



VISUAL IDENTITY STANDARDS MANUAL

The visual identity program provides guidelines for presenting Virginia Military Institute in a cohesive way to all audiences, internal and external.

The guidelines consist of an integrated system of graphic elements, including:

- Logo, lettermark, crest and seal
- Color palette
- Fonts

Consistent use of these elements will reinforce our visual identity, presenting VMI's communications in a unified manner across the Institute.

Applications of these elements include official stationery, admissions publications, digital media presentations, the Institute website, and licensed merchandise.

The guidelines exist to assist communicators in the consistent, integrated, effective use of the Institute's brand across all media, print and electronic.

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.

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.

The Institute reserves the right to reject delivery of materials containing unauthorized or incorrect use of the enclosed guidelines.

To request a digital file of a logo or official mark, or if you have questions regarding the VMI visual identity, please email [marketing@vmi.edu](mailto:marketing@vmi.edu).

## Licensing

Although current logos do not show the <sup>TM</sup> or ®, they are registered and protected as such.

Licensing for all commercial use of products, including fundraising by cadet organizations, and non-commercial use with no sale of products by offices of VMI, the VMI Foundation, the VMI Alumni Association, the VMI Keydet Club, or others should be directed to:

Maj. Beth Holcomb  
Assistant Director of Marketing  
(540) 464-7135 or email [holcombe@vmi.edu](mailto:holcombe@vmi.edu)

Non-commercial use of products by NCAA athletic organizations should be directed to:

Haley Shotwell  
Associate Director for External Relations/SWA  
(540) 464-7529 or shotwellha@vmi.edu

## **Name**

The Institute's official name is **Virginia Military Institute** and is preferable in all formal uses. It is not preceded by the word "*The*."

In general, "Virginia Military Institute" is used on first reference in news releases, feature articles, and publications. On the VMI website and in VMI social media, however, "VMI" is acceptable on first reference.

"VMI" is also acceptable on first reference in print publications bearing headers that contain the name "Virginia Military Institute." After first reference, "VMI" and "the Institute" are acceptable in all instances. "VMI" should not contain periods between the letters.

The word "Keydets" is the term VMI attributes to its student-athletes or members of an NCAA team. Use of the word "Keydets" is restricted for use by or on behalf of VMI Athletics. VMI NCAA athletics maintains a separate identity guide that is developed and approved through the VMI Office of Communications and Marketing.

## **Motto**

*In Pace Decus, In Bello Praesidium*  
"In Peace a Glorious Asset, In War a Tower of Strength"

The official motto of the Institute was adopted by the Board of Visitors on June 28, 1876.

## **Description**

Founded in 1839, Virginia Military Institute is the nation's oldest state-supported military college. Consistently ranked among the top public liberal arts colleges in the nation by both *U.S. News and World Report* and *Money* magazine, VMI offers bachelor of arts and bachelor of science degrees in 14 majors. It is the mission of VMI to prepare honorable and dedicated leaders ready for the challenges of 21st-century citizenship.

## The Coat of Arms and Official Seal

Alterations to the seal and crest are not permitted. The seal and crest are reserved for formal use approved by the VMI Office of Communications and Marketing.

### Coat of Arms

The VMI coat of arms was designed and authorized by the U.S. Army's Institute of Heraldry in 1961-1962. It bears the phrase *Consilio et Animis* – By Wisdom and Courage.

VMI's association with the Commonwealth of Virginia is seen in the foundation of the coat of arms. The red cross on a silver field is taken from the arms of colonial Virginia.

The upright sword of the shield symbolized the military training mission of Virginia Military Institute, and the lamp in its predominant position represents the academic and principal mission of the college.

The black canton with its broken gold chevron commemorates the charge of the cadet battalion on May 15, 1864 at the Battle of New Market.

The winged sword and garland (PMS 348C) depict the position of Virginia Military Institute in leadership during peace and war.

Colors: red: (PMS 187C), white, and yellow (PMS 116C).



## Virginia Military Institute Seal

The image on the VMI seal is the same as that on the obverse of the seal of Virginia. It features the Roman goddess Virtus standing over a defeated opponent. She represents the virtues of heroism, righteousness, freedom, and valor and stands in a classic victor's pose over a fallen tyrannical foe, whose crown lies on the ground.

Where the seal of Virginia bears the words *Sic Semper Tyrannis* (Thus Always to Tyrants), the VMI seal has the inscription *Virginiae Fidem Praesto* (Faithful to Virginia). This expression was often referred to as VMI's motto during the period 1841-1875; however, it was never officially adopted as such.

The seal is used in official documents and when specifically authorized for other uses.



## Primary Logos, Wordmarks, and Lettermark

### Primary Mark

The VMI Primary Mark (logo) consists of two parts: A circular configuration of the name “Virginia Military Institute” in an adapted Times typeface around the three letter letter mark. No other typefaces or combinations of typefaces are to be used.

Whenever possible, the (three color) primary logo should be used before any other approved variation of the primary logo. Use the alternate versions only when the primary logo is not possible.



Color



Reversed



Single-Color



Single-Color Reversed

### Primary Mark with Unit Identifier

The VMI primary mark (logo) consists of two parts: A circular configuration of the name “Virginia Military Institute” in an adapted Times Typeface around the three letter lettermark. No other typefaces or combinations of typefaces are to be used. Whenever possible, the Three Color Primary Logo should be used before any other approved variation of the primary logo. Use the alternate versions only when the primary logo is not possible.



CHAPLAIN'S OFFICE



OFFICE OF CAREER SERVICES  
CHANGING LIVES. BUILDING FUTURES.

## Primary Wordmark

The primary wordmark consists of the full name of Virginia Military Institute spelled out in a single line, using Trajan Pro with additional spacing between words and characters. All characters are uppercase and have the same height.

VIRGINIA MILITARY INSTITUTE

## Primary Wordmark with Unit Identifier

The primary wordmark with unit identifier consists of the primary wordmark with the department name centered below it using Museo Sans font.

VIRGINIA MILITARY INSTITUTE  
OFFICE OF THE SUPERINTENDENT

## Secondary Wordmark

The secondary wordmark consists of the full name of Virginia Military Institute with the words stacked on top of one another, using Trajan Pro. There may be an additional line added below the name, in smaller height to the name giving either “Lexington, VA” or “Founded 1839.” The words below should not exceed the width of the stacked name. All characters are uppercase and have the same height.

VIRGINIA  
MILITARY  
INSTITUTE  
LEXINGTON, VA

VIRGINIA  
MILITARY  
INSTITUTE  
FOUNDED 1839

## Lettermark

The lettermark consists of the three letter abbreviation for Virginia Military Institute, VMI, using Trajan Pro. All characters are uppercase and do not have any periods. There is additional spacing between each character.

The image shows the lettermark 'VMI' in a black, uppercase, serif font. The letters are widely spaced, with significant gaps between the 'V', 'M', and 'I'. The font style is Trajan Pro.

## Lettermark with Unit Identifier

The lettermark with unit identifier consists of the letter mark with the name of the VMI department below in Museo Sans font.

The image shows the lettermark 'VMI' in a black, uppercase, serif font, identical to the previous example. Below the letters, the text 'OFFICE OF THE SUPERINTENDENT' is written in a smaller, uppercase, sans-serif font. The text is centered horizontally under the 'VMI'.



## Secondary Logos and Lettermark

### Secondary Mark

The secondary mark, commonly referred to as the “spider,” consists of the first letters of the three words in the Institute’s name interwoven. The modern VMI Mark became popular as an athletic monogram in the early 20th century and its use remains primarily for athletics.



### Athletic Wordmark

The athletic wordmark consists of the word Keydets. Keydets is the term VMI attributes to its student-athletes or member of a NCAA team.

Use of the word “Keydets” is restricted for use by or on behalf of VMI Athletics.

VIRGINIA MILITARY INSTITUTE

**KEYDETS**

**KEYDETS**

## Logo Reproduction

Do not distort (stretch, compress, rotate, etc.) the logo or any of its elements. The logo should always be displayed in its entirety; no element of the logo shall be truncated, hidden, or similarly modified.

The logo should appear no smaller than ½ inch long based on the outside dimensions. The horizontal variation of the logo should not appear any smaller than two inches long.

A protected area, equivalent to the width of the letter I (the slab serif), surrounds all versions of the logo. No other words or images, except the name of the school, as in the use of the primary logo, may be used in this area. Additionally, no other graphics or words may encircle, surround, or overlay the logo.

Logos must be solid and not transparent. The logo may be printed on photos as a knockout or be reversed out of photos as long as the background doesn't render the logo difficult to distinguish. The logo can be produced in copper, gold, or silver inks or foils.

VMI logos or marks, in part or whole, may not be used to create new logos unless authorized and approved through VMI Communications and Marketing.

## Logo Palette



PMS: 187C  
CMYK: 7 100 82 26  
HEX: AE122A



PMS: 116C  
CMYK: 0 14 95 0  
HEX: FFD619



PMS: Black  
CMYK: 0 0 0 0  
HEX: 000000

## Fonts

Trajan Pro, an adapted Times New Roman, and Museo Sans are the main fonts used in the logos and marks for Virginia Military Institute