



The **BRAND GUIDE**

Virginia Tech Identity Standards and Style Guide





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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 – a brand is a reflection of the organization, a representation of its reputation. Our current brand guidelines encapsulate the image, primary messaging, and various ways to represent the university. 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 communications 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*.



Raleigh typeface



Do not use Virginia Tech in the Raleigh typeface without the shield. Use a different preferred font. (see [Typography on page 11](#))

1 Logo

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

2 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.

3 Tagline

Virginia Tech's registered tagline, Invent the Future, captures the spirit and personality of the university.



Arial bold italic, with loose tracking (letter spacing)

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.

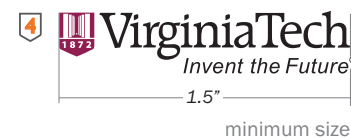
The preferred placement of the university logo with tagline followed by the ® designation is on the front cover of periodicals and brochures, and in advertising (including print, broadcast, Web, outdoor, and posters/flyers), except when using brand extension logos. If a brand extension logo is used, then the tagline, including the ® designation, should appear on the front or back cover. Exceptions must be approved by the associate vice president of University Relations.

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. For licensed commercial products, the ™ or the ® designation will be used, depending on the application (see [Licensing on page 50](#)).

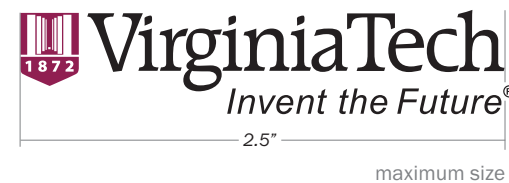
The tagline should not be used as a headline. When used alone, the tagline should appear in Franklin Gothic ITC Demi italic or Arial bold italic with loose letter spacing in black, official colors of the university, or screens of these colors. It is permissible to reverse the tagline on dark backgrounds that are not conducive to black or official colors.



minimum size



preferred size



maximum size



do not stretch the logo



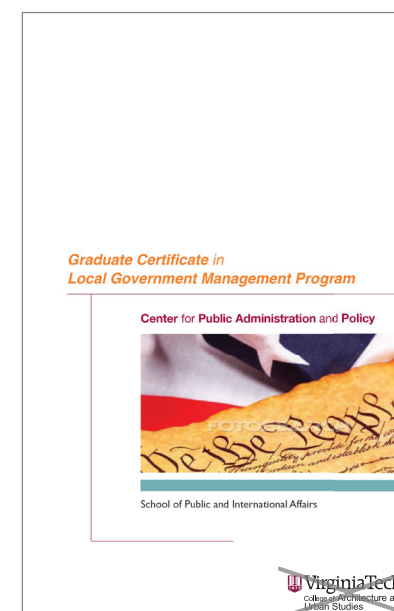
do not squish the logo

4 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.

5 Proportions

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



6 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 a way that would appear to create a distinct combined logo.



External use

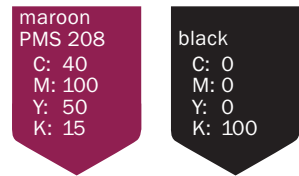
Requests to use the university logo for presentations, websites, or other communications are granted for one-time use on a case-by-case basis. Please use the Logo Request Form on the branding website.

Logos may be used by external organizations to express the role of Virginia Tech as a partner or an affiliation. Careful consideration is given to avoid the appearance of endorsement. In all instances, the appropriate ® or ™ 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 materials, use an AI (Illustrator), EPS, TIFF, or PDF file type.
- For logos used on a screen or online, use a JPEG, PNG, or GIF file type.
- If you need a logo with a transparent background, use the AI, EPS, or PNG file type.
- For keeping a version that you can edit, choose your software's native file format (AI or EPS for Adobe Illustrator, PSD for Photoshop, etc.).



standard reversed logo on black



standard reversed logo on maroon



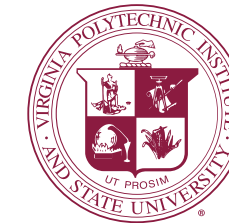
standard reversed logo on orange



standard reversed logo on light gray



university seal in maroon and orange



university seal in maroon



university seal in black and white



university seal in orange



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 logo-type.

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.

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.



Secondary logo (Restricted use)

Use of this alternative configuration is limited to 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.

Athletic logo and the HokieBird

The athletic logo and/or the HokieBird are not approved for use by colleges, departments, institutes, centers, or programs.

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



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.

Currently, brand extensions are the only entities allowed to use the name of their unit in type directly under the university logo. Other units must follow space guidelines for placement under their name.

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 College of Veterinary Medicine
- 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

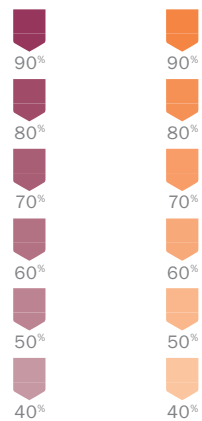
- Virginia Tech Services
 - University Bookstore
 - Volume Two Bookstore
- WVTF Public Radio
- Virginia Cooperative Extension
- Institute for Advanced Learning and Research

Virginia Tech Carilion School of Medicine and Research Institute as well as Virginia Cooperative Extension have their own separate style guides for these brands.

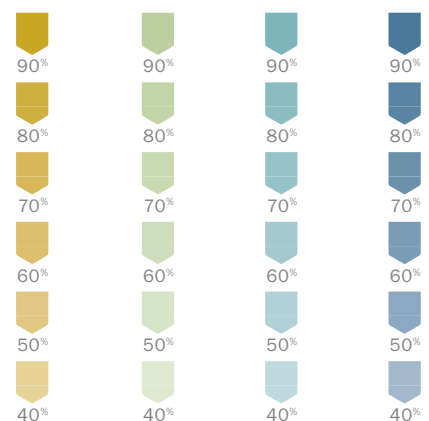
Official university colors



prominent design color accent color



*Secondary print colors



*secondary colors should not be used exclusively

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.



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)

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)

primary sans-serif fonts

These fonts are preferred as the most appropriate for general usage in Virginia Tech print communications. (see examples of use on pages 18-27).

Please use Arial or Franklin Gothic for internal unit promotional items (cups, pens, etc.).

Sans-serif fonts

In typography, a sans-serif typeface is one that does not have small lines called “serifs” at the ends of each char-



Adobe Jensen Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890!@#%\$%^&*()

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

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890!@#%\$%^&*()

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

primary serif fonts

Best practices for ADA accessibility

- Use a sans-serif font
- Keep the same font throughout the presentation
- On screen, font size should be 24 pt. or greater
- No more than three different font sizes per slide
- Text should not overlap anything

Gill Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Impact

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Myriad Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

News Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Tanek

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

secondary sans-serif fonts

acter. Sans-serif fonts also tend to have less line-width variation than serif fonts.

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

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.





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.

Brand refresh for units

Those responsible for protecting the university's brand understand the motivation to adopt a unique visual style for a particular unit. Refreshing a particular unit's overall "brand image" can give a unit its own unique style while following the university's brand guidelines for creative expression.

A graphic artist may use graphic elements along with the university's brand design elements in a unique way to express and communicate a particular unit's brand through artistic style. This style will more effectively communicate a particular unit while remaining a part

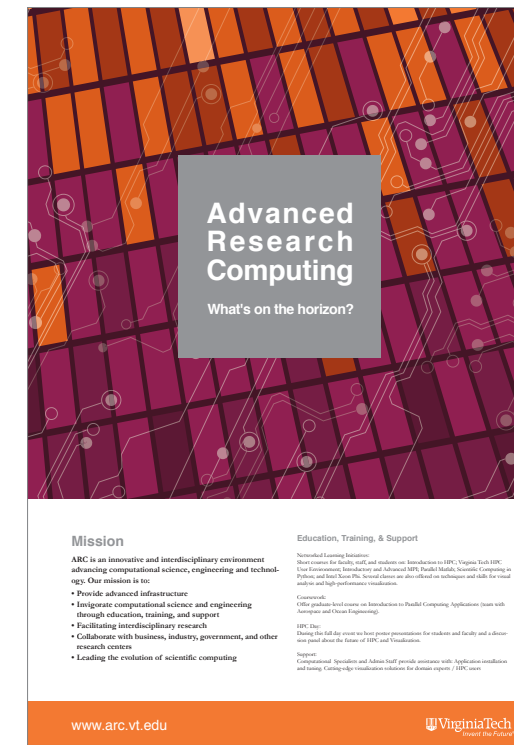
of the Virginia Tech brand. These elements are used in a consistent manner for a variety of applications. Using graphic elements (usually made up of things like images, lines, shapes, colors, and textures) to communicate the image of a particular unit within the larger Virginia Tech brand is just one way to communicate the application of a unit's own brand. These art elements cannot be used as a stand-alone graphic or 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 Request Form for assistance with your brand refresh project.

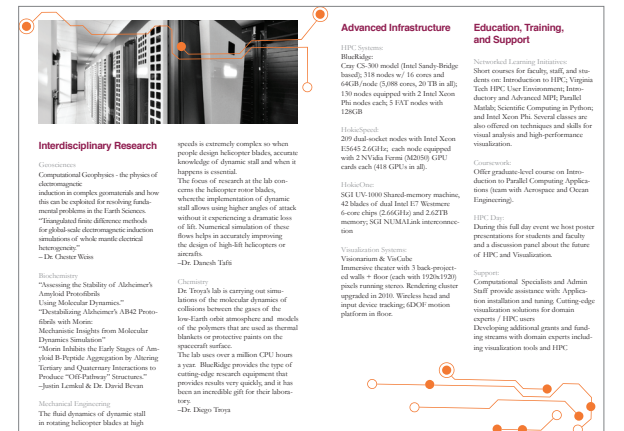
Designing "within the Virginia Tech brand guidelines" need not be confusing or complicated. The following pages feature examples of communication materials that use brand guidelines while maintaining unique appeal for each unit.



poster **BEFORE**



poster **AFTER**



8.5" X 11" tri-fold (cover and inside) **AFTER**

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:

- Proper use of the branded logo and university tagline, Invent the Future.
- Bold and creative use of typography with the approved fonts.
- 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. Maroon (PMS 208) should be the prominent color used, while orange (PMS 158) and secondary colors are to be used as the accents.
- A flexible grid of one to four vertical columns that consist of type and images, and frequently used visible grid lines when desired. These design components embody the university's dynamic and innovative culture. Examples on the following pages illustrate a wide range of layout options using our various grid designs.

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

Approval from the brand marketing manager is required for all external advertising, including posters, postcards, outdoor materials, online, broadcast, or print advertising to ensure compliance with brand guidelines, identity policy, and brand messaging.

The official university logo with the Invent the Future tagline and registered mark ® must be used in all advertising.

All advertising must be submitted to the brand marketing manager at least ONE WEEK before the publication artwork/materials deadline in case there are changes that much be made to the artwork before publication.

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

Need help?

For assistance with and development of branded publications, presentations, displays, or advertising, please use the University Relations Design/Editing/Marketing Request Form.



Create Your Experience



A hands-on, minds-on learning and research environment inside and outside the classroom.

Create a better symphony.
Invent a better future.

VirginiaTech *Invent the Future* [Start now.]

430px X 225px virginia tech online ad

Create Your Experience



A hands-on, minds-on learning and research environment inside and outside the classroom.

Create knowledge and breakthroughs with art and technology.

Create a better symphony.
Invent a better future.

[Start now.]



300px X 600px virginia tech online ad

Virginia Tech MBA

Executive Professional Evening

Which one's right for you?

VirginiaTech *Invent the Future* | MBA [mba.vt.edu]

NORTHERN VIRGINIA ROANOKE RICHMOND

print ad

Three different options.

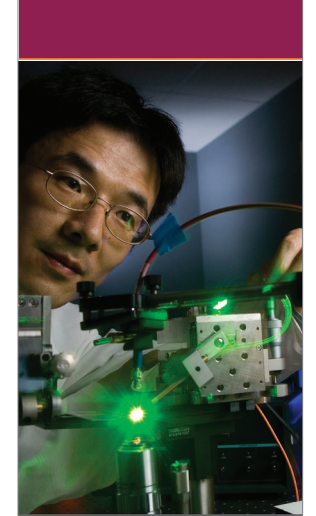
Executive | Professional | Evening

One valuable MBA.

VirginiaTech *Invent the Future* | MBA

NORTHERN VIRGINIA ROANOKE RICHMOND

300px X 250px college online ad



Innovation starts here.

At Virginia Tech, collaboration is at our core. Together with business and industry, we accelerate entrepreneurialism and impact economies through 15 consecutive years of research growth and 660 collaborative sponsored research awards last year.

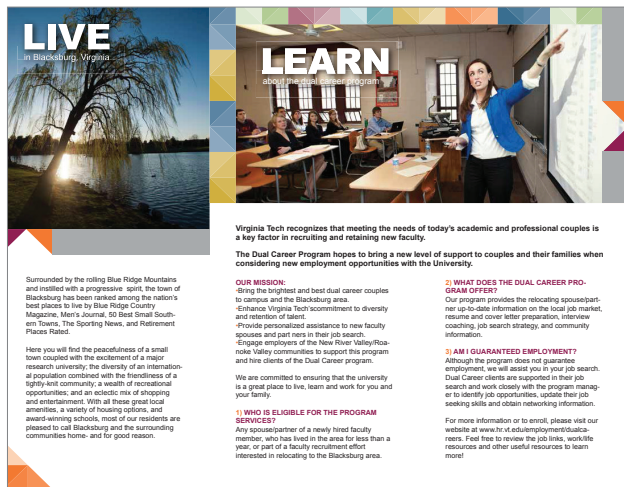
Invent cancer treatments. Build resilient communities. Lead the world in cyber security, advance the science of sustainability, and create technology.

Let's get started.

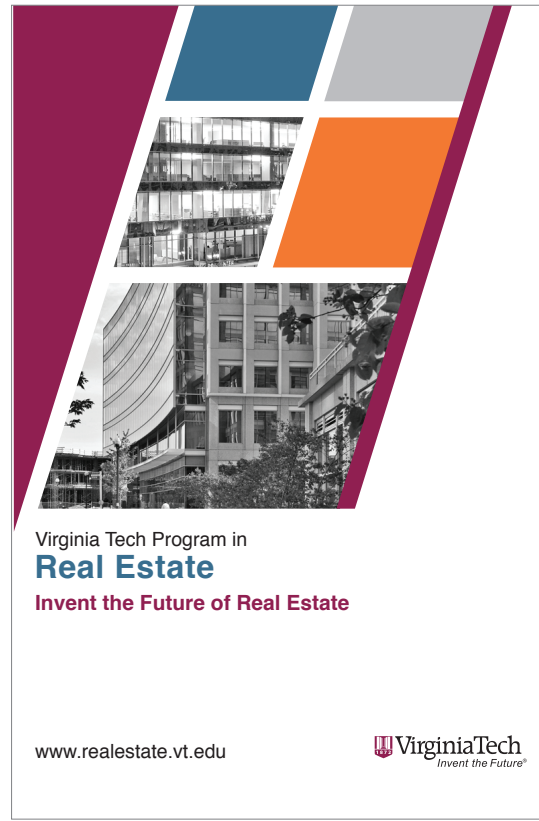
ThisIsTheFuture.com



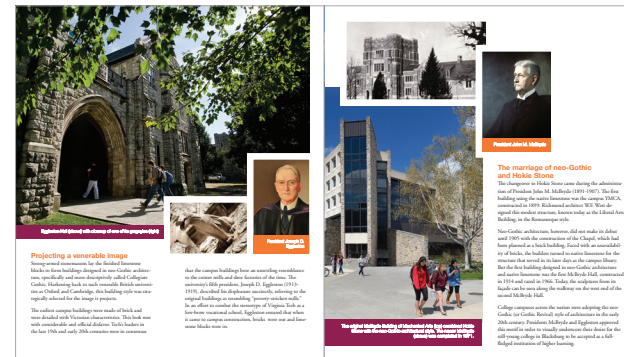
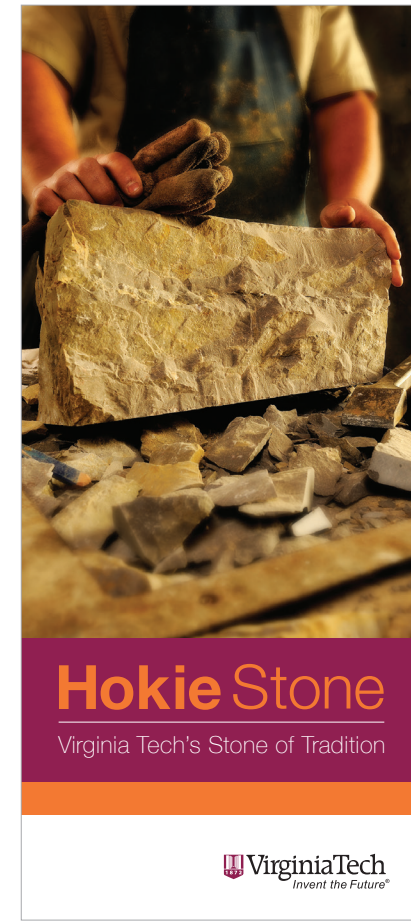
2.25" X 10" print ad



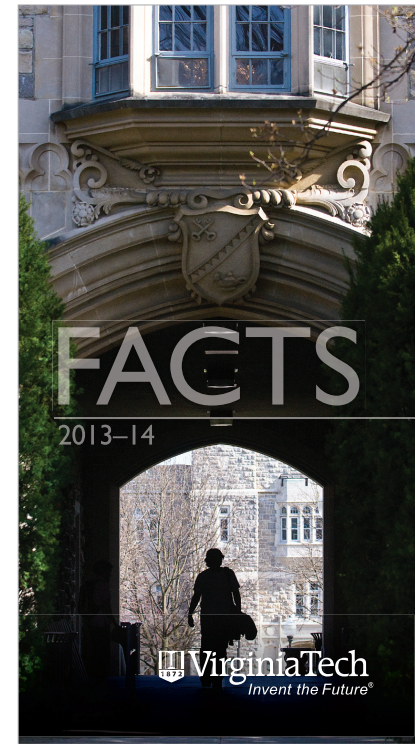
8.5" X 11" tri-fold (cover and inside)



8.5" X 11" bi-fold (cover and inside)



8-page, saddlestitch (cover and two inside spreads)



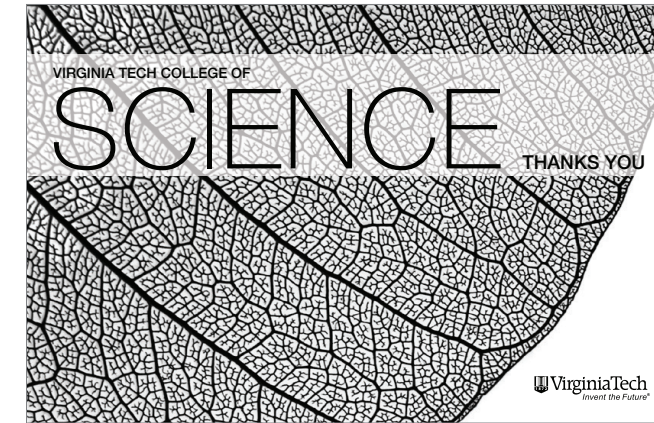
5-page, rollfold (cover and inside spreads)



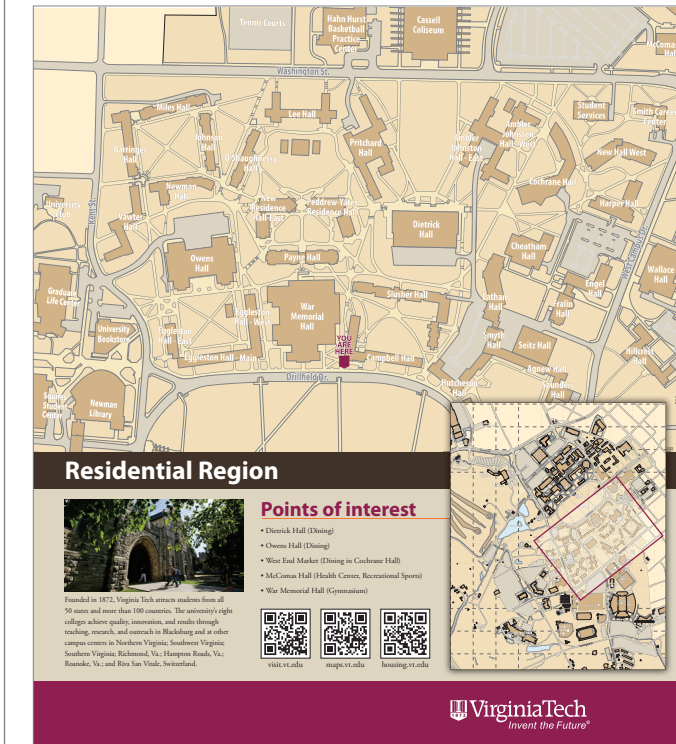
poster



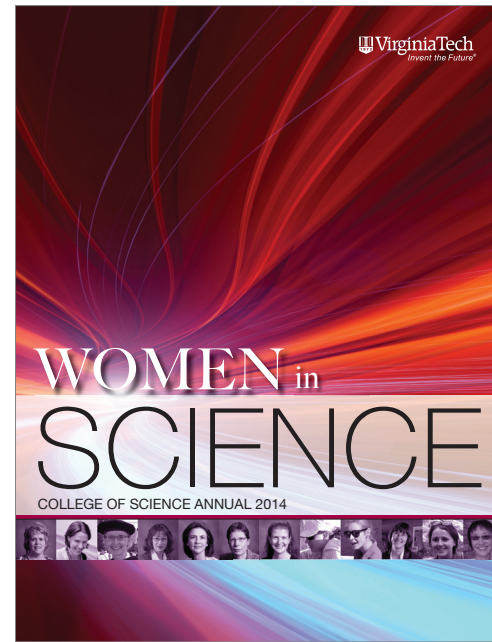
9" X 12" folder (cover and inside pockets)



5.5" X 8.5" postcard fronts



map kiosk



primary university logo used on the front cover



brand extension logo used on the back cover



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

(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.)



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



secondary business card



colleges and other brand extensions (two-color)



(black and white)

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.

Student business cards

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.

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

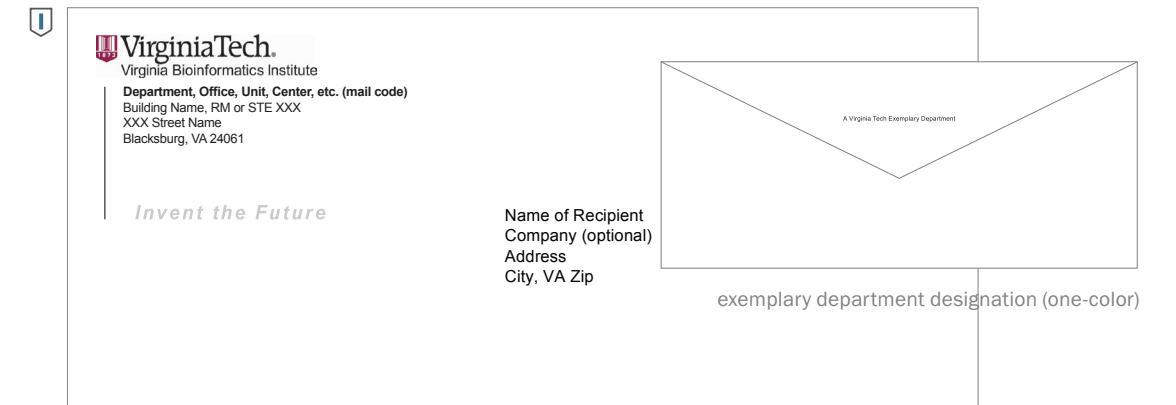
Departments that earn the distinct designation as "exemplary departments" may include this designation on the back flap of their envelopes for up to five years after receiving the exemplary department award.

Mailing labels

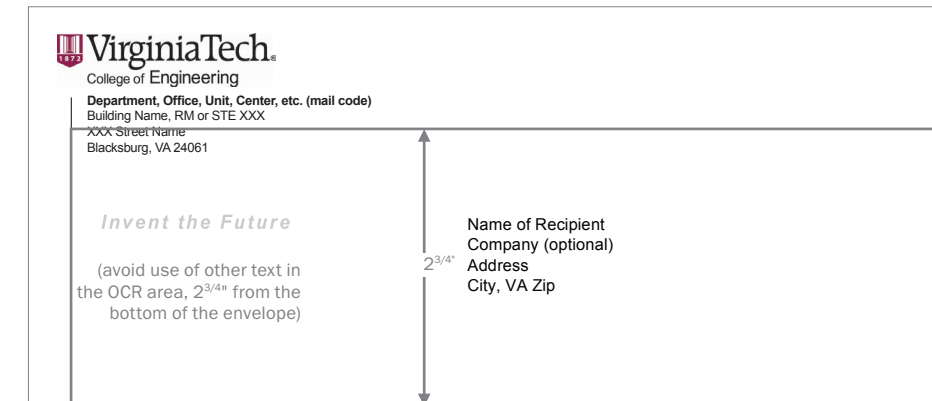
A downloadable mailing label template for desktop printing is available.

Email signature

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



administrative units and centers (two-color) — 50% of actual size



colleges and other brand extensions (two-color)



Photography

When it comes to expressing the Virginia Tech brand, photographs are visual storytelling. Bold, graphic, professional quality 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.

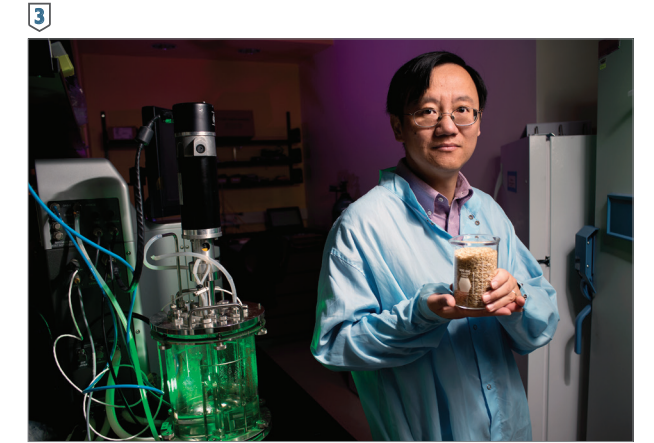
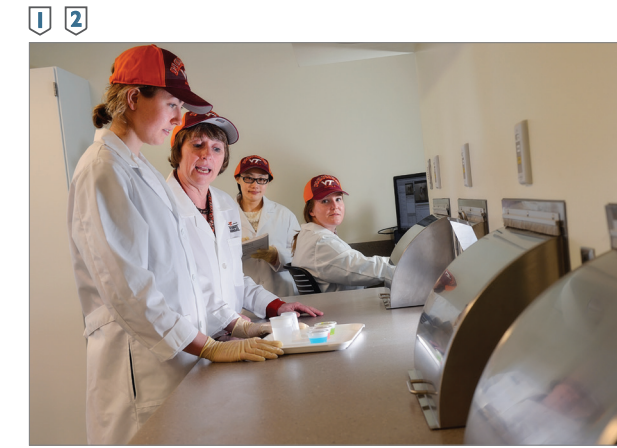
Iconic locations

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).



To access the photo library, go to www.photolibrary.unirel.vt.edu/pages/home.php. Contact University Relations Photography for access.

Videography

Successfully expressing the Virginia Tech brand through videography requires a purposeful approach. A blend of branded content, graphics, titles, and messaging will make the final product an effective conveyer of the brand.

Working with University Relations video producers/directors can help you achieve your media goals in telling the Virginia Tech story. But for video projects you do on your own, incorporating elements of the brand will strengthen the Virginia Tech connection.

1 People

Our people are our greatest asset, and no one tells the Virginia Tech story better. Use text to identify them by their affiliation with the university, and choose a sans-serif font such as Arial and Helvetica.

2 Buildings

Virginia Tech's iconic buildings and locations immediately place viewers on campus and make visually compelling backgrounds. When appropriate, including building signage in the shot increases brand clarity.

3 Events

Virginia Tech events, such as commencement, are inherently branded, especially when Virginia Tech visual references such as apparel, signage, and colors are included.

4 Activities

Video scenes of research, learning, and outreach convey our brand drivers to audiences.

5 Logos

Using a Virginia Tech logo at the beginning and end reinforces the video's brand identity. This logo can be full screen or placed over video.

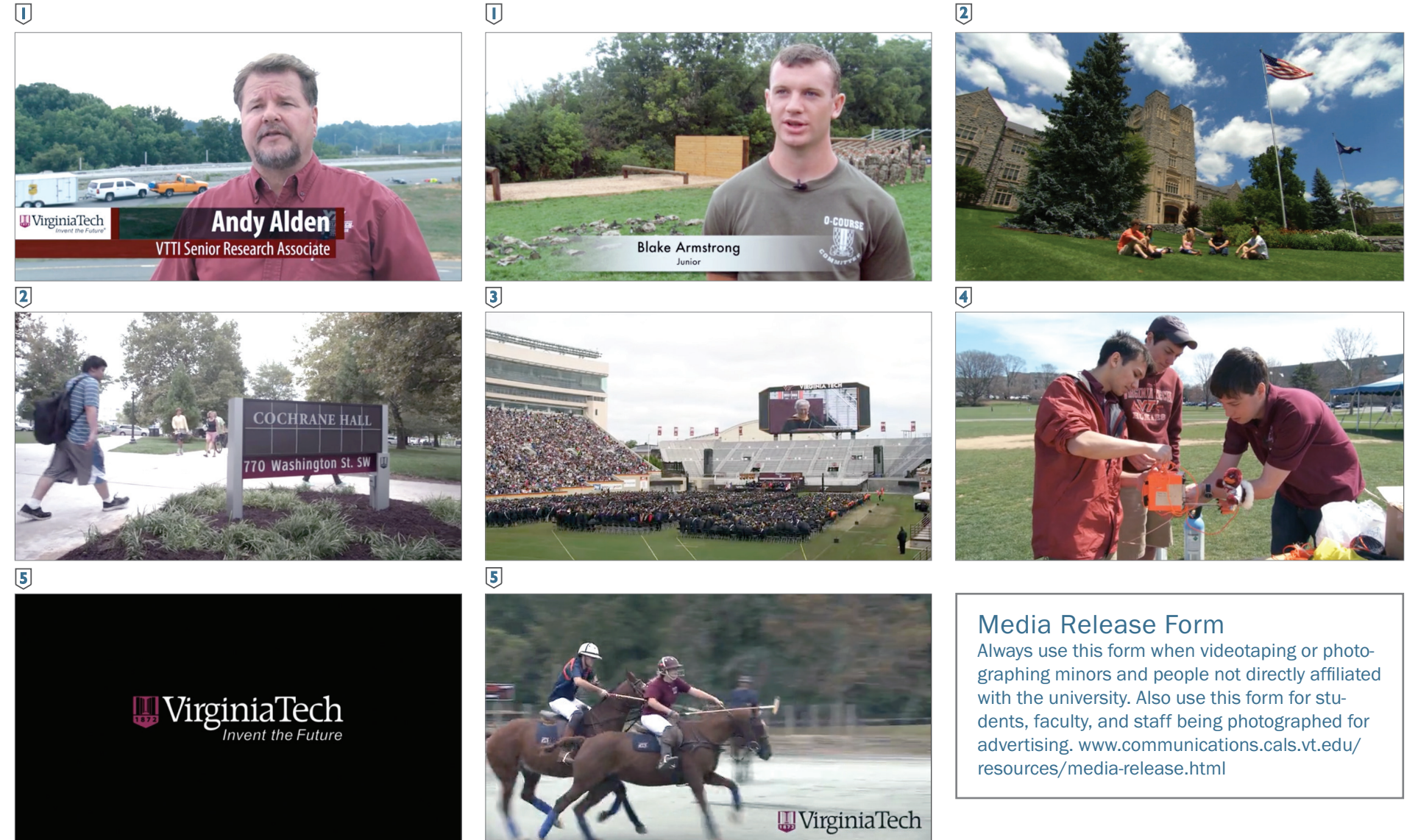


Virginia Tech logos

Several logos are available through Visual and Broadcast Communications.

Music Library

Using copyrighted music in a video is against the law. Virginia Tech has a GMP Music Library license so that employees may download music from the library's website for use in official university video projects.



Media Release Form

Always use this form when videotaping or photographing minors and people not directly affiliated with the university. Also use this form for students, faculty, and staff being photographed for advertising. www.communications.cals.vt.edu/resources/media-release.html

Web guidelines

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.

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
- Academic Programs
- Admissions and Aid
- Arts at Virginia Tech
- Careers
- Outreach/Extension
- Research
- Student Life

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 secondary pages.

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. The homepage template design is unique and should not be used by any other sites within the vt.edu domain.

Ensemble content management system 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 content management system (CMS). All templates are designed to ensure compliance with the university's accessibility and security policies. 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.

2 Units that use these templates can gain access to modify the design, provided they have received training offered by the CMS team. The director of Web Communications must review and approve all changes and enhancements to existing templates 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.

3 Organizational units — colleges, vice presidents' divisions, departments, institutes, and centers — that choose to not use family templates and cascading style sheets (CSS) provided by Web Communications are expected 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. Orange (hex #ff6600) should be used only as an accent 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 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.

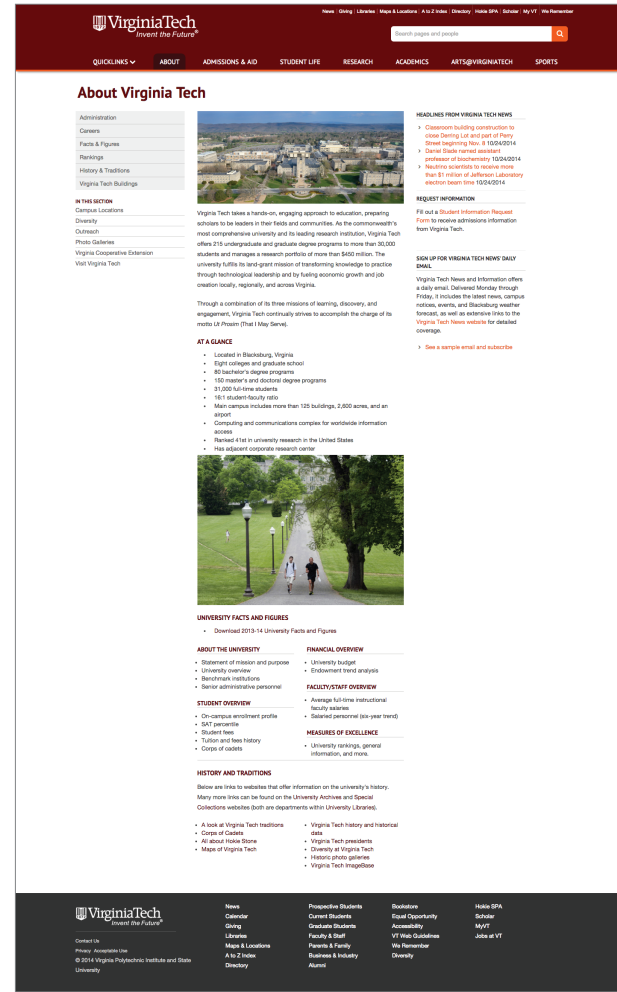
Responsive templates

In August 2013, University Relations launched a new design theme for the Virginia Tech homepage and top-level pages, such as About, Admissions & Aid, Academics, and Student Life. The new template stays true to existing branding guidelines but expands the flexibility of the design and contains a built-in responsive solution that makes the site accessible on tablets and smart phones.

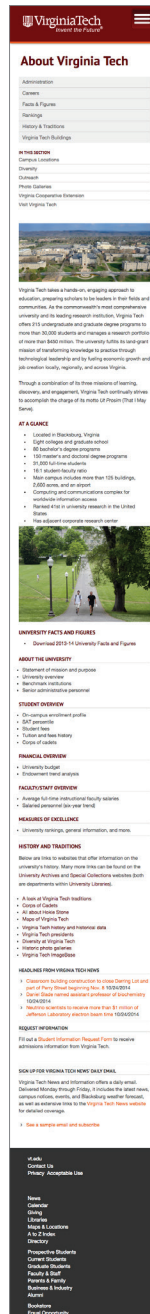
The theme that was developed to create these templates is now available in the university's Ensemble content management system. The homepage template that is used for vt.edu will not be made available and is not intended to be shared with other units because of its unique role as the university's main page. The secondary page and additional coding that has been done for the theme to work with other content types in the CMS will be available for use.

Best practices for using the template

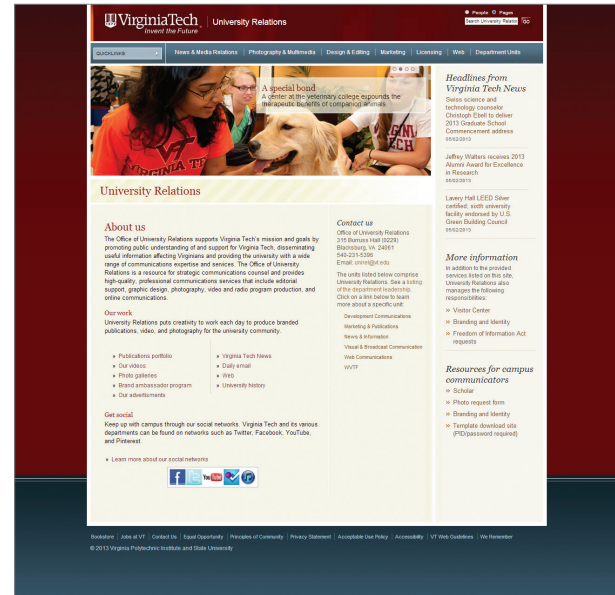
- Use horizontal images wherever possible. They orient better when accessed from a mobile device and fit with this design more cleanly. In some templates, we even letterbox vertical images to make them horizontal. Request horizontal studio portraits when you have traditional vertical ones made. Especially for your executive staff. Or crop headshots to square.
- Minimize your top-level navigation. The more items you feature at the top level (remember, seven is the limit for this theme), the more a user will need to scroll through on a mobile screen.
- Make your text easy to scan: Use subheads to break up large chunks of content.



responsive template
(at desktop width)



responsive mobile template
(at mobile phone breakpoint)



generic homepage template
horizontal navigation



generic homepage template
vertical navigation

most pages in the CMS will use the general content template

Ensemble CMS

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.

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

The university is in the process of acquiring a content management system. It will still be called Ensemble. Updates on the project will be posted to the Ensemble website. The new system will be online by June 2015.



area **identification**



Interior signage

A silver metal signage system with a paper insert for easy updating was established by the Office of University Planning in 2008 and is being implemented as projects allow. Rooms are assigned a permanent room number by Facilities Services and are identified by a

code required sign. Paper inserts identify the function or occupant of the room and can be changed as required by the department. Units may add identifying signage including directories, etched glass doors, or raised metal lettering at the entrance to their space. Signage projects are requested through Facilities Services. Branding and



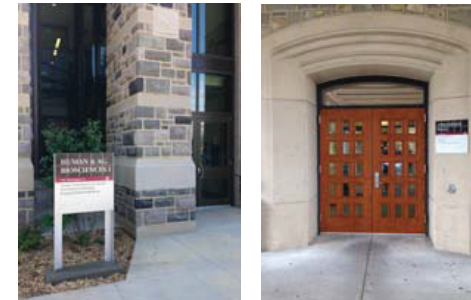
tan and maroon plastic signage exists in one-third of campus buildings and can be updated as required



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

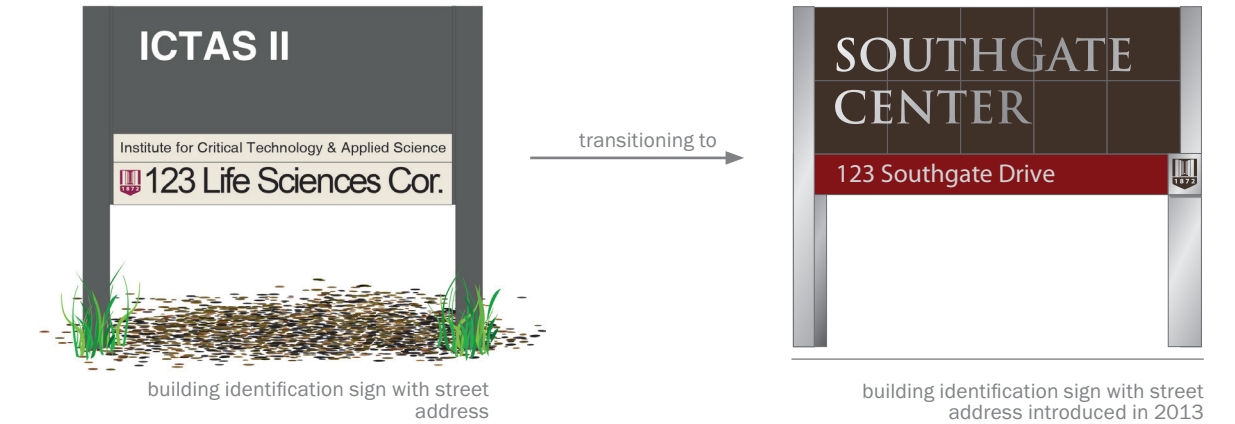
room **identification signage**

visual identity of units is requested through University Relations. Dedicatory plaques and donor recognition are requested through University Development. Safety signage is requested through EHS.



Exterior signage

A new signage system has been established by the Office of University Planning and is being implemented on campus as projects allow. Building identification signs provide the street address for emergency response at the street level and smaller signs identify primary units at the entrances. The Virginia Tech brand is incorporated through use of official university maroon and the logo.



wayfinding and signage system

University signage requests

All university signage must meet the standards established by the Office of University Planning for uniform visual identity as well as accessibility and safety requirements.

To find out how to initiate a new signage project or to update existing signage, contact Facilities customer service: 231-4300 or vtrepair@vt.edu.

Questions concerning university signage standards should be directed to the Office of University Planning: 231-4679 or laleigh@vt.edu.



10' x 10' portable pop-up display



standard reversed logo on a black podium sign



solid maroon logo on a cream podium sign



die-cut metal 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



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 color. Otherwise, the official university colors of black, pantone 208 (maroon), and pantone 158 (orange) should always be used.

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 name tags are **available for download at www.branding.unirel.vt.edu**.

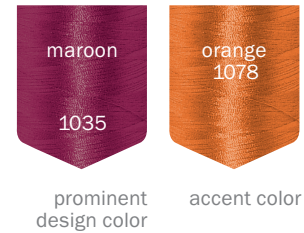
Permanent name tags include the university logo and tagline. The flush left design and font usage reflect a branded approach. Use of brand extension logos is optional. In rare instances when additional logos are included, the university brand must predominate.

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

Brand APPLICATION

What are students allowed to use?

Official university
thread colors



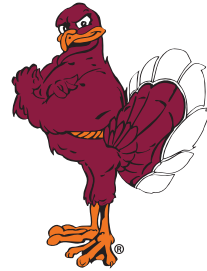
 VirginiaTech[®]

 VirginiaTech
Invent the Future[®]

Invent the Future[®]
for printed materials only

Invent the Future[™]
for product use only

Hokies[®]
Hokie[™]



Modifying or incorporating logos

Students, student organizations, or academic teams are never allowed to modify any of these trademarks including: changing their colors, adding clothes to the HokieBird, or elongating the “T” on the athletic trademark (“VT” logo). Students and student organizations or teams may also not incorporate a trademark with the addition of type, graphics, or images in such a way that the effect is to create a distinct combined logo.



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 for printed materials. For logo use on products, contact licensing@vt.edu

vt.edu for approval. Permission must be secured before printing, manufacturing, or distribution. Products for resale must be licensed through Licensing and Trademarks.

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.
- **Student Research Groups/Teams:** an organization, typically with a faculty advisor, formed outside Student Affairs for the purposes of research and/or academic competition. A student research group or team may use university marks on its communications materials with prior approval from University Relations. The group/team may not combine the trademarks in any way with existing logo artwork (see [Licensing on page 48](#)). For promotional items, student licensing guidelines apply (see [Licensing on page 50](#)).

Printing promotional items

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. Contact licensing@vt.edu.



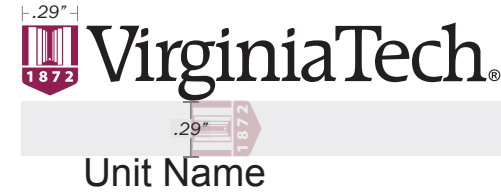
primary institutional mark



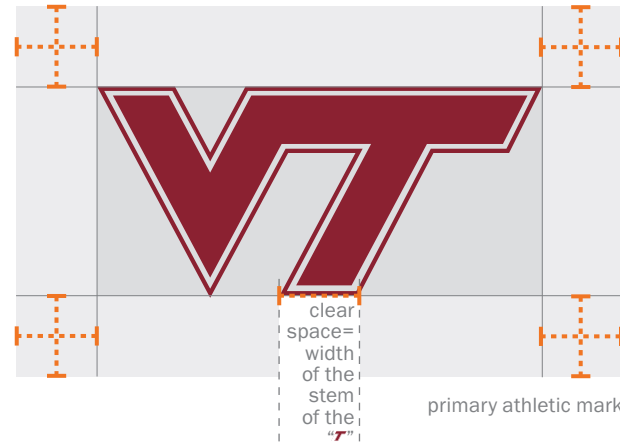
school seal

Protected area for unit name placement

Schools, departments, centers, and other offices may place the name of their unit in Arial type, 12 pt., under the university logo without the tagline. However, for all university units that are NOT official brand extensions, your unit name should be a “shield” width away from the bottom of the “g” in “Virginia.” This will apply to printed communications as well as licensed products (T-shirts, polos, etc.).



Unit Name

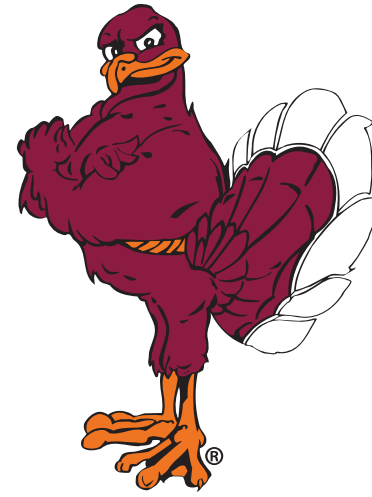


primary athletic mark

Protected area for the primary athletic mark

Keep a protected area that is the width of the stem of the “T” of the logo around the entire logo.

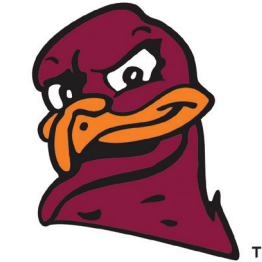
The protected area also precludes the addition of any additional type, graphics, or images in such a way that the effect is to create a distinct combined logo.



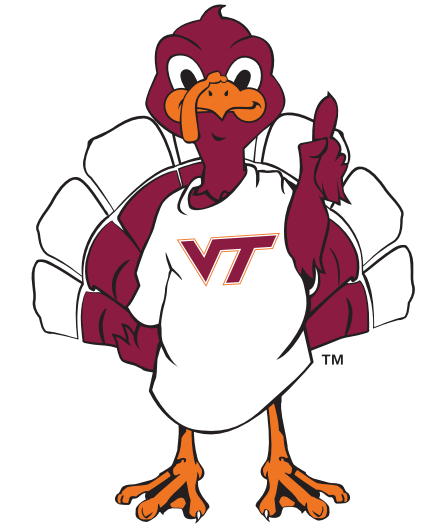
athletic helmet mark



secondary athletic mark



secondary athletic mark



youth mark



school tartan



Licensing and trademarks

University Relations promotes and protects the Virginia Tech brand through appropriate use of the university’s trademarks. Licensing and Trademarks approves internal use of trademarks and administers a licensed collegiate merchandise program through a partnership with Collegiate Licensing Company for commercial use of trademarks. Permission is required to use Virginia Tech trademarks (licensing@vt.edu) on all products for internal use or resale.

The university has registered the image marks above and word marks below:

- Virginia Tech®
- Hokies®
- Hokie™
- Virginia Polytechnic Institute and State University®
- Invent the Future® (service mark only; ™ is required when used on products)

Guidelines

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 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.

The trademarked HokieBird® and VT® logos (“spirit marks”) 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.

Vintage logos are reserved for the College Vault licensee program and may not be used by student organizations

or departments. Occasionally, vintage logos may be used on commemorative uniforms for varsity athletics with permission from University Relations.

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

Trademarked artwork (above) should not be modified, particularly, but not limited to, the HokieBird.

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.

Process for use of trademarks

Applies to Registered Student Organizations and university departments:

- Submit artwork for T-shirts or other merchandise to Licensing and Trademarks for approval along with the name of the licensed vendor before the order is placed.
 - Administrative and academic departments are not allowed to use the spirit marks (athletic VT, HokieBird, Hokie Tracks).
 - Vendors must have an active licensing agreement in place (listed at www.unirel.vt.edu/licensing/).

- Receive letter of approval from Licensing and Trademarks, including whether royalties apply.
 - Royalties are usually waived for items produced exclusively for a university department when the design bears the name of the group and the products are being sold to the members at cost; and (2) items being sold as fundraisers are usually not subject to standard royalty rates.

- Submit the letter of approval to the licensed vendor and with the internal purchasing order.

Applies to producers of goods bearing university marks for resale:

Virginia Tech directs the Collegiate Licensing Company (CLC) to contract with a limited number of suppliers in each of a broad range of merchandise categories. Both the business and the individual products that business produces must be approved in advance and in writing; when so approved the business becomes a "Licensee" and the individual products become "Licensed Products."

- Apply for license
 - CLC will first conduct a preliminary assessment, of the ability of the business to produce and distribute goods in accordance with university expectations; and then, of the market demand and competition levels for the envisioned goods.

- If license application is approved, sign contract between CLC and the business, including agreeing to the university's code of conduct (downloadable document).

- Once license agreement is signed, licensee submits artwork for approval before production of product.

Contact CLC with questions:

The Collegiate Licensing Company
 1075 Peachtree Street, Suite 3300
 Atlanta, GA 30309
 Phone: 770-956-0520
 Fax: 770-955-4491



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

examples of approved merchandise

Glossary of BRAND IDENTITY TERMS

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.

Trademark (® or ™)

A recognizable sign, design, or expression that identifies products or services of a particular source from those of others. The trademark owner can be an individual, business organization, or any legal entity. A trademark may be located on a package, a label, a voucher, or on the product itself. For the sake of corporate identity, trademarks are also being displayed on company buildings. Contact Licensing and Trademarks to know which mark should be applied.

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.

Wayfinding

Encompasses all of the ways that people orient themselves and navigate from place to place using landmarks, pathways, maps, signs, and other graphic or audible methods.

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 College of Veterinary Medicine: **vet med, VMCVM**

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

The names of the 50 states should be spelled out in body copy, whether standing alone or used in conjunction with a city, town, or military base. Class notes in the Virginia Tech Magazine will still use abbreviations to save space.

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

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.

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.

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/divisions/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: Mark V. Barrow Jr., 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.

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

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

We use the serial comma: “Basically, students will do course work in three major areas: economics, languages, and history.” 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; re-create 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 (mail code)
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 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., © 2014 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.

Cranwell International Center

The building on Clay Street formerly known as the Cranwell International Center is now simply 417 Clay Street and it houses Division of Student Affairs administrative offices. The people and programs that make up the Cranwell International Center moved to Harper Hall.

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

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.

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, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law.

Discrimination or harassment on any of these bases is prohibited by Policy 1025, “Anti-Discrimination and Harassment Prevention Policy.”

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. Individuals with questions or concerns about Policy 1025, any of these regulations, or related issues, should contact Pamela White, executive director for Equity and Access, North End Center, Suite 2300 (0138), 300 Turner Street NW, Blacksburg, VA 24061. Email: pdwhite@vt.edu. Phone: 540-231-8771.

- **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, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. For inquiries regarding nondiscrimination policies, contact the executive director for Equity and Access at 540-231-8771 or Virginia Tech, North End Center, Suite 2300 (0318), 300 Turner St. NW, Blacksburg, VA 24061.

- **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.

Hands-on, minds-on

Use hyphens. Do not capitalize in running text.

Highly-Tighty, Highly-Tighties

Always use the hyphen.

Hokie, Hokies, HokieBird

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

LumenHAUS

LumenHAUS is the official spelling of the house that won the international Solar Decathlon Competition in Madrid, Spain

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.

Moss Arts Center, Center for the Arts at Virginia Tech

The Moss Arts Center is the entire building. The Center for the Arts at Virginia Tech is a professional presenting program that programs and operates the Moss Arts Center. The Institute for Creativity, Arts, and Technology is a university-level research center headquartered in the Moss Arts Center.

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.

Laura P. Sands

Use the middle initial on first reference.

Timothy D. Sands

Use the president’s middle initial on first reference.

Schiffert Health Center

Not Student Health Center or the Infirmary.

Steger Center for International Scholarship

This is the new name for the former Center for European Studies and Architecture in Switzerland.

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.

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.

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
Cheatham Hall
Cochrane Hall
Cowgill Hall
Cranwell International Center (see entry under Odds and Ends)
Dairy Science Complex
Davidson Hall
Derringer 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)
Goodwin Hall
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 Center, Newport News
Hampton Roads Center, Virginia Beach
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 and Agricultural Biosciences Building 1
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
Liberal Arts Building
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
Moss Arts Center
New Hall West
Newman Hall
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
Perry Street Parking Deck
Pete Dye River Course of Virginia Tech
Price Hall
Pritchard Hall
Public Safety Building

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
Skelton Conference Center
Slusher Hall
Smith Career Center
Smith House
Smyth Hall
Solitude
Squires Student Center, the student center
Steger Center for International Scholarship
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 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

branding@vt.edu
540-231-3899

Licensing and Trademarks

licensing@vt.edu
540-231-3748

Marketing and Publications

branding@vt.edu
540-231-2214

Marketing and Publications Request Form

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

Photography

viscom@vt.edu
540-231-6992

Photography Services Request Form

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

Printing Services

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540-231-6701

Student Activities

stuact@vt.edu
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540-231-9468

University Design and Construction

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Virginia Tech Sign Shop

540-231-9913

Web Communications

- webcomm@vt.edu
- 540-231-8508

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