



VISUAL IDENTITY STANDARDS MANUAL

Guidelines for presenting Virginia Military Institute
in a consistent manner to all audiences, internal and external,
while protecting the VMI trademarks and brand.

This manual provides details on the usage of the integrated system of graphic elements that make up VMI's brand identity. Consistent and unified use of these elements will identify and distinguish the VMI brand and make it stand out from others. The elements include:

- Logos, lettermark, coat of arms, crest, and seal
- Color palette
- Fonts

These guidelines exist to assist everyone in the consistent, integrated, effective implementation of the Institute's brand and are governed by General Order No. 42 - Institute Marketing, Identity Standards, and Trademark Policy. It is everyone's role to maintain the integrity of VMI's logos, wordmarks, and lettermarks through consistent use both internally and externally.

Applications of these elements include any materials representing VMI, including official stationery, admissions publications, department materials, digital media presentations, the Institute website and social media, and licensed merchandise.

No entity, internal or external to VMI, may use logos unless given specific authorization and the materials are reviewed and receive approval.

Additionally, logos, lettermarks, crest, or the seal may not be altered without permission. Exceptions to standards detailed 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.

Licensing & Mark Use

Although current logos do not show the [™] or [®] marks, they are registered and protected.

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:

Kelly Sandridge
Assistant Director of Marketing Creative & Brand Strategy
(540) 464-7135 or email sandridgekc@vmi.edu

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

Lenny Brown
Deputy Director of Athletics
(540) 464-7035 or brownhl@vmi.edu

Individuals or vendors seeking to use VMI marks for commercial use, including on items for sale in the VMI Bookstore, VMI Museum Stores, or through VMI departments or agencies, must request a license to use VMI marks for commercial purposes. These requests should be directed to VMI's licensing agent, CLC at www.clc.com.

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 always used on first reference. This includes in news releases, feature articles, and publications. The first reference may be either in a publication's header or in the main text of the document. After first reference, "VMI" and "the Institute" are acceptable in all instances. On the Institute's website and social media accounts "VMI" is acceptable on first reference. "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

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

In Pace Decus, In Bello Praesidium

"In Peace a Glorious Asset, In War a Tower of Strength"

Tagline and Slogans

The VMI tagline is used to relay the Institute's brand value. It is a short phrase to help people understand the Institute as a whole. VMI's tagline is:

No Ordinary College. No Ordinary Life.

Slogans are attention grabbing statements that are used for a shorter period of time than a tagline. Slogans typically relate to specific products, services, or promotions. Examples of slogans used at VMI include:

- One Corps. One VMI.
- Don't do ordinary.
- You're not everyone. That's why you belong at VMI.
- Never settle for ordinary.

Description/Boilerplate

The Institute's description or boilerplate is a standard description of VMI that can be used in various materials to provide a brief description of the Institute. The description below represents outcomes from the 2023-2024 school year and should be updated yearly.

Founded in 1839, Virginia Military Institute is the nation's oldest state-supported military college. It is the mission of VMI to produce educated and honorable leaders who are ready for the challenges of 21st-century citizenship. The Institute offers bachelor's degrees in 14 majors and 27 minors and boasts a student to faculty ratio of 10 to one. Fifty percent of graduates are awarded degrees in Science, Technology, Engineering, Math, and Health and 97% are employed or attending graduate school within five months of graduation.

In 2024, VMI received a 5-star rating by Money magazine as one of the Best Colleges in America and ranked No. 4 for Top Public Schools in U.S. News and World Report's Best Colleges list. VMI is among a very few colleges that offer ROTC options in five of the United States military services – Army, Navy, Marine Corps, Air Force, and Space Force, in addition to the Coast Guard through the Auxiliary University Program. Couple this with the opportunity to participate in 18 intercollegiate sports, those who chose VMI don't settle for ordinary.

VMI . . . No ordinary college. No ordinary life. www.vmi.edu.

The Coat of Arms, Crest, and Official Seal

The non-commercial use of the coat of arms, crest, and seal are reserved for formal use approved by the VMI Office of Communications and Marketing. Alterations to the coat of arms, crest, and seal are not permitted.

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. 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 depict the position of Virginia Military Institute in leadership, peace, and war.

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

Secondary Colors: green (PMS 348C) and black

Coat of Arms Commercial Usage Guidelines:

The coat of arms is part of the VMI – Institute Exclusive licensing program. Marks in this special licensing program are restricted for use by vendors that are supplying products for non-commercial use by VMI or for the commercial sale of products in the VMI bookstore or VMI Museum System stores. The coat of arms is reserved for use on commercial items reflecting the Corps of Cadets or Alumni exclusively.



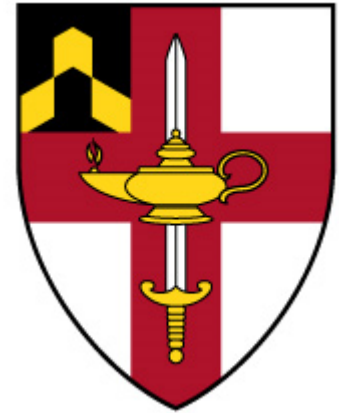
Crest

The crest may be broken out from the remainder of the coat of arms.

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

Crest Commercial Usage Guidelines:

The crest is part of the VMI – Institute Exclusive licensing program. Marks in this special licensing program are restricted for use by vendors that are supplying products for non-commercial use by VMI or for the commercial sale of products in the VMI bookstore or VMI Museum System stores. The crest is reserved for use on commercial items reflecting the Corps of Cadets or Alumni exclusively.



Virginia Military Institute Seal

The image on the VMI seal is the same as 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.

Seal Commercial Usage Guidelines

The seal is part of the VMI – Institute Exclusive licensing program. Marks in this special licensing program are restricted for use by vendors that are supplying products for non-commercial use by VMI or for the commercial sale of products in the VMI bookstore or VMI Museum System stores. The seal may be used as a stand-alone mark only, with no other graphical elements included in the design and is reserved for use on higher end/business items, such as crystal paperweights, glass wear, executive desk sets, specialty mugs, business accessories, etc.



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 lettermark. No other typefaces or combinations of typefaces are to be used.

Whenever possible, the three-color primary logo should be used. Use the alternate versions only when the preferred option is not possible.



Color
Preferred Option



Reversed
Secondary Option



Single-Color
Secondary Option



Single-Color Reversed
Secondary Option

Logo Lockup - Primary Mark with Unit Identifier

Logo lockups allow individual departments, offices, programs and clubs to have a logo that features the primary mark and up to two lines of text for the horizontal lockup and up to three lines of text for the stacked lockup.



CENTER FOR
CADET COUNSELING

Horizontal Lockup



DEPARTMENT OF
HUMAN PERFORMANCE
& WELLNESS

Stacked Lockup

Primary Wordmark

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

VIRGINIA MILITARY INSTITUTE

Wordmark Lockup - Primary Wordmark with Unit Identifier

Wordmark lockups allow individual departments to have a wordmark that features the primary wordmark with the department name centered below. The font Museo Sans is used for department names.

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 the font Trajan Pro. All characters are uppercase and are the same height.

Either “Lexington, VA” or “Founded 1839” is placed below the Institute name, using the font Trajan Pro. All characters are uppercase and are the same height. There is an additional line, equal to the height of the smaller font, below the name. The words should not exceed the width of the stacked name.

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 the font Trajan Pro. All characters are uppercase and do not have any periods. There is additional spacing between each character.

The image shows the VMI lettermark in a dark blue, serif font. The letters are 'V', 'M', and 'I', each with significant spacing between them. The font is Trajan Pro.

Lettermark Lockup - Lettermark with Unit Identifier

Lettermark lockups allow individual departments to have a mark that features the lettermark with the department name centered below. The font Museo Sans is used for department names.

The image shows the VMI lettermark lockup. It features the 'VMI' lettermark in the same dark blue, serif font as above. Below the lettermark, the words 'OFFICE OF THE SUPERINTENDENT' are written in a smaller, dark blue, sans-serif font, centered horizontally.

Secondary Logos and Lettermark

Secondary Mark

The secondary mark consists of the first three letters of the institute's name, which are interwoven created what is commonly referred to as the "spider" logo. The secondary mark became popular as an athletic monogram in the early 20th century and its use remains primarily for athletics.



Note: The current logo features letters that are outlined in black not red.

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 Use

When using the primary or secondary marks, it is important to remember:

- Do not distort (stretch, compress, rotate, etc.) the logo or any of its elements. Logo should always be resized from the corner and never from the side.
- 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.
- VMI logos or marks, in part or whole, may not be used to create new logos unless authorized and approved through VMI's office of communications and marketing.
- Logos must be solid and not transparent. The logo may be printed on photos as a knockout or be reversed out on photos if the background doesn't render the logo difficult to distinguish.
- The logo can be produced in copper, gold, or silver inks or foils.
- The use of VMI logos and wordmarks in conjunction with political or religious messaging or symbolism is prohibited, except when used by student organizations officially recognized by the Institute.
- Use of VMI logos and wordmarks to endorse another brand is prohibited.

Color Palette

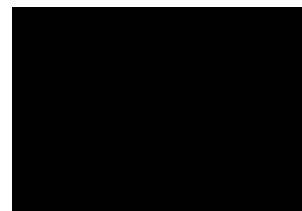
Primary Color Palette



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



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



PMS: Black
CMYK: 0 0 0 100
HEX: 000000



PMS: White
CMYK: 0 0 0 0
HEX: FFFFFFFF

Fonts

The main fonts used in the logos and marks for Virginia Military Institute are:

TRAJAN PRO: ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+=?><.,

Times New Roman: abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+=?><.,

Museo Sans: abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+=?><.,