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UNIVERSITY

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## Our Story

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.

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



# Brand Positioning Statement

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

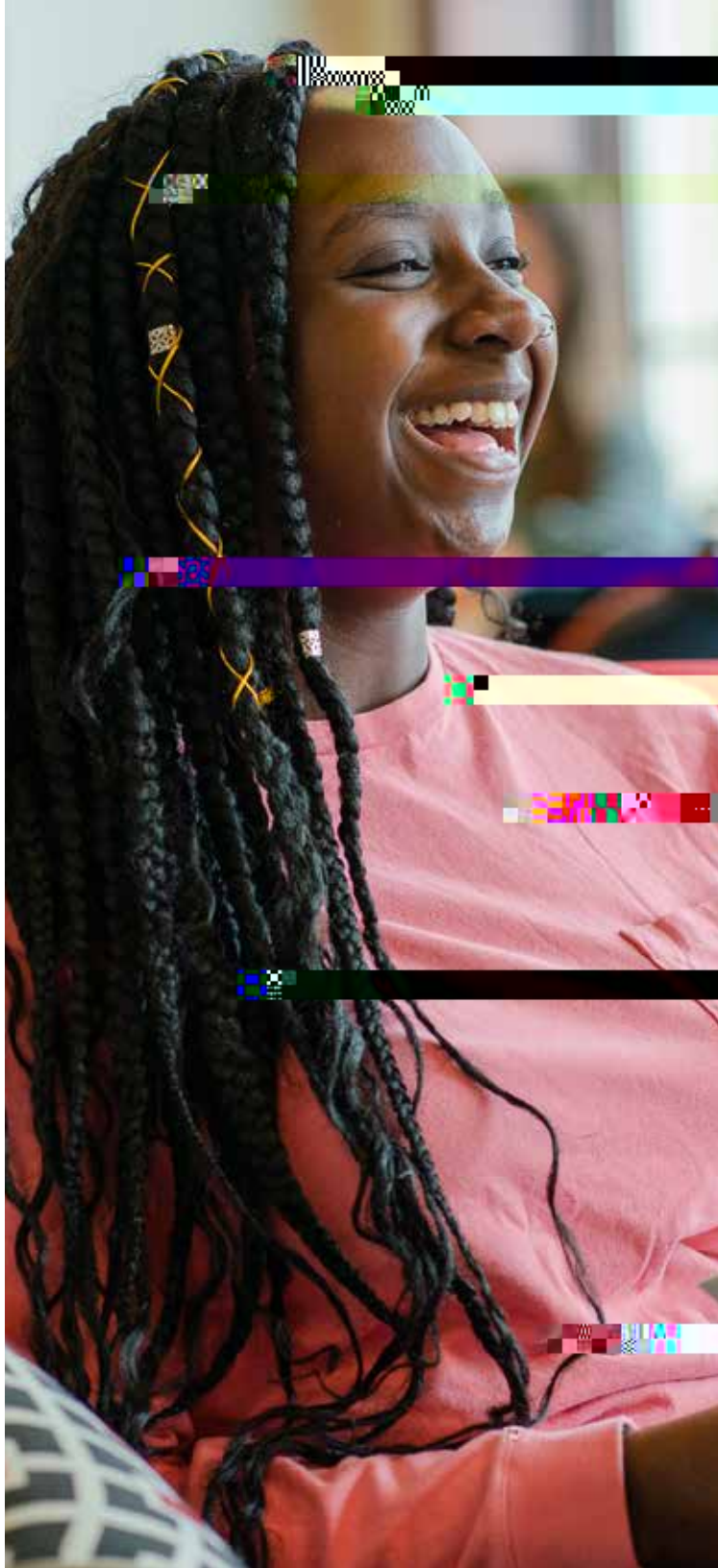
At Radford University, we deliver a high-quality, affordable education that prepares all kinds of students for career and life success. With campuses nestled near the Blue Ridge Mountains, our small, student-centered learning community offers career-driven and leadership experiences from day one.

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.



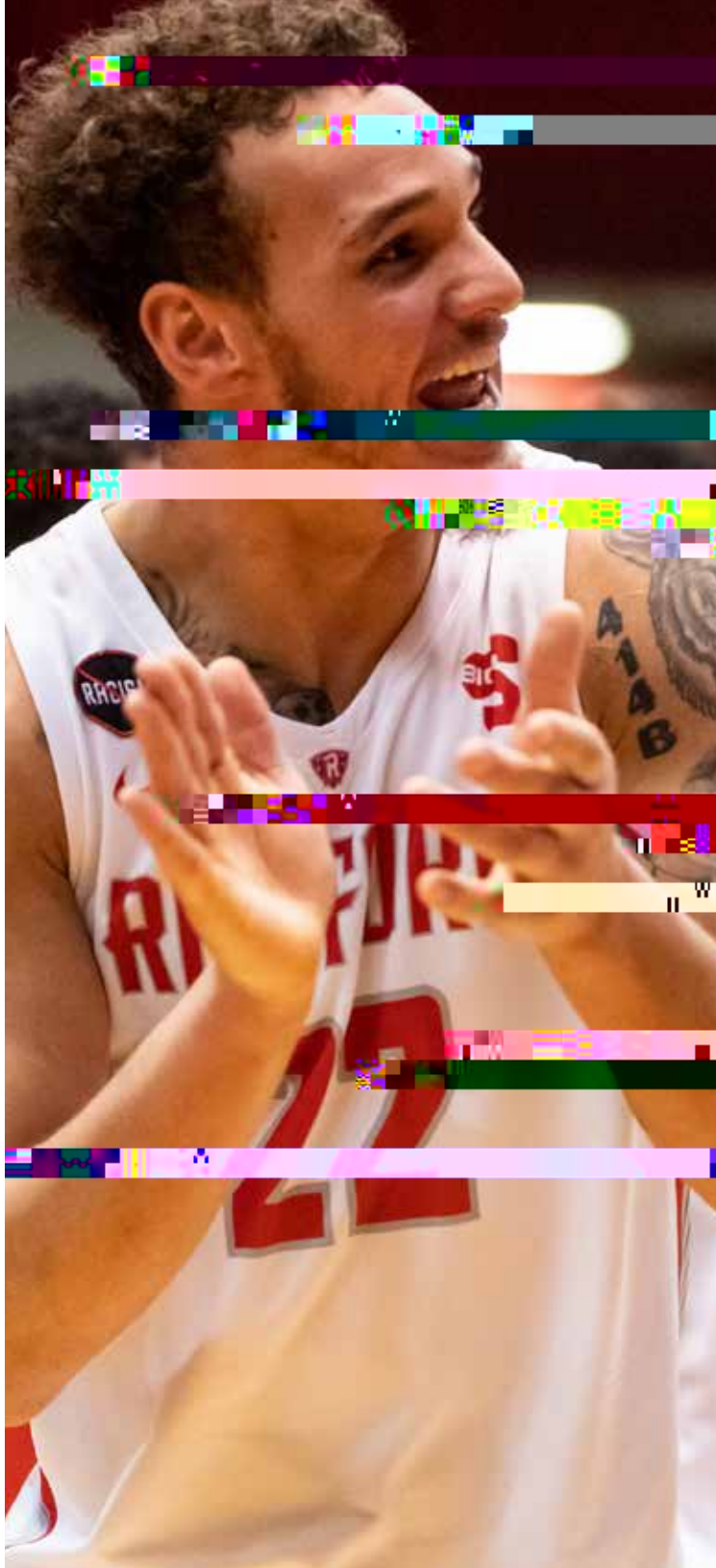


## Brand Pillars

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

## 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.

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

Writing 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 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.





**Radford**  
UNIVERSITY



**Ra**  
UNIVERSITY

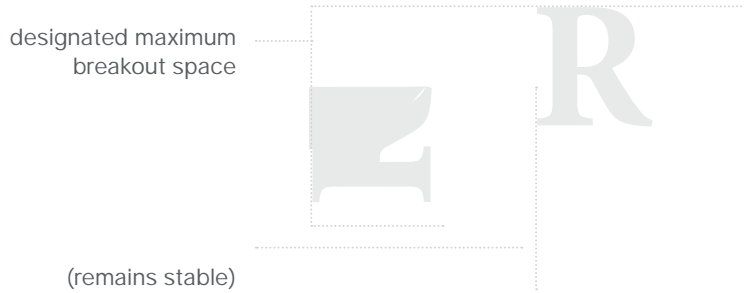




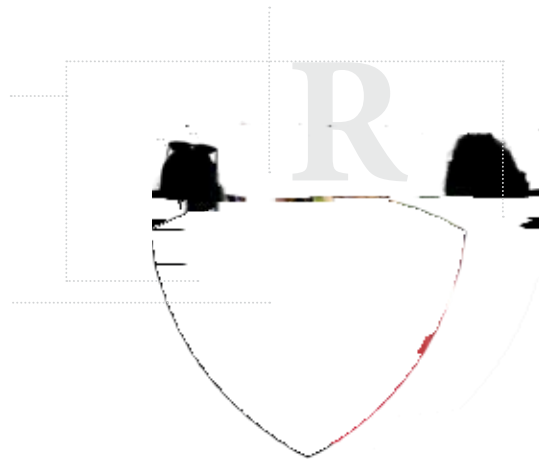
# Flexible Logo System

The Radford logo can be used as a containing shape for photographic elements that customize the logo as part of its flexible

(can be Radford Red,



gradient overlay  
(can be Radford Red,  
Alma Mater Brick or  
New River Blue)



## 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.  
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.



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



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.

The background features a complex arrangement of overlapping geometric shapes in various shades of red and dark red. These shapes include triangles, trapezoids, and irregular polygons, creating a layered, architectural effect. The colors range from a deep, dark red to a bright, vibrant red.

# Typography

Regular  
*Minion Italic*  
Minion Medium

**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](https://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](https://fonts.google.com).

Oswald Light

Oswald Medium

Oswald Semibold

#### Oswald

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

*Bickham Script Regular*

*B . . . S . . . B*

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](https://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 volornat quuntur, to initatiam,  
ut magnis vende si vid qui aruptae rchillabor.

### Inter Extrabold

Lorem ipsum harchilia et arume parchil luptasita  
volestr untusam inis magnit haruntis experernam  
sitionseque pra qui offic tem faccae et volornat  
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

### 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

EB Garamond Regular  
*EB Garamond Italic*

*EB Garamond Medium Italic*  
**EB Garamond Semibold**  
*EB Garamond Semibold Italic*  
**EB Garamond Bold**  
*EB Garamond Bold Italic*  
**EB Garamond Extrabold**

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  
**M** **D** **I** **L** **A**  
**Mundial Bold**

**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.

The background consists of a complex, abstract pattern of overlapping geometric shapes in various shades of red and dark red. The shapes are primarily triangles and quadrilaterals, some pointing upwards and some downwards, creating a sense of depth and movement. The overall effect is a textured, layered appearance.

Color

# Primary Colors

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

Radford Red  
PANTONE 186

Highlander Crimson  
PANTONE 7427

Alma Mater Brick  
PANTONE 4101

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

Blue Ridge  
PANTONE 541

New River Navy  
PANTONE 655

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

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

Grapurchat Gray  
PANTONE COOL GRAY 8

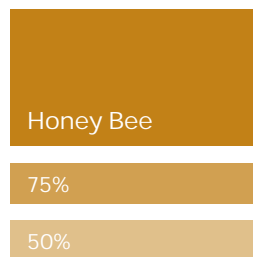
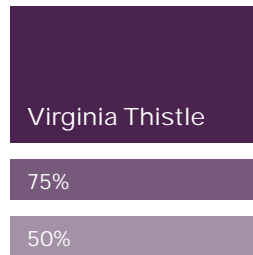
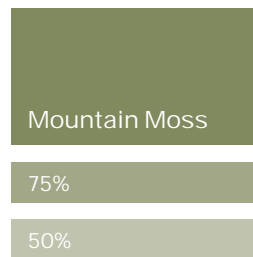
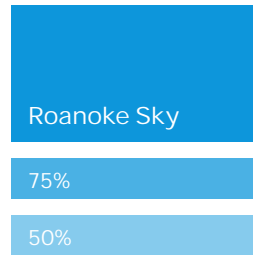
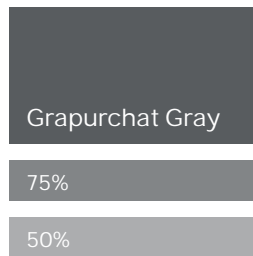
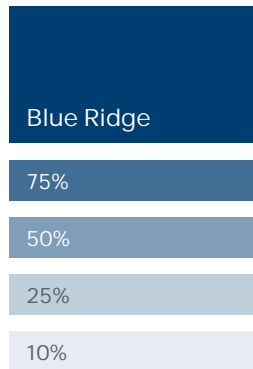
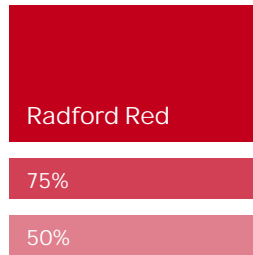
Squirrel Gray  
PANTONE 427

Dedmon Dome White

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

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





## 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



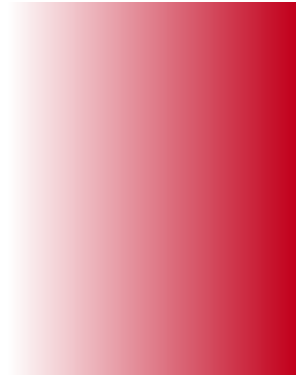
Secondary Options







Radford Red to Alma Mater Brick



Radford Red to transparent



New River Navy to transparent



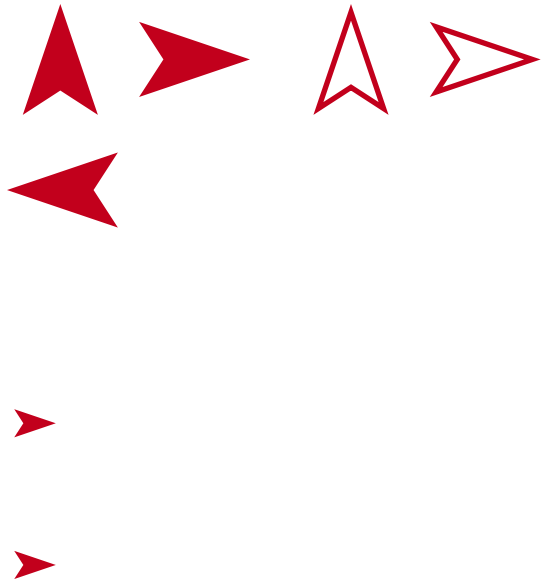
Alma Mater Brick to transparent

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



<sup>1</sup> **R**





Graphic Elements:  
Wayfinding Shape

\_\_\_\_\_

The background is a complex, abstract composition of various geometric shapes, primarily triangles and quadrilaterals. The color palette is limited to a vibrant red and a bright green. The shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to overlap others. The overall effect is a dynamic and visually stimulating pattern.

# 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 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:

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.

# 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.

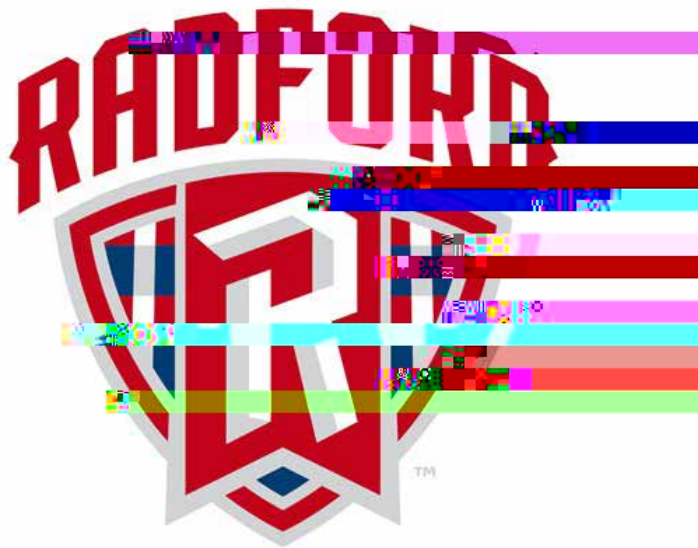
Videos should mirror photography in style and can also be shown without additional treatment or with a color overlay.

When placing the logo over videography, it is

The background consists of several overlapping geometric shapes in two shades of red: a vibrant, bright red and a darker, muted red. The shapes include triangles, trapezoids, and irregular polygons, some of which are tilted. The overall composition is abstract and modern.

# 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](mailto:licensing@radford.edu).

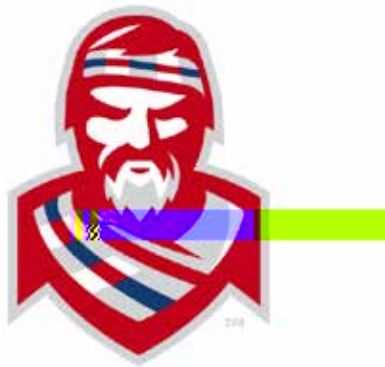


## Athletics: Primary Logo

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: Highlander Secondary Logo

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



## 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.



## Athletics: Colors

Athletics assets should utilize the colors listed



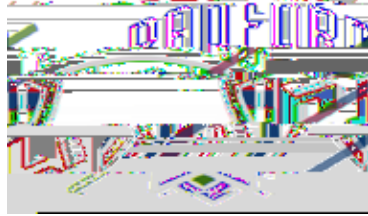


## Athletics: Typography

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



Never use unapproved colors.



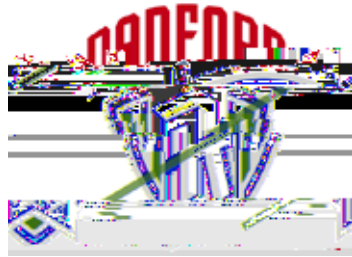
Never distort the logos.



Never rotate the logos.



Never skew the logos.



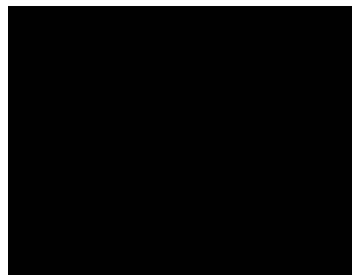
Never alter the proportions.

## Athletics: Misuse

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



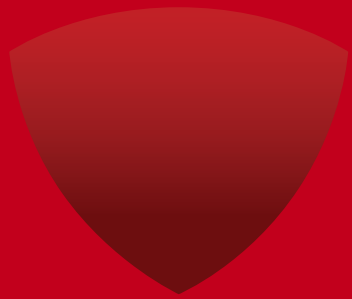
Never alter the typography.



Never reconfigure the logo.



Never add graphic effects (example: drop shadow).



R

U N I V E R S I T Y