Vincennes University
STYLE GUIDE

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Welcome

This guide was created for Vincennes University employees, but we hope it's helpful to a wider community of content creators, editors, producers — anyone who's trying to communicate a Vincennes University story.

IF YOU WORK AT VINCENNES UNIVERSITY

This is our University style guide. It helps us create clear and consistent content that's welcoming and useful. Please use it as a reference whenever you're creating content for Vincennes University.

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Mission Statement

Vincennes University develops people and enhances communities through accessible, high-quality educational programs, strategic partnerships, and active engagement.

Vision Statement

Vincennes University is a premier learning institution, widely recognized for leadership in innovation and delivery of exceptional educational experiences. A broad range of program offerings and a commitment to superior service ensure the University's role as an important link in Indiana's economic and cultural vitality. VU is a diverse community whose members all share responsibility for supporting the University's mission and are respected for their contributions.

Motto

Learn in order to serve.

LOGO

The Vincennes University logo represents all VU campuses and academic programs. Consistent reproduction and use of the logo presents the brand of University as a well-respected and reliable institution of higher learning to potential students, parents, and the general public.

ANATOMY

Below is an anatomy chart of the Vincennes University horizontal and vertical logo. Spacing between the letters or elements of the logo should not be tampered with. Do not distort the proportion of the logos or add any drop shadows and effects.

HORIZONTAL

The VU logo consists of the Pantone colors 302C and 115C.

VINCENNES UNIVERSITY

The color of the text is Pantone 302C.

The color of the rule is Pantone 115C.

For the logo, we only use Times New Roman bold.

VERTICAL

VINCENNES UNIVERSITY

The vertical logo is the same as the horizontal version, but the text is placed below the VU flame graphic. The text in the vertical version is smaller as well.

SIZING

Minimum size:

Horizontal - width must be a minimum of 1"

Vertical - 0.75" wide

The size minimums should be used to ensure that the logos are visible and not distorted.

COLORS

Below are the colors used for the official Vincennes University logo. These colors are used for the VU logo to ensure consistency across all platforms. The assigned colors cannot be altered. The original coloring is the preferred use.

Pantone 302 C
CYMK: 100, 74, 40, 33
RGB: 0, 58, 93

Pantone 115 C
CYMK: 1.68, 11.65, 93.54, 0
RGB: 254, 217, 37

However, there are variants of the logo that can be used when an alteration is needed. Examples of the horizontal logos are below. The color alternatives for the vertical logo are the same as well.

Grayscale

VINCENNES UNIVERSITY

The V and the text are black. The flame and the bar are 30% black.
These colors are the same for the vertical version. Should only be used on colorless documents.

Flat Black

VINCENNES UNIVERSITY

Every element is black. Should only be used on colorless documents.

Flat White

VINCENNES UNIVERSITY

Every element is white.

Flat White w/ Gold

VINCENNES UNIVERSITY

Everything is white except the gold flame and bar (115C).

UNIVERSITY SEAL

The VU seal is to be used in formal, official documents, diplomas, letters of acceptance and communications from the Board of Trustees and the University president only.

The three versions shown in the left column are vector files. They can be resized without resolution loss and have no background.

The seal files (shown below) are raster files — which assigns a white box background and can not be enlarged.

Color

The color seal is two colors: 115C and 302C, with white.

Black - Positive

The black seal is to be used in black & white only print materials.

Color Raster

The file shown above & below can be sent as a jpg file or a tiff.

White - Reversed
Every element is white.

Black & White Raster

COLOR

An official color palette was created to allow more versatility when designing materials while simultaneously promoting consistency throughout the Vincennes University brand. The main colors used for the VU logo should appear more frequently than the secondary colors. The additional yellow, orange, and light blue should be used as lesser accent colors that complement the VU blue and gold. These accent colors do not include the colors of the VU seal.
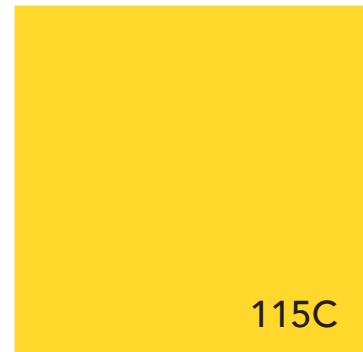
JEWEL TONE COLORS

To complement the VU logo and seal it is recommended that you select rich jewel tone colors.

For your reference a sample of jewel tones are shown in this background image.

COLOR PALETTE

302C

115C

The VU logo consists of the Pantone colors 302C and 115C.

The colors below have been chosen to be used along with the standard VU logo colors. These additional colors were selected to complement the logo colors and to aid in design efforts. Different tints of these colors can also be used, along with black and white. The VU logo is only to be reproduced in the logo colors, black & white, and can also to be reversed (white) on a dark background. Logo files are available for download from the VU website on the External Relations page in the drop down menu.
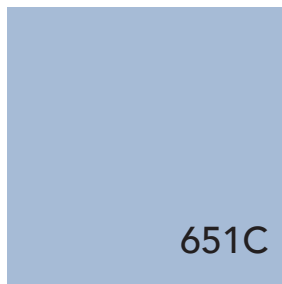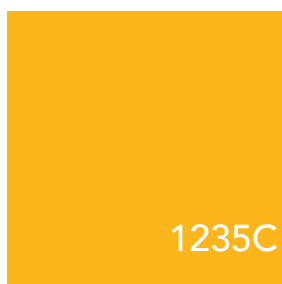
651C

Pantone 651 C
CYMK: 34, 88, 6, 0
RGB: 155, 178, 208

576C

Pantone 576 C
CYMK: 52, 6, 79, 25
RGB: 105 146, 58

159C

Pantone 159 C
CYMK: 1, 74, 100, 7
RGB: 199, 91, 18

297C

Pantone297 C
CYMK: 51, 0, 1, 0
RGB: 114, 199, 231

1235C

Pantone 1235 C
CYMK: 0, 30 95, 0
RGB: 255,182, 18

271C

Pantone 271C
CYMK: 48, 40, 0, 0
RGB: 144, 147, 206

TYPE

Typography is a significant element of a brand's design and voice. Having type guidelines creates a presentation that allows messaging to be recognized as an official communication from the University.

FONTS

As previously mentioned, font choice is a crucial part in the overall aesthetic of Vincennes University. Typefaces can dictate how serious or casual a message is by the lettering style. Using the appropriate fonts that match the context is critical to preserve the VU brand. We have selected three font families to use for materials and messages distributed by the university.

The Avenir or Avant Garde Gothic Std typeface should be used in informal, casual settings. Its varying styles can be used as well. The Times New Roman typeface, along with its varying styles should be used on more formal and academic documents.

Avenir
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Avant Garde Gothic Std
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
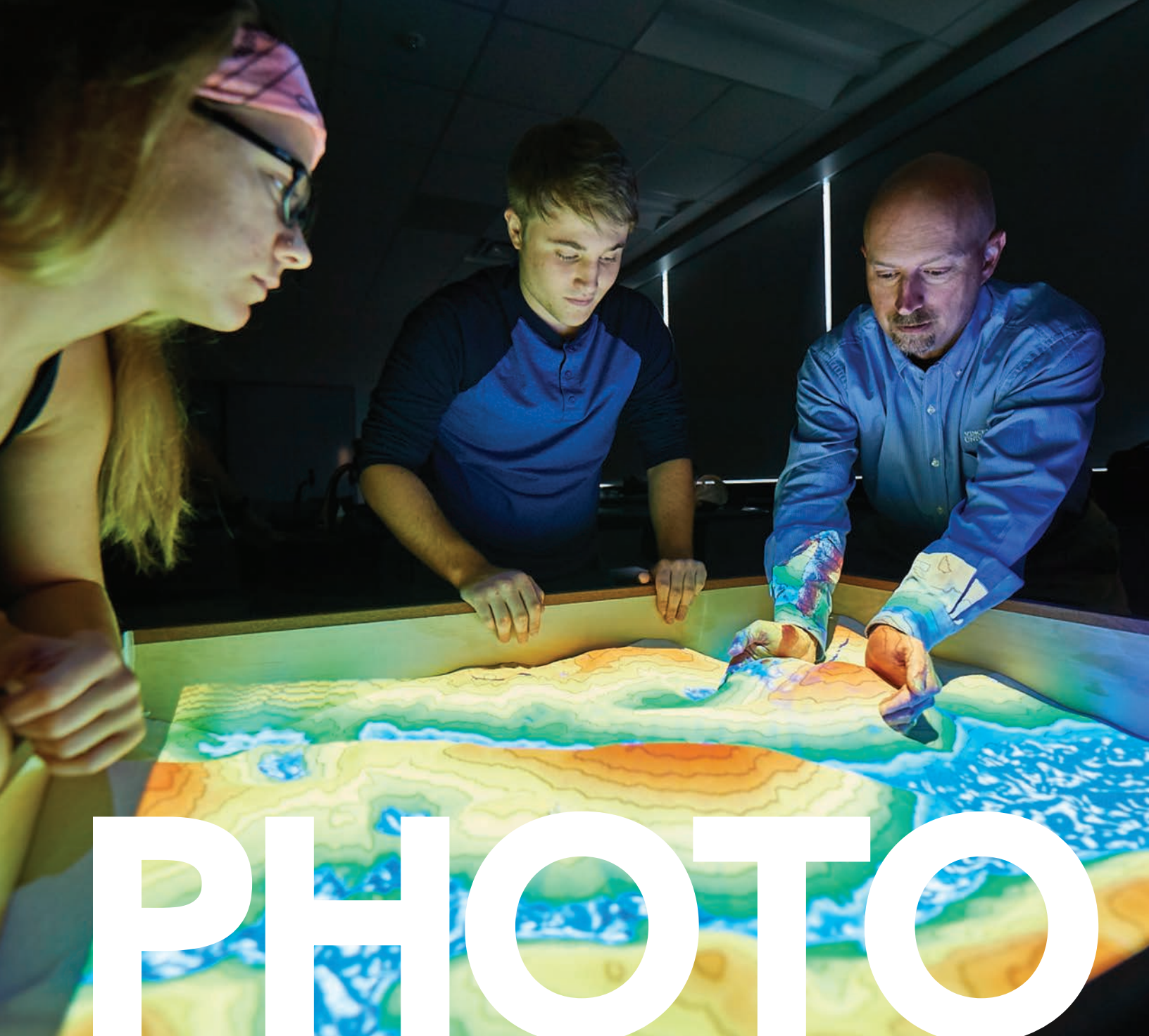**The quick brown fox jumps over the lazy dog.**

Times New Roman
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

The body text type color should remain the standard black and a minimum size for copy text should be 12 pt.

PHOTO

Photography is an integral element of the University brand and identity. We recommend using images of the campus, student life, academic programs, and our student body — which show the positive, diverse, and inclusive community that is VU. Existing imagery can be downloaded at vinuphoto.smugmug.com. The Office of External Relations offers photography support for the University which is available by submitting a request on the InMotion jobs management program (www.vincennes.inmotionnow.com). *The use of stock photography is strongly discouraged as it serves to diminish the brand identity.*