



Brand Guidelines

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Brand Identity

Brand identity is more than just logos and colors—it is the essence of who we are.

By combining language and visuals to tell our story, **the brand unites our campus with a singular purpose** and shares the Shenandoah experience with the world.

Driven by an insatiable spirit and a passion for performance, Shenandoah's nurturing community empowers people through academic programs that transform ideas into real-world impact and prepares our graduates to be principled professionals.

Mission & 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.

Positioning Statement

Shenandoah is a private, nationally recognized university that blends professional career experiences with wide-ranging education. Shenandoah promotes a close-knit community rich in creative energy and intellectual challenge. Shenandoah students collaborate with accomplished professors who provide focused, individual attention. Through innovative partnerships and programs at both the local and global level, there are opportunities for students to learn in and out of the classroom.

Brand Drivers

Unwavering Curiosity

We fearlessly pursue bold ideas and new ways to learn. We measure ourselves by our performance and resilience in the face of challenges.

Immersive Learning & Collaboration

We learn by doing and infuse our programs with an array of hands-on experiences. We improve understanding and creative problem-solving through collaboration and thoughtful communication.

Human Potential & Connection

We believe in people and the positive impact they can make in their communities and the world. We see ourselves as global citizens, building bridges of connection by combining coursework, travel and dynamic international collaborations to deepen cross-cultural understanding.

Official University Logo Use

Please reach out to the Office of Marketing & Communications (OMC) with any questions.

Inappropriate Logo Usage

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

Logos cannot be created without OMC approval

Official logos are the only marks that may be used to represent the university, its schools, divisions, departments or offices. No other logos, seals or marks may be created or used without the prior approval of OMC.

Official logos may not be altered

The logos may not be altered, or infringed upon in any way, other than proportional resizing.

No modifications

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

No separation of crest and type

The crest and logotype must not be pulled apart and used on their own. Possible exceptions are permitted by OMC with prior permission.

Do not invert the logo

Do not take the all black logo and reverse it to create a white logo. Always use approved white logo files.

(Helpful Hint: the hill-valley and two stars should always appear white in the shield)

Communications must include logo

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

Logo approval needed for those outside of Shenandoah

Use of logos by any individual or organization other than Shenandoah is strictly prohibited without the prior written consent of OMC.



Primary Institutional Logo

Logos serve as the visual face of an identity designed to be instantly memorable and recognizable.

The primary institutional logo is the preferred mark to use on all communications and should be used whenever possible to represent the university.



Clear Space

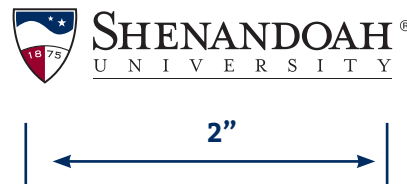
Maintain a clear space around the logo that is not broken by other elements such as headlines, body copy or imagery.

The clear space must be equal to or greater than the height of the first "S" in the Shenandoah logo. The space will always be proportional to the size of the logo.



Minimum Size

The minimum length is two inches to preserve legibility.



Registered Trademark

The institutional logo should appear with a registered trademark symbol (®) whenever possible.



Logo Color Variations



Four-color logo (black text)



Four-color logo (white text)



Black logo



White logo

Primary Logo Extensions

Approved Shenandoah groups may also use the appropriate extension logo.

The clear space, minimum size & registration mark are all consistent with the primary logo on page 3.

Logo Color Variations



Correct Color & Font

Extension logos add the school/college/office/group name in red below the institutional logotype in the typeface Garamond. Extensions cannot be in another typeface or color.



No Unapproved Extensions

Use only existing university extensions (see below). New extensions should not be created without approval and creation from OMC.



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

- Academic Advising
- 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
- College of Business, Engineering & Technology
- Counseling Center
- 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 Physical Therapy
- Division of Physician Assistant Studies
- Division of Public Health
- 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
- New Student Orientation
- Parents Council
- Parents Fund (Annual Giving)
- Physical Plant
- Pre-Health Programming
- Psychology
- Residence Life
- School of Business
- School of Engineering & Technology
- 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 Institutional Logo

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



This secondary mark carries with it our brand promise to educate, inspire and empower our students.

Logo Color Variations



Four-color logo (black text)



Black logo



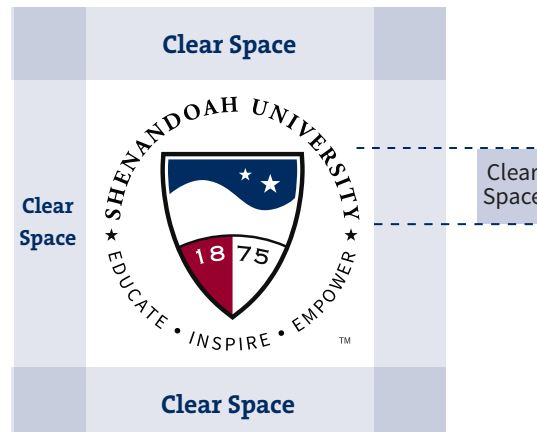
Four-color logo (white text)



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 less than one inch in diameter to preserve legibility.



Trademark

The circular logo should appear with a trademark symbol (TM) whenever possible.



School & Division Circular Extension Logo

The circular extension logos should be used when the primary extension logo cannot be appropriately accommodated in the available space.

The clear space, minimum size & registration mark are all consistent with the circular logo on page 5.

Logo Color Variations



Correct Color & Font

Circular extension logos add the college/school/division name in black in the typeface Source Sans Pro. Extensions cannot be in another typeface or color.



No Unapproved Extensions

These extensions are only available for schools and divisions, no exceptions. New extensions should only be created for colleges, schools and divisions by OMC.

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
- College of Business, Engineering & 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 Physical Therapy
- Division of Physician Assistant Studies
- Division of Public Health
- Eleanor Wade Custer School of Nursing
- School of Business
- School of Engineering & Technology
- School of Health Professions
- Shenandoah Conservatory



Logo Anatomy

The Shenandoah University logo beautifully bridges our rich history with our dynamic future.

Every element of the visual identity tells a piece of our story:

Typography

Anchored by the Baskerville typeface, an elegant and traditional serif font that reflects academic excellence

Hill & Valley

Inside the crest, fluid lines capture the majestic mountains and winding rivers of our home in the Shenandoah Valley.

The Crest

Inspired by the stained-glass windows of the United Methodist church on our first campus

Two Stars

A nod to one legendary meaning of the word Shenandoah — “daughter of the stars,” and the two locations the university has called home since 1875—Dayton, Virginia, and Winchester, to which we moved, boldly, in 1960. This portion of the logo truly reflects what it means to be a “big little university rising.”

Design Elements

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



SARAH'S GLEN



SU CREST



RED BRIDGES



DIAGONALS



HILL/VALLEY



SU'S TWO STARS

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



Official University Logo Use

The following policies govern logo use:

Official logos may not be altered

The logos may not be altered, or infringed upon in any way, other than proportional resizing.

Logos cannot be created without OMC approval

Official logos are the only marks that may be used to represent the university, its schools, divisions, departments or offices. No other logos, seals or marks may be created or used without the prior approval of OMC.

Communications must include logo

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

Approval needed for logo use by those outside of Shenandoah

Use of logos by any individual or organization other than Shenandoah is strictly prohibited without the prior written consent of OMC.

Inappropriate Logo Usage

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

No modifications

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



No separation of crest and type

The crest and logotype must not be pulled apart and used on their own. Possible exceptions permitted by OMC with prior permission.



Do not invert the logo

Do not take the all black logo and reverse it to create a white logo. Always use approved white logo files.



(Helpful Hint: the hill-valley and two stars should always appear white in the shield)



No Unapproved Extension Use

Use only existing university extensions. New extensions should not be created without the written consent and approval of OMC.



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.**



Special Use/Permissions

Recognition certificates and plaques that include the name of the president may use the seal. The seal is a registered trademark that 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.**

Seal Color Variations



Four-color seal



Blue seal



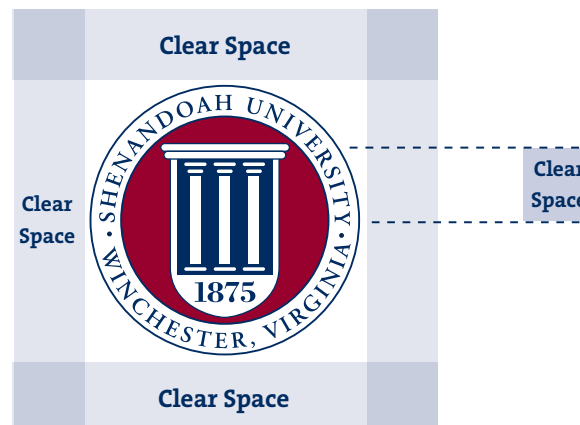
Black seal



White seal

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.



Minimum Size

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



Athletic Marks & Logos

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

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, su.edu/omc under the "Brand Management" link.

A Selection of General Athletic Marks



Primary Mark



Secondary Mark (Hornet)



Secondary Mark (SU)



Wordmark 1

Custom Typeface

SHENANDOAH ATHLETIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

University Brand Color Palette

Color is a powerful visual indicator of brand identity and consistent reinforcement of the brand palette builds audience awareness and recognition.

Primary Brand Colors



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



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

Secondary Brand Colors



PMS 193
CMYK 0 100 66 13
RGB 209 18 66
Hex #d11242



PMS 281
CMYK 100 72 0 32
RGB 0 62 126
Hex #003e7e



PMS 202
CMYK 0 100 61 43
RGB 152 0 46
Hex #98002e



PMS 428
CMYK 2 0 0 18
RGB 207 212 216
Hex #cfd4d8



CMYK 0 0 0 0
RGB 225 225 225
Hex #ffffff



CMYK 64 9 1 0
RGB 66 182 230
Hex #42b6e6



CMYK 88 54 3 0
RGB 15 112 179
Hex #1470b3



CMYK 0 99 60 0
RGB 237 24 81
Hex #ee1c51

Brand Gradients



CMYK 0 100 61 43
CMYK 0 100 66 13



CMYK 100 72 0 32
CMYK 0 100 66 13



CMYK 64 9 1 0
CMYK 0 0 0 0



CMYK 88 54 3 0
CMYK 64 9 1 0



CMYK 100 68 0 54
CMYK 88 54 0 10

Official Typography

Typography is an important element of any design system and creates a distinctive, unified style for college communications.

Roboto & Roboto Serif are main brand fonts for SU with other supporting fonts as listed.

SU Phrases

The phrases listed below are used among different groups throughout the university.

Big Little University Rising

It's a great day to be a Hornet!

Descendants of the Stars

23 sports, 1 team

Success begins with SU

Sans Serif Typefaces

Roboto

Roboto Thin • *Italic*

Roboto Light • *Italic*

Roboto Regular • *Italic*

Roboto Medium • *Italic*

Roboto Bold • *Italic*

Roboto Black • *Italic*

Source Sans

Source Sans Extra Light • *Italic*

Source Sans Light • *Italic*

Source Sans Regular • *Italic*

Source Sans Semibold • *Italic*

Source Sans Bold • *Italic*

Source Sans Black • *Italic*

Gotham

Gotham Thin • *Italic*

Gotham Extra Light • *Italic*

Gotham Light • *Italic*

Gotham Book • *Italic*

Gotham Medium • *Italic*

Gotham Bold • *Italic*

Gotham Black • *Italic*

Gotham Ultra • *Italic*

Serif Typefaces

Roboto Serif

Roboto Thin • *Italic*

Roboto Extra Light • *Italic*

Roboto Light • *Italic*

Roboto Regular • *Italic*

Roboto Medium • *Italic*

Roboto SemiBold • *Italic*

Roboto Bold • *Italic*

Roboto ExtraBold • *Italic*

Roboto Black • *Italic*

Adobe Garamond Pro

Adobe Garamond Pro Regular • *Italic*

Adobe Garamond Pro SemiBold • *Italic*

Adobe Garamond Pro Bold • *Italic*

General Use

For word documents and other general software Ariel and Garamond typefaces are acceptable for use.

Specialty Typefaces and Fonts

Specialty typefaces along with display fonts can be used on a case-by-case basis for designs and with prior approval from OMC.

Buzzy Illustrations

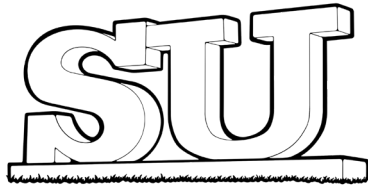
Mascot Buzzy illustrations are used by various academic and campus groups to unify and represent students across campus.

The character design of Buzzy was illustrated by Leah Kellaway at Kellaway Creative.Co.

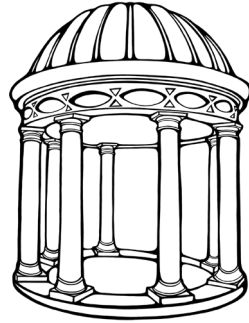


Building & Structure Illustrations

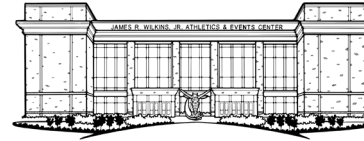
Below are illustrations of some Shenandoah University locations and structures.



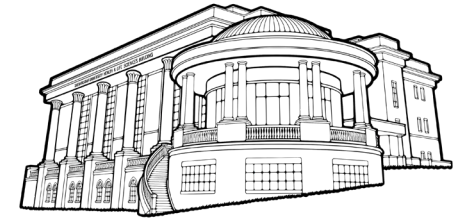
SU STATUE



SARAH'S GLEN



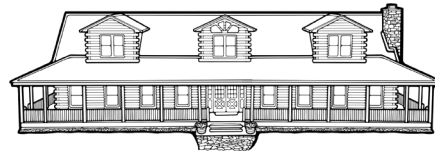
WAEC



PRUITT HLSB



HHH



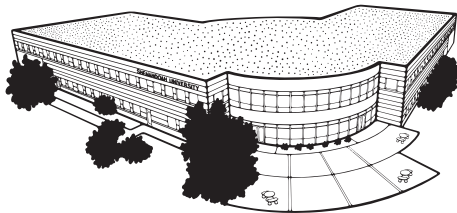
COOL SPRING



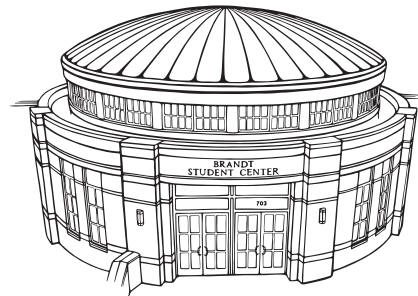
LOUDOUN



**CARUTHERS HOUSE
(THE VILLAGE)**



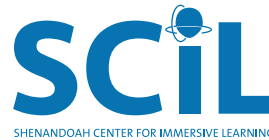
HPB



BSC

Additional University Logos & Marks

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



Additional University Logos Continued



Photo & Video Style

Our visual narrative is driven by the energy of our students and the vibrancy of campus life. We showcase positive interactions defined by collaboration, community, creativity, and a global footprint that extends from the Shenandoah Valley to the world at large. We embrace innovation, constantly evolving our toolkit to capture the Shenandoah experience through a forward-thinking lens.

Photography Style

To ensure brand cohesion across print and digital platforms, our photography follows three primary aesthetic pillars:

- **Shallow Depth of Field:** For portraits and single-subject shots, we utilize a soft, blurred background to keep the focus squarely on our people. (Wide shots that showcase multiple subjects are exempt from this expectation.)
- **Strategic Negative Space:** We provide subjects with “breathing room” (look room, lead room, and headroom in video). Photos with ample negative space allow for flexible cropping across various layouts without losing essential context. (Web and print photography typically requires lots of negative space.)
- **High Saturation:** Our imagery is as bold as our community. We emphasize vibrant, saturated colors—particularly our signature reds and blues.

Videography Technical Settings

Our video content is designed to be authentic and timely, translating complex educational offerings into engaging short-form content.

Feature	Technical Requirement	Strategic Purpose
Capture Format	LOG & RAW	Maximum flexibility in color grading; ensures inclusive and accurate skin tone representation
Adaptability	4K Resolution	Allows for high-quality cropping between landscape and portrait orientations (Give subjects ample headroom so they can be kept in frame no matter the aspect ratio alterations)
Frame Rates	24fps / 60fps / 120fps	• 24fps for interviews/stationary video • 60fps or 120fps frame rates for B-roll to allow for smoother playback and modification of playback speed like fast- or slow-motion

Pillars of Visual Storytelling

To streamline our brand standards, below is a cohesive set of guidelines. Whether you are behind a camera or an editing bay, these core values drive every piece of content produced.

Authenticity

We believe in people and their positive contributions. We capture our campus community with intention, ensuring every subject is represented accurately.

Visual Integrity: We prioritize bright, striking visuals with accurately represented skin tones.

Organic Voice: We favor unscripted, honest dialogue but will provide direction when needed.

Enhanced, Not Altered: Post-production is used to accentuate the beauty of a shot without changing its fundamental meaning or context.

Connection

We improve understanding through thoughtful, clear communication and encourage further interactions with the institution by the viewer.

Target Audience: We strive to produce content that resonates with various specific audiences (students, prospective students, alumni, or families) across a range of platforms.

Abundance: Our content should be as wide-ranging as the university's offerings. We strive to show all that SU has to offer.

Action-Oriented

Shenandoah learns by doing and we fearlessly pursue new ideas. Our imagery should feel bold, bright, and full of energy and curiosity.

Energy: We highlight the day-to-day excitement of campus life.

Growth & Achievement: We document experiences of our students, faculty, and campus partners, that provide examples of conventional and unconventional paths to success. We also document the growth of the university as a premier institution.

Here are some examples of the look and feel we aim to evoke within our photography. Notice the focus on red and blue and the campus iconography.

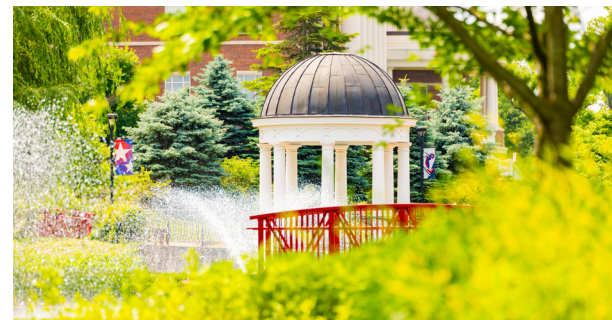


Photo Do's and Don'ts

Just because you **can** use a picture doesn't mean you **should**. When using photography in any print or digital medium for Shenandoah University, it must be both high quality and contextually accurate. The quality of the photography selected for use in internal and external marketing materials must be vetted.

1. Do **NOT** use blurry, pixelated, or distorted images unless an exception is needed for stylistic purposes. Images can be blurry, pixelated, or distorted for many reasons like when pulling from an online source, compressed file sizes, or improper resizing.
2. Do **NOT** use underexposed and/or overexposed images. Many of the details in an underexposed or overexposed image will be difficult to see.
3. Do **NOT** use photos with inappropriate gestures or items, or shirts from other institutions, and try to avoid unflattering or flat facial expressions. Be sure to check the backgrounds for these items too.
4. Do **NOT** change the contextual meaning of a photo by cutting out or adding in objects that do not reflect the authenticity of the environment, individual, or SU community.



Aerial Photography & Videography

Shenandoah University uses drones to capture aerial photography and videography of its Winchester campus and satellite locations. Drones allow us to explore the world from a new perspective and capture the scale of large university events.

All drone pilots at the university must follow all Part 107 guidelines from the FAA and have a Part 107 license from the FAA. Additionally, drones cannot be flown over 400 feet above ground level and drones must be flown in Class G airspace. While flying on the Winchester Main Campus, extra caution should be taken due to its proximity to Winchester Regional Airport (OKV).