



**SOUTHERN
VIRGINIA
UNIVERSITY**

BRAND STANDARDS

BRANDING OVERVIEW

INTRODUCTION

The Branding & Creative Office seeks to elevate awareness and perception of Southern Virginia University by promoting a strong brand identity to key University constituents and stakeholders, including current and prospective students, their parents, alumni, faculty and staff, and other donors and friends of the University.

The vision for Southern Virginia University's brand is set by the University President. Under the direction of the Chief Marketing Officer, the Branding & Creative Director oversees and carries out the vision for the brand and ensures that all items using the University's name, color, or logo align with the University's Brand Standards.

WHAT IS A BRAND?

A brand is more than a name or a logo – it's a way to connect emotionally with customers, become irreplaceable, and create lifelong relationships ...

A strong brand stands out in a densely crowded marketplace.

– Alina Wheeler, *Designing Brand Identity*

"A brand is a person's gut feeling about a product, service, or company."

– Marty Neumeier, *The Brand Gap*

"A brand is a promise."

–President Reed N. Wilcox.

WHAT IS A BRAND IDENTITY?

Brand identity is an essential part of branding that appeals to the senses—you can see it, touch it, hold it, hear it, watch it move. A brand identity is made of up visual elements such as logos, colors, typography, and imagery. The purpose of brand identity is to unify disparate elements into whole systems that fuel recognition and amplify differentiation.

Successful Brand Identities are:

- Authentic
- Coherent
- Consistent
- Unique
- Flexible
- Sustainable

HOW DO WE BUILD A SUCCESSFUL BRAND IDENTITY?

Organizations develop brand standards and guidelines to promote an authentic, coherent, and consistent look and feel for all visual elements of the brand identity. These brand standards apply to all printed and digital marketing materials, promotional products, and apparel, including athletic apparel and uniforms. Southern Virginia University's Brand Standards are available on the University website at svu.edu/brand.

PRIMARY LOGOS

PRIMARY LOGO

Main Hall is the most recognized brand symbol for Southern Virginia University. Its prominent location above Buena Vista is reminiscent of the Savior's teaching that a light "set on an hill cannot be hid."

The Primary Logo consists of the Tower Logo and Southern Virginia University Wordmark. The arrangement, orientation, proportions, or spacing of the logo and wordmark should not be altered.

Primary Logo



**SOUTHERN
VIRGINIA
UNIVERSITY**

TOWER LOGO

The Tower Logo may be used without the Wordmark as a quick university identifier on social media accounts, email signatures, campus signage, etc.

Southern Virginia's seal is used primarily for formal academic purposes like certificates and official documents. The seal may also be used on clothing or other selected items with express permission from the Branding & Creative Office.

Tower Logo



Academic Seal



SUB BRANDS

Individual offices and constituencies may use an approved sub brand. To request a sub brand for a specific office or constituent, please contact the Branding & Creative Office.

Selection of Sub Brands



**SOUTHERN
VIRGINIA
UNIVERSITY**

Enrollment &
Marketing



**SOUTHERN
VIRGINIA
UNIVERSITY**

Travel Study



**SOUTHERN
VIRGINIA
UNIVERSITY**

Personal and
Professional
Development

ATHLETIC LOGOS

PRIMARY ATHLETIC LOGOS

Knights have a rich tradition of chivalry, courage, service and valor; these ideals perfectly align with the principles and values of our university. The Knight Logo is designed to represent these values.

Knight Logo



SHIELD LOGO

The Knight Logo and Shield Logo are Southern Virginia's athletic logos. The "Knights" and "University" version are for general use. The Shield Logo may be customized for individual athletic teams (see Athletic Sub Brands below).

"Knights" Shield Logo



"University" Shield Logo



ALTERNATE ATHLETIC LOGOS

Southern Virginia wordmarks may be used with express permission from the Branding & Creative office.

Athletic Wordmark & Knight



Athletic Wordmark



ATHLETIC SUB BRANDS

The Shield Logo may be customized for individual athletic teams.

Selection of Athletic Sub Brands



COLORS

PRIMARY COLORS

Crimson, White and Silver are the primary colors of Southern Virginia University.

Crimson is the most recognizable color of our unique campus architecture. For medieval knights, this deep red color symbolized victory, while white symbolized the ideals of perfection and purity.

Silver conjures imagery of a knight's shining armor. Historically, grey or silver symbolized balance and justice. Today, the color represents modernity, solidity, and strength.

Athletic uniforms should only use the University's primary colors.

Crimson



PANTONE
201 C
CMYK
0/100/65/34
RGB
152/30/50
HEX
981e32

White



PANTONE
NA
CMYK
0/0/0/0
RGB
255/255/255
HEX
FFFFFF

Silver



PANTONE
422
CMYK
40/31/32/0
RGB
160/161/162
HEX
A0A1A2

ALTERNATE COLORS

Because Crimson is difficult to see on dark colors, they should be used sparingly. Anthracite and black are to be used only for coaches or player gear, but not on uniforms.

Anthracite



PANTONE
447
CMYK
68/60/65/54
RGB
56/58/53
HEX
383A35

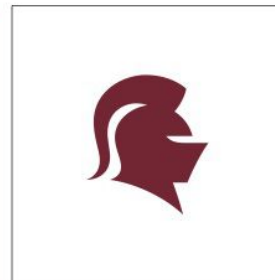
Black



PANTONE
NA
CMYK
0/0/0/100
RGB
0/0/0
HEX
000000

COLOR COMBINATIONS

White and Crimson are the primary colors and should be used most often. Crimson may also be used on silver, or white on black or anthracite. Crimson should not be used on black or anthracite and vice-versa without express permission from the Branding & Creative Office



FONTS

PRIMARY FONTS

Avenir Next is a modern, sans-serif family with many weights. It is a workhorse font that can be used for most applications.

Adobe Caslon, like the Academic Seal, is primarily used for more formal purposes, but can be also used for body text.

Avenir Next

Avenir Next Ultra Light

Avenir Next Ultra Light Italic

Avenir Next Thin

Avenir Next Thin Italic

Avenir Next Light

Avenir Next Light Italic

Avenir Next Regular

Avenir Next Italic

Avenir Next Medium

Avenir Next Medium Italic

Avenir Next Demi

Avenir Next Demi Italic

Avenir Next Bold

Avenir Next Bold Italic

Avenir Next Heavy

Avenir Next Heavy Italic

Adobe Caslon

Adobe Caslon Regular

Adobe Caslon Italic

Adobe Caslon Semibold

Adobe Caslon Semibold Italic

Adobe Caslon Bold

Adobe Caslon Bold Italic

ATHLETIC FONTS

Knight Sans was created specifically for Southern Virginia athletics. It is best used for large headline applications like banners, shirts, jerseys, etc.

Avenir Next Condensed may also be used for athletic applications. It is more versatile and subtle, capable of a range of uses while maintaining a streamlined, athletic feel.

Knight Sans

KNIGHT SANS

Avenir Next Condensed

Avenir Next Ultra Light Condensed

Avenir Next Ultra Light Condensed Italic

Avenir Next Thin Condensed

Avenir Next Thin Condensed Italic

Avenir Next Light Condensed

Avenir Next Light Condensed Italic

Avenir Next Condensed

Avenir Next Condensed Italic

Avenir Next Medium Condensed

Avenir Next Medium Condensed Italic

Avenir Next Demi Condensed

Avenir Next Demi Condensed Italic

Avenir Next Bold Condensed

Avenir Next Bold Condensed Italic

Avenir Next Heavy Condensed

Avenir Next Heavy Condensed Italic

DO NOT USE

OLD BRANDING

Old logos and colors are discontinued and should not be used.

