VIRGINIA MILITARY INSTITUTE

No Ordinary College. No Ordinary Life.

INTRODUCTION

WHY DO WE HAVE A BRAND GUIDE?

This Brand Guide provides guidelines for presenting Virginia Military Institute in a consistent manner to all audiences, internal and external, while protecting the VMI trademarks and amplifying the brand.

WHAT IS BRAND?

Our "brand" is the sum of all the experiences and messages about VMI that make up an individual's perception of the Institute.

Brand is in the eye of the beholder. It's not how we want to be perceived, but how an individual actually perceives us. VMI's brand is someone's "gut feeling" about the Institute.

Logos, fonts, and colors do shape perceptions, but not as much as a courteous greeting to a visitor on post, cadets who are honorable and committed to the pursuit of excellence, employees who are excited about their work, and facilities that are well maintained.

ABOUT THIS GUIDE

This guide is designed to provide the tools and information to maintain a unified look, message, and voice, so as to strengthen the VMI brand. Faculty, staff, cadets, affiliated agencies, licensed vendors, and others are encouraged to utilize this guide to ensure a consistent experience.

The guide also provides details on the usage of the integrated system of graphic elements that are part of the 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, crest, and seal
- Color palette
- Fonts

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

Exceptions to standards detailed in this guide 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.

GENERAL ORDER 42

The Brand Guide exists to assist in the consistent, integrated, effective implementation of the Institute's brand and are governed by **General Order 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.

BRAND RESPONSIBILITY

All VMI stakeholders are brand ambassadors.

Therefore, all employees have a responsibility for promoting our brand identity and ensuring its consistency. This guide will help you to understand how you can strengthen and protect the VMI brand.

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VMI BRAND STRATEGY

AUDIENCE

As we tell the VMI story, we must keep our audiences top of mind.

- What resonates with them?

- What do they already know?

- Why should they care about our message?

- What do we want them to do upon receiving the message?

MESSAGING OBJECTIVE

INTERNAL • ▶ **EXTERNAL**

Audience	Faculty & Staff	Prospective/ Current Cadets & Families	Alumni & Donors	Military/ Business Community	General Public
Messaging Objective	Build consistency & unity resulting in excellence	Cultivate trust, unity, and belonging	Inspire action	Inspire trust, confidence, and understanding	

MISSION

It is the mission of Virginia Military Institute to produce educated, honorable men and women, prepared for the varied work of civil life, imbued with love of learning, confident in the functions and attitudes of leadership, possessing a high sense of public service, advocates of the American Democracy and free enterprise system, and ready as citizen-soldiers to defend their country in time of national peril.

Virginia Military Institute believes that the measure of a college lies in the quality and performance of its graduates and their contributions to society.

VISION

To be the premier small college in the nation, unequaled in producing educated and honorable citizen-leaders, with an international reputation for academic excellence supported by a unique commitment to character development, self-discipline and physical challenge, conducted in a military environment.

VALUES

Honor

Excellence

Self-Discipline

Courage

Esprit de Corps

Selfless Service

Resilience

TAGLINE & 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.

- Uncommon Purpose
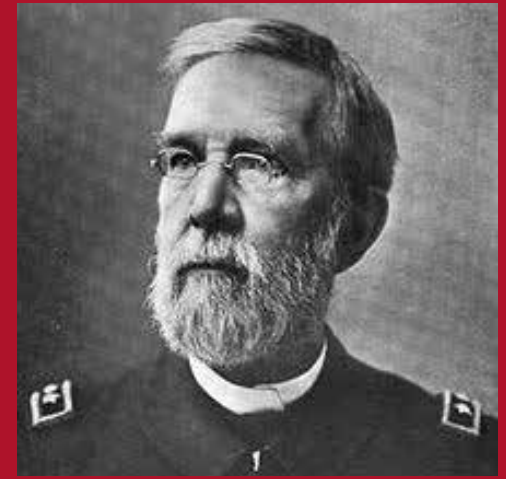
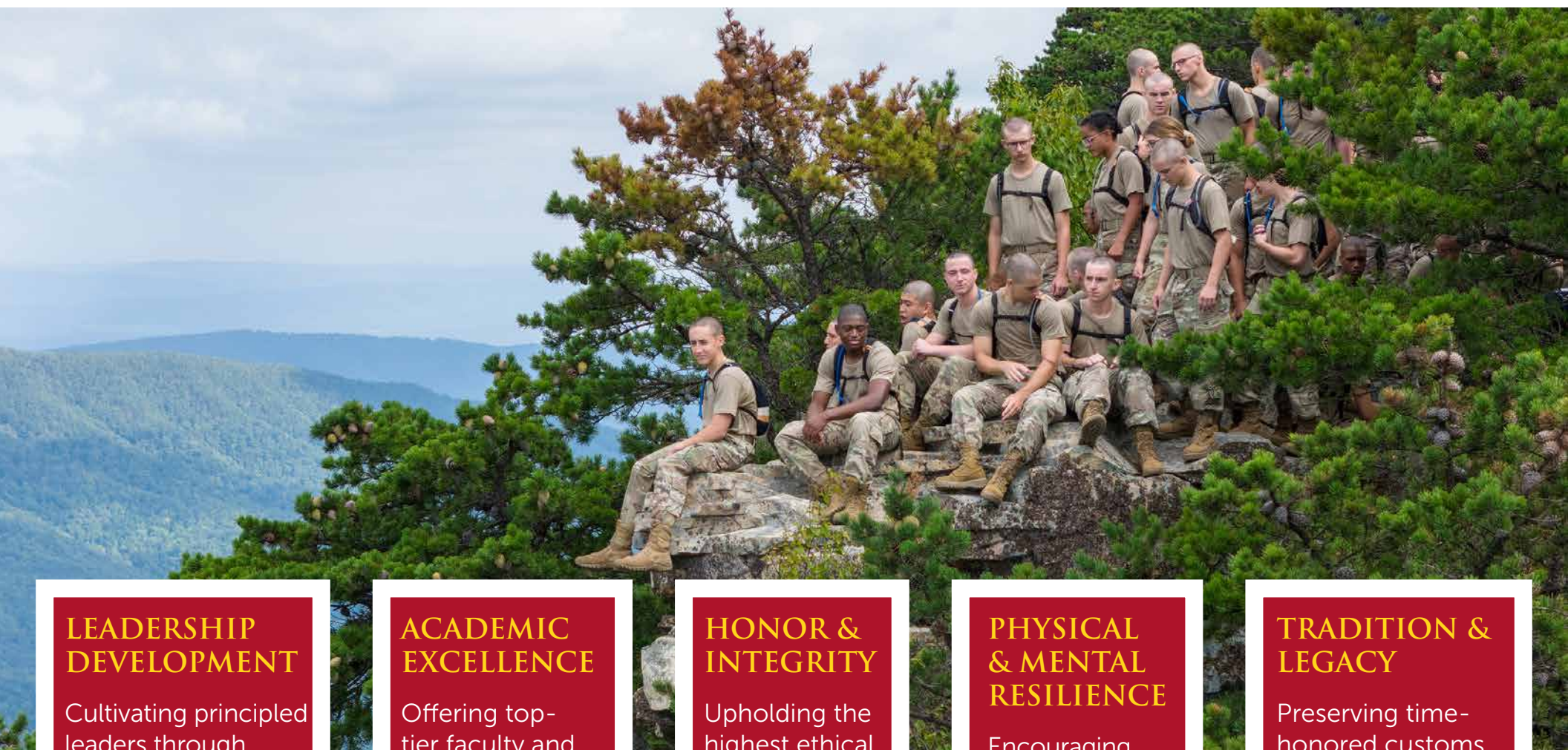# BRAND PILLARS

Our Brand Pillars further define our competitive advantage through our greatest strengths: what we believe in, what connects people to us, and what we do differently (and better) than other institutions.

LEADERSHIP DEVELOPMENT

Cultivating principled leaders through rigorous military and academic training, that is a focused and intentional system integrated over 4-years.

ACADEMIC EXCELLENCE

Offering top-tier faculty and educational programs that foster critical thinking and problem-solving.

HONOR & INTEGRITY

Upholding the highest ethical standards through a respected, single-sanction Honor Code.

PHYSICAL & MENTAL RESILIENCE

Encouraging holistic growth through demanding physical challenges and mental fortitude.

TRADITION & LEGACY

Preserving time-honored customs that instill pride, respect, and a sense of belonging.

BRAND PERSONALITY

Personality words specifically help to establish and maintain a consistent tone throughout our communications.

HONORABLE

honest, dedicated, loyal

DISCIPLINED

structured, focused, principled

RESILIENT

strong, persevering, and capable of overcoming challenges

INSPIRATIONAL

selfless, service-oriented, motivating others to strive for excellence

AMBITIOUS

smart, proud, commitment to service

BRAND VOICE

Our Brand Voice reflects the Institute's values. It communicates with purpose, inspiring confidence and respect, while honoring the legacy of the Institute.

CONFIDENT & COMMANDING:

Communicating with authority and clarity.

RESPECTFUL & VISIONARY

Honoring VMI's storied past while focusing on its future.

INSPIRATIONAL & MOTIVATING

Encouraging growth, leadership, and achievement.

AUTHENTIC & HONEST

Speaking truthfully with integrity.

BRAND NARRATIVE

Our brand narrative is our WHY. It tells the story of our work in one cohesive statement. It inspires both our message and tone. Using it as a guide will ensure we are creating communications for stakeholders that allow them to understand the VMI journey and value the educational and leadership experiences of our alumni.

Since its founding in 1839, Virginia Military Institute has been dedicated to developing leaders grounded in discipline, honor, and service. VMI offers an environment where young men and women grow into citizen-soldiers, equipped with the knowledge, skills, and values to lead with integrity and serve with purpose.

Through a balance of academic rigor, physical challenges, and a commitment to ethical standards, VMI shapes individuals who are ready to face today's complex world. Every cadet who steps onto post becomes part of a long-standing tradition, gaining not only knowledge but also the resilience and character that define true leadership.

The VMI experience is about more than earning a degree—it's about joining a community that values honor, perseverance, and service. It's about preparing for the future while respecting the traditions that have shaped generations of leaders.

BRAND MANTRA

Brand mantra is our strongest and most unique position in the market. It's important to note that it is not a tagline, but rather a simple, distilled phrase that forms a foundational point for our strategy.

Forging Leaders. Honoring Tradition. Leading Tomorrow.

BRAND STORY

Our brand story builds on our narrative. It is a summary of our history, mission, purpose, and values, with a narrative structure that brings VMI to life and allows the reader to envision why VMI should be a part of their future.

Don't Do Ordinary

Being extraordinary begins with a choice. A choice to work hard, excel, and commit to a life of honor. For more than 180 years, individuals like you have found, through their VMI journey, that excellence is not accidental; it is earned through perseverance, dedication, and sacrifice.

VMI's history is rich with examples of those who have chosen to serve, lead, and excel, whether in the military or civilian life. They've become honorable citizens of this country, showcasing a commitment to a life of excellence, honor, and selfless service.

From learning the value of being a strong follower in the Rat Line to embracing leadership opportunities that abound within the regimental, class, honor systems, as well as in clubs, athletics, and honor societies. At VMI, leadership and honor are not abstract ideals but daily practices. Practices that also intersect with rigorous academic programs to prepare you to excel in your chosen field.

And woven throughout your experience is the sense of belonging that is the brother rat spirit. It extends beyond the walls of barracks, the athletic field, and even your years on post.

So, do you envision a life with purpose?

Do you want to be a part of something bigger than yourself?

Do you aspire to help others to be the best they can be?

Then don't settle.

You deserve to be prepared to tackle any challenge or obstacle you face.

You should pursue a life defined by your own merits.

A rigorous journey awaits you. One filled with opportunities to discover your greatest potential.

VMI … No Ordinary College. No Ordinary Life.

INSTITUTE DESCRIPTION— SHORT

Virginia Military Institute, located in Lexington, Virginia, was founded in 1839 and is the nation's oldest state-supported military college. Committed to developing leaders of character through rigorous academic, military, and athletic programs, VMI fosters discipline, honor, and service in all cadets.

BOILERPLATE/DESCRIPTION

The Institute's description or boilerplate can be used in various materials to provide a brief overview 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. The mission of VMI is 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 2025, VMI received a 4.5-star rating by Money magazine as one of the Best Colleges in America and in 2024, 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**.

Virginia Military Institute

BRAND IDENTITY

INSTITUTE NAME

Virginia Military Institute is the official name of the Institute and preferable in all formal uses.

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.

Virginia Military Institute is not preceded by the word "the."

LICENSING & MARK USE

Licensing for all commercial use of marks, including fundraising by cadet organizations, and non-commercial use (without the sale of products) by offices of VMI, and the VMI Foundation, Alumni Association, Keydet Club, or others, should be directed to:

marketing@vmi.edu

Non-commercial use of product 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 sale, must request approval to become a licensed vendor through the Institute's licensing partner, **CLC**.

This includes the commercial sale of items in the VMI Bookstore, VMI Museum stores, or through VMI offices, departments, and agencies.

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**.

TRADEMARK PROTECTION

To protect VMI's registered trademarks and brand, the use of the Institute's marks/logos are entrusted to the Office of Communications and Marketing. For this reason, no entity, internal or external to VMI, may use logos unless given specific authorization and the placement of the marks has been approved.

BRAND ARCHITECTURE

VMI's brand architecture has four levels.

At the top of the architecture is the master brand, followed in order by primary brand extensions, sub-brands, individual brands, as in the case of athletics, and endorsed brands.

Each level of architecture has its own unique relationship to the master brand and its own guidelines.

MASTER BRAND

The master brand consists of the interlocking VMI (spider) and the Institute name as represented in the primary logo and the horizontal logo.

Primary Logo

Horizontal Logo

VIRGINIA MILITARY INSTITUTE

NO ORDINARY COLLEGE. NO ORDINARY LIFE.

PRIMARY BRAND EXTENSIONS

The primary brand extensions are the offices and departments within the Institute. Primary brand extensions receive vertical and horizontal logo lockups that include the primary brand mark. Primary brand extensions must follow VMI's Brand Guidelines.

Primary brand extension examples:

Vertical

DEPARTMENT OF
INTERNATIONAL STUDIES
& POLITICAL SCIENCE

AUXILIARY
SERVICES

CENTER FOR
LEADERSHIP
AND ETHICS

Horizontal

OFFICE OF
AUXILIARY SERVICES

DEPARTMENT OF INTERNATIONAL
STUDIES AND POLITICAL SCIENCE

CENTER FOR
LEADERSHIP AND ETHICS

SUB-BRAND

A sub-brand of VMI closely supports the Institute's brand but has a mission that deviates from the primary mission of VMI. Instead of using the Institute's brand name and logo as its main identifiers, the sub-brand has its own name and logo and references the university brand name and logo in a secondary position whenever possible in its materials and assets, depending on space to do so. A sub-brand uses its own brand guidelines that are created with the Office of Communications and Marketing to complement the Institute's brand guidelines.

**VMI Museum System
Logo Coming Soon!**

INDIVIDUAL BRANDS—ATHLETICS

An individual brand exists under the Institute brand but expresses its connection to it name only. An individual brand would not exist without the Institute brand.

As an individual brand, athletics has its own logos and brand guidelines, created with the Office of Communications and Marketing to complement the Institute brand. Individual brands must adhere to the institute licensing.

Athletics utilizes the spider logo without the Institute name as its primary mark and follows the Institute's guidelines for its use.

The word "**Keydets**" is the term VMI attributes to its cadet-athletes or members of an NCAA or some club teams. Moe is the official mascot for the Keydets.

Guidelines for Keydet and Moe marks are available at the end of this guide.

ENDORSED BRANDS

Unlike an individual brand, an endorsed brand does not exist under the master brand. VMI grants an endorsed brand permission to use the institute's name only to express its endorsement of the entity or to express a business relationship with the entity. Endorsed brands follow all guidelines for marks of the institute but have their own brand and brand guidelines.

VMI ALUMNI AGENCIES
ALUMNI ASSOCIATION • FOUNDATION • KEYDET CLUB

The VMI Alumni Association
SUPPORT FOR EACH OTHER, SUPPORT FOR THE INSTITUTE

The VMI Foundation
ADVANCING THE INSTITUTE'S MISSION

The VMI Keydet Club
PROVIDING OPPORTUNITY. IMPROVING COMPETITIVENESS.

VMI FOUNDATION

LOGOS, WORDMARKS & LETTERMARKS

PRIMARY LOGO & ITS USE

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.

**Color
Preferred Option**

Reversed
Secondary Option

Single-Color
Secondary Option

Single-Color Reversed
Secondary Option

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

- The **single-color logo** must be white, black, or VMI red.

- **The logo must always appear in its original, approved colors and remain free of visual effects or alterations.** Patterns, images, or textures, such as flags or camouflage, should not be placed inside the letters of the VMI spider logo.

- **When placing the logo on a photo**, the full color, white, or a transparent (knockout) version of the logo can be used. Always ensure the logo stands out clearly against the image and that the background does not make the logo hard to see. In all other instances, the logo must be solid and not transparent.

- The logo may be produced in copper, gold, or silver inks or foils. It may also be embossed or debossed.

PRIMARY LOGO USE—CLEAR SPACE

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 for the primary logo, may be used in this area. Additionally, no other graphics or words may encircle, surround, or overlay the logo.

The primary horizontal logo (and all primary brand extensions) also abide by the required clear space.
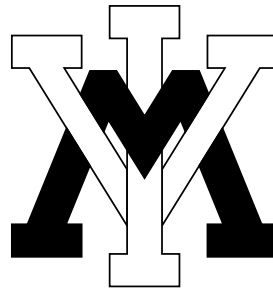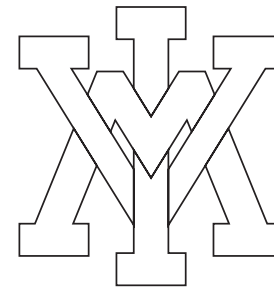
SECONDARY "SPIDER" LOGO & ITS USE

The VMI secondary mark (spider logo) is also the primary mark for VMI Athletics. It consists of intertwined three-letter lettermark and is outlined in black on a light background and white on a dark background.
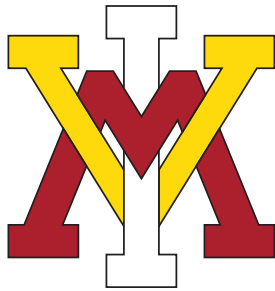
**Color
Preferred Option**

Single-Color
Secondary Option

Single-Color Reversed
Secondary Option

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

- The **single-color logo** must be white, black, or VMI red.

- **The spider logo must always appear in its original, approved colors and remain free of visual effects or alterations.** Patterns, images, or textures, such as flags or camouflage, should not be placed inside the letters of the VMI spider logo.
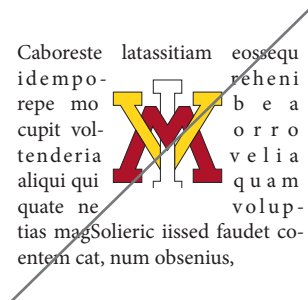
- **When placing the logo on a photo**, the full color, white, or a transparent (knockout) version of the logo can be used. Always ensure the logo stands out clearly against the image and that they background does not make the logo hard to see. In all other instances, the logo must be solid and not transparent.

- The logo may be produced in copper, gold, or silver inks or foils. It may also be embossed or debossed.

SECONDARY "SPIDER" LOGO USE—CLEAR SPACE

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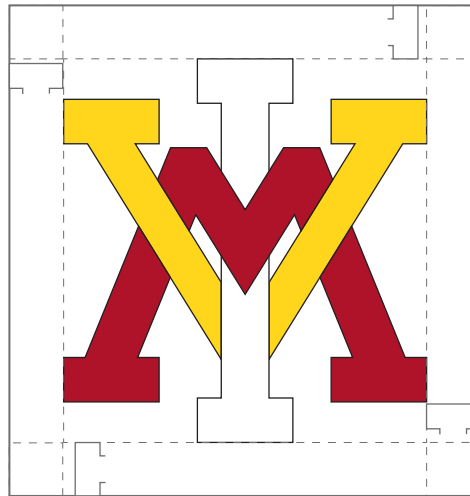
PRIMARY & SECONDARY LOGO MISUSE EXAMPLES

In order to protect the trademark, VMI must ensure correct usage of the marks. The following is a sample of improper use of the Institute marks.

Explanation of Misuse:

The spider's red is the incorrect color AND the spider should not be outlined in red. The outline should be black.
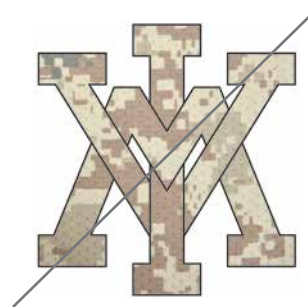
Patterns, images, or textures, such as flags or camouflage, should not be placed inside the letters of the VMI spider logo.

The colors of the letters are incorrect. They should always adhere be in the brand colors and be: "V" = Yellow
"M" = Red
"I" = White

The letters of the spider all intersect and overlap one another. In this version the "M" has been brought forward.

The proportions of the logo cannot be changed. When resizing, always drag from the corners and not the sides.

Caboreste latassitiam eossequ idempo- reheni repe mo b e a cupit vol- o r r o tenderia v e l i a aliqui qui q u a m quate ne volup- tias magSolieric iissed faudet co- entem cat, num obsenius,

Adequate clear space is not present around all sides of the spider logo.

COAT OF ARMS & ITS USE

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.

Symbolism:

- The upright sword symbolizes the military training mission of Virginia Military Institute.

- The lamp of knowledge in its predominant position represents the academic and leader development mission.

- The black canton with its broken gold chevron is an augmentation of honor, commemorating former cadets who died in wars and military conflicts from 1839 to the present day.

- The wings, sword, and garland, alluding to military preparedness upholding peace, depict the position of the Virginia Military Institute in educating future leaders during peace and war.

Clear Space:

A protected area, equivalent to the width of the vertical red cross bar, surrounds all versions of the coat of arms.

Primary Colors: VMI Red, VMI Yellow, and White
Secondary Colors: Green (PMS 348C) and Black

Non-commercial Usage Guidelines:

The coat of arms is reserved for use by the Corps of Cadets. Other formal use must be approved by the VMI Office of Communications and Marketing. Alterations to the coat of arms is not permitted.

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.
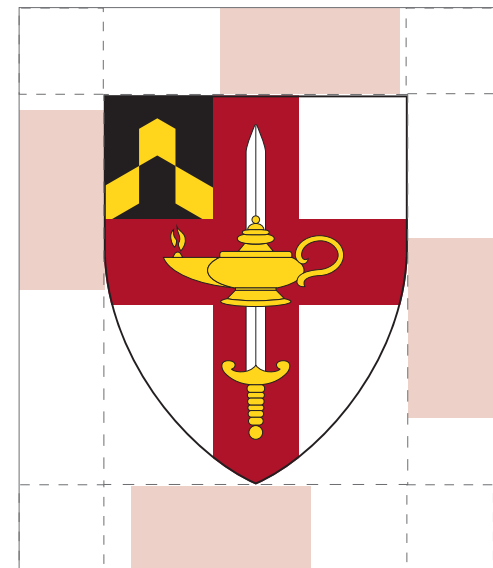
THE CREST & ITS USE

The crest may be broken out from the coat of arms as a separate mark.

Clear Space:

A protected area, equivalent to the width of the vertical crest cross bar, surrounds all versions of the crest.

Primary Colors: VMI Red, white, and VMI Yellow

THE SEAL & ITS USE

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.

Clear Space: A protected area, equivalent to at least the height of the numeral 8 surrounds the seal.

When approved for use, the seal must follow these guidelines:

- Only be displayed or reproduced in one-color.

- May not be altered or have anything attached to or overlapping it.

- May not be used as a watermark.

- May be produced in copper, gold, or silver inks or foils. It may also be embossed or debossed.

- May not be silk screened or otherwise printed on any garment. It may be embroidered on collared shirts or other executive attire with proper approvals.

WORDMARKS

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. All characters are uppercase and are the same height.

VIRGINIA MILITARY INSTITUTE

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.

VMI

VMI MARK USE—IMPORTANT REMINDERS

- Do not distort (stretch, compress, rotate, etc.) any mark or any of its elements. Marks should always be resized from the corner and never from the side.

- All marks must always be displayed in their entirety; no element of a mark shall be truncated, hidden, or similarly modified.

- 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.

- 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.

BRAND COLORS

Primary, Secondary, and Web Palettes.

In addition to red, yellow, and white, there is a secondary palette to increase interest and connection across Institute materials. A tertiary palette is also available exclusively for digital platforms.

Using color appropriately is one of the easiest ways to make sure materials reflect a cohesive VMI brand.

PRIMARY COLOR PALETTE

VMI's primary brand palette is composed of four colors: VMI red, VMI yellow, white, and black. These colors are the hallmarks of the visual brand and should play a leading role in all branded communications. VMI red is the prominent color in most branding with VMI yellow or black as the prominent accent colors.

VMI Red
PMS: 187C
CMYK: 7 100 82 26
RGB: 174 19 42
HEX: AE122A

VMI Yellow
PMS: 116C
CMYK: 0 14 95 0
RBG: 255 214 27
HEX: FFD619

White
PMS: White
CMYK: 0 0 0 0
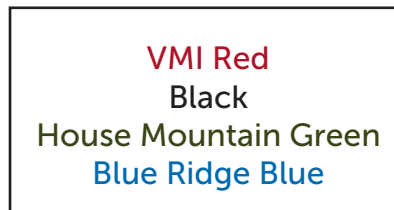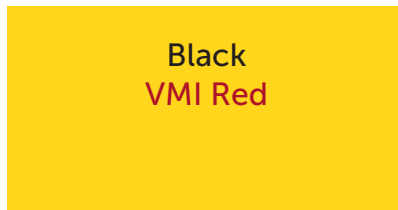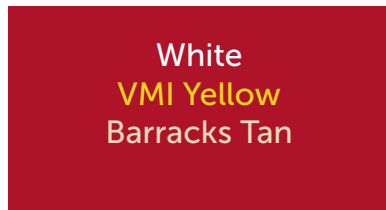RGB: 255 255 255
HEX: FFFFFF

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

Font Colors: For accessibility and brand consistency, when the background is one of the primary palette colors, only the font colors listed below can be used as the text color:

White / VMI Yellow / Barracks Tan	Black / VMI Red	VMI Red / Black / House Mountain Green / Blue Ridge Blue	White / VMI Yellow / Coatee Blue / Parade Green

SECONDARY COLOR PALETTE

A secondary palette of colors is available to add interest and contrast in materials. Care should be taken that secondary colors do not overwhelm any composition, as they are intended to enhance our primary brand colors, not replace them.
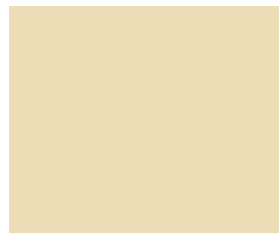
House Mountain Green

PMS: 5743

CMYK: 49 26 88 70

RGB: 62 73 41

HEX: 3E4929

Parade Green

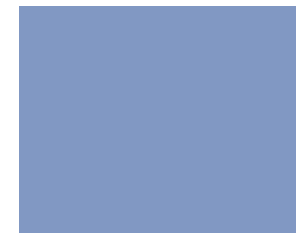PMS: 2276

CMYK: 44 5 78 12

RGB: 138 169 84

HEX: 8AA954

Barracks Tan

PMS: 7500

CMYK: 7 10 31 0

RGB: 224 211 180

HEX: E0D3B4

Blue Ridge Blue

PMS: 2384

CMYK: 100 52 0 5

RGB: 0 98 166

HEX: 0062A6

Coatee Blue

PMS: 2136

CMYK: 49 32 4 3

RGB: 132 149 192

HEX: 8495C0

Font Colors: For accessibility and brand consistency, when the background is one of the secondary palette colors, only the font colors listed below can be used as the text color. Secondary colors with text are for use in smaller design elements, such as icons. Larger design elements should always use the primary palette as the background color.

White
Barracks Tan

VMI Red
Black
House Mountain Green
Blue Ridge Blue

Black

White

Black
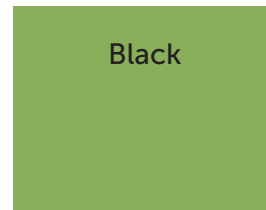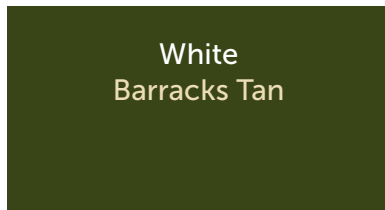
DIGITAL COLOR PALETTE—WEB & ONLINE

Online accessibility standards sometimes require an alternate color palette to ensure appropriate contrast in a digital environment. While the primary and secondary color palettes remain unchanged, a tertiary palette, which allows for white text overlay, is available for digital applications only.

VMI Red
RGB: 174 19 42
HEX: AE122A

VMI Yellow
RBG: 255 214 27
HEX: FFD619

White
RGB: 255 255 255
HEX: FFFFFF

Black
RGB: 0 0 0
HEX: 000000

House Mountain Green
RGB: 62 73 41
HEX: 3E4929

Parade Green
RGB: 138 169 84
HEX: 8AA954

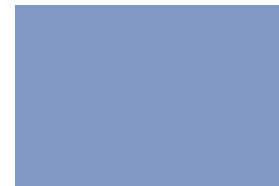**Barracks Tan**
RGB: 224 211 180
HEX: E0D3B4

Blue Ridge Blue
RGB: 0 86 148
HEX: 005694

Coatee Blue
RGB: 132 149 192
HEX: 8495C0

Tertiary Palette

Sash Tones
RGB: 115 32 71
HEX: 732047

Darker Parade
RGB: 19 103 4
HEX: 136704

Darker Coatee
RGB: 79 88 114
HEX: 4F5872

Grey
RGB: 79 88 114
HEX: 4F5872

BRAND TYPOGRAPHY

Typography plays a critical role in maintaining the professionalism, clarity, and consistency of the Virginia Military Institute brand.

The fonts chosen reflect our values and help ensure that every communication, whether digital or print, conveys a cohesive and recognizable identity.

To preserve visual harmony and reinforce brand standards, no more than two to three typefaces should be used in a single document or design.

Web address formatting in all VMI print publications, is as follows:

- web addresses are not underlined.

- within a body of text, the web address text will be the bold version of the same font.

- with the exception of social media networks, "www." should proceed the web address.

Online Hyperlinks:

Online or digital hyperlinks must follow the guidance for font accessibility available in the Color Palette section of this guide.

PRIMARY FONTS

The primary brand fonts for VMI are available for download for Adobe Creative Cloud users through Adobe Fonts.

TRAJAN PRO (Serif)	Formal titles and page headers (H1) (bold or regular)
Museo Sans 700 (Sans-Serif)	Secondary headers or subheadings (H2)
Museo Sans 300 (Sans-Serif)	General body text
More Pro Book (Serif)	Used for formal documents like the Institute Report, graduation programs, certificates, etc.

Trajan Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789$%&@!?

Trajan Pro Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789$%&@!?

Museo Sans 700:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789$%&@!?

Museo Sans 300:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789$%&@!?

More Pro Book:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789$%&@!?

ALTERNATE FONTS—SYSTEM & CANVA

In cases where Adobe Fonts are not accessible, for example, on computers that do not have Creative Cloud installed or when using Canva, alternative fonts should be used. System fonts are the standard fonts that come pre-installed on most computers.

To maintain visual consistency with VMI's brand identity, this guide provides approved font alternatives that closely resemble the primary brand fonts. When using alternative fonts, follow the font application guidance, i.e., heading, subheading, copy, as its companion primary font to ensure clear and professional communication.

System Fonts

TRAJAN PRO (Serif) → GEORGIA REGULAR—Formal titles and page headers (H1)

Museo Sans 700 (Sans-Serif) → **Segoe UI Bold**—Secondary headers or subheadings (H2)

Museo Sans 300 (Sans-Serif) → Segoe UI Regular—General body text

More Pro Book (Serif) → Georgia—Used for formal documents

Canva Fonts

TRAJAN PRO (Serif) → TRAJAN PRO REGULAR—Formal titles and page headers (H1)

Museo Sans 700 (Sans-Serif) → Museo Sans Semibold—Secondary headers or subheadings (H2)

Museo Sans 300 (Sans-Serif) → Lato Light—General body text

More Pro Book (Serif) → Georgia Pro Light—Used for formal documents

GRAPHIC ELEMENTS

Graphic elements are the building blocks from which we can expand the VMI brand visually. These elements provide a means to add visual interest to projects and further work to cultivate a cohesive brand that is representative of the entirety of the Institute.

GRAPHIC ELEMENTS

The graphical elements below, which mimic the internal angles (32 degrees) of the V and M in the Spider logo, can be used to define text or photos, graphically delineate sections within a document, or as a background for text that needs to be highlighted.

Angled Bar   **Angled Bar with Service Stripes**

GRAPHIC ELEMENTS CONTINUED

Full Bar

A full bar in one of the Institute's primary colors, may be used as a header, sidebar, footer, or as an element to divide information. The colors in the secondary palette may be used as a sidebar, footer, or as an element to divide information. This technique has been used throughout this brand guide, including on this page.

Dot Line

Either with or without a solid line, a straight line of dots symbolizes the journey that begins with the Rat Line and continues throughout a cadet's time at VMI.
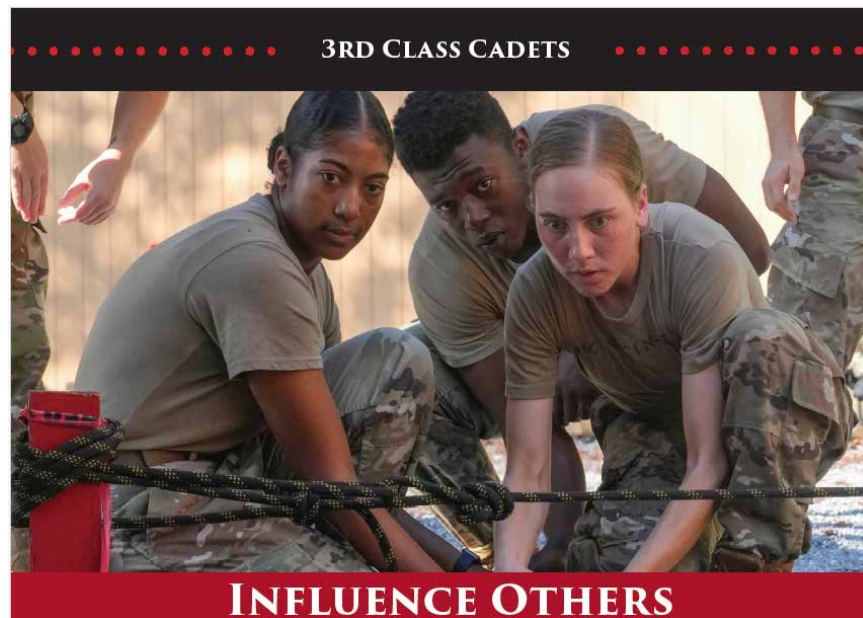
EDITORIAL STYLE GUIDE

What we write is equally important as "our look." Our brand encompasses all aspects of how we are viewed, and this includes the written word. Clear, consistent, and effective communication is vital. Every message communicated by a VMI employee reflects on the Institute.

VMI follows a modified version of the AP Stylebook, which provides guidance concerning the preparation of text for external audiences. Employees are expected to adhere to the same consistent style outlined in this guide, including for proper nouns, common topics, and abbreviations.

View the Style Guide

PHOTOGRAPHY & IMAGERY

Photos are an important component of telling VMI's story and the success stories of cadets, alumni, faculty, and staff.

Images and clip art should not be taken from the internet, as VMI does not have the rights to use these images. The Office of Communications & Marketing has a library of digital photos and video and is always available to assist you!

ATHLETIC MARKS: MOE & KEYDETS

In fall 2025, VMI Athletics introduced new marks for Moe and Keydets. The following provides guidance for their usage.

PRIMARY MASCOT LOGO

The new VMI Keydets mascot logo introduces a bold, modern interpretation of VMI's iconic kangaroo. With a fierce expression, upright ears, and squared shoulders, the design captures the discipline, determination, and pride of VMI cadets. The arched Keydets wordmark anchors the logo while the dynamic, shield-like shape provides a strong foundation for teams, fans, and cadets to rally behind.

When placed on a color background, the primary mascot logo should always have the white outline and a secondary black and white option is also available.

SECONDARY FULL-BODY MASCOT LOGO

The full-body mascot brings the character to life with a commanding and confident stance. Dressed in the traditional cadet uniform, the kangaroo embodies the discipline and heritage of VMI. With fists clenched and a determined expression, the mascot projects energy and purpose, while the bold Keydets wordmark anchors the identity in unmistakable pride. This version is designed for broader storytelling and character-driven applications across fan engagement, marketing, and spirit initiatives.

The full-body mascot without the Keydets wordmark should always be accompanied by the spider logo. See page 53 for clear space requirements.

TERTIARY HEAD-ONLY MASCOT LOGO

The mascot head mark offers a focused, high-impact expression of the VMI Keydets identity. Featuring the determined expression and formal cadet collar from the primary logo, this version is designed for smaller-scale applications where space is limited or a simplified mark is needed. As a tertiary asset, it should be used sparingly and should always be used in conjunction with either the VMI spider or the Keydets wordmark. See page 53 for clear space requirements.

KEYDETS WORDMARK

The Keydets wordmark is a bold, commanding typographic expression of the VMI Athletics brand. Inspired by the discipline and tradition of VMI Athletics, the letterforms are strong, structured, and unmistakably collegiate. This mark anchors the visual identity across uniforms, merchandise, facilities and media.

Primary Wordmark

The arched version of the Keydets wordmark is the primary logo lockup and should be the default when representing VMI Athletics. With its upward curve and banner-style backdrop, it conveys pride, momentum, and visual impact. This is the version paired with the mascot logos and should be used whenever possible for consistency.

Secondary Wordmark

The straight version of the wordmark provides a flexible alternative for horizontal applications or instances where an arched layout is not ideal. It maintains the integrity of the custom typography while allowing for more simplified placement.

KEYDETS & FONT USAGE

The stylized Keydets wordmark is the only version allowable with the Moe mascot logo. These marks may also be used independently of the mascot mark.

Keydets may also be written in fonts other than the custom font represented in the wordmark in uses that do not include the mascot mark.

KEYDETS WORDMARK—CONTINUED

In addition to the primary and secondary lockups, a series of banner-free wordmarks are available in VMI's core colorways—yellow/red, red, black and white. These should be used sparingly and only in situations where the background or design constraints necessitate a simplified mark, such as:

• Apparel or merchandise
• Lower-thirds in video
• Digital graphics with strong color blocking

Please refer to the color examples below for proper use.
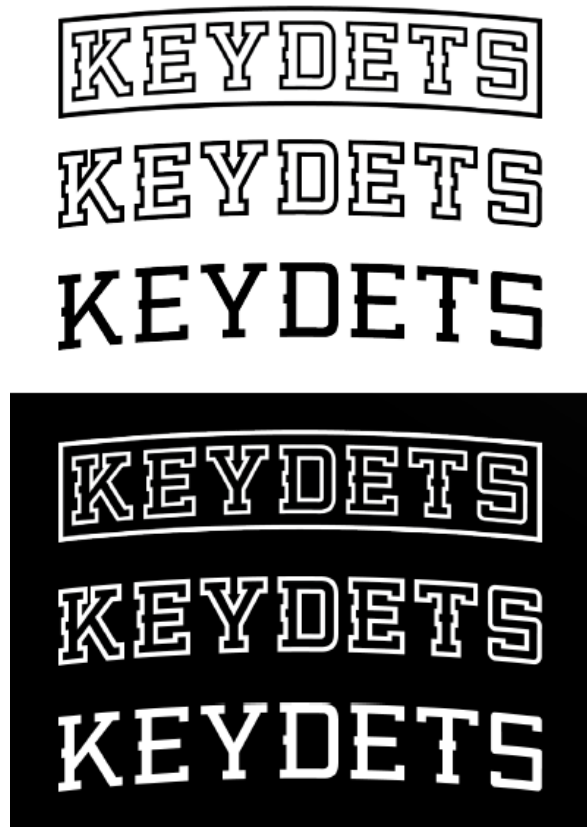
Primary Options:

Secondary Options:

KEYDETS WORDMARK—CONTINUED

Black and white versions of the KEYDETS wordmark are intended for limited-use scenarios where full color is not feasible, such as one-color printing, embroidery, or specialty materials. These marks should only be used when production constraints require it and should never replace the primary or secondary wordmarks in standard applications.

**Primary Options:**   **Secondary Options:**
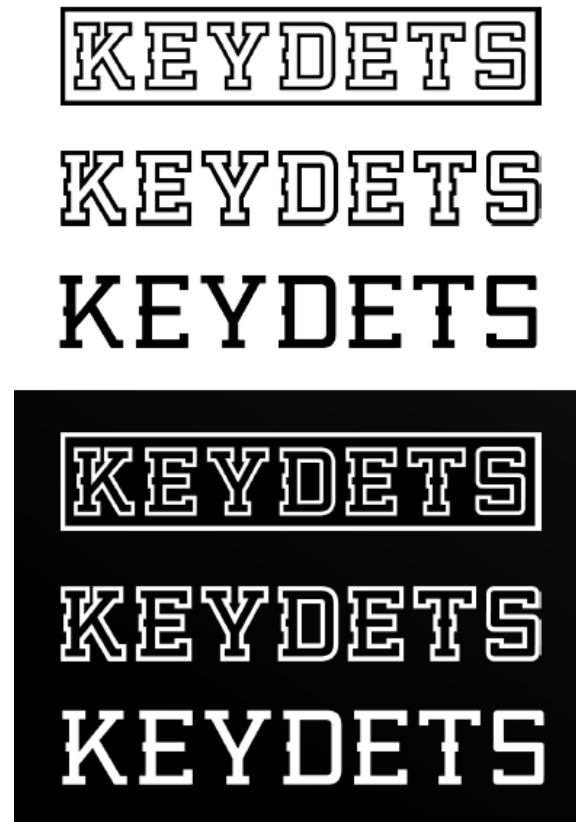
The straight version of the wordmark provides a flexible alternative for horizontal applications or instances where an arched layout is not ideal. It maintains the integrity of the custom typography while allowing for more simplified placement.

MASCOT & KEYDETS MARK—CLEAR SPACE

Keydets stylized wordmark:

Clear space of at least the width of the letter K must surround all versions of any mark using the stylized Keydets wordmark. This includes the standalone wordmark, and the primary and secondary mascot lockups.
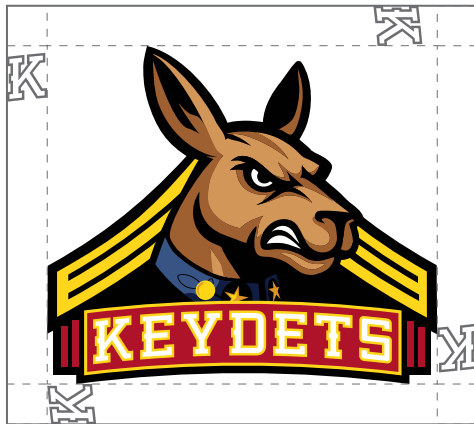
Full-body & head-only marks:

The mascot only marks (not the lockups) abide by the clear space requirement of either the stylized wordmark or the spider logo it is used in conjunction with.
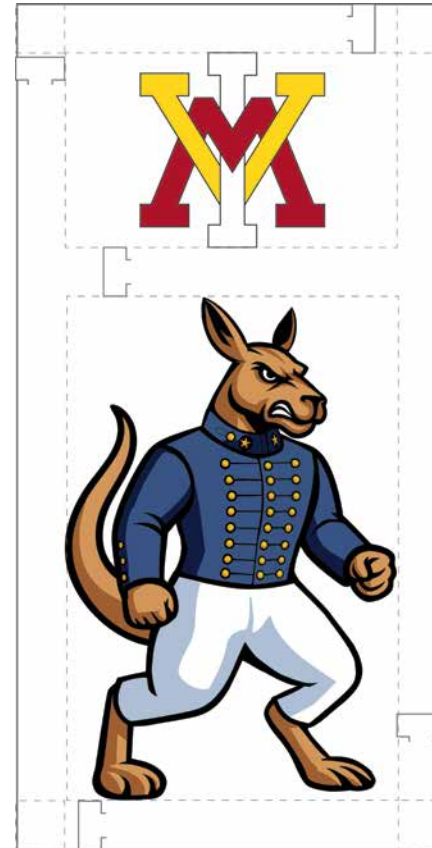
MASCOT & KEYDETS MARK MISUSE EXAMPLES

In order to protect the trademark, VMI must ensure correct usage of the marks. The following is a sample of improper use of the Institute marks.

Explanation of Misuse:

The proportions of the logo cannot be changed. When resizing, always drag from the corners and not the sides. Do not rotate the logo or mark.

The mascot lockups must include the primary Keydets wordmark. Alterations to fonts and colors are prohibited.

No effects like drop shadows, glows, gradients, or outlines can be added to any mark. On a dark background lockups or mascot marks specifically made for a dark background should be used.

Patterns, images, or textures, such as flags or camouflage, should not be placed inside the stylized wordmark.