

OLD DOMINION UNIVERSITY
University Policies and Procedures

2011 – GRAPHIC GUIDELINES

Statement: Old Dominion University strives to maintain a consistent visual, or graphic, identity as a major component of communicating the strength and integrity of the institution. A unified approach to graphics fosters a strong, consistent institutional image for both internal and external audiences. The success of any identity program depends on the cooperation of all members of the University community. Each symbol stands alone as its own graphic entity and should not be combined with any other elements.

University Logos

The University Seal is reserved for special signage or document applications, such as official documents from the Office of the President. The Office of University Publications should be contacted prior to using the University Seal in any document.

In the identifier, the prestige of the crown paired with the name of the University communicates a message of strength and integrity for Old Dominion. The Word Mark provides an opportunity to present the University's name in a consistent manner. The use of the ODU&Crown and the Crown adds creativity and flexibility to the visual presentation and offers more opportunities for marketing and branding Old Dominion University's image. The ODU&Crown and Crown may be used as long as the full name of Old Dominion University appears somewhere on the publication or product. The logos are for official University use only. Colors and type fonts should follow University branding guidelines.

Responsibility: Office of University Publications

Authorization: John R. Broderick, Acting President

Date: December 1, 1988; Revised August 26, 2008