VIRGINIA MILITARY INSTITUTE

Identity Standards Manual

2007-2008

PROCEDURES

Offices of VMI, are covered by the Institute Identity Standards Policy, General Order No. 42

No entity, internal or external to VMI, may use or alter marks, brands or logos unless given specific authorization. Use of such items must conform to the terms mandated when authorization is given. Exceptions to standards enumerated in this manual will be considered on a case-by-case basis and are not approved unless specifically stated when authorization is given. No further use or alteration of marks, brands or logos is allowed beyond the specific uses authorized. Requests for the use of marks, brands or logos should be directed as follow:

– Non-commercial use, with no sale of products, by offices of VMI, the VMI Foundation, the VMI Alumni Association, and the VMI Keydet Club should be directed to the Director of Communications and Marketing, (540) 464-7207.

– Commercial use of products, including by cadet organizations, should be directed to the Director of Auxiliary Services, (540) 464-7096.

– Commercial or non-commercial use of products by VMI varsity athletic organizations should be directed to the Director of Intercollegiate Athletics, Attn: Marketing and Promotions, (540) 464-7430.

Products displaying examples, or sample designs must be provided with request.

OVERVIEW

The Virginia Military Institute Identity Standards Manual implements General Order No. 42, the official policy and standards for the design of Virginia Military Institute stationery, publications, signage, and other applications, including the Web. It also delineates responsibilities of primary VMI departments exercising oversight of the use of VMI marks and brands.

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 Virginia Military Institute.

It is important that Virginia Military Institute project an image of excellence and cohesiveness to all of our many audiences. This manual establishes consistent visual and editorial policies and covers many applications of the visual identity system, which is based on official Virginia Military Institute logos and wordmarks. The logos, wordmarks and official Institute names have trademark protection, and any use of the logos wordmarks or official Institute names other than those prescribed in this manual is prohibited, regardless of funding sources.

Our official name is Virginia Military Institute, and using "Virginia Military Institute" is preferable in all formal uses. Virginia Military Institute is used in news releases, feature articles, and publications and on the Web. "VMI" or "The Institute" is acceptable after a first reference to "Virginia Military Institute," but they should not be used repeatedly or solely. "VMI" should not contain periods between the letters and Virginia Military Institute should not be preceded by the word "the."

RESPONSIBILITIES

The Director of Communications & Marketing is responsible for approving use of VMI logos/wordmarks for non-commercial Institute uses.

The Director of Auxiliary Services is responsible for approving use of VMI logos/wordmarks for commercial or other non-Institute purposes.

The Director of Intercollegiate Athletics is responsible for approving use of the VMI logos/wordmarks for use on uniforms and in publicity materials produced by the Office of Sports Information.

The Commandant of Cadets is responsible for approving use of the VMI logo for official cadet club activities associated with the Commandant's Office. Any use of logos by clubs for fund-raising activities must be approved by the Director of Auxiliary Services.

Design or color alterations to the specifications in this manual are prohibited without the consent of the Office of the Chief of Staff. The Institute reserves the right to reject delivery of materials containing unauthorized or incorrect use of the enclosed guidelines.

Questions concerning the resale and other commercial use of all VMI logos and other Institute trademarks should be directed to the Director of Auxiliary Services (540-464-7096).

IDENTITY TERMINOLOGY

Visual identity program

A system of visual communications, graphically coordinated in such a way that the public easily identifies Virginia Military Institute. Shown here are the acceptable elements of the visual identity program.

Primary Wordmark

VIRGINIA
MILITARY
INSTITUTE

VIRGINIA MILITARY INSTITUTE

Virginia Military Institute

The Institute's name, designed in a unique and individual style. The name — "Virginia Military Institute" — appears in a customized Times typeface. No other typefaces or combinations of typefaces are to be used.

Secondary Wordmark

VMI VMI

The first letters of the three words in the Institute's name, designed in a unique and individual style. The letters appear in a customized Times typeface with a shadow behind the letters.

Primary Logo

The logo consists of two parts or configurations: the VMI Secondary logo and the Primary Wordmark in a circular configuration. The name — "Virginia Military Institute" — appears in a customized Times typeface. Use only officially prepared logos. No other typefaces or combinations of typefaces are to be used.

Secondary Logo

The Secondary logo consists of the interlocking letters VMI. Use only officially prepared logos.

Coat of Arms

The VMI Coat of Arms is used on official presentation certificates and awards as required. Motto: Consilio Et Animis (By Wisdom and Courage). Those wishing to use the coat of arms must request permission from the Office of Communications and Marketing.

Traditional Seal (not shown)

The formal seal is reserved for ceremonies, watermarks for official documents, diplomas, and building plaques.

VISUAL STANDARDS

The visual standards for publications and other print media ensure that communications from every department and office speak with a clear and uniform voice that best represents the image and brand of Virginia Military Institute.

The creative approach expresses the Institute brand through primary brand images and a design approach based on the following characteristics:

- Use of the branded logo and Institute tagline, "Great Challenge. Lifetime Reward.™"
- Bold use of typography as a design element.
- Supporting images that illustrate the breadth of opportunities at the Institute and the engaging nature of the campus community.
- A contemporary color palette that reflects a forward-looking approach.

Branded publications capture the spirit of the Institute and reflect shared aspirations. High-level, Institute-wide, and major college publications are particularly well-suited to this creative expression. A consistent approach to both visual and print messages is integral to these branded publications, use of the Institute logo, brand, and "Great Challenge. Lifetime Reward.™" tagline.

One of the official Institute Wordmarks must appear on the cover of all print media. Incorporating the the tagline is encouraged, especially on major branded publications.

Branded publications assistance

For assistance with and development of branded publications, presentations, displays, or advertising, please contact the Office of Communications & Marketing.

Official Institute colors (PMS)

The official Virginia Military Institute colors are PMS 185 (Red) and PMS 116 (Yellow). The use of color creates a strong visual impact that reinforces the Institute brand identity.

PMS 185

PMS 116

Four-color process and three-color printing

The preferred version of the Institute logo is the Primary Logo in PMS 185, PMS 116 and black ink or the four-color process equivalent.

Process color build

Substitute the following custom, built tints to approximate the official PMS colors for printing in four-color, process inks:

Red: Cyan = 0%, Magenta = 95%, Yellow = 80%, Black = 0%
Yellow: Cyan = 0%, Magenta = 24%, Yellow = 98%, Black = 0%

One-color printing

When two-color or four-color process reproduction is not an option, solid black or solid PMS 185 logos are also acceptable. Only in one-color printing may the logo appear in other colors. A screened Primary or Secondary Logo may be used - to give a two color effect - only when using black ink.

Exact color matching

For exact color matches for publications, specialty items, and other applications, use the PMS color swatches. Note that the Pantone Matching System (PMS) is designed for printing inks. Screen-printing inks and textile, paint, and plastic colors may not accurately match the Institute logo colors. Obtain color samples from vendor for customer approval prior to production of items when using these materials.

Printing on color backgrounds

When printing the logo on light backgrounds, use the Primary or Secondary logo. When reproducing on a dark background, use a version of the logo with a thin white stroke around it.

White versions of the Primary and Secondary Institute Wordmarks should be used use on dark backgrounds and photos.

Other color usage

The Secondary Logo can be produced in copper, gold, or silver inks or foils. The Secondary Logo may also be blind embossed.

Institute Tagline

Virginia Military Institute's trademarked tagline, "Great Challenge. Lifetime Reward.", captures the spirit and personality of the college community. For prospective cadets, current cadets, parents, faculty, staff, alumni, researchers, business partners, friends, and all who interact within the Institute, "Great Challenge. Lifetime Reward." speaks to aspirations and promises.

The tagline may be used independent from the logo in text and visual media.

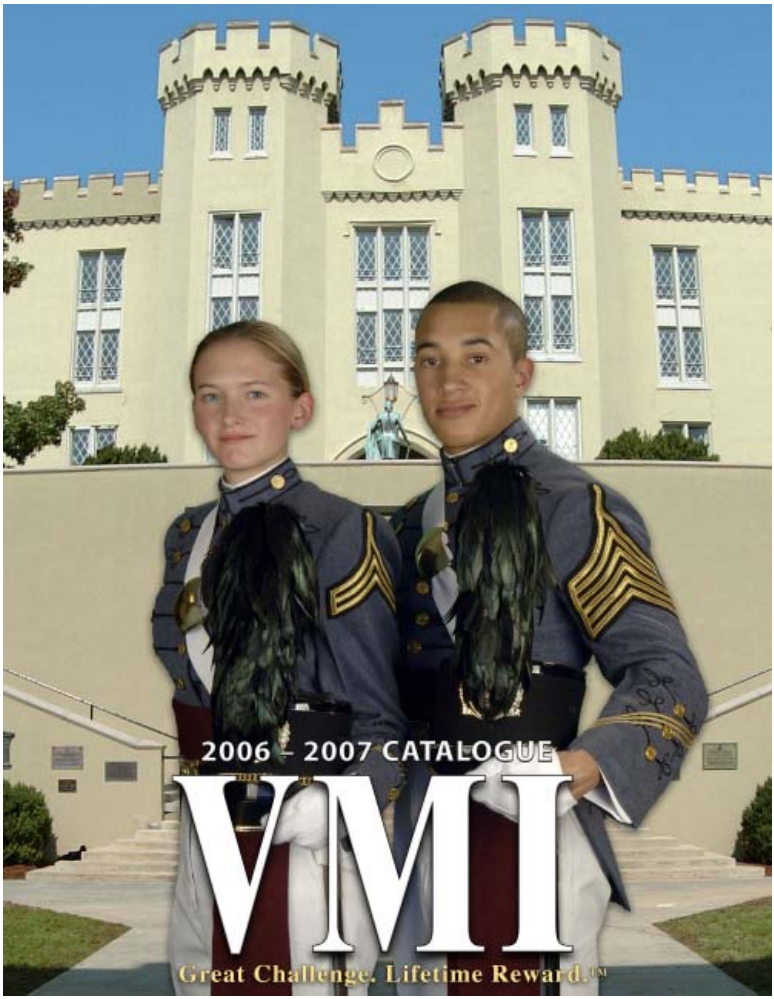
Brand extensions

The Institute's logo is designed to accommodate brand extensions for Institute-level entities, such as major academic and non-academic programs. It is recommended that these units employ an unaltered version of the Institute Primary or Secondary Logo with the appropriate brand extensions typography on the cover of publications.

Example:

VMI Alumni Association

COVER EXAMPLE



PRIMARY AND SECONDARY LOGOS

Logos should be reproduced using digital files supplied by the Office of Communications and Marketing.

Proportions

Maintain the exact spatial relationship shown here when scaling the Primary and Secondary Logos electronically to maintain these proportions.

Protected area

A protected area, equivalent to one-tenth of the width of the logo, surrounds all versions of the logo. No other words except the Primary Wordmark may be used within the protected area of the logo. However, the logo may overprint or be reversed out of photos as long as the background doesn't render the logo difficult to distinguish.

When to use trademark designation

When used in print and broadcast advertising or used for licensed commercial products, "TM" in superscript text must follow Great Challenge. Lifetime Reward. to denote its trademarked status.

Size recommendations

The logo is intended as a visual identifier, not a title block, and should be scaled as such. In general publication usage, the logo should appear no smaller than 1 1/2 inches, and no larger than 2 1/2 inches. The preferred size for the logo is 2 inches wide. These sizes allow for accurate reproduction of the logo's detail.

LETTERHEAD

VMI stationery is standard for all offices, departments, units, and research centers.

Commercial printing

Letterhead is to be commercially printed on white 20# bond paper using artwork produced by VMI Office of Communications and Marketing.

In the case of one-color printing, letterhead is to be printed using artwork produced by VMI Office of Communications and Marketing.

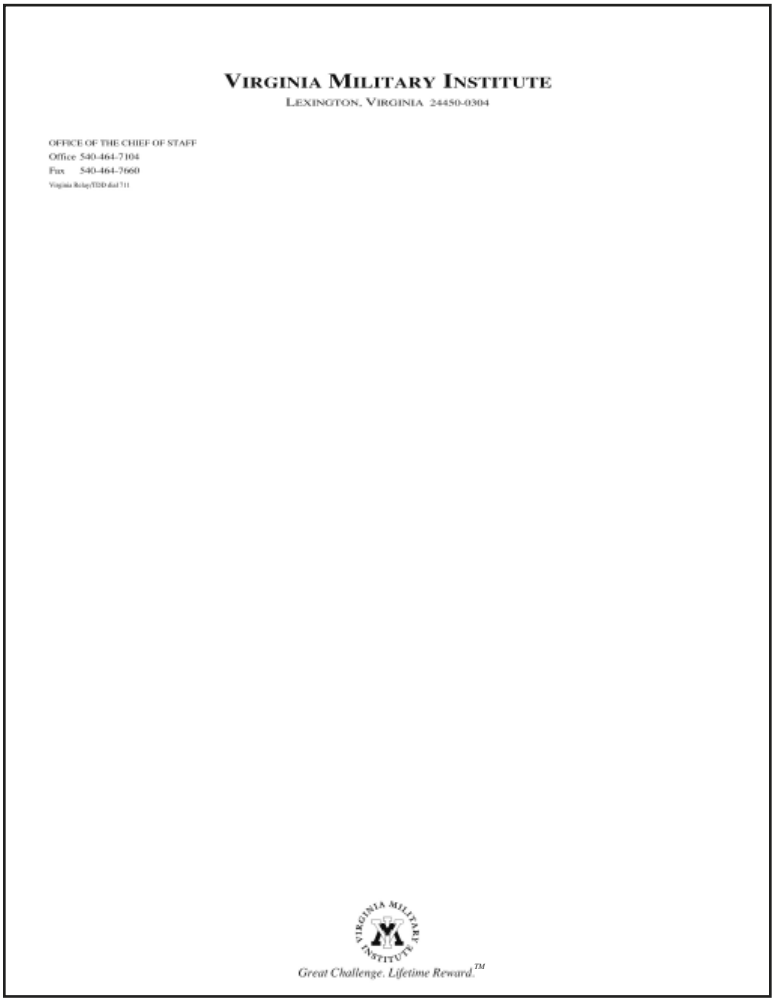
In special cases, the logo may be printed in PMS 185 and PMS 116 with all other elements appearing in black. No other alterations or additions to the prescribed templates are permitted.

The official Institute positioning statement, "Great Challenge. Lifetime Reward.™" always appears in the footer at the bottom of the letterhead. No alterations or additions to this information are permitted unless specifically prescribed elsewhere in this manual.

Desktop printing

Three-color templates will provide an attractive alternative to one-color printing when printing letterhead and envelopes on desktop color printers. These templates will be designed to print equally well in one color. The Office of Communications and Marketing is currently designing these templates.

LETTERHEAD EXAMPLE



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OFFICE OF THE CHIEF OF STAFF
Office 540-464-7104
Fax 540-464-7660
Virginia Relay/TDD dial 711

VIRGINIA MILITARY INSTITUTE

Great Challenge. Lifetime Reward.™

NOTEPADS

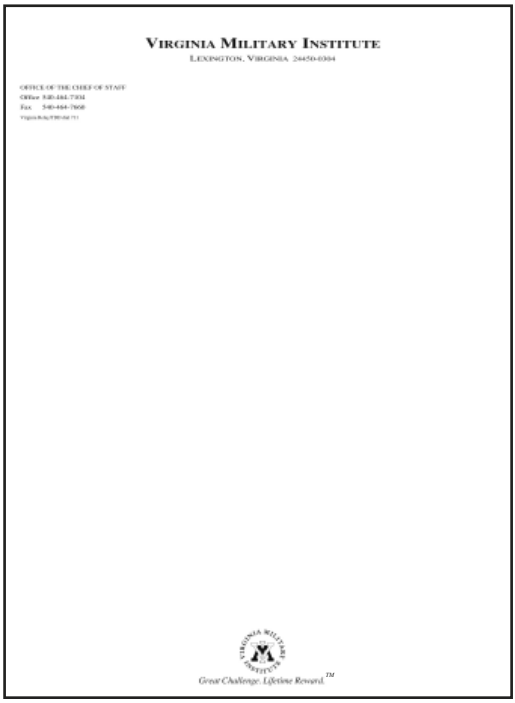
VMI notepads are standard for all offices, departments, units, and research centers. The notepad mirrors the letterhead except in a smaller format.

Commercial printing

Notepads are to be commercially printed in black ink on 20# white bond paper using 5 1/2” x 8 1/2” artwork produced by VMI Office of Communications and Marketing. Notepads are glued at the top.

Notepads must be ordered through the VMI Purchasing Office. No other alterations or additions to the prescribed templates are permitted.

NOTEPAD EXAMPLE


VIRGINIA MILITARY INSTITUTE
LEXINGTON, VIRGINIA 24450-0304

OFFICE OF THE CHIEF OF STAFF
Office 540-464-7304
Fax 540-464-7608

Great Challenge. Lifetime Reward.™

BUSINESS CARDS

VMI business cards are standard for all offices, departments, units, and research centers.

Commercial printing

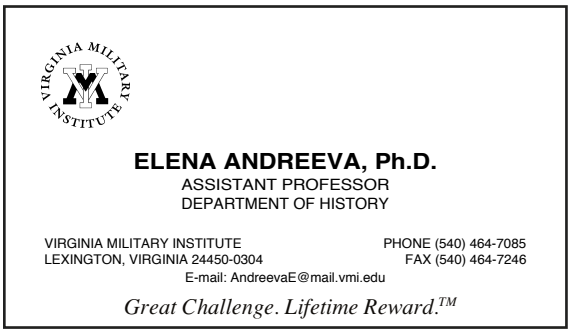
Business cards are to be commercially printed on white 65# card stock using artwork produced by VMI Office of Communications and Marketing. The business card vendor is on state contract and cards must be ordered through the VMI Purchasing Office.

Business cards may be printed in black ink or in black ink with the primary logo printed in color (adds additional cost to the cards - contact the VMI Purchasing Office for details). See page 17 for examples. No logos shall be printed on the cards but the VMI primary logo. Notations of advanced degrees may be listed after the name. No other alterations or additions to the prescribed templates are permitted.

BUSINESS CARD EXAMPLES

Primary business card (one-color)

One-color business cards are printed in black ink



Secondary business card (three-color)

ENVELOPES

Commercial printing

24 lb. white, wove bond, envelopes are printed in black ink. No other alterations or additions to the prescribed templates are permitted.

NOTECARD

The VMI notecard and matching envelope are standard for all offices, departments, units, and research centers.

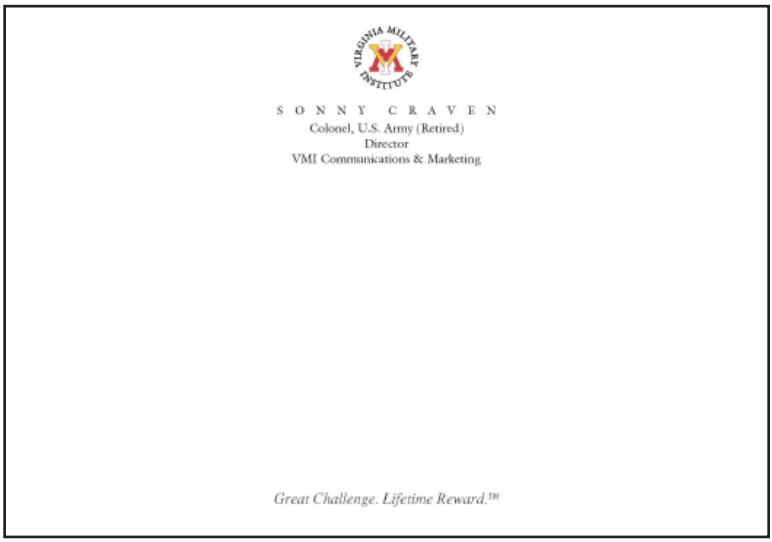
Commercial printing

The notecard is to be commercially printed on soft white card stock using 5” x 7” artwork produced by VMI Office of Communications and Marketing. The notecard must be ordered through the VMI Purchasing Office.

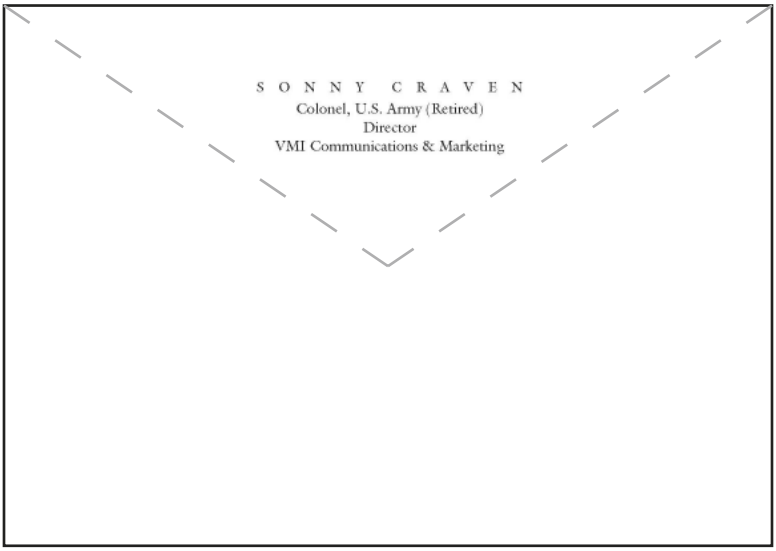
The notecard must be printed in black ink with the primary logo printed in color. See page 16 for example. No logos shall be printed on the card but the VMI primary logo. No other alterations or additions to the prescribed template are permitted.

Envelopes for notecards have only the VMI primary logo printed on matching stock in black ink or three-colors of ink on the back flap of the envelope. No other alterations or additions to the prescribed template are permitted.

NOTECARD EXAMPLE



NOTECARD ENVELOPE EXAMPLE



CDs/DVDs INCORPORATING OFFICIAL VMI CONTENT

Official VMI CDs/DVDs should include the VMI Wordmark, the Secondary Logo and the appropriate disclaimer for disk content.

Warning: This disc is for internal review only and may contain copyrighted material of TV off-air material. It may not be duplicated or edited in any manner. It may not be shown to external audiences or rebroadcast without specific written permission of copyright holders.

DISCLAIMER

WEB COLOR USAGE

As a major portal to information about the Institute, it is essential that Institute sites project a consistent image of VMI.

Web logos

High-level pages should be produced using the Institute's content management system. Using this management system creates a consistent look using pre-defined templates.

Web color use

Matching the exact colors of the Institute's official red and yellow is difficult because of variations in platforms and browsers. However, we have established Web color standards.

Institute colors on the Web:
Red: R=200, G=10, and B=57 (Hex Code = C80A39)
Yellow: R=242, G=204, and B=7 (Hex Code = F2CC07)

Scaling of logos

Do not distort (stretch or compress) the height or width dimensions of the logo or any of its elements. In many applications, holding the shift key while scaling maintains the correct aspect ratios.

Background colors

The following background colors are permitted for the reversed out logo: Black: R=0, G=0, and B=0 (Hex Code = 000000)

The tagline "Great Challenge. Lifetime Reward." underscores the attributes that describe the Institute and reflect the brand. Inclusion of the tagline is recommended on the headers of major Institute websites where it may be separated from the Virginia Military Institute's Primary or Secondary logos. In such instances, the tagline should be a less dominant visual element, appearing smaller and with subtle color treatment.

Brand extensions

The Institute's logo is designed to accommodate brand extensions for Institute-level entities, such as major academic and non-academic programs. It is recommended that these units employ an approved version of the Institute logo with the appropriate brand extensions typography within the header area of their website homepages.

CADET AND CADET ORGANIZATION USE

Individual cadets

Cadets are not permitted to use VMI's logos or other Institute trademarks, such as the tagline, coat of arms, or the seal.

Exceptions to this policy may be granted in a strictly limited number of special situations. To be considered for such an exception, individuals must contact one of the following:

Printed materials/Web use — VMI Office of Communications and Marketing.
Specialty items — VMI Office of Auxiliary Services.
Approval must be received prior to printing, manufacture, or distribution. Any use of logos, seals, names, etc., must be in accordance with policies established by VMI.

Business cards

No cadet use of the Institute business card is permitted.

Web usage

Institute names, the coat of arms, and other Institute trademarks are restricted to official Institute use only. Personal web pages are not permitted to display logos or VMI trademarks. Nor may such pages use the Institute's name in a manner that would lead the web reader to perceive that the web page is an official VMI page.

Resale and other commercial use of Institute logos

Cadet or personal use of Institute wordmarks or logos on T-shirts, baseball hats, bumper stickers, and other specialty items is prohibited without prior approval by the VMI Office of Auxiliary Services. Approval is granted in strictly limited situations.

Cadet organizations

Use of the Institute's logos and symbols are determined by the cadet organization's classification and the intended use of these identity vehicles. Organizations are registered by Office of Cadet Life.

Publication, print media, and web use

Requests to use VMI's Primary or Secondary logo in printed media, on-air broadcast, or on a Web page must be reviewed by VMI Office of Communications and Marketing.

Resale and other commercial use

Cadet organizations may request to use VMI's names, logos, or symbols on commercial goods and specialty items. Requests must be approved by the VMI Office of Auxiliary Services, and in the case of Sports licensing requests, submitted first through the VMI Director of Intercollegiate Athletics – Attn: Athletics Marketing and Promotions.

Other VMI identity marks available for personal use

The following identity marks are available for personal use on business cards, stationary, etc. (in color or grayscale) by cadets or cadet organizations with approval from the Director of Auxiliary Services. With approval, these marks may be obtained from the Office of Communications and Marketing and may not be altered.

VIRGINIA MILITARY INSTITUTE