1.0

OLD DOMINION
UNIVERSITY

BRAND BOOK

TABLE OF CONTENTS

WHAT IS A BRAND?

A brand is more than the name of a product or service. It is more than a logo or package design. And it is so much more than even the product or service itself.

Simply stated, a brand is a perception. It is the sum of every exposure, interaction, opinion, story and tweet that shapes how we feel and think about a brand when we hear its name. We marketers like to think we own our brands, but they exist in our consumers' hearts and minds.

This style guide will help us build an even stronger Old Dominion University brand. It will help everyone at ODU to carry forward our evolved visual and verbal identity. Adhering to these brand standards will allow us to create consistent messaging at every touchpoint.

To provide easier implementation of the brand, a toolkit is offered that features the basic building blocks for creating assets. The special icon as shown below highlights items included in the toolkit. The toolkit can be found on the Office of Strategic Communication & Marketing website: **odu.edu/toolkit**

 Included in Toolkit

This book is considered the authority on branding elements regarding the ODU brand. Please consult with the Office of Strategic Communication & Marketing should you have any questions about these contents, including the toolkit. With your help, the elements in this guide will become part of the ODU brand that more people will come to know and love. Let's get started!

BRAND POSITIONING

BRAND STRATEGY

We embarked on a journey to discover the essential truths about our brand. Through the results of our research, we are now better able to articulate what makes our university and region special, to better attract the best and brightest faculty, staff and students to ODU. These truths are:

Confidently Self-Made

+

Regionally Essential, Globally Impactful

+

Authentically Diverse

+

Trailblazing Leader
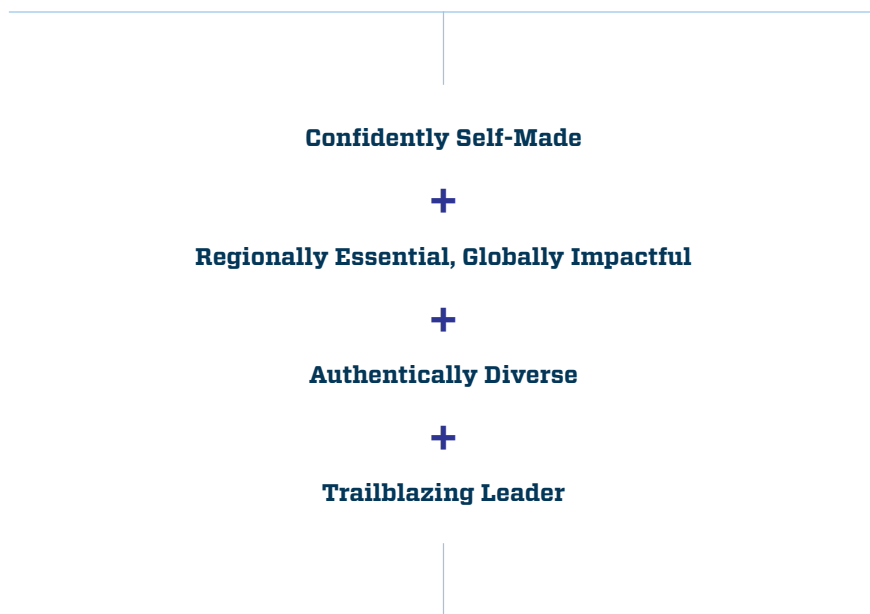
Combine these truths and we have our internal strategic brand platform.
This platform serves as an internal code, not external messaging.

ARCHITECTS OF POSSIBLE

INTERNAL CODE

RATIONALE

Our brand rationale is guided by the brand strategy and defines who we are as a university. It's a good idea to read through the rationale several times. The more familiar you are with what it embodies, the easier it will be to create authentic and compelling messages.

We have history together. Our region. Our city. Our university. All of us. The first-gen and next-gen. The upstarts and startups. The young Monarchs and the military vets. Every day that we show up to work, every hour sharing our diverse experiences and points of view, every minute that we spend in the trenches digging for disruptive ideas, we add another chapter to the "book of us." We're friends and colleagues, mentors and peers, connected by opportunity and propelling each other onward in a place old enough to have traditions, but still young enough to create new ones. So join us. Let's build our dominion of possibility with shared purpose and resilience. Because nothing's more valuable than the history we make together.

LOGO

PRIMARY IDENTITY

Old Dominion University's logo is the touchstone of our brand and one of our most valuable assets. It is the one element that unifies and represents our institution and our brand. The ODU logotype has been specially designed not only to symbolize our name, but to communicate the strength and integrity of our brand.

Since the logotype is the most powerful visual element within our brand and it is trademarked, we must protect the trademark and ensure its proper usage. The identity cannot be altered in any way. Please do not attempt to create art for Old Dominion University's logotype or separate, stretch, rearrange or move any of its elements. Always download the complete logo art provided by ODU from the Office of Strategic Communication & Marketing website:

odu.edu/logos

Every attempt should be made to use the ODU logo over a white or light background. If the logo must be placed on a dark background or if color options are limited, then the ODU logo can be used in a reverse (all white) format.

The examples shown here illustrate the correct use of the logo in positive and reverse formats.

OLD DOMINION
UNIVERSITY

FULL COLOR

OLD DOMINION
UNIVERSITY

1-COLOR BLUE

OLD DOMINION
UNIVERSITY

1-COLOR BLACK

OLD DOMINION
UNIVERSITY

1-COLOR WHITE

HISTORY

Royal Beginnings

Old Dominion University began its tradition of excellence rooted in royalty. Established in 1930 as a division of the College of William & Mary, which was founded in 1693 by King William III and Queen Mary II, who ruled England at the time. The two monarchs presided over four dominions – England, Ireland, France and Scotland – as well as colonies in the New World. The Virginia colony was the oldest, and became known as the "Old Dominion." The nickname stuck. From this foundation of possibility, ODU began to evolve. The school declared independence from its founders in 1962 but preserved the historical relationship by adopting the name Old Dominion College—eventually becoming Old Dominion University in 1969.

Monarchs Reign

In the earliest years of athletics, ODU teams were called the Braves, a variation of "Indians"— which originated from the College of William & Mary. As Old Dominion grew, achieving its own four-year status, a more suitable name was in order. In 1961, Old Dominion became the Monarchs. A name that honors a legacy of royal leadership and sets the stage for a future destined to flourish.

The Crown Jewel

A sacred emblem of the monarchy, the crown links Old Dominion University to its family tree and represents a rich history of resilience and determination that resonates at every edge of campus.

SECONDARY IDENTITY

The secondary logo has been approved only for the specific uses listed below, as long as the primary logo appears on the front of the publication.

- Mailing panels for postcards, brochures, newsletters
- Back covers of folders, newsletters, brochures, etc.

FULL COLOR

1-COLOR BLUE

1-COLOR BLACK

1-COLOR WHITE
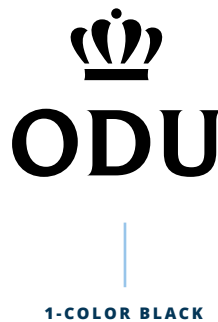
SPIRIT MARK

The crown icon is a unique identifier that sets ODU apart and should be used to communicate spirit instead of using a paw mark—which is trademarked by other universities. The crown-only spirit mark is intended for informal use in pride or spirit-building placements. It is to be used in conjunction with the full primary identity and never on its own.

As with the primary and secondary identities, the spirit mark is trademarked and should not be used to create new art or logos.

FULL COLOR

1-COLOR BLUE

1-COLOR BLACK

1-COLOR WHITE

GUIDELINES

Old Dominion University strives to maintain a consistent graphic identity as a major component of communicating the strength and integrity of our brand. These logo guidelines help you use our logo correctly. If you have any questions about the ODU logo that are not covered in this brand book, please contact us at **(757) 683-3114**.

Minimum Clear Space

To protect the strength and integrity of the logo and to maintain visual effectiveness, please keep a clear space around the logo, free of competing visual elements. Do not allow photos, typography, or other graphic elements to intrude into this minimum clear space area of 0.5 inches all around, when the logo is scaled at 2 inches wide.

Minimum Size

The minimum size of the logo should only be used when layout space is extremely limited. The logo should measure no less than 1 inch in width. Always use the signature at a larger size whenever possible. For smaller sizes, please refer to the secondary logos.

Using the Correct Logo

Please use the current version of the ODU logo. It is important to provide external vendors with the correct logo and instruct them to refrain from any customization or distortion of it, including its typography.

MISUSE OF IDENTITY

To maintain the integrity of the ODU signatures they must be used within the guidelines outlined in this manual. These are several examples of incorrect usage.

Incorrect Sizing

When resizing the signature, do not distort it. In Word and PowerPoint particularly, only drag on the corners of the logo to resize correctly.

Editing the Logo

Do not use the word mark without the crown mark.

Opacity

The ODU signature should be used at 100% opacity.

Altering of Color

Use only the approved options for the ODU signature.

BRAND
ARCHITECTURE

Brand architecture is the structure for managing how Old Dominion University presents itself to the world. The architecture defines how the core brand, brand extensions, sub-brands and independent brands relate to and support each other.

Core Brand

All administrative offices are encompassed by the ODU core brand, including:

- President
- Provost and Vice President of Academic Affairs
- Vice President for Administration and Finance
- Vice President for Human Resources
- Vice President for Student Engagement and Enrollment Services
- Vice President for University Advancement
- Vice President for Research

♛

OLD DOMINION UNIVERSITY

Frank Batten College of Engineering and Technology

Brand Extensions

Major, high-profile divisions of the core brand that are integral components of the ODU brand and directly support its mission are encompassed in the brand extensions. These include:

- Center for Coastal Physical Oceanography
- Center for Economic Development and Entrepreneurship
- Center for Innovative Transportation Solutions
- Children's Learning and Research Center
- Climate Change and Sea Level Rise Initiative
- College of Arts and Letters
- Darden College of Education and Professional Studies
- College of Health Sciences
- College of Sciences
- Distance Learning
- Frank Batten College of Engineering and Technology
- Frank Reidy Research Center for Bioelectrics
- Perry Honors College
- Libraries
- Monarch Physical Therapy
- Peninsula Higher Education Center
- Strome College of Business
- Strome Entrepreneurial Center
- Tri-Cities Higher Education Center
- Virginia Beach Higher Education Center
- Virginia Early Childhood Policy Center
- Virginia Institute of Photovoltaics
- Virginia Modeling, Analysis & Simulation Center (VMASC)

The brand extension design system provides colleges and centers two flexible logo options.
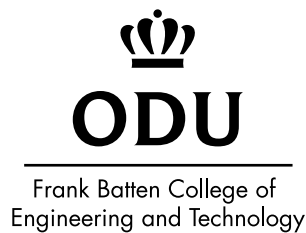
Primary Logo

This is the preferred option for use in print and digital communications.

Secondary Logo

The secondary logo has been approved only for the specific uses listed below, as long as the primary logo appears on the front of the publication.

- Mailing panels for postcards, brochures, newsletters
- Back covers of folders, newsletters, brochures, etc.

Sub-Brand

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

- Alumni Association
- Athletics
- ODU Foundations

Independent Brand

These brands represent a complete departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to Old Dominion University. These include:

- Innovation Research Park @ ODU
- University Village Bookstore
- Virginia Coastal Energy Research Consortium (VCERC)
- Virginia Space Grant Consortium – MARS (Spaceport)
- Virginia Tidewater Consortium for Higher Education

Athletics

The Old Dominion University Athletics logo is the representative symbol for sports and athletics. The Athletics logo is used exclusively for athletic programs and in spirit wear.

The Athletics logo is not interchangeable with the ODU logotype and is not used to represent non-athletic programs.

For more information regarding Athletics logo usage, please refer to the Athletic Office Logo Identity Manual at **odu.edu/licensing.**

Old Dominion Academic Seal

The University Seal is reserved for special signage, document applications, or official documents from the Office of the President. The Office of Strategic Communication & Marketing should be contacted prior to using the University Seal in any document.
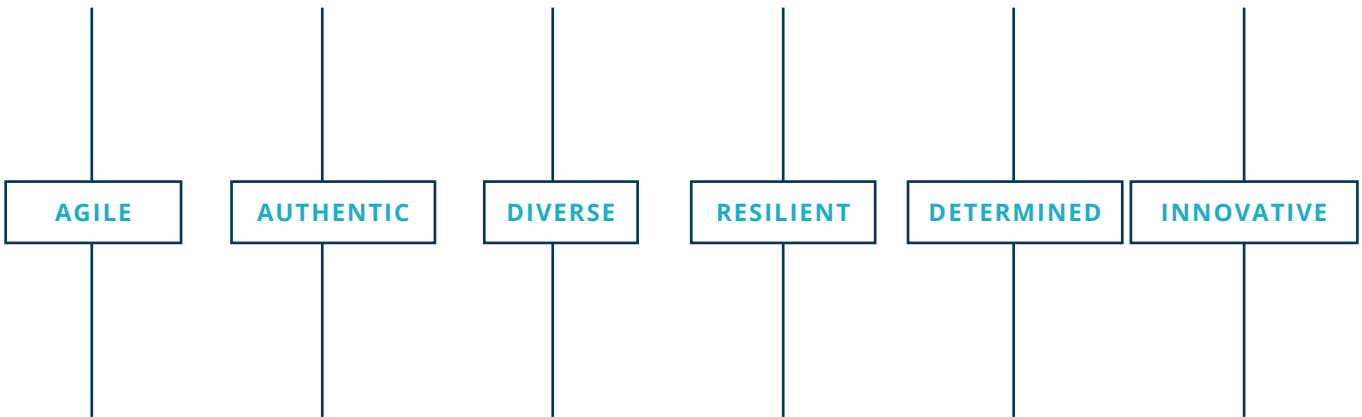
TONE

TONE WORDS

Every brand has a tone, both visual and verbal. We're a multi-layered institution, so we chose six words that describe our overall tone. You can dial these tones up or down. It all depends on which audience you're talking to.

AGILE	AUTHENTIC	DIVERSE	RESILIENT	DETERMINED	INNOVATIVE

AUDIENCES

Knowing who our audiences are and what they want will help you decide when to dial tones up or down. As a university, we speak to Prospects, Advocates, Guides and Influencers.

The Prospects

This audience may have some familiarity with Old Dominion University, but does not currently advocate on its behalf.

- Prospective Students
- Parents & Families
- Prospective Faculty

The Guides

This audience comprises those who shape and live the Old Dominion University brand every day.

- Current Faculty
- Staff
- Administration
- Students

The Advocates

This audience may not actively engage in the Old Dominion University brand every day, but strongly supports the University and its message.

- Alumni and Friends
- Donors
- Fans

The Influencers

This audience may not actively engage in the Old Dominion University brand every day, but holds a strong influence in driving the public opinion of the University.

- Peer Academic Institutions
- High School Guidance Counselors
- Community Colleges
- Hampton Roads Community
- Local and National Media
- Business Community
- Legislators
- International Researchers

AUDIENCES

This is an example of how you could dial tones up or down for prospective students who are looking for a university with the agility of a startup company and the diversity of thought that is prevalent in our faculty, staff and students.

Prospective Student

AGILE

AUTHENTIC

DIVERSE

RESILIENT

DETERMINED

INNOVATIVE
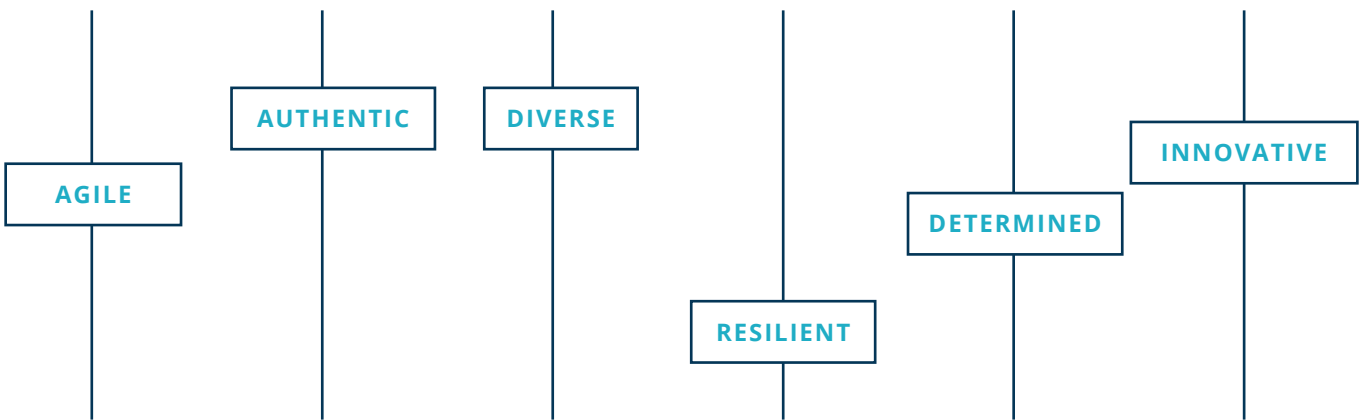
Example Copy: It's an axiom as old as time itself – cram sessions are a great equalizer. It doesn't matter who you are or how a census defines you... 'they' always finds a way to become 'we' in the wee hours. You will do historic things at Old Dominion, but who you do them with is the most compelling story of all.

AUDIENCES

This is an example of how you could dial tones up or down for a more mature audience, such as donors, who are looking for an authentic university that is creating tremendous impact.

Donors

AGILE	AUTHENTIC	DIVERSE	RESILIENT	DETERMINED	INNOVATIVE
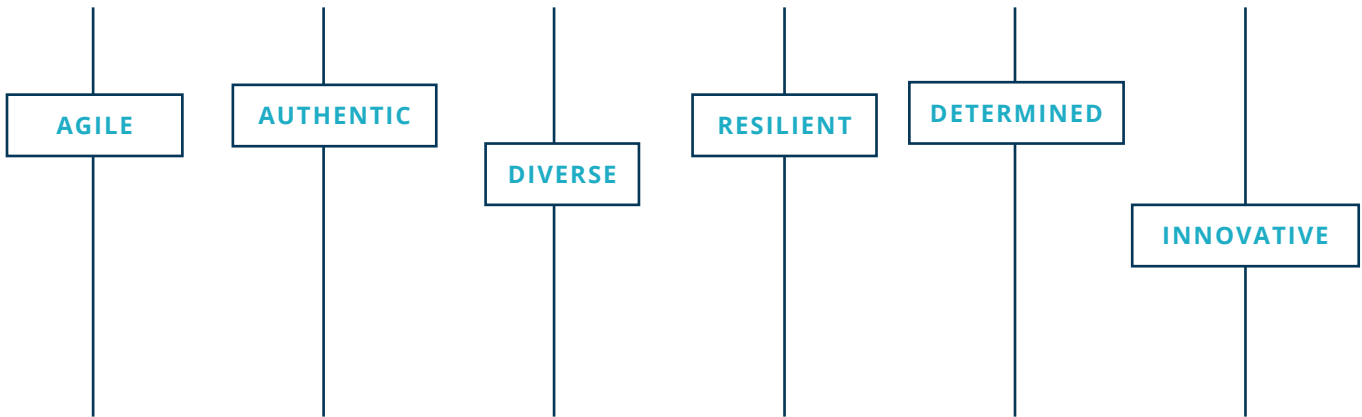
Example Copy: We're friends and colleagues, mentors and peers, connected by opportunity and supporting one another at an institution old enough to have traditions, but still young enough to create new ones.

With your help, we will continue to build our dominion of possibility with the shared purpose and strength that drive the $2.6 billion economic impact we have in Virginia.

Let experience be your guide as you choose which tones are the right fit for your audience.

HEADLINE TONE

One of the most important characteristics of **Architects of Possible** is how our diverse population of students and faculty create their legacy together. Try to craft headlines that reflect elements of this truth when possible. Here are sample headlines:

What excites us is what unites us

History means more when we make it together

We take you further, from start to finish

Build your dominion of possibility

Our diverse points of view point us in the right direction

Build the Future You

Major in Getting a Job

More Learning, Less Giant Student Loan

Self Starters Start Here

BODY COPY TONE

They say people rarely read anything longer than a tweet. But you're reading this, right? The way we see it, people will read whatever interests them. So, if they choose to read what you write, make sure it rewards them for their time.

Our body copy is positive, factual and even clever to communicate the authenticity of the ODU brand. Here are two sample paragraphs:

Sample Paragraph 1:

From developing experimental payloads, to being awarded research grants for observing carbon accumulations from space, researchers and students from diverse backgrounds continue to take giant leaps for humankind at Old Dominion.

Sample Paragraph 2:

We are Monarchs—but we do not consider ourselves to be rulers without equal. Our sovereignty has always been claimed through the diversity of thought that marches through our community. We are first-generation students, fourth-generation veterans and the next generation of risk-taking entrepreneurs who will invent our own tables instead of waiting for a seat at another's. With your contribution, we can continue to build our dominion of possibility together.

TYPOGRAPHY

TYPEFACES Included in Toolkit

Headlines

Headlines should primarily use the bold, military-inspired, Microgramma Bold. Words in Microgramma Bold should feel important, emotional, or specific. When needed, mix in a thin weight of Vitesse for less important words like pronouns, articles, and adverbs. If the headline is one or two words, use only Microgramma.

Lead-ins and Subheads

Use the more versatile typeface, Vitesse, for lead-in lines and subheads. These may vary in color per the content and audience. The two preferred lead-in and subhead formats are a light-to-medium italic or bold non-italic.

Body Copy and Call-Outs

Body copy should be like subheads, but a neutral color: light blue, navy or white. Vitesse or Open Sans should primarily be used as body copy in a lighter weight than the subhead. Double check that it does not lose readability when printed.

MICROgramma

Vitesse Thin *Italic*
Vitesse Light *Italic*
Vitesse Book *Italic*
Vitesse Medium *Italic*
Vitesse Bold *Italic*
Vitesse Black *Italic*

Open Sans Light *Italic*
Open Sans Regular *Italic*
Open Sans SemiBold *Italic*
Open Sans Bold *Italic*
Open Sans Extra Bold *Italic*

TYPOGRAPHIC EXAMPLES

BUILDING A DOMINION WHERE

THE BEST IDEAS REIGN

Old Dominion is more than a university of students and researchers driven by the power of their diverse backgrounds and points of view. It's a **$2.6 billion** economic engine for the region. It's multidisciplinary teams that are providing focused expertise to local agencies and nonprofits. It's a model for how modern thinking breaks all molds.

See what we're up to at our Center for Enterprise Innovation, and discover how we can continue to strengthen Hampton Roads together.

OLD DOMINION
UNIVERSITY

Some play the hand they were dealt

SOME BUILD A NEW DECK

Digital Shipbuilding

M.S. in Maritime Trade & Supply Chain Management

Research Collaborations

At Old Dominion, we give our students the tools to create the lives they dream of. Our Digital Shipbuilding Workforce Program is a project funded by GO Virginia that will bring in an estimated 1,700 jobs with an average salary of $74,000. And with 47 military partnerships, the progress made at Old Dominion goes on to shape the country as a whole. **Our research work with industry partners will keep Hampton Roads at the forefront of the maritime industry. With initiatives like these, our impact will be felt from coast to coast.**

Connect with us **#ODU**

OLD DOMINION
UNIVERSITY

Learn more at **ODU.EDU**

Old Dominion University, located in Norfolk, is Virginia's entrepreneurial-minded doctoral research university with 24,600 students, rigorous academics, an energetic residential community and initiatives that contribute $2.6 billion annually to Virginia's economy.

Lead-in

Vitesse Medium Italic

—

Headline

Microgramma Bold

Body Copy

Vitesse Book

Vitesse Bold

Lead-in

Vitesse Light Italic

—

Headline

Microgramma Bold

Subhead

Vitesse Bold

Body Copy

Vitesse Book

Vitesse Bold

TYPOGRAPHIC EXAMPLES

ALUMNI SPOTLIGHT

A Diamond in the Rough could be

$100 MILLION IN SCHOLARSHII

YOUR CROWNING ACHIEVEMENT

At Old Dominion, every student is given the same opportunity to go further. Whether they're high school valedictorians, military veterans or first-generation freshmen who needed a little extra assistance to get here, our campus radiates with talented individuals who chose ODU over other schools for their chance to shine. Individuals like DeVon Taylor.

DeVon Taylor '12

DeVon grew up in an impoverished neighborhood and barely managed to finish high school. After a decade of service in the Navy, he enrolled to pursue his dream of becoming a physician. Buoyed by our supportive environment, he graduated with a 4.0—and became the first Old Dominion alumnus to directly enter Harvard Medical School.

Alumni like DeVon have a strong sense of gratitude for a community that cared enough to help them so they could help others. **Your gift is contributing to an educated workforce and a more vibrant Hampton Roads for all of us.**

Call-out

Open Sans

Lead-in

Vitesse Light Italic

—

Headline

Microgramma Bold

Subhead

Vitesse Bold

Body Copy

Vitesse Book

Vitesse Bold

TYPOGRAPHIC CONSIDERATIONS

Avoid color schemes that reduce legibility or confuse hierarchy

Do not use Microgramma in long headlines or in content with large amounts of copy

Do not use Open Sans in subheads or lead-ins. Do not use Vitesse in a headline without Microgramma

Do not place text over complicated imagery

Do not outline entire headlines in Microgramma

Do not combine outline and fill text in headlines

COLOR

COLOR SPECTRUM

Anchored against the three primary University colors, a cool coastal spectrum has been added to complement and enhance all creative materials. These colors are rooted in the heritage of the region, but are flexible enough to create distinct messaging, no matter the project. Specific swatches have been chosen for CMYK and RGB applications, so make sure you are using the right selections for your specific project.

Included in Toolkit

Monarch Blue
cmyk 100 77 38 36
rgb 0 48 47 | #003057
PMS 540

Silver Reign
cmyk 52 40 37 3
rgb 130 130 143   #828A8F
PMS 430

Sky Blue
cmyk 38 11 0 0
rgb 152 197 234 | #98C5EA
PMS 283

Carrier Metal
cmyk 76 64 45 30
rgb 63 73 90 | #404A5A
PMS 7545

Royal Blue
cmyk 100 88 0 0
rgb 43 30 217 | #2B1ED9
PMS 286

Big Blue
cmyk 100 98 1 0
rgb 32 40 152 | #202898
PMS 2736

Midnight
cmyk 92 80 52 66
rgb 8 25 45 | #08192D
PMS 303

Coastal Storm
cmyk 32 29 22 0
rgb 172 170 180 | #ACAAB4
PMS 5295

Azure
cmyk 85 57 0 0
rgb 67 72 221 | #4348DD
PMS 285

Denim
cmyk 86 72 0 0
rgb 54 88 173 | #3658AD
PMS 2728

High Tide
cmyk 95 68 36 20
rgb 23 76 109 | #164C6D
PMS 308

Aluminum
cmyk 5 2 1 3
rgb 214 213 218 | #E1EAF0
PMS 649

Barry Blue
cmyk 53 32 0 0
rgb 114 155 230 | #729BE6
PMS 284

Hampton Blue
cmyk 71 38 4 0
rgb 77 137 193   #4D89C1
PMS 2925

Waterside
cmyk 82 33 28 2
rgb 152 197 234 | #2188A2
PMS 3145

Vanilla Ice Cream & Cake
cmyk 0 0 0 0
rgb 255 255 255 | #FFFFFF

USS Wisconsin Gray
cmyk 15 12 9 0
rgb 225 235 241 | #D6D5DA
PMS 5315

Evening Breeze
cmyk 57 9 10 0
rgb 99 185 214 | #63B9D6
PMS 310

Seafoam
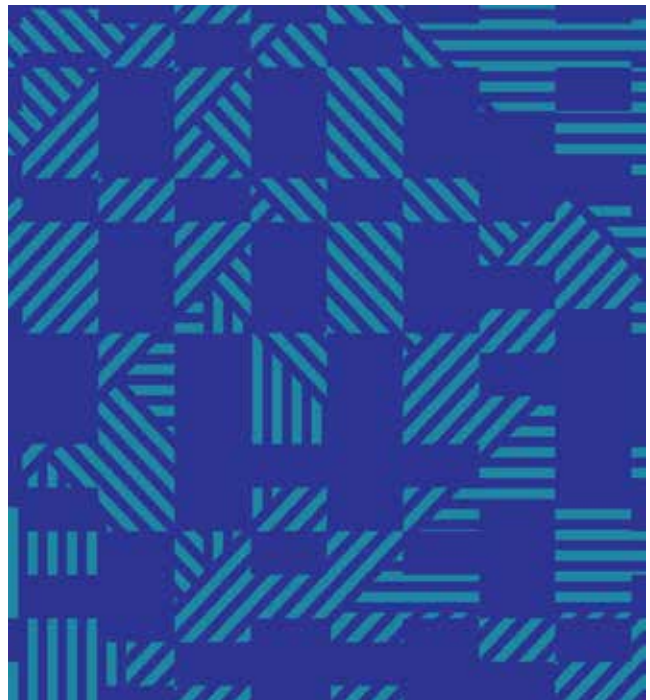cmyk 73 10 20 0
rgb 31 173 197   #20AEC5
PMS 326

COLOR EXAMPLES

You have a spectrum of colors to play with, but that doesn't mean you need to use every color in each piece you create. Sometimes using a single primary University color and a couple secondaries on a page will do the trick.
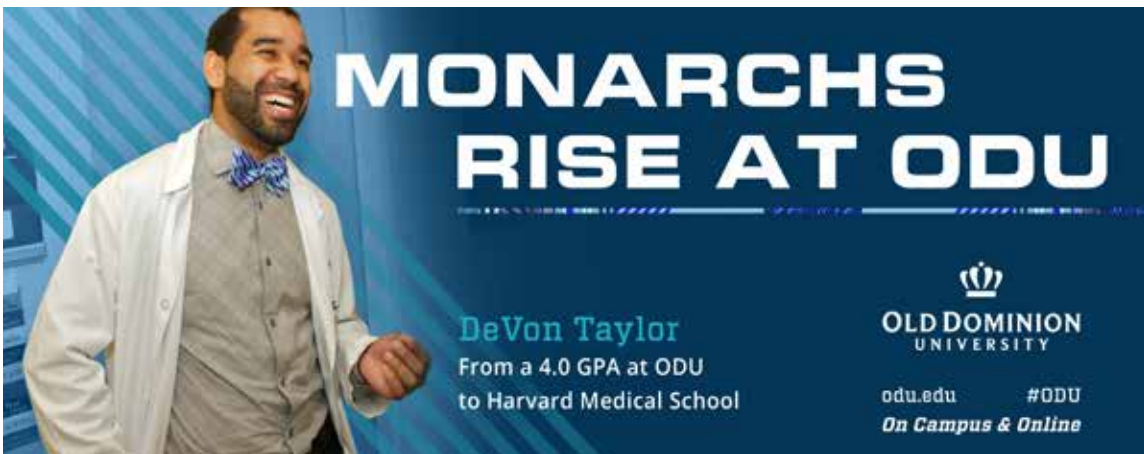
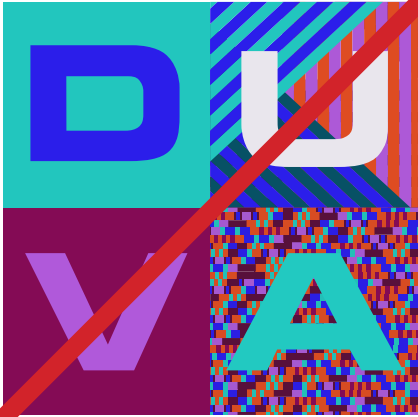**Multi-color Stripes Background**

Two-color Spectrum Accent Treatment

Typography and Background Colors

COLOR CONSIDERATIONS

Avoid mixing non-spectrum colors without prior approval

Avoid color schemes that reduce legibility or confuse hierarchy

Do not create graphics without using at least one primary University color

Avoid making text the same color as a background treatment

VISUAL ELEMENTS

DIAGONAL STRIPING

Graphic backgrounds (or textures) add visual interest to any design. Our visual identity includes military-inspired camo and diagonal striping inspired by the community to represent different backgrounds working together to create harmonious, unified experiences. This element is used to add color, blend images and as a background pattern.

Included in Toolkit

Multi-color Diagonal Stripes Background*

Diagonal Image Weaving

Some play the hand they were dealt
SOME BUILD A NEW DECK

Digital Shipbuilding

M.S. in Maritime Trade & Supply Chain Management

Research Collaborations

At Old Dominion, we give our students the tools to create the lives they dream of. Our Digital Shipbuilding Workforce Program is a project funded by GO Virginia that will bring in an estimated 1,700 jobs with an average salary of $74,000. And with 47 military partnerships, the progress made at Old Dominion goes on to help the country as a whole. **Our research work with industry partners will keep Hampton Roads at the forefront of the maritime industry. With initiatives like these, our impact will be felt from coast to coast.**

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DIGITAL CAMO PATTERN

As a reflection of our region and partnerships, a graphic pattern inspired by digital camouflage has been developed. This is never meant to be used or colored in a way to represent literal camouflage, but as a subtle nod to its origins. The pattern lives best as a background treatment or framing device and works well with the diagonal striping visual element.

Included in Toolkit

Single Color Camo Background

Pairs well with a
GREAT EDUCATION

Janay Brown decided to pair her dream of owning a successful start-up with a degree from Old Dominion University. Through support from ODU's Strome Entrepreneurial Center, she built her gourmet bacon company, Full Belly Delights, into an award-winning business. It was here she also crafted a delicious partnership with her mentor, Kevin O'Connor. He encouraged Janay to pair her bacon with his beer at O'Connor Brewing in Norfolk, which has helped Full Belly Delights reach new audiences. **This is just one example of how ODU fosters entrepreneurship and helps our students reach their goals.**

ODU is a proud sponsor of
STARTWHEEL

Old Dominion University, located in Norfolk, is Virginia's entrepreneurial-minded doctoral research university with 24,600 students, rigorous academics, an energetic residential community and initiatives that contribute $2.6 billion annually to Virginia's economy.

OLD DOMINION UNIVERSITY
Connect with us **#ODU**   Learn more at **ODU.EDU**

Single Color Camo Background as Image Frame

Some play the hand they were dealt
SOME BUILD A NEW DECK

Digital Shipbuilding

M.S. in Maritime Trade & Supply Chain Management

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CHECKER BOXES

Our checker box graphic element was inspired from nautical flags. Use it as a framing element or strip along the edge of a design. To soften their presence and accentuate other areas of a design, the boxes are using a gradient of blues from the color spectrum. Of the new visual elements, this pattern should be considered tertiary to the stripes and camo.

Included in Toolkit

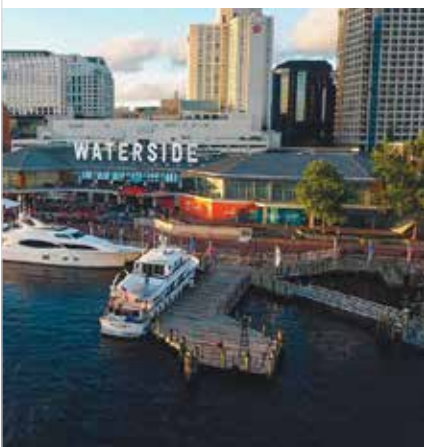## Checker Box Headline Frame and Checker Box Strip

$50 MILLION TO SPECIAL PROJECTS

WATERSIDE

Work. Place.

CULTURE.

Hampton Roads' cities continue to build reputations as top international destinations, thanks largely to entrepreneurial ODU alumni who choose to stay and add to the rich diversity of our food, music and arts scenes. And projects like the Goode Theatre and the Barry Art Museum will serve as cultural destinations for the Hamptons Road community for generations to come. Continued support for projects like these will further position our region as **one of the nation's best places to live and work**

Photo credit: City of Norfolk

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PHOTO WEAVING

Represent unity by weaving two or more related photos. It may simply involve bridging images using the diagonal striping or a soft blend to more seamlessly connect two ideas. Up to three photos may also be combined. Ensure photos are recognizable and the layout is balanced. Don't clutter the design. This is best used when working with negative space.

Two-Photo Weave

Three-Photo Weave

GRAPHIC TYPE TREATMENT

Alongside the background and border elements, treating certain headlines and other typography as a graphic element can enhance a communication. These should be done sparingly—only a few key words in a layout—and reserved for younger audiences. When using, Microgramma should be the only typeface to receive treatments. These are not considered frequently used elements of the brand.

Outlined Microgramma Headline

Multi-stroke Microgramma Headline

VISUAL ELEMENT CONSIDERATIONS

Elements may be mixed when using a reduced amount of colors

Avoid setting entire headlines in outline

Avoid using one-color camo pattern in a way that limits text readability

Avoid setting patterns over text

Avoid making text the same color as a background treatment

Avoid setting checkers in one color

PHOTOGRAPHY

PHOTOGRAPHY CONSIDERATIONS

Old Dominion University is a vibrant and diverse campus. It is important to represent a variety of settings, ages and backgrounds in our photography. Showing our people in states that range from intense focus to happiness in the time where they are reaching a personal, academic or research milestone will support our strong focus on outcomes. Strong pops of color and, when possible, natural lighting are preferred.

People

Student Life

Campus & Hampton Roads

PHOTOGRAPHY CONSIDERATIONS

Avoid static portraiture when profiling individuals

Avoid staged academic and student life photography

Avoid photography that feels indistinct

Avoid cropping an image so severely that the subject and the emotion of the photograph are compromised

MERCHANDISE

MERCHANDISE

Old Dominion University names, logos and symbols appear on thousands of merchandise and specialty items in the marketplace. Any merchandise that displays ODU's registered or trademarked names, logos and symbols must follow our visual standards and licensing agreements. To protect our registered and trademarked names, logos, and symbols, all merchandise and specialty items must be produced by licensed ODU vendors and must have the TM mark on the logo. These can be downloaded at: **odu.edu/logos**

Questions regarding appropriate use of ODU names, logos and symbols or design can be directed to Caitlin Chandler at **757-683-3114** or **cbchandl@odu.edu**. Approvals on merchandise or specialty items can be directed to **licensing@odu.edu** or **757-683-5759.**

Institutional Logo Usage

It is preferred that the full Old Dominion University logo be used on merchandise. The examples on this page illustrate the correct application of ODU names, logos and symbols on merchandise or specialty items.

Office or Department Usage

It is preferred that the full Old Dominion University logo be used on merchandise. The examples on this page illustrate the correct application of ODU names, logos and symbols on merchandise or specialty items.

Primary Logo

**Department/Unit/Office Name
Font: Futura Std Heavy**

Secondary Logo

**Department/Unit/Office Name
Font: Futura Std Heavy**

Limited Space Usage

In circumstances where there is limited space available, such as on pencils, pens, markers and highlighters, a modified version of the logo may be used.

* Do not increase/decrease the size of the logo or crown when creating limited space merchandise logo

Department/Unit/Office Name
Font: Futura Std Heavy

Name or web address
Font: Futura Std Heavy

Athletics Usage

The Athletic Department has established some specific guidelines that apply to the use of the athletic logos. Please contact the director of athletic publications and creative services for the specific guidelines.

For information regarding this document, please contact:

Caitlin B. Chandler

Executive Director
of Strategic Communication & Marketing

cbchandl@odu.edu