OLD DOMINION
UNIVERSITY

Brand
GUIDE
2 0 2 4

ODU

RATIONALE

Old Dominion University's strategic plan includes a goal to build a unified and inspirational brand promoting local, regional and national recognition for all University entities. To that end, the University establishes a single, universal, overarching logomark to be utilized in all communications moving forward.

Particularly with the integration of Eastern Virginia Medical School into Old Dominion University, it is important to cut down on the number of outdated and unofficial marks being used across campus to promote the University.

This tiered system will match the brand architecture of the new health center, while also providing flexibility and brand support for existing University divisions, departments, colleges and entities.

In addition, this architecture will address previous inconsistent guidelines as it relates to student organizations, alumni chapters and co-branding. This approach of sub-branding and offering specific marks is in line with other universities.

TIPS FOR LOGO USE

University Communications is the only office approved to make changes to the logos or create logos for Old Dominion.

If you are in need of a logo, first consult this guide to see if there is an existing logo you can use or request. Contact marketing@odu.edu with any additional questions.
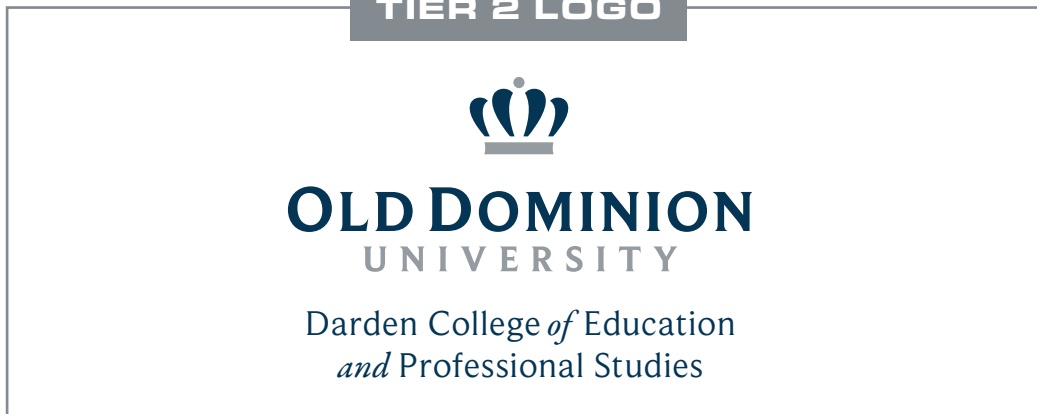
ODU

OVERVIEW

BRAND ARCHITECTURE OVERVIEW

Below is a breakdown of the tiered University logo system.

TIER 1 LOGO

OLD DOMINION
UNIVERSITY

TIER 2 LOGO

OLD DOMINION
UNIVERSITY

Darden College *of* Education
and Professional Studies

TIER 3 LOGO

OLD DOMINION
UNIVERSITY

Earth Science
Education

College of Sciences

TIER 1 LOGO

OLD DOMINION
UNIVERSITY

This logo represents the **University's core brand**, and it is available for all campus entities to use. The Tier 1 logo supports brand recognition on a local, national and international level. When possible, Tier 1 logos should be used before using other tiers.

The Tier 1 logo encompasses these existing marks:

Signature Logo
*Crown plus full
University name*

Secondary Logo
Crown plus ODU

Spirit Logo
Crown only

University Seal
*Reserved for use by the
Office of the President
and at formal events
with approval*

In instance where space is an issue, the marks below may be used. Make every attempt to use the logos above before using these variations.

Signature Logo Variation
*Crown to the left of
full University name (stacked)*

Secondary Logo Variation
Crown to the left of ODU

Signature Logo Variation 2
*Crown to the left of
full University name*

ODU

TIER 1 LOGO

OLD DOMINION
UNIVERSITY

Examples of Tier 1 logo usage:

High-level institutional brand marketing, communications and events.	Outward-facing marketing, communication and merchandising.	All institutional and academic divisions, departments and centers may use Tier 1 logos.

The Tier 1 logos are vertical in orientation (i.e., the crown sits atop the University name), but a horizontal option, where the crown sits to the left of the University name, is available. There is no option where the crown is to the right of the University name.

Every attempt should be made to use the signature logo. The signature logo is appropriate for all internal and external uses.

The secondary logo may be used when it is not possible to use the signature logo. For instance, on small digital ads, exterior signage, etc.

The spirit logo is approved for specific uses, as long as the signature logo also appears on the front of the publication or other collateral. **The spirit mark should never be used by itself**; rather, it is an informal identifier meant to increase pride and spirit, and it should only be used in conjunction with the signature logo. Do not combine the spirit mark with other text to create a new logo.

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TIER 2 LOGO

OLD DOMINION
UNIVERSITY

Darden College *of* Education
and Professional Studies

Tier 2 is a brand extension option reserved for **colleges, centers, schools, foundations, associations and divisions**. It encompasses the signature logo, secondary logo and spirit mark with the name of the college, center, etc., under the University name.

Examples of Tier 2 logo usage:

External communications requiring name recognition of the division, college, etc.	Internal communications.	Merchandise (polo shirts, giveaways, etc.).

Like the Tier 1 logo, there are horizontal options available for Tier 2 logos, where the University crown sits to the left of the University name and brand extension identifier.

The Tier 2 logo encompasses these existing marks:

OLD DOMINION
UNIVERSITY
Darden College *of* Education
and Professional Studies

ODU | Darden College *of* Education *and* Professional Studies

OLD DOMINION UNIVERSITY
Darden College *of* Education *and* Professional Studies

Signature Logo
(crown + full University name)
+ brand extension name

Secondary Logo
(crown plus ODU) + brand extension name

Spirit Logo
(crown only) + brand extension name

NOTE: Do not use Tier 1 and Tier 2 logos together. For instance, if several University departments are being recognized in a sponsorship, use the Tier 1 logo instead of several Tier 2 logos.

ODU

TIER 3 LOGO

MFA *in*
Creative Writing
College of Arts
and Letters

OLD DOMINION UNIVERSITY

Available by request only, Tier 3 logos support **individual departments, programs and offices**. They encompass the signature logo, secondary logo and spirit mark, in both vertical and horizontal variations, with the brand extension name and department or office name.

Example: Old Dominion University + College, School, Division, etc. + Department or Office

Tier 3 logos are primarily used for:

Internal communications.	Merchandise (polo shirts, giveaways, etc.).

The Tier 3 logo encompasses these existing marks:

OLD DOMINION UNIVERSITY | **MFA** *in* **Creative Writing** College of Arts and Letters

Signature Logo
(crown + full University name) + brand extension name + department or office name

ODU | **MFA** *in* **Creative Writing** College of Arts and Letters

Secondary Logo
(crown + ODU) + brand extension name + department or office name

OLD DOMINION UNIVERSITY MFA *in* Creative Writing College of Arts and Letters

Spirit Logo
(crown only) + brand extension name + department or office name

To request a logo, complete the logo request form at **odu.edu/university-communications**

NOTE: Tier 3 logos are **not** to be used in conjunction with either Tier 1 or Tier 2 logos.

ODU

TIER 3 LOGO

OLD DOMINION UNIVERSITY | New England Alumni Chapter
Alumni Association

Chapters of the Old Dominion University Alumni Association (ODUAA) will receive sub-brand logos similar to Tier 3 logos, which include the name of the specific chapter.

Example: Old Dominion University + chapter name + alumni association name

Alumni chapter logos are primarily used for:

Internal and external communications.	Social media.	Merchandise and promotional items.

The alumni chapter logos encompasses these existing marks:

OLD DOMINION UNIVERSITY | New England Alumni Chapter
Alumni Association

Signature Logo
(crown + full University name) + chapter name
+ alumni association name

ODU | Black Alumni Chapter
Alumni Association

Secondary Logo
(crown + ODU) + chapter name
+ alumni association name

OLD DOMINION UNIVERSITY
Military Alumni Chapter
Alumni Association

Spirit Logo
(crown only) + chapter name
+ alumni association name

To request a logo, complete the logo request form at **odu.edu/university-communications**

CO-BRANDING

A co-brand logo is a lock up of both ODU and an outside entity's logos, side by side with a vertical line between them, exclusively designed to indicate a partnership between the University and that entity. In a co-brand, the ODU logo is always on the left.

Co-branded logos are primarily used for:

Internal and external communications.	Merchandise, giveaways, etc.

Sample co-branding lockup:

ODU logo on the left, with the parnter logo on the right, separated by a Monarch Blue pipe.

To request a logo, email marketing@odu.edu

OLD DOMINION
UNIVERSITY®

If the ODU logo is to be included on merchandise (shirts, mugs, banners, other swag), it must include either a trademark ™ or registration mark ®. Generally, the signature logo uses an ®, while the secondary and spirit logos each use a ™.

Merchandise logos are primarily used for:

Shirts, mugs, swag items.	Banners, pop up displays, tablecloths, etc.

The placement of the trademark ™ or registration mark ® should be near the Old Dominion University name, letters ODU, or next to the spirit mark.

OLD DOMINION
UNIVERSITY®
Signature Logo
Registration mark near "university"

ODU™
Secondary Logo
Trademark near U

Spirit Logo
Trademark near bottom of crown

Questions should be forwarded to the Executive Director of University Licensing at licensing@odu.edu.

MERCHANDISING

GUIDELINES

GENERAL GUIDELINES

Minimum Clear Space
To protect the ODU logo and maintain visual effectiveness, please refrain from placing the logo in close proximity with other visual elements. Do not allow photos, typography or other graphic elements to intrude into the logo's space. Maintain a minimum clear space around all sides of the logo. The space should be the approximate width of the crown.

Minimum Size
The logo's minimum size (no less than 1.0 inch in width) should only be used when layout space is extremely limited. Whenever possible, use the signature logo at a larger size. For smaller sizes, please refer to the secondary logo.

Using the Correct Logo
Please use the current version of the ODU logo. It's also important to provide external vendors with the correct, most up-to-date logo and have them refrain from customizing or distorting in any way (including typography).

Do Not Edit the University Logo
Never use the word mark (either full University name or ODU) without the crown mark. Do not make any changes to the logo. University Communications is the only office approved to make changes to the logos. If you need help determining the correct logo to use, email marketing@odu.edu.

GUIDELINES

GENERAL GUIDELINES

Incorrect Sizing
When resizing the ODU logo (particularly the signature logo), do not distort it. When working in Microsoft Word and PowerPoint, only drag on the corners of the logo to ensure correct resizing and proportions.

Opacity
ODU logos should never be displayed at anything less than 100% opacity.

Altering of Color
Never change the ODU logo's colors; University Communications will provide the logos in all approved colors and formats.

TYPOGRAPHY

ODU uses three distinct fonts as part of the overall brand.

Microgramma
For headlines only. Limit color usage to white, Hudson blue or Monarch blue, depending on the background color.

Microgramma Medium
MICROGRAMMA BOLD

Vitesse
Primarily used for subheads. Use a different color than the headline when possible. Vitesse can also be used for pull quotes, statistics and other such call-outs.

VITESSE LIGHT *ITALIC*	Vitesse Light *Italic*
VITESSE BOOK *ITALIC*	Vitesse Book *Italic*
VITESSE MEDIUM *ITALIC*	**Vitesse Medium *Italic***
VITESSE BOLD *ITALIC*	**Vitesse Bold *Italic***

Open Sans
Primarily used for body text. On a dark background, use white or Hudson blue; use Black, midnight or Monarch blue if using a light background. A limited use of gray on a white background is fine.

OPEN SANS LIGHT *ITALIC*	Open Sans Light *Italic*
OPEN SANS REGULAR *ITALIC*	Open Sans Regular *Italic*
OPEN SANS SEMIBOLD *ITALIC*	**Open Sans SemiBold *Italic***
OPEN SANS BOLD *ITALIC*	**Open Sans Bold *Italic***
OPEN SANS EXTRA BOLD *ITALIC*	**Open Sans Extra Bold *Italic***

TYPOGRAPHY

General Text Guidelines

Ensure legibility on backgrounds. If the image in question is for social media use, limit text to the caption for accessibility.

Do not outline headlines. Avoid use of drop shadows.

Examples:
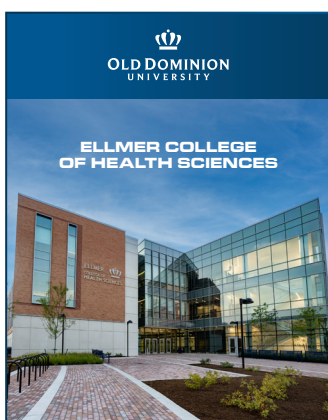
Typography as Backgrounds

Use of extra-large text in a low-contrast color as a background element is permitted. This can be done to add texture, and legibility isn't a primary concern.

Example:

OLD DOMINION UNIVERSITY

ODU

COLOR

COLOR

ODU's core colors are:

MONARCH BLUE
cmyk 100 77 38 36
rgb 4 54 87
#043657

HUDSON BLUE
cmyk 38 11 0 0
rgb 152 197 234
#98C5EA

SILVER REIGN
cmyk 52 40 37 3
rgb 130 130 143
#828A8F

Black and white are also accepted as part of the ODU palette,
and the following colors may be used as accents:

MIDNIGHT
cmyk 92 80 52 66
rgb 4 54 87
#0C1A2d
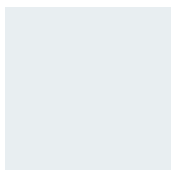
WISCONSIN GREY
cmyk 5 2 1 3
rgb 230 234 238
#E6EAEE

In general, ODU recommends the following color ratio when laying out designs:

40% MONARCH BLUE	30% HUDSON BLUE	20% SILVER REIGN	10% WHITE

VISUAL ELEMENTS *(vertical, left margin)*

VISUAL ELEMENTS

Iconography
ODU has a library of icons that may be used to visually support the theme of your project.
This library includes icons for communication, academics, buildings and more.
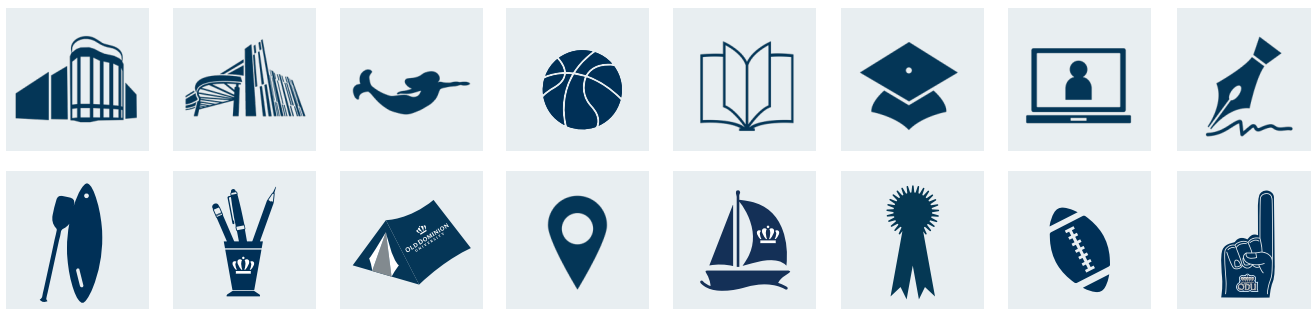
Text Treatment Over Images
Concerning the treatment of text over images, ensure the photo has a clean
enough background that text will be legible. If needed, an outlined solid text
box or ribbon may be added to improve legibility.

Sample Text

Sample Text

PHOTOGRAPHY

PHOTOGRAPHY

ODU's waterfront campus is striking, with plenty of natural and architectural beauty that photographs well. Use bright, colorful photography whenever possible. Here are some examples of how you can use color and design to further brighten photography and enhance visual appeal.

• Allow for clothing beyond the ODU color palette of blue and gray.

• Do not photograph people wearing gear from other institutions. However, not every person photographed needs to be wearing ODU clothing; generic clothing options are acceptable.

• If the photograph is dark, use design elements to make the image lighter and brighter. These elements will help convey a sense of optimism and innovative energy.

• Utilize photography of key ODU landmarks as design elements, including, but not limited to:

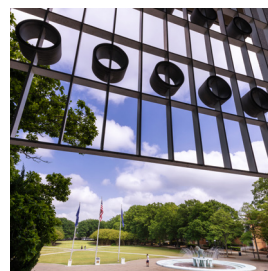|			
Lion fountain in front of Webb Center	ODU seal on Kaufman Mall	Education Building	Welcome sign on 49th Street
ODU V-sign along Hampton Blvd.	S.B. Ballard Stadium façade	Webb Center front architecture	Waterfront shots

Use of Photography in Designs

Do not use blurred edges; only straight edges for photos. In addition, all photos are to be kept in a box or rectangle. No circles or cut-off edges. Make every attempt to use a photo without text on top of it.
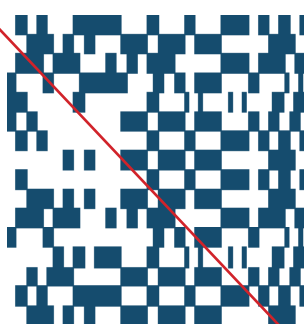
EXAMPLE DESIGNS

RETIRED ELEMENTS

Retired Brand Elements

The university has retired the use of formerly branded elements, including the stripe pattern, camoflauge pattern and gradients. Below is a list of all retired elements, please do not use them in future ODU marketing materials and designs.
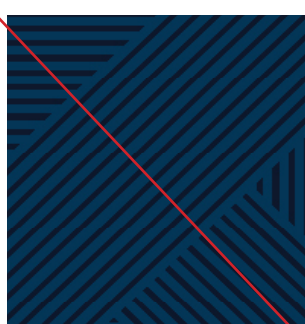
Striping patterns

Camoflauge patterns
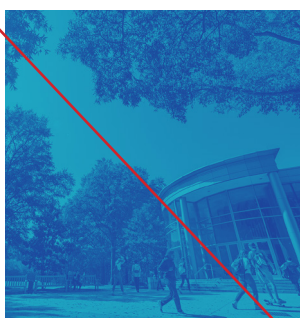
Gradients over photos

Photoweaves

Photo filters

Camoflauge ribbon

Stripe/camoflauge ribbon

Checkered ribbon