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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.
WHO WE ARE

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.
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. 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.

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

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 light backgrounds.

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

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:20
  - R:209 G:211 B:212

This one-colored version is used on light backgrounds.

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

This one-colored version is used on dark backgrounds.

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

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.

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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 place on a busy photo or pattern.
- 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.
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](http://www.radford.edu/lockup).

**Primary two-color lock-up**
- for light background
- for dark background

**Secondary horizontal two-color lock-up**
- for light background
- for dark background

**Secondary side stacked two-color lock-up**
- for light background
- for dark background

**NOTE**
When your event or program includes multiple areas from Radford University, the core Radford University logo should be used once, with the individual 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.
Radford University Brand Guide | Visual Brand Style

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.

PRIMARY COLOR

RED:
- Energetic
- Passionate
- Responsive

NAVY BLUE:
- Trustworthy
- Responsible
- Real

GRAY:
- Honest
- Dedicated
- Resilient

WHITE:
- Brilliant
- Sincere
- Real

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.

TINT FORMULAS

- Navy Blue Pantone 541
  - C:100 M:0 Y:90 K:60
  - R:194 G:1 B:27
  - HEX: #2011b

- Dark Gray Pantone Cool Gray 8
  - C:100 M:0 Y:90 K:40
  - R:194 G:1 B:27
  - HEX: #2011b

- 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

SHADE FORMULAS

- C:10 M:100 Y:90 K:0
  - R:194 G:1 B:27
  - HEX: #2011b

- C:10 M:100 Y:90 K:40
  - R:194 G:1 B:27
  - HEX: #2011b

- C:10 M:100 Y:90 K:60
  - R:194 G:1 B:27
  - HEX: #2011b
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
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

Gotham Family

Gotham Light / 1234567890
Gotham Book / 1234567890
Gotham Medium / 1234567890
Gotham Bold / 1234567890

Quasimoda Family*

Quasimoda Hairline / 1234567890
Quasimoda Thin / 1234567890
Quasimoda ExtraLight / 1234567890
Quasimoda Light / 1234567890
Quasimoda Regular / 1234567890
Quasimoda Medium / 1234567890
Quasimoda Semibold / 1234567890
Quasimoda Bold / 1234567890
Quasimoda ExtraBold / 1234567890
Quasimoda Black / 1234567890
Quasimoda Heavy / 1234567890

Arial Family**

Arial Regular / 1234567890
Arial Bold / 1234567890

SERIF FONTS

Utopia Family*

Utopia Regular / 1234567890
Utopia Semibold / 1234567890
Utopia Bold / 1234567890
Utopia Black / 1234567890

Times New Roman Family**

Times New Roman Regular / 1234567890
Times New Roman Bold / 1234567890

SLAB SERIF FONT

DIN Condensed*

DIN Condensed Light / 1234567890
DIN Condensed Regular / 1234567890

SCRIPT FONTS

FF Market Pro*

FF Market Pro Condensed / 1234567890
FF Market Pro Regular / 1234567890
FF Market Pro Bold / 1234567890

Bickham Script Pro 3*

Bickham Script Regular / 1234567890
Bickham Script Semibold / 1234567890
Bickham Script Bold / 1234567890
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!
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.

CASUAL SKETCHED
- Muse Hall
- Heth Clocks
- Bonnie Tower
- Lamp Post
- McConnell Library
- The Fountain

FORMAL OUTLINED
- Muse Hall
- Heth Clocks
- Bonnie Tower
- Lamp Post
- McConnell Library
- The Fountain

TRADITIONAL FILLED
- Muse Hall
- Heth Clocks
- Bonnie Tower
- Lamp Post
- McConnell Library
- The Fountain
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.

SCHOOL SPIRIT

CASUAL
SKETCHED

RADFORD
Radford Flag

RADFORD
Radford Pennant

Tartan Flag

RADFORD
Radford Hanging Flag

1910
Radford Established Mark

CASUAL
COLORED

RADFORD
Radford Flag

RADFORD
Radford Pennant

Tartan Flag

RADFORD
Radford Hanging Flag

1910
Radford Established Mark

TRADITIONAL
OUTLINED

RADFORD
Radford Pennant

TRADITIONAL
FILLED

RADFORD
Radford Established Mark

RADFORD
Radford Hanging Flag

1910
Radford Established Mark

CASUAL / TRADITIONAL

Traditional Tartan

Together Tartan

Innovative Tartan
PROMOTIONAL ITEMS

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.

Virtual prototypes are meant to give you a rough visual. They do not represent exact color, size, or layout of final product.
LOGOS*
Primary two-color light background
Primary two-color dark background

Clear Space**
Minimum Size 1.25”

LOGO Lock-Ups*
Primary lock-up two-color light background
Primary lock-up two-color dark background

LOGO Lock-Ups*

University Relations

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

*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 complement 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

Pantone 541
Pantone Cool Gray 8
Pantone 427
CMYK 100, 50, 9, 46
RGB 0, 60, 113
HEX #003c71
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
CMYK 10, 0, 0, 0
RGB 194, 1, 27
HEX #c2011b
CMYK 100, 50, 9, 46
RGB 0, 60, 113
HEX #003c71
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

FONTS

SANS SERIF FONTS
Gotham: AaBbCc123
Quasimoda: AaBbCc123
Arial*: AaBbCc123

SERIF FONTS
Utopia: AaBbCc123
Times New Roman*: Aa123

SCRIPT FONTS
FF Market Pro: AaBbCc123
Bickham: AaBbCc123

SLAB SERIF FONT
DIN Condensed: AaBbCc123

*PC substitute font