



## Timeline for new brand roll out

We are embarking on an exciting brand transformation. During this process, which is expected to take 12-18 months, please continue using existing materials. Below is the brand roll out timeline detailing when new brand assets are anticipated to be ready. Your patience and understanding are greatly appreciated. The timeline may be updated occasionally.

### Completed by late October 2023

- University brand guide available online
- New university logo available for download online
- University logo on university Connected newsletter
- New Zoom backgrounds
- New university PowerPoint template
- PhotoShelter logo updated and new campus image or generic graphic incorporated

### Completed by late November 2023

- Updated university social media cover images and profile pictures
- Generic social share graphics updated to reflect new branding where appropriate
- Website header and footer updated with new logo, in collaboration with IT
- Printing services receives templates from marketing and communication for stationary

### Completed by early January 2024

- Email/newsletter headers and/or footers modified
- Update digital TV slides for general campus use
- Update thumbnail templates for YouTube videos
- Update intros and outros for videos
- Update color palette in OneCampus platform

### Completed by late February 2024

- In collaboration with TV, Radio and Comm Services update Digital TV templates throughout campus and Roanoke location

### November 2023 to June 2024

- Update university logo within OneCampus, in collaboration with ITS
- Collaborate with ITS to determine timeline and feasibility for updates to external partner websites with new logo, other elements, colors, styles as necessary

## Timeline for new logo lockup availability

### Phase I uploaded to website by Nov. 3

#### Colleges and libraries

- Artis College of Science and Technology
- College of Education and Human Development
- College of Graduate Studies
- College of Humanities and Behavioral Sciences
- College of Nursing
- College of Visual and Performing Arts
- Davis College of Business and Economics
- Honors College
- McConnell Library
- University Libraries
- Waldron College of Health and Human Services

#### President and VP level administrative areas

- Board of Visitors
- Economic Development and Corporate Education
- Enrollment Management and Strategic Communications
- Finance and Administration
- Student Affairs
- Office of the President
- Office of the Provost
- University Advancement

### Phase II uploaded to website by Dec. 1

#### Units within non-academic administrative areas

- Admissions
- Alumni Relations
- Alumni Association
- Audit and Advisory Services
- Budget and Financial Planning
- Center for Accessibility Services
- Center for Diversity and Inclusion
- Dean of Students
- Emergency Management
- Facilities Management
- Financial Aid
- Fraternity and Sorority Life
- Housing and Residential Life

- Human Resources
- Information Technology Services
- Institutional Effectiveness and Quality Improvement
- Institutional Equity
- Institutional Research
- Military Resource Center
- Police
- Student Counseling Services
- Student Health Services
- Student Involvement
- Student Recreation and Wellness
- Student Standards and Conduct
- Substance Abuse and Violence Education Support
- University Services
- Vinod Chachra IMPACT Lab

Phase III uploaded to website by Feb. 2

Academic Departments and Schools

#### Departments

- Department of Accounting, Finance and Information Systems
- Department of Anthropological Sciences
- Department of Art
- Department of Biology
- Department of Clinical Health Professions
- Department of Chemistry
- Department of Communication Sciences and Disorder
- Department of Criminal Justice
- Department of Dance
- Department of Design
- Department of Economics
- Department of English
- Department of Foreign Languages and Literatures
- Department of Geology
- Department of Geospatial Science
- Department of Health and Human Performance
- Department of History
- Department of Management
- Department of Marketing
- Department of Mathematics and Statistics
- Department of Music

Updated: March 6, 2024

- Department of Occupational Therapy
- Department of Recreation, Parks and Tourism
- Department of Philosophy and Religious Studies
- Department of Physics
- Department of Physician Assistant Studies
- Department of Physical Therapy
- Department of Political Science
- Department of Psychology
- Department of Public Health and Healthcare Leadership
- Department of Sociology
- Department of Theatre and Cinema

#### Schools

- School of Communication
- School of Computing
- School of Social Work
- School of Teacher Education and Leadership

#### Phase IV uploaded to website by March 1

##### Student and faculty support areas

- Academic Advising
- Bursar
- Career and Talent Development
- Citizen Leader
- Highlander Success Center
- Intramural Sports
- McGlothlin Center for Global Education and Engagement
- Public Safety
- Quest
- RARE
- Retention
- Registrar
- Research Compliance
- Research and Creative Scholarship
- Sponsored Programs and Grants Management
- Student Connection Programs
- Student Life
- Office of Undergraduate Research and Scholarship
- Outdoor Programs

## Centers, labs, institutes, museums and more

- Army ROTC
- Radford University Art Museum
- Center for Information Security
- Center for Social and Cultural Research
- Center for Police Practice, Policy and Research
- Clinical Simulation Center
- Esports Center
- First-Gen Center
- Forensic Science Institute
- GIS Center
- Governmental and Nonprofit Assistance Center
- Harvey Center for Writing and Learning or Harvey Center
- Interdisciplinary Humanities Research Lab
- Museum of Earth Sciences
- Planetarium
- Center for Innovative Teaching and Learning
- SMART Lab
- Technology Assistance Center
- Venture Lab
- Virginia Inclusive Practices Center

## Phase V uploaded to website by April 5

### Areas supporting academic and administrative functions of the university

- Accounting Services
- Accounts Payable
- AP Faculty Senate
- Conference Services
- Controller's Office
- Emergency Preparedness
- Faculty Senate
- Payroll
- Parking Services
- Post Office
- Printing Services
- Procurement and Contracts
- Recycling
- Selu Conservancy
- Selu Observatory
- Scheduling

- Staff Senate
- Sustainability

Phase VI uploaded to website by June 1

Sanctioned student clubs and organizations

- Black Student Alliance
- Diversity Awareness Programming
- Highlander Student Media
- International Student Affairs Council
- Peer Health Educators
- Radford Student Programming and Campus Events
- Residence hall Association
- Sports Club Council
- Student Government Association

If an area has been inadvertently overlooked in the timeline for logo lockups to be released, please accept our apologies and email [branding@radford.edu](mailto:branding@radford.edu).