



THE BRAND GUIDE

Pamplin College of Business Standards and Style Guide



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Why do we have brand guidelines?

When you say “brand,” most immediately think about logos or an identity system. But a brand of an organization is much more - it’s an entire structure, the images, primary messaging, and way of thinking for any organization. Pamplin College of Business has continued to update our identity brand standards to ensure a consistent “look” and style for consistent references in the marketplace. Consistency among all units of Virginia Tech and Pamplin ensures a solid brand and solidifies name recognition, a fundamental element of institutional positioning. We strive to uphold this brand, or image perception of the Pamplin College of Business, and continually inform and engage our audiences about the Pamplin brand in an increasingly diverse and competitive higher-education marketplace.

It is important that Pamplin project an image of excellence and cohesiveness to all of our many audiences. The logo and official university names have registered trademark protection, and any use of the logo or official university names other than those prescribed in this manual is prohibited, regardless of funding sources. Alterations to the specifications outlined in this manual are prohibited without the consent of the Office of University Relations. The style guide section describes specific rules and usages to be followed by authors and editors of general communication products. Adhering to these standards will help ensure that communications from every department, and office speak with a clear and uniform voice that best represents the image and brand of Pamplin. Journal articles, research papers, proposals, technical reports, or other specialized documents may require style standards different from those presented here.

The reasons for having a brand guide

- Establishing a distinct brand through Pamplin encourages the pillar of innovation when it comes to the future of Pamplin as well as the rest of Virginia Tech.
- This will encourage the process of Virginia Tech being a leader within the business community and becoming a globally recognized brand
- Being a distinct product of Virginia Tech, Pamplin’s use of branding moves the college up in the hierarchy of education.
- Branding within Pamplin creates an atmosphere of individuality amongst the college and encouraging others to constantly move forward.

Brand Platform

The Three Pillars of Pamplin

Innovation and Entrepreneurship

Job growth in the United States depends heavily on innovative new businesses. Experiential learning and mentoring opportunities related to entrepreneurship can assist students in developing the skills and traits for succeeding in start-up environments.

Pamplin's Apex Systems Center for Innovation and Entrepreneurship has a key role to play in advancing student education and faculty research in innovation and entrepreneurship, facilitating the commercialization of intellectual property developed at Virginia Tech, and promoting entrepreneurship in Virginia.

Intelligence and Analytics

The systematic analysis of vast collections of business data to inform and improve business decisions and performance has found applications throughout organizations, including in accounting, finance, marketing, supply chain management, human resources, and strategic planning.

Pamplin's Center for Business Intelligence and Analytics supports faculty research in the college and elsewhere on campus, curricular initiatives for students, and outreach to the business community, with a focus on innovative applications of analytics.

International Business

Being prepared to work in a diverse workplace and to operate effectively in other countries is an essential part of business education.

Pamplin has long been educating students for the global marketplace and supports opportunities abroad for faculty that will enhance their teaching and research. Through its study-abroad programs, the college is a leader at Virginia Tech in the percentage of graduates completing an international experience.

Pamplin College of Business Logos

The Pamplin College of Business logo is the master logo for the college. Each school and department under Pamplin then has it's own logo. All logos come in two orientations, horizontal and vertical. Each logo then comes in a standard set of colors for different uses- black, white, and color (orange & maroon). Within the color category, each logo comes in CMYK for print, RGB for web and digital, and PMS for spot color treatments etc.



HORIZONTAL



VERTICAL

Horizontal Logo Lockups



PAMPLIN COLLEGE OF BUSINESS
ACCOUNTING & I.S.
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
ACCOUNTING & I.S.
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
BUSINESS INFORMATION TECHNOLOGY
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
CENTER FOR BUSINESS ANALYTICS
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
FINANCE
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
HOSPITALITY & TOURISM
VIRGINIA TECH.



MASTER OF
INFORMATION TECHNOLOGY
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
MBA PROGRAMS
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
MANAGEMENT
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
MARKETING
VIRGINIA TECH.



PAMPLIN COLLEGE OF BUSINESS
REAL ESTATE
VIRGINIA TECH.

Vertical Logo Lockups



PAMPLIN COLLEGE OF BUSINESS
**CENTER FOR
BUSINESS ANALYTICS**
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
MBA PROGRAMS
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
ACCOUNTING & I.S.
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
FINANCE
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
MANAGEMENT
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
ACCOUNTING & I.S.
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
HOSPITALITY & TOURISM
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
MARKETING
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
**BUSINESS INFORMATION
TECHNOLOGY**
VIRGINIA TECH™



MASTER OF
**INFORMATION
TECHNOLOGY**
VIRGINIA TECH™



PAMPLIN COLLEGE OF BUSINESS
REAL ESTATE
VIRGINIA TECH™

Typography

These fonts are preferred as the most appropriate for general usage in Virginia Tech and Pamplin print and web communications. In typography, a sans-serif typeface is one that does not have small lines called “serifs” at the ends of each character. A serif has “little feet” on the ends of letters.

GINESO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

ACHERUS GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

CRIMSON TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Color

PRIMARY COLOR PALETTE



CHICAGO MAROON

PMS 208 C
CMYK 15, 100, 37, 45
RGB 134, 31, 65
#8B1F41



BURNT ORANGE

PMS 158 C
CMYK 0 62 95 0
RGB 232 119 34
#E87722



HOKIE STONE

PMS Cool Gray 9 C
CMYK 30 22 17 57
RGB 117 120 123
#75787B



YARDLINE WHITE

CMYK 0 0 0 0
RGB 255 255 255
#FFFFFF

SECONDARY COLOR PALETTE



TRIUMPHANT YELLOW

PMS 101 C
CMYK 0 0 68 0
RGB 247 234 72
#F7EA48



PYLON PURPLE

PMS 260 C
CMYK 66 100 8 27
RGB 100 38 103
#642667



VIBRANT TURQUOISE

PMS 3255 C
CMYK 48 0 25 0
RGB 44 213 196
#2CD5C4



LAND-GRANT GRAY

PMS Warm Gray 1 C
CMYK 3 3 6 7
RGB 215 210 203
#D7D2CB



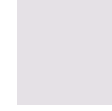
BOUNDLESS PINK

Rubine Red C
CMYK 0 100 22 3
RGB 206 0 88
#CE0058



VIRGINIA SUNSET

PMS 144 C
CMYK 0 51 100 0
RGB 237 139 0
#ED8B00



SKIPPER SMOKE

PMS 663 C
CMYK 3 6 0 2
RGB 229 225 230
#E5E1E6



BURNT ORANGE WEB

RGB 198 70 0
#C64600

PAMPLIN TEAL



SUSTAINABLE TEAL

PMS 2212 C
CMYK 75 29 42 12
RGB 80 133 144
#508590

Brand Visual Style

The visual standards for publications and all other media ensure that communications from Pamplin speak with a clear and uniform voice that best represents the image and brand of Pamplin.

Use of the Pamplin logo

Use of Pamplin Teal as a primary accent color in addition to the Virginia Tech Maroon and Orange

Predominance of sans-serif fonts, both for headlines and body text

Primary photography focusing on the environment of the subjects shown with hands-on interaction.

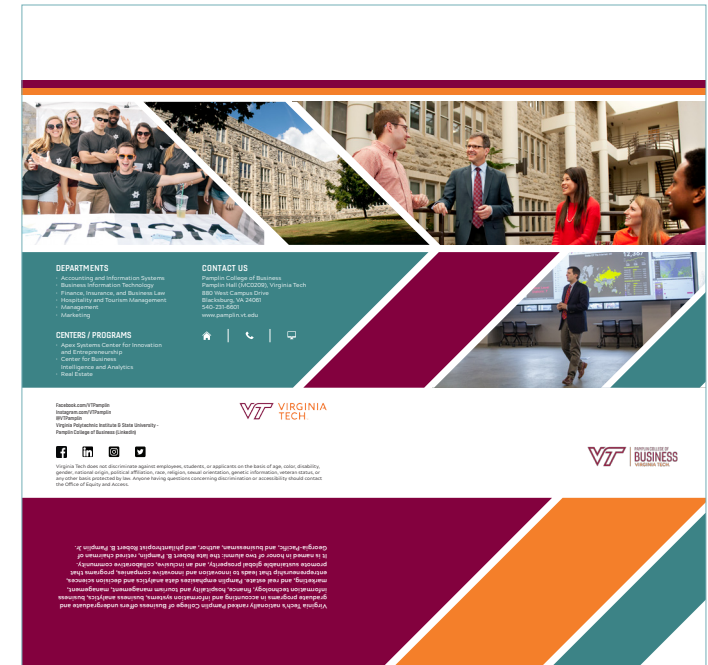
A contemporary uncluttered design with liberal use of white space and a color palette that reflects a forward looking approach

A flexible grid design that organizes information using type treatment and visible grid lines to underscore the dynamic innovative, results-driven nature of the university

All Pamplin marketing materials and ads should use the official Pamplin logo

Incorporate new brand graphic elements and diagonal photo masks & blocks.

For more information on Virginia Tech's Branding policies please visit <https://www.branding.unirel.vt.edu>





Brand Application

Example Pamplin Material
Undergraduate Folders



* CUSTOMIZABLE IMAGE SPACE



PAMPLIN COLLEGE OF BUSINESS

POSTCARD TITLE OR EVENT



SUBHEADER AND EXTRA TEXT

Tillica; ni con Etri ina, que ingulvi squides ilicaucit, niurs crem ten patume audem endertam conterf ectes, ocur licae perus vitumus conscit; num sede re abus me dem et; in temedem tatio, quamdit graveris consignos auctatus restim in patabem ursunum pervicae

Fueling Future Business Leaders

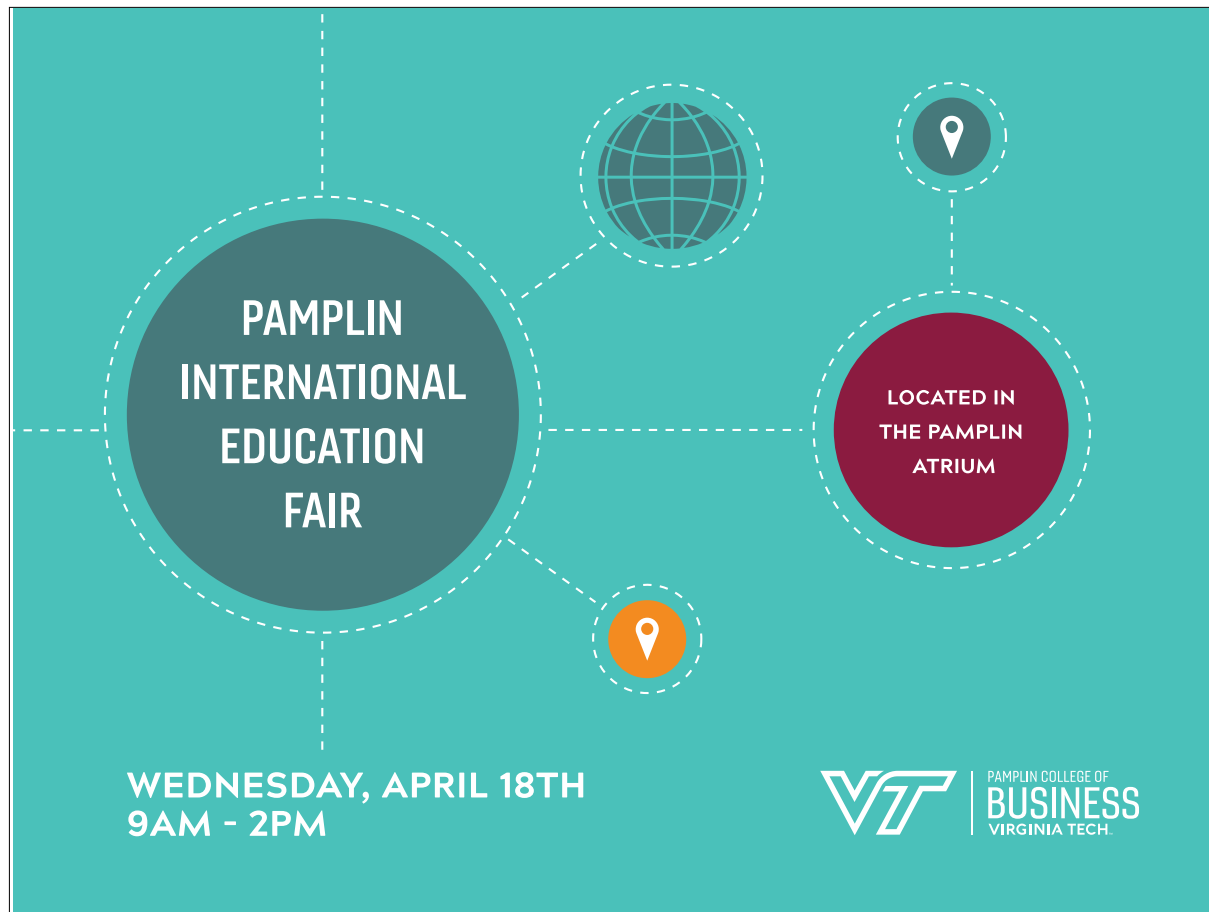
That's How Pamplin Claim's It's Role

Excessequia il modistrumqui tem, Itasinciae lis autat volent voloreptaqui cupa numquas conserum estruptas et aliquatiisto dolut rerum alique volupta tatquib usciasp



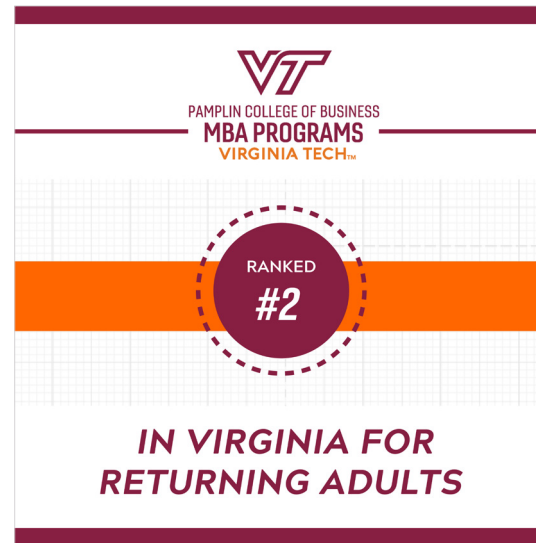
Brand Application

Example Pamplin Material
Event Postcard



Brand Application

Example Pamplin International
Education Fair Yard Sign / Flyer



Brand Application

Example Pamplin Social Media
Posts & Profile Images

Photography & Videography

Photography and video are two essential ways to capture the essence of the Pamplin College Brand. Through the use of imagery, students, faculty and staff, and outsiders can access a resource that the mind associates with Pamplins' brand, therefore, strengthening the culture between Pamplin and Virginia Tech.

Photography

Action shots conveying student life, Professor research, and student/Professor interaction is preferred. When it is not possible to document live action, posed portraits of professors and students in environmental settings can communicate their work, interests, and personalities. Iconic locations for Pamplin are staples and should be taken in dynamic and dramatic lighting. Make sure that still building shots are second to live action shots.

Photo Library

For access to the Pamplin photo library please visit : www.photolib.pamplin.vt.edu, access is free. To access the university's photo library go to www.photo.library.unirel.vt.edu/pages/home.php. Contact University Relations Photography for access. Working with University Relations photographers is an opportunity to elevate the impact of your storytelling with branded photography

Videography

Sweeping, dynamic action shots of students and professors are optimal for footage for Pamplin. Settings such as class rooms, meeting rooms and the Pamplin College of Business are the best backgrounds for this footage. Panned shots of Pamplin and its architecture are also encouraged to create dramatic story telling for Pamplin.



Licensing and Trademarks

Process for use of Virginia Tech trademarks for Registered Student Organizations and university departments:

This Process is for the use of all Virginia Tech trademarks including the Virginia Tech logos and all of its umbrella logos, the Hokie Bird, Hokie Tracks and any other Virginia Tech affiliated trademarks.

Submit artwork for T-shirts or other merchandise to Licensing and Trademarks for approval along with the name of the licensed vendor before the order is placed.

- Administrative and academic departments are not allowed to use the spirit marks (athletic VT, HokieBird, Hokie Tracks).
- Vendors must have an active licensing agreement in place (listed at www.unirel.vt.edu/licensing/).

Receive letter of approval from Licensing and Trademarks, including whether royalties apply.

- Royalties are usually waived for items produced exclusively for a university department when the design bears the name of the group and the products are being sold to the members at cost; and (2) items being sold as fundraisers are usually not subject to standard royalty rates.

Submit the letter of approval to the licensed vendor and with the internal purchasing order.

Content Style

Virginia Tech

Our official name is Virginia Polytechnic Institute and State University, but using the full name is cumbersome. Thus, “Virginia Tech” is preferable in all but formal uses. Virginia Tech is used in news releases, feature articles, academic journals, and publications and on the Web.

Pamplin College of Business

The formal name is Pamplin College of Business. These abbreviations are used casually the Pamplin College, Pamplin.

Departments

Several departments have cumbersome official titles. Spell out the official name on first reference and revert to abbreviations afterward if desired.

Nova, NoVa, NOVA

Do not use under any circumstances as an abbreviation for Northern Virginia. (Note: Northern Virginia Community College is referred to as NOVA.)

Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law.

Discrimination or harassment on any of these bases is prohibited by Policy 1025, "Anti-Discrimination and Harassment Prevention Policy."

The university is subject to Titles VI and VII of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Sections 503 and 504 of the Rehabilitation Act of 1973; the Americans with Disabilities Act of 1990, as amended; the Age Discrimination in Employment Act; the Equal Pay Act; the Vietnam Era Veterans' Readjustment Assistance Act of 1974; Federal Executive Order 11246; Genetic Information Nondiscrimination Act of 2008 (GINA); Virginia's State Executive Order Number Two; and all other applicable rules and regulations. Individuals with questions or concerns about Policy 1025, any of these regulations, or related issues, should contact Pamela White, executive director for Equity and Access, North End Center, Suite 2300 (0138), 300 Turner Street NW, Blacksburg, VA 24061. Email: pdwhite@vt.edu. Phone: 540-231-8771.



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