



STYLE GUIDE

VANDERBILT ATHLETICS

TONE & VOICE

Through our tone – informed by our brand personality traits and based on our creative platform – the Vanderbilt voice takes shape, expressing who we are in a way that’s unmistakably ours.

Maintaining our voice is the highest priority for every piece of content that is published.



ALWAYS

NEVER

Confident	Arrogant
Welcoming	Excluding
Supportive and challenging	Coddling
Collaborating across borders	Siloed or territorial
Developing the whole person	Narrowly focusing on skills
Putting in the work	Sense of entitlement, shortcuts
Permanent growth mindset	Passive or resting on laurels
Enabling movement	Blocking paths
Respectful and civil	Rigid and self-righteous
Self-directed and empowered	Blaming and complaining
Direct feedback, regular check-ins	Evading or helicoptering
Mentoring the next generation	Self-absorbed or entitled
Learning and exploring	Unreflective

CORE COLORS



Digital

For all digital creative content,
use the HEX codes and RGB values.

Print

For all print creative content,
use the CMYK and PMS values.

FLAT GOLD

HEX
CFAE70

RGB
207, 174, 112

CMYK
20, 29, 64, 0

PMS
4024 C

RICH BLACK

HEX
000000

RGB
0, 0, 0

CMYK
40, 40, 40, 100

PMS
BLACK 3C

WHITE

HEX
FFFFFF

RGB
255, 255, 255

CMYK
0, 0, 0, 0

BLACK

HEX
1C1C1C

RGB
10, 10, 10

CMYK
0, 0, 0, 100

PMS
BLACK C

METALLIC GOLD

HEX
FEEEB6 TO
B49248

RGB
254, 238, 182 TO
180, 146, 72

PMS
871 C

DARK GRAY

HEX
777777

RGB
119, 119, 119

CMYK
0, 0, 0, 53

PMS
COOL GRAY 11 C

PRIMARY LOGO

The primary Vanderbilt Athletics logo is to be applied only on backgrounds within the brand color palette. When the logo is applied on backgrounds outside the color palette, the black and white one-color versions of the logo are required.

The outline of the V logo must be visible at all times.

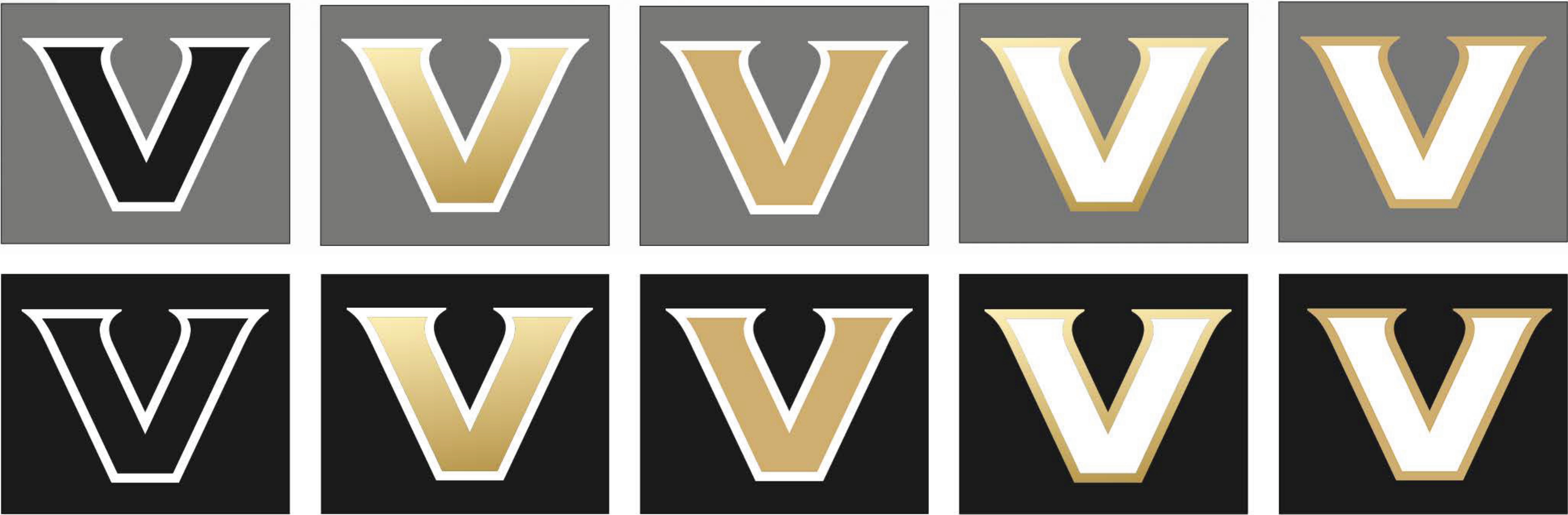


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PRIMARY LOGO VARIATIONS

In some instances, using the full-color primary logo is not the best option. In these cases, the logo color variations shown at right will provide sufficient contrast and are the logos that should be used.

The outline of the V logo must be visible at all times.



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WORDMARK

The VANDERBILT wordmark is typically used in combination with the primary V logo. There are numerous sets of official “lockups” specific to various sports. (A “lockup” combines the team name with the logo or with the logo and wordmark.) Examples include:

- *VANDERBILT BASKETBALL*
- *VANDERBILT BASEBALL*
- *VANDERBILT SWIMMING*

* Do not alter the spacing of a lockup.

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VANDERBILT

VANDERBILT

VANDERBILT
COMMODORES

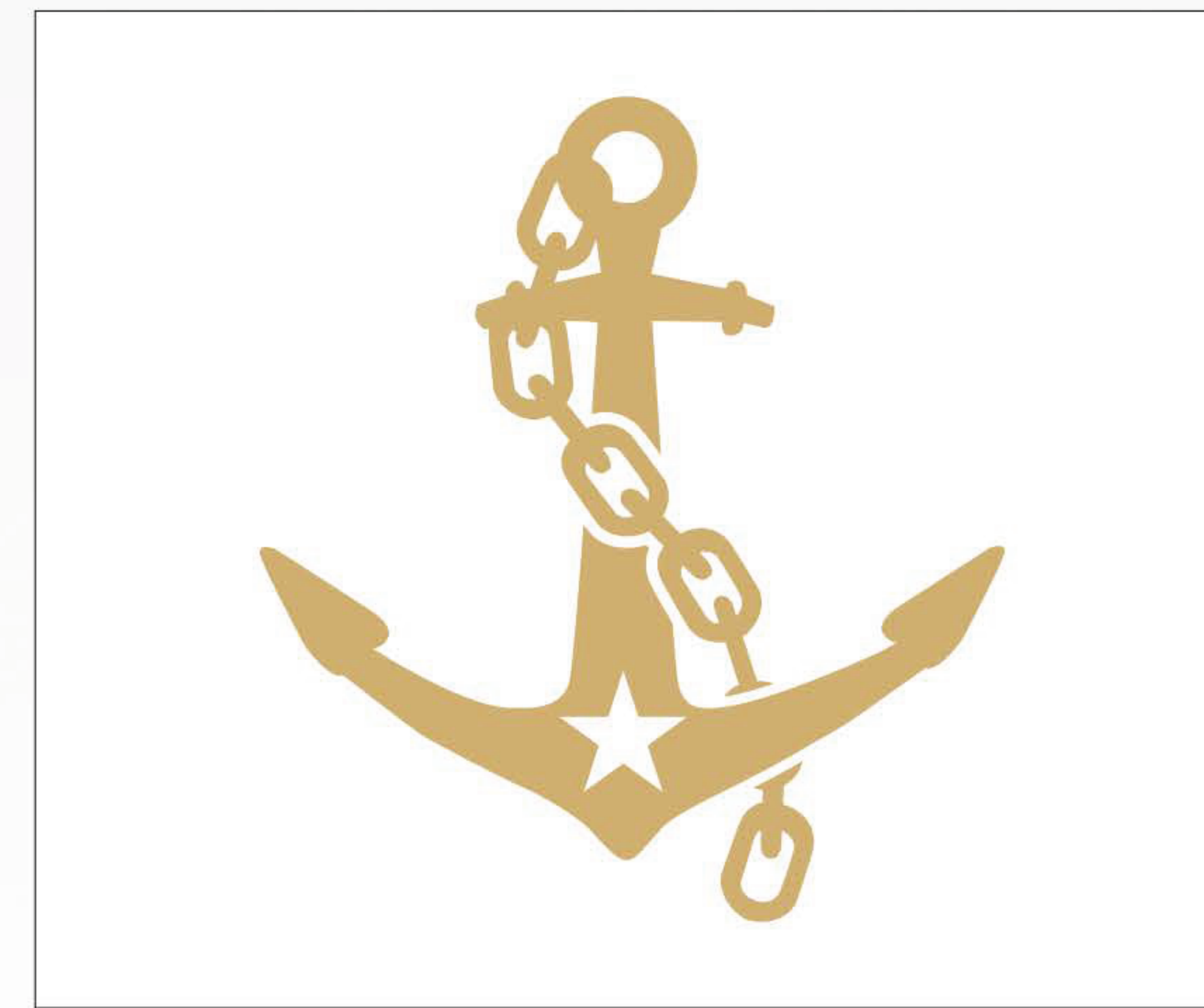
VANDERBILT
COMMODORES

LOCKUP EXAMPLES



ANCHOR MARK

The Anchor mark is to be applied only on backgrounds within the brand color palette. When the mark is applied on backgrounds outside the color palette, the black and white one-color versions of the mark are required.



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SPIRIT MARK

The Star V is our spirit mark.
The outline shape of the star is
composed of five distinct Vs.

The star and outline of the V
logo must be visible at all times.



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MISCELLANEOUS LOGOS AND MARKS

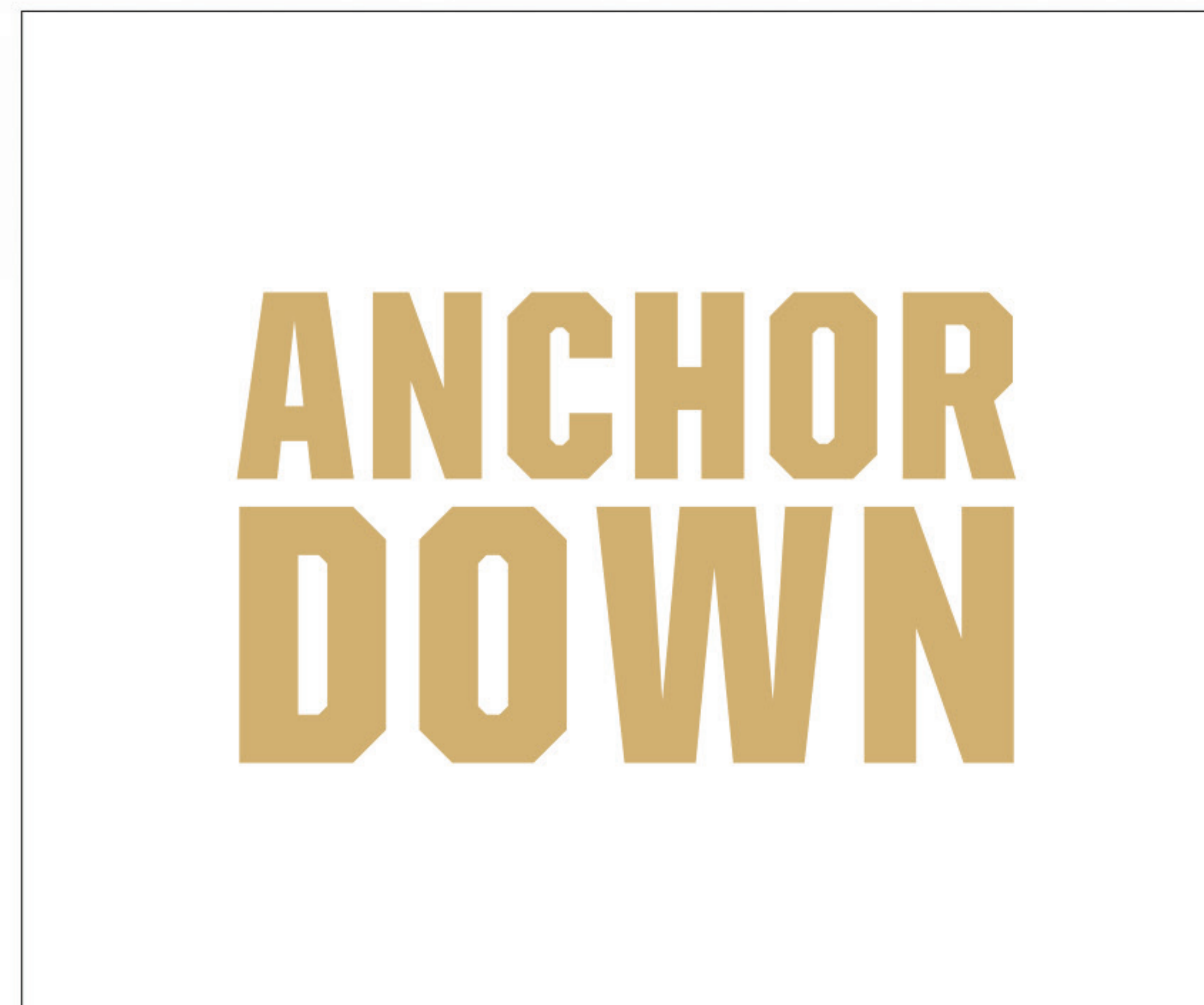
It is rare that one logo style can meet all of our needs. We have expanded our brand to include miscellaneous logos and wordmarks. This gives variety, while keeping our brand design cohesive and intact. All rules that apply to the primary logo also apply to the miscellaneous logos and wordmarks.

VANDYBOYS - GET THESE ASSETS

SOCCER CREST - GET THESE ASSETS

ANCHOR DOWN - GET THESE ASSETS

COMMODORES - GET THESE ASSETS



CLEAR SPACE AND MINIMUM SIZE

Clear Space

An appropriate amount of clear space is necessary around the logo to separate it from other graphic elements, ensuring maximum visibility. Use the height of the respective icon around all sides to determine clear space for the mark.

Minimum Size

A minimum width of 75 px or 0.5" has been set in order to maintain legibility of all the elements that make up the primary logo.

A minimum width of 150 px or 1" has been set for all the elements that make up the centered wordmark.

A minimum width of 250 px or 2" has been set for all the elements that make up the lockup.

When being scaled down, logos and marks should never be minimized below this requirement.



Minimum Size
0.5"



Minimum Size
1"

VANDERBILT
COMMODORES

Minimum Size
2"



INCORRECT USAGE

Altering the logo in any way is harmful to the brand. Do not distort the aspect ratio, alter the colors, or add elements or special effects, as shown in these examples.



TYPOGRAPHY

Display Headline

“Dharma Gothic E ExBold”

Sub-Headline

“Termina Heavy”

Body Copy Headline

“Termina Bold”

Body Copy

“Termina”

Dharma Gothic

Primary Font

Dharma Gothic (Italicized)

Primary Font (Italicized)

Termina

Secondary Font



DISPLAY HEADLINE

SUB-HEADLINE

BODY COPY HEADLINE

The Vanderbilt Commodores are the intercollegiate athletic teams that represent Vanderbilt University, located in Nashville, Tennessee. Vanderbilt fields 16 varsity teams (six men’s teams and 10 women’s teams), 14 of which compete at the National Collegiate Athletic Association (NCAA) Division I level as a member of the Southeastern Conference (SEC).

Dharma Gothic E Weights

AAAAAAAA

Dharma Gothic M Weights

AAAAAAAA

Dharma Gothic C Weights

AAAAAAAA

Dharma Gothic E Weights (Italicized)

AAAAAAAA

Dharma Gothic M Weights (Italicized)

AAAAAAAA

Dharma Gothic C Weights (Italicized)

AAAAAAAA

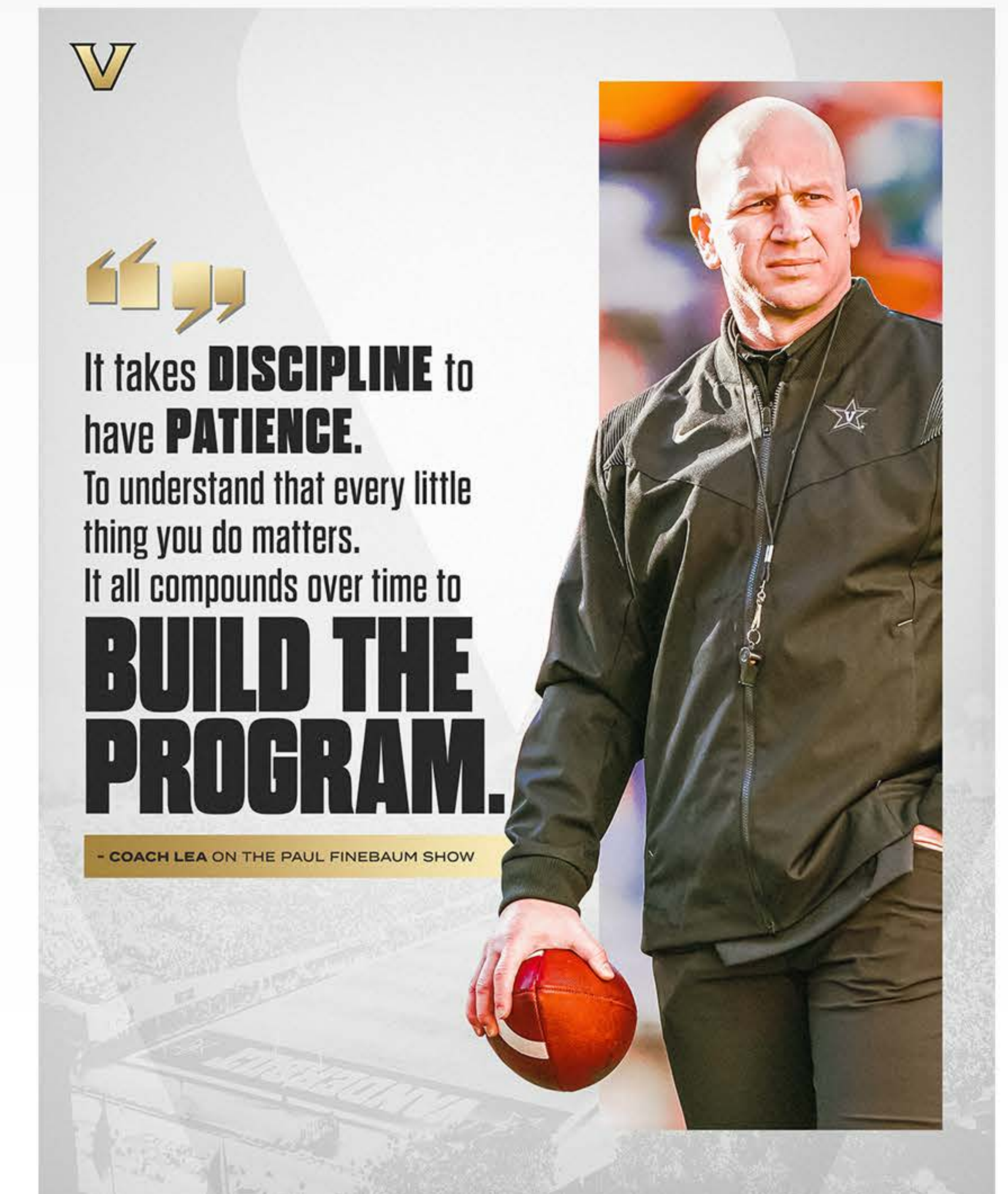
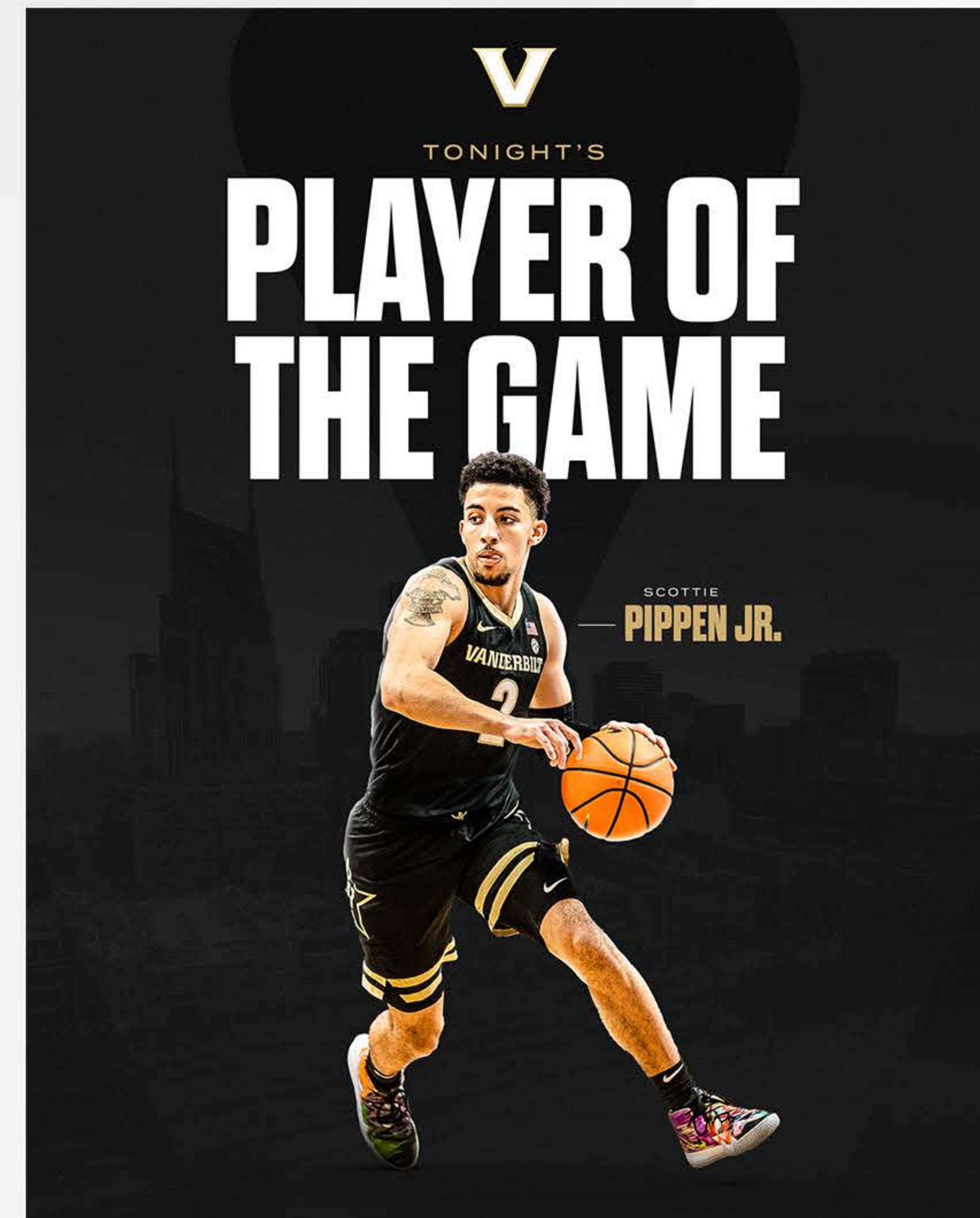
Termina Weights

AAAAAAAAAA

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EXAMPLES

Make sure graphics use a clean and simple design, try to avoid using heavy textures, and abide by the style guide. All creative content should represent the city, the university, and/or the student-athletes.



PHOTOGRAPHY



Aspect Ratio

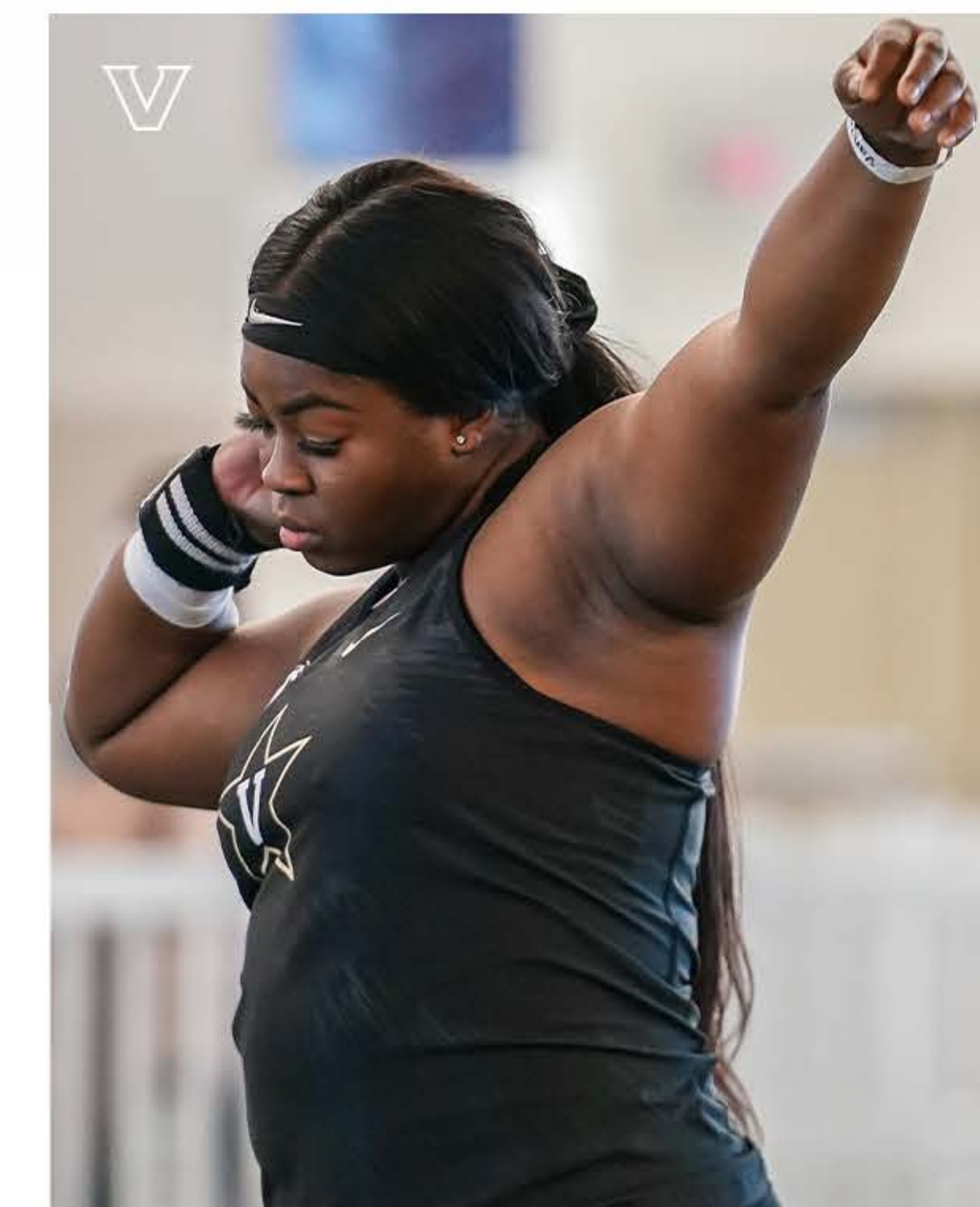
- Plan to keep these sized as shot unless the photo needs to be cropped.
 - Photos will be cropped prior to posting.
- (1:1, 4:5, 16:9)

Social Media Watermarks

- White V
- VandyBoys bug for baseball
- Soccer crest for soccer
- Anchor: Top left
- Size: 7
- Opacity: 100
- Horizontal Offset: 2
- Vertical Offset: 3

Presets

- We will filter and edit our photos EXCEPT for photos taken on a camera phone.
 - Camera phone photos stay raw.
- When using a preset, be sure to adjust it if needed (changing temp, tint, etc.).



VIDEOGRAPHY

Ideal Camera Settings:

- Shoot in 4k60, S-log3
- Export in h.264, 23.976

Bug

Use white V at full opacity from beginning until end of video, before the end slate. Bug is not included on the end slate.

Captions

1-2 lines per caption, no more than 32 characters per line across. Line breaks and caption breaks should follow the natural rhythm of speech for maximum readability. For caption text, please use Termina.

Lower Thirds

Use provided motion graphics templates for 2 or 3 lines (.mogrt files).

End Slate

Use provided end slate template. Only use the metallic V with white outline.

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