



SHENANDOAH UNIVERSITY GRAPHIC GUIDELINES

TABLE OF CONTENTS

Brand Identity

Basic Logo Guidelines

Primary Logo

Inappropriate Logo Usage

Extension Logos

Circular Logo

School & Division Circular Extension Logos

University Seal

Athletic Marks

University Brand Color Palette

Design Elements

SU Phrases

Building and Structure Illustrations

Buzzy Illustrations

Additional University Logos

Brand Identity

Shenandoah's brand identity provides us with the language and concepts that tell the university's story in direct words and images. Our brand is more than our logo and colors. It is the essence of who we are and how we share the Shenandoah experience with the world. **The brand unites the campus with singular purpose.**

Brand Drivers & Key Messages

In our dynamic academic community:

- We fearlessly pursue new ideas and ways to learn *(and have done so since our founding.)*
- We learn by doing and infuse our programs with an array of immersive hands-on experiences.
- We improve understanding and creative problem-solving through collaboration and thoughtful communication.
- We measure ourselves by our performance.
- We believe in people and in how they can make positive contributions to their communities, nations and the world at large.
- We see ourselves as global citizens, combining coursework, travel and dynamic international collaborations to deepen cross-cultural understanding.

As a result, Shenandoah graduates are empowered to help improve the human condition and are prepared to be principled professionals and leaders wherever they go.

Brand Essence

Performance driven by passion

Brand Personality

Creative High Energy Inviting Principled

Brand Building Blocks

SPIRIT: Insatiable

PEOPLE: Innovators

PLACES: Nurturing Community

PROGRAMS: Problem Solving

Positioning Statement

Shenandoah University is the private, nationally recognized applied liberal arts university that invites students to join a close-knit community rich in creative energy. The university attracts independent, curious and academically prepared students who seek a rigorous education and exceptional professional training.

Mision and Vision

Shenandoah University educates and inspires individuals to be critical, reflective thinkers; lifelong learners; and ethical, compassionate citizens who are committed to making responsible contributions within a community, a nation and the world.

Shenandoah University will be nationally recognized for forward thinking programs that produce competitive and purposeful graduates.

Basic Logo Guidelines

The following logos and marks are protected symbols representing Shenandoah University and, as such, are the sole and exclusive property of the university. The following policies govern their use:

1

The **logos may not be altered**, modified, amended or infringed upon in any way, other than proportional resizing, without the prior written consent of the Office of Marketing & Communications.

2

All materials and **communications** representing Shenandoah University **must include an approved university logo**.

3

These logos are the only marks that may be used to represent the university, its schools, divisions, departments or offices.

4

No other logos, seals or marks may be created or used without the prior approval of the Office of Marketing & Communications.

5

Use of these logos by any individual or organization other than Shenandoah is strictly prohibited without the prior written consent of the Office of Marketing & Communications.

Primary Logo

The Shenandoah University primary institutional logo below should be used to establish brand consistency. It is the preferred mark to use on all communications and should be used whenever possible to represent the university.



Clear Space

Maintain a clear space around the logo that is not broken by other elements such as headlines, body copy or imagery. The clear space around the logo must be equal to or greater than the distance between the top of the second "H" in Shenandoah and the bottom of the "Y" in university. The actual size of the space will always be proportional to the size of the logo.



Logo Color Variations

Four-color logo (black text)



Four-color logo (white text)



Black logo

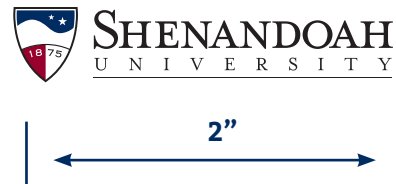


White logo



Minimum Size

The Shenandoah logo must not be reduced to less than two inches in length to preserve legibility.



Registered Trademark

Logos should appear with the appropriate trademark symbol whenever possible.



Logo Description

The crest recalls the stained glass windows in the United Methodist church on the original campus. The flowing design within the crest depicts the mountains and rivers of the university's home in the beautiful Shenandoah Valley. Two stars in the evening sky are derived from the Native American meaning of the word Shenandoah — "daughter of the stars," and represent the two locations the university has occupied since 1875, originally in Dayton, Virginia, and now in Winchester, Virginia. The logotype is executed in Baskerville typeface, a traditional and elegant serif font. Together, these elements reflect Shenandoah's distinguished past, its vibrant present, and its exciting future.

Use of any university logo must be approved by the Office of Marketing & Communications.

Inappropriate Logo Usage

Never attempt to recreate or alter the logo. The below examples illustrate a range of incorrect uses, but they are not intended to be a complete list.

No Stretching

The university logo must never be stretched, altered or changed in any way other than proportional resizing.



No Logotype Without The Shield

The logotype must not be used by itself. Possible exceptions permitted by OMC with prior permission.



No Shield Without The Logotype

The crest must not be used by itself. Possible exceptions permitted by OMC with prior permission.



Use Correct Trademark Symbol

All primary/extension logos should be shown only with the registered mark (®) and not a trademark (™) as seen below. Please ensure the registration mark is used with the logo whenever possible (especially on the web) but if it is left off altogether that is okay too.



No Unapproved Extension Use

Use only existing university extensions. New extensions should not be created without the written consent and approval of the Office of Marketing & Communications.



Do Not Invert The Logo

Do not take the black logo and reverse it to create a white logo. Always use the OMC-created white logo. (Helpful Tip: the hill-valley and two stars should always appear white in the shield)



Extension Logos

Approved Shenandoah groups may also use the appropriate extension logo. Extension logos add the school/college/office/group name in red below the institutional logotype in the typeface Garamond.



Example Logo Variations

Four-color logo (black text)



Four-color logo (white text)



Black logo



White logo



Use of any university logo must be approved by the Office of Marketing & Communications.

Available Extensions

The below list are all approved and available extensions for use. Please contact OMC, omc@su.edu, for logo files.

- Academic Advising, Transitions & Progression
- Academic Affairs
- Admissions
- Alson H. Smith, Jr. Library
- Alumni Association
- Annual Giving
- Beyond the Classroom
- Black Alumni Network
- Bernard J. Dunn School of Pharmacy
- Campus Bookstore
- Campus Safety
- Canvas
- Career & Professional Development
- Career Switchers
- Center for Story
- Child Care Center
- Civic Engagement
- College of Arts & Sciences
- Counseling Center
- Division of Advanced Technology
- Division of Athletic Training
- Division of Communication Sciences & Disorders
- Division of Counselor Education
- Division of Education & Leadership
- Division of Nutrition & Dietetics
- Division of Occupational Therapy
- Division of Physician Assistant Studies
- Division of Public Health
- Division of Physical Therapy
- Doctor of Medical Science
- Education Abroad
- Eleanor Wade Custer School of Nursing
- Encounter. Engage. Express. (QEP)
- Entrepreneurship
- Events & Summer Programs
- Exercise Science
- Extended & Distance Education
- Film Studies
- Financial Aid
- Gender & Women's Studies
- Global Engagement
- Health Professions Building
- Inclusion, Diversity & Equity
- Information Technology
- Institute for Business, Sustainability & Society
- Interprofessional Education & Collaboration
- Intramural & Club Sports
- Languages & Cultural Studies
- LGBTQ+ Resource Center
- Mary B. Wilkins Wellness Center
- Math Enrichment Center
- Media & Communication
- Musical Theatre
- Parents Fund (Annual Giving)
- Physical Plant
- Pre-Health Programming
- Psychology
- Residence Life
- School of Business
- School of Health Professions
- Shenandoah Conservatory
- Shenandoah Center for Immersive Learning
- Shenandoah Dining
- Spiritual Life
- Staff Council
- Student Affairs
- Student Leadership & Engagement
- Student Success
- Student Support Services
- SU Global
- SU Global MBA
- Transformative Teaching & Learning
- University Libraries

Circular Logo

The Shenandoah University circular logo below should be used when the primary logo cannot be appropriately accommodated in the available space.

Logo Variations

Four-color logo (black text)



Four-color logo (white text)



Black logo

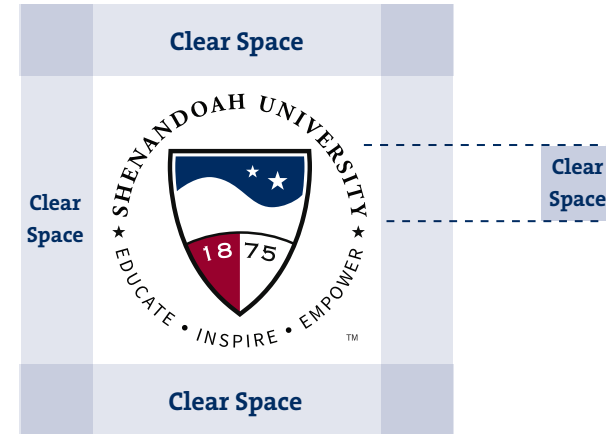


White logo



Clear Space

Maintain a clear space around the logo that is not broken by other elements such as headlines, body copy or imagery. The clear space around the logo must be approximately half the radius.

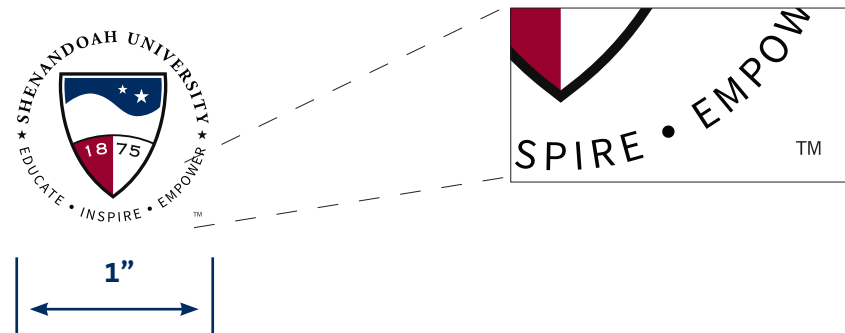


Minimum Size

The circular logo must not be reduced to less than one inch in diameter to preserve legibility.

Trademark

Logos must always appear with the appropriate trademark symbol.



Use of any university logo must be approved by the Office of Marketing & Communications.

School & Division Circular Extension Logo

The Shenandoah University circular extension **logos** should be used when the primary extension logo cannot be appropriately accommodated in the available space. **These extensions are only available for Schools and Divisions.**

Logo Variations

Four-color logo (black text)



Four-color logo (white text)



Black logo

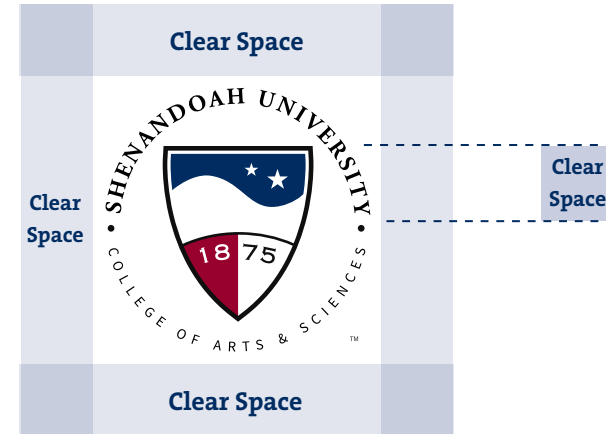


White logo



Clear Space

Maintain a clear space around the logo that is not broken by other elements such as headlines, body copy or imagery. The clear space around the logo must be approximately half the radius.



Minimum Size

The circular logo must not be reduced to less than one inch in diameter to preserve legibility.



Available Extensions

All approved and available extensions for use are listed below. Please contact OMC at omc@su.edu, for logo files.

- Bernard J. Dunn School of Pharmacy
- College of Arts & Sciences
- Division of Advanced Technology
- Division of Athletic Training
- Division of Communication Sciences & Disorders
- Division of Counselor Education
- Division of Education & Leadership
- Division of Nutrition & Dietetics
- Division of Occupational Therapy
- Division of Physician Assistant Studies
- Division of Public Health
- Division of Physical Therapy
- Eleanor Wade Custer School of Nursing
- School of Business
- School of Health Professions
- Shenandoah Conservatory

Use of any university logo must be approved by the Office of Marketing & Communications.

University Seal

The **Shenandoah University seal** is only authorized for use by the president and the board of trustees. **It is not for general use.**

Logo Variations

Four-color logo



Blue seal



Black logo

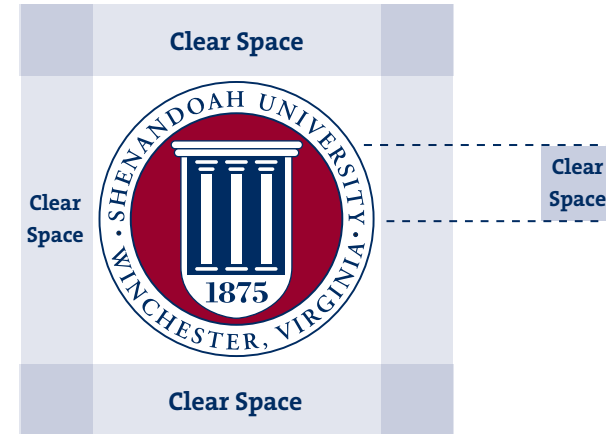


White logo



Clear Space

Maintain a clear space around the seal that is not broken by other elements such as headlines, body copy or imagery. The clear space around the seal must be approximately half the radius.



Special Use/Permissions

Recognition certificates and plaques that include the name of the president may use the seal. The seal may be used on approved specialty items. **Use of the seal must be approved by the Office of Marketing & Communications and the Office of the President.**

Minimum Size

The seal must not be reduced to less than one inch in diameter to preserve legibility.



Athletic Marks

Use of the athletic marks is restricted to athletics-related material and bookstore items. Do not use these logos on any printed materials, websites or videos that promote academics or academic support services.

A Selection of General Athletic Marks

Primary Mark



Secondary Mark (Hornet)



Secondary Mark (SU)



Wordmark 1



Athletic Colors



PMS 193
CMYK 0 100 66 13
RGB 209 18 66



PMS 202
CMYK 0 100 61 43
RGB 152 0 46



PMS 281
CMYK 100 72 0 32
RGB 0 62 126



PMS 428
CMYK 2 0 0 18
RGB 207 212 216

Athletic Brand Identity Guide

Refer to the **Athletics Brand Identity Guide** for a complete list of athletics, marching band, and other complimentary marks, wordmarks and their guidelines. This guide can be found on the website.

University Brand Color Palette

The Shenandoah University brand color palette is shown below. Color is a powerful visual indicator of brand identity, and consistent reinforcement of the brand palette builds audience awareness and recognizability.

Primary Brand Colors



UNIVERSITY RED
 PMS 202
 CMYK 0 100 61 43
 RGB 152 0 46
 Hex #98002E



UNIVERSITY BLUE
 PMS 282
 CMYK 100 68 0 54
 RGB 0 45 98
 Hex #002D62

Brand Gradients



RED
 CMYK 0 100 61 43
 CMYK 0 100 66 13



RED BLUE
 CMYK 100 72 0 32
 CMYK 0 100 66 13



LIGHT BLUE
 CMYK 64 9 1 0
 CMYK 0 0 0 0



MEDIUM BLUE
 CMYK 88 54 3 0
 CMYK 64 9 1 0



DARK BLUE
 CMYK 100 68 0 54
 CMYK 88 54 0 10

Secondary Brand Colors



SECONDARY BLUE 1
 CMYK 64 9 1 0
 RGB 66 182 230



SECONDARY BLUE 2
 CMYK 88 54 3 0
 RGB 15 112 179



SECONDARY BLUE 3
 CMYK 95 48 8 1
 RGB 0 115 176



VIBRANT RED
 CMYK 16 100 86 6
 RGB 195 32 51



WHITE
 CMYK 0 0 0 0
 RGB 225 225 225



HONORS PURPLE
 CMYK 76 91 0 0
 RGB 95 61 155



SECONDARY BLUE 4
 CMYK 100 60 0 10
 RGB 0 93 164



ATHLETIC BLUE
 CMYK 100 72 0 32
 RGB 0 62 126



WEB BLUE
 CMYK 95 73 8 1
 RGB 24 86 155
 Hex #1d569a



ATHLETIC RED
 CMYK 0 100 66 13
 RGB 209 18 66



GREY
 CMYK 2 0 0 18
 RGB 207 212 216



PERFORMS PINK
 CMYK 0 99 60 0
 RGB 237 24 81

Design Elements

The design elements shown below are frequently used to create added brand recognition and consistency, as well as a more robust visual vocabulary.



SARAH'S GLEN
ICON



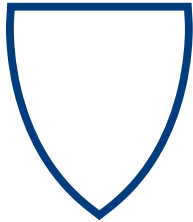
TWO STAR
SHAPES



SU STATUE
ILLUSTRATION



FLAG BANNER
SHAPE



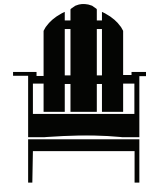
SU CREST
SHAPE



HILL/VALLEY
SHAPE



RED BRIDGES



ADIRONDACK
CHAIR

SU Phrases

The taglines listed below are phrases used throughout the university.

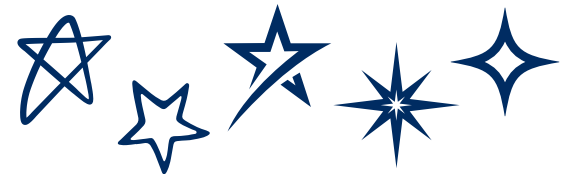
- Big Little University Rising
- It's a great day to be a Hornet!
- Descendants of the Stars
- 22 sports, 1 team
- Success begins with SU

Shenandoah Star Designs



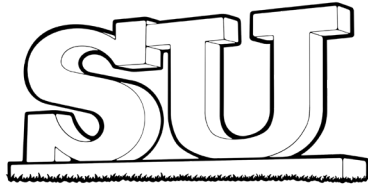
The two stars shining brightly above the Shenandoah Valley in Shenandoah University's logo represent the university's beginnings in Dayton, Virginia, and its 1960 relocation of the main campus to Winchester, Virginia. Shenandoah took a daring leap when it moved from one Shenandoah Valley locality (Dayton-small star) to another (Winchester-big star), and in doing so, assured a future of continued growth and success. This portion of our logo truly reflects what it means to be a big little university rising.

In addition to the two recognizable star shapes in the logo, the university employs other star shapes throughout designs. Some examples include:

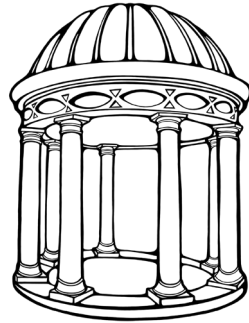


Building & Structures Illustrations

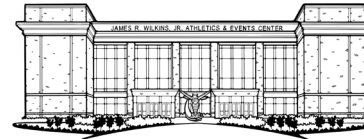
Below are illustrations of some Shenandoah University locations and structures.



SU STATUE



SARAH'S GLEN



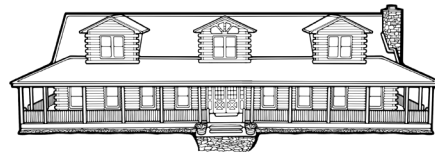
WAEC



PRUITT HLSB



HHH



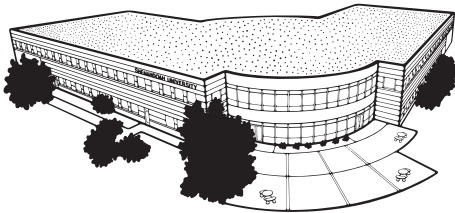
COOL SPRING



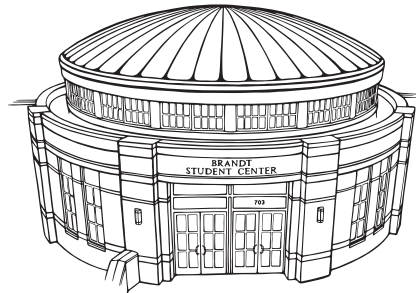
LOUDOUN



CARUTHERS HOUSE



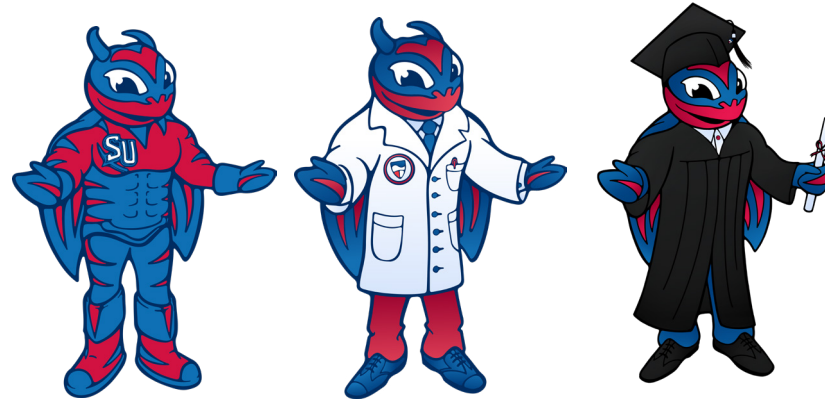
HPB



BSC

Buzzy Illustrations

Mascot Buzzy illustrations are used by various academic and campus groups to unify and represent students across campus.



Additional University Logos

Below are additional official logos of groups/programs/events from the university. These logos received approval from the Office of Marketing and Communications and must always be used in conjunction with the primary Shenandoah University logo.



Additional University Logos

Below are additional official logos of groups/programs/events from the university. These logos received approval from the Office of Marketing and Communications and must always be used in conjunction with the primary Shenandoah University logo.

