

Brand Guidelines



Radford
UNIVERSITY

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Our Story

Our Vision

Radford University aspires to be the premier, innovative, student-centered university in the Commonwealth of Virginia and beyond with a keen focus on teaching, research and service.

Our Mission

As a mid-sized, comprehensive public institution dedicated to the creation and dissemination of knowledge, Radford University empowers students from diverse backgrounds by providing transformative educational experiences, from the undergraduate to the doctoral level, within and beyond the classroom. As an inclusive university community, we specialize in cultivating relationships among students, faculty, staff, alumni and other partners and in providing a culture of service, support and engagement. We embrace innovation and tradition and instill students with purpose and the ability to think creatively and critically. We provide an educational environment and the tools to address the social, economic and environmental issues confronting our region, nation and the world.

Our Story

Radford University Code of Ethics

Radford University is committed to maintaining the highest ethical standards and to upholding the public's trust. We recognize that our behavior affects not only our own individual reputation but also that of Radford University. Accordingly, this Code of Ethics forms the ethical principles that will guide all members of the University community in all decisions and activities. These principles are:

Respect: We will nurture a climate of care, concern, fairness and civility toward others while recognizing and embracing each individual's dignity, freedom and diversity even in the face of disagreement.

Honesty and Integrity: We will act and communicate truthfully and candidly. We will uphold the University's values and make decisions based on the greater good, conducting ourselves free of personal conflicts or appearances of impropriety and self-dealing.

Communication: We will openly share information with stakeholders regarding the processes used in developing policies and making decisions for the University.

Stewardship: We will use University resources in a wise and prudent manner in order to achieve our educational mission and strategic objectives. We will not use University resources for personal benefit or gain.

Excellence: We will conduct all University affairs diligently, exercising due professional care and striving to meet the high expectations we have set for ourselves as well as the expectations of those we serve.

Responsibility and Accountability: We will be trustworthy and answerable for our conduct, decisions and obligations and will comply with all applicable laws, regulations, policies and procedures. We recognize our obligation to report unethical conduct to appropriate authorities.

Brand Positioning Statement

A positioning statement tells our brand story in a concise narrative that addresses our target audience and our key differentiators.

At Radford University, we deliver a high-quality, affordable education that prepares all kinds of students for career and life success. With campuses nestled near the Blue Ridge Mountains, our small, student-centered learning community offers career-driven and leadership experiences from day one.

We inspire curiosity, independence and fearlessness in our students and support their intellectual exploration with access to high-end facilities.

We maintain a close-knit and supportive environment where each student feels seen and accepted.

At Radford, students have the freedom to try new things, learn from their experiences, and discover their own pathway to personal and professional fulfillment.





Brand Pillars

Brand pillars focus on what Radford University delivers, the value it offers and the characteristics that make it distinct. Think of these as the chapters of our brand story.

Excellence That Is Easily Accessible

At Radford University, we believe that everyone deserves a high-quality, affordable education delivered in an intimate learning environment. Our small, tight-knit community is nestled near the Blue Ridge Mountains. We are big enough to provide incredible resources yet small enough that students can easily access them. Our community is small enough that students are seen and heard — our faculty get to know their aspirations, struggles and ambitions — yet big enough to offer diverse perspectives and experiences that help our students grow into well-rounded people and successful future professionals.



Brand Pillars

Centered on Those We Serve

Students come first at Radford University. We are dedicated to providing a personalized, well-rounded, and affordable education that matches the needs and aspirations of each student. We have a variety of academic programs, career-focused experiences, and comprehensive support services that help students reach their potential and excel in their chosen fields. We also maintain a culture of care, respect, and inclusion that values the diversity and dignity of every member of our community. Radford University serves our local communities as well as business and industry across the commonwealth and the nation by providing them with compassionate and career-ready professionals.

Freedom To Learn From Experience

Within Radford University's tight-knit, supportive community, students can explore a variety of pathways, experience occasional setbacks and find their way forward with confidence. Here, students can feel comfortable taking on new challenges and learning from their mistakes. Our students don't back down in the face of difficulty — they embrace it as an opportunity to grow. We encourage students to approach failure with a positive mindset and a willingness to improve, which in turn allows them to build resilience, humility and other strengths that will serve them in their future professional endeavors.



Brand Pillars

Active Learning and Active Doing

Radford University offers an education that encourages active participation, challenges students from the outset and provides early access to industry-aligned opportunities. As early as their freshman year, students get hands-on experience, conduct research and run simulations that go beyond what many internships or co-ops even offer. We bring the real world to our students on campus. Regardless of their major, every student at Radford University can engage in career-driven experiences that connect them meaningfully to their future profession.

Ready for All of Life's Roles

At Radford University, we believe in the power of personal growth and professional exploration. We guide our students to bright futures in rewarding careers by helping them develop the hard and soft skills required for success in the workplace and in life. Our students undergo transformative growth as they prepare for life after college, not only as professionals in their field but also as active citizens who are eager to make a difference in their communities and proud alumni who cheer on and support the next generation of Radford students. At Radford University, we empower our students to make a positive impact in all the roles they will play throughout their lives.

Brand Personality

Personality traits give Radford University a more “human touch.” They help bring the traits of our brand archetypes to life, informing the voice and visual tone of our messaging and creative.

Genuine

We believe in being honest and authentic in all that we do. No matter how we grow or change, we remain true to ourselves, down-to-earth and unpretentious.

Kind

We are warm, friendly and upbeat in all our interactions, from greeting new students on campus to working with business and industry leaders to create career pathways.

Inclusive

We are here to educate, guide and uplift our students, not to judge. We welcome all into our tight-knit, supportive and student-centered community.

Unexpected

We are more than meets the eye. Though some may underestimate us, the more they get to know us, the more reasons they find to believe in us.

Curious

We encourage intellectual exploration in the pursuit of self-discovery, enabling students to try new things, experiment and better understand the areas that interest them.

Motivated

We are persistent in our pursuit of continual improvement and are committed to seeking out ways we can make life and learning better for others.

Brand Voice

What We Say

Radford University is where students discover their true potential. They find possibilities everywhere: on campus, in classrooms, by joining clubs, and through experiential and educational opportunities. Students are provided the space, place and guidance to become successful in their professional and personal lives.

How We Say It

Our brand represents a storytelling voice. It is genuine and real as well as friendly and enthusiastic. It shares student, faculty, staff and alumni personal journeys and triumphs without ever being boastful. Our voice pivots as needed and can be more formal or casual to align with the use-case.

Keywords & Phrases

Responsive. Resilient. Real.

Radford Experience

Highlander Journey

Positive Impact

Lasting Legacy

Highlander Pride

Radford Family

Close-Knit Community



Writing Style

The Associated Press (AP) Stylebook is the standard style guide for most U.S. newspapers, magazines and public relations firms. In order to better coordinate with media organizations, the Radford University Department of Marketing and Communication bases its style guide on AP, with a few exceptions.

The full Radford editorial guide is available online. This quick guide offers some of the major points of AP and University style.



Writing Style

Academic Degrees

- Use an apostrophe in bachelor's degree, a master's, etc.
- There is no apostrophe in Bachelor of Arts, Master of Science, etc.

Dates

- When a month is used with a specific date, abbreviate these months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. *Sept. 4 was the day of her birthday.*
- When a phrase lists only a month and year, do not separate the month and the year with commas. *March 2022 was a great month.*
- When a phrase refers to a month, day and year, set off the year with commas. *Aug. 20, 2023, was the day they had all been waiting for.*

Academic Titles

Doctor/Dr. is used only for holders of degrees in dentistry, medicine, optometry, osteopathic medicine, podiatry or veterinary medicine. Other doctorates are denoted when necessary by the placement of the degree, in abbreviated form, after the name: *Amy Balija, Ph.D.; Susan Trageser, Ed.D.*

Numbers

Spell out the numbers one through nine; for 10 and up, use Arabic numerals.

Proper names: Use words or numerals according to an organization's practice. *3M, Twentieth Century Fund, Big Ten*

Titles

Of books, computer games, movies, operas, plays, poems, songs, television programs, lectures, speeches and works of art: Use quotation marks, not italics. "Barbie," "Oppenheimer," "Decline and Fall of the Roman Empire."

Punctuation

Commas: AP does not use Oxford (also known as serial) commas; that is, the last comma in a series before a conjunction. *Tom, Dick and Harry left at 3 p.m. We appreciate your gift of time, talent or treasure.*

Dashes: Make a dash by striking the hyphen key twice. Put a space on either side of the dash: *Smith offered a plan — it was unprecedented — to raise revenues.*

Hyphens: Use a hyphen for compound adjectives before the noun. *Well-known actor, full-time job, 20-year sentence.* Do not use a hyphen when the compound modifier occurs after the verb. *The actor was well known. Her job became full time. He was sentenced to 20 years.*

University Logo



University Logo: Main Version

The Radford University logo helps define the Radford University brand by telling the Radford story in a condensed, simplified and visual form. Using the iconic Radford red to as the defining color, the logo features a strong, traditional “R” in a grouping with the year of Radford’s founding, 1910, to illustrate the long and proud history of the institution. Below it sits a simple depiction of the Blue Ridge Mountains, a nod to Radford’s picturesque location. And in the mountains is a wayfinding symbol that shows the adventurous spirit of Radford’s students.



University Logo: Main Reversed

The reversed logo, for use on dark, solid backgrounds, uses the same elements as the main logo but with the name "Radford" in white instead of red, "University" in a lighter gray and a white key line around the shield icon to separate it from the background.



University Logo: Camo One-Color Versions

For instances where using multiple colors isn't possible, such as when placed over a photographic background, camo one-color versions of the logo are available to maintain the brand integrity. The camo one-color logo is the brand's primary one-color option.

These versions contain transparent elements and should not be reproduced on merchandise such as t-shirts.



University Logo: Print One-Color Versions

For instances where using multiple colors isn't possible due to printing restrictions or when using multiple colors could be visually confusing, simple one-color print versions of the logo are available to maintain the brand integrity.

These versions are for print use only when only one color of print is allowed.



University Logo: Clear Space

When using the Radford University logo, it is imperative to have sufficient clear space on all sides of the logo to maintain visual integrity. The diagrams to the left show the space needed for both the horizontal and vertical versions of the mark, as measured by the size of the capital "R" in Radford.

Print minimum size



1 13/16" width



1 1/4" width

Digital minimum size



72 pts width at 72 ppi



50 pts width at 72 ppi

Small size version



University Logo: Small Size + Minimum Size

Print

To preserve the integrity of the design and the legibility of the logo text, the logo should never be reproduced smaller than 1 13/16" wide for the horizontal or 1 1/4" wide for the stacked version in print.

Digital

For digital executions, the horizontal logo can be as small as 72 pts wide and the stacked logo can be as small as 50 pts wide at 72 ppi.

Small Scale

In some cases, such as screen printing and embroidery, we recommend using the small size versions of the Radford logo, which have been optimized for small-scale reproduction. All other process printed or digital placements of the logo should use the standard size versions.



Do not use the regular logo on a dark background.



Do not change the color of any portion of the logo.



Do not place the main logo on a photographic background.



Proper use of the white, one-color logo on photographic or video background.



Do not stretch or squash.



Do not rotate the logo.



Do not add effects that modify the logo.



Use of either the Shield or Wordmark alone is to the discretion of Strategic Communications.

University Logo: Usage Rules

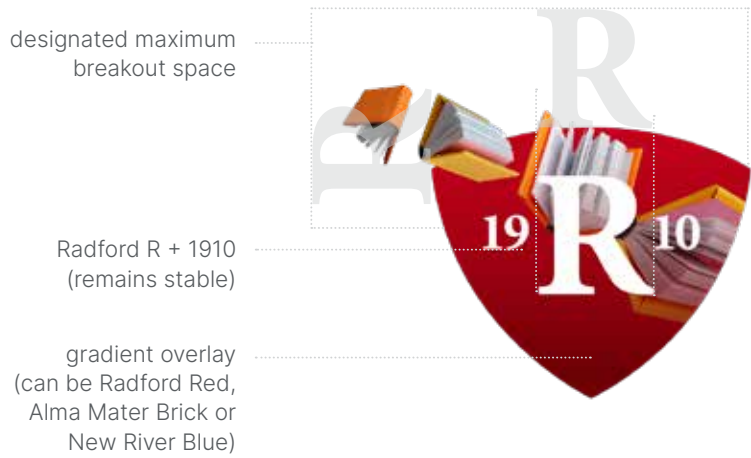
To the left are examples for improper uses of the University logo, as well as correct clarifications on proper use.

Flexible Logo System

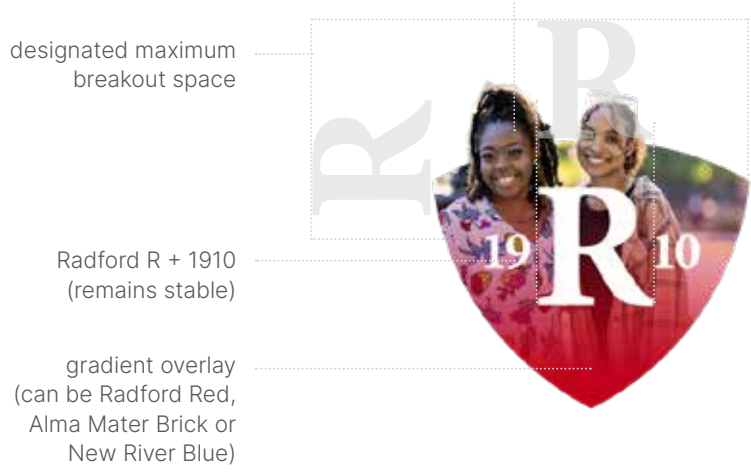


Flexible System: Variables & Structure

The Radford logo can be used as a containing shape for photographic elements that customize the logo as part of its flexible system. Doing so must fall within the parameters set in these standards to maintain the stability of the brand identity, and all customized versions must be approved by the Office of Marketing and Communications.



face clear of the Radford R



Flexible System: Variables & Structure

Photographs used should meet the following criteria: background should be dark enough to keep the Radford R clearly visible, faces shouldn't be covered by the R or cropped off, breakout element should remain within the designated breakout space, breakout element should be the focus of the chosen photograph and masked cleanly and gradient overlay color should be chosen to balance the colors in the photograph.



Do not cover the subject's face.



Do not use a photo without a breakout element.



Do not use a photo that violates the designated maximum breakout space.



Do not use a photo with too much white, making the "R" illegible.



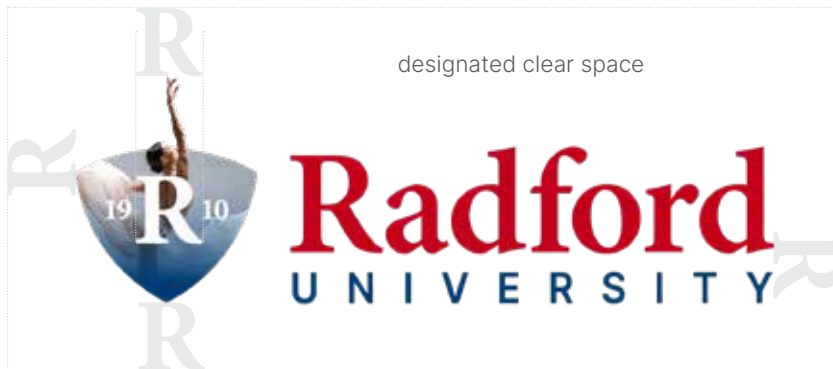
Do not remove the gradient fade from the logo.



Do not use an unapproved color for the gradient overlay.

Flexible System: Variables & Structure

To the left are examples of how photos can **not** be used in the Radford University Flexible Logo System. By avoiding these instances, the system remains strong and recognizable in all uses. You can reference the examples used on the following pages to see the system rules properly applied.



Flexible System: Variables & Structure

Designated clear space around the logo should expand to begin at the furthest edge of the breakout element, ensuring proper breathing room for the logo regardless of the version used.



Do not use other colors in the wordmark.



Do not rotate the logo.



Do not place on a photographic background.



Do not stretch or squash the logo.



Do not place on a color background.



Do not add effects that modify the logo.



✓ Proper use of reverse flexible logo on a black background.



Use of either the Shield or Wordmark alone is up to the discretion of Strategic Communications.

Flexible System: Usage Rules

See the examples to the left for ways the flexible logo versions should **not** be used as well as an example of how to use the logo on a black background.

Flexible System: Examples





University Seal

The University seal is used for official university documents, such as diplomas and graduation notices. The seal can also be used in specific applications for other materials as approved by Strategic Communications.

Typography

Minion Regular

Minion Italic

Minion Medium

Minion Medium Italic

Minion Semibold

Minion Semibold Italic

Minion Bold

Minion Bold Italic

Minion Variable Concept

The typeface alternate for use if Minion is unavailable is EB Garamond, which can be downloaded from fonts.google.com.

Inter Thin

Inter Thin Italic

Inter Extralight

Inter Extralight Italic

Inter Light

Inter Light Italic

Inter Regular

Inter Italic

Inter Medium

Inter Medium Italic

Inter Semibold

Inter Semibold Italic

Inter Bold

Inter Bold Italic

Inter Extrabold

Inter Extrabold Italic

Inter Extrabold

Inter Extrabold Italic

Inter

Inter is the brand sans serif and can be used widely.

Primary Typefaces

The Radford University brand pairs the traditional serif Minion typeface with the modern sans serif Inter. Minion is an Adobe font that can be activated with Adobe Creative Cloud, and Inter is a Google font available for free at fonts.google.com.

Oswald Extralight

Oswald Light

Oswald Regular

Oswald Medium

Oswald Semibold

Oswald Bold

Oswald

Oswald is a complimentary compressed typeface that works as an accent to Minion or Inter.

Bickham Script Regular

Bickham Script Bold

Bickham Script Pro

Bickham is only for official use from the Office of the President.

Additional Typefaces

The Radford University brand also utilizes a condensed sans serif, Oswald, and a classic script, Bickham Script Pro. Both mix well with the primary brand typefaces, but Bickham Script is reserved for specific uses. Oswald is available through Google Fonts at fonts.google.com and Bickham Script Pro is available through Adobe Typekit.

Typography: Font Pairings

Minion Bold

INTER LIGHT

Lorem ipsum harchilia et arume parchil luptasita volestr
untusam inis magnit haruntis experernam sitionseque pra
qui offic tem faccae et volorenat quuntur, to initatiam,
ut magnis vende si vid qui aruptae rchillabor.

Inter Extrabold

Minion Semibold Italic

Lorem ipsum harchilia et arume parchil luptasita
volestr untusam inis magnit haruntis experernam
sitionseque pra qui offic tem faccae et volorenat
quuntur, to initatiam, ut magnis vende si vid qui
aruptae rchillabor re vertere pelectem facearum
inctem eos quam.

Inter light sub-
head pairing

**INTER
BLACK**

Inter light sub-
head pairing

*Minion
Bold
Italic*

Typography: Font Pairings

Oswald Bold

INTER LIGHT

Lorem ipsum harchilia et arume parchil luptasita volestr
untusam inis magnit haruntis experernam sitionseque pra
qui offic tem faccae et volorenat quuntur, to initatiam,
ut magnis vende si vid qui aruptae rchillabor.

OSWALD BOLD

Minion Semibold Italic

EB Garamond Regular

EB Garamond Italic

EB Garamond Medium

EB Garamond Medium Italic

EB Garamond Semibold

EB Garamond Semibold Italic

EB Garamond Bold

EB Garamond Bold Italic

EB Garamond Extrabold

EB Garamond Extrabold Italic

EB Garamond

EB Garamond is the brand web use serif and can be used widely.

Mundial Hair

Mundial Hair Italic

Mundial Thin

Mundial Thin Italic

Mundial Light

Mundial Light Italic

Mundial

Mundial Italic

Mundial Demibold

Mundial Demibold Italic

Mundial Bold

Mundial Bold Italic

Mundial Black

Mundial Black Italic

Mundial

Mundial is the brand web use sans serif and can be used widely.

Web Typefaces

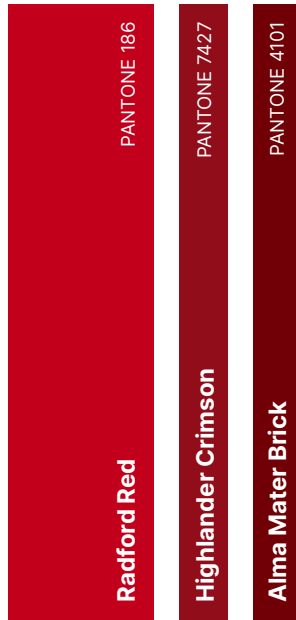
In addition to the normal brand typefaces, Radford University employs Mundial and EB Garamond for web use. They pair and function in the same way the Minion and Inter do for other brand elements.



Color

Primary Colors

RGB: 194-1-27
CMYK: 10-100-90-0
Hex: #C2011B



RGB: 145-13-26
CMYK: 27-100-100-27
Hex: #910D1A

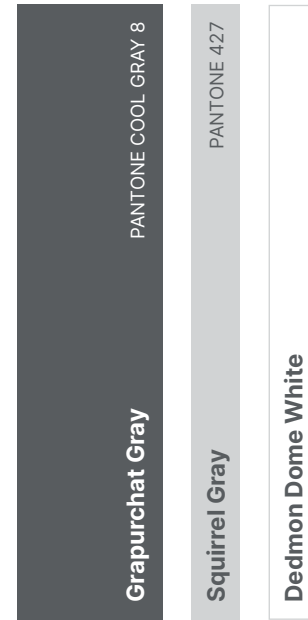
RGB: 112-0-5
CMYK: 31-100-100-46
Hex: #700005

RGB: 0-60-113
CMYK: 100-50-9-46
Hex: #003C71



RGB: 0-37-84
CMYK: 100-86-36-43
Hex: #002554

RGB: 128-130-133
CMYK: 0-0-0-60
Hex: #808285

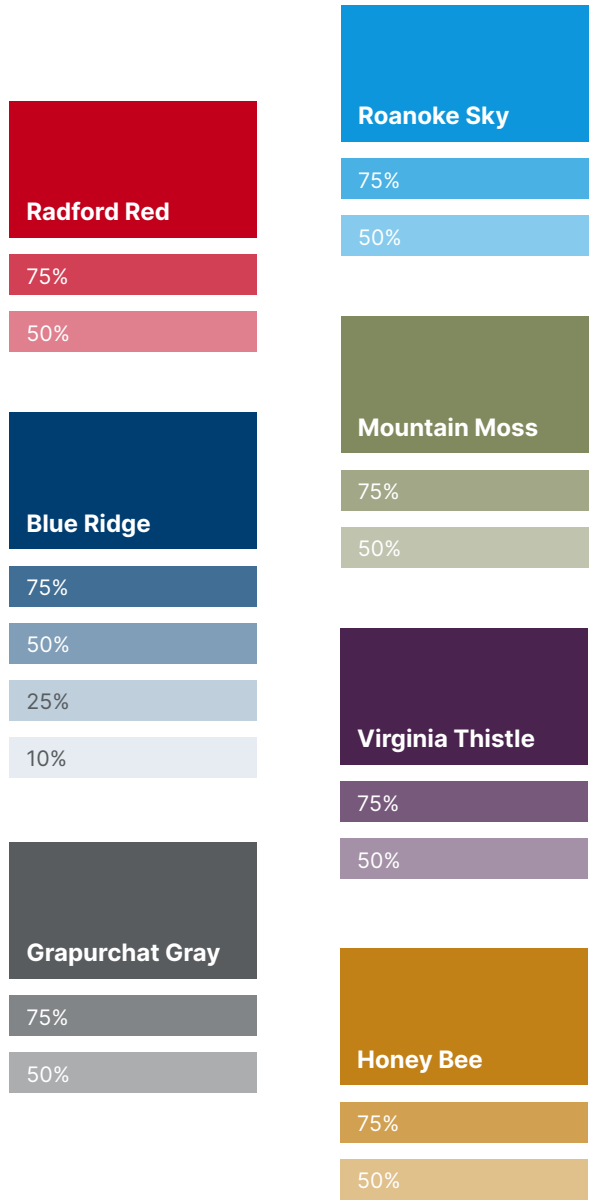


RGB: 255-255-255
CMYK: 0-0-0-0
Hex: #FFFFFF

RGB: 209-211-212
CMYK: 0-0-0-20
Hex: D1D3D4

Full Color Palette

<p>Honey Bee</p> <p>PANTONE 7556</p>	<p>Radford Red</p> <p>PANTONE 186</p>	<p>Highlander Crimson</p> <p>PANTONE 7427</p>	<p>Alma Mater Brick</p> <p>PANTONE 4101</p>	<p>Virginia Thistle</p> <p>PANTONE 262</p>	<p>Roanoke Sky</p> <p>PANTONE 2192</p>	<p>New River Navy</p> <p>PANTONE 655</p>	<p>Blue Ridge</p> <p>PANTONE 541</p>	<p>Grapurchat Gray</p> <p>PANTONE COOL GRAY 8</p>	<p>Squirrel Gray</p> <p>PANTONE 427</p>	<p>Mountain Moss</p> <p>PANTONE 4226</p>	<p>Moffett Lawn</p> <p>PANTONE 2411</p>	<p>Bagpipe Black</p>	<p>Dedmon Dome White</p>
				<p>RGB: 81-40-79 CMYK: 74-94-38-35 Hex: #4B2350</p>		<p>RGB: 0-145-218 CMYK: 76-28-0-0 Hex: #0091DA</p>		<p>RGB: 128-137-95 CMYK: 51-34-71-10 Hex: #80895F</p>			<p>RGB: 0-0-0 CMYK: 0-0-0-100 Hex: #000000</p>		
<p>RGB: 183-139-32 CMYK: 22-52-100-5 Hex: #B78B20</p>								<p>RGB: 37-64-29 CMYK: 77-48-93-56 Hex: #25401D</p>			<p>RGB: 255-255-255 CMYK: 0-0-0-0 Hex: #FFFFFF</p>		



Color Tints

For the flexibility of the system, some brand colors have designated tints that can be used when necessary in brand collateral.

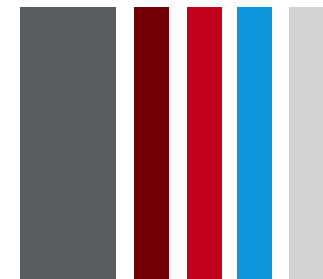
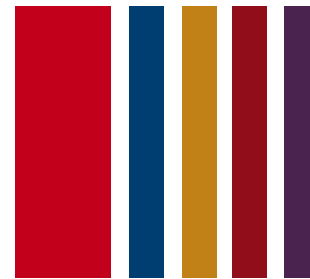
Suggested Color Combinations

The brand colors can be mixed in a variety of ways, but should always focus on one of the three dominant primary colors and always feature Radford Red as part of mix. Below are a few suggestions for how the colors can be mixed and used.

Primary Options



Secondary Options





Radford Red to Alma Mater Brick



Radford Red to transparent




New River Navy to transparent



Alma Mater Brick to transparent

Color Gradients

Gradients are a subtle way to add depth using the Radford University brand colors. These are the four approved gradients.



Graphic Elements

19 **R** 10

19 **R** 10

19 **R** 10

19 **R** 10

19 **R** 10

19 **R** 10

19 **R** 10

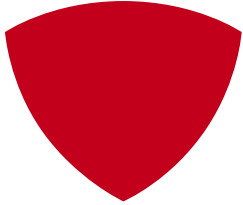
19 **R** 10

19 **R** 10

Graphic Elements: **R + 1910**

The Radford R and split 1910 from the logo can be pulled out and used as a standalone element when needed. They should always appear in black, white or a primary brand color.

Filled



Outlined

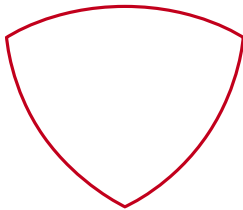


Photo Container



Text Container



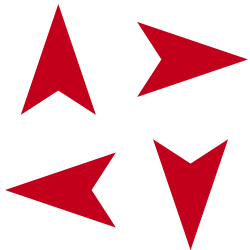
Cropped Watermark
Background



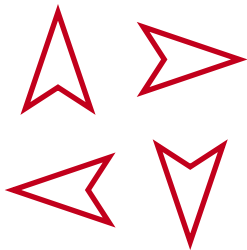
Graphic Elements: Shield Shape

The shield shape from the logo can be used in a variety of ways as a brand accent. It can be filled, outlined, filled with brand photos, or used as a containing shape for text at full opacity. At low opacity or in colors that are tints of shades of each other, it can also be used as an oversized watermark in the background of a composition, always cropping to either the left or right edge.

Filled



Outlined



**Cropped Watermark
Background**

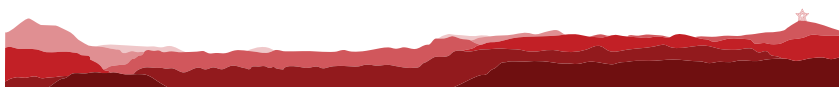


Bulleted List

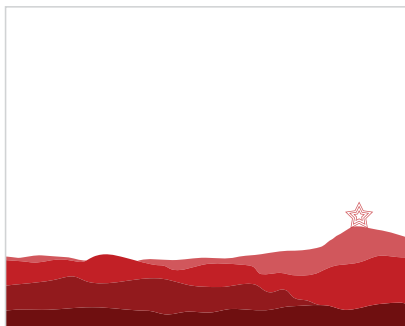
- Erum eosa dolupta con res commolore exped quam, quam doluptae laborerum voloreria nos ea quis
- Epe volestiur aut que odis ipsuntet pelit, ut hillace atiuntet fugia nobit, voluptam et vendandant

Graphic Elements: Wayfinding Shape

The arrow or wayfinding shape from the logo can also be used as a branded accent shape. It can be filled in or outlined and used as points in a bulleted list or, with the same rules as the shield shape, it can also be used as a watermark in the background of a composition.



Use Examples



Graphic Elements: Mountain Fade

Another element that may be used is one of either of two representations of the local mountain skyline. These can fade from dark to light in either blue or red using Radford brand colors and should only be used contained within a shape or at the bottom boundary of a composition.

For simplicity in designs, we recommend zooming in a section of the skyline rather than including the full graphic in a composition.

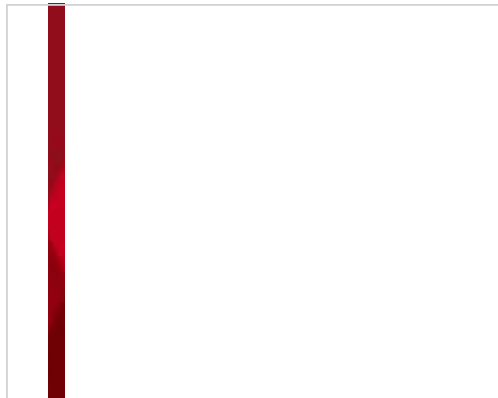
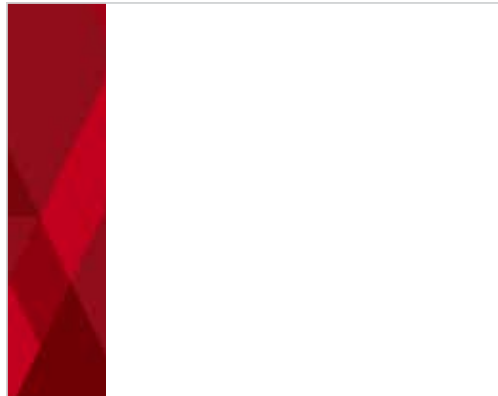
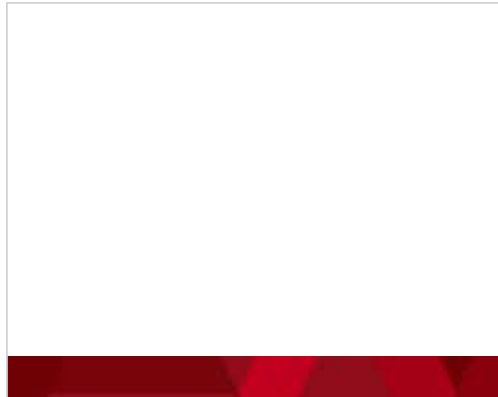


Patterns



Patterns: Radford Geometric

The geometric pattern plays into both the historic tartans and the exploration motif that are core to the University brand. It can be used in any of the three primary color areas.



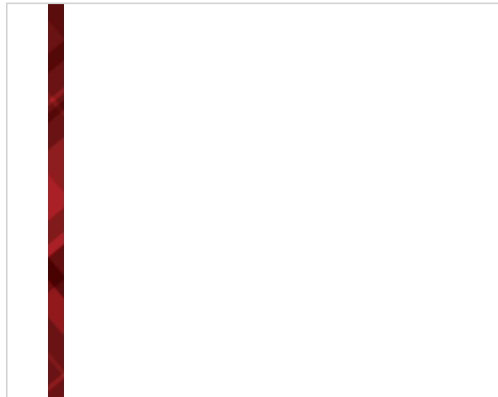
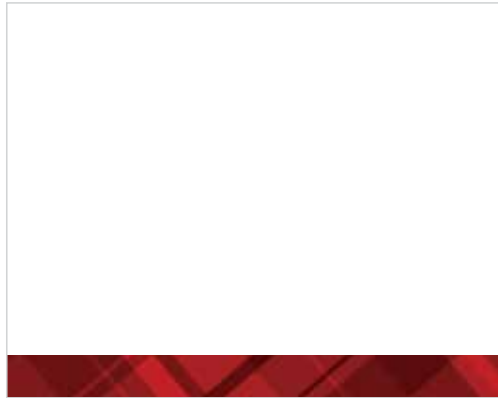
Patterns: Radford Geometric

The pattern can also be contained in a horizontal or vertical bar. Some examples are shown to the left, but Radford materials are not limited to these specific options.



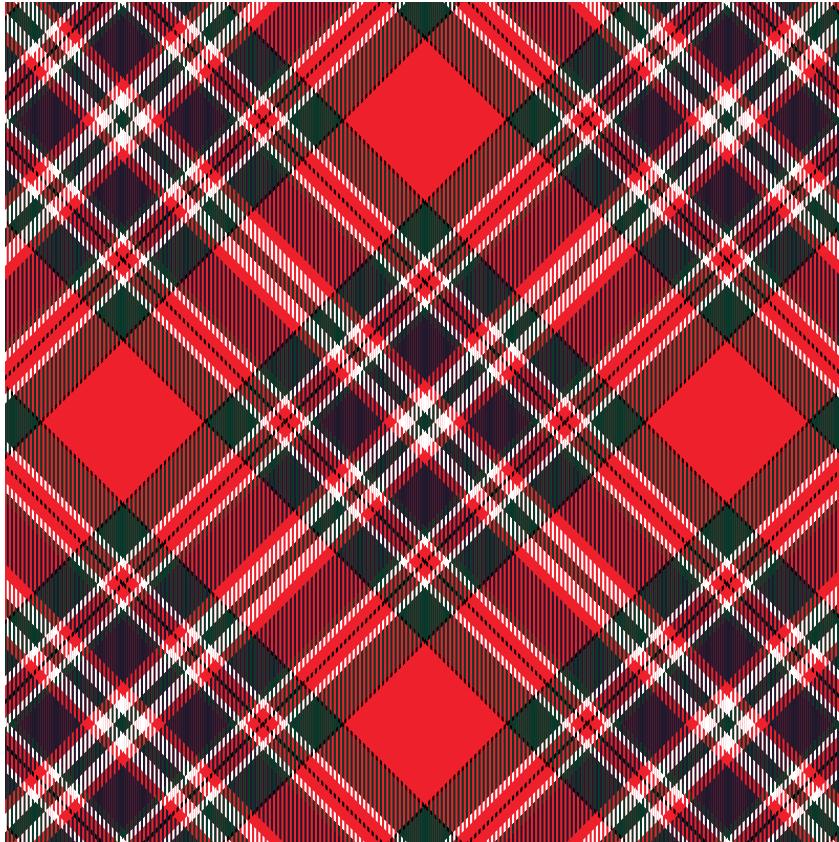
Patterns: Radford Plaid

Radford Plaid is a bridge between the traditional tartan and the clean, modern brand. It has the structure of a plaid, but each color variation works within one of the primary color areas for Radford, lending a level of subtlety to the overall look.



Patterns: Radford Plaid

The pattern can also be contained in a horizontal or vertical bar. Some examples are shown to the left, but Radford materials are not limited to these specific options.

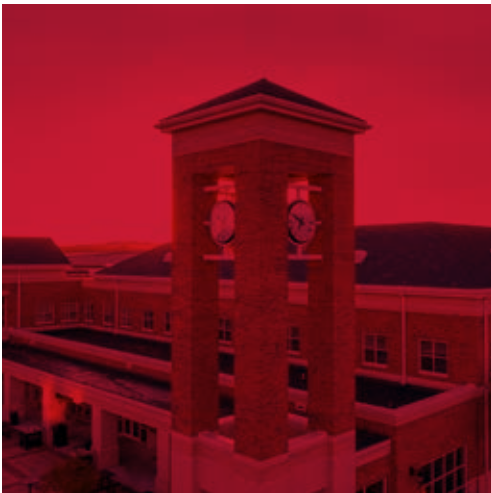


Patterns: Traditional Tartan

The Modern Red MacFarlane Tartan is a historic piece of Radford University's identity and is approved for use on official communications from the Office of the President.

The MacFarlane Tartan should be used on a 45° angle, and colors should never be altered or adjusted.

Video and Photography



Photography

Photography should be active and student-centric. When possible, featuring Radford red in the image is preferred. Natural light is also beneficial to convey a sense of realism.

Photography can be shown without treatment or given a color overlay.



Videography

Videos should mirror photography in style and can also be shown without additional treatment or with a color overlay.

When placing the logo over videography, it is important that the video remain dark enough behind the logo to maintain legibility or that a color overlay be used to support legibility.



Athletics



Athletics Brand Identity

The Radford Athletics brand identity is comprised of a system of closely related marks including a primary logo, secondary logos, word marks and sport-specific marks. This guide details the usage of all components within the identity system.

All logos included are property of Radford University and are reserved for Radford University Athletics. **They should not be used without the express permission of the Athletics Department. Any use without consent is strictly prohibited.**

For more information on licensing or guidelines for using the Radford University Athletics brand, please contact licensing@radford.edu.



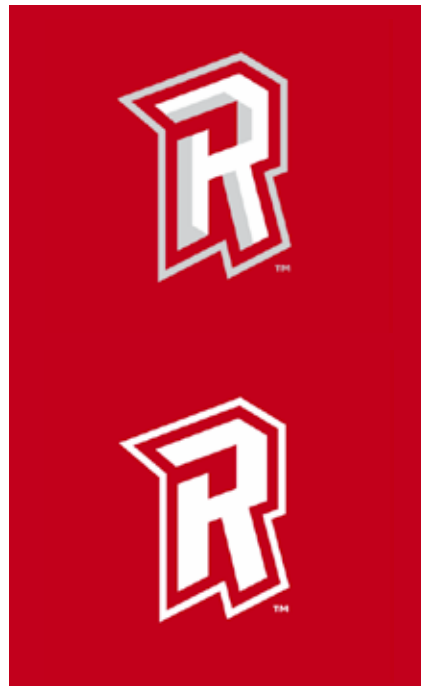
Athletics: Primary Logo

The primary athletics logo can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.



Athletics: Standalone Shield

The standalone shield logo can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.



Athletics: Radford “R” Secondary Logo

The Radford “R” logo can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.



Athletics: Highlander Secondary Logo

The highlander logo must be used in full-color regardless of background.

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Athletics: Radford Wordmark

The Radford wordmark logos can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.

HIGHLANDERS



HIGHLANDERS



Athletics: Highlander Wordmark

The Radford wordmark logos can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.

RGB: 194-1-27 CMYK: 10-100-90-0 Hex: #C2011B		RGB: 209-211-212 CMYK: 0-0-0-20 Hex: D1D3D4
Radford Red PANTONE 186	Blue Ridge PANTONE 541	Squirrel Gray PANTONE 427
	RGB: 0-60-113 CMYK: 100-50-9-46 Hex: #003C71	

Athletics: Colors

Athletics assets should utilize the colors listed to the left as well as white.

Typefaces

RADFORD REGULAR

**ABCDEFGHIJK
LMNOPQRSTUVWXYZ**

GOTHAM

**ABCDEFGHIJK
LMNOPQRSTUVWXYZ**

Example

**BASKETBALL SEASON TICKETS
ON SALE NOW!**

Athletics: Typography

Athletics assets should utilize the Radford Regular font with in combination with Gotham.



Never use unapproved colors.



Never distort the logos.



Never rotate the logos.



Never skew the logos.



Never alter the proportions.

Athletics: Misuse

To the left are examples of common misuses of the athletics brand.



Never alter the typography.



Never reconfigure the logo.



Never add graphic effects (example: drop shadow).



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