On behalf of University Relations, we are pleased to share the Radford University Brand Guide with our campus and the community!

It is our sincere hope that, within these pages, you feel our genuine sense of excitement and enthusiasm as we bring our brand to life through the combination of brand elements like our logo, colors, fonts and styles. Contained within these pages are specific elements making the Radford brand unique.

You are strongly encouraged to familiarize yourself with these standards and consider the many exciting possibilities for how we can collectively tell the Radford story in impactful, memorable and vibrant ways.

With Highlander Pride,

University Relations Staff and Proud Brand Ambassadors
OUR VISION
Radford University aspires to be the premier, innovative, student-centered university in the Commonwealth of Virginia and beyond with a keen focus on teaching, research and service.

OUR MISSION
As a mid-sized, comprehensive public institution dedicated to the creation and dissemination of knowledge, Radford University empowers students from diverse backgrounds by providing transformative educational experiences, from the undergraduate to the doctoral level, within and beyond the classroom. As an inclusive university community, we specialize in cultivating relationships among students, faculty, staff, alumni and other partners, and in providing a culture of service, support and engagement. We embrace innovation and tradition and instill students with purpose and the ability to think creatively and critically. We provide an educational environment and the tools to address the social, economic and environmental issues confronting our region, nation and the world.

OUR HISTORY
Radford University has a storied history with a strong tradition of teaching and learning. At the same time, Radford University is focused on our exciting future to be defined by innovative approaches! To learn more about the history of our wonderful institution, please visit www.radford.edu/our-history.

RADFORD UNIVERSITY CODE OF ETHICS
Radford University is committed to maintaining the highest ethical standards and to upholding the public’s trust. We recognize that our behavior affects not only our own individual reputation, but also that of Radford University. Accordingly, this Code of Ethics forms the ethical principles that will guide all members of the University community in all decisions and activities. These principles are:

Respect: We will nurture a climate of care, concern, fairness and civility toward others while recognizing and embracing each individual’s dignity, freedom and diversity even in the face of disagreement.

Honesty and Integrity: We will act and communicate truthfully and candidly. We will uphold the University’s values and make decisions based on the greater good, conducting ourselves free of personal conflicts or appearances of impropriety and self-dealing.

Communication: We will openly share information with stakeholders regarding the processes used in developing policies and making decisions for the University.

Stewardship: We will use University resources in a wise and prudent manner in order to achieve our educational mission and strategic objectives. We will not use University resources for personal benefit or gain.

Excellence: We will conduct all University affairs diligently, exercising due professional care and striving to meet the high expectations we have set for ourselves as well as the expectations of those we serve.

Responsibility and Accountability: We will be trustworthy and answerable for our conduct, decisions and obligations and will comply with all applicable laws, regulations, policies and procedures. We recognize our obligation to report unethical conduct to appropriate authorities.
Radford University is a truly special place, because of the people who uphold our mission, believe in our vision and live our values each and every day. We are a community of overcomers and achievers; people who are willing to put in hard work and are dedicated to the pursuit of our hopes and dreams for ourselves, our families and our communities. Together, with a strong sense of Highlander pride, we are making an impact on communities locally, regionally and globally.

Powerful #HighlanderPride and culture are deeply rooted in the Highlander identity and values. Highlanders are responsive, resilient and real!

Responsive We balance empathy and accountability. We seek to understand other perspectives and accept our own responsibility.

Resilient We balance grit and rest. We strive to succeed while balancing time in the performance zone.

Real We navigate between success and failure. We are authentic as we build character and become well-rounded individuals, while learning from failures.

Through our shared Highlander values, we navigate frustration, fear and fun to achieve success! We are confident in our right to "be at the table" and know we will positively contribute to our chosen fields and communities.

3R STORIES

To read stories that embody the Highlander Spirit of responsive, resilient and real, please visit www.radford.edu/3r.
The name “Highlander” was first adopted in the 1970s for the Scottish heritage of Southwest Virginia. Our mascot, the Highlander, was introduced in 1996. A Highlander is a fearsome, strong, brawny and proud individual. Our mascot proudly symbolizes the character and commitment of our campus community and the Radford family.
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. Students are provided the space, place and guidance to become successful in their professional and personal lives.

HOW WE SAY IT
Our brand represents a storytelling voice. It is genuine and real, as well as friendly and enthusiastic. It shares student, faculty, staff and alumni personal journeys and triumphs without ever being boastful. Our voice pivots as needed and can be more formal or casual to align with the use-case.

SAMPLE KEYWORDS AND PHRASES
Responsive. Resilient. Real. Lasting Legacy
Radford Experience Highlander Pride
Highlander Journey Radford Family
Positive Impact Close-Knit Community
WHY CONSISTENCY MATTERS

In order for our brand to be known and consistently recognized, we need to ensure 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, including our logo, color palettes, fonts, photo and video style. Collectively, these elements create a common visual platform for telling the Radford University story.
RADFORD UNIVERSITY LOGO

Radford's logo is the cornerstone element of the University's brand. It must always be represented properly to ensure consistency and maintain the integrity of the brand.

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

*Official logo files can be downloaded at www.radford.edu/logo.*

UNIVERSITY SEAL

The University seal is used in important documents, such as diplomas and graduation notices. The seal can also be used in specific applications for other materials as approved by University Relations. Other applications include invitations or other designed communication materials.

BRAND APPROVAL

We love when people are proud to use the Radford University logo and University Seal on their materials! Please email branding@radford.edu with a copy of your design file to ensure it aligns with our guidelines. We will be pleased to offer feedback and support your project as needed.
**PRIMARY LOGO**

This is the preferred logo configuration for most applications. When possible, this logo should be utilized.

This two-colored version is used on light backgrounds.

Red 186  
C:10 M:100 Y:90 K:0  
R:194 G:1 B:27  
Pantone Cool Gray 8  
C:0 M:0 Y:0 K:60  
R:128 G:130 B:133

White  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
Pantone 427  
C:0 M:0 Y:0 K:20  
R:209 G:211 B:212

These two-colored versions are used on dark backgrounds.

Black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0

This one-color version is used on dark backgrounds.
SECONDARY LOGO

The secondary logo may be used when space does not allow for the primary logo.

RADFORD UNIVERSITY

This two-colored version is used on dark backgrounds.

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Pantone 427
C:0 M:0 Y:0 K:0
R:194 G:130 B:133

RADFORD UNIVERSITY

This two-colored version is used on light backgrounds.

Red 186
C:10 M:100 Y:90 K:0
R:194 G:1 B:27

Pantone Cool Gray 8
C:0 M:0 Y:0 K:60
R:128 G:130 B:133

RADFORD UNIVERSITY

This one-colored version is used on light backgrounds.

Red 186
C:10 M:100 Y:90 K:0
R:194 G:1 B:27

RADFORD UNIVERSITY

This one-colored version is used on dark backgrounds.

Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

RADFORD UNIVERSITY

This one-colored version is used on dark backgrounds.

Red 186
C:10 M:100 Y:90 K:0
R:194 G:1 B:27
CLEAR SPACE AROUND LOGO

To preserve the integrity of Radford University’s logo, always maintain a minimum clear space around the logo. The clear space isolates the logo from any competing graphic elements such as type, photography or background patterns. The clear space is defined as the height of the “R” in “RADFORD.”

MINIMUM LOGO SIZING

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

- 1.25”
- 2”

IMPROPER LOGO USE

It is important that the integrity of our logo is maintained as a key way to preserve our brand. As such, do not stretch, alter, distort or angle the logo.

- Do not alter the colors.
- Do not crop the logo in two.
- Do not place in a white box or add a border, when on a dark background.
- Do not use effects that alter the letter forms, such as an outline or emboss.
- Do not stretch or squeeze the logo.
- Do not tilt the logo.
- Do not place the logo against a color that lacks adequate contrast.
“WHAT ABOUT MY OTHER LOGOS?”

The Radford University story must be told through the strength of the University’s centralized brand as opposed to decentralizing it with a variety of unique logos for individual units, such as colleges, departments, schools, programs, etc. Our strength as a collective community allows us to yield a broader and more consistent impact. As such, individual areas are not permitted to have individual logos beyond their University-created logo lock-up. However, due to the vibrant brand of the University, it is possible to still create a unique look and feel for specific groups or initiatives, while still adhering to these important guidelines.

Please note, student-run organizations may keep their own identities, but may not use the official University logo, previous University logos or any approximation of the logos as part of their brand marks.

LOGO LOCK-UPS

Radford University logo lock-ups are created by using the logo and a department, division or unit name. Lock-ups are created by University Relations. To view or download existing lock-ups, please visit www.radford.edu/lockup.

**NOTE**

When your event or program includes multiple areas from Radford University, the core Radford University logo should be used once, with the individuals areas listed in text. Please ensure proper clearance exists around the University logo.
Radford University Carilion (RUC) provides a rigorous real-world learning experience for students pursuing education in health sciences programs. Located in downtown Roanoke, RUC is a sub-brand of the main, Radford University brand. If an event, material or communication is comprehensive of both main campus and RUC, then the main campus parent logo should be utilized. If however, the event, material or communication is specific to RUC, then the sub-brand logo and associated brand standards should be utilized.

For more information on the RUC brand or for support with brand standards, please contact branding@radford.edu.
RADFORD UNIVERSITY ATHLETICS

The Radford University Athletics logo and brand is a sub-brand. The athletic logo pays tribute to Radford’s past, while keeping a consistent look through colors. It is important that use of this logo remains specific to athletic purposes and the main parent logo is used for all academic and broad-reaching applications.

For more information on licensing or guidelines for using the Radford University Athletics logo, please contact licensing@radford.edu.
**PMS 186**

Pantone 186 is our primary color. It should always be used at 100% opacity. Whenever possible, this color should appear in marketing materials.

**PMS GRAYS**

Cool Gray 8 and Pantone 427 are utilized within our logo and can also be used as primary accent colors.

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### PRIMARY COLOR

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

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### PRIMARY ACCENT COLORS

- **Navy Blue**
  - Pantone 541
  - C:100 M:50 Y:9 K:46
  - R:0 G:60 B:113
  - HEX: #003c71

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

- **Light Gray**
  - Pantone 427
  - 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

---

### MEANING OF COLORS

Color is a powerful brand tool that can bring out emotions and thoughts through its visual impact. Be strategic about the color you choose to ensure you evoke the right emotion from your audience.

**RED:**
- Energetic
- Passionate
- Responsive

**NAVY BLUE:**
- Trustworthy
- Responsible
- Real

**GRAY:**
- Honest
- Dedicated
- Resilient

**WHITE:**
- Brilliant
- Sincere
- Real
SECONDARY ACCENT COLORS

Our secondary color palette is a great way to create a unique look and feel for designed materials, initiatives and events, while still supporting a consistent core look through the use of our primary palette.

The secondary color palette should not be used as the predominant color on any design, but should be supportive and a way to create design iterations that speak to the unique qualities and aspects of a program, initiative or event.
COLOR MATRIX

It is important to make color selections with intention and purpose when representing the Radford University brand. While the color palette is flexible, be mindful of what will work best for your audience and the specific project. The matrix below provides guidance for how the various colors can be used.
SAMPLE COLOR PALETTES

These palettes have been strategically developed based on the color matrix. Four colors are suggested in each palette, but a simpler approach of using fewer colors is allowed. Radford red (Pantone 186) must always be present, even if used sparingly.

SAMPLE PALETTE 1: PRIMARY

SAMPLE PALETTE 2: PRIMARY

SAMPLE PALETTE 3: TRADITIONAL

SAMPLE PALETTE 4

SAMPLE PALETTE 5

SAMPLE PALETTE 6
SAMPLE PALETTE 7

SAMPLE PALETTE 8

SAMPLE PALETTE 9

SAMPLE PALETTE 10

SAMPLE PALETTE 11

SAMPLE PALETTE 12

Traditional  Innovative  Formal  Casual

Traditional  Innovative  Formal  Casual

Traditional  Innovative  Formal  Casual

Traditional  Innovative  Formal  Casual

Traditional  Innovative  Formal  Casual

Traditional  Innovative  Formal  Casual
## FONTS

Brand fonts are the official fonts of Radford University. Only when these fonts are not available should the substitute fonts be used. Permission from University Relations is required for use. *Please note that every font is also available in italic.*

### SANS SERIF FONTS

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### SERIF FONTS

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### SLAB SERIF FONT

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### SCRIPT FONTS

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<tr>
<td></td>
<td>Felt Tip Senior Regular / 1234567890</td>
</tr>
</tbody>
</table>

* This is an Adobe font that can be activated from the Adobe Cloud.
** This is a PC font to be used when the other options are not available.
• Also available are compressed and condensed weights.

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**HANDWRITTEN FONT**

Highlander Handwriting

Highlander Handwriting

**HIGHLANDER HANDWRITING**

This is a custom font created by University Relations. If you are interested in using this font, please email branding@radford.edu.
PERSONALIZING THE BRAND

Radford University is known as a caring, supportive and inclusive community. That is why you will often hear us talk about the #RadfordFamily! As such, it is critical our brand reflects the personal and caring nature of who we are.

We bring this essence of our brand to life through the use of our custom font, the Highlander Handwritten Font and various materials that include this hand-written element. We know that someone’s handwriting is a personal reflection of who they are and shows the utmost in care. That is why you will find the Highlander Handwritten Font on items ranging from t-shirts, stickers and notebooks to magazine advertisements and postcard mailers. We want the community, both near and far, to know that the Radford family is real!
PHOTOGRAPHY STYLE

Photography is a key element in storytelling and displaying proof of our brand promise. Through imagery we document hard work, inspiring stories and successful outcomes. Our 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.
GRAPHIC ELEMENTS

These graphic elements provide additional texture, depth and visual interest to designs. They reflect what Radford is by showing off our traditional campus landmarks and school spirit. There are a variety of choices suitable for all audiences, whether you are designing something for students or an invitation for a formal event.

NOTE
This element is available in every color found in the brand palette.
SCHOOL SPIRIT

CASUAL SKETCHED
Radford Flag
Radford Pennant
Tartan Flag
Radford Hanging Flag

CASUAL COLORED
Radford Flag
Radford Pennant
Tartan Flag
Radford Hanging Flag

TRADITIONAL OUTLINED
Radford Pennant
Radford Hanging Flag

TRADITIONAL FILLED
Radford Established Mark
Radford Established Mark

SEAL ELEMENTS

TRADITIONAL
Seal Element
Seal Element
Each pattern was thoughtfully designed to show off details of campus. They provide additional texture and layers to give more interest to designs. There is a wide variety of casual, formal and traditional patterns, so that every audience can have the perfect texture.

**PATTERNS AND TEXTURES**

**R**

**CASUAL**

This pattern plays off the “3R” branding and is made to match the brick pathways of campus.

*Also available in white, white outline, gray gradient and red/white gradient.*

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Red</td>
<td>Red</td>
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<tr>
<td>Red Outline</td>
<td>Red Outline</td>
</tr>
<tr>
<td>Multi-colored</td>
<td>Multi-colored without Outline</td>
</tr>
<tr>
<td>Gold/Tan Gradient</td>
<td>Gold/Tan Gradient</td>
</tr>
</tbody>
</table>

**GATEWAY**

**CASUAL / FORMAL**

Throughout campus, you will find this beautiful metalwork with simple designs that incorporate circles and lines.

*Also available in white.*

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Outline</td>
<td>Black Outline</td>
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<tr>
<td>Monochromatic Red with Black Outline</td>
<td>Monochromatic Red with Black Outline</td>
</tr>
<tr>
<td>Multi-colored</td>
<td>Multi-colored without Outline</td>
</tr>
<tr>
<td>Monochromatic Blue without Outline</td>
<td>Monochromatic Blue without Outline</td>
</tr>
</tbody>
</table>

**STAINED GLASS**

**CASUAL / FORMAL**

This pattern is from the stained glass entrance of Bondurant Auditorium and the lovely colors it casts into Preston Hall.

*Also available in several other color options.*
**MOMENTOUS**

**FORMAL**

This pattern was a subtle detail at the Momentous Occasion. It represents the unwavering commitment of our most dedicated and generous donors to our University.

*Also available in white.*

Gray Gradient

**McCONNELL**

**FORMAL**

McConnell Library has many elegant architectural details, and this pattern is created from the graphic element seen wrapping the front entryway.

*Also available in white.*

Graphic Element

Black Outline—Zoomed in

Black Outline Pattern Multiplied

**HONEYCOMB**

**CASUAL / FORMAL / TRADITIONAL**

Radford’s traditional seal features a beehive, and this pattern was designed to recall Radford’s roots and highlight its hardworking, fully connected campus.

Red

Blue

Yellow

**TARTAN**

**CASUAL / TRADITIONAL**

The traditional Radford tartan is the MacFarlane tartan, and each tartan pattern below is a unique take on how to represent our past while transforming our future.

Traditional Tartan

Together Tartan

Innovative Tartan

Vibrant Tartan
Dear Highlander,

Greetings from Radford University! Our friends in the call center are getting ready to share the positive news about the great things happening on campus. We are also excited to hear about the interesting jobs, travel, education and research that keep you busy. In your stories, we see glimpses of our own futures.

If you are traveling and are unable to take our call, you can update your information online at www.radford.edu/communications. You can also make your gift online: https://connect.radford.edu/give.

With Highlander Pride,
Andre Ragsdale ’20
Political Science
Hopewell, Virginia
Call Center Supervisor

NOTE
The Radford brand has evolved to move away from the use of a solid, red text box. A more vibrant look, using multiple colors to create visual texture, should be used within all materials.

CASUAL

Here are a few examples of how the casual graphics can be combined for an interesting and unique effect.

Mailer

BOOKLET COVER

STICKER

STICKER

BOOKLET COVER

GREETING CARD
I am a veteran.
I am scholar.
I am a Highlander.
- Greg Capps '19

Responsive.
Resilient.
Real.

www.radford.edu

2020 HIGHLANDER DAYS
A RECOGNITION EVENT FOR ADMITTED STUDENTS AND THEIR FAMILIES

Responsive.
Resilient.
Real.

A beautiful campus.
Inspiring professors.
Amazing friends.
My Radford experience.
- Fiona Scruggs '19

Responsive.
Resilient.
Real.

www.radford.edu
Located in Southwest Virginia, Radford University offers a world-class education in a welcoming community rich in natural beauty.

www.radford.edu/discovery

RADFORD UNIVERSITY supports students in their DISCOVERY through unique experiences and innovative programs.

MESSAGE FROM President Brian O. Hemphill, Ph.D.

www.radford.edu/give

JOSEPH P. SCARTELLI ATRIUM
IN THE DOUGLAS AND BEATRICE COVINGTON CENTER FOR VISUAL AND PERFORMING ARTS

Campus-Wide Holiday Gathering
DECEMBER 2019
TUESDAY 3 - 5 P.M.

PRESIDENT BRIAN O. HEMPHILL, PH.D., & FIRST LADY MARISELA ROSAS HEMPHILL, PH.D., invite you to join together with students, faculty and staff for a

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FORMAL
The fonts, colors, photography and other elements in these designs are appropriate for formal documents, such as significant invitations, thank you cards and VIP communications.
President Brian O. Hemphill, Ph.D.
cordially invites you to
The Partners in Excellence Celebration
Thursday, October 24, 2019
Noon – 2 p.m.
Davis College of Business and Economics, Third Floor Multipurpose Room
Scholarship benefactors and recipients will be recognized.
RSVP by October 10, 2019.
Respond by phone (540-831-5167), email (djohnston3@radford.edu)
or return the enclosed reply card.

Parking is available in
Lots AA and JJ, and a shuttle will provide transportation to and from the event.

RADFORD UNIVERSITY
PRESIDENT BRIAN O. HEMPHILL, PH.D.,
&
FIRST LADY MARISELLA ROSAS HEMPHILL, PH.D.,
CORDIALLY INVITE YOU TO A
RECEPTION FOR BUSINESS LEADERS
SEPTEMBER
THURSDAY 5 2019
9:30 – 7 P.M.
THE GOVERNOR TYLER HOUSE
915 TYLER AVENUE, RADFORD, VIRGINIA 24141
RSVP to president.invite@radford.edu or 540-831-5403
by August 29, 2019.

www.radford.edu
PROVEN RECORD OF SUCCESS

Radford University continues to be recognized for the strength of its academic programs, success of its sustainability efforts and dedication to excellence.

“Best Colleges and Universities in the Southeast” — The Princeton Review, 2004-2020


“Best Undergraduate Teaching Programs” — U.S. News & World Report, 2020

“Best RN Programs in Virginia” — RegisteredNursing.org, 2019

“College of Distinction” — Colleges of Distinction, 2019-2020

“Best Colleges for Your Money” — MONEY, 2015-2019

“Best Colleges for Veterans - South” — U.S. News & World Report, 2020

In-State, Unknown

Total students: 25
Total alumni: 52,500

Northern Virginia 18%
Total students: 1,793
Total alumni: 11,620

Peninsula 4%
Total students: 366
Total alumni: 1,648

Richmond 7%
Total students: 724
Total alumni: 6,188

Roanoke Metro 13%
Total students: 1,321
Total alumni: 6,887

South Central/Central 14%
Total students: 1,364
Total alumni: 5,771

Southwest 27%
Total students: 2,662
Total alumni: 11,820

Tidewater 7%
Total students: 716
Total alumni: 3,562

Valley 9%
Total students: 916
Total alumni: 5,004

Highlander Pride in the Commonwealth

POINTS OF PRIDE

Providing Quality Educational Opportunities for Students Across the Commonwealth

93% VIRGINIA RESIDENTS (UNDERGRADUATES)
32% FIRST-GENERATION STUDENTS
34% PELL GRANT RECIPIENTS
32% ETHNIC MINORITIES
STUDENTS DEMONSTRATING NEED: 62%
MEDIAN FAMILY INCOME FOR THOSE WITH NEED: $49,894

Impacting the Virginia Economy

$1.2 BILLION TOTAL IMPACT GENERATED BY RADFORD UNIVERSITY THROUGHOUT THE COMMONWEALTH

EVERY $1 IN STATE SUPPORT = $22 STATEWIDE RETURN ON INVESTMENT

8,400 JOBS IN THE COMMONWEALTH SUPPORTED BY RADFORD UNIVERSITY (INCLUDING 1,835 UNIVERSITY EMPLOYEES)

Leading in Education and STEM-H

23 EDUCATION AND TEACHING AND 47 STEM-H PROGRAMS OFFERED

288 EDUCATION AND TEACHING AND 747 STEM-H DEGREES AND CREDENTIALS AWARDED IN 2018-19

SCHOOL OF NURSING RANKED SECOND IN THE COMMONWEALTH

Brian O. Hemphill, Ph.D., President

BOARD OF VISITORS

Robert A. Archer, Rector
James R. Kibler Jr., J.D., Vice Rector
Thomas Brewster, M.S. '95, Ed.D.
Jay A. Brown, Ph.D.
Gregory A. Burton
Krisha Chachra
Rachel D. Fowlkes, Ed.D.
Susan Whealler Johnston, Ph.D.
Mark S. Lawrence
Debra K. McMahon, Ph.D.
Karyn K. Moran '88
Nancy A. Rice
David A. Smith '85, M.S. '87
Georgia Anne Snyder-Falkinham
Lisa K. Throckmorton '94
Jake R. Fox, Ph.D.
Faculty Representative
Breon Case '21
Student Representative

36 Radford University Brand Guide | Visual Brand Examples
March 29, 2019

Dear First Name,

When I first stepped foot on the Radford University campus 36 years ago, I knew I was home. I knew it was where I wanted to be.

As soon as classes began, I became involved through class projects, clubs and playing intramural sports. — I even won a few championships! I made so many lasting memories and friendships with fellow students and faculty, as I'm sure you did. In fact, one of my greatest relationships was with Professor Brack Smith. He is legendary at Radford, and I attribute a lot of my success to his guidance.

If you are like me, Radford played a pivotal role in shaping you into the person you are today and setting you on the path to your future success.

Now, I'm asking you to join me in helping to do the same for the next generation of Highlanders by making your next gift of $ASK1 or $ASK2 to the Davis College of Business and Economics.

Radford's close-knit community of faculty and students sets it apart, but one other feature that I personally value is the broad range of opportunities and experiences available to students. For example, I was a business management major, but I still remember a geology field trip that showed me the value of getting my hands dirty in an immersive, experiential learning environment. And, there was the trip to the Volvo plant that showed me what real people do in the business world and how their work was making a positive impact on society.

Maybe, you had a mentor like Brack Smith who was personally vested in your success. Or, perhaps, it was a field trip or hands-on learning experience that opened your eyes to a world of possibilities. Either way, I am sure you will agree that Radford University's collaborative and supportive environment is what makes the Highlander experience so rewarding.

Many of these transformative experiences are only possible because of the generosity of alumni like you.

Please join me in investing in our Radford family, so today's students can have life-changing experiences like we did.

When you give to the Davis College of Business and Economics, you support:
• Scholarships for talented students to pursue their academic passions;
• Financial assistance for deserving students to travel to academic competitions and prestigious conferences to present their business plans and research;

(Over, please)
All promotional items must be reviewed and approved through University Relations to ensure proper use of the Radford University brand. We encourage you to be strategic when considering items to purchase as giveaways—do they make sense and work well with the purpose of your department/organization?

There are some items that are too small to support the use of our logo and/or a logo lock-up. Examples of items that can be challenging to brand include pens and USB drives.
LOGOS*

Primary two-color light background

Primary two-color dark background

RADFORD UNIVERSITY

Clear Space**

Minimum Size

1.25”

*R A D F O R D

UNIVERSITY

**The clear space around the logo is the height of the “R” in “RADFORD.”

LOGO LOCK-UPS*

Primary lock-up two-color light background

Primary lock-up two-color dark background

RADFORD UNIVERSITY

University Relations

*Lock-ups containing the University logo plus unit name are created by the University Relations in standard configurations and file formats and can be found on our website. If you do not have a lock-up, please email branding@radford.edu and request one.

Any material using the Radford University logo must be approved by branding@radford.edu.

COLORS

Pantone 186 is our primary color. It should always be used at 100%. Primary and Secondary Accents are to be used in ways that compliment the Radford Red.

RADFORD RED

Pantone 186

CMYK
100, 100, 90, 0
RGB
194, 1, 27
HEX
#c2011b

PRIMARY ACCENTS

Navy Blue

DARK GRAY

Light Gray

White

CMYK
100, 50, 9, 46
RGB
0, 60, 113
HEX
#003c71

Pantone 541

Pantone Cool Gray 8

Pantone 427

CMYK
0, 0, 0, 60
RGB
128, 130, 133
HEX
#808285

CMYK
0, 0, 0, 20
RGB
209, 211, 212
HEX
#d1d3d4

CMYK
0, 0, 0
RGB
255, 255, 255
HEX
#ffffff

SECONDARY ACCENTS

Black

Tan

Yellow

Gold

Green

Teal

Purple

C 0
M 0
Y 0
K 100

C 10
M 15
Y 45
K 0

C 0
M 28
Y 87
K 0

C 13
M 19
Y 62
K 0

C 35
M 6
Y 65
K 0

C 60
M 99
Y 0
K 0

C 72
M 99
Y 0
K 10

FONTS

SANS SERIF FONTS

Gotham: AaBbCc123
Quasimoda: AaBbCc123
Arial*: AaBbCc123

SERIF FONTS

Times New Roman*: Aa123

SCRIPT FONTS

Felt Tip (casual): Aa123
Annabelle (formal): Aa123

*PC substitute font