

OLD DOMINION UNIVERSITY
University Policies and Procedures

2011 - VISUAL IDENTITY STANDARDS

Statement: The University's visual identification is a combination of symbol and logotype. The symbol is a heraldic and contemporary lion and crown. The official colors are PMS 540 blue and PMS 877 silver (or PMS 429 grey). The logotype is a hand-generated typestyle of the University's full name. The combination of the symbol and logotype is called the "university signature."

When the University signature is used with copy, photographs, or other design elements, a minimum amount of clear space should appear between the two elements. The signature should receive maximum visual recognition. Guidelines for stationery, business cards, and other common usages are contained in the Visual Identity Standards Manual which is available from the Office of University Publications. Exceptions must be approved by the Publications Committee.

The university seal is reserved for use in special document applications. The use of this identifier is restricted, and requests for use of the seal should be submitted to the Office of the Board of Visitors (683-3072).

Responsibility: Office of University Publications Relations

Authorization: Joseph M. Marchello, President

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