



LIVING-LEARNING PROGRAMS AT VIRGINIA TECH

Brand Guide



BRAND GUIDE | OVERVIEW

Living-Learning Programs Brand Guide

This guide has been designed to help anyone, especially Program Directors, Faculty Principals, community members, and vendors correctly use and have promotional items produced consistently in line with the university brand standards for all Living-Learning Programs (LLP) at Virginia Tech.

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If you have any questions about how to properly used your community’s brand or how to use it within other materials, please contact:

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Student Affairs
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PROPORTIONS AND CLEARSPACE

PROPORTIONS

To make sure the logo is legible, and to maintain its integrity, be sure to keep the proportions constrained when scaling the size of the logo either up or down. Do not modify or distort the logo.

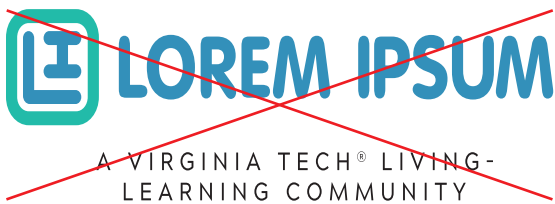
Scale X percentage: 100%, Scale Y percentage: 100%



Scale X percentage: 80%, Scale Y percentage: 80%



Scale X percentage: 80%, Scale Y percentage: 100%

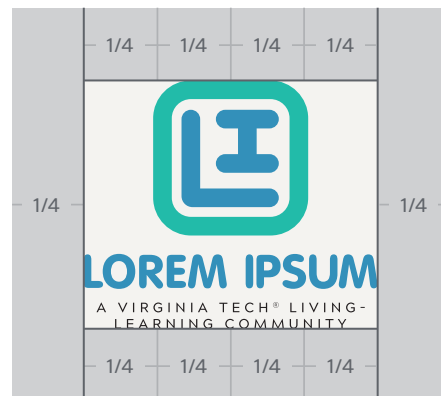
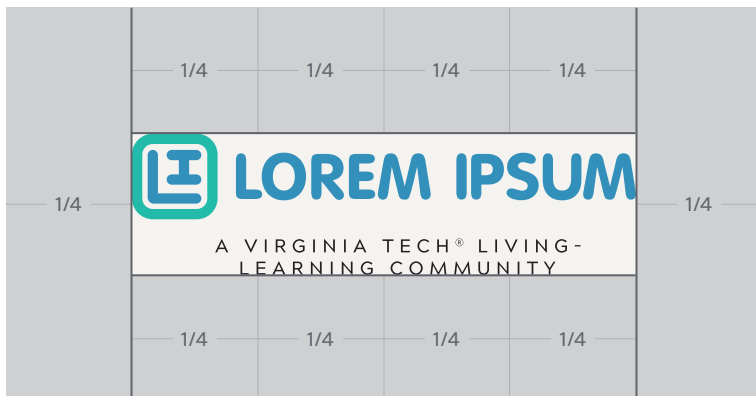


Scale X percentage: 80%, Scale Y percentage: 100%



CLEARSPACE

Keep the area surrounding the logo free of other elements, which is one-fourth of the longest side of the logo.



COLOR LOGO USAGE

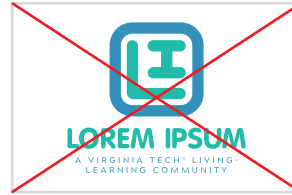
COLOR LOGO

The color version of the logo should be used as-is. You should not modify any of the colors in the original logo file.

Primary color logo



Do not modify the colors



COLOR COMBINATIONS

The color combinations used in the examples below are not the only colors that can be used, but a visual representation of what is acceptable. A high contrast between the imprinted art and the item color it is printed on will ensure readability on all LLP-branded products.

Color logo on a white or light color



Color logo on a low-contrasting color



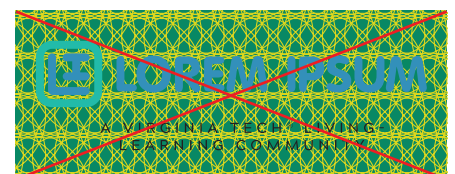
Color logo on a photo (high-contrast)



Color logo on a photo (low-contrast)



Color logo on a busy background



BLACK LOGO USAGE

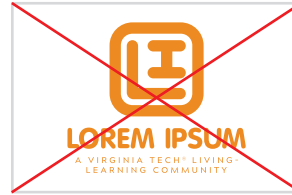
1-COLOR LOGO (BLACK)

The black version of the logo should be used as-is. You should not modify any of the colors in the original logo file.

Black logo



Do not modify the colors



COLOR COMBINATIONS

The color combinations used in the examples below are not the only colors that can be used, but a visual representation of what is acceptable. A high contrast between the imprinted art and the item color it is printed on will ensure readability on all LLP-branded products.

Black logo on a white or light color



Black logo on a dark color



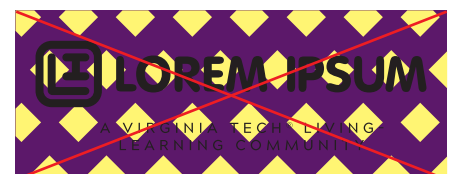
Black logo on a photo (high-contrast)



Black logo on a photo (low-contrast)



Black logo on a busy background



WHITE LOGO USAGE

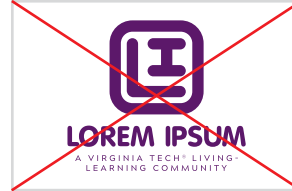
1-COLOR LOGO (WHITE)

The white version of the logo should be used as-is. You should not modify any of the colors in the original logo file.

Black logo



Do not modify the colors



COLOR COMBINATIONS

The color combinations used in the examples below are not the only colors that can be used, but a visual representation of what is acceptable. A high contrast between the imprinted art and the item color it is printed on will ensure readability and brand recognition on all LLP-branded products.

White logo on a dark color



White logo on a light color



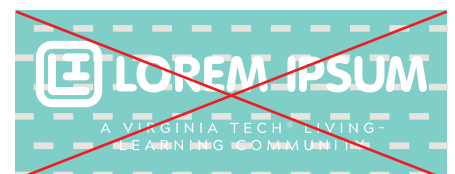
White logo on a photo (high-contrast)



White logo on a photo (low-contrast)



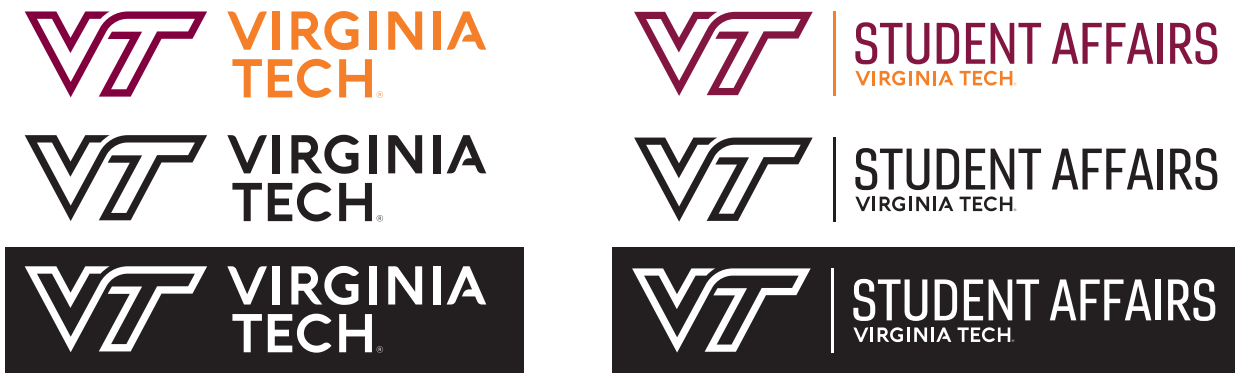
White logo on a busy background



AFFILIATED LOGOS

Each Living-Learning Program logo should always be accompanied by the university logo, Student Affairs lockup, or the affiliated academic college lockup. The color usage would apply to these logos as well. The “VT” logomark in all VT-branded logos should be no smaller than 0.5-inches in height.

The university logo and Student Affairs lockup - horizontal format (color, white, black)



The Student Affairs lockup - stacked format (color, white, black)



Various VT College logo examples (color)



VT College logo example (white)



EMBROIDERY-ONLY LOGOS

The embroidery-only logo file, which does not include the “A Virginia Tech Living-Learning Community” line, should *only* be used for embroidery purposes. The “tagline” does not reproduce well with embroidery because of the size of the type and the lack of being able to reproduce small details with precision.

Horizontal embroidery-only version (no tagline)



Stacked embroidery-only version (no tagline)

