Virginia-Maryland
College of **Veterinary Medicine**

COLLEGE BRAND GUIDE

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Virginia-Maryland
College of Veterinary Medicine

OVERVIEW

The Virginia-Maryland College of Veterinary Medicine is classified as a primary brand extension of the Virginia Tech brand. Because we are a partnership between Virginia and Maryland, our brand is central to the mission of both Virginia Tech and University of Maryland and therefore uses a distinct visual identity.

This guide addresses the branding components that are specific to the veterinary college. For branding guidelines not addressed in this guide, please consult the Virginia Tech Brand Center.

By consistently and accurately employing the resources provided in this guide, you strengthen the college's presence and expand its reach. Presenting information using these resources, standards, and guidelines will both save you time and raise the bar in developing trusting, productive, rewarding relationships with our many diverse constituents. To learn more about how your use of the brand can help advance our college, please contact the college's Communications and Marketing team using the Communications Request Form.

COLLEGE LOGO & SEAL

The Virginia-Maryland College of Veterinary Medicine has two main brand identifiers: the college logo and seal.

The most visible and memorable branding tool, the college's logo must be used in a consistent and professional manner to build and preserve the strength of our brand. In mid-2014, the college dropped the word "Regional" from its name in all but the most formal communications and on the college's seal. In turn, the college's logo was updated to reflect this change. Please do not continue to use a version of the logo that includes "Regional." Instead, download and use the current approved logo.

The college seal is generally reserved for more formal applications and still retains the word "Regional."

Always use the logo files provided by the college - never recreate or modify. Logo files can be downloaded on the college Intranet.

LOGO USAGE

The college logo is composed of the square icon with the Staff of Aesculapius and a typeset in Tanek. The horizontal logo is the primary logo and should be used in most instances. The vertical version of the logo is ideal for limited horizontal space and for vertical, square, or circle-shaped spaces. Each logo has a full color, black/white/gray, and one color options.

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

Minimum Size: 2 inches or 200 pixels wide

Minimum Size:
1 inch or 100 pixels wide

It's important to ensure adequate space around the college logo in order for the logo to work best in print and on the web. See examples for spacing requirements.

LOGO USAGE - ON BACKGROUNDS

Different versions of the full color and black/white/gray logos should be used for light or dark background applications. Every part of the logo should clearly stand out from the background.

Avoid using full-color logos on photographs or patterns unless the logo sits on a black or white area of the image.

If the full-color logo does not stand out on a background, a one-color logo should be used.

LIGHT BACKGROUND EXAMPLES

DARK BACKGROUND EXAMPLES

MUST USE BLACK/WHITE/GRAY LOGO

LOGO USAGE - ONE COLOR

One-color logos should be used when parts of the full-color logos are not easily legible.

The black one-color logo should be used on light backgrounds only and the white one-color logo should be used on dark backgrounds.

The maroon one-color logo is strictly used for white, light gray, or transparent applications and must have prior approval from Communications and Marketing.

LOGO USAGE - MISUSE

Do not crop

Do not change the transparency

Do not swap any current colors

Do not use different colors

Do not change the size of the square icon or text

Do not distort

Do not use any effects

Do not create your own tagline

Do not modify the square icon

Do not seperate square icon or its elements

LOGO USAGE - COLLEGE SEAL

Unlike Virginia Tech's official seal, our college seal does not have an official policy restricting when it may be used; however, we request that you contact the college Communications and Marketing team to determine if the seal is appropriate for your project. Generally the seal is recommended to be used in more formal situations. All guidelines for the college logo also apply to the college seal.

LOGO USAGE - USAGE OF THE BRANDMARK ALONE

The college logo is made up of two elements: the brandmark, which is the square Staff of Aesculapius icon, and the wordmark, which is the custom design of the Virginia-Maryland College of Veterinary Medicine name.

The college brandmark may be used on its own in situations where size or design considerations necessitate it, with permission from the Communications and Marketing team; anywhere when the entire college logo is also present elsewhere on the item; and on official college social media profile photos/thumbnails.

USE OF THE COLLEGE NAME

The college name may be used on promotional products if written out in full. Never use "VA-MD College of Veterinary Medicine" or "Virginia Tech College of Veterinary Medicine."

If using the VMCVM acronym, the full college name or logo must appear on another location on the design. We recommend but do not require the usage of brand fonts for this purpose.

Creative design use of the college name must be approved by the Communications and Marketing team.

VMCVM CLASS OF 2022
VIRGINIA-MARYLAND COLLEGE OF VETERINARY MEDICINE

VMCVM M🐾M
VIRGINIA-MARYLAND COLLEGE OF VETERINARY MEDICINE

LOGO USAGE - VIRGINIA TECH DEPARTMENTS

Public Health and Biomedical and Veterinary Sciences are Virginia Tech departments not affiliated with Maryland. These logos should follow all guidelines outlined by Virginia Tech and can be downloaded at brand.vt.edu.

Guidelines, resources, logos, and more can be found at vetmed.vt.edu/brand

LOGO USAGE - HOSPITAL IDENTITIES

Each hospital within the college has distinct identities, as defined in the Virginia Tech Brand Guidelines. Usage of these identities should follow Virginia Tech brand guidelines found at brand.vt.edu and can be downloaded on the college Intranet.

The logos with the college name included are preferred for most applications.

The hospital identities may be used on their own with the trademark designation in situations where size or design considerations necessitate it, with permission from the Office of Licensing and Trademarks; anywhere when the Virginia Tech logo is also present elsewhere on the item; and on official college social media profile photos/thumbnails.

VIRGINIA TECH
ANIMAL CANCER CARE
AND RESEARCH CENTER
VIRGINIA-MARYLAND COLLEGE OF VETERINARY MEDICINE

VIRGINIA TECH
MARION DUPONT SCOTT
EQUINE MEDICAL CENTER
VIRGINIA-MARYLAND COLLEGE OF VETERINARY MEDICINE

VIRGINIA TECH
VETERINARY
TEACHING HOSPITAL
VIRGINIA-MARYLAND COLLEGE OF VETERINARY MEDICINE

ANIMAL CANCER
CARE AND RESEARCH
CENTER
VIRGINIA TECH
VIRGINIA-MARYLAND COLLEGE
OF VETERINARY MEDICINE

MARION DUPONT SCOTT
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VIRGINIA TECH
VIRGINIA-MARYLAND COLLEGE
OF VETERINARY MEDICINE

VETERINARY TEACHING HOSPITAL
VIRGINIA TECH
VIRGINIA-MARYLAND COLLEGE
OF VETERINARY MEDICINE

COLLEGE BRAND COLORS

In order to maintain a consistent college brand identity, we have our own official set of colors and fonts that are associated with our brand.
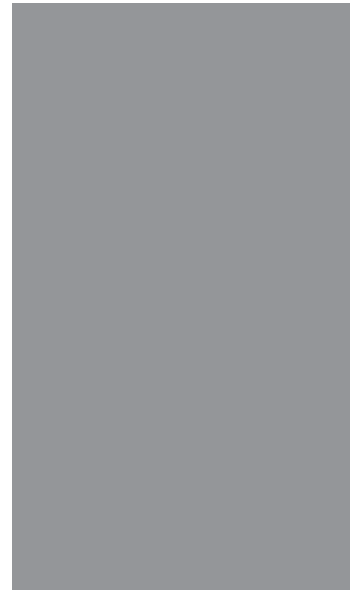
VET MED MAROON

RGB: 122, 35, 46

HEX: 7A232E

CMYK: 33, 93, 74, 38

PANTONE: PMS 188C

VET MED GREY

RGB: 153, 153, 153

HEX: 999999

CMYK: 0, 0, 0, 53

PANTONE: PMS 4C

VIRGINIA TECH BRAND COLORS

The Virginia Tech color palette has two layers: primary and secondary. The primary palette will always include Chicago Maroon and Burnt Orange, supplemented by Yardline White and Hokie Stone as neutrals. These colors should be present in most marketing and communications materials. The secondary colors should be used sparingly as accents or to represent different moods. Find more helpful information about using the Virginia Tech brand colors at brand.vt.edu.

Chicago Maroon

RGB: 134, 31, 65
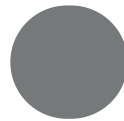HEX: 861F41
CMYK: 15, 100, 37, 45
PMS 208

Burnt Orange

RGB: 232, 119, 34
HEX: E87722
CMYK: 0, 62, 95, 0
PMS 158

Yardline White

RGB: 255, 255, 255
HEX: FFFFFF
CMYK: 0, 0, 0, 0
PMS White

Hokie Stone

RGB: 117, 120, 123
HEX: 75787b
CMYK: 26, 21, 19, 45
PMS Cool Gray 9C

Land-Grant Grey

RGB: 215, 210, 203
HEX: D7D2CB
CMYK: 5, 7, 10, 11
PMS Warm Gray 1C

Skipper Smoke

RGB: 229, 225, 230
HEX: E5E1E6
CMYK: 4, 4, 2, 6
PMS 663C

Black

RGB: 0, 0, 0
HEX: #000000
CMYK: 60, 40, 40, 100

Pylon Purple

RGB: 100, 38, 103
HEX: 642667
CMYK: 65, 100, 22, 18
PMS 260C

Virginia Sunset

RGB: 237, 139, 0
HEX: ED8B00
CMYK: 0, 53, 100, 2
PMS 144C

Boundless Pink

RGB: 206, 0, 88
HEX: CE0058
CMYK: 0, 100, 43, 12
PMS Rubine Red

Triumphant Yellow

RGB: 247, 234, 72
HEX: F7EA48
CMYK: 5, 0, 85, 1
PMS 101C

Vibrant Turquoise

RGB: 44, 213, 196
HEX: 2CD5C4
CMYK: 68, 0, 35, 0
PMS 3255C

Sustainable Teal

RGB: 80, 133, 144
HEX: 508590
CMYK: 75, 35, 40, 3
PMS 2212C

Cadet Blue

RGB: 0, 60, 113
HEX: 003C71
CMYK: 100, 60, 5, 45
PMS 541C

BRAND FONTS

The Virginia-Maryland College of Veterinary Medicine logo typeface is Tanek. All other font usage follows the same typography and font guidelines outlined in the Virginia Tech Brand Guidelines. Fonts can be downloaded at brand.vt.edu.

SANS-SERIF

Acherus Grotesque

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

SERIF

Crimson Text

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

SANS-SERIF

Gineso Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Acherus Grotesque

The primary typeface for the college brand, Acherus Grotesque has 14 styles. It should be used in most cases for body text, headlines, sub-headlines, quotes, and callouts.

Crimson Text

Crimson Text is reserved primarily for body copy and where the most formal mood needs to be expressed. A Google font, the full Crimson Text family contains five weights and two widths.

Gineso Condensed

Gineso Condensed can have multiple uses within the brand. Any of Gineso's seven different weights and matching italics can be combined with other typefaces.

Guidelines, resources, logos, and more can be found at vetmed.vt.edu/brand

LICENSING AND RESOURCES

LICENSING
To ensure consistency and brand compliance, all merchandise – including swag, apparel, office gifts, promotional displays, banners, signage, and packaging – bearing reference to the college or Virginia Tech must be produced by a licensed vendor and reviewed by the university's Licensing and Trademarks office. For helpful information about using licensed vendors, visit brand.vt.edu.

DESIGN APPROVAL PROCESS

- Decide what type of promotional product you're seeking.
- Select the licensed vendor(s) you'd like to work with.
- Submit your artwork to the licensed vendor or work with the vendor to design brand-compliant artwork.
- Once the artwork has been submitted, it is the responsibility of the vendor to submit the artwork for review by Virginia Tech's Licensing and Trademarks office.
- If there are questions, the artwork will be submitted to Communications and Marketing for final approval. The artwork will be approved if it fits within Virginia Tech Licensing Guidelines. If adjustments are needed to meet these standards, you will be notified.
- Once the artwork has been approved, your vendor is free to produce your products!

RESOURCES
The college provides branded templates for letterhead, envelopes, PowerPoint slides, and email signatures customized for various departments, programs, and units. For letterhead and envelopes, contact the administrative assistant for your department, program, or unit. PowerPoint and email signature templates are available on the college Intranet.

COMMUNICATIONS AND MARKETING IS HERE TO HELP!
Have questions about the college or university brand guidelines or want guidance on developing a brand-compliant design? Reach out to us at vamdvetmed@vt.edu and we will be happy to support.

Virginia-Maryland College of Veterinary Medicine

VETMED.VT.EDU/BRAND