Graphic Identity

The graphic identity or brand is the persona of the university and the Viterbo community as a whole. A consistent visual identity provides an organization with greater visibility and recognizability, contributing to its image and reputation. Established guidelines help to facilitate a “family” look for university printed literature and promotional materials.
**Trademarks**

A trademark is a word, phrase, symbol, or design, or a combination of words, phrases, symbols, or designs, that identifies and distinguishes the source of the goods of one party from those of others.

Permission for use of trademarked symbols used in identifying Viterbo University should be directed to the Office of Communications and Marketing.

Unauthorized use or misuse of any of the Viterbo University logos or graphics should be reported to the director of publications and Web design at 608-796-3048 or dakappmeyer@viterbo.edu.

All approved logos are available on the Viterbo University Web site at: http://www.viterbo.edu/comm.aspx?id=5432.

Prior to placing an order for apparel or other promotional items, contact the Office of Communications and Marketing for specific approval and usage guidelines.

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**University Colors**

There are to be no color substitutions in printed material when PMS colors are available. No other colors are to be used for the logo or logotype in any print or visual application, except that metal foil embossed stamping may be used in a single color. When used on a color background, the logo may also be reversed in white print.

Vendors unable to provide exact color matches should contact the Office of Communications and Marketing for assistance.

Materials produced for external audiences should include colors which are complementary and coordinate with the primary university colors of cardinal red and gray for a unified, cohesive appearance.

Color and consistency are very important to Viterbo University’s graphic or visual identity. To display the proper colors on your computer, Web site, or presentation documents (e.g., PowerPoint, Word, Excel) refer to table at right.

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### Cardinal

- **Pantone** 208
- **CMYK** 33C 96M 57Y 25K
- **RGB** R140 G35 B70
- **Hex** #8d2346
- **Web Safe** #990033

### Gray

- **Pantone** Cool Gray 6 or 35% Black
- **CMYK** 33C 26M 27Y 0K
- **RGB** R175 G175 B175
- **Hex** #afafaf
- **Web Safe** #999999
Viterbo University Logo

The university logo is the official and preferred trademark of Viterbo. The logo is used by all university departments, schools, offices, and organizations. In order to promote a visual identity that is consistent, all external communications should include the approved logo.

The logo is available in a vertical format; however, the preferred orientation is horizontal (as shown above).

The logo is a trademark and may not be altered in any way. Additional copy identifying specific groups, departments, and organizations may be added (as shown below) by the communications and marketing office for your use.

Employees working with outside vendors should contact the Office of Communications and Marketing for usage approval.

President’s Seal

The president’s seal is reserved for use on diplomas, official correspondence, awards, and in conjunction with formal occasions.

The president’s seal should not be used as a logo, icon, or other graphic marketing representation of Viterbo University.

Use of the president’s seal requires prior approval. Requests for the use of the president’s seal should be directed to the Office of the President or the Office of Communications and Marketing.

The president’s seal is primarily displayed in one color, usually black, embossed, or foil stamped.
**Athletics and Mascot Logos**

Images of the V-Hawk logo and Vic the V-Hawk mascot are available primarily for use by the athletics department, athletic teams, and student organizations. The logos may not be modified in any manner. The athletic logo is also limited to the colors of cardinal (PMS 208) or black and white, while Vic the V-Hawk is best produced in four-color process.

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**Other University Logos or Marks**

Viterbo University’s official logo serves as its trademark. Administrative and academic personnel are asked to use this symbol in the materials they produce and use for promotion and marketing purposes.

The creation of multiple and different logos is time consuming and contradictory to a unified identity program. Rare exceptions may be granted, in addition to athletics, to entities (as shown below) where a symbol or design used externally gains recognition because of its association with Viterbo University. Any requests for an exception should be submitted to the Office of Communications and Marketing.