VSU
VIRGINIA STATE
™

Since **1882**

Virginia State University
Communications Protocols & Style Guide

Greater Happens Here

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VIRGINIA STATE UNIVERSITY PURPOSE

The Virginia State University (VSU) Style Guide defines the visual and editorial standards that should be used to create consistently designed VSU communications. This guide is a reference tool to help maintain a polished look and feel of University projects. It is a holistic set of standards that helps to ensure the consistency of the VSU brand.

This standards manual provides detailed instructions concerning the reproduction and proper use of the Virginia State University graphic mark, logo, and other brand identity-related assets. It outlines mandatory colors, typography, and other essential design elements. By applying the standards outlined in this manual, the Office of Communications can achieve a solid and consistent visual and voice identity for Virginia State University. It further outlines specific communications protocols for the University.

VIRGINIA STATE UNIVERSITY MISSION STATEMENT

Virginia State University, a public, comprehensive 1890 Land Grant institution and historically black college/university, is committed to preparing a diverse population of men and women through the advancement of academic programs and services that integrate instruction, research, extension, and outreach. The University endeavors to meet the educational needs of students, graduating lifelong learners who are well-equipped to serve their communities as informed citizens, globally competitive leaders, and highly effective, ethical professionals.

VIRGINIA STATE UNIVERSITY PRINCIPLES

1. Regardful of its heritage and tradition of eminent concern for the education, welfare, and progress of all peoples, the university welcomes and extends its resources to all who strive for academic excellence.

2. The University seeks to fulfill its mission by enrolling students with a diverse range of talents and abilities, including (a) students whose pre-college records reveal high academic achievement and talent, (b) students who, through a combination of factors have demonstrated the potential to be successful in College, and (c) students whose secondary school records reveal potential but who need unique academic enhancement.

3. The University, using available resources, offers programs that interest the students, meet society's current and changing needs, and fall within the scope of its mission.

4. The living/learning community of the University seeks to cultivate a sense of pride and dignity and promote an enduring search for knowledge among all students, staff, and faculty.

5. Those who matriculate must demonstrate a broad understanding of and competency in the arts and sciences and a commitment to intellectual development and scholarship in their fields of study.

6. Graduates of Virginia State University are prepared to enter the workforce of the twenty-first century, pursue advanced study, assume leadership roles, and be competitive in a global society.

7. The University assures its constituencies of collegial participation in decision making.

VIRGINIA STATE UNIVERSITY TENETS

VIRGINIA STATE UNIVERSITY:
- Opens doors for GREATER access to lifelong learners
- Provides GREATER educational opportunities to increase the economic outlook for generations to come
- Provides GREATER outreach as an 1890 land-grant university extending GREATER expertise to improve the quality of life in our state, nation, and world
- Provides a personable, stable, nurturing, holistic atmosphere conducive to GREATER learning, growing and transforming
- Develops GREATER leaders who are globally competitive while remaining civically engaged

VIRGINIA STATE UNIVERSITY
OFFICE OF COMMUNICATIONS PROTOCOL

University Spokesperson
The president is the official spokesperson for Virginia State University. The president has designated the Assistant Vice President of Communications as the official spokesperson in special circumstances, Ex: weather emergencies, crisis situations, etc.

The Office of Communications provides a point of contact between media and university resources and also provides referrals to proper sources of information within the university community. Any university-related media contact should be referred to the Office of Communications.

Press Releases
The Office of Communications prepares, approves, and distributes all press releases to local, regional, and national media, except sports-related releases. Press releases should originate from specific departments or offices and must be submitted for approval and distribution by the Office of Communications. Approval and distribution are based on subject matter and relevance.

Written press releases should be submitted to university_relations@vsu.edu.
Important Note: The Office of Communications reserves the right to decline distribution of any press release that is not deemed newsworthy or does not align with the University's mission and objectives.

Advertising
The Office of Communications must approve all advertising, including print, broadcast, billboard, radio ads, student recruitment, marketing, and videos. This does not include paid ads for hiring personnel.

Advertisements by External Agencies, Businesses, and Organizations

External agencies, businesses, organizations, etc., wishing to use the university's likeness must submit a copy of the advertisement to the Office of Communications for approval. University names, logos, and images are the property of the University and may not be altered in any way. This includes changing the colors by combining either with other graphic elements, types, or logos. Using a font or art similar to official University marks to circumvent the requirements is prohibited.

Photography/Videography Services

The Office of Communications provides photography/videography services for marketing materials for the university as deemed necessary by the Office of Communications. Other photography/videography needs should be secured by the individual department utilizing licensed vendors.

Office of Sports Information

The Department of Athletics' Office of Sports Information is responsible for publicizing information regarding VSU's intercollegiate athletic teams. The Office of Sports Information controls all athletic publications and news releases, coordinates athletic photography, maintains statistical data on teams, and maintains athletic web pages. In addition, the Department of Athletics' Office of Sports Information serves as the department's contact for the National Collegiate Athletic Association and the Central Intercollegiate Athletic Association. The sports information director will ensure compliance with the University's graphic identity and technical standards including athletic marketing and publications.

VIRGINIA STATE UNIVERSITY PUBLICATION AND MESSAGING GUIDELINES

Content and Format of Publications

The content for the colleges/departments/division publication is the responsibility of that unit. However, the Office of Communications may edit submitted publications as needed for grammar and style. Additionally, the Office of Communications may make modifications to your publication/brochure/flyer prior to printing to meet acceptable standards of design or readability.

The principles for media communications and publications are guided by The Associated Press (AP) Stylebook. All publications submitted for printing in eVA must have an attachment containing the actual publication in order to be approved by the Office of Communications.

Publications Procedures

Prior to beginning a publication/brochure, colleges and departments should consult with the Office of Communications. This is important in order to discuss the objective, the audience, format, and design as well as the time schedule necessary to complete the work.

Emails

Electronic communication is an efficient and convenient form of conducting business. All university electronic mail must be sent using an official university email address which will include the person's name, usually the initial from the first name, the person's last name and then the university's web-server address.

EXAMPLE: bsmith@vsu.edu

Signatures

The email signature is considered a business calling card; therefore, it is an extension of the University. The standard email system fonts are Times New Roman or Cambria. Email signatures used for university-related messages must include the following information:

FORMAT:

Name - Bold
Title
College/Division Name
University Name
Email Address
Phone
Website
VSU Logo

EXAMPLE:

Mr. Troy (Mascot)
Spirit Coordinator
Office of Communications
Virginia State University
mtroy@vsu.edu
804-524-5781
www.VSU.edu

The standard color for text in the signature line is black. To further promote our brand message, the Office of Communications requests that all email signatures include the "Greater Happens Here" logo in addition to the above personal information. If desired, the signature may also include the 5 "Greater" tenants to further partner to tell the VSU story as is in the example below.

At VSU, we meet the educational needs of our students, graduating lifelong learners who are well-equipped to serve their communities as informed citizens, globally competitive leaders, and highly effective, ethical professionals. Invest in the GREATER at VSU.

Step-by-step instructions for creating a VSU signature line can be found on the Greater Happenings SharePoint page under Resources – Virginia State University Communications Protocols & Style Guide.

SOCIAL MEDIA

Social media is a powerful communication vehicle to develop and strengthen relationships with prospective students, current students, faculty, staff, alums, donors, corporations, peers, etc. The university's goal of posting on social media platforms is to foster a virtual Virginia State University experience for our various audiences.

Social media allows the university to share its news and accomplishments, and to support and enable recruitment, retention, and relationships. Each University department or office is encouraged to create and maintain social media accounts for their unit to use in sharing appropriate and relevant information.

Colleges and departmental social media pages must have a minimum of two administrators (site managers) assigned. If an administrator leaves the university, they must be removed as a page administrator. It is recommended that administrators for official university departmental social media pages check and update their pages regularly.

University social media protocol
Exercise freedom of speech responsibly. If activity on any social media platform is reported as violating the university social media protocol or university civility policy, it will be investigated by the Office of Communications, the Department of Public Safety, and the University Legal Office.

These guidelines are designed to assist VSU faculty and staff in managing and developing social media initiatives for their college, department, or other University-affiliated organizations. They do not apply to personal social media accounts.

For clarity, "social media" refers to interactive digital platforms for networking and commentary, including but not limited to Facebook, Twitter, Instagram, LinkedIn, and YouTube.

UNIVERSITY SOCIAL MEDIA PROTOCOL
Additionally, when setting up a college or departmental social media account, creators are required not to use their personal VSU email. Please use a college or departmental email to ensure that other VSU employees can access the account if the original creator leaves the University.

SOCIAL MEDIA

The following guidelines are meant to provide a framework for the effective and acceptable use of social media when representing the VSU brand.

General Guidelines for Social Media Use

- **Maintain Confidentiality** – Do not share confidential or proprietary information about Virginia State University, its students, alums, or employees. Unauthorized disclosure may violate university policies and legal regulations, potentially resulting in disciplinary action or legal consequences.

- **Know the Rules** – Familiarize yourself with the terms of service and policies of the platforms you use. Stay updated on changes to these policies.

- **Protect the VSU Brand** – Verify facts before posting, and review content for grammar and spelling errors. Always use the correct, up-to-date VSU logos, which are available on the Office of Communications intranet page under resources.

- **Ensure Safety** – Monitor pages for spam and offensive comments. Delete inappropriate content and block individuals who repeatedly violate guidelines.

- **Be Engaging** – Use compelling and interactive language to attract and retain your audience. Engaging posts drive more traffic and increase interaction, helping grow your following.

- **Using Images/Videos** – Incorporating images and videos in social media posts enhances engagement, strengthens brand visibility, and captures audience attention. However, all visuals must appropriately and accurately represent the University, its students, faculty, staff, and alums with integrity. Additionally, sharing photos or videos of youth groups or camps is strictly prohibited unless a signed photo consent form has been completed and submitted. This form is available on the Greater Happenings SharePoint page under Resources.

- **College/Department Social Media Accounts** – Colleges and departments with individual social media pages should link their accounts to their web pages on the VSU website for easier access. We strongly encourage VSU colleges and departments to create social media pages to share important updates and engage with their respective communities.

Please contact the Office of Communications for more information regarding social media support.

www.vsu.edu

@VSU_1882
Twitter

Virginia State University
Facebook

OfficialVSUTrojans
Instagram

VSU Trojans
Flickr

VSUOfficialChannel
YouTube

Virginia State University
LinkedIn

LICENSING

The name, marks, logos, and image of Virginia State University CAN NOT be used to imply or suggest endorsement of any product or service not provided by the University. The University seal, name, logo, and other marks are registered and protected by law. Individuals and organizations outside the University who wish to use any of the official marks must first obtain written permission for use by contacting the Office of Communications at (804)524-5583 or University_Relations@VSU.edu.

The University's trademark licensing program gives the University control over its logos and marks, thus ensuring the quality and consistency of all uses and merchandise. Anyone wishing to use the University seal and logos must obtain a license. A license can be obtained by contacting the University licensing company. Their information is available on the Office of Communications page on the VSU website.

Website: https://clc.com/
Phone: 770.956.0520
Application: https://brandmanager360.com/Account/RegisterApplicant
Address:
1075 Peachtree Street
Suite 3300
Atlanta, GA 30309

Original VSU Logo with our new brand • Design #1

As we brand VSU, going forward, we will use this slightly adjusted logo which includes our founding year of 1882. This logo should be used when it is not necessary or appropriate to use the slogan. **This logo can be used alone on any document or item.**

VSU Logo with new brand and slogan • Design #2

Greater Happens Here is our new slogan. This design of our new logo with the slogan attached should be used when appropriate and if space and design allows. Use above VSU logo with our new brand (design #1) if space, document or occasion does not warrant use of the slogan.

VSU Logo with new brand and slogan • Design #3
(personalized with unit, office, or department)

Greater Happens Here is our new slogan. This design should be used when appropriate and if space and design allows. Use above VSU logo with our new brand (design #1) if space, document or occasion does not warrant use of the slogan.

Original VSU Logo
— DO NOT USE —

This original VSU logo will remain in all of its current uses. There is no need to dispose of items bearing this original logo. **This logo will no longer be used moving forward.**

VIRGINIA STATE UNIVERSITY SLOGAN

The VSU slogan is what students, faculty, staff, alums, corporations, donors, friends, supporters, peers, and outside observers all think, feel, and respond when they hear Virginia State University mentioned. By developing a powerful slogan, we can shape the way people perceive VSU. This established brand/style guide ensures our image will remain consistent, so our brand and the slogan are not diluted or misconstrued but has a strong, unified voice. The VSU slogan was developed following a think tank process using a cross-section of university constituents.

The official university slogan can be used with a single font as follows:

Greater Happens Here
Font: **Acumin Pro ExtraCondensed Bold - All same font size.**

Greater Happens Here
Font: **Adobe Jenson Pro Bold - All same font size.**

The official university slogan as used with the VSU logo:

Greater Happens Here
Fonts:

Greater = Acumin Pro ExtraCondensed Bold (Larger font size with the "r" slightly above the "H" in Happens)

Happens Here = Adobe Jenson Pro Bold

STANDARDIZED LOGOS FOR COLLEGES AND DEPARTMENTS

The University will use this branding style for colleges and departments logos.

The Virginia State University name logo establishes a unique identity for VSU among the various "Virginia" schools and highlights the University's status as a public institution, which is reinforced by the enlarged "S" in VSU.

We have now incorporated "Since 1882" in our new brand that will further establish our unique identity.

The graphic mark incorporates the University's primary institutional colors for this logo:
Blue: PMS 2728
Orange: PMS 158

The two-color version shown here is the primary logo. It should be used when possible on all print and electronic/web-based materials (such as brochures, color ads, billboards, self-mailers, emails, etc.).

In instances where the logo will be placed over an image, or reversed out over orange or blue, alternate applications of the logo should be used.

If you have questions regarding application/usage of the VSU logo, please contact the Office of Communications.

Primary Name Logo
The (two color version) full-color logo shown below is the primary logo. This logo should be the first option whenever possible.

Alternate Primary Name Logo
The (one color version) logo shown here is the alternate to the primary logo.

The logo versions shown here should ONLY be used when the primary name logo cannot be applied. Examples include a black-and-white ad, a newsletter printed in one color, or situations where the background conflicts with the colors of "Since 1882." In those cases, the colors of "Since 1882" may be changed from blue to white or orange, depending on the background.

Primary
Name Logo
Two Color
PMS 2728

One Color
Name Logo
PMS 158

One Color
Name Logo
Black

One Color
Name Logo
PMS 2728

Reversed Out
name Logo shows
white

PROTECTED AREA

The VSU logo should always be surrounded by clear space. This protected area ensures that the logo is readable. The recommended minimum distance to be allowed on all sides is the height of the "1882" in the logo (see example to the right).

Clear Space

The dotted line represents the protected area. No other image or type should enter within this space. The watermark of 1882 is for showing the distance only.

IMPROPER USAGE

Using the name logo correctly will maintain consistency for the VSU identity. Shown here are examples of logo misuse.

Do not alter the proportions of the logo.

Do not stretch or compress the logo.

Do not reproduce the logo on a busy background.

Do not rotate the logo.

Do not rearrange logo colors or components

Virginia State University
University Seal

The VSU University seal should be used **ONLY** by the **Office of the President** and the **Office of Communications**. The use of the University seal is reserved for official University awards and recognition, diplomas, stationery, and official University communications as approved by the president and directed by the Office of Communications.

The University seal and the University name logo should never be used together or altered inappropriately.

The vast majority of VSU communications (print, web or any other media,) should use the VSU name logo, not the University seal.

For more information on the use of the University seal or to request artwork files, please contact the Office of Communications.

The graphic seal incorporates the University's secondary institutional colors:
Blue: PMS 287
Orange: PMS 166.

VSU Seal - Full color PMS 287 PMS 166

VSU Seal - One color PMS 287

VSU Seal - One color PMS 166

VSU Seal - Black

IMPROPER USAGE

Using the University seal correctly will maintain consistency for the VSU identity. Shown here are examples of logo misuse.

Do not alter the proportions of the logo.

Do not stretch or compress the logo.

Do not reproduce the logo on a busy background.

Do not rotate the logo.

Do not rearrange logo colors or components

OFFICIAL TROJAN ATHLETIC/MILITARY LOGO

Virginia State University Trojan Athletic/Military logo VSU athletics and the VSU military programs are a vital and highly visible aspect of the University's brand identity. The official graphic mark for VSU athletics and military is the Trojan Athletic/Military logo.

The Trojan Athletic/Military logo should primarily be used by these departments, and is intended to identify any and all athletic (both intercollegiate and intramural) and military-related communications, uniforms, and other marketing communications.

For more information on the use of the Trojan Athletic/Military logo or to request artwork files, please contact the Office of Communications.

The graphic incorporates the University's secondary institutional colors:

Blue: PMS 287
Orange: PMS 166

Trojan Athletic/Military FULL COLOR

Trojan Athletic/Military PMS 158 PMS 2728

Trojan Athletic/Military PMS 2728

Trojan Athletic/Military PMS 158

Trojan Athletic/Military BLACK & GREY SCALE

Trojan Athletic/Military Reversed Out Logo shows white

Using this logo correctly will maintain consistency for the VSU identity.

The Trojan head is always facing forward within the words of Virginia State University.

Shown here are examples of logo misuse.

Do not alter the proportions of the logo.

Do not stretch or compress the logo.

Do not flip the Trojan Head.

Do not reproduce the logo on a busy background.

Do not rotate the logo.

Do not rearrange logo colors or components

TROJAN HEAD ISOLATED

When using the Trojan Head isolated, all color and distortion rules apply.

The Trojan head is always facing forward (right). The only time the Trojan head will be facing left is when isolated, like on a helmet or where it is in a position to be forward facing. See sample of football helmet.
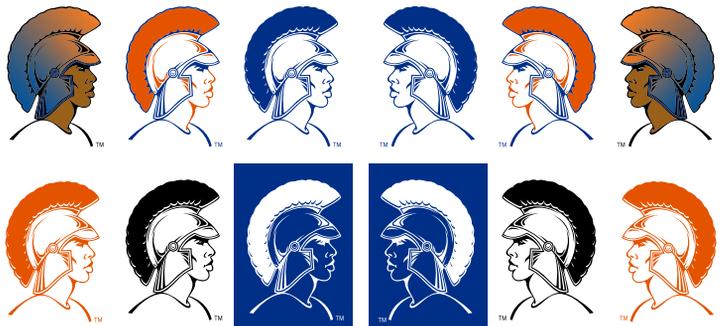
PROMOTIONAL LOGOS

Promotional logos are expressive, open and unique alternatives to the University's standard official logos. Promotional logos ARE NOT meant to replace official VSU's offices/divisions/units logos or be used interchangeable with official logos. A specific homecoming logo is an example of a promotional logo.

For more information about a promotional logo for your offices/divisions/units, please contact the Office of Communications.

The logo/name versions shown here should ONLY be used when the primary name logo cannot be applied. Some examples may be for a black-and-white ad or a newsletter being printed in two colors or if space does not allow for any of the other logos to be used.

PMS158

VIRGINIA STATE UNIVERSITY

PMS166

VIRGINIA STATE UNIVERSITY

PMS2728

VIRGINIA STATE UNIVERSITY

PMS287

VIRGINIA STATE UNIVERSITY

BLACK

VIRGINIA STATE UNIVERSITY

IMPROPER USAGE

Using this logo correctly will maintain consistency for the VSU identity. Shown here are examples of logo misuse.

Do not alter the proportions of the logo.

VIRGINIA STATE UNIVERSITY

Do not stretch or compress the logo.

VIRGINIA STATE UNIVERSITY

Do not reproduce the logo on a busy background.

VIRGINIA STATE UNIVERSITY

Do not rotate the logo.

VIRGINIA STATE UNIVERSITY

Do not rearrange logo colors or components

VIRGINIA STATE UNIVERSITY

VIRGINIA STATE UNIVERSITY

VIRGINIA STATE UNIVERSITY

VIRGINIA STATE UNIVERSITY

COLOR USAGE

Color plays a critical role in ensuring the overall impact of the VSU identity. The logo is to appear in two colors and in these pairs:
**PRIMARY blue (PANTONE 2728) and orange (PANTONE 158)**

SECONDARY blue (PANTONE 287) and orange (PANTONE 166)

Use the two-color version whenever possible. Blue (PANTONE 2728), orange (PANTONE 158), blue (PANTONE 287), orange (PANTONE 166), or black are preferred colors for one-color reproduction.
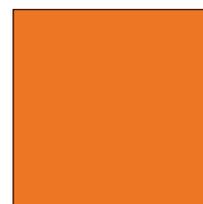
If printing the logo in four-color process, use the CMYK values shown here to match as closely as possible the VSU colors.

PLEASE NOTE: 2728 must be accompanied by 158 when using 2 colors. 287 must be accompanied by 166 when using 2 colors.

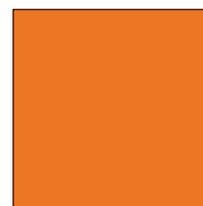If you have questions, please contact the Office of Communications.
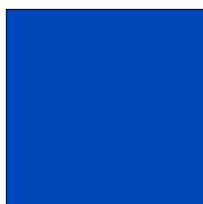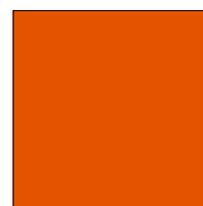
Pantone
PMS 2728

Pantone
PMS 158

CMYK
C-96 M-78
Y-0 K-0

CMYK
C-3 M-66
Y-99 K-0

Pantone
PMS 287

Pantone
PMS 166

CMYK
C-100 M-87
Y20 K-11
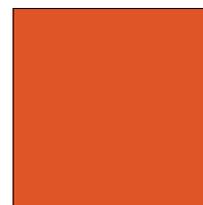
CMYK
C-5 M-82
Y-100 K-0

COLOR USAGE - ACCENTS

Color plays a critical role in ensuring the overall impact of the VSU identity. These colors may be used to accent our blue and orange, but not to overwhelm the design.

If you have questions, please contact the Office of Communications.

PANTONE®
Cool Gray 5 C
B1B3B3

PANTONE®
PMS 5215 C
#AF95A6

PANTONE®
PMS 7716 C
00968F

PANTONE®
PMS 416 C
7E7F74

PANTONE®
PMS 371 C
546223

PANTONE®
PMS 483 C
653024

PANTONE®
PMS 7562 C
#BD9B60

PANTONE®
PMS 7459 C
4298B5

The use of consistent typography is an effective means of reinforcing a cohesive look in all VSU materials.

The primary fonts used in all Virginia State University print, electronic and web communications are:

1. Front Cover Headline/Tagline: Adobe Jenson, Adobe Jenson Italic

2. Body Copy:
Adobe Jenson, Adobe Jenson Italic, Adobe Jenson Semi bold and Semi bold italic

3. Call-Outs/Shaded Boxes:
Helvetica

When selecting typefaces for materials, follow these recommendations:

Body copy
Adobe Jenson Light

Italicized Body
Adobe Jenson Italic Light

Bold body copy (when used) **Adobe Jenson Semi bold**

Headings for body copy Adobe Jenson light set as Caps & Small Caps

Quotes
Adobe Jenson Light

Bold Sub heads
Helvetica 65 Medium

Call-outs (in orange boxes)
Helvetica 45 Light

Large highlighted Numbers
Priori Ser Bold

Primary Fonts

ADOBE JENSON FAMILY
Adobe Jenson
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Jenson Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Jenson Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

HELVETICA FAMILY
Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

PRIORI FAMILY (NUMERALS ONLY)
Priori Ser
1234567890

TYPOGRAPHY

Suggested Alternate Fonts Priori Ser, Adobe Jenson, and Helvetica are the official typefaces.

However, suitable alternate typefaces may be used if these specific fonts are not available. In these instances, these recommended alternate fonts from more common typefaces can be used include:

Baskerville or New Baskerville

Garamond

Goudy Old Style

Sabon Lt Pro

Alternate Fonts

NEW BASKERVILLE FAMILY
New Baskerville
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

New Baskerville Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

New Baskerville Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

ADOBE GARAMOND FAMILY
Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

GOUDY OLD STYLE FAMILY
Goudy Old Style
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Goudy Old Style Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Goudy Old Style Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

SABON LT PRO
Sabon Lt Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Sabon Lt Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Use Adobe Branded Fonts from adobe.com that are available through Creative Suite. If not available, you may choose these selected alternate fonts:

Calluna,Acumin Pro/Pro Condesned, & Extra Pro Condesned, and Ronnia Condensed Family.

Alternate Fonts

CALLUNA FAMILY (Includes - Bold, Bold Italic, Black)
Calluna Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Calluna Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Calluna Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

ACUMIN FAMILY (Includes - Thin to Black, accept ExtraCondensed shown)
Acumin Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Acumin Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Acumin Pro ExtraCondensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Acumin Pro ExtraCondensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

RONNIA FAMILY (Includes - Condensed; Light, Semi Bold, Bold, Bold Italic, Extra Bold)
Acumin Pro Cond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Acumin Pro Cond SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Suggested Alternate Fonts Sport Font, College Font, Header Font, and Script Font.

Alternate Fonts

SNEAKERS SCRIPT-MEDIUM

SneakerScript-Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

FACTORIA FAMILY

Factoria Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Factoria Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

OCTIN COLLEGE FAMILY

OCTINCOLLEGESB-REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OCTINCOLLEGERG-REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

JOSEFIN SANS FAMILY

Josefin Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Josefin Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

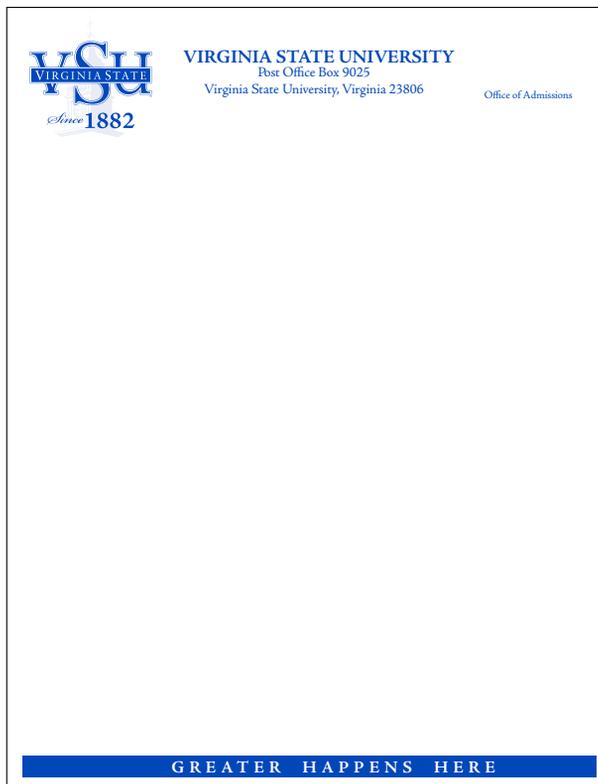*Bickham Script Pro 3*

Bickham Script Pro 3 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
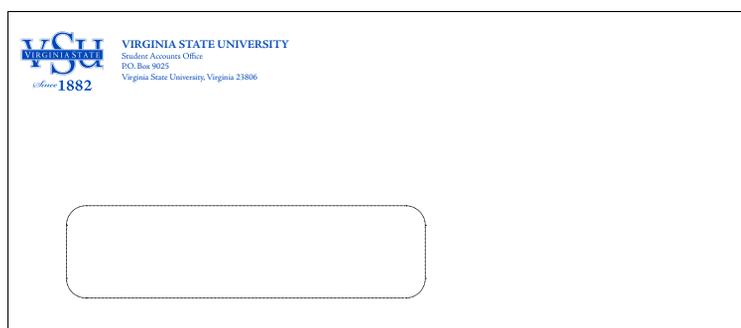*abcdefghijklmnopqrstuvwxyz*

STATIONERY

Letterhead

The VSU letterhead is 8.5 inches by 11 inches vertical. The logo is to be positioned as shown and printed in two colors (blue PMS 2728 and black). The recommended typing format is shown here. Please follow this style for consistency.

VIRGINIA STATE UNIVERSITY
Post Office Box 9025
Virginia State University, Virginia 23806

Office of Admissions

GREATER HAPPENS HERE

Envelope

The envelope size is #10. The logo is to be positioned as shown and printed in two colors (blue PMS 2728 and black). Please follow this style for consistency.

VIRGINIA STATE UNIVERSITY
Student Accounts Office
P.O. Box 9025
Virginia State University, Virginia 23806

Official VSU Business Card

The standard VSU business card is 3.5 inches wide by 2.0 inches high. The logo, name/title, and contact information are to be positioned as shown and printed in one color (blue PMS 2728). Two colors using PMS 2728 and PMS 158 is available, please contact for more information.

Please follow this style for consistency. Do not attempt to recreate any of these as they are for illustrative purposes only.

John "Karmen" Piland
Graphic Designer/Photographer
Office of Institutional Advancement

P.O. Box 9027
VSU, VA 23806

jpiland@vsu.edu
Office: 804-524-5333
Flickr: VSU Trojans

GREATER HAPPENS HERE

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Graphic Designer/Photographer
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VSU

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