



# Brand Identity and Creative Style Guide

# VANDERBILT UNIVERSITY

# Brand Identity

## Our Purpose

We are a community dedicated to the lifelong realization of our potential.  
Forward Ever.

## Our Tone

Confident, Welcoming, Civil, Direct

## Our Ethos

Radical Collaboration

Individuals  
Teams  
Institution

## Always

Confident  
Welcoming  
Supportive and challenging  
Collaborating across borders  
Developing the whole person  
Putting in the work  
Permanent growth mindset  
Enabling movement  
Respectful and civil  
Self-directed and empowered  
Direct feedback, regular check-ins  
Mentoring the next generation  
Learning and exploring

## Never

Arrogant  
Excluding  
Coddling  
Siloed or territorial  
Narrowly focusing on skills  
Sense of entitlement, shortcuts  
Passive or resting on laurels  
Blocking paths  
Rigid and self-righteous  
Blaming and complaining  
Evading or helicoptering  
Self-absorbed or entitled  
Unreflective

## Our Beliefs

### 1. Belonging — Once you're chosen, you belong.

Vanderbilt is extremely selective intentionally. Only people with the highest potential will make the cut. Once you're here, you will be surrounded by the best and brightest, brought together for one simple purpose: to make each other better.

#### Behaviors:

Be confident, never cutthroat.  
When you join, you commit.  
Respect the Vanderbilt Way.  
Create and cultivate conditions for success.  
Celebrate differences.  
Foster unity.

### 2. Self-direction — Choose your own path, then go all in.

We believe personal purpose can only be found through relentless exploration and challenge. If it's too comfortable, you're not doing it right. Experience as much as you can. And once you discover your path, give it everything you have.

#### Behaviors:

Try, fail, learn, repeat.  
Embrace discomfort.  
Be ready to change your mind.  
Put in the work.  
Take no shortcuts.  
Prove the doubters wrong.

### 3. Collaboration — Teams challenge and support each other.

Our goal as a community is to work as one. We believe that by challenging and supporting one another, high-functioning teams are able to accomplish far more than individuals. And only by rallying around a common purpose can we truly multiply our individual potential.

#### Behaviors:

Remember that bands do more than soloists.  
Ditch the ego.  
See no boundaries.  
Pioneer together.  
Challenge directly.  
Respect the person.  
Redefine "possible."

### 4. Growth — We never stop growing and achieving.

A permanent growth mindset is more important than any single achievement, however big. Vanderbilt believes that human potential is realized over a lifetime, in increments and leaps, and it expands as you grow.

#### Behaviors:

Grow the whole person.  
Embrace obsessive self-improvement.  
Compete with yourself.  
Be the ladder for others.  
Practice lifelong leveling up.

VANDERBILT UNIVERSITY

# Creative Style Guide

**The dimensional V** is the primary mark, used most often.

**The custom-drawn logotype** is inspired by classic engraved lettering styles and modern interpretations.



**The dimensional V icon** combined with the **custom-drawn logotype** is the primary Vanderbilt lockup.

## GLOSSARY:

- A **logotype** is also known as a wordmark, which is a logo based on a name.
- Our **icon** (the V) is a logo symbol, representing the Vanderbilt name.
- The **lockup** is a combination of the two elements, logotype + icon.

## LEARN MORE:

- [Primary lockups, logotype and seal](#)
- [School, college and department lockups](#)
- [Secondary lockups](#)
- [Minimum scale and clear space](#)
- [The Vs explained](#)
- [Colors and fonts](#)
- [Examples](#)
- [Photography](#)
- [Videography](#)
- [Logos one-sheet](#)

## The Primary Lockups

A primary lockup is the dimensional V icon combined with the logotype. This is the preferred look for the Vanderbilt brand. Choose from the horizontal, the centered or the long version to fit the space in your design.



## The Logotype

Our custom-drawn logotype is our primary wordmark. Less formal communications can be branded by using just the logotype.

**VANDERBILT  
UNIVERSITY**

**VANDERBILT UNIVERSITY**



## The Seal

(FOR OFFICIAL USE ONLY)

The visual symbols of Vanderbilt University communicate our rich history and our vibrant future. Our seal contains our motto, *Crescere aude* (Latin for “dare to grow”), year of founding, and symbolism important to Vanderbilt’s distinguished history.

## School, College and Department Lockups

Our brand architecture is designed to be flexible and clear, associating sub-brands (such as schools, colleges and departments) with our larger brand (the university) and displaying clear hierarchy.



School emphasis lockup—

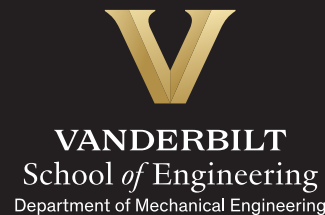
**IMPORTANT:** Must include the Vanderbilt logotype nearby, on the same page in a document or on a webpage.



Primary school lockups



Department-level lockups



## Secondary Pinstripe V Lockups

Where printing the gradient of the dimensional V is not possible (for example, on merchandise and some signs), or when the primary lockup is too small to render well, the preferred alternate is the pinstripe V lockup.



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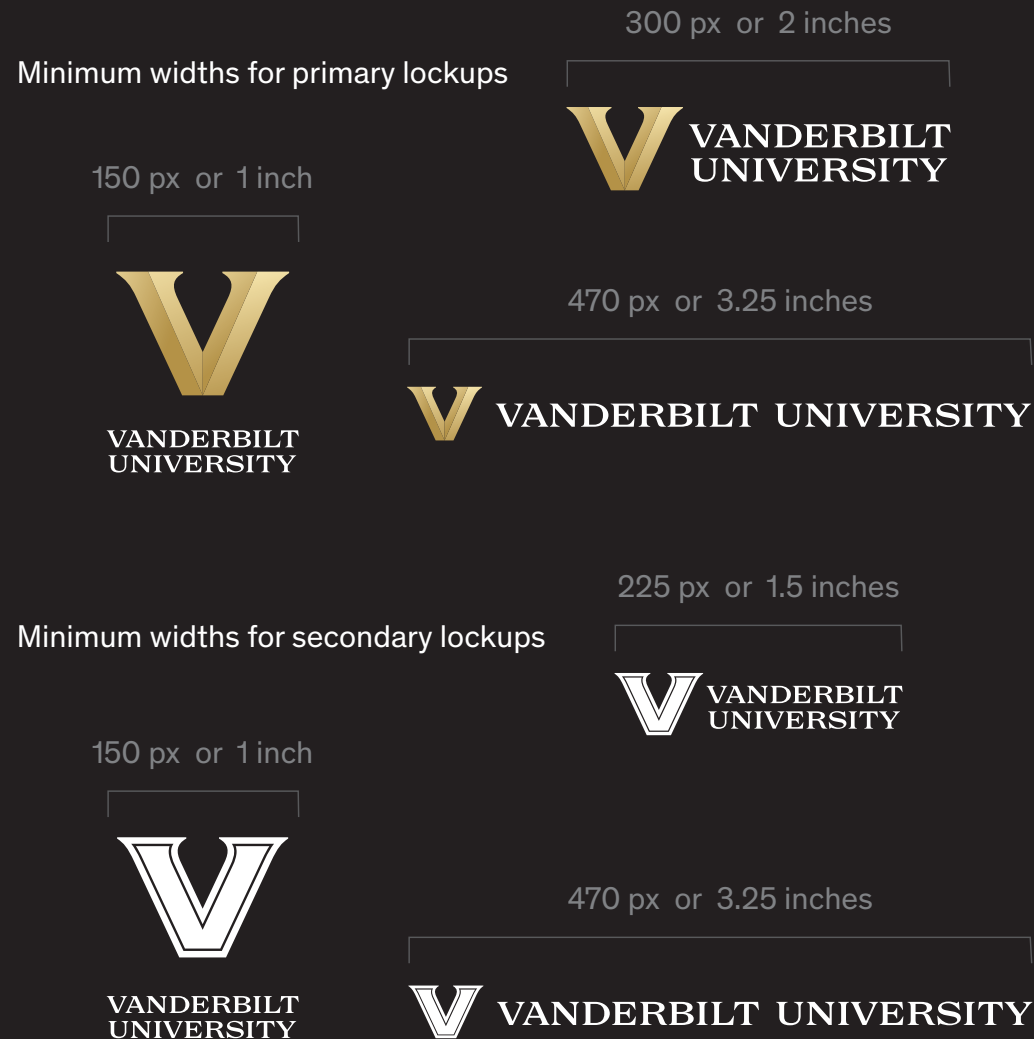


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## Minimum Scale

Use these guidelines when scaling down lockups and icons. Keep in mind that if an asset is used very small, the least detailed version available to you is recommended.



## Clear Space

All lockups can use the height of their respective V icons to determine clear space required for the mark around all sides.



Minimum widths for logotypes
























Minimum widths for V icons used alone



For special contexts such as a favicon, use the plain V icon.

## The Vs explained

Which version of the V to use for different media and printing processes





	 <p><b>Dimensional V</b> CMYK or RGB color Preferred logo for almost all media.</p>	 <p><b>Dimensional V</b> PMS 871 Metallic Gold color Use only if metallic gold ink or toner is available for printing. Preferred logo for stationery.</p>	 <p><b>Pinstripe V</b> Flat Gold, Black or White Use only if background does not allow dimensional V to stand out, or if medium has limited colors.</p>	 <p><b>Plain V</b> Black or White Very limited use; <i>must request file.</i></p>	 <p><b>Seal</b> PMS 871 Metallic Gold, CMYK or RGB color <i>Official use only; must request file.</i></p>
<b>Screen or Video</b>	 PowerPoint presentation, website, video, email, social post, digital ad, digital billboard, digital sign.	 <b>NEVER USE FOR SCREEN</b>	 Infrequent screen use OK if background (e.g., a photo) does not allow dimensional V to stand out. Use black or white for best contrast and visibility.	 Mobile app icon, favicon, video bug.	<i>Official use only; must request file.</i>
<b>Print</b>	 Offset, digital and desktop printing. Brochure, print ad, newsletter, booklet, postcard, certificate.	 Offset printing with Pantone 871 Metallic Gold ink, or digital printing with metallic gold toner. Brochure, stationery, newsletter, booklet, postcard, certificate. <b>✗ NOT FOR DESKTOP PRINTING</b>	 Foil stamping (e.g., certificate, book cover) or single-color application (envelope). Full-color printing OK if background does not allow dimensional V to stand out.	 <b>NEVER USE FOR PRINT</b>	<i>Official use only; must request file.</i>
<b>Large-Format Banner or Signage</b>	 Large-format signage and banners that allow for gradient printing.	 <b>NEVER USE FOR LARGE-FORMAT OR SIGNAGE</b>	 Use on large-format banner if background does not allow dimensional V to stand out. Use on signage if color options are limited (e.g., cut vinyl or painted application), or if gradient of dimensional V can't be printed.	 <b>NEVER USE FOR LARGE-FORMAT OR SIGNAGE</b>	<i>Official use only; must request file.</i>
<b>Merchandise</b>	 Use on merchandise depending on print method and medium.	 Use on merchandise depending on print method and medium.	 Merchandise with limited color options or if gradient of dimensional V can't be printed. NOTE: The pinstripe V can be embroidered.	 Merchandise with small space (e.g., pin or writing pen) or if detail in pinstripe V will not hold.	<i>Official use only; must request file.</i>

## Brand colors and fonts

### CORE COLORS

<b>Metallic Gold for Screens</b> Hex FEEEB6 to B49248 R254 G238 B182 to R180 G146 B72	<b>Metallic Gold for Print</b> Pantone 871 C	<b>Flat Gold</b> Pantone 4024 C Hex CFAE70 R207 G174 B112 C20 M29 Y64 K0	<b>Black</b> Pantone Black C Hex 1C1C1C R10 G10 B10 C0 M0 Y0 K100	<b>White</b> Hex FFFFFFFF R255 G255 B255 C0 M0 Y0 K0
<b>Secondary Colors: Neutrals</b>	<b>Dark Gray</b> Hex 777777 R119 G119 B119 C0 M0 Y0 K53	<b>Light Gray</b> Hex E4E4E4 R228 G228 B228 C0 M0 Y0 K11	<b>Sand</b> Hex E0D5C0 R224 G213 B192 C0 M5 Y14 K12	<b>Cream</b> Hex F5F3EF R245 G243 B239 C0 M1 Y2 K4
<b>Secondary Colors: Saturated</b>	<b>Sky</b> Hex B3C9CD R179 G203 B205 C10 M1 Y0 K20	<b>Highlight</b> Hex ECB748 R236 G183 B72 C0 M22 Y69 K7	<b>Oak</b> Hex 946E24 R148 G110 B36 C0 M15 Y44 K42	<b>Sage</b> Hex 8BA18E R139 G161 B142 C9 M0 Y7 K37

### Color themes examples

<b>Light Theme</b>  <b>Our Purpose</b> This is a community of learning dedicated to the fulfillment of human potential.  <u>This is Vanderbilt.</u> 	<b>Dark Theme</b>  <b>Our Purpose</b> This is a community of learning dedicated to the fulfillment of human potential.  <u>This is Vanderbilt.</u> 
<b>Tonal Theme</b>  <b>Our Purpose</b> This is a community of learning dedicated to the fulfillment of human potential.  <u>This is Vanderbilt.</u> 	<b>Secondary Theme</b>  <b>Our Purpose</b> This is a community of learning dedicated to the fulfillment of human potential.  <u>This is Vanderbilt.</u> 

### FREE FONTS

Examples shown are available from Google; *alternates* are system fonts.

<b>Collaborative Learning &amp; Discovery</b>	<b>Libre Caslon Display Regular</b> <i>or Times New Roman</i>
<b>OUR CULTURE</b>	<b>Antonio Bold</b> <i>or Impact</i>
Vanderbilt is committed to the strength of its interdisciplinary research enterprise and to inclusive excellence, believing that profound breakthroughs happen when scholars of different perspectives, races, gender identities, ethnicities and socio-economic backgrounds work together.	<b>Inter Regular</b> <i>or Arial</i>

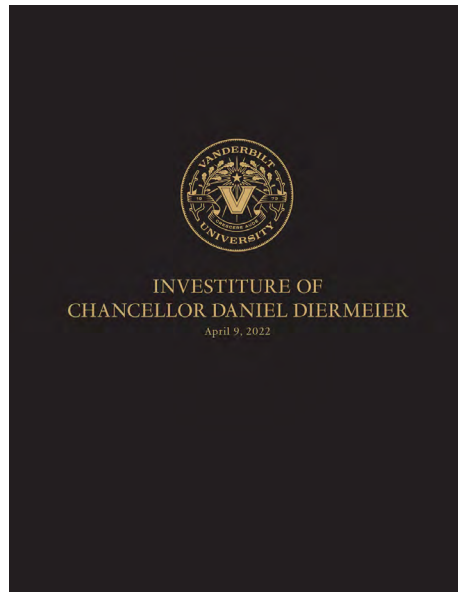
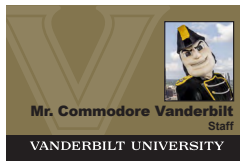
### PREMIUM FONTS (for professional designers; purchase of license required)

<b>JJannon</b>	Serif font for <b>headlines, subheads</b> and <b>body text</b> . JJannon and JJannon Display each have 4 weights.
<b>StaffXX</b>	Use for <b>emphasis</b> and <b>bold accents</b> such as <b>short subheads</b> . StaffXX has 6 weights.
<b>Theinhardt</b>	Sans-serif font for <b>headlines, subheads</b> and <b>body text</b> . Theinhardt has 9 weights.



## Examples

ID card



Booklet cover: gold foil on black paper

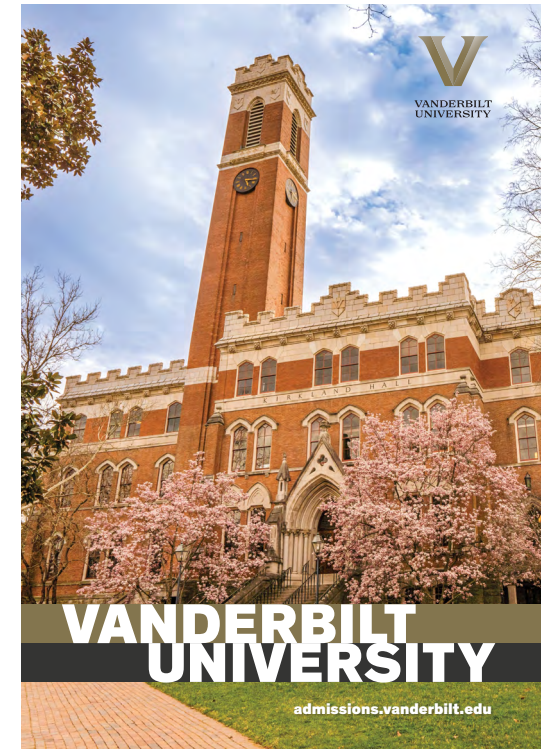
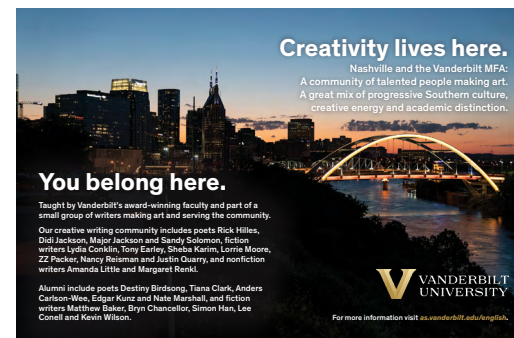


Large-format banner

Postcard



Ad



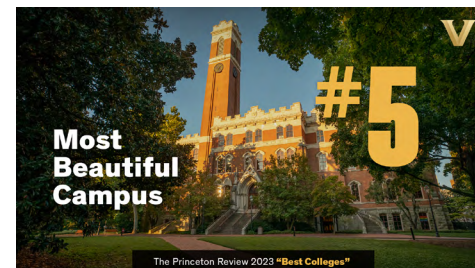
Offset-printed large poster with PMS 871 Gold

Mobile App



Social graphic

Social graphic

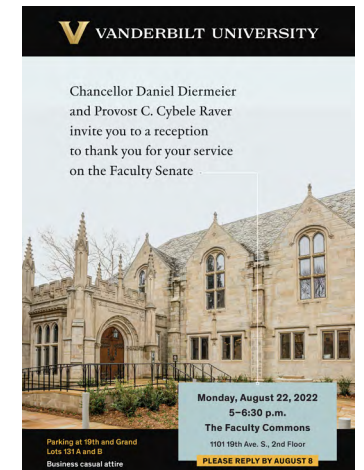


Web banner



Email header

Evite





# Photography

The world of Vanderbilt is shown via **rich color, bold compositions** and **unique vantage points**. There's a sense of story in each image, with an editorial thread that ties together the photo categories to elevate the people and perspectives of the Vanderbilt community. These core brand photo categories are a strong reference for key qualities like color, composition and mood.

## Collaboration

- Participating in immersive discussions
- Celebrating a win or huddling up after a loss
- Taking on a challenge together as a group
- Receiving feedback or giving input
- Highlight team engagement through interesting angles and depth of field

## Growth

- Pursuing excellence as individuals and teams
- Showing tenacity and fortitude
- Exploring and experimenting
- Overcoming challenges through hard work and determination
- Highlight process, not just final outcomes

## Belonging

- Rituals and ceremony
- Mentorship and guidance
- Connection and immersion
- Vanderbilt hand signs
- Showcase the full diversity of the student body
- Highlight candid facial expressions



## Campus Imagery

Campus imagery should feel timeless. Celebrated architectural components such as archways or rooflines can provide focal points. Dappled shadows and golden lighting add depth to the selections.

- Keep everyday imagery interesting and fresh through creative framing and perspectives.
- Show ordinary views in extraordinary ways.
- Rely on shadows, lighting and reflections to make the shots interesting.
- Highlight spaces for communal gathering.





# Videography

## ACCESS THESE FILES

### Bug

White V at full opacity from beginning until end of video, before the end slate.

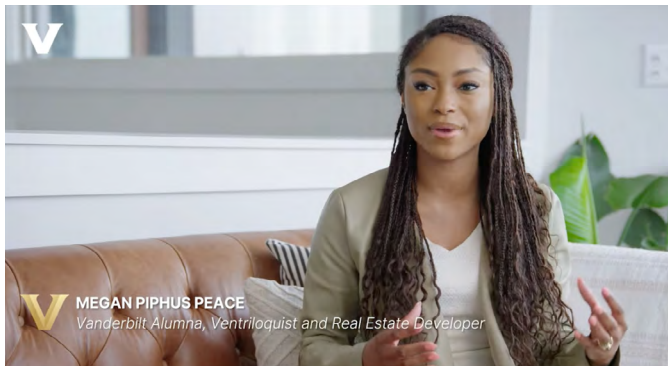
Bug is not included on the end slate.



### Lower Thirds

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

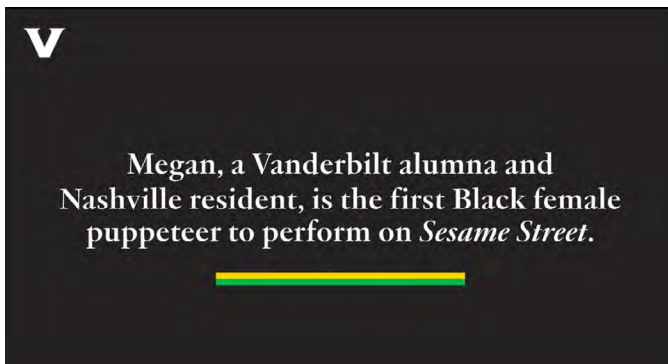
*Gold V rises from bottom, text reveals as it slides to right from behind V.*



### Text Slides

Use a brand font. Treatment of text can change based on video.

*Transparent text and graphic fade in from black background to full opacity, slowly zoom in toward audience before cut to next scene.*



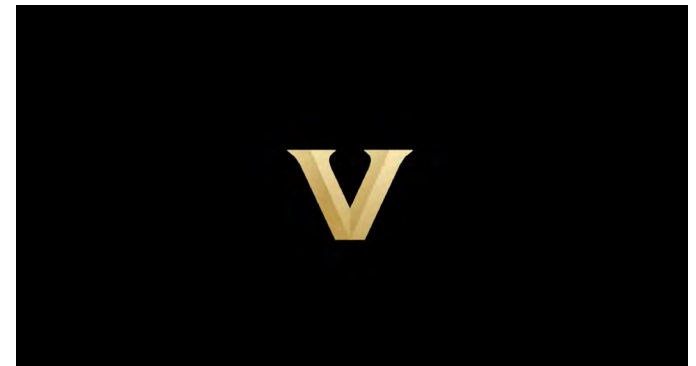
### End Slate

Use provided University End Slate 2022.mov file.

*Giant gold V zooms inward to center*



*Gold V slides to left*



*Transparent white logotype fades in to full opacity, joins the gold V in full lockup, then slowly zooms in toward audience.*



# Vanderbilt Brand Logos and Lockups

VANDERBILT UNIVERSITY **BRAND IDENTITY AND CREATIVE STYLE GUIDE**

## PRIMARY LOCKUPS | Dimensional V + Logotype [ACCESS THESE FILES](#)

for print and screen



V + white logotype



V + black logotype

Centered version



V + white logotype



V + black logotype

Long version



V + long version white logotype



V + long version black logotype

PMS 871 + black for print only



V + white logotype



V + black logotype

Centered version



V + white logotype



V + black logotype

Long version



V + long version white logotype



V + long version black logotype

**Seals** | for official use only [Contact Brand Communications](#) for information.

Dimensional V Seals

Pinstripe V Seals



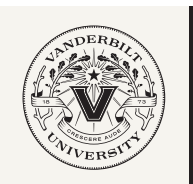
Metallic Gold



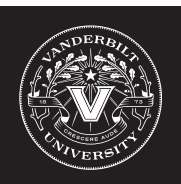
PMS 871



Flat Gold



Black



White

## SECONDARY LOCKUPS | Pinstripe V + Logotype [ACCESS THESE FILES](#)



V + white logotype



V + black logotype



V + white logotype



V + black logotype



V + long version white logotype



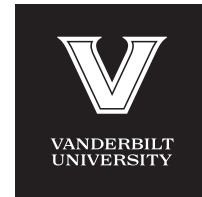
V + long version black logotype



V + white logotype



V + black logotype



V + white logotype



V + black logotype



V + long version white logotype



V + long version black logotype

## Logotypes | [ACCESS THESE FILES](#)



white logotype



black logotype



long version white logotype



long version black logotype

## V Icons | [ACCESS THESE FILES](#)

Dimensional V



Gold



871

Pinstripe V



Flat Gold



Black



White

Plain V



Black White