design options, for use by academic and administrative units that have adopted the Ensemble CMS. All templates are designed to ensure compliance with the university's accessibility and security policies. Units that use these templates can gain access to modify the design, provided they have received training offered by the CMS team. All changes and enhancements to existing templates must be approved by the director of Web Communications before the modifications are published to ensure brand consistency. When special template needs arise, Web Communications will consider those on a case-by-case basis.

² We ask that primary administrative units use the family templates provided by Web Communications to ensure a consistent user experience and to support the university's brand.

³ Organizational units — colleges, vice presidents' divisions, departments, institutes, and centers — that choose to not use family templates and CSS provided by Web Communications are asked to follow these design guidelines:

- On the organizational unit's homepage, the Virginia Tech logo must be placed in the upper left corner of the page. No other mark or logo may appear above or to the left of the Virginia Tech logo. Appropriate logos for Web usage can be downloaded from the branding website.
- On sub-level pages within their websites, units may move the Virginia Tech logo to the upper right corner within the header area, and place their own logo or identity marker in the upper left corner of the page.
- Use colors from the university's family color palette, which also is available at the branding website. Maroon (hex #660000) is the university's primary color. Please design your websites accordingly to ensure consistency with family designs.
- The preferred locations for primary website navigation are either vertically in the left column (preferred), or horizontally below the header. This will ensure consistency with family templates. Best practices for navigation prioritize links relative to user needs and importance. We advise against organizing links alphabetically, as usability studies have shown that doing so is essentially the same as random organization.
- The preferred font family for navigation and body text is Arial. The preferred font family for headers is Times New Roman.

⁴ The Ensemble CMS enterprise solution (www.ensemble.cms.vt.edu) is also available and incorporates family templates, CSS, workflows, and other processes in a centralized system compliant with standards for security and accessibility. The use of Ensemble CMS and family templates not only will allow participating units to get websites to production more quickly, but it also will save untold work later as they maintain and continue to develop their websites.

⁵ Websites utilizing Ensemble CMS will by default be hosted centrally by IT, with the benefits of enhanced security, support, and backup services.



generic homepage template
vertical navigation

most pages in the CMS
will use the general content template.



generic homepage template
horizontal navigation



generic homepage template
horizontal navigation and scrolling photo selector

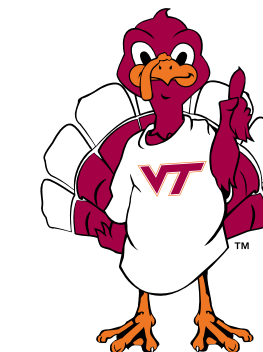
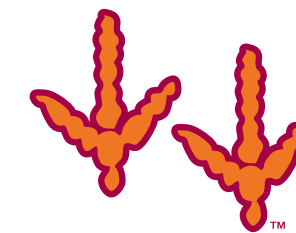
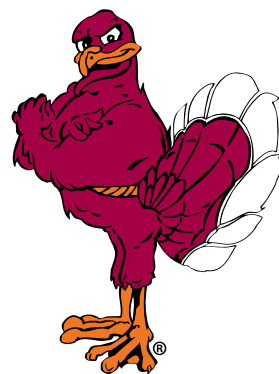


generic homepage template
mega nav



mobile template
in Ensemble

- 6 If a unit chooses not to use the CMS, its options are:
- Utilize family templates and CSS, with hosting provided by IT.
 - Utilize family templates and CSS, with local hosting by the unit.
 - Develop custom templates and CSS that follow the university's design guidelines (see #3 above), with hosting provided by IT.
 - Develop custom templates and CSS that follow the university's design guidelines (see #3 above), with local hosting by the unit. Units that choose to develop custom templates and CSS will be responsible and accountable for ensuring compliance with university standards for security and accessibility.
 - Commercial advertising is not permitted within the www.vt.edu domain or any of its subdomains.
 - All websites and Web pages within the www.vt.edu domain must adhere to the university's Acceptable Use Guidelines and the Standard for Securing Web Technology Resources.



Licensing and trademarks

University departments, colleges, and organizations, and outside companies must obtain written permission from Licensing and Trademarks to use Virginia Tech marks on specialty products or products for resale. This includes, but is not limited to, pens, notebooks, caps, shirts, jackets, glassware, pins, and key rings. Licensing will submit an approval email to the vendor printing the item. The email will serve as the university's approval to produce Virginia Tech marks and will inform the vendor of royalty requirements. Only licensed vendors may produce items bearing university trademarks for resale.

The university has registered the following marks:

- Virginia Tech®
- Hokies®

- Virginia Polytechnic Institute and State University®
- Invent the Future®

The trademarked HokieBird® and VT® logos are limited to athletic and informal usage and must not be used for administrative unit or academic applications, academic products, or university websites, including T-shirts, hats, or other promotional items for the internal or academic department.

The university shield and shield logo both have a protected area. No lines, words, or artwork may overlap or intersect this mark, and no changes may be made to the design. The shield is for restricted, formal use only and must not be used without permission from Licensing and Trademarks.

Most, but not all, uses of these marks must bear the ® registered mark. Licensing and Trademarks must state in its approval of each use of the mark whether the ® for registered mark or the ™ trademark symbol should be used.

The Virginia Tech Tartan

The Virginia Tech Tartan weaves a story of tradition. The burnt orange and Chicago maroon are the university's official colors that were adopted in 1896. The blue and white windowpane represents the Corps of Cadets that has produced leaders since 1872. For more information about the Virginia Tech Tartan, visit www.tartanregister.gov.uk/tartanDetails.aspx?ref=5668.

The university also uses the marks above, which must always bear the ™ trademark symbol.

The following marks are not acceptable in referring to the university, either graphically or editorially:

- VPI
- Va (or VA) Tech
- Virginia Polytechnic Institute
- Virginia Tech University

Virginia Tech marks may not be used in conjunction with other trademarks or registered marks without written permission from the owner of the mark.

Virginia Tech reserves the right to reject delivery of materials containing unauthorized or incorrect usage based on the guidelines in this document.

Licensing and Trademarks will provide assistance in determining proprietary rights (for example, using Virginia Tech with the Nike slogan "Just Do It," or using VT with U.Va.) and will answer questions about the status of a mark.

Virginia Tech marks may **not** be used in conjunction with references to alcohol or drugs. Nor will any use of university trademarks that is judged to be in poor taste be allowed.

Questions about the status of a mark for use with products meant for resale or printed on products (T-shirts, hats, specialty advertising) should be referred to Licensing and Trademarks. All other questions about use of university marks for non-resale or other printed uses should be directed to the brand marketing manager.

Endorsements

Although the Athletics Department and the university have entered into contractual endorsements of various businesses and services, no college or other unit of the university may endorse any product or service on behalf of the university or on behalf of a particular college or unit.

Outside entities will not be granted the use of the logo for any endorsements (see Policy 12000, section 22).

Students and departments

Students wanting to produce T-shirts and other commercial-type items must submit designs to Licensing and Trademarks for written approval through a licensed vendor or must email the artwork to Licensing and Trademarks.

Departments should adhere to the following guidelines for purchasing items bearing Virginia Tech trademarks per university guidelines.

No department or academic unit of the university shall be allowed to use the athletic trademarks (athletic VT, HokieBird, Hokie Tracks).

The design with official university logo being purchased must be submitted to Licensing and Trademarks for approval before the order is placed (or requisition sent to Purchasing).



The name of the vendor producing the order should be submitted to Licensing and Trademarks with the design.

The vendor must be licensed with the university or must sign a one-time limited agreement. If the vendor selected is not licensed, the licensing director will determine whether the vendor may be used.

If the design is approved, Licensing and Trademarks will write an approval allowing the vendor to produce the design and giving the vendor royalty information, including whether or not royalties are waived. A copy of the approval should be attached to the requisition package and submitted to Purchasing with the HokieMart order.

Royalties are usually waived for items produced exclusively for a university-affiliated club, organization, or department when the design bears the name of the group and the products are being sold to the members at cost. Items bearing university trademarks that are being sold as fundraisers by Registered Student Organizations (RSO) are usually not subject to standard royalty rates. The designs must be submitted for approval by Licensing and Trademarks, which will determine on a case-by-case basis whether royalties apply.



examples of approved merchandise

Licensees

Licensing protects and controls the use of Virginia Tech's name, nicknames, and other identifying marks for purposes of resale. Companies and individuals wishing to use these marks are required to enter into a nonexclusive trademark license agreement with the Collegiate Licensing Company (CLC). Contact them at www.clc.com.

Additional Information

For additional information about Virginia Tech's licensing program, contact Licensing and Trademarks.

Brand drivers

The university's primary messages.

Brand extension

A major, high-profile division of the core brand that directly supports the university's mission.

Brand positioning statement

The statement that best describes Virginia Tech and how we position ourselves in the marketplace.

Brand promise

What Virginia Tech promises to deliver to our audiences.

Brand structure

The brand architecture is the structure for strategically managing how Virginia Tech and its various divisions and units represent themselves in the marketplace.

Compatible typography

Typefaces that complement the logo and are used for supplementary copy, such as address blocks, signage, publications, and advertising.

Graphic element

A graphic element is an artistic style established by a graphic designer for consistent use with unit communication pieces. Graphic elements are usually made up of

things like images, line, shape, color, and texture, which are used to communicate the image of a particular unit within the larger Virginia Tech brand.

Logotype

The university's name designed in a unique and individual style.

Logo (Signature)

The official arrangement of the symbol and logotype.

Symbol

A graphic identifier, one that reflects the university's spirit and philosophy and promotes immediate identification by the public.

Tagline

Shorthand phrase that triggers our brand perceptions.

University brand

A consistent, encompassing approach to expressing the university's personality and aspirations.

Visual identity program

A system of visual communications, graphically coordinated in such a way that the public easily identifies Virginia Tech, its constituent parts, and its activities.

Content STYLE GUIDE

University Relations Style Guide

Introduction

American English is a richly varied language, full of choices. A style guide is not an effort to anoint one of two or more choices as being “correct.” That is not the point. A style guide is simply a list of the choices that have been made, mainly for consistency. The choices made in this style guide resulted from participation by University Relations staff members; consultation with various segments of the university; and consideration of the preferences, needs, and requirements of our several audiences.

This style guide notes specific rules and usages to be followed by authors and editors in the Office of University Relations and other campus 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, this style guide takes precedence. For other general rules, use a primary style guide that pertains to the publication you are writing or editing.

“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 news releases, Virginia Tech Magazine, other university magazines, brochures, and most documents targeting a general audience.

For more detail or when the “AP Stylebook” does not address a topic, use “The Chicago Manual of Style.”

Additional questions regarding this style guide may be directed to styleguide@vt.edu or 540-231-9468.

About our name

Our official name is Virginia Polytechnic Institute and State University, but using the full name is cumbersome. Thus, “Virginia Tech” is preferable in all but formal uses. Virginia Tech is used in news releases, feature articles, academic journals, and publications and on the Web.

When using the full name of the university, never use an ampersand instead of “and.” Never use VPI&SU, VPI and SU, VA Tech, or Virginia Tech University. “Tech” is acceptable after a first reference to “Virginia Tech,” but it should not be used repeatedly or solely. “VT” and “Va. Tech” are acceptable only in limited, informal situations, such as a news headline where space is tight. Do not use “VT” or “Va. Tech” in body copy, in titles of publications, on signs (if space permits), or in any “formal” publication.

“VPI,” which was the university’s acronym/nickname from 1896 to 1970, should be used only in historical contexts. The same is true for “VAMC,” the university’s acronym/nickname before 1896.

Abbreviations

While abbreviations or acronyms are appropriate in some situations, particularly when dealing with a long college name or title, please refrain from turning your press release, feature article, or publication into something that resembles alphabet soup. Attempt to find other ways to identify the subject rather than repeatedly using an acronym. When they must be used, always spell out names first.

Academic degrees

- As per AP, all degree abbreviations take periods.
- B.A., B.S. (no space after first period) bachelor of arts, bachelor of science
- M.A., M.S. master of arts, master of science
- Ed.D., Ph.D. doctor of education, doctor of philosophy
- M.B.A. (Exception: MBA is allowed in Pamplin publications) master of business administration

Do not add the word “degree” after an abbreviation of the degree.

Wrong: She’ll receive her Ph.D. degree this fall.

Right: She’ll receive her Ph.D. this fall.

Wrong: She has a B.A. degree in chemistry.

Right: She has a bachelor’s degree in chemistry.

Right: She has a bachelor of science in chemical engineering.

(See Capitalization for more on academic degrees)

Accreditation abbreviations

Do not use accreditation abbreviations (Examples: CFA, CRRA, CPA, AIA) after names in news releases or general university publications.

Colleges in second, third references

- College of Agriculture and Life Sciences: **CALS**
- College of Architecture and Urban Studies: **CAUS**
- College of Engineering: **COE**
- College of Liberal Arts and Human Sciences: **CLAHS**
- College of Natural Resources and Environment: **CNRE**
- Pamplin College of Business: **the Pamplin College, Pamplin**
- College of Science: **COS**
- Virginia-Maryland Regional College of Veterinary Medicine: **vet med, VMRCVM**

Casual references may drop “college of.” She is a senior in engineering.

Departments

Several departments have cumbersome official titles. Spell out the official name on first reference and revert to abbreviations afterward if desired.

Nova, NoVa, NOVA

Do not use under any circumstances as an abbreviation for Northern Virginia. (Note: Northern Virginia Community College is referred to as NOVA.)

State Council of Higher Education for Virginia (SCHEV)

Spell out on first use.

States

Spell out when state names stand alone. Use AP abbreviations when used with the name of a city in text. Use postal abbreviations in addresses but not in text.

AP state abbreviations (states not listed have no abbreviation):

Ala.	Ill.	Miss.	N.C.	Vt.
Ariz.	Ind.	Mo.	N.D.	Va.
Ark.	Kan.	Mont.	Okla.	Wash.
Calif.	Ky.	Neb.	Ore.	W.Va.
Colo.	La.	Nev.	Pa.	Wis.
Conn.	Md.	N.H.	R.I.	Wyo.
Del.	Mass.	N.J.	S.C.	
Fla.	Mich.	N.M.	S.D.	
Ga.	Minn.	N.Y.	Tenn.	

United States

U.S. (with periods) is acceptable in all uses.

Right: He came to the U.S. to get an education.

Right: Extension is part of the U.S. Department of Agriculture.

U.Va.

This is the abbreviation preferred by the University of Virginia.

Capitalization

Our preference is to follow AP and downstyle.

Academic degrees

When referring to degrees in general, downcase and use the possessive for bachelor's degree and master's degree.

However, bachelor of science, master of science.

Right: More than 1,000 students earned bachelor's degrees.

Right: Fewer than a dozen people hold doctorates in this field.

Do not capitalize formal names of degrees.

Right: He was the fourth generation of McKenzies to earn a master of arts in economics at Virginia Tech.

Academic titles

Capitalize University Distinguished Professor and Alumni Distinguished Professor (including the academic discipline, if provided) in all uses and Fellow when referring to a person being named a Fellow of a professional organization.

Capitalize and use the full names for professorships, endowed chairs, and scholarships.

Board of Visitors

The Board of Visitors of Virginia Polytechnic Institute and State University; Virginia Tech Board of Visitors; the Board of Visitors; the board.

Colleges/divisions/departments

Capitalize formal names of colleges and divisions of the university. A shorthand reference to the proper name is also capitalized, but the word "college" or "division" when used alone would not be.

Right: College of Liberal Arts and Human Sciences

Right: Division of Student Affairs, Student Affairs

Wrong: In the Business College, professors stress economics and quantum topics over management and human factors studies.

Wrong: In the Division, our mission is to put students first.

The formal full name of a department is capitalized but the informal reference is not. Department of History (but history department, English department).

Note: *The College of Architecture and Urban Studies refers to "programs" rather than departments. In this case, program should be capped when it is part of an official name.*

(See Odds and Ends for departments named after individuals.)

Commonwealth of Virginia

Capitalize the word "commonwealth" only when using the full proper name Commonwealth of Virginia. Lowercase when using alone. "State" is always lowercase except when used as part of the official name of another state, e.g., the State of North Carolina.

Cooperative Education Program

co-op program, co-op student. Do not use co-op in reference to Virginia Cooperative Extension.

Corps of Cadets

See Virginia Tech Corps of Cadets

Courses/programs

Lowercase when describing courses in general; uppercase the specific course or program.

Right: I took Organic Chemistry, Ancient Greek and Roman Mythology, General Physics Lab, and Elementary Calculus. I passed two of them but still was dropped from the Biochemistry Program.

Right: He is enrolled in a mathematics course, two literature courses, and a physical education class.

Dean, dean's list

dean (upper case only before a dean's name), dean's list

Departments

See Colleges/division/departments

Drillfield

Uppercase, one word.

Extension

Capitalize when used in reference to members or programs of Virginia Cooperative Extension, i.e., an Extension agent. Do not use Extension Service. Do not use "co-op" in reference to Virginia Cooperative Extension.

HokieBird

One word, capital "B."

Hokie Nation, Hokie Stone, Hokie Spirit

Capitalize the words "Nation," "Stone," and "Spirit."

the Lyric Theatre

Not The Lyric Theatre.

Office of ...

Using "Office of" is standard for all campus offices unless otherwise noted. Check the University Directory for official names.

Example: Office of Undergraduate Admissions

Pylons

Capitalize Pylons when referring to the entire edifice. Also capitalize the name of each pylon but not the word "pylon."

Right: A bugler played "Taps" at the Pylons.

Right: The eight pylons are Brotherhood, *Ut Prosim*, Leadership, Loyalty, Sacrifice, Honor, Service, and Duty.

Right: John is particularly fond of the Loyalty pylon.

Regions

Northern Virginia, Southwest Virginia (but southwestern Virginia), Tidewater, Southside (Southern Virginia is also allowed), Eastern Shore, Piedmont, Northern Neck

Titles

Titles preceding a personal name are uppercased. The title is lowercased when it stands alone or follows a personal name. Professor, assistant professor, and associate professor are capitalized before a name, which is an exception to AP.

Right: President Sands; Timothy Sands, president of Virginia Tech; the president

Right: Daniel B. Thorp, chair of the history department

Resident advisor

Lowercase "resident advisor," but when it is abbreviated, use capitals: R.A.

University

Lowercase "university" when referring to Virginia Tech in text.

Virginia Tech Corps of Cadets, Corps of Cadets

Capitalize Virginia Tech Corps of Cadets and Corps of Cadets. Otherwise, use lowercase: the corps, cadets. Do not capitalize "cadet" in front of a cadet's name.

Computers

Computer and Internet terms

blog	megabyte (abbreviated MB or mb)
CD-ROM	mouse (plural: mice or mouses)
database	multimedia
desktop publishing (DTP)	online
dot-com	podcast
download	Really Simple Syndication (abbreviated RSS)
e-book	terabyte
email (singular and plural)	Twitter
Facebook	upload
gigabyte	URL
homepage	weblog (also, blog)
HTML	website
Internet	wiki
keyboard	World Wide Web (also, the Web)
laptop	
logon, login, logoff	

Email and Web addresses

The university no longer italicizes email or Web addresses. The preferred style for Web addresses that start with the protocol “http://” is to leave the protocol off if it is followed by “www.” Use “http://” if it is not followed by “www” and use the protocol if it is something other than “http://.” Individuals can always opt to use the protocol as long as they are consistent within a publication.

When a Web address ends a sentence, finish with a period.

Numbers

University Relations follows the “AP Stylebook.” Spell out whole numbers one through nine; use numerals for 10 and above. Fractions standing alone are spelled out. For fractions with whole numbers, use numerals.

Right: She has eight cats and 11 dogs. About one-fifth of her salary goes to buy 2 1/2 tons of pet food each year.

In some cases, particularly when the primary purpose of a passage is to communicate university rankings or accomplishments, to make the salient information stand out, writers could either bold the numeral or ranking, or use “No. 2” instead of “second.”

Ages, dimensions

Use numerals for ages and dimensions.

Right: The boy was 2 years old.

Right: She is 7 feet tall.

Percent

Spell out the word “percent.” Do not repeat the word in a range. Do not spell out the numbers in percentages; use numerals.

Wrong: More than 30% of the students were below average.

Wrong: Fewer than five percent of students own airplanes.

Wrong: The tuition remission will be between 15 percent and 40 percent.

Right: The tuition increase will be between 5 and 10 percent.

Note: Use % in tables and charts.

Room numbers

203 Robeson Hall is preferred to Room 203 Robeson Hall

Telephone numbers

- **Preferred:** 202-555-4832
- **Acceptable:** (202) 555-4832
- **Acceptable:** 202.555.4832
- **Extensions:** 202-555-4832 ext. 123
- **Unacceptable:** 202/555/4832
- **Unacceptable:** 202/555-4832

Punctuation

We use the serial comma: “Basically, students will do course work in three major areas: economics, languages, and history.”

Apostrophes

- M.S.’s, Ph.D.’s (plurals)
- Plural of a single letter: A’s, B’s
- Decade as a noun: The 1990s were a profitable time. The ’90s saw a rise in enrollment.
- Decade as a possessive: His thesis discusses the 1990s’ cultural changes.

Books/videos/magazines, etc.

Follow AP style, which means no italics for composition titles. Use quote marks around book titles, computer game titles, movie titles, opera titles, play titles, poem titles, album and song titles, and the titles of lectures, speeches, and works of art. Names of newspapers, magazines, newsletters, journals and other compositions or publications are capitalized but do not take quotes. See AP entry for “composition titles” for more details.

Bulleted lists

For news releases, follow AP style on dashes, which calls for capitalizing the first word of each bulleted item and ending each one with a period, even if not a full sentence.

For publications, such as the Virginia Tech magazine, treat the bullets like graphical elements in a sentence.

Use a colon to introduce a list only when the text following the colon does not flow naturally from it. Generally, items that are complete sentences should be capped, and those that are fragments should be lowercase, but it depends on the context. In addition, terminal punctuation is optional for fragments. Be consistent within a list and a publication.

☐ The students in the Tuesday afternoon seminar were asked to

- read a chapter in a novel from the 18th century;
- write an essay comparing it with a chapter in a novel from the 20th century; and
- complete both assignments by 5 p.m.

☑ The students in the Tuesday afternoon seminar have two assignments and a deadline:

- Read a chapter in a novel from the 18th century.
- Write an essay comparing it with a chapter in a novel from the 20th century.
- Complete both projects by 5 p.m.

Commas

Do not use a comma before Jr., Sr., Inc., Ltd., or LLC.

Double spaces

Virginia Tech does **NOT** use double spaces between sentences in its publications.

Em dashes

Em dashes can be used either with or without a space before and after the dash, depending on preference. Usage must, however, be consistent within a document or publication.

Hyphens

- On-campus program, land-grant university (As a general rule, all compound modifiers should be hyphenated.)
- Vice president (no hyphen)
- Fundraising, fundraiser (preferred use is without a hyphen or a space)
- Highly developed (no hyphen with adverbs ending in “ly”)

Nonprofit, postgraduate, preadmission

No hyphen with “non,” “pre,” “post,” “sub,” etc., compounds.

Exceptions:

- When the second word in a pair is capitalized; e.g., non-English.
- Numbers; e.g., pre-1954.
- Re-create when used to mean create again; recreate is an awkward verb meaning to take part in recreation.
- When the last letter of a prefix is the same as the first letter in the second word, use a hyphen: anti-intellectual, pre-existing.

Quote marks

Use single quote marks in headlines and inside double quote marks to delineate quoted material.

Odds and ends

Address format

This is the standard format for a university address with a building name, including off-campus university offices. For other format examples, see the “Brand Guide” section.

Joe Hokie
 Department Name (MCxxxx)
 Building Name, RM or STE XXX, Virginia Tech
 XXX Street Name
 Blacksburg, VA 24061

The internal postal code used by Virginia Tech must not be used as a plus-4 zip code extension in addresses. Currently, there are no plus-4 zip code extensions established for the university, and the internal postal code is not recognized by the U.S. Postal Service.

Advisor, adviser

In a departure from AP style, the preferred spelling is “advisor,” which is used more commonly in academe. “Adviser” is acceptable in releases going to organizations that follow AP style.

African American, black

Either is acceptable for an American of African heritage, depending upon the subject’s preferences or the context of the document. Hyphenate African American when used as an adjective. Black is not capitalized. And remember that the terms are not always interchangeable, as not all black Americans trace their ancestry to Africa.

Alumnus, alumni, alumnae

Proper usage is as follows:

- alumnus — one male graduate
- alumni — more than one male graduate or a mixture of male and female graduates
- alumna — one female graduate
- alumnae — more than one female graduate
- alum — informal use only, one graduate
- alums — informal use only, more than one graduate

Classes

First-year student (avoid “freshman” when possible), sophomore, junior, senior, entering class, sophomore class, etc. But Class of 1940.

Note: *The 1936 entering class is the Class of 1940. If using the term “entering class,” always refer to the year corresponding to the fall that the class matriculated. If the students’ first school year is 2003-04, they are in the entering class of 2003.*

Right: The 1968 entering class had the highest average SAT score of any entering class in the previous 12 years.

For magazines and publications geared toward alumni audiences (which excludes the Research Magazine), the preferred style is to reference alumni degrees and class years in this manner: (biology ’77). For alumni with degrees in the same discipline, style as (biology ’77, M.S. ’79). For alumni with degrees in different disciplines, style as (biology ’77, M.S. chemistry ’79). The preferred style should not be used for current students. Instead, write around it, using phrases like, “Joe Smith, a sophomore majoring in English, ...”

Charles W. Steger

Use the former president’s middle initial on first reference.

Colleges, number of

Virginia Tech has eight colleges. Here is a sample paragraph:

The university offers bachelor’s degree programs through its seven undergraduate academic colleges: Agriculture and Life Sciences, Architecture and Urban Studies, Engineering, Liberal Arts and Human Sciences, Natural Resources and Environment, Pamplin College of Business, and Science. On the postgraduate level, the university offers master’s and doctoral degree programs through the Graduate School and a professional degree from the Virginia-Maryland Regional College of Veterinary Medicine.

Copyright

Copyrights in all publications published at Virginia Tech should list the university as the owner of the copyright regardless of the university college, department, program, center, institute, or other entity producing the publication. The copyright should appear as © followed by the year and the official name of the university — e.g., © 2007 Virginia Polytechnic Institute and State University.

Course work

Two words.

Courtesy titles

In general, do not use Mr., Miss, Mrs., or Ms.

Do **NOT** use Dr. except in first reference to medical doctors or veterinarians (see AP entry for “doctor” for full list). Use abbreviations of degrees (see abbreviations: academic degrees) after an individual’s name when needed to establish credentials. However, do not use both Dr. and degree abbreviations at the same time; e.g., Dr. Jane Smith, D.V.M.

Departments named for individuals

- Bradley Department of Electrical and Computer Engineering
- Charles E. Via Jr. Department of Civil and Environmental Engineering
- Grado Department of Industrial and Systems Engineering

EO/AA statement for publications

Version 1 (where space is not a consideration): Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, disability, gender, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. The university is subject to Titles VI and VII of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Sections 503 and 504 of the Rehabilitation Act of 1973; the Americans with Disabilities Act of 1990, as amended; the Age Discrimination in Employment Act; the Equal Pay Act; the Vietnam Era Veterans’ Readjustment Assistance Act of 1974; Federal Executive Order 11246; Genetic Information Nondiscrimination Act of 2008 (GINA); Virginia’s State Executive Order Number Two; and all other applicable rules and regulations. Anyone having questions concerning any of those regulations should contact the Office of Equity and Access, North End Center, 300 Turner Street NW Suite 2300 (0138), Blacksburg, VA 24061, 540-231-9331.

Version 2 (where space is a consideration): Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, disability, gender, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. Anyone having questions concerning discrimination or accessibility should contact the Office of Equity and Access.

Version 3 (where space is at a premium): Virginia Tech is an equal opportunity/affirmative action institution.

Faculty member

Faculty member (not “faculty” when referring to one member thereof)

Founders Day

Founders Day does not have an apostrophe.

Gender-specific language

Avoid unless intended. For example, never assume someone is male: A professor should always control his classes. Better: Professors should always control their classes.

Chair/chairman: Use chair to refer to the head of a committee unless the official title is chairman or chairwoman or the gender is known. Always use subject/pronoun consistency.

Right: Whom did they elect as chair of the committee?

Spokesman/spokeswoman: Avoid unless gender is known. Better to recast the sentence or use spokesperson.

Wrong: Who is the spokesman for our group?

Right: Who is the spokesperson for our group?

Right: Who speaks for our group?

Right: Cynthia Smith, spokeswoman for the group, explained the resolution.

Right: Chris Smith, speaking for the group, explained the resolution.

Graduate Life Center at Donaldson Brown

This is the official name and should be used on first reference. Graduate Life Center and GLC are acceptable second references.

Highty-Tighty, Highty-Tighties

Always use the hyphen.

Hokies, HokieBird

The term “Fighting Gobblers” is no longer used by the university.

LumenHAUS

See Virginia Tech LumenHAUS.

Master class

Two words.

Mission of the university

Virginia Polytechnic Institute and State University is a public land-grant university serving the Commonwealth of Virginia, the nation, and the world community. The discovery and dissemination of new knowledge are central to its mission. Through its focus on teaching and learning, research and discovery, and outreach and engagement, the university creates, conveys, and applies knowledge to expand personal growth and opportunity, advance social and community development, foster economic competitiveness, and improve the quality of life.

Outreach and International Affairs

Not “Division of” Outreach and International Affairs

Photo credits

Photos not taken by a university photographer should always include a credit, such as “Photo courtesy of...” or “Courtesy of...”

Residence hall

Not dormitory.

Schiffert Health Center

Not Student Health Center or the Infirmary.

Sue Ott Rowlands

Use the full name on first reference to the dean of the College of Liberal Arts and Human Sciences.

The Hotel Roanoke & Conference Center

Use the ampersand.

The Inn at Virginia Tech and Skelton Conference Center

Spell out “and.”

Theatre

Use this spelling when referring to the department on campus and its productions.

Timothy Sands

Do not use the president’s middle initial.

University Honors Program

Use University Honors Program for full name. Also, University Honors, honors student.

Students graduate with honors or in honors. “With honors” denotes graduates of the standard system with high grade point averages. “In honors” denotes graduates of the University Honors Program.

In addition there is the Honor System and Honor Code, which have to do with student conduct.

University motto

The university motto is *Ut Prosim*, but we add the English translation to it in first reference. When adding the translation, it should be styled *Ut Prosim* (That I May Serve), with *Ut Prosim* italicized.

University-wide, campus-wide

(but nationwide, statewide, worldwide)

Virginia Tech Carilion School of Medicine and Research Institute

The entire entity should be referred to as the Virginia Tech Carilion School of Medicine and Research Institute. But when referring specifically to one or the other, it should be Virginia Tech Carilion School of Medicine or Virginia Tech Carilion Research Institute. Use VTC School of Medicine or VTC Research Institute for shorthand in informal applications and in second and subsequent references, and/or the acronyms VTCSOM or VTCRI as shorthand in body copy.

Virginia Tech LumenHAUS

Virginia Tech LumenHAUS is the official name of the university’s 2010 solar house. Do not use “LumenHAUS” alone. Second reference should be “2010 solar house.”

Year span style

Preferred style for a span of years is 2011-12. Also acceptable for design purposes is 2011-2012.

Zip code

In a departure from AP style, use “zip code,” not “ZIP code.”

Buildings/facilities/ landmarks

(This list might not include some newer buildings. See www.vt.edu/about/buildings/index.html for more information.)

Agnew Hall
Agriculture/Forestry Research Laboratory Facility
Air Conditioning Facility
Alexandria Research Institute
Alphin-Stuart Livestock Teaching Arena
Alumni Mall (was The Mall)
Ambler Johnston Hall
Aquatic Medicine Laboratory
Architecture Annex
Armory
Art and Design Learning Center
April 16 Memorial
Barringer Hall
Bioinformatics Phase I
Bioinformatics Phase II
Bishop-Favrao Hall
Black Box Theatre
Brodie Hall
Burchard Hall
Burrows-Burleson Tennis Center
Burruss Hall
Campbell Hall
Cassell Coliseum
Center for the Arts at Virginia Tech (opening in 2013)
Center for European Studies and Architecture
Cheatham Hall

Cochrane Hall
Cowgill Hall
Cranwell International Center
Dairy Science Complex
Davidson Hall
Derring Hall
Dietrick Hall
Drillfield (in front of Burruss Hall; others are drill fields)
Duck Pond
Durham Hall
Eggleston Hall
Engel Hall
English Field (baseball stadium)
Femoyer Hall
Fleet Services
Food Science and Technology
Fralin Life Science Institute
Garnett E. and Patsy T. Smith Career Center
GBJ (see Johnston Student Center)
Graduate Life Center at Donaldson Brown
Greenhouses
Hahn Hall-North Wing
Hahn Hall-South Wing
Hahn Garden Pavilion and Horticulture Garden
Hahn Hurst Basketball Practice Center
Hampton Roads Education Center
Hancock Hall
Harper Hall
Harry T. Peters Large Animal Clinic

Health and Safety Building
Henderson Hall
Henderson Lawn
Hillcrest Hall
Holden Hall
Holtzman Alumni Center
Hotel Roanoke & Conference Center
(see The Hotel Roanoke & Conference Center)
Human Resources Annex
Hutcheson Hall
Institute for Critical Technology and Applied Science
(ICTASII)
Jamerson Athletic Center
Johnson Hall
Johnston Student Center
(commonly called GBJ; not the student center, see Squires)
Kelly Hall
Lane Hall
Lane Stadium
Latham Hall
Lavery Hall
Lee Hall
Life Sciences I Facility
Litton-Reaves Hall
(named after two people; never Reaves Hall)
Major Williams Hall (not the same as Williams Hall)
Marion duPont Scott Equine Medical Center
McBryde Hall
McComas Hall
Media Annex

Media Building
Merryman Athletic Center
Miles Hall
Military Building
Miller-Johnson Track
Monteith Hall
New Hall West
Newman Hall
New Residence Hall East
Newman Library (Carol M. Newman Library)
Norris Hall
North End Center
O'Shaughnessy Hall
Oak Lane Community
Old Security Building
Owens Hall
Pack Building
Pamplin Hall
Parking Services Building
Patton Hall
Payne Hall
Peddrew-Yates Hall
Performing Arts Building
Perry Street Parking Deck
Pete Dye River Course of Virginia Tech
Price Hall
Pritchard Hall
the Pylons
Randolph Hall

Rasche Hall
Rector Field House
Reynolds Homestead
Richard B. Talbot Educational Resources Center
Robeson Hall
Sandy Hall
Saunders Hall
Seitz Hall
Shanks Hall
Signature Engineering Building
Skelton Conference Center
Slusher Hall
Smith Career Center
Smith House
Smyth Hall
Solitude
Southgate Center
Squires Student Center, the student center
Sterrett Facility Complex
Student Services Building
Theatre 101
The Grove (the president's house)
The Hotel Roanoke & Conference Center
The Inn at Virginia Tech and Skelton Conference Center
Thomas Hall
Torgersen Hall
University Bookstore
University Club

University Libraries
Vawter Hall
Virginia Bioinformatics Institute
Virginia-Maryland Regional College of Veterinary Medicine
Virginia Tech Carilion School of Medicine and Research Institute
Virginia Tech Corporate Research Center
Virginia Tech Research Center — Arlington
Virginia Tech Richmond Center
Virginia Tech Roanoke Center
Virginia Tech Southwest Center
Visitor and Undergraduate Admissions Center
Volume Two
Wallace Annex
Wallace Hall
War Memorial Chapel
War Memorial Hall
Washington-Alexandria Architecture Center
Whitethorne-Kentland Research Farm, the research farm
Whittemore Hall
William E. Lavery Health Research Center
Williams Hall
Worsham Field
Women's Center at Virginia Tech
Women's Softball Field
Wright House

Brand Marketing Manager

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540-231-3899

Licensing and Trademarks

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540-231-3748

Marketing and Publications

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Marketing and Publications Request Form

www.unirel.vt.edu/marketing/request-form.html

Photography

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Photography Services Request Form

www.unirel.vt.edu/photography/photo/photo-request-form.html

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