



**OLD DOMINION**  
UNIVERSITY

**I D E A F U S I O N**



**Brand Book**  
Updated October 2015

# Introduction

Old Dominion University is Virginia's forward-focused research university for high-achieving students who want rigorous academics and an energetic residential community with a rich mix of nationalities, cultures, and life experiences.

Our brand is a reflection of the ODU experience and serves as the foundation of our identity. It is defined not only by what we say, but also how we say it—in print, broadcast and the web. The voice and tone of copy, color palette, imagery, design style and typography we use impact the way we are perceived.

We created this brand book to articulate the ODU brand and help communicate a compelling brand message that is clear and distinctive. Help us build and steward the ODU brand long-term, by following the guidelines presented in this brand book. Together, we can help ensure that our brand is portrayed consistently, no matter where in the world it is seen.

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## Brand Platform

Brand identity implies much more than the consistent use of a logo. Based on core values and unique competitive advantages, the Brand Platform is our internal foundation for a sustainable identity. It identifies the position Old Dominion University wants to occupy in the market. It defines the singular compelling idea or concept that Old Dominion University wants to own in the hearts and minds of its most important constituencies. It is long-term and aspirational, articulating the type of higher education institution we strive to be.

## Brand Promise

Forward-focused thinking, real world results.

## Brand Personality

Brand personality defines a set of human traits that are associated with the Old Dominion University brand. It appeals to an internal and external audience who can relate to our brand. It also serves to help differentiate ODU marketing collateral from those of other institutions. Our brand personality is based upon four traits: energetic, entrepreneurial, interested and forward-thinking. By applying these traits to the development of content and design, we express our distinctive style and enhance the recognition of ODU by our audience.

## Brand Voice

The ODU voice is succinct, confident, unexpected, and engaging. It employs brief and intriguing headlines that depict subject matter in clever ways.

Long form copy capitalizes on the voice by approaching subject matter in exciting prose that paints compelling visual images of the subject matter.

# Brand Positioning

Old Dominion University is Virginia's forward-focused research university for high-achieving students who want rigorous academics and an energetic residential community with a rich mix of nationalities, cultures, and life experiences. Our nationally recognized faculty use real-world expertise and innovative teaching methods to challenge students to achieve their highest goals. Our determined entrepreneurial approach to problem-solving drives cutting-edge research, eminent scholarship, and strategic partnerships with government, business, industry, and organizations. As a result, we act quickly and decisively to create innovative solutions that improve individuals' lives, our communities, and the world.

# The ODU Logo Usage

## Primary Identity (Logotype)

Old Dominion University’s logo is the touchstone of our brand and one of our most valuable assets. It is the one element that unifies and represents our institution and our brand. The ODU logotype has been specially designed to symbolize not only our name, but to communicate the strength and integrity of our brand.

Old Dominion’s identity consists of two elements— the logotype and the tagline. The “logotype” includes the prestige of the crown paired with the name of the university and the Idea Fusion “tagline”—combined into one cohesive signature. Both elements must always be used together.

Since the logotype is the most powerful visual element within our brand, we must ensure its proper usage. The identity cannot be altered in any way. Please do not attempt to create art for Old Dominion University’s logotype or separate, stretch, rearrange or move any of its elements.

Always download the complete logo art provided by ODU from the Marketing and Communications website: [www.odu.edu/univcomm](http://www.odu.edu/univcomm)

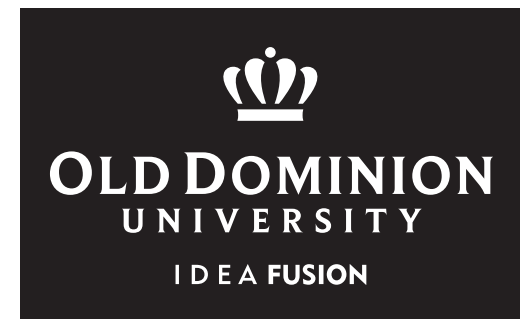
Every attempt should be made to use the ODU logo is over a white or light background. If the logo must be placed on a dark background or if color options are limited, then the ODU logo can be used in a reverse (all white) format.

The examples shown here illustrate the correct use of the logo in positive and reverse formats.

## Tagline

The tagline is the phrase we use to get people to think about us and what makes us different. Together with the logo, it evokes the image of ODU and helps generate greater recall. The tagline should always appear together with the Old Dominion University logo on all marketing collateral and communications materials.

Old Dominion’s tagline is “Idea Fusion,” an embodiment of the ODU spirit and experience. Whether you’re new to ODU or have worked here for a while, you know that at ODU, education and knowledge fuse together to generate new ideas and develop fresh solutions that forge paths for our students’ future success. This fusion of ideas, backgrounds and life experiences makes this institution truly special.



# Brand Architecture & Definitions

Brand architecture is the structure for managing how Old Dominion University presents itself to the world. The architecture defines how the core brand, brand extensions, sub-brands and independent brands relate to and support each other.

## Definitions:

### Core Brand

All administrative offices are encompassed by the ODU core brand, including:

- President
- Chief Operating Officer
- Provost and Vice President of Academic Affairs
- Vice President for Administration and Finance
- Vice President for Human Resources
- Vice President for Student Engagement and Enrollment Services
- Vice President for University Advancement
- Vice President for Research.



Primary Logo

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Secondary Logo

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# Brand Architecture & Definitions

## Definitions:

### Brand Extensions

Major, high-profile divisions of the core brand that are integral components of the ODU brand and directly support its mission are encompassed in the brand extensions. These include:

- Center for Coastal Physical Oceanography
- Center for Enterprise Innovation
- Center for Innovative Transportation Solutions
- Children’s Learning and Research Center
- Climate Change and Sea Level Rise Initiative
- College of Arts and Letters
- College of Continuing Education and Professional Development
- Darden College of Education
- College of Health Sciences
- College of Sciences, Distance Learning
- Frank Batten College of Engineering and Technology
- Frank Reidy Research Center for Bioelectrics
- Honors College
- Monarch Physical Therapy
- Peninsula Higher Education Center
- Strome College of Business
- Strome Entrepreneurial Center
- Tri-Cities Higher Education Center
- Virginia Beach Higher Education Center
- Virginia Early Childhood Policy Center
- Virginia Institute of Photovoltaics
- Virginia Modeling, Analysis & Simulation Center (VMASC)



**OLD DOMINION UNIVERSITY**

Frank Batten College of Engineering and Technology

**I D E A FUSION**

# Brand Architecture & Definitions

## Definitions:

### Sub-Brand

Having distinctive personalities and missions, sub-brands are prominently linked to the core brand while requiring differentiation because they provide significantly distinctive services. These include:

- Alumni Association
- Athletics
- Economics Club of Hampton Roads
- ODU Foundations



### Independent Brand

These brands represent a complete departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to Old Dominion University. These include:

- Innovation Research Park @ ODU
- University Village University Bookstore
- Virginia Coastal Energy Research Consortium (VCERC)
- Virginia Space Grant Consortium - MARS (Spaceport)
- Virginia Tidewater Consortium for Higher Education.



# Brand Architecture: Brand Extensions

## Colleges & Centers Identity System

The brand extension design system provides colleges and centers two flexible logo options.

### Primary Logo

This is the preferred option for use in print and digital communications.

### Secondary Logo

The secondary logo has been approved only for the specific uses listed below as long as the primary logo appears on the front of the publication.

- Mailing Panels for postcards, brochures, newsletters
- Back covers of folders, newsletters, brochures, etc.

Primary Logo



Secondary Logo



# Logo Guidelines

Old Dominion University strives to maintain a consistent graphic identity as a major component of communicating the strength and integrity of our brand.

These logo guidelines help you use our logo correctly. If you have any questions about the ODU logo that are not covered in this brand book, please contact us at (757) 683-3114 or [marketing@odu.edu](mailto:marketing@odu.edu).

## ODU Full Color Signature

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PMS 540  
Beaufort Bold caps  
and small caps



PMS 430

PMS 540

PMS 430

**OLD DOMINION**

UNIVERSITY

PMS 430  
Beaufort Bold  
all caps

**I D E A FUSION**

PMS 540 Geometric 415  
Medium all caps, loose  
tracking

PMS 540  
Geometric 415 Bold  
all caps, tight tracking

## ODU One-Color Signature

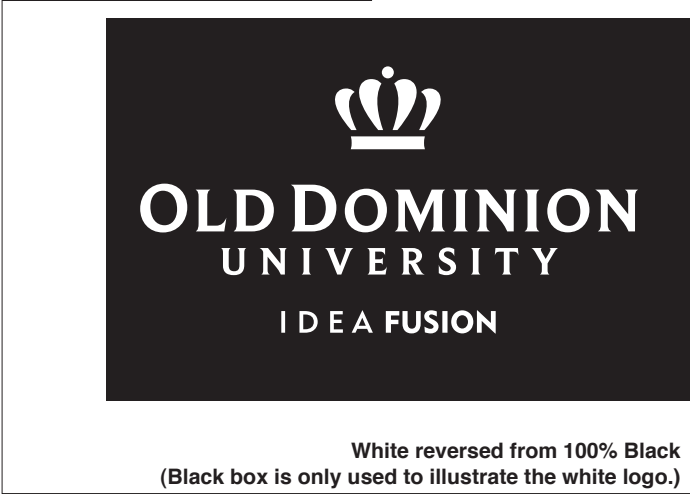
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# Logo Guidelines

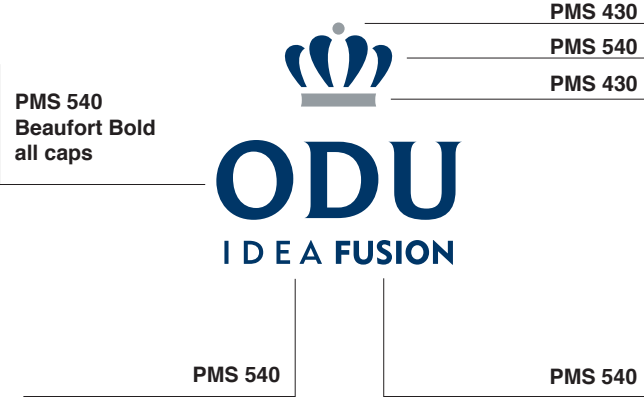
## ODU One-Color Reverse Signature

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## ODU Full Color Logo + ODU Signature

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# Logo Guidelines

## Minimum Clear Space

To protect the strength and integrity of the logo and to maintain visual effectiveness, please keep a clear space around the logo, free of competing visual elements. Do not allow photos, typography, or other graphic elements to intrude into this minimum clear space area of 0.5 inches all around, when the logo is scaled at 2 inches wide.

## Minimum Size

The minimum size of the logo should **only** be used when layout space is **extremely** limited. The logo should measure no less than 1 inch in width. Always use the signature at a larger size whenever possible.

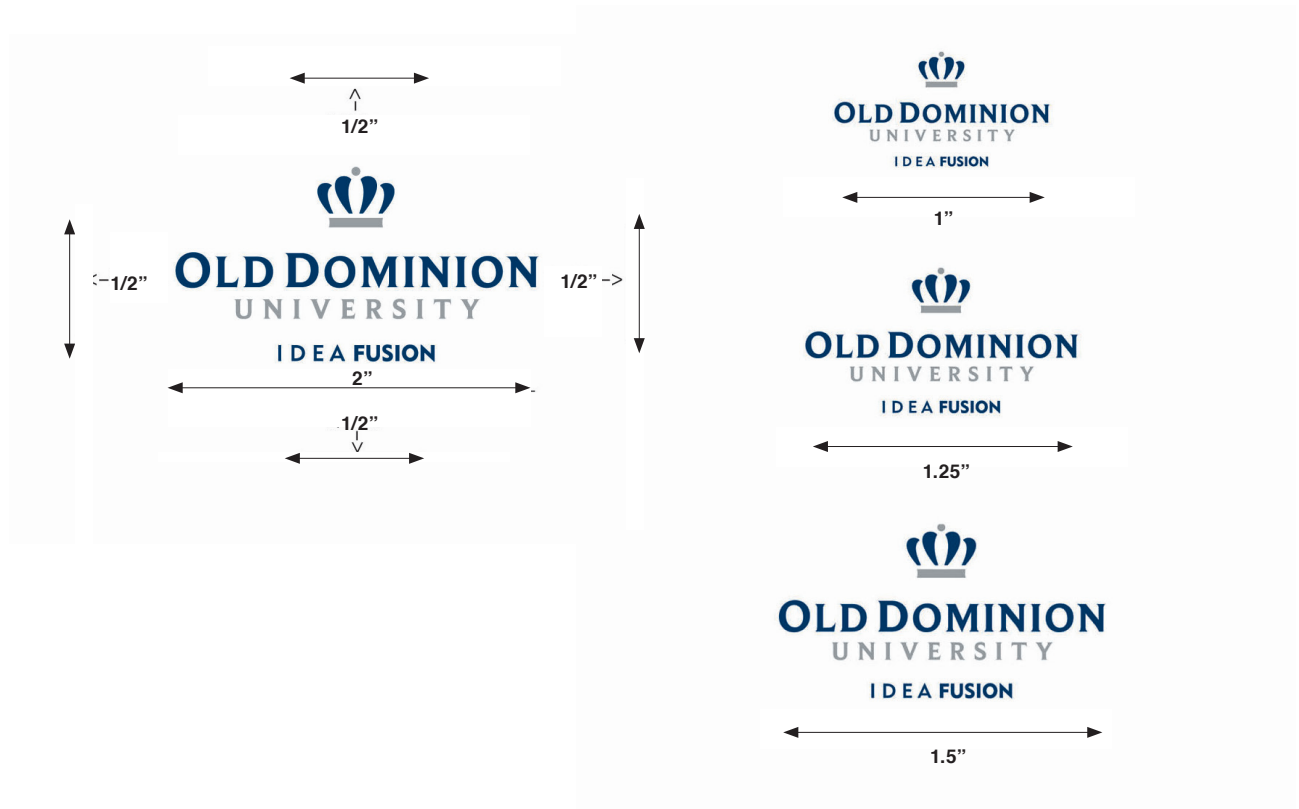
## Using the Correct Logo

Please use the current version of the ODU logo, available for download from [www.odu.edu/univcomm](http://www.odu.edu/univcomm). It is important to provide external graphic artists with the correct logo and instruct them to refrain from any customization or distortion of it, including its typography. Previous variants of the ODU logo should not be used.

## Examples of Correct Use of Logo

This page illustrates examples of the correct use of the logo.

## Minimum Clear Space and Size



## Signature Size



# Misuse of the Identity

To maintain the integrity of the ODU signatures they must be used within the guidelines outlined in this manual. These are several examples of incorrect usage.

Incorrect sizing: When resizing the signature, do not distort it. In Word and PowerPoint particularly, only drag on the corners of the logo to resize correctly.



Using logo mark or word mark only: Do not use the logo without the word mark and visa versa.



Altering the opacity: The ODU signature should be used at 100% opacity.



Altering the color: use only the approved options for the ODU signature.



# The ODU Icon Usage

The ODU icon is used only on social media and any marketing materials where social media icons are used.

The ODU icon is more versatile in its usage than the ODU logo on social media because it helps identify individual departments or units. While it can be styled subtly to fit into social media icon sets, the core elements of the design cannot be removed, redrawn, rotated, stretched or altered.

The ODU icon is not interchangeable with the ODU logotype and cannot be used outside of social media. To request an ODU icon, please contact the Web & Digital Communication team at [webcomm@odu.edu](mailto:webcomm@odu.edu).



## ODU icon on Facebook



## ODU icon on Twitter



# The ODU Seal Usage

The University Seal is reserved for special signage, document applications, or official documents from the Office of the President. The Office of Strategic Communication & Marketing should be contacted prior to using the University Seal in any document.



## Athletics Logo Usage

The Old Dominion University Athletics logo is the representative symbol for sports and athletics. The Athletics logo is used exclusively for athletic programs and in spirit wear.

The Athletics logo is not interchangeable with the ODU logotype and is not used to represent non-athletic programs.

For more information regarding Athletics logo usage, please refer to the Athletic Office Logo Identity Manual at [odu.edu/licensing](http://odu.edu/licensing).



# Typography

Typography is a key element to communicate a unified brand for ODU. By controlling the type styles and alignment used, we further strengthen the visual distinctiveness of ODU. Imagery can be strengthened with typography to convey our brand style. The type fonts were selected to complement the ODU logo. They can be used cross-platform (Mac and PC).

The type alignment for all our communication is flush left or justified.

If your computer is missing any of the branded fonts, the fonts can be purchased at [monotype.com](http://monotype.com).

The Office of Strategic Communication & Marketing may add additional, temporary fonts to the collection to support specific campaigns. These are not permitted outside of those specific marketing campaigns.

Trebuchet-Regular, *Italic*, **Bold**, **Bold Italic**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~'"\*!()?/\$

Century Gothic-Regular, *Italic*, **Bold**, **Bold Italic**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~'"\*!()?/\$

Belizio-Regular, *Italic*, **Bold**, **Bold Italic**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~'"\*!()?/\$

Futura Family-Regular, *Italic*, **Bold**, **Bold Italic**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~'"\*!()?/\$

*Bickham Script Pro\**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890.,:~'"\*!()?/\$*

\*Limited use accent for formal applications

# Typography: Print

## Layout Examples

These examples show how typography can be used in a stylized way to convey ODU's brand style.



# Color Usage

Our colors are a reflection of our brand personality.

## 1. Primary Brand colors

The primary brand colors for ODU are PMS 540, PMS 430 and PMS 283. Use these sparingly so as not to outshine our logo.

### Primary Brand Colors



PMS 540  
C100/M77/Y38/K36



PMS 430  
C52/M40/Y37/K3



PMS 283  
C38/M11/Y0/K0

## 2. Accent color palette

These colors make up our core color palette—they are a complimentary set of vibrant, youthful colors that retain a sense of energy at lower opacities. The colors can be used at full saturation or can be screened back as a wash over an image. Keep the number of accent colors appearing together to a maximum of two.

### Accent Colors



PMS 2985 C  
C58/M4/Y2/K0



PMS 3375 C  
C48/M0/Y34/K0



PMS 388C  
C16/M0/Y96/K0



PMS 1365 C  
C0/M34/Y80/K0



PMS 17-3628  
C47/M70/Y0/K0

## 3. Military accent color

The military accent color is a compliment to our primary brand colors for use in print or digital publications with a military theme.

### Military Accent Color



PMS 122 C  
C0/M17/Y85/K0

The Office of Strategic Communication & Marketing may add additional, temporary colors to the collection to support specific campaigns. These are not permitted outside of those specific marketing campaigns.

# Print Publications Overview

All design work should reflect ODU's brand personality: energetic, entrepreneurial, interested and forward-thinking.

While there must be consistency among the core elements, there is flexibility when choosing the style of a printed piece.

Each of the styles below supports our brand because each uses the same fonts and core elements. Be aware that some styles work better than others, depending on the subject matter.

To request a publication design or editorial services, visit the Publication Design & Production section of the [odu.edu/univcomm](http://odu.edu/univcomm) website.



# Stationery Overview

Stationery items such as business cards and letterheads affect the way the public perceives our brand. It is therefore important that all stationery items be consistent. To ensure consistency in our institutional identity, we used fixed guidelines for designing and printing stationery. There are several different business card designs faculty and staff members can choose from. Standard letterhead, envelopes, forms or business cards must be ordered through Procurement Services at **757-683-3105**.

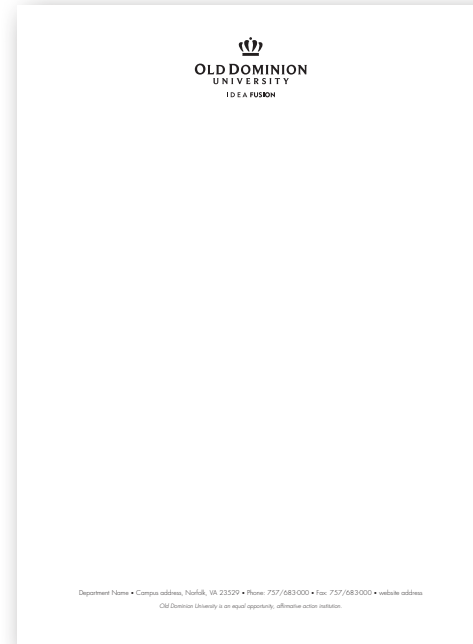
To request “Print-on-Demand” stationery, please visit the following site: <http://www.odu.edu/univcomm/publications/stationery-cards>

The correct stationery formats are detailed in the following examples.

## Business Cards



## Letterhead



# Partnerships

Working with partners helps convey our message to a wider audience. When we collaborate with other organizations, it is important to ensure that all partners are fairly represented. No two partnerships are ever the same, though; the following show some of the variations on representing joint endeavors in graphic form.

It is not necessary to apply the ODU brand style and corporate visual identity to partnership campaigns or sponsorship opportunities. It is important to use the logo properly and this section provides examples to follow.



## Multiple Partnerships: Use of Logo

In multiple partnerships, don't worry if our logo is not the biggest—it is important to give all partners an equal emphasis. Remember to maintain a clear space around each logo.

The examples on this page illustrate how to position the logos of multiple partners, while giving equal emphasis to all.

# Presentations

This section explains how to use the elements of the ODU brand to create presentations in Microsoft Powerpoint.

Use the font Trebuchet in bold and regular weights.

Charts and diagrams should be simple, clear and uncomplicated. The complete accent color palette can be used; however, keep the number of colors appearing on one slide to a minimum.

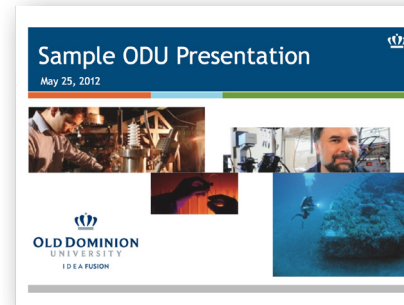
Remember that key points can be type-only slides or type and image slides. Pacing is important, so after text-heavy sections, a slide of color background with one sentence or an image slide with one sentence can be used to create a moment of rest. It is important that the text be kept simple and to a minimum.

## Use of Powerpoint Templates

The examples illustrate branded templates that are available to the university community, free of charge. Each template offers a multitude of layout options to meet your needs. Requests for additional templates can be secured by calling 757-683-3114 or emailing [marketing@odu.edu](mailto:marketing@odu.edu).

Approved templates are available for download at [www.odu.edu/univcomm](http://www.odu.edu/univcomm).

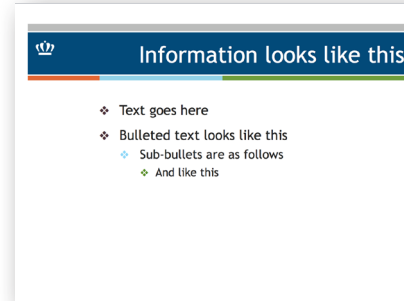
Opening slide



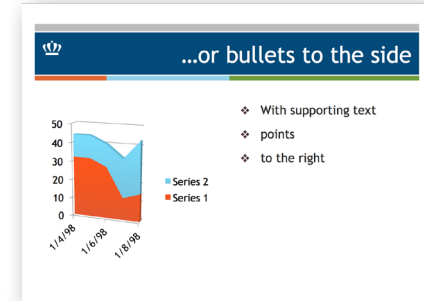
New section slide



Typical text slide



Chart, graph, or map slides



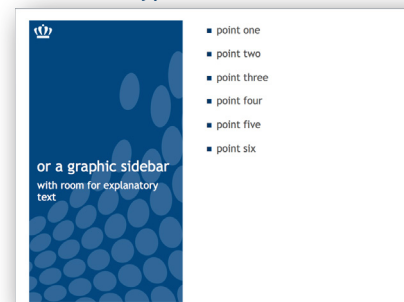
Opening slide



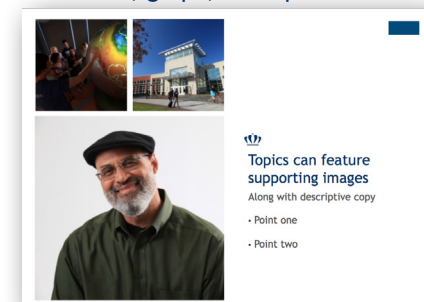
New section slide



Typical text slide



Chart, graph, or map slides



## Brand for Merchandise

Old Dominion University names, logos and symbols appear on thousands of merchandise and specialty items in the marketplace. Any merchandise that displays ODU's registered or trademarked names, logos and symbols must follow our visual standards and licensing agreements. To protect our registered and trademarked names, logos, and symbols, all merchandise and specialty items must be produced by licensed ODU vendors.

Questions regarding appropriate use of ODU names, logos and symbols or design can be directed to Caitlin Chandler at **757-683-3114** or **cbchandler@odu.edu**. Approvals on merchandise or specialty items can be directed to Jim Clanton at **757-683-4395** or **jclanton@odu.edu**.

### Institutional Logo Usage

It is preferred that the full Old Dominion University logo with the "Idea Fusion" tagline be used on merchandise.

The examples on this page illustrate the correct application of ODU names, logos and symbols on merchandise or specialty items.



# Brand for Merchandise

## Office or Department Usage

A secondary option for using the logo on merchandise is when a department, unit or office would like its department name on items.

The correct application of this usage is demonstrated on this page.

**Prohibited Use:** For items such as stationary, envelopes, post cards and letterhead where official business correspondence is being made, this logo usage is not allowed.

**Acceptable Use:** This logo usage can be used on items such as notepads, notebooks, post-its, etc.



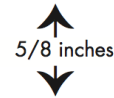
Primary Logo

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**OLD DOMINION  
UNIVERSITY**

**I D E A FUSION**



**Department**

Department/Unit/Office Name  
Font: Futura Std Heavy Size: 30 pt

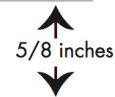
Secondary Logo

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**ODU**

**I D E A FUSION**



**Department**

Department/Unit/Office Name  
Font: Futura Std Heavy Size: 30 pt

# Brand for Merchandise

## Limited Space Usage

In circumstances where there is limited space available, such as on pencils, pens, markers and highlighters, a modified version of the logo may be used. In this modified version, the Idea Fusion tagline is replaced by the office name.

## Athletics Usage

The Athletic Department has established some specific guidelines that apply to the use of the athletic logos. Please contact the director of athletic publications and creative services for the specific guidelines.

Do not increase/decrease the size of the logo or crown when creating limited use merchandise logo



Department/Unit/Office Name  
Font: Futura Std Heavy Size: 11 pt



Name or web address  
Font: Futura Std Heavy Size: 9 pt



# Resources and Contacts

Information contained in this Brand Book is available online at [www.odu.edu/univcomm](http://www.odu.edu/univcomm) (as well as additional resources).

## Contacts

If you need more information or have questions about using these guidelines, contact us by phone at 757-683-3114, 757-683-3152 or by e-mail.

### General Brand Questions:

#### **Caitlin B. Chandler**

Executive Director of Strategic Communication & Marketing  
[cbchandl@odu.edu](mailto:cbchandl@odu.edu)

#### **Victoria Burke**

Director of University Publications  
[vburke@odu.edu](mailto:vburke@odu.edu)

#### **Jason Phenicie**

Director of Web & Digital Communication  
[jphenici@odu.edu](mailto:jphenici@odu.edu)

