



Style Manual

NAME	Virginia Union University
LOCATION	Richmond, VA
MASCOT	Panthers
FOUNDED	1865
CONFERENCE	Central Intercollegiate Athletic Association (CIAA)

USE OF THE INSTITUTION'S OFFICAL NAME

The official name of the institution is Virginia Union University. The institution may be referred to on second reference as either Virginia Union or VUU.

The institution may be referred to on an informal basis, specifically with athletics as the VUU Panthers or the Panthers.

University Graphic and Printing Guidelines

The University Relations Office uses the Associated Press Stylebook and Libel Manual for all university publications and for press information disseminated to the news media.

USE OF VUU SYMBOLS

Virginia Union University symbols include the official seal, the interlocking VUU logo, and the Panther. (Reference Appendix A) Since these are official trademarks of the university, a clear, consistent use of these symbols is vital.

The seal should only be used for very formal, academic and ceremonial publications directly related to the literary, scholastic and technical aspects of the academy, such as the university catalogue, commencement and convocation programs and major conventional events. The seal and the logo should not be used within the same publication.

The logo should be used for academic publications such as university viewbooks, brochures, DVDs, newsletters, flyers, e-letters, advertisements, posters, cups, pens, decals, signs, t-shirts, etc.)

The Panther and VUU are to be used for informal and athletic publications with a more casual tone. These items will be produced primarily by the Athletics Department, Alumni Affairs, Student Affairs, and the University Book Store, (university fliers, posters, T-shirts, visors, cups, pens, decals, signs, athletic activities and incidental events).

VUU symbols cannot be altered or modified in any way. They may be enlarged or reduced proportionally.

The University Relations Office is available to provide electronic versions of both the seal and the logo.

OFFICIAL SCHOOL COLORS Maroon & Steel (Pantones PMS 194 (Maroon) and PMS 877 (Steel). The symbols may be printed in the pantone colors or white and black ONLY.

OFFICIAL TAGLINE - The University's official tagline is - The Promise of a Limitless Future©
The copyright symbol must always accompany use of the tagline.

TYPEFACES- The recommended typefaces for publications are Arial, Calibri, Times New Roman, Garamond and Palatino in 11 or 12 point font.

LICENSING

Virginia Union University's licensing program is designed to protect the symbols that communicate the tradition of academic excellence associated with its reputation and existence. The university strives to protect, enforce and benefit from all communications of and commercial usage of university trademarks. A trademark (including service marks) includes any word, name, symbol or device or combination of them, used to associate goods(or services) with a particular entity and to distinguish them from the goods and services of others. A trademark may only be used by or with the consent of the owner thereof.

LICENSING APPROVAL

Anyone desiring to use the name or trademarks of Virginia Union University for a commercial purpose must obtain permission from University Relations prior to use, manufacture and retail of any item. Royalties to the university must be paid for all items produced for public sale or any commercial purpose.

INTERNAL USE

For university use of trademarks on letterhead, brochures, reports, etc., there is no licensing approval required. However, all users should reference the university's style manual and contact the Division of University Relations for approval.

All VUU publications must follow specific guidelines in the university's style manual. The Division of University Relations will educate the campus community regarding the style manual . **ANY publication that will be disseminated outside of the university MUST be reviewed and edited by the University Relations office, to include but not limited to—invitations, newsletters, brochures, flyers, posters, etc.**

APPENDIX A



OFFICIAL VUU LOGO



OFFICIAL VUU SEAL



OFFICIAL VUU PANTHER