VITERBO UNIVERSITY

BRAND GUIDELINES

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INTRODUCTION

HOW TO USE THIS GUIDE

The Viterbo brand is one of the university's most valuable assets. It helps define the university and make it distinctive in the marketplace. A common and consistent visual identity is a crucial component of the brand, and the graphic standards in this manual are designed to maintain the integrity of the university's visual images.

This publication is designed to both guide and empower community members in using Viterbo University's visual assets. Included are specific directions for use of logos, typography, and colors. All university personnel will use Viterbo's visual identity elements for formal and informal communications, advertising, apparel, and promotional purposes in accordance with the brand guidelines. If you send the Viterbo University or athletics logo to an external vendor, always send the guidelines as well.

ABOUT VITERBO

Mission

The Viterbo University community prepares students for faithful service and ethical leadership.

Core Values

In keeping with the tradition of our Franciscan founders, we hold the following core values:
- **Contemplation,** reflecting upon the presence of God in our lives and work
- **Hospitality,** welcoming everyone we encounter as an honored guest
- **Integrity,** striving for honesty in everything we say and do
- **Stewardship**, practicing responsible use of all resources in our trust
- **Service,** working for the common good in the spirit of humility and joy

Viterbo Identity Statement

Founded by the Franciscan Sisters of Perpetual Adoration, Viterbo is a Catholic Franciscan university in the liberal arts tradition.

Vision

A Catholic, Franciscan university boldly transforming students and our communities through service, collaboration, and leadership.

Institutional Priorities

DELIVERING OUR PROMISE

We will provide all our students with a transformational educational experience that develops their unique talents, passions, and leadership potential. This distinctive Viterbo education will lead to success in their chosen academic field and future career.

OWNING OUR FUTURE

We will enhance and demonstrate the "Viterbo difference" through which we transform the lives of all our students. We will further develop our employees, campus culture, facilities, and programming to further this distinction and to best serve our students and communities.

STRENGTHENING OUR CONNECTIONS

We will strengthen our position as the regional partner of choice for employers and other organizations as Viterbo meets the evolving needs of the community.

GROWING OUR VALUE

We will offer new undergraduate, graduate, certificate, and noncredit programs and refine existing programs to be proactive in meeting the evolving needs of employers and to contribute to the overall success of the region.

BRAND THEMES

Rooted in Viterbo values and identity, the brand themes are the overarching concepts that should be part of the brand messaging. Brand messaging is messaging that reaches external audiences and encourages students to attend the university. The themes will manifest themselves in imagery, graphics, words, and language. They are the ideas behind "the words."

1. Franciscan and Spiritual

Conveys the heritage, values, what it means to be Franciscan, servant leadership, and the importance of community service

2. Whole Person

Conveys the benefits and marriage between liberal arts, strong programs (career development), hands-on learning, and spiritual development available at Viterbo

3. Welcoming

Conveys the warm, friendly, inclusive, and accepting community at Viterbo and its interconnectedness with the broader community and world

4. Bold

Conveys the university's foundation in and commitment to being forward-thinking, dynamic, innovative, and modern in its approaches to education and development of the whole person

In order to reflect these themes, specific Viterbo graphical and written styles should be:
• Inspirational
• Bold
• Friendly/warm
• Forward-thinking

UNIVERSITY IDENTITY

UNIVERSITY LOGO

The Viterbo University logo is a combination of a modern wordmark and revamped traditional icon.

The icon stands for many things—it embodies the foundation of Franciscan values that the university is built on. The torch represents knowledge, enlightenment, and the drive and boldness to go forth and make an impact in one's community and beyond.

The circle encompassing the icon embodies the idea that Viterbo University empowers and develops the whole person.

Logo files are available at *www.viterbo.edu/logos*

The Icon

The Wordmark

The Logo

UNIVERSITY ICON

Under certain circumstances, the icon can be used on its own instead of the full logo mark. In general, this is for communications where the Viterbo brand has already been established, either through use of the full logo, in copy, or by voiceover.

UNIVERSITY LOGO VARIATIONS

Primary Horizontal and Stacked

There are two primary Viterbo logos that should be used in most cases. The primary vertical logo should be used when the logo is a focus of the design, or the layout lends itself to a more vertical design. Examples are display banners and document covers.

The primary horizontal logo is preferred in situations where the logo should occupy a smaller space, such as at the top of a letterhead, the bottom of a flyer or poster, or on the website, etc.

Secondary Horizontal and Wordmark

In cases where the primary horizontal variation is too wide to fit in a layout but height is not an issue, the secondary horizontal variation may be used. The primary is preferred, however.

The secondary horizontal logo's wordmark aligns to the top and bottom of the 'U' in the icon.

In rare cases where the Viterbo brand is already established in some other way, the wordmark may be used on its own.

One Color Versions

If a one-color logo is required, all logo variations have a one-color version in Viterbo Navy.

Non-color Versions

There will be times when the logo will need to be printed without color. In these cases, an all white logo may appear on black or dark gray, and an all black logo may appear on white or light gray. There should be high contrast between whichever logo is used and the background it sits on.

UNIVERSITY DIVISION IDENTITIES

Division identity distinguishes a specific area of Viterbo University. There is one primary identity system (in vertical and horizontal variations) that should be used by offices and departments across campus. The office of communications will be responsible for creating the division identities.

Primary

This system treats Viterbo University as the most prominent element and treats the division as a tagline.

Alternate

When a unit is more uniquely defined, the alternate division system should be used. This variation swaps out the Viterbo icon for a circle element with a unique icon in the upper portion. Each alternate logo has a horizontal and vertical variation.

ATHLETICS IDENTITY

ATHLETICS LOGO

The Viterbo Athletics logo is a combination of a modern wordmark and revamped V-Hawk mascot.

Consistent appearance of the logo is important. The logo should never be modified or added to in any way. Color should remain consistent and unaltered in the official logo files. If a graphic is used with the wordmark, it should be the V-Hawk mascot (not the V-Hawk Icon).

V-HAWK MASCOT

The V-Hawk mascot may appear on its own if the V-Hawk brand has already been established. For example, on a jersey, the full primary logo may appear on the front with the V-Hawk mascot appearing alone on the sleeve. The V-Hawk mascot should always face right.

ATHLETICS LOGO VARIATIONS

Primary Horizontal and Stacked

The primary athletics logo features the V-Hawk mascot paired with the Viterbo V-Hawks wordmark. There are two variations of the logo that may be used—horizontal with the wordmark in one line below the mascot and vertical with the wordmark stacked below the mascot

ATHLETICS V-HAWK ICON

V-Hawk Icon

The V-Hawk icon is a combination of a V icon and the V-Hawk mascot. It may be used when the V-Hawk name has been established in any other way. There are four versions of this icon: full color, navy, black, and white using the safety stroke. This V-Hawk icon is never to be used with a wordmark.

ATHLETICS LOGO COLOR VERSIONS

There are five color versions of each logo variation (vertical and horizontal):

- full color logo
- full color mascot with a white safety stroke and white wordmark
- navy logo
- black logo
- white logo with safety stroke

THE SAFETY STROKE

A white safety stroke surrounds every variation of the primary logos and V-Hawk icon. This addition makes the full-color options more versatile, meaning they may be used on darker backgrounds without needing an all-white version. When the full color primary logo is used on a darker background, it should include a white wordmark.

SPORT-SPECIFIC IDENTITIES

"V-Hawks" in the primary stacked logo may be replaced with "Athletics" or the sports team that the logo will be used for. The sport-specification should be underneath "Viterbo" and not extend past the edges of the V and O. The office of communications will be responsible for creating the sport-specific variations. This applies to the sport-specific stacked workdmark as well.

LOGO USAGE

UNIVERSITY LOGO ON COLORS AND APPAREL

There are specific rules for when the logo appears on a color to preserve branding. These rules also apply when the icon is used on its own.

The two-color logo may appear on white or light gray if there is enough contrast. For economy, the two-color logo on light gray apparel does not require white behind the icon within the circle.

The all-white logo may appear on Viterbo Red, Viterbo Navy, black, or gray dark enough to provide contrast.

To retain the Viterbo Red as an icon color on apparel, use the outlined icon version of the logo with a white wordmark. In this case the icon within the circle does need to be white. This can be used on Viterbo Navy, black, or dark gray.

The navy one-color logo can be used on white or light gray. Again, this does not require the icon within the circle to be white.

Certain color combinations should be avoided. Viterbo Navy and Viterbo Red should not be used on top of one other.

NO   NO

UNIVERSITY LOGO EXCLUSION ZONE

The exclusion zone isolates the logo from competing elements to ensure its legibility and impact. This zone (in blue) should be considered the absolute minimum safe distance, but the logo should be given even more room if possible.

Exclusion zone around icon

In the horizontal logo, the zone around the icon is half the height of the letters in the logo. The corresponding zone around the wordmark is half the height of the circle of the icon.

The stacked logo's exclusion zone around the entire logo mark is the distance from the top of "Viterbo" to the top of "University."

Exclusion zone around logo

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ATHLETICS LOGOS ON COLOR AND APPAREL

There are specific rules for when the logo appears on a color to preserve branding.

The full-color logos with white safety stroke and white wordmark may appear on Viterbo Navy, Viterbo Red, black, or dark gray. Note that Viterbo Navy is the primary and preferred color for athletics.

The full-color logos may appear on white or light gray. For economy, the white safety stroke is not required on these lighter colors. And the white areas may be transparent to show the light gray, allowing for two-color printing.

The all-white logos may appear on Viterbo Navy, Viterbo Red, black, or gray dark enough to provide contrast. Again, Viterbo Navy is the primary and preferred color for athletics apparel.

The navy one-color logo and black logo can be used on white or light gray. This does not require the white safety stroke. And the white areas may be transparent to show the light gray, allowing for one-color printing.

Certain color combinations should be avoided. Viterbo Navy and Viterbo Red should never be used directly on top of one another.

NOTES ON CHOOSING VENDOR APPAREL COLORS

To maintain color consistency across all apparel types, ideally, only one brand and vendor would be used. Because all vendors create their own color swatches and those swatches can appear different from Pantone swatches depending on material, there's no guarantee that brand colors will be consistent across different vendors and brands.

When providing multiple apparel options from different brands, physical fabric samples with various color options should be received from each vendor. These color swatches should be matched against Viterbo's Pantone swatches. Once the closest vendor color is chosen, this color should be specified for every order.

APPAREL COLORS FOR ATHLETICS AND SPIRIT WEAR

Viterbo Navy is the primary athletics color and should be used as the primary color for jerseys. When color options are limited for various sports equipment, such as baseball helmets, white or gray may be used instead of Viterbo Navy.

Viterbo Red is secondary in athletics or spirit wear and should never overpower Viterbo Navy. To create a strong and consistent brand look among fans, spirit wear should be primarily Viterbo Navy to reflect athletics.

LOGO FILE FORMATS AND USAGE

Viterbo logo files are available in three different formats. Each format has specific uses.

JPEG – Use .jpg/.jpeg files on the web, in PowerPoint, in Microsoft Office, or for printed projects, provided the resolution is high enough. These jpeg files are RGB.

PNG – Use .png files for web projects, PowerPoint, or Microsoft Office where background transparency is required. These .png files are RGB.

EPS – EPS is a vector file format which means it is completely scalable without loss of quality. This is the format most often required for offset and digital printing, apparel, and professional imprinting of promotional items. There are separate CMYK and PMS spot color files available.

LOGO USE ON PHOTOS

When placing the logo directly on top of a photo, there should be enough contrast to see and read the logo clearly. The white version or the outlined icon version works well on dark colors. The color version may be used on lighter areas such as the sky. There is also the option to use the outline version with the Viterbo Navy wordmark on lighter areas.

Photos, textures, and colors should NOT show through the logos. Viterbo Red or Navy should be used behind the icon in the white version of the university logo to prevent this. White should be used behind the icon in the color version.

CORRECT

INCORRECT

LOGO USE ON SOCIAL MEDIA

Viterbo University
11K likes · 12K followers
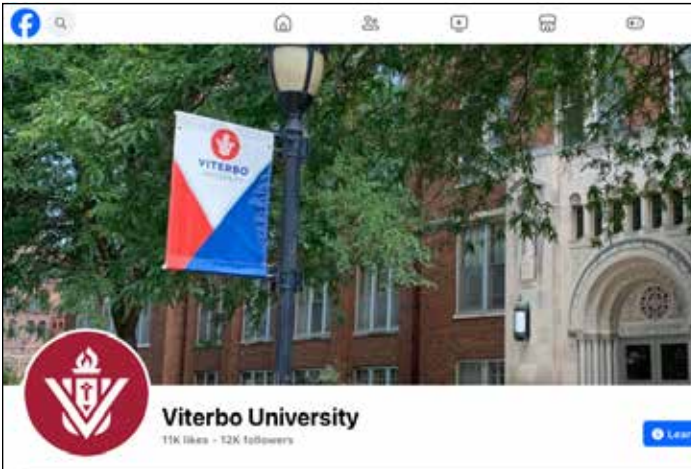
Any primary Viterbo University social media account should use the red university icon as its profile photo.

Viterbo University Dance Team
901 likes · 1K followers
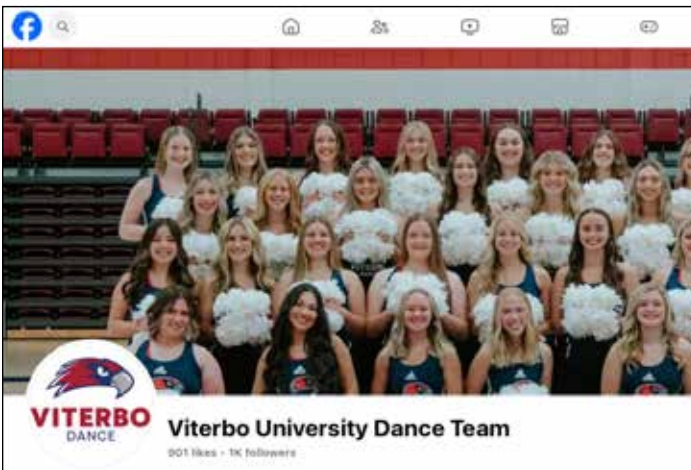
University or department-specific logos should be included in graphic images created for posting on social media. If space is limited, the red icon or V-Hawk mascot image can be used instead, but full logo is preferred.

When a unit is more uniquely defined, the alternate division identity system should be used (see page 5).

Viterbo University Dahl School of Business
642 likes · 635 followers

If a department, program, or organization has its own presence on social media, an alternate division option should be used. This option includes the red university icon and the name of the division, program, or organization under the icon as the profile photo.

The primary Viterbo University Athletics social media accounts should use the V-Hawk mascot for their profile picture. If a Viterbo sport has its own presence on social media, they should use their primary sport-specific logo.
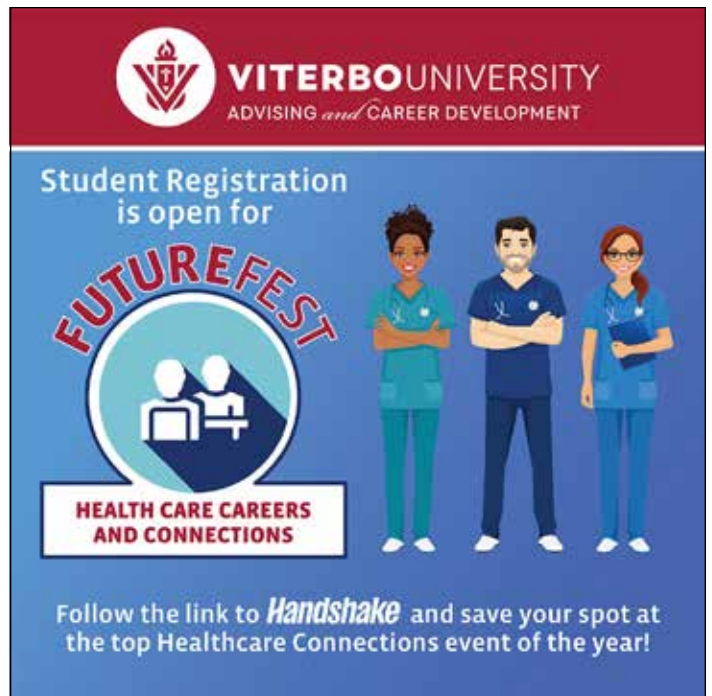
EMAIL SIGNATURES

Viterbo employees will use the email signature template available on the website at *www.viterbo.edu/signature-template*. The website includes instructions on how to personalize the information and apply the template in Outlook.

Additional phone numbers may be added on the same line as the office phone, separated by a vertical line. Social media handles and appropriate web urls may be added on a line beneath the phone numbers. If you would like to add the university mission statement, it should be at the very bottom and italicized.

Default email font should be set to Arial Regular 11 pt. type.

First Last Names (pronouns: she/her/hers)
Viterbo University
Title | Department
555-555-5555
Office Room Number

VITERBOUNIVERSITY

www.viterbo.edu | 900 Viterbo Drive, La Crosse, WI 54601

Please consider the environment before printing this email.

EXAMPLES OF LOGO MISUSE

Consistent appearance of the logo is important. The logo should never be modified or added to in any way. Color should remain consistent and unaltered from the official logo files.

Do not scale individual parts of the logo.

Do not use a gradient within the logo.

Do not distort or warp the logo.

Do not rotate the logo.

Do not crop photos through the icon.

Do not remove the circle from the icon.

Do not disassemble the logo and alter it.

Do not change the colors of the logo.

Do not incorporate any part of the logo into another graphic

DESIGN ELEMENTS

ANGLE AND CIRCLES

The angle of the V element within the icon is 55 degrees. Shapes, lines, and patterns with this angle may be used in designs for dramatic effect and to imply progress, change, and forward movement. Circle shapes can be used to echo and reinforce the shape of the Viterbo icon. These elements do not need to be included in every design or layout.

35°
55°
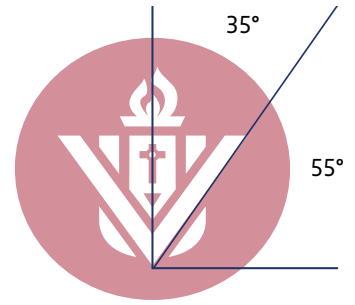
WHY BE A VITERBO ATHLETE?

- Our tight-knit campus community means closer interaction, stronger relationships, and personalized attention
- Surround yourself with other passionate and competitive athletes
- Supportive faculty and services offered through our Academic Resource Center ensure student success in the classroom
  - 85 students named NSAA Scholar Athletes in the 2022–23 school year
- We help prepare you not only for competition and graduation, but also leadership roles after college

VITERBO UNIVERSITY

Transfer specialist, **Mackenzie Hallett**, is located in the Welcome Center of the Student Success building, on the Western Technical College campus, La Crosse, Wis.

Available in person or virtually
Call 608-789-6247
Text 608-530-1383
Email mmhallett@viterbo.edu

VITERBO UNIVERSITY

EARN YOUR BACHELOR'S

RN TO BSN / DEGREE COMPLETION

VITERBO UNIVERSITY

SECURE YOUR SPOT TO JOIN THE FLOCK!

COLOR PALETTE

There are three primary colors in the Viterbo color palette that create consistency across the brand: Viterbo Red, Viterbo Navy, and white. These will be used most prominently in design and communications. Usage of the primary colors should be approximately even across all communications. Some pieces may use one color more heavily than others, but overall, the sense is that Viterbo Red, Viterbo Navy, and white are all used equally. Secondary colors are to be used sparingly. No secondary colors should overpower the primary colors.

Primary Colors

Viterbo Red
PMS 201
C=25 M=100 Y=80 K=15
R=165 G=30 B=54
#a51e36

Viterbo Navy
PMS 280
C=100 M=90 Y=30 K=20
R=31 G=47 B=95
#1f2f5f

White
C=0 M=0 Y=0 K=0
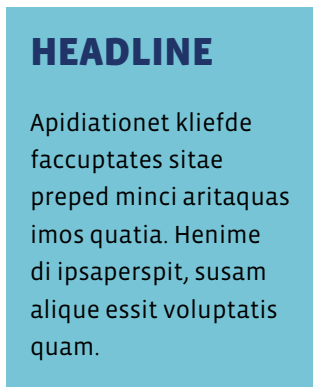R=255 G=255 B=255
#ffffff

Secondary Colors

Gray
15% Black
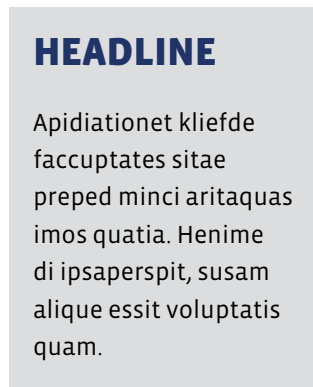C=0 M=0 Y=0 K=15
R=220 G=220 B=220
#cccccc

Flood Blue
PMS 630
C=50 M=5 Y=15 K=0
R=116 G=196 B=214
#74c4d6

Flood Colors

The primary colors along with Viterbo Flood Blue and Viterbo Gray may be used as flood colors. Headlines may appear in Viterbo Navy with black body copy on Viterbo Flood Blue and Viterbo Gray. White text should be used on Viterbo Navy and Viterbo Red flood colors.
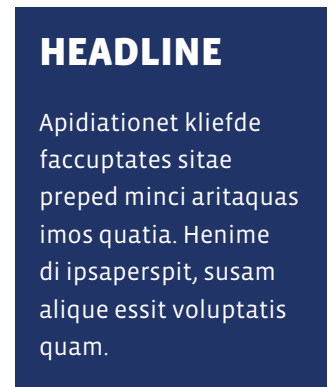
HEADLINE
Apidiationet kliefde faccuptates sitae preped minci aritaquas imos quatia. Henime di ipsaperspit, susam alique essit voluptatis quam.

HEADLINE
Apidiationet kliefde faccuptates sitae preped minci aritaquas imos quatia. Henime di ipsaperspit, susam alique essit voluptatis quam.

HEADLINE
Apidiationet kliefde faccuptates sitae preped minci aritaquas imos quatia. Henime di ipsaperspit, susam alique essit voluptatis quam.

HEADLINE
Apidiationet kliefde faccuptates sitae preped minci aritaquas imos quatia. Henime di ipsaperspit, susam alique essit voluptatis quam.
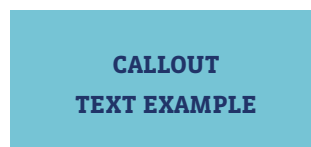
Callouts

Callouts may also appear on flood colors. Callouts with Viterbo Flood Blue as a background should use Viterbo Navy as a text color.

CALLOUT TEXT EXAMPLE

CALLOUT TEXT EXAMPLE

CALLOUT TEXT EXAMPLE

TYPOGRAPHY

PRIMARY FONT FAMILIES

VISTA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vista Sans is an extremely versatile sans serif font family with 12 weight options. When used as body text, it is clean and readable. Its heavier weight options create strong headlines with authority.

Light and *Light Italic*
Light can work well large or small, such as callout text, pullquotes, or bullet point copy. It should not be used for main body copy.

Book and *Book Italic*
Book works well for larger body copy with point sizes ranging from 11–13.

Regular and *Regular Italic*
Regular has great readability as body copy at sizes 8–10.

Medium and *Medium Italic*
Medium should be used for callouts and subheads.

Bold and *Bold Italic*
Bold is ideal for subheads that are 2–4 points larger than body text.

BLACK AND *BLACK ITALIC*
Black should be used for headlines. Letters should be all caps, and tracking should range from 60–80+.

VISTA SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vista Slab is the complement to Vista Sans, sharing the same x-height and other letter traits. Pairing this slab option with sans serif body copy creates a combination of credibility and authority with a soft touch of charm.

Regular and *Regular Italic* – Regular may be used in standard case for callouts, pullquotes, and subheads.

BOLD AND *BOLD ITALIC* – Bold works well for subheads in all caps.

BLACK AND *BLACK ITALIC* – Black should be used for display headlines. Letters should be all caps, and tracking should range from 20–40.

Vista Slab Black should not replace Vista Sans Black as the main headline font of a document longer than a page or more extensive than one graphic.

ALTERNATE FONTS

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial is a available on most computers and should be used for communications such as letters, flyers, posters, etc.

Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria is available on most computers and can be used when a more formal feel is required.

PHOTO AND VIDEO STRATEGY

THEME: FRANCISCAN

Option 1: Heritage and Tradition

Images that reflect the Franciscan tradition of the university by showcasing campus architecture and other physical structures. These images should position prestigious structures as the "hero."

Stylistic Details:

• Dramatic lighting is important. Light should illuminate the buildings, and not wash out detail. Early morning or dusk light is ideal.

• Incorporate strong angles instead of very static, straight-on views. Angles from down low, looking upward are more impactful and create a sense of movement, growth, and strength.

• Buildings can also be shot from the side and at a wide angle, establishing vanishing points in the shot.

Option 2: Service and Servant Leadership

Images that show service and servant leadership in action. Students making an impact by getting involved. Students should be positive, energetic, and confident while being thoughtful and caring.

Stylistic Details:

• If possible, include the individuals receiving the benefit of the service in the shot.

• Show interactions, either between students doing service or between students and the people they're helping.

PHOTO AND VIDEO STRATEGY

THEME: WHOLE PERSON

Option 1: Personal Connections

Images of students engaging in a one-on-one interaction with faculty and staff. These images should depict the development of strong connections between students and mentors.

Stylistic Details:

- These interactions can happen in and out of the classroom.
- Tight shots on the student and mentor showcase a casual discussion or the duo working through a problem together.
- These shots should be focused on interactions and the subjects should not be looking at the camera.

Option 2: Hands-on Learning

Images of students in environments that are full of hands-on learning opportunities. These students should be absorbed in the opportunity in front of them. These images should include collaborative learning whenever possible.

Stylistic Details:

- These images should be tight shots, focused on an activity a student or multiple students are performing.
- Students should be focused on the activity, not looking at the camera. An exception would be if a student is showcasing a completed project. Then a shot of the student looking at the camera next to their project would be acceptable.

PHOTO AND VIDEO STRATEGY

THEME: WELCOMING

Option 1: Beautiful Campus and Community

Images of the campus and community showcasing beauty. These images should leverage the beauty of the La Crosse area and the welcoming feeling that natural beauty can create.

Stylistic Details:

- Staff and students can be in these shots, but the focus is on the landscape itself.

- Use wide angle shots to capture a scene as opposed to a close-up of something like a flower.

- Good lighting is key with these shots. Light should illuminate the environment and brighten the colors of nature. Early morning and dusk work well.

Option 2: Friendly Campus

Images of Viterbo faculty and staff casually engaging with students. These interactions should be friendly, positive, and energetic.

Stylistic Details:

- Unlike "Personal Connections" these shots should depict employees engaging with multiple students in a casual setting.

- There may be a larger group of students in the setting, but the employee should be interacting with a small group.

PHOTO AND VIDEO STRATEGY

THEME: BOLD

Option 1: In the Spotlight

Images of students confidently stepping into the spotlight. These images show students passionately showcasing the talent they've developed and nurtured at Viterbo.

Stylistic Details:

- These shots should solely focus on the student as they perform, speak, or lead in front of a group.
- They should be engrossed in their activity and not looking at the camera.

Option 2: Taking Initiative

Images of students taking the lead in a group setting. These images should show students inspiring those around them to thought and action.

Stylistic Details:

- The student speaking or leading a group should be the primary focus.
- If possible to include in the shot, incorporate the other students listening or following the lead, but as a secondary focus.