Introduction

Old Dominion University is Virginia’s forward-focused research university for high-achieving students who want rigorous academics and an energetic residential community with a rich mix of nationalities, cultures, and life experiences.

Our brand is a reflection of the ODU experience and serves as the foundation of our identity. It is defined not only by what we say, but also how we say it—in print, broadcast and the web. The voice and tone of copy, color palette, imagery, design style and typography we use impact the way we are perceived.

We created this brand book to articulate the ODU brand and help communicate a compelling brand message that is clear and distinctive. Help us build and steward the ODU brand long-term, by following the guidelines presented in this brand book. Together, we can help ensure that our brand is portrayed consistently, no matter where in the world it is seen.
# Table of Contents

- **Introduction** ................................................................. 2
- **Brand Platform, Promise, Personality** ............................. 4
- **Brand Voice** ........................................................................ 5
- **Brand Positioning** ............................................................. 6
- **The ODU Logo Usage** ....................................................... 7
- **Brand Architecture & Definitions** .................................... 8-9
- **Brand Architecture: Brand Extensions** ............................ 10
- **Logo Guidelines** ................................................................. 11-13
  - Minimum Clear Space and Size
  - Using the Correct Logo
  - Examples of Correct Use of Logo
- **Misuse of the Identity** ......................................................... 14
- **The ODU Icon Usage** ........................................................ 15
- **The ODU Seal Usage** ........................................................ 16
- **Athletics Logo Usage** ......................................................... 17
- **Typography** ................................................................. 18-19
  - Typography: Print
- **Color Usage** ................................................................. 20
  - Logo colors
  - Accent color palette
- **Print Publications Overview** ............................................ 21
- **Stationery Overview** ......................................................... 22
  - Business Cards
  - Letterhead
- **Partnerships** ................................................................. 23
  - Multiple Partnerships: Use of Logo
- **Presentations** ................................................................. 24
  - Use of Powerpoint Templates
- **Brand for Merchandise** .................................................... 25-27
  - Institutional Logo Usage
  - Office or Department Usage
  - Limited Space Usage
  - Athletics Usage
- **Resources and Contacts** .................................................. 28
  - Branding resources on the ODU Web
  - General brand questions
Brand Platform

Brand identity implies much more than the consistent use of a logo. Based on core values and unique competitive advantages, the Brand Platform is our internal foundation for a sustainable identity. It identifies the position Old Dominion University wants to occupy in the market. It defines the singular compelling idea or concept that Old Dominion University wants to own in the hearts and minds of its most important constituencies. It is long-term and aspirational, articulating the type of higher education institution we strive to be.

Brand Promise

Forward-focused thinking, real world results.

Brand Personality

Brand personality defines a set of human traits that are associated with the Old Dominion University brand. It appeals to an internal and external audience who can relate to our brand. It also serves to help differentiate ODU marketing collateral from those of other institutions. Our brand personality is based upon four traits: energetic, entrepreneurial, interested and forward-thinking. By applying these traits to the development of content and design, we express our distinctive style and enhance the recognition of ODU by our audience.
Brand Voice

The ODU voice is succinct, confident, unexpected, and engaging. It employs brief and intriguing headlines that depict subject matter in clever ways.

Long form copy capitalizes on the voice by approaching subject matter in exciting prose that paints compelling visual images of the subject matter.
Brand Positioning

Old Dominion University is Virginia’s forward-focused research university for high-achieving students who want rigorous academics and an energetic residential community with a rich mix of nationalities, cultures, and life experiences. Our nationally recognized faculty use real-world expertise and innovative teaching methods to challenge students to achieve their highest goals. Our determined entrepreneurial approach to problem-solving drives cutting-edge research, eminent scholarship, and strategic partnerships with government, business, industry, and organizations. As a result, we act quickly and decisively to create innovative solutions that improve individuals’ lives, our communities, and the world.
The ODU Logo Usage

Primary Identity (Logotype)

Old Dominion University’s logo is the touchstone of our brand and one of our most valuable assets. It is the one element that unifies and represents our institution and our brand. The ODU logotype has been specially designed to symbolize not only our name, but to communicate the strength and integrity of our brand.

Old Dominion’s identity consists of two elements— the logotype and the tagline. The “logotype" includes the prestige of the crown paired with the name of the university and the Idea Fusion “tagline”—combined into one cohesive signature. Both elements must always be used together.

Since the logotype is the most powerful visual element within our brand, we must ensure its proper usage. The identity cannot be altered in any way. Please do not attempt to create art for Old Dominion University’s logotype or separate, strech, rearrange or move any of its elements.

Always download the complete logo art provided by ODU from the Marketing and Communications website: www.odu.edu/univcomm

Every attempt should be made to use the ODU logo is over a white or light background. If the logo must be placed on a dark background or if color options are limited, then the ODU logo can be used in a reverse (all white) format.

The examples shown here illustrate the correct use of the logo in positive and reverse formats.

Tagline

The tagline is the phrase we use to get people to think about us and what makes us different. Together with the logo, it evokes the image of ODU and helps generate greater recall. The tagline should always appear together with the Old Dominion University logo on all marketing collateral and communications materials.

Old Dominion’s tagline is “Idea Fusion,” an embodiment of the ODU spirit and experience. Whether you’re new to ODU or have worked here for a while, you know that at ODU, education and knowledge fuse together to generate new ideas and develop fresh solutions that forge paths for our students’ future success. This fusion of ideas, backgrounds and life experiences makes this institution truly special.
Brand Architecture & Definitions

Brand architecture is the structure for managing how Old Dominion University presents itself to the world. The architecture defines how the core brand, brand extensions, sub-brands and independent brands relate to and support each other.

Definitions:
Core Brand
All administrative offices are encompassed by the ODU core brand, including:
• President
• Chief Operating Officer
• Provost and Vice President of Academic Affairs
• Vice President for Administration and Finance
• Vice President for Human Resources
• Vice President for Student Engagement and Enrollment Services
• Vice President for University Advancement
• Vice President for Research.
Brand Architecture & Definitions

Definitions:

Brand Extensions

Major, high-profile divisions of the core brand that are integral components of the ODU brand and directly support its mission are encompassed in the brand extensions. These include:

- Center for Coastal Physical Oceanography
- Center for Enterprise Innovation
- Center for Innovative Transportation Solutions
- Children's Learning and Research Center
- Climate Change and Sea Level Rise Initiative
- College of Arts and Letters
- College of Continuing Education and Professional Development
- Darden College of Education
- College of Health Sciences
- College of Sciences, Distance Learning
- Frank Batten College of Engineering and Technology
- Frank Reidy Research Center for Bioelectrics
- Honors College
- Monarch Physical Therapy
- Peninsula Higher Education Center
- Strome College of Business
- Strome Entrepreneurial Center
- Tri-Cities Higher Education Center
- Virginia Beach Higher Education Center
- Virginia Early Childhood Policy Center
- Virginia Institute of Photovoltaics
- Virginia Modeling, Analysis & Simulation Center (VMASC)
Brand Architecture & Definitions

Definitions:
Sub-Brand
Having distinctive personalities and missions, sub-brands are prominently linked to the core brand while requiring differentiation because they provide significantly distinctive services. These include:
- Alumni Association
- Athletics
- Economics Club of Hampton Roads
- ODU Foundations

Independent Brand
These brands represent a complete departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to Old Dominion University. These include:
- Innovation Research Park @ ODU
- University Village University Bookstore
- Virginia Coastal Energy Research Consortium (VCERC)
- Virginia Space Grant Consortium - MARS (Spaceport)
- Virginia Tidewater Consortium for Higher Education.
Brand Architecture: Brand Extensions
Colleges & Centers Identity System

The brand extension design system provides colleges and centers two flexible logo options.

**Primary Logo**
This is the preferred option for use in print and digital communications.

**Secondary Logo**
The secondary logo has been approved only for the specific uses listed below as long as the primary logo appears on the front of the publication.

- Mailing Panels for postcards, brochures, newsletters
- Back covers of folders, newsletters, brochures, etc.
Logo Guidelines

Old Dominion University strives to maintain a consistent graphic identity as a major component of communicating the strength and integrity of our brand.

These logo guidelines help you use our logo correctly. If you have any questions about the ODU logo that are not covered in this brand book, please contact us at (757) 683-3114 or marketing@odu.edu.

<table>
<thead>
<tr>
<th>ODU Full Color Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 540 Beaufort Bold caps and small caps</td>
</tr>
<tr>
<td>PMS 540 Geometric 415 Medium all caps, loose tracking</td>
</tr>
<tr>
<td>PMS 540 Geometric 415 Bold all caps, tight tracking</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ODU One-Color Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% Black</td>
</tr>
</tbody>
</table>

[Diagram of ODU Full Color Signature]

[Diagram of ODU One-Color Signature]
Logo Guidelines

ODU One-Color Reverse Signature

White reversed from 100% Black
(Black box is only used to illustrate the white logo.)

ODU Full Color Logo + ODU Signature

Beaufort Bold all caps
Logo Guidelines

Minimum Clear Space
To protect the strength and integrity of the logo and to maintain visual effectiveness, please keep a clear space around the logo, free of competing visual elements. Do not allow photos, typography, or other graphic elements to intrude into this minimum clear space area of 0.5 inches all around, when the logo is scaled at 2 inches wide.

Minimum Size
The minimum size of the logo should only be used when layout space is extremely limited. The logo should measure no less than 1 inch in width. Always use the signature at a larger size whenever possible.

Using the Correct Logo
Please use the current version of the ODU logo, available for download from www.odu.edu/univcomm. It is important to provide external graphic artists with the correct logo and instruct them to refrain from any customization or distortion of it, including its typography. Previous variants of the ODU logo should not be used.

Examples of Correct Use of Logo
This page illustrates examples of the correct use of the logo.
Misuse of the Identity

To maintain the integrity of the ODU signatures they must be used within the guidelines outlined in this manual. These are several examples of incorrect usage.

Incorrect sizing: When resizing the signature, do not distort it. In Word and PowerPoint particularly, only drag on the corners of the logo to resize correctly.

Using logo mark or word mark only: Do not use the logo without the word mark and visa versa.

Altering the opacity: The ODU signature should be used at 100% opacity.

Altering the color: use only the approved options for the ODU signature.
The ODU Icon Usage

The ODU icon is used only on social media and any marketing materials where social media icons are used.

The ODU icon is more versatile in its usage than the ODU logo on social media because it helps identify individual departments or units. While it can be styled subtly to fit into social media icon sets, the core elements of the design cannot be removed, redrawn, rotated, stretched or altered.

The ODU icon is not interchangeable with the ODU logotype and cannot be used outside of social media. To request an ODU icon, please contact the Web & Digital Communication team at webcomm@odu.edu.

ODU icon on Facebook

ODU icon on Twitter
The ODU Seal Usage

The University Seal is reserved for special signage, document applications, or official documents from the Office of the President. The Office of Strategic Communication & Marketing should be contacted prior to using the University Seal in any document.
Athletics Logo Usage

The Old Dominion University Athletics logo is the representative symbol for sports and athletics. The Athletics logo is used exclusively for athletic programs and in spirit wear.

The Athletics logo is not interchangeable with the ODU logotype and is not used to represent non-athletic programs.

For more information regarding Athletics logo usage, please refer to the Athletic Office Logo Identity Manual at odu.edu/licensing.
Typography

Typography is a key element to communicate a unified brand for ODU. By controlling the type styles and alignment used, we further strengthen the visual distinctiveness of ODU. Imagery can be strengthened with typography to convey our brand style. The type fonts were selected to complement the ODU logo. They can be used cross-platform (Mac and PC).

The type alignment for all our communication is flush left or justified.

If your computer is missing any of the branded fonts, the fonts can be purchased at monotype.com.

The Office of Strategic Communication & Marketing may add additional, temporary fonts to the collection to support specific campaigns. These are not permitted outside of those specific marketing campaigns.

Trebuchet-Regular, Italic, Bold, Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-"'*/$%

Century Gothic-Regular, Italic, Bold, Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-"'*/$%

Belizio-Regular, Italic, Bold, Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-"'*/$%

Futura Family-Regular, Italic, Bold, Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-"'*/$%

Bickham Script Pro*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-"'*/$%

*Limited use accent for formal applications
Typography: Print

Layout Examples
These examples show how typography can be used in a stylized way to convey ODU's brand style.
Color Usage

Our colors are a reflection of our brand personality.

1. Primary Brand colors
The primary brand colors for ODU are PMS 540, PMS 430 and PMS 283. Use these sparingly so as not to outshine our logo.

2. Accent color palette
These colors make up our core color palette—they are a complimentary set of vibrant, youthful colors that retain a sense of energy at lower opacities. The colors can be used at full saturation or can be screened back as a wash over an image. Keep the number of accent colors appearing together to a maximum of two.

3. Military accent color
The military accent color is a compliment to our primary brand colors for use in print or digital publications with a military theme.

The Office of Strategic Communication & Marketing may add additional, temporary colors to the collection to support specific campaigns. These are not permitted outside of those specific marketing campaigns.
Print Publications Overview

All design work should reflect ODU’s brand personality: energetic, entrepreneurial, interested and forward-thinking.

While there must be consistency among the core elements, there is flexibility when choosing the style of a printed piece.

Each of the styles below supports our brand because each uses the same fonts and core elements. Be aware that some styles work better than others, depending on the subject matter.

To request a publication design or editorial services, visit the Publication Design & Production section of the odu.edu/univcomm website.

Old Dominion University and the Old Dominion University Foundations congratulate Robert M. Stanton, 2013 Lenora Mathews Lifetime Achievement Award recipient, and all of the 2013 Hampton Roads Volunteer Achievement Awards and all of the 2013 Hampton Roads Volunteer Achievement Awards.
Stationery Overview

Stationery items such as business cards and letterheads affect the way the public perceives our brand. It is therefore important that all stationery items be consistent. To ensure consistency in our institutional identity, we used fixed guidelines for designing and printing stationery. There are several different business card designs faculty and staff members can choose from. Standard letterhead, envelopes, forms or business cards must be ordered through Procurement Services at 757-683-3105.

To request “Print-on-Demand” stationary, please visit the following site: http://www.odu.edu/univcomm/publications/stationery-cards

The correct stationery formats are detailed in the following examples.
Partnerships

Working with partners helps convey our message to a wider audience. When we collaborate with other organizations, it is important to ensure that all partners are fairly represented. No two partnerships are ever the same, though; the following show some of the variations on representing joint endeavors in graphic form.

It is not necessary to apply the ODU brand style and corporate visual identity to partnership campaigns or sponsorship opportunities. It is important to use the logo properly and this section provides examples to follow.

Multiple Partnerships: Use of Logo
In multiple partnerships, don't worry if our logo is not the biggest—it is important to give all partners an equal emphasis. Remember to maintain a clear space around each logo.

The examples on this page illustrate how to position the logos of multiple partners, while giving equal emphasis to all.
Presentations

This section explains how to use the elements of the ODU brand to create presentations in Microsoft Powerpoint.

Use the font Trebuchet in bold and regular weights.

Charts and diagrams should be simple, clear and uncomplicated. The complete accent color palette can be used; however, keep the number of colors appearing on one slide to a minimum.

Remember that key points can be type-only slides or type and image slides. Pacing is important, so after text-heavy sections, a slide of color background with one sentence or an image slide with one sentence can be used to create a moment of rest. It is important that the text be kept simple and to a minimum.

Use of Powerpoint Templates

The examples illustrate branded templates that are available to the university community, free of charge. Each template offers a multitude of layout options to meet your needs. Requests for additional templates can be secured by calling 757-683-3114 or emailing marketing@odu.edu.

Approved templates are available for download at www.odu.edu/univcomm.
Brand for Merchandise

Old Dominion University names, logos and symbols appear on thousands of merchandise and specialty items in the marketplace. Any merchandise that displays ODU’s registered or trademarked names, logos and symbols must follow our visual standards and licensing agreements. To protect our registered and trademarked names, logos, and symbols, all merchandise and specialty items must be produced by licensed ODU vendors.

Questions regarding appropriate use of ODU names, logos and symbols or design can be directed to Caitlin Chandler at 757-683-3114 or cbchandl@odu.edu. Approvals on merchandise or specialty items can be directed to Jim Clanton at 757-683-4395 or jclanton@odu.edu.

Institutional Logo Usage

It is preferred that the full Old Dominion University logo with the “Idea Fusion” tagline be used on merchandise.

The examples on this page illustrate the correct application of ODU names, logos and symbols on merchandise or specialty items.
Brand for Merchandise

Office or Department Usage

A secondary option for using the logo on merchandise is when a department, unit or office would like its department name on items.

The correct application of this usage is demonstrated on this page.

Prohibited Use: For items such as stationary, envelopes, post cards and letterhead where official business correspondence is being made, this logo usage is not allowed.

Acceptable Use: This logo usage can be used on items such as notepads, notebooks, post-its, etc.
Brand for Merchandise

**Limited Space Usage**

In circumstances where there is limited space available, such as on pencils, pens, markers and highlighters, a modified version of the logo may be used. In this modified version, the Idea Fusion tagline is replaced by the office name.

**Athletics Usage**

The Athletic Department has established some specific guidelines that apply to the use of the athletic logos. Please contact the director of athletic publications and creative services for the specific guidelines.

Do not increase/decrease the size of the logo or crown when creating limited use merchandise logo
Resources and Contacts

Information contained in this Brand Book is available online at www.odu.edu/univcomm (as well as additional resources).

Contacts
If you need more information or have questions about using these guidelines, contact us by phone at 757-683-3114, 757-683-3152 or by e-mail.

General Brand Questions:

Caitlin B. Chandler
Executive Director of Strategic Communication & Marketing
cbchandl@odu.edu

Victoria Burke
Director of University Publications
vburke@odu.edu

Jason Phenicie
Director of Web & Digital Communication
jphenici@odu.edu