Branding Guidelines

ODU has entered into a strategic all-sport and campus wide agreement with UnderArmour. In an effort to strengthen our brand recognition through this new partnership, the athletic department has designated a primary and secondary logo to be used on all competition uniforms, practice apparel, accessories, and equipment.

Use of these Athletic Dept. primary and secondary logos *(below)* must be approved by the Associate AD for Creative/Video Services at 757-683-4207.

All athletics marks must be reproduced from official artwork provided by IMG Collegiate Licensing or UnderArmour.

All athletics marks must be displayed using official ODU colors and fonts *(See Colors and Type columns).*

All orders for these items must be ordered through UnderArmour or other IMG Collegiate Licensing approved vendors.

Please see current list of licensed vendors at:
www.odu.edu/licensing

Primary
ODU Horizontal

Primary Baseball Logo
OD Diagonal

Secondary
Shield

The secondary shield logo is only to be used as an 'accent' logo and should only be used in conjunction with 'ODU' or 'Old Dominion' text or the ODU horizontal logo.

OLD DOMINION UNIVERSITY

ATHLETIC DEPARTMENT BRANDING GUIDELINES

Primary Colors

The colors on the right are the official colors of Old Dominion Athletics. Old Dominion logos should not be reproduced in any other colors. If these colors are not available, the logos should be printed in all black or white (whichever offers the best contrast)

ODU Blue
in lieu of which use *Pantone® 540
Process equivalent: 100C-47M-47K

ODU Silver
in lieu of which use *Pantone® 877
There is no process equivalent

Secondary Colors

The colors on the right are important support colors. ODU Gray may be substituted when the preferred ODU Silver is not practical or possible. ODU Columbia Blue, the school's primary color until 1985, has been reintroduced as an accent color only and can only be used as shown in the 3-color versions of the logo.

ODU Gray
in lieu of which use *Pantone® 429
Process equivalent: 43C-33M-32Y-2K

ODU Columbia Blue
in lieu of which use *Pantone® 283
Process equivalent: 34C-6M

Support Colors

When the official colors are not available, ODU logos may be printed in all black or white (whichever offers the best contrast). If printing in white, do not reverse logos (see "Violations" section)
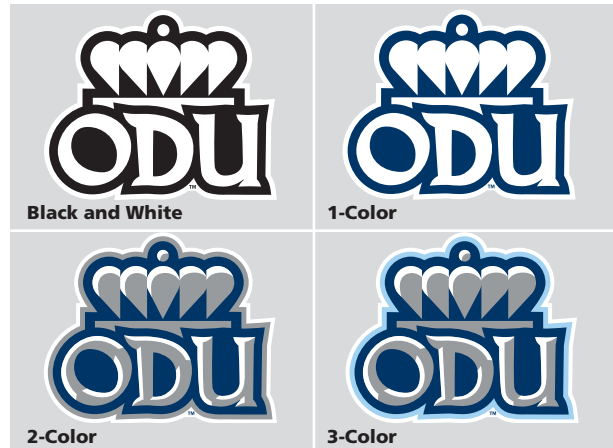
Black

White

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide 1000.

Color version examples

Black and White

1-Color

2-Color

3-Color

Text Guidelines

Below are the specifications for setting the text below the ODU Horizontal logo

Text centered below logo

Font

Premier, All Caps
Blue only in 3, 2 and 1 color versions,
Black in B&W version

In order to ensure clear reproduction and legibility, the ODU logos may not be used any smaller than 1" wide.

The OD Baseball logo may not be used smaller than .5" wide.

1"

.5"

Unacceptable use of logos

In order to maintain the design integrity of the Old Dominion identity logos and to maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown here are unacceptable uses of the Old Dominion logos.
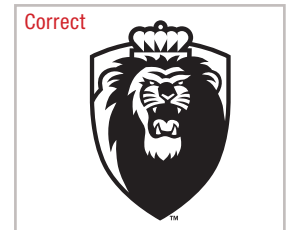
Never flip the logo

Never resize elements or redraw any part of the logos

Correct

Correct

Never reverse marks, especially those that include the lion head

UNDER ARMOUR®

ODU logo first

.5pt line between logos

.15 in. between line and logos