

NUMBER: 1003

TITLE: The University's Name and Identification

APPROVED: June 19, 1986; Revised October 16, 1986

1. Name

As provided by statute, the name of the university is Old Dominion University.

The name of the university shall not be used in the name of any other corporation, association, organization or other entity or used in any other way so as to identify the university with the aims, policies, programs, products, or opinions of any other entity or its members, without the express authority of the president.

The name of the university shall not be used to align the university with any political, economic, social, or cultural cause or for any private commercial or promotional advertising purposes whatsoever without express authority from the president.

2. Seal

The seal of the university shall be as follows:

The central portion of the seal is a modified and simplified version of the Stuart arms, royal arms of the Stuart rulers of England at the time Virginia became known as the Old Dominion. Included therein are the shields of the kingdoms of England, Scotland, Ireland, and France, the last of which England still claimed at the time. Over this is placed the coat of arms of The College of William and Mary, granted by the Herald's College in 1694, to indicate the origin of the university. Within concentric circles around the shields are the name of the institution and the date of its founding as follows: "Old Dominion University 1930."

The university seal will be used for official university business where traditional imagery is appropriate or as otherwise deemed appropriate by the president.

3. Flag

The flag of the university has a royal blue background, with the seal of the university in color in the center. The proportion of the length of the flag to the width is 3 to 2, and the proportion of the width of the flag to the diameter of the seal is 2 to 1. If a fringe is used, it shall be gold and shall be 1/20th of the length of the flag.

The president shall be responsible for establishing policies governing the display of the flag.

4. Colors

The university colors are blue (PMS 540) and silver and were selected to be highly distinctive and unique to Old Dominion University. In applications where silver may not be used, grey (PMS 429) should be substituted.

The president shall be responsible for establishing policies governing the use and application of the university colors.

5. Visual Identification Program

The visual image adopted by Old Dominion University communicates the quality, strength, and integrity of the institution through the equity in the Old Dominion name and its ties with the heritage and historical tradition of the region.

The symbol is a stylized contemporary rendering of a heraldic lion and crown. These visual elements achieve a very strong historical tie to the origin of the Old Dominion name which was given to the entire Mid-Atlantic colony by King Charles II of England in 1660. In the heraldic imagery of that period, the lion and crown were representative of quality, tradition, strength, and integrity. This distinctive and memorable symbol represents a direct derivation of the institution's name and the region it serves.

The typestyle chosen for the university logotype is a hand-modified contemporary version of the Bodoni type family.

The president shall be responsible for establishing policies governing the use and application of the university's visual identification program.