Dear Colleagues,

In the spring of 2015, Radford University undertook the task of establishing uniform standards for our visual brand.

This guide is the culmination of those efforts. Going forward, the contents of this guide and future versions will serve to inform Radford employees, contractors and vendors who are tasked with communicating with our internal and external audiences. It will assist us in telling others what makes our University unique, valuable and beloved.

We encourage you to familiarize yourself with these standards and to frequently check the University Relations web pages for any updates or changes.

Sincerely,

L. Joe Carpenter
Vice President for University Relations and Chief Communications Officer
BEHIND THE BRAND

Research showed that Radford University, while well known in specific geographic areas and well loved by our alumni, was not as well known in the wider community, including prospective students and parents. In addition, many of those who were aware of the University had dated or incorrect information about us. Our visual identity was sometimes mistaken for that of other schools.

In order to introduce or reintroduce ourselves to our constituents, we need to be able to articulate who we are and then communicate it consistently. This is branding.

OUR BRAND PROMISE

Radford University is where students discover their potential for success beyond what they thought possible. The University gives students the place, space and guidance to achieve more as self-confident professionals and contributors to society.

Radford University should be celebrated as an institution that plays a vital role in transforming students’ lives. It’s a place where students benefit from mentors who help them find their strengths, passions and career paths.

Radford University is the reason many students and alumni discover their potential and achieve success.
VOICE OF THE BRAND

WHAT WE SAY

Radford University is where students discover their true potential. They find possibilities everywhere: on campus, in classrooms, by joining clubs and through experiential and educational opportunities. Radford University gives them the space, place and guidance to learn more about themselves as self-confident, successful adults.

HOW WE SAY IT

The Radford University brand voice is a storytelling voice. It’s genuine and real, it’s friendly and enthusiastic. It shares student, alumni and faculty personal journeys and triumphs, without ever being boastful. The stories we tell are testimonials and proof of the influence a Radford University education can have on someone’s life.
“DISCOVER YOUR POTENTIAL.”

“THE FUTURE IS YOURS.”

“WE TEACH STUDENTS ANYTHING IS POSSIBLE AND SHOW THEM HOW TO ACHIEVE IT.”

“I GAINED THE CONFIDENCE NEEDED TO SUCCEED AT THE NEXT LEVEL.”

“I AM BETTER PREPARED TO IMPROVE THE LIVES OF OTHERS.”
CAMPAIGN TAG LINE ALLOWABLE USE

“The REASON IS RADFORD” marketing campaign affirms the impact, outcomes and value of the Radford University experience. The tag line works best when it “punctuates” stories that demonstrate how the lives and careers of Radford University students and alumni have benefited from a Radford University education. It can also show how faculty and staff have helped students and alumni achieve more than they may have thought possible.

The brand research indicates that messages of achievement, results and mentorship will help prospective students and parents appreciate the value of a Radford University education. Therefore, the first use of “THE REASON IS RADFORD” will concentrate on undergraduate and graduate enrollment marketing and communications efforts.

“The REASON IS RADFORD” is a campaign based on authentic results. We encourage appropriate use of the tag line to constantly reinforce the Radford University identity and value proposition.

Others who see opportunities to employ “THE REASON IS RADFORD” theme in marketing materials should work with the Office of University Relations. The intent is to employ the tag line not just to describe Radford University, but to underscore strong impact and outcomes.

Submit nominations for student, alumni and faculty profiles to be used in the campaign to TheReasonIsRadford@radford.edu.
VISUAL BRAND STYLE

WHY CONSISTENCY MATTERS

In order for our brand to become better known, we need to make sure that people see our name frequently and that when they see it, they recognize it. This will be difficult if we represent ourselves in multiple visual styles. Our brand does not consist of our logo alone, but the logo and supporting brand elements are a crucial part of making our story impactful and memorable.

COMPONENTS OF THE STYLE

There are multiple components of our visual brand style including logo, color palettes, fonts and photo/video style. Used together, these create a common visual platform for telling the Radford University story.

The following pages outline those components, where to find them, and how to use them.
Radford’s updated logo is an important element of the University’s brand. It should always be represented in the proper way to ensure consistency and maintain the integrity of the brand.

The logo is an evolution of Radford’s previous typography and speaks to the tradition of progressive academic excellence. The new treatment puts an added emphasis on the University’s full name and preserves the color red, further strengthening the school’s identity.

The logo should be used only in the formats provided and should never be re-created.

The University seal is not to be used in marketing materials and is reserved for specific Radford University documents, such as diplomas and graduation notices.
**LOGO CONFIGURATIONS**

**STACKED**
This is the preferred logo type configuration for most applications.

**RADFORD UNIVERSITY**
- Red 186
- Pantone Cool Gray 8 or Black 60%

**RADFORD UNIVERSITY**
- Black 100%
- Black 60%

**Note:**
In special circumstances when two-color is not an option, but color is still desired, the logo may appear in all red. Please contact branding@radford.edu with any such request.
LOGO CONFIGURATIONS

HORIZONTAL
This is the logo type to be used when space does not allow for the stacked version.

**RADFORD UNIVERSITY**

Two-color and full-color

- **RADFORD UNIVERSITY**
  - RED 186
  - Pantone Cool Gray 8 or Black 60%

One color

- **RADFORD UNIVERSITY**
  - Black 100%
  - Black 60%

Note:
In special circumstances when two-color is not an option, but color is still desired, the logo may appear in all red. Please contact branding@radford.edu with any such request.
CLEAR SPACE AROUND LOGO

To preserve Radford University’s logo integrity, always maintain a minimum clear space around the logo. The clear space isolates the logo from any competing graphic elements such as type, photography, background patterns and other elements that may divert attention. The clear space is defined as the height of the “Radford” letterforms.

Note:
Clear space rules do not apply in the creation of logo lock-ups.
MINIMUM LOGO SIZING

In order to maintain legibility and impact, the Radford University logo should not appear below these minimum sizes:

Stacked Logo:
1.25 inches

Horizontal Logo:
2 inches
USING THE LOGO ON A DARK BACKGROUND

This is the preferred logo type to be used on a dark background.

*Note: In special circumstances when two-color is not an option, the logo may appear in all white on dark backgrounds. Please contact branding@radford.edu with any such request.
IMPROPER LOGO USE

Please do not ...

- alter the original logo colors.
- use without “University.”
- place in white box when on a dark background or add a border.
- place on busy photo or pattern.
- use effects that alter the letterforms such as outline, emboss, extrude, 3-D, etc.
- stretch or squeeze to distort proportions.
- change logo’s orientation without permission.
- re-create the logo.

Always use the provided files.

Please submit questions about logo use to the branding team.

University Relations
Brand Management
branding@radford.edu
540-831-5182
LOGO LOCK-UPS FOR UNITS

Lock-ups containing the university logo plus unit name are created by the Office of University Relations in standard configurations and file formats, and can be found in the Campus Photo Library under the Brand Assets folder on the university’s Digital Asset Management system (DAM). Requests for access to the DAM can be made by filling out the form available on the Web Strategy and Interactive Media website.

Stacked Vertical

RADFORD UNIVERSITY
Admissions

RADFORD UNIVERSITY
Division of Information Technology

RADFORD UNIVERSITY
Waldron College of Health and Human Services

Stacked Side

RADFORD UNIVERSITY
Division of Information Technology

RADFORD UNIVERSITY
Admissions

Horizontal

RADFORD UNIVERSITY
University Relations

Your lock-ups are the official way to communicate your unit’s identity.

To maintain the uniqueness of our brand marks, the font used for the University logo lock-ups, is not to be used elsewhere in communications materials.
“WHAT ABOUT MY OTHER LOGOS?”

The official logo or the lock-up(s) created for your unit are the only logos approved for use in Radford University communications of any kind. Logos that were associated with your unit in the past are no longer supported.

Unsupported logos not only include graphics or text combined with the official University logo, but also include specialized text treatment of just your unit name, or any logo or symbol used in combination with the name of your unit.

The abbreviation “RU” will no longer be a part of our brand identity but may appear in text to avoid excessive repetition of our full name.

Student-run organizations may keep their own identities but may not use the official University logo, the previous University logo, or any approximation of the logos, as part of their brand marks.
“WHICH LOGO OR LOGO LOCK-UP SHOULD I USE?”

The stacked configuration is the preferred logo type configuration for most applications. The side configuration is a secondary option. The horizontal configuration can be used when space does not allow for the stacked version or when design, readability or cost of materials are an issue.

The examples here demonstrate some indicated uses of the horizontal logo.

**BUSINESS CARD**

**EMAIL OR DIGITAL SIGNAGE HEADER**

**NAME TAG**

**BUS SIGN**
When your event or program is sponsored by multiple Radford University units, avoid using multiple lock-ups. Instead, use the core Radford University logo once and list the sponsors separately in text. Be sure to maintain at least the minimum proper clearance around the University logo.

If your event has a main campus sponsor, you may use the main sponsor’s logo lock-up larger and in a prominent place on the piece. List other University sponsors as indicated on a back panel or at the bottom of your piece.
PRIMAR Y COLOR PALETTE

Pantone 186 is our primary color. It should always be used at 100%. Whenever possible, this color should appear in all marketing materials. Cool Gray 8 and Pantone 427 are part of our logo colors and can also be used in materials when appropriate.

**Pantone 186**
- C: 10
- M: 100
- Y: 90
- K: 0
- R: 194
- G: 1
- B: 27
- HEX: #c2011b

**Pantone Cool Gray 8 Black 60%**
- C: 0
- M: 0
- Y: 0
- K: 60
- R: 128
- G: 130
- B: 133
- HEX: #808285

**Pantone 427 Pantone Cool Gray 8 36% Black 20%**
- C: 0
- M: 0
- Y: 0
- K: 20
- R: 209
- G: 211
- B: 212
- HEX: #d1d3d4

**White**
- C: 0
- M: 0
- Y: 0
- K: 0
- R: 255
- G: 255
- B: 255
- HEX: #FFFFFF
SECONDARY COLOR PALETTE

These secondary colors complement Radford’s primary color and support the message of a caring tradition steeped in academic success. They are the preferred colors when additional colors are needed for informational and institutional documents. They can be screened to accomplish a variety of tones.

Pantone 541
C: 100 M: 50 Y: 9 K: 46
R: 0 G: 60 B: 113
HEX: #003C71

Pantone 4515
C: 13 M: 19 Y: 62 K: 28
R: 179 G: 163 B: 105
Hex: #B3A369

Pantone 7499
C: 1 M: 2 Y: 24 K: 0
R: 241 G: 230 B: 178
Hex: #F1E6B2

Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Hex: #000000
FOIL STAMPING
When a foil stamp process is desired to complement the primary color, silver foil should be utilized. Gold or other color foils are not supported.

ACCENT/LIMITED COLOR PALETTE
These colors are suggestions only and are based on their ability to complement the primary color. They are not intended to be paired with each other. These and any additional colors outside of the primary and secondary palette are intended to be used sparingly as accent colors for marketing materials that require a brighter color palette. This might include products promoting events and special programs. Only one accent color should be introduced at a time.

Pantone 577
C: 35 M: 2 Y: 58 K: 0
R: 169 G: 196 B: 127
HEX: #A9C47F

Pantone 136
C: 0 M: 28 Y: 87 K: 0
R: 255 G: 191 B: 163
HEX: #FFBF3F

Pantone 2603
C: 72 M: 99 Y: 0 K: 3
R: 112 G: 32 B: 130
HEX: #702082

Pantone 2226
C: 60 M: 6 Y: 33 K: 0
R: 97 G: 186 B: 180
HEX: #61BAB4
ADDITIONAL WEB PALETTE

For web use, the following colors may be used in addition to the primary and secondary palettes.

- R: 21 G: 57 B: 91
  Hex: #15365b

- R: 179 G: 163 B: 105
  Hex: #072a48

- R: 57 G: 96 B: 133
  Hex: #396085

- R: 41 G: 122 B: 115
  Hex: #297a73

- R: 141 G: 183 B: 175
  Hex: #8db7b0

- R: 60 G: 129 B: 155
  Hex: #3c819b

- R: 14 G: 94 B: 219
  Hex: #0e5ed8

- R: 187 G: 177 B: 144
  Hex: #bb190
PRIMARY FONTS

Primary fonts are the official fonts of Radford University. Only when primary fonts are not available should the substitute fonts be used.

Gotham Family
- Gotham Light
- Gotham Book
- Gotham Medium
- Gotham Bold

Gotham Light Italic
Gotham Book Italic
Gotham Medium Italic
Gotham Bold Italic

Arial Family (substitute for Gotham)
- Arial Regular
- Arial Italic
- Arial Bold
- Arial Bold Italic
- Arial Narrow Regular
- Arial Narrow Italic
- Arial Narrow Bold
- Arial Narrow Bold Italic

FONT LICENSING

Gotham is a font licensed through typography.com. Units may purchase Gotham for use, and must purchase a license for each computer on which it is installed.

Units not wishing to purchase Gotham may use Arial as a substitute font for Gotham.

*Note: Radford University Printing Services holds a license for the Gotham font. All outside vendors must purchase their own copy of licensed fonts used in your materials unless the materials are provided to the vendor as pdfs.
ALTERNATE PRIMARY FONTS

The Lucida Bright serif font should be used when Gotham or Arial is inappropriate for the project or for readability purposes. The Times Family can be used when Lucida Bright is not available.

**Lucida Bright Family**

- Lucida Bright Regular
- *Lucida Bright Italic*
- Lucida Bright DemiBold
- *Lucida Bright DemiBold Italic*

**Times Family** *(substitute for Lucida Bright)*

- Times New Roman Regular
- *Times New Roman Italic*
- Times New Roman Bold
- *Times New Roman Bold Italic*

ADDITIONAL FONTS

For formal invitations and special events, Edwardian Script may be used. For digital applications only, such as web, email and PowerPoint, the Trebuchet MS family may be used. One additional font of designer’s choice, in combination with a primary font, may be used for marketing and event promotion.

**Trebuchet MS Family**

- Trebuchet MS Regular
- Trebuchet MS Italic
- Trebuchet MS Bold
- *Trebuchet MS Bold Italic*

**Edwardian Script**

*Edwardian Script*
FONT USE EXAMPLES

The Gotham or Arial family should be used for most communications. The following pages contain examples of circumstances where the alternate and additional fonts might be used.

Invitations

You’re Invited

Lorem ipsum dolor sit amet, consectetur
luctus tristique odio tellus pretium odio
erat nulla, vitae scelerisque ipsum lobortis
Nulla sed ullamcorper magna Duis ornare
R.S.V.P.

Integer suscipit ante ex, eget dictum neque
The brand bar is a graphic element for use in marketing communications that may contain body copy and call to action, but always contains the logo. It helps to make all materials visually consistent and introduce our primary color on pieces otherwise not containing that color.

Where appropriate, bleed brand bar off right or left edge and use rounded corners on inside edge. Insert copy inside bar when suitable for design and when readability can be maintained.

Lock-ups may also be used within the brand bar.

Remember to maintain proper clearance around the logo within the brand bar as outlined on page 12.

When space or design does not allow, or when bar bleeds off two edges, traditional corners may be used.
In general, the brand bar will appear below the headline. In cases where an ad will compete with other images on a web page, such as the example below, the bar may appear above the headline to enable the ad to convey Radford University first.

**EXAMPLES OF PROPER BRAND BAR USE**
EXAMPLES OF IMPROPER BRAND BAR USE

Don't make the brand bar the dominant feature on the page.

Don't use a differently-styled bar.

Don't bleed the round corner bar off the bottom or top of the page.
PHOTO STYLE

Photography is a key element in storytelling and displays proof of our brand promise. Imagery documents hard work, inspiring opportunities and successful outcomes. The action-oriented approach reflects the real-world experience of Radford, tells a story in a glimpse, and is always executed with quality to help enhance the image and reputation of the University. Above all, it is real and not overly posed.

Previously taken high-quality photography is also available for use in your materials by logging into the Digital Asset Management System (DAM) using your Radford University login and password. Requests for access to the DAM can be made by filling out the form available on the Web Strategy and Interactive Media website.
ADDITIONAL BRAND ASSETS

Templates for some common projects have been created to standardize our visual communications.

Templates for stationery have been provided to campus Printing Services. These items, including letterhead, envelopes and business cards must be ordered from campus Printing Services. Electronic versions of these may also be acquired through their office for your use.

Also available for download is a PowerPoint template. This and future assets may be downloaded from the Brand Assets folder located inside the Campus Photo Library folder in the Digital Asset Management System (DAM) using your Radford University login and password. Requests for access to the DAM can be made by filling out the form available on the Web Strategy and Interactive Media website.

A template for our official name tag design may be requested from University Relations by your chosen vendor. Designs to standardize informational brochures for programs of study or services of departments, offices and centers have been created by University Relations. Please contact us to inquire about use of those templates.
“NOW EVERYTHING WILL LOOK THE SAME ...”

Yes and no. While the goal is to make our publications uniform enough that they are recognizable as Radford University, this doesn’t mean they need to be identical.

Consistent and proper use of the University brand elements does not prohibit you from making your communications stand out from the crowd. There are myriad creative ways to keep promotional materials visually appealing without compromising the brand, even when following a prescribed template.

Some possible ways to create a visual style for an event or program are shown here and on the following pages.
This campaign to promote the first annual Career Prep Conference used several components, both digital and print, to reach the audience.
This direct mail piece will introduce prospective students to our criminal justice program.
This document is not comprehensive and is not intended to be a static set of guidelines. Updates to content will be made as information becomes available for inclusion.

University Relations will send periodic emails to the campus community on the status of the branding effort and implementation, and to provide guide updates and alert you when new assets are ready.

We hope this guide will serve as an introduction to our brand and help you tell your own unique stories about how Radford University inspires success. As storytellers by profession, the team in University Relations is available to assist our campus community in that effort.

Please contact us with any questions, suggestions or comments.

University Relations Brand Management
branding@radford.edu
540-831-5182