

Old Dominion University's athletic program has established a standard of excellence and a reputation that reaches far beyond the campus walls. The university's new athletic "family" of logos symbolizes both the program's tradition and its future as a strong competitor in intercollegiate athletics. The logos are designed for use on merchandise, player uniforms, publications, television and the internet. The "banner" in four of the logos allows each sport to customize its logo, while maintaining a consistent identity. The logos are available in a variety of color separations. If you have any questions regarding the logos, or would like to obtain the digital files, please call the athletic publications office at (757) 683-4207.



Primary



Lion's Head



Logotype



Shield



Shield With Banner



ODU Diagonal



ODU Horizontal

NON-PROFIT ORG.
U.S. POSTAGE
PAID
NORFOLK, VA
PERMIT NO. 49



4AT00
Old Dominion University
Athletic Public Relations Office
Athletic Admin. Bldg. Rm. 124
Norfolk, VA 23529

Old Dominion University

Athletic Logo Identity Guidelines



Colors

Primary Colors

The colors on the right are the official colors of Old Dominion Athletics. Old Dominion logos should not be reproduced in any other colors. If these colors are not available, the logos should be printed in all black or white (whichever offers the best contrast)



ODU Blue
in lieu of which use
*Pantone® 540
Process equivalent:
100C-47M-47K



ODU Silver
in lieu of which use
*Pantone® 877
There is no process
equivalent

Secondary Colors

The colors on the right are important support colors. ODU Gray may be substituted when the preferred ODU Silver is not practical or possible. ODU Cerulean Blue, the school's primary color until 1985, has been reintroduced as an accent color only and can only be used as shown in the 3-color versions of the logo.



ODU Gray
in lieu of which use
*Pantone® 429
Process equivalent:
43C-33M-32Y-2K



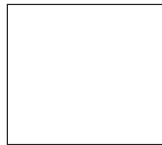
ODU Cerulean Blue
in lieu of which use
*Pantone® 283
Process equivalent:
34C-6M

Support Colors

When the official colors are not available, ODU logos may be printed in all black or white (whichever offers the best contrast). If printing in white, do not reverse logos (see "Violations" section)



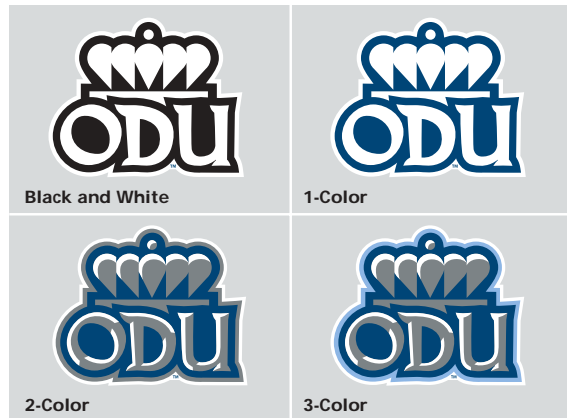
Black



White

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide 1000.

Color version examples



Type

Banner Text Guidelines

These 3 versions of the Old Dominion athletic logos contain a banner that can be customized for specific uses. The MAC folder has versions of these logos with live text that can be edited. Included in the IBM EPS folder are versions with a blank banner (for example, "TypeB.eps"). Below are the specifications for setting the text in the banner.



Banner text height is equal to one-third the height of the "o" in the word "Dominion".

Font: Copperplate 33BC, All Caps, White only in 3 and 2 color versions, Blue in 1 color version, Black in B&W version

Justified between edges

Text must follow the curve of the banner and be skewed vertically (vertical strokes of the characters remain parallel)

Font can be condensed if more space is needed

Other Text

Text not appearing in the banner should only be placed below the logo and centered horizontally. Never add inappropriate taglines to the logos.



Other text height is equal to the height of the banner. Text should be spaced below logo by half of this same amount.

Font: Copperplate 33BC, All Caps, or Times Bold, All Caps, Blue only in 3, 2 and 1 color versions, Black in B&W version

Centered between edges

Text can be set in more than one line

Violations

Unacceptable use of logos

In order to maintain the design integrity of the Old Dominion identity logos and to maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown here are unacceptable uses of the Old Dominion logos.



Never switch colors or use unapproved color combinations.



Never resize elements or redraw any part of the logos.



Never distort logos.



Never change typefaces.



Never use without associated typography.



Never reverse marks, especially those that include the lion image.



All logos contain a white outline, so reversing is unnecessary.

* Athletic logos for use only in athletic publications, on team uniforms and Old Dominion University licensed merchandise/apparel.

Minimum Size

In order to ensure clear reproduction and legibility, the ODU logos may not be used any smaller than 1" wide.

