

FAQ | Shenandoah Brand Identity

What's the difference between logo and brand?

Shenandoah University's brand is a combination of some very important elements. Brand includes:

- The things we value as members of the Shenandoah community, such as hard work, creativity, honesty and integrity, intellectual vigor and independence.
- The things we offer students who come here, such as a close-knit community of scholars and friends, a faculty that cares deeply about the success of all Shenandoah students, a chance to gain a global perspective and extensive opportunities for learning outside the classroom.
- The attributes people think of when they think of Shenandoah -- vibrant, exciting, energetic, dynamic, principled and fair.

In sum, brand is how we and others think about the university. It's our reputation, what we're known for and how we act.

The logo is actually called the university signature. It's made up of a logo - the crest that makes up the left hand component of the signature, and the word mark - the stylized print representation of the words "Shenandoah University."

The logo is a symbol. It's a graphic picture that stands for all of the elements of our brand.

Will the new logo replace the old logo on everything? And how long will it take?

The new signature is intended to be the only acceptable graphic mark that represents the academic elements of the university. Materials that carry the logo such as letterhead, business cards and envelopes should be replaced only after the current stock of "old" materials is depleted. There's no reason to dispose of materials that are perfectly serviceable simply because they do not carry the new graphic mark. Over time, most traces of the "old" will be removed by simply using up existing stock.

There are some items on campus that will need to be replaced in a strategic, planned manner. One of the most apparent of these items is the signage throughout campus. In cases such as this, changes will be carefully scheduled and will occur as resources allow.

What's the difference between the Hornet logo and the new logo? Can they be used interchangeably?

The new signature is a symbol for Shenandoah University, it's academic units and programs. The Hornet logo is the mark that represents the athletic department and its varsity teams. The two marks cannot be used interchangeably, and they cannot appear

together. Questions about the use of the Hornet logo should be directed to the athletic department, while the office of marketing and communications is responsible for the use of the academic or institutional signature.

Who do I contact to obtain permission to use the new logo?

The office of marketing and communications is available to assist you in determining if and how you can use the new mark on any materials you might be planning to produce. Please contact the office at 665-5456 to ask about the new brand platform and graphic identity.