Division of
ADMINISTRATIVE SERVICES

VISUAL IDENTITY

STYLE guide

VirginiaTech
The primary focus of the Division of Administrative Services Visual Identity Style Guide is to serve as a set of unified standards for the department. The guidelines in this document compliment and expand upon the guidelines in the Virginia Tech Brand Guide.

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- Office of Emergency Management .................................. coming soon
- Police Department .......................................................... coming soon
- Rescue Squad .................................................................... coming soon
The Virginia Tech logo is the official mark of the university. It is required on all materials and cannot be altered.

**size**

1.5" minimum size

2" preferred size

2.5" maximum size

**color**

- Standard reversed logo on a light gray background
- Reversed logo with outlined shield on a maroon background
- Standard reversed logo on a black background

**protected area**

Cannot use without permission from University Relations.
University stationary, envelopes, and business cards are standard for all offices, departments, units, and university research centers. Alterations or substitutions are not permitted.

Note: Only letters should go on letterhead.
EMAIL SIGNATURE

Work email is considered official university correspondence and therefore should follow brand guidelines. All university employees should use the Arial or Franklin Gothic font with the university’s logo or official brand extension logo.

Your name, professional designations, and title should be in bold. Quotes, the HokieBird, photos, colored font, etc. should not be a part of your email signature.

Sherwood G. Wilson, Ph.D.
Vice President for Administration
Division of Administrative Services (0182)
201 Burruss Hall
800 Drillfield Drive
Blacksburg, VA 24061

540-231-4416
540-231-1401 (fax)
www.vpas.vt.edu

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Departments with approved social media accounts can use hyperlinked social media icons.
Division of
ADMINISTRATIVE SERVICES
standards
PUBLICATION GUIDELINES

ALL DOCUMENTS MUST INCORPORATE THE:

- Virginia Tech logo (with or without Invent the Future) used appropriately
- Department/division identifier
  
  Example: VirginiaTech. or VirginiaTech.

- Approved color(s)
- Approved font(s)
- Triangles
- Grey “Live, Learn, Work” design element
- Contact information of department publishing the document, including the web address
- Equal Opportunity/Affirmative Action Statement (www.vt.edu/about/equal-opportunity.html)
Example

Division of
ADMINISTRATIVE SERVICES
201 Burruss Hall (0182) | Blacksburg, VA 24061 | 540-231-4416 | www.vpas.vt.edu

triangles same color as your department

lines between triangles should always remain white

Grey bar with “Live, Learn, Work” 25% black

note spacing

Do not alter colors
<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Division of Administrative Services</td>
<td><img src="image2" alt="VirginiaTech." /> University Organizational and Professional Development</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Air Transportation Services</td>
<td><img src="image2" alt="VirginiaTech." /> Business Services</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Business Services</td>
<td><img src="image2" alt="VirginiaTech." /> Air Transportation Services</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Emergency Management</td>
<td><img src="image2" alt="VirginiaTech." /> Printing Services</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Environmental Health and Safety</td>
<td><img src="image2" alt="VirginiaTech." /> Police Department</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Equity and Accessibility</td>
<td><img src="image2" alt="VirginiaTech." /> Parking and Transportation</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Facilities Department</td>
<td><img src="image2" alt="VirginiaTech." /> Mail Services</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Human Resources</td>
<td><img src="image2" alt="VirginiaTech." /> Information Technology</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Information Technology</td>
<td><img src="image2" alt="VirginiaTech." /> Human Resources</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Mail Services</td>
<td><img src="image2" alt="VirginiaTech." /> Facilities Department</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Parking and Transportation</td>
<td><img src="image2" alt="VirginiaTech." /> Printing Services</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Police Department</td>
<td><img src="image2" alt="VirginiaTech." /> Equity and Accessibility</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Printing Services</td>
<td><img src="image2" alt="VirginiaTech." /> Environmental Health and Safety</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> University Organizational and Professional Development</td>
<td><img src="image2" alt="VirginiaTech." /> Emergency Management</td>
</tr>
<tr>
<td><img src="image1" alt="VirginiaTech." /> Alternative Transportation</td>
<td></td>
</tr>
</tbody>
</table>
APPROVED COLORS

Administrative Services
All colors

Blue
PMS 5405
C: 58
M: 17
Y: 0
K: 46
R: 59
G: 110
B: 142

Business Services
Air Transportation, Information Technology, Mail Services, Parking and Transportation, Printing Services

Maroon
PMS 208
C: 40
M: 100
Y: 50
K: 15
R: 102
G: 0
B: 0

Emergency Management

Green
PMS 576
C: 45
M: 17
Y: 72
K: 0
R: 152
G: 177
B: 109

Environmental Health and Safety

Gold
PMS 118
C: 0
M: 18
Y: 100
K: 27
R: 195
G: 158
B: 6

Equity and Accessibility

Orange
PMS 158
C: 0
M: 65
Y: 90
K: 0
R: 255
G: 102
B: 0

Facilities

Teal
PMS 5493
C: 43
M: 0
Y: 14
K: 21
R: 115
G: 175
B: 182

Human Resources

Maroon
PMS 208
C: 40
M: 100
Y: 50
K: 15
R: 102
G: 0
B: 0

Police

University Organizational and Professional Development

Note: Colors print differently on different printers and at Printing Services. Please try to use the same machine when printing to ensure consistency across your materials.
APPROVED FONTS

Header and body text

Arial - regular
ABCD EF GH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial - bold
ABCD EF GH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Garamond - regular
ABCD EF GH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Garamond - bold
ABCD EF GH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Eames - regular
ABCD EF GH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Eames - bold
ABCD EF GH IJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Division of ADMINISTRATIVE SERVICES templates

Templates are available from the communications liaison in each department of the division. A list of liaisons is available in the divisions “Communications Policies and Procedures” document.
Horizontal and vertical templates are available for each area of the division. Please pay particular attention to printing quality.
The photos on the cover can be changed by following the instructions on page 14.
A template is available for each area of the division.

1. Put the title of the presentation in this space.

2. Add photos that represent your presentation or area. See page 18 for tips on how to change photos.

3. Use this area to add descriptive text, presented by, or date.

The master pages have been set up with the approved colors, font (Arial), and backgrounds. Please do not change anything on the template.
These options are available in the template for each area. Please choose one option to use throughout your presentation.

Option 1
With Live, Learn, Work gray bar

Option 2
With triangles and thin gray bar
TITLE SLIDE/COVER PHOTO EDITING TIPS

Note: These instructions on how to change and adjust photos work in PowerPoint and Word.

CHANGING THE PHOTO:

1. Select the photo box you want to change.
2. Go to the Shape Format tab at the top of the screen.
3. Click the Shape Fill button.
4. In the drop down menu click Picture... and select the photo from your computer that you would like to use.

ADJUSTING THE PHOTO CROP:

5. Select the Picture Format tab next to Shape Format.
6. Click the Crop button.
7. In the drop down menu click the Fill or Fit option. From there you can move the photo and adjust the crop.
To work with the communications team to create a custom design, send and email to employeecommunications@vt.edu. See “Communication Policies and Procedures” for details.
appendix
# HOKIE WELLNESS

**primary color**

**HOKIE WELLNESS**

**HOKIE WELLNESS**

**HOKIE WELLNESS**

**HOKIE WELLNESS**

## Fonts

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Family</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>primary font</td>
<td>Gotham - book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&amp;*()</td>
</tr>
<tr>
<td></td>
<td>Gotham - bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&amp;*()</td>
</tr>
<tr>
<td>secondary font</td>
<td>Eames - book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&amp;*()</td>
</tr>
<tr>
<td></td>
<td>Eames - bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&amp;*()</td>
</tr>
</tbody>
</table>

## Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>C:</th>
<th>M:</th>
<th>Y:</th>
<th>K:</th>
<th>R:</th>
<th>G:</th>
<th>B:</th>
</tr>
</thead>
<tbody>
<tr>
<td>teal</td>
<td>5493</td>
<td>43</td>
<td>0</td>
<td>14</td>
<td>21</td>
<td>115</td>
<td>175</td>
<td>182</td>
</tr>
<tr>
<td>maroon</td>
<td>208</td>
<td>40</td>
<td>100</td>
<td>50</td>
<td>15</td>
<td>102</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>orange</td>
<td>158</td>
<td>0</td>
<td>100</td>
<td>90</td>
<td>0</td>
<td>255</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>black</td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>gray</td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>40</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Hokie Wellness and the graduate students in the Virginia Tech Master of Public Health program have teamed up to host an informational session for Hokies who are interested in learning more about mindful eating, movement, and relaxation.

**MINDFUL EATING**

12–12:45 p.m.

Nutritional tips and techniques to enjoy the food you eat.

**MINDFUL MOVEMENT and RELAXATION**

1–1:45 p.m.

Techniques you can do both in the office and at home to be present and reduce stress. Please wear loose comfortable clothing for this portion of the program.

No previous experience is required.

**FREE** and open to employees and students.

**Thursday, December 10**

11:45 a.m. - 1:45 p.m.

**New Hall West**

Training room 18 - basement

190 West Campus Drive

Seating is limited and registration is required. Light refreshments will be available while supplies last. Attendees may bring their own lunch if they would prefer.

For more information, contact Hokie Wellness at 540-231-9331.

www.hokiewellness.vt.edu

Sponsored by, Co-sponsored by, presented by text in left bottom corner 9 - 10 pt.

**Virginia Tech logo without Invent the Future tagline in right bottom corner 1.5 - 2”**
Division of
ADMINISTRATIVE SERVICES

201 Burruss Hall
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