

Consumer Product Brand Standards

UNIVERSITY OF VIRGINIA LICENSING PROGRAM



UNIVERSITY
of
VIRGINIA

BRAND STANDARDS

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UNIVERSITY OF VIRGINIA

WELCOME



As our valued partner, your work helps connect our university with fans, alumni, students and others across country the and around the world.

This guide will acquaint you with the specifics of correctly using our brand and institutional artwork. It will also introduce you to our community's mission and vision. We hope this book will give you the tools to apply the University's brand—a brand that captures the iconic spirit of an institution unlike any other.

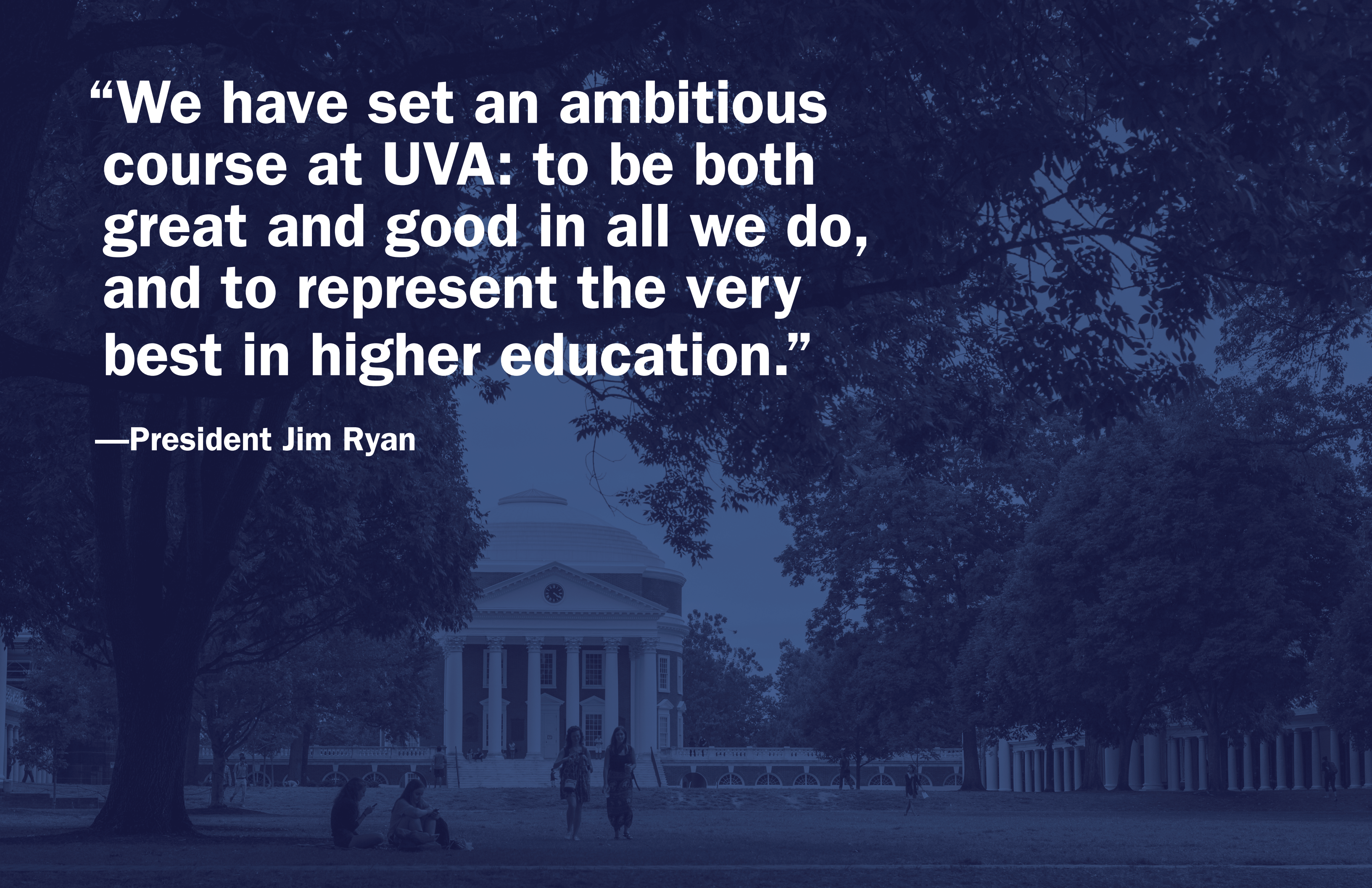
The Office of Trademark and Licensing was established to protect and promote the marks, names and logos of the University of Virginia. The trademark licensing program is managed by the University's Athletics Department, in close coordination with University Communications, the UVA Bookstore and the General Counsel's office.

The University's licensing program started in 1981. Our licensing partnership with Collegiate Licensing Company, the company that serves as the exclusive licensing agency for UVA, preserves and promotes the University's world-renowned brand and long-standing reputation of academic and athletic excellence. The Office of Trademark and Licensing and CLC work together to develop partnerships with best-in-class licensees, including individuals, companies and organizations, to deliver innovative product programs for UVA fans.

The University of Virginia Office of Trademark and Licensing administers limited-use agreements for the use of UVA indicia for specific purposes only. All other license agreements are administered by CLC.

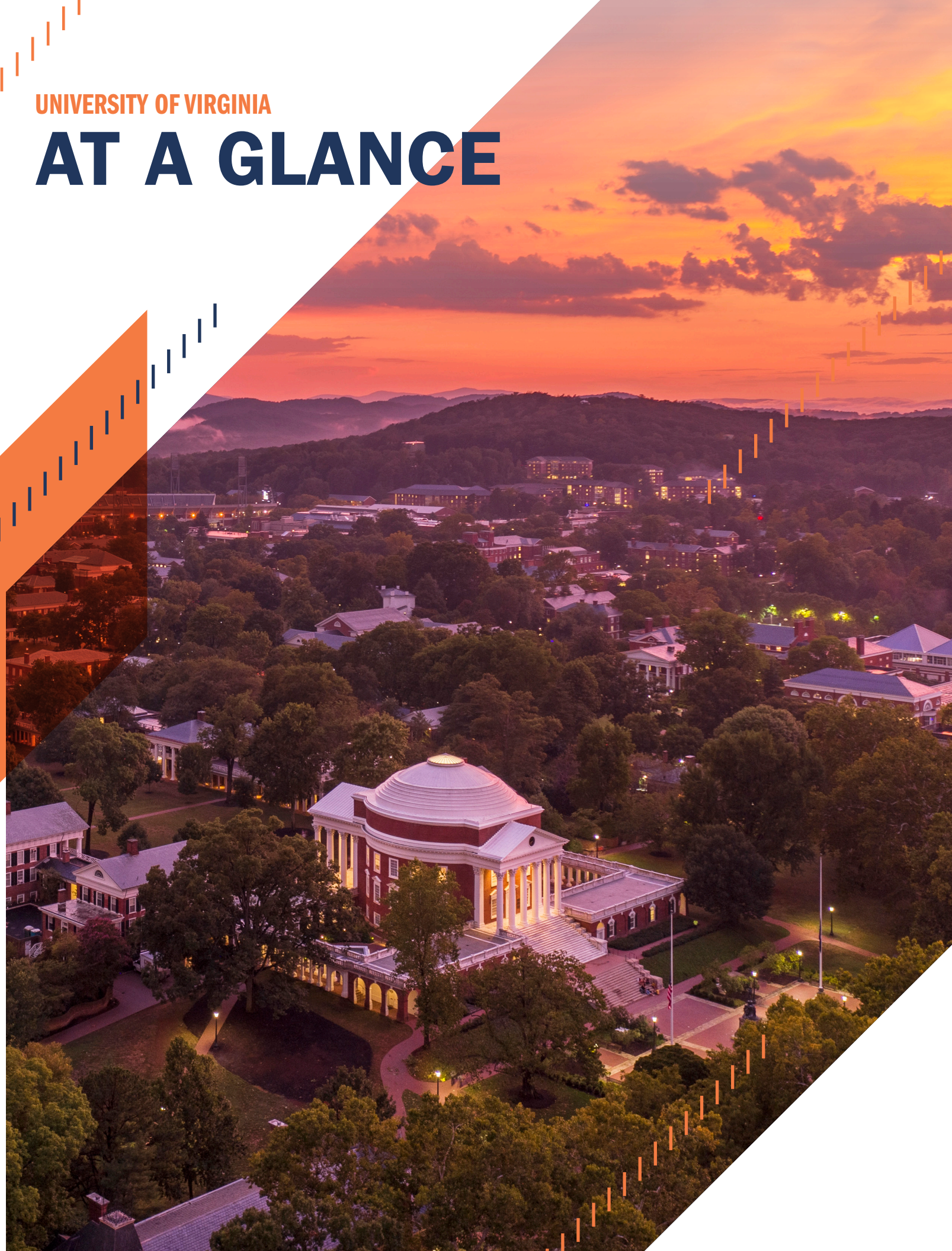
“We have set an ambitious course at UVA: to be both great and good in all we do, and to represent the very best in higher education.”

—President Jim Ryan



UNIVERSITY OF VIRGINIA

AT A GLANCE



The University of Virginia began as a bold experiment more than 200 years ago: a public university founded to educate leaders, advance knowledge and cultivate an informed citizenry. Unlike peer institutions of its time, the University was built around a library, rather than a church. By modern standards, this may seem insignificant. At the time, it was revolutionary.

Today, UVA is an iconic institution that serves more than 23,000 students and employs more than 30,000 people. The University of Virginia is guided by a founding vision of discovery, innovation and development of the full potential of talented students from all walks of life. Our community is distinguished by its commitment to being both great and good: We cultivate excellence, but excellence with a purpose.

SERVICE-ORIENTED

Because we aim to prepare our students for a life of public service, volunteering is an enormous part of UVA culture: Each year, our students log a collective 100,000+ service hours.

DEVOTED TO COMMUNITY

Through the Commonwealth of Virginia Campaign, the University supports communities locally and around the world. Since 1997, the CVC has donated nearly \$17 million to nonprofit organizations.

NATIONALLY RANKED

In the 20 years since *U.S. News* began ranking public universities as a separate category, UVA has placed in the top four and continues to rank in the top 30 among the best of all national universities, public and private. Our retention and graduation rates are consistently among the highest in the country.

INTERNATIONALLY SIGNIFICANT

As a UNESCO World Heritage Site, UVA sits alongside exceptional global locales such as the Acropolis, the Galapagos Islands and the Pyramids of Giza. The University is one of only two such sites still being used for its original purpose.

ACCOMPLISHED AND DIVERSE

Our students hail from 49 states and 82 different countries. The majority of UVA students graduated in the top 10 percent of their high school class, and many are the first in their families to attend college.

ACTIVELY SELF-GOVERNING

Students at the University have the opportunity to govern almost every aspect of life on Grounds. The Honor Code—by which students pledge never to lie, cheat or steal—is a defining feature of the University. Through the Honor Committee, University Judiciary Committee, Student Council, Class Councils and Trustees, students hone leadership skills that they carry for the rest of their lives.

COMMITTED TO HEALTH

The UVA Health System includes a level I trauma center, nationally recognized cancer and heart centers, and primary and specialty clinics throughout Central Virginia. Our hospital has been rated #1 in Virginia and ranks among the nation's best.

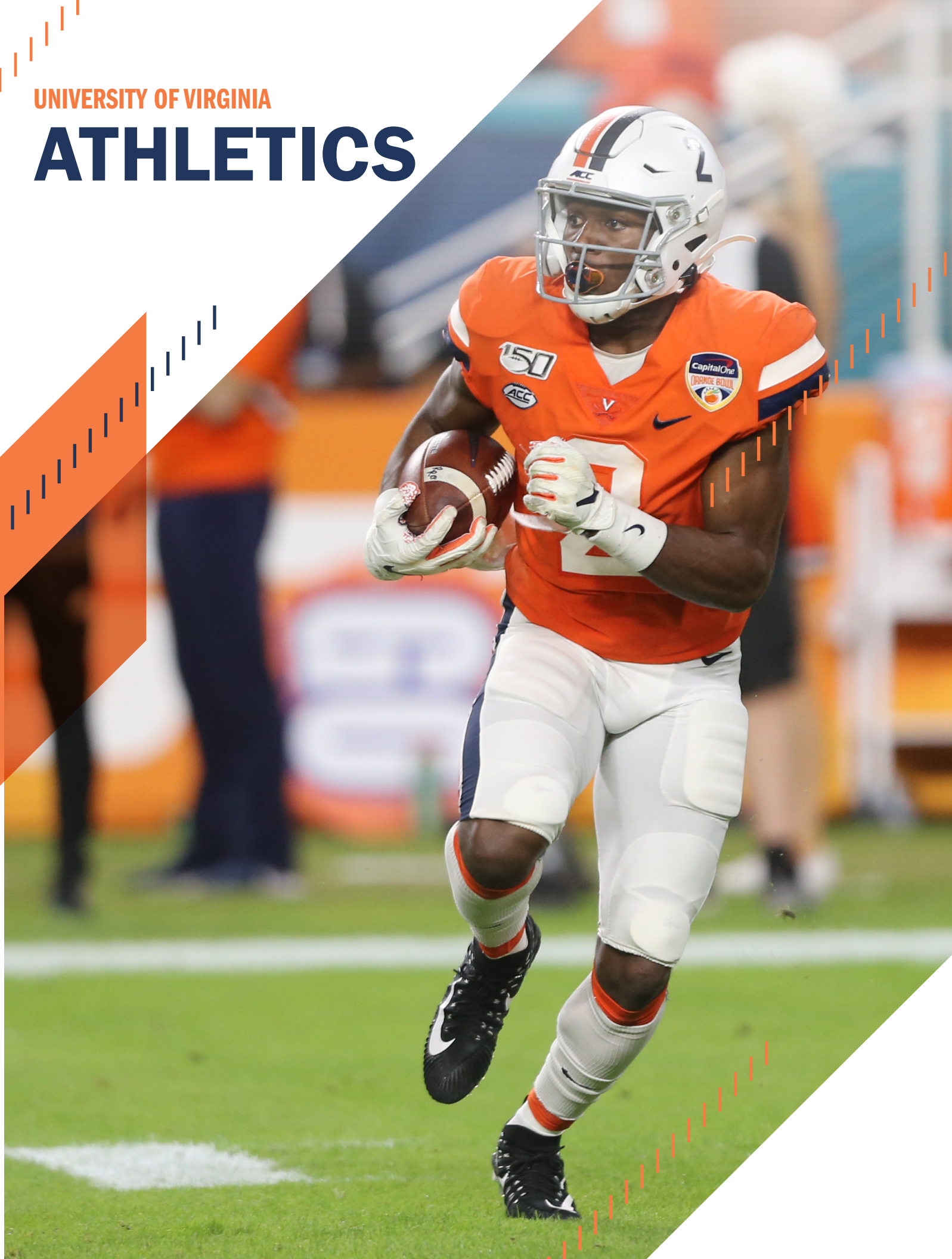
VISION

To remain true to our core tradition of innovation, our aim is to build toward a university that is truly exceptional. Still, we strive not simply to be great, but also to be good. Our ultimate purpose is to serve the public through an unending and fearless search for truth. Through our teaching, our research and our health care, we rededicate ourselves again and again to the original, animating purpose of UVA—to serve.



UNIVERSITY OF VIRGINIA

ATHLETICS



With a mission to enhance and support the intellectual purpose of UVA, the Department of Athletics plays an integral role in the University's commitment to excellence. High academic achievement is critical to the UVA Athletics mission, as are nationally competitive teams; integration of student-athletes within the University and local communities; and the attraction and retention of the highest quality student-athletes, including women and minorities. In pursuing its mission, the Department of Athletics seeks to develop students with strong values, including leadership, sportsmanship, equity, citizenship and a dedication to going above and beyond.

NATIONAL AND ACC CHAMPIONS

Since 2002 and across 25 NCAA Division I sports, Virginia Cavaliers have captured more Atlantic Coast Conference championships than any other ACC school. With titles in men's basketball, men's soccer, men's tennis, men's lacrosse, women's lacrosse and others, UVA has also won more than 25 team national championships and placed in the top 25 of the IMG College Directors' Cup competition for more than a decade.

EXCEPTIONAL COACHES

Current UVA coaches such as Tony Bennett and Bronco Mendenhall and former head football coach George Welsh have received Atlantic Coast Conference and National Coach of the Year honors. Our coaches encourage high-integrity leadership on and off the field.

DEEPLY HELD VALUES

UVA student-athletes routinely volunteer for community organizations—from schools and hospitals to Habitat for Humanity builds and Special Olympics events. Our teams are guided by values that help them not only succeed, but also serve the greater good. Coach Tony Bennett founded his men's basketball program on five pillars that have become famous around here: humility, passion, unity, servanthood, and thankfulness.



ATHLETICS TRADITIONS

Essential to UVA culture, our athletics traditions are steeped in history and capture the fighting, fun-loving legacy of the Virginia Cavaliers.

NOMENCLATURE

The most prominent and widely accepted names for UVA's athletic teams are "Cavaliers" and "Hoos." Although these terms are used almost interchangeably to refer to University teams, "Cavaliers" is more often used by the media, while "Hoos" is frequently used by UVA students and fans.

Legend has it that Washington and Lee baseball fans dubbed the Virginia players "Wahoos" during the fierce rivalry that existed between the two in-state schools in the 1890s. "Wahoowa" is a commonly used cheer and is frequently worn on apparel as an expression of school spirit.

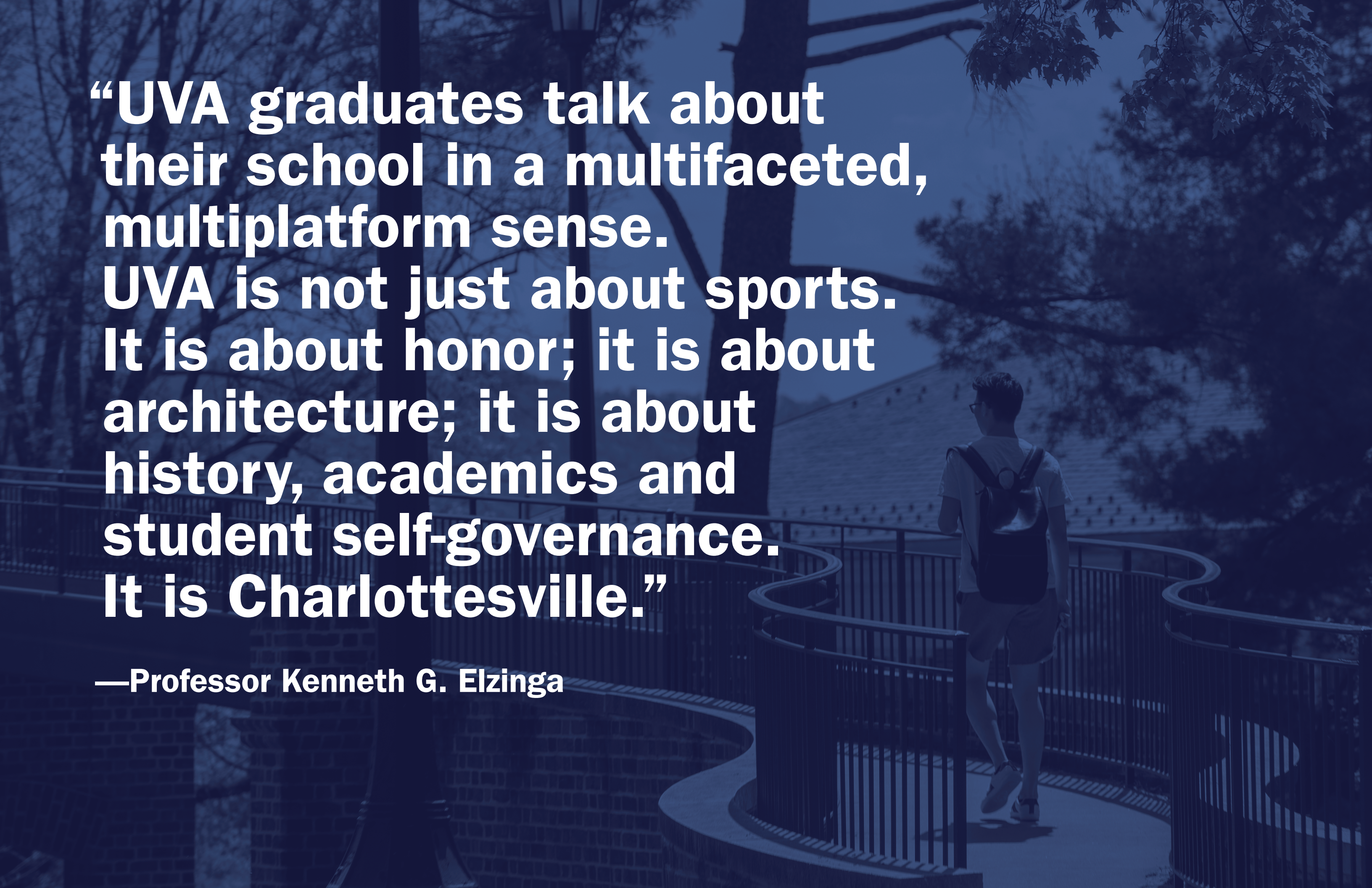
THE GOOD OLD SONG

Sung to the familiar tune of "Auld Lang Syne," "The Good Old Song" serves as UVA's unofficial fight song. During home football games, fans sing it while standing and swaying, arm-in-arm, after each Virginia score and at the end of the game. The song is also sung at numerous other UVA athletic events and University-related functions.

THE VIRGINIA CAVALIER

Since its inception in the 1940s, the Virginia Cavalier has represented the bold and fighting spirit of the athletics program, as well as the University as a whole. "Cavman"—the costumed Cavalier with a large head—debuted in 1984 and has remained the official mascot of the University.



A person with a backpack is walking away from the camera on a curved, paved walkway. The walkway is bordered by a dark metal railing. In the background, there are trees and a building with a gabled roof. The entire scene is overlaid with a semi-transparent blue filter.

“UVA graduates talk about their school in a multifaceted, multiplatform sense. UVA is not just about sports. It is about honor; it is about architecture; it is about history, academics and student self-governance. It is Charlottesville.”

—Professor Kenneth G. Elzinga

INSTITUTIONAL BRAND



The University of Virginia was founded in 1819 to advance human knowledge, educate leaders and cultivate an informed citizenry. Its evolution over the past two centuries reflects that of our nation: Today, UVA is a diverse global community that serves more than 23,000 students and employs more than 30,000 people. University students represent 49 states and 82 countries, and our 224,000 active and loyal alumni strive for the greater good around the world.

The visual elements included in this book can help you tap into the power of the UVA brand, applying it to materials you create in support of the University. By using the same colors, graphic elements and approaches to creative development, we all make the brand stronger and more cohesive, avoiding the inconsistencies that could dilute its impact.

INSTITUTIONAL BRAND – PRIMARY LOGO

THE UNIVERSITY OF VIRGINIA LOGO

Our logo is the most important and recognizable element of our brand's identity. It is a graphic symbol that represents our organization to the outside world and acts as an identifying and unifying mark. The logo comprises two main elements: the Rotunda symbol and the University logotype. There are three variations of the UVA logo that serve specific purposes: primary, centered and horizontal. The role and usage of each is explained in these guidelines.

Using these variations consistently ensures that we build and protect the equity and recognition of our brand. The primary logo is the preferred mark to use on all communications. When appropriate, the horizontal and centered logos are also acceptable. Institutional logos should not be altered or redrawn, and additional words or graphic elements should never be added.

The Rotunda Symbol

The Rotunda symbol is based on Thomas Jefferson's own rendering. UVA's Rotunda was patterned after the Pantheon in Rome, and like the Pantheon, it is based on a perfect sphere. Jefferson dotted in that invisible globe on his sketch. This adaptation replaces the dots with the 13 stars from the original American flag to signify Jefferson's intention to create a national university to inspire generations of leaders to follow.

Use of the Rotunda on its own is never permitted. It should only be used as a design element in formal, approved applications. It should not be used in lieu of an official institutional logo for external audiences.

The University Logotype

This logotype is based on Adobe Caslon, a 20th-century adaptation of a typeface originally designed by William Caslon—the founder of Britain's first type foundry. This typeface was used extensively throughout the British Empire during the 1700s, including the British colonies in America. When John Dunlap of Philadelphia typeset the first printed edition of Thomas Jefferson's Declaration of Independence, Caslon was the typeface he chose.

PRIMARY

FULL COLOR



UNIVERSITY *of* VIRGINIA

Minimum size:
1 inch wide



Minimum clearance space:
Determined by the height of the U in University.



CENTERED

HORIZONTAL



The centered logo is used to represent the University as a whole in situations where the primary and horizontal logos will not work as effectively. Because of its centered construction, it works best when centered on the page and on the back of collateral. Minimum size: .75 inches wide.



The horizontal logo is used to represent the University as a whole in situations where space or alignment does not allow for the primary logo. The horizontal logo should not be given preference over the primary logo. Minimum size: 2 inches wide.

RULES

The full-color logo (page 12) on a white background is preferred.

Use the reverse logo (right) for applications on color or photographic backgrounds. Use the two-color reverse logo on solid blue backgrounds only. Always ensure that the background you choose provides sufficient contrast for the logo.

Use the solid color scheme when full-color printing is not an option and for applications such as embossing, debossing, die-cutting or extrusion.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

ON JEFFERSON BLUE

REVERSE
ON COLOR



ON ROTUNDA ORANGE



REVERSE
ON PHOTO



BLACK
AND WHITE



ON WHITE OR GRAY



ON BLACK

LOGO FEATURES

(1) The University of Virginia logotype features several hand-tailored character joins.

(2) The width of this "T" has been reduced for better balance with the other characters.

(3) The join between the "T" and the "Y" includes a custom treatment of the top of the "T".

(4) The unusual placement of the word "of" gives the whole logotype a distinctive look.

(5) The logotype uses larger small capitals than those originally drawn by the type designer.



INSTITUTIONAL BRAND – SPECIAL MARKS

UVA MONOGRAM

The monogram logo was created as a short-form option that can be used in place of the University’s primary mark when needed. It can fulfill the same purpose for all schools and select administrative units. The monogram capitalizes both V and A for Virginia because “VA” is the official abbreviation for the Commonwealth of Virginia.

RULES

The full-color logo (above) on a white background is preferred.

Use the reverse logo (right) for applications on color or photographic backgrounds. Use the two-color reverse logo on solid blue backgrounds only. Always ensure that the background you choose provides sufficient contrast for the logo.

Use the solid color scheme when full-color printing is not an option and for applications such as embossing, debossing, die-cutting or extrusion.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

ROTUNDA MONOGRAM SCHOOL NAME

UVA

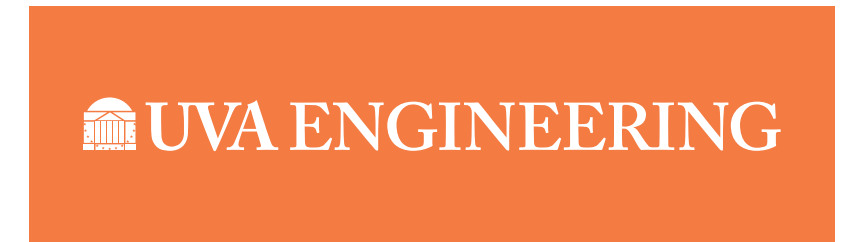


UVA ENGINEERING

ON JEFFERSON BLUE

ON ROTUNDA ORANGE

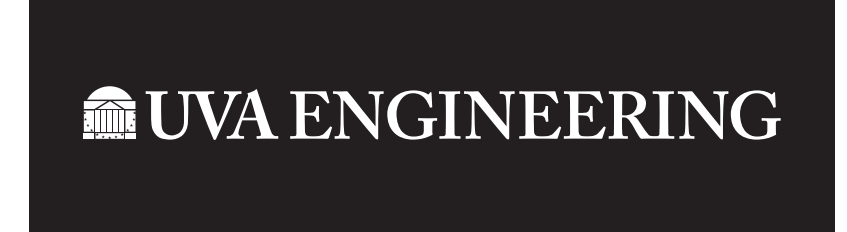
REVERSE ON COLOR



REVERSE ON PHOTO



BLACK AND WHITE



ON WHITE OR GRAY

ON BLACK

INSTITUTIONAL BRAND – SPECIAL MARKS

SPLIT-V

University-affiliated groups such as departments, clubs and teams are permitted to use the “Split-V” logo as outlined below. It is suitable for promotional items like T-shirts, branded tablecloths, pens, flags, etc.

General Guidelines

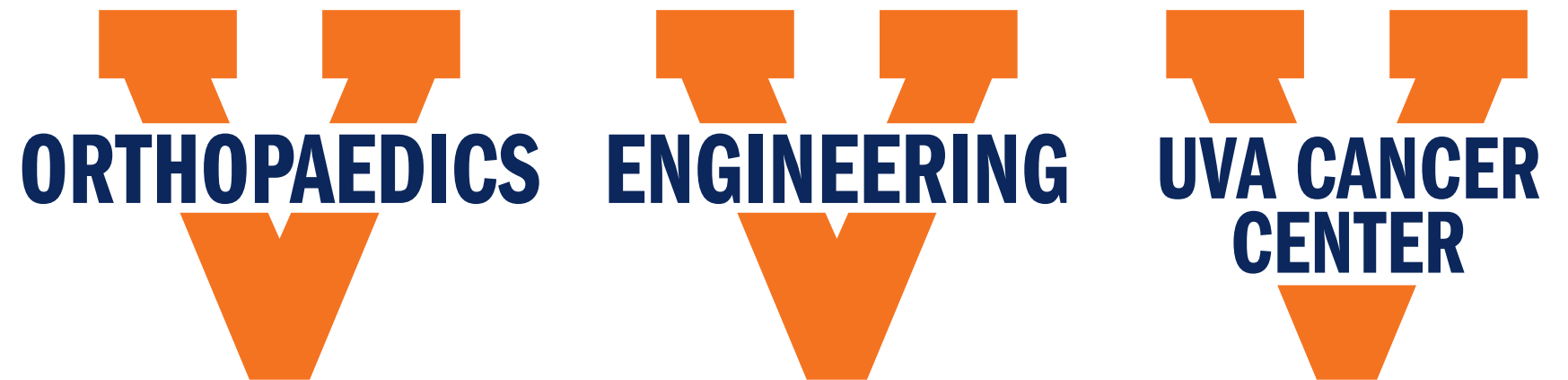
You can use our Dynamic Template to create a customized Split-V logo. This template will allow you to generate files that can be used for a range of applications. Instructions for creating your custom Split-V are below. The template includes these general guidelines: The two-color format is preferred when using the Split-V logo. As shown to the right, the “V” should appear in Rotunda Orange, with the group’s name in Jefferson Blue. Additional information regarding UVA color palettes can be found on page 19.

For optimal effect and reproduction quality, it is recommended that no more than 12 characters be placed within the Split-V. If your group’s name exceeds this limit, you can create a two-line Split-V with 12 or fewer characters on each line.

Create a Custom Split-V Logo

For instructions on how to create a customized Split-V logo, go to the logo page under “Brand Essentials” on brand.virginia.edu and click on the “Special Marks” section. Then, under “Customizable Split-V,” click on “Learn more.” The diagram at right shows which elements in the Split-V logo are static and which are customizable.

NOTE: Google Chrome, Firefox and Internet Explorer are the recommended browsers to use when creating your Split-V logo. If you need assistance using the Dynamic Templates, please contact brandguidelines@virginia.edu.



INSTITUTIONAL BRAND – SPECIAL MARKS

WORDMARKS

The Block V and the Arched Virginia wordmarks are used exclusively on retail items.

BLOCK V

FULL COLOR



ARCHED VIRGINIA

FULL COLOR



ON JEFFERSON BLUE

ON ROTUNDA ORANGE

ON JEFFERSON BLUE

ON ROTUNDA ORANGE

FULL COLOR



ROTUNDA ORANGE

JEFFERSON BLUE

ROTUNDA ORANGE

JEFFERSON BLUE

ONE COLOR



BLACK AND WHITE



ON WHITE OR GRAY

INSTITUTIONAL BRAND – SPECIAL MARKS

UNIVERSITY SEAL

Use of the University Seal is highly restricted. Most frequently used for official University documents, the seal is applied primarily to diplomas as an embossed mark. For more information, please contact brandguidelines@virginia.edu.

UNIVERSITY SEAL

BLACK
AND WHITE



COMMERCIAL SEAL

The Commercial Seal may only be used by vendors selling to UVA Bookstores or selected products sold off-Grounds.

COMMERCIAL SEAL

TWO COLOR



BLACK
AND WHITE



INSTITUTIONAL BRAND

COLOR PALETTE

The institution's color palette, which features Rotunda Orange and Jefferson Blue, is a powerful and important asset in establishing a strong, consistent identity for the University. These colors are to be used in all full-color logos and across all communications and applications.

Note that Rotunda Orange and Jefferson Blue use UVA-specific formulas to ensure greater production consistency and better manage licensed use by approved University vendors. Rotunda Orange and Jefferson Blue are available in Spot and CMYK formulas. RGB values of these colors, as well as the secondary web color palette, can be found in the web palette section of brand.virginia.edu.

ROTUNDA ORANGE

JEFFERSON BLUE

PRIMARY COLORS



PMS Coated Ink Mixture:

PANTONE Yellow 012 – 28.50
PANTONE Rubine Red – 18.75
PANTONE Process Blue – 0.50
PANTONE Trans. White – 52.25

PMS Uncoated Ink Mixture:

PANTONE Yellow 012 – 54.60
PANTONE Rubine Red – 16.00
PANTONE Black – 0.40
PANTONE Trans. White – 29.00

CMYK Coated: 0, 64, 81, 0

CMYK Uncoated: 0, 68, 100, 0

RGB: 229, 114, 0

HEX: #E57200

PMS Coated Ink Mixture:

PANTONE Process Blue – 19.80
PANTONE Medium Purple – 14.50
PANTONE Black – 15.70
PANTONE Trans. White – 50.00

PMS Uncoated Ink Mixture:

PANTONE Process Blue – 58.90
PANTONE Medium Purple – 27.90
PANTONE Black – 13.20

CMYK Coated: 87, 70, 22, 44

CMYK Uncoated: 98, 83, 12, 46

RGB: 35, 45, 75

HEX: #232D4B

INSTITUTIONAL BRAND

INCORRECT USAGE

While a great deal of flexibility has been built into UVA's visual identity system, the correct use of each element has been carefully defined. The examples shown here represent some—but not all—of the ways UVA marks might be used incorrectly. If you have questions about correct or incorrect usages, contact University Communications at brandguidelines@virginia.edu.



1. Do not add a drop shadow or any other effects to the logo.



2. Do not use unapproved colors for the logo.



3. Do not use unapproved color configurations of the logo.



4. Do not place the logo in a container shape of any type.



5. Do not change the typeface of any part of the logo.



6. Do not rearrange the elements of the logo.



7. Do not add additional information to the logo.



8. Do not place the logo on a color that does not provide sufficient contrast.



9. Do not place the logo on visually distracting backgrounds.

**“Let’s all join hands
and give a yell for
dear old UVA.”**

—The Good Old Song



A graphic design for the University of Virginia Athletics Brand. It features a white background with a diagonal split. The top-left corner is white with a series of vertical orange lines of varying heights. The bottom-right corner is a close-up photograph of a white athletic jersey with dark blue and orange lettering. The word 'VIRGINIA' is partially visible, with 'VIR' and 'GIN' clearly shown. The letters are dark blue with an orange outline. The background of the jersey is white with small dark blue dots.

UNIVERSITY OF VIRGINIA

ATHLETICS BRAND

Drawing on material from discovery interviews with coaches, student-athletes and staff, the University of Virginia athletics department introduced its new brand identity in April 2020.

Using iconic elements from the existing brand, the new marks articulate the strength, diversity and ethos of our program and speak to a new generation of Hoos. The new identity includes updates to the classic V-Sabre mark, two new secondary marks and the introduction of new typography and numerals.

ATHLETICS – PRIMARY LOGO

V-SABRE

Since its inception, the V-Sabre has always embodied the energy and strength of Virginia Athletics—as well as that of the greater University community. In its newest evolution, the mark incorporates bold lines and beveled edges, giving it weight, power and a dynamic presence.

The V-Sabre logos are shown here matched with their ideal associated background color. Each pairing is shown with that logo file’s name for direction in selecting the correct file. The file name directory information is located on page 32 of this document.

“Our brand system is bold, creative, strong, innovative, competitive and fierce. It is exactly who we are.”

Athletics Director Carla Williams

PRIMARY

FULL COLOR



ON WHITE OR GRAY

ON JEFFERSON BLUE

ON CAVALIER ORANGE

FULL COLOR



RULES

The V-Sabre is available in many colors to ensure maximum contrast on any background color. Our logos will most commonly be applied to white, gray, navy or orange backgrounds. The full-color logos on page 22 are preferred.

When applying the mark to a photo, use a one-color or black-and-white logo on a clean area of the photo.



Minimum clearance is 1/2 the scale of the logo around each side.



Minimum scale is 1 inch wide.



ON WHITE OR GRAY

ON JEFFERSON BLUE

ON CAVALIER ORANGE

THREE COLOR



TWO COLOR



ONE COLOR



ATHLETICS – SECONDARY LOGO

CAVALIER SHIELD

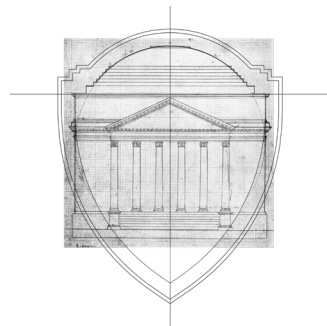
This secondary mark is a modern take on a collegiate shield, with a distinctly UVA twist. The hat and sabre embody the fighting spirit of Virginia Athletics.

As the secondary logo, the Cavalier Shield brings a sense of energy and flexibility to brand expression. While it should never substitute the primary logo, the secondary logo can be used on an as-needed basis to complement designs. The Cavalier Shield logos are shown here matched with their ideal associated background color. Please see page 32 for information on how to access all marks.

TWO COLOR



BEHIND THE DESIGN



The top of the Cavalier Shield logo echoes the silhouetted roof of the Rotunda, as can be seen in artist drawings that trace the building's original blueprints.

ON WHITE OR GRAY



ON JEFFERSON BLUE



ON CAVALIER ORANGE



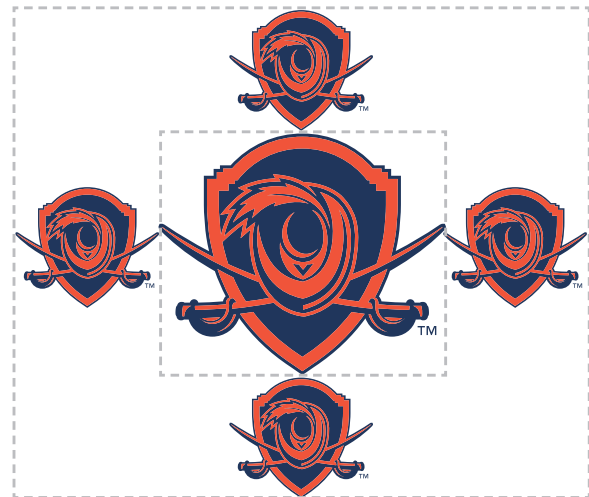
RULES

The Cavalier Shield is available in many colors to ensure maximum contrast on any background color. Our logos will most commonly be applied to white, gray, navy or orange backgrounds. The two-color logo on page 24 is preferred.

When applying the mark to a photo, use a one-color or black-and-white logo on a clean area of the photo.



Minimum clearance is 1/2 the scale of the logo around each side.



Minimum scale is 1.5 inches wide.

ON WHITE OR GRAY

ON JEFFERSON BLUE

ON CAVALIER ORANGE

FULL COLOR



ONE COLOR



BLACK AND WHITE



ON WHITE OR GRAY

ON BLACK AND DARK GRAY

ATHLETICS – MASCOT LOGO

VIRGINIA CAVALIER

The face of Virginia Athletics for decades, the Cavalier personifies the excitement and spirit of our program. This mark, in which the Cavalier’s head is bowed, is an inclusive symbol, representing all members of the University community—regardless of gender, ethnicity, age or background.

As a secondary logo, the Virginia Cavalier brings a sense of energy and flexibility to brand expression. While it should never substitute the primary logo, the secondary logo can be used on an as-needed basis to complement designs. The Virginia Cavalier logos are shown here matched with their ideal associated background color. Please see page 32 for information on how to access all marks.

“In the new cavalier mark, there’s a sense of mystery. I love the idea of not knowing who is behind the hat. As the hat comes up, it could be anyone.”

Head Football Coach Bronco Mendenhall

TWO COLOR



ON WHITE OR GRAY

ON JEFFERSON BLUE

ON CAVALIER ORANGE



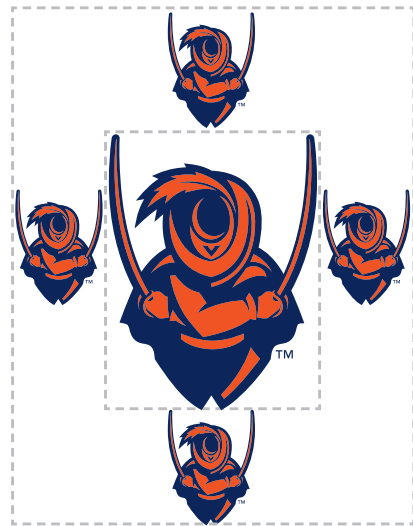
RULES

The Virginia Cavalier is available in many colors to ensure maximum contrast on any background color. Our logos will most commonly be applied to white, gray, navy or orange backgrounds. The two-color logo on page 26 is preferred.

When applying the mark to a photo, use a one-color or black-and-white logo on a clean area of the photo.



Minimum clearance is 1/2 the scale of the logo around each side.



Minimum scale is 1.5 inches wide.

ON WHITE OR GRAY

ON JEFFERSON BLUE

ON CAVALIER ORANGE

FULL COLOR



ONE COLOR



BLACK AND WHITE



ON WHITE OR GRAY

ON BLACK AND DARK GRAY

ATHLETICS

WORDMARK LOGOS

The Virginia wordmark uses a clean and modern design to unite all 27 varsity teams across the athletics program. The roundness of the letter G symbolizes the architectural drawings of the Rotunda, while the angle of the V and A mimic and reflect the angle of the V-Sabre logo.

The wordmark logos are shown here matched with their ideal associated background color. Please see page 32 for information on how to access all marks.

SPORT NAME SUPPORTING FONT LOGO LOCK-UP

This pairing can best be seen on Virginia’s individual sport social media avatars and clothing. If a traditionally gender-paired sport name is the sole subject of a composition, a gender pairing with the sport name is not needed. Should a gender-paired sport share a composition with or be used in comparison to a different sport in a composition, then pairing a gender classification with the sport name is deemed necessary only in those instances. Gender-paired sport names shall only use “women’s” or “men’s” in such pairings. No other plural/singular nouns are to be used.



- The type is set as Din Pro Black at 100% height with 200 tracking.
- Keep tracking consistent across the type.
- The type can extend beyond the boundaries of the wordmark.
- Center-align the type with the logo lock-up.

PRIMARY

TWO COLOR

VIRGINIA™

HOOOS®

CAVALIERS®

RULES

Wordmark logos are available in many colors to ensure maximum contrast on any background color. Our logos will most commonly be applied to white, gray, navy or orange backgrounds. The two-color logos on page 28 are preferred.

When applying the mark to a photo, use one-color Jefferson Blue on clean and light areas and two-color reversed on clean and dark areas.



Minimum clearance is one "V" around each side.



Minimum scale is 2 inches wide.

ON WHITE OR GRAY

ON JEFFERSON BLUE

ON CAVALIER ORANGE

TWO COLOR



ON WHITE OR GRAY

ON JEFFERSON BLUE

ON CAVALIER ORANGE

ONE COLOR

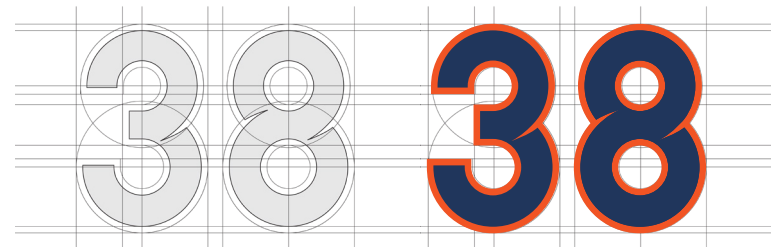


ATHLETICS

TYPOGRAPHY AND NUMBERING

The design of the numbers includes an allusion to the sharp edge of the sabre, while the roundness of the composition symbolizes the architecture of the Rotunda.

Numbers and letters are shown here matched with their ideal associated background color. Please see page 32 for information on how to access all marks.



TYPOGRAPHY

JEFFERSON
BLUE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

CAVALIER
ORANGE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

V

ON WHITE OR GRAY

V

ON CAVALIER ORANGE

V

ON JEFFERSON BLUE

NUMBERING

TWO
COLOR

1234567890



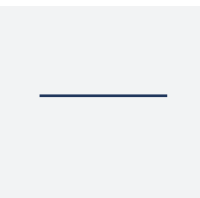
89

WHITE
OUTLINE

1234567890



89



1234567890

89



ONE
COLOR

1234567890



89

89

1234567890

89



ON JEFFERSON BLUE

ON CAVALIER ORANGE

ON WHITE OR GRAY

ATHLETICS

MEN'S SOCCER CREST

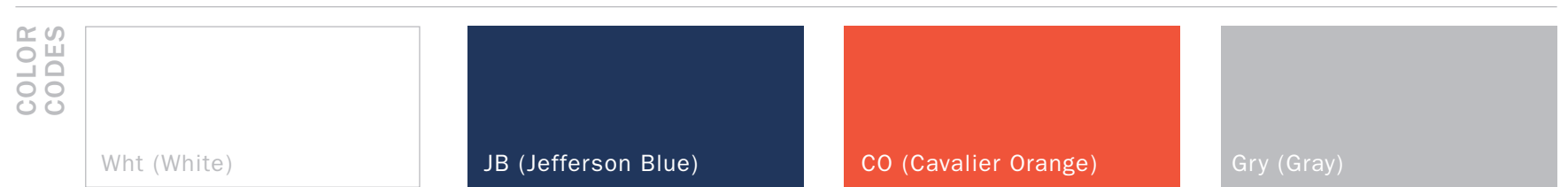
The Virginia Men's Soccer Crest is specific to the UVA men's soccer program. It is only used with special permission from Virginia Athletics. Reminiscent of traditional soccer crests, which have become a global symbol for the sport, the Virginia Men's Soccer crest includes the year the program was established at Virginia and seven gold stars, each one representing a NCAA National Championship won by the program (1989, 1991, 1992, 1993, 1994, 2009, 2014). One star will be added to the crest for each NCAA National Championship. Due to the design of the crest, it may be placed over Jefferson Blue, Cavalier Orange, white or varying shades of gray.



ATHLETICS

NAMING CONVENTIONS

The images at right demonstrate the file-naming system for colors and marks. All colors and marks can be accessed through the Collegiate Licensing Company. Please send requests to licensing@clc.com.



PowerV_CMYK_C_FullClr_on_WhtGry

PowerV_CMYK_C_FullClr_on_JB

PowerV_CMYK_C_FullClr_on_CO



CvirShld_CMYK_C_1C_on_CO_WhtGry



VrgnCvir_CMYK_C_2C_on_JB



VirginiaWm_CMYK_C_1C_on_CO_WhtGry


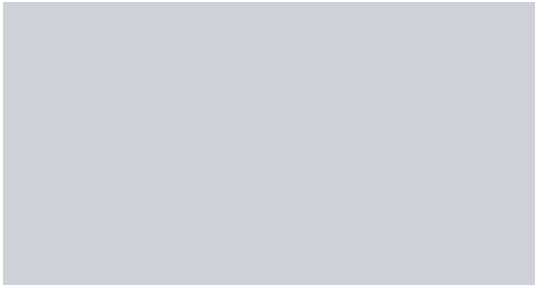


ATHLETICS

COLOR PALETTE

In the UVA athletics brand, the eye-catching Cavalier Orange replaces Rotunda Orange from the University's primary brand palette. Jefferson Blue remains consistent. These colors are to be used in all full-color logos and across all communications and applications for athletics.

Note that Cavalier Orange and Jefferson Blue use UVA-specific formulas to ensure greater production consistency and better manage licensed use by approved University vendors. Cavalier Orange and Jefferson Blue are available in Spot and CMYK formulas.

Virginia Athletics secondary color palette allows for different shades of Jefferson Blue and Cavalier Orange as described in the primary color palette. These colors are most commonly seen in the our five-color logos. They should be used with extreme discretion as they are only accents to Virginia Athletics' primary color palette.

	CAVALIER ORANGE	JEFFERSON BLUE	GRAY
PRIMARY COLORS			
	PMS Coated Ink Mixture: PMS 172 C	PMS Coated Ink Mixture: PMS 2767 C	PMS Coated Ink Mixture: PANTONE COOL GRAY 3 C
	PMS Coated Ink Mixture: PANTONE Yellow 012 – 24.90 PANTONE Red 032 – 48.00 PANTONE Trans. White – 27.10	PMS Coated Ink Mixture: PANTONE Process Blue – 19.80 PANTONE Medium Purple – 14.50 PANTONE Black – 15.70 PANTONE Trans. White – 50.00	
	CMYK Coated: 0, 82, 98, 0 RGB: 248, 76, 30 HEX: #F84C1E	CMYK Coated: 87, 70, 22, 44 RGB: 35, 45, 75 HEX: #232D4B	CMYK Coated: 18, 13, 10, 0 RGB: 200, 201, 199 HEX: #C8C9C7
	MADEIRA: Rayon 1378, Poly 1987 ROBISON-ANTON: Rayon 2397	MADEIRA: Rayon 1043, Poly 1643 ROBISON-ANTON: Rayon 2303, Poly 5603	MADEIRA: Rayon 1012, Poly 1811 ROBISON-ANTON: Rayon 2486, Poly 9090
NIKE COLOR STANDARD: TEAM ORANGE 89L	NIKE COLOR STANDARD: COLLEGE NAVY 41S	NIKE COLOR STANDARD: NIGHT SILVER 09S	
	LIGHT ORANGE	MEDIUM BLUE	LIGHT BLUE
SECONDARY COLORS			
	PMS Coated Ink Mixture: PMS 1585 C	PMS Coated Ink Mixture: PMS 654 C	PMS Coated Ink Mixture: PMS 659 C
	CMYK Coated: 0, 66, 99, 0 RGB: 255, 106, 20 HEX: #FF6A14	CMYK Coated: 100, 73, 0, 33 RGB: 0, 58, 112 HEX: #003A70	CMYK Coated: 51, 26, 0, 0 RGB: 123, 164, 219 HEX: #7BA4DB
	MADEIRA: Rayon 1278, Poly 1965 ROBISON-ANTON: Rayon 2330, Poly 5976	MADEIRA: Rayon 1242, Poly 1742 ROBISON-ANTON: Rayon 2613	MADEIRA: Rayon 1175 ROBISON-ANTON: Rayon 2304, Poly 5601
	NIKE COLOR STANDARD: ORANGE HORIZON 89Q	NIKE COLOR STANDARD: GYM BLUE 4LB	NIKE COLOR STANDARD: VALOUR BLUE 4EY

ATHLETICS

INSPIRATION

These details from UVA athletics jerseys show how our brand can be translated into bold, exciting products that capture the spirit of the Virginia Cavaliers.



“Sports is one of the greatest classrooms that I can think of and adversity is maybe the greatest teacher.”

Head Men’s Basketball Coach Tony Bennett



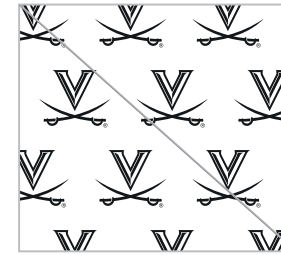
ATHLETICS

INCORRECT USAGE

While a great deal of flexibility has been built into the visual identity system for UVA athletics, the correct use of each element has been carefully defined. The examples shown here represent some—but not all—of the ways UVA athletics marks might be used incorrectly. If you have questions about correct or incorrect usages, contact the Office of Trademark and Licensing at licensing@virginia.edu.



1. At no time should anything (other logos, type, etc.) be placed over the identity elements.



2. Identity elements should not be used as a repeat in closed patterns.



3. Identity elements should not be modified, stretched or distorted in any way.



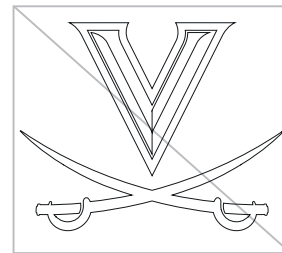
4. Identity elements should not be used in any color combinations other than those specifically called out in this manual.



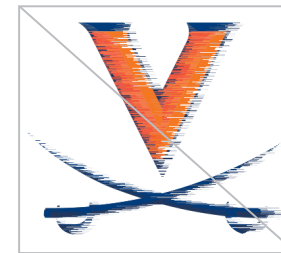
5. Identity elements should not appear against any distracting textures or repeated patterns.



6. Identity elements should not be outlined in any way other than those specifically called out in this identity manual.



7. Identity elements should not be used as an outline.



8. At no time should effects be added to the identity elements.



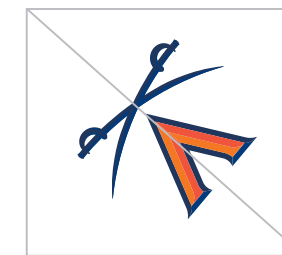
9. Do not crop or remove the identity elements in any way.



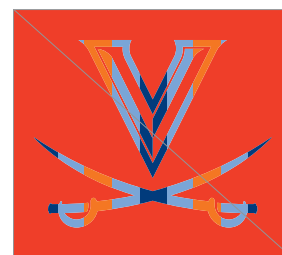
10. At no time should the proportions or the positions of the identity elements be modified.



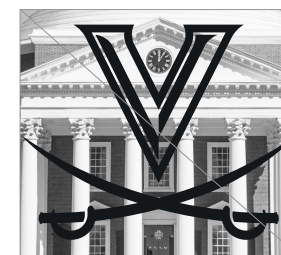
11. At no time should parts of identity elements be extracted and used separately.



12. Identity elements should not be inverted or upside down.



13. Do not fill primary mark with textures or patterns.



14. Identity elements should be placed on photographic backgrounds.



15. Do not show marks in reverse/negative.
One color marks have a version for light on dark backgrounds and another for dark on light backgrounds.

LICENSING POLICY

ROYALTIES

Please contact the University Licensing Office if you have a question about the requirement to pay royalties.

LICENSED VENDORS

All products bearing University indicia must be produced by vendors approved by the University's Licensing Office and licensed through CLC. Please contact the UVA Licensing Office for more information and a list of licensed vendors.

PLEASE ASK

Do not use the University of Virginia's proprietary trademarks or other indicia without permission. The University Licensing Office is here to help you organize and design your products within the framework of the established guidelines. Please contact us via email (licensing@virginia.edu) or phone (434-982-5600) for assistance.

The University will NOT generally license the use of its trademarks in connection with the following:

- » Alcoholic beverages and statements promoting the use of alcoholic beverages
- » References to alcohol, drugs or tobacco-related products
- » Bathroom articles (toilet seats, toilet paper, etc.)
- » Sexually suggestive statements or articles
- » Statements infringing on other schools' intellectual property rights
- » Political, sexist, racist, religious products and/or statements
- » Products bearing the name or likeness of or otherwise promoting a current University student-athlete
- » Mascot caricatures
- » Items of poor quality in relation to the proposed sale price
- » Any item not meeting minimum standards of quality and good taste or carrying elevated product liability (athletic equipment, consumables, products that have a short shelf life) as determined by the licensing director

All products and artwork are subject to the prior approval of the University's Licensing Office and must be appropriate and consistent with the University's brand, image and mission.

- » Remember to include the appropriate trademark designations (® , ™).
- » Do not alter or overlay graphics to the seal, V-Sabre, or institutional identity.
- » The areas behind and around University of Virginia indicia must remain unaltered.
- » Design elements may not be placed on top of or behind the Rotunda or V-Sabre marks.
- » The Rotunda marks and V-Sabre marks must have free space completely around the mark and must be printed on a solid background.



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