# PRIM2C.jpgAppendix X

# Villanova Club Sports

# Branding, Logos, and Marketing

**University Verbiage**

* Villanova University
* Villanova
* Wildcats
* Nova
* Villanova Wildcats
* Nova Nation
* IGNITE CHANGE. GO NOVA

**General University Information**

* Location: Villanova, PA
* Mascot: Wildcats
* Mascot Name: Will D. Cat
* Established Date: 1842

**Garment Colors**

* The University’s primary colors are Navy and White. All apparel (including: uniforms, jerseys, staff wear, practice uniforms, warm-up gear, travel apparel, etc.) must be Navy or White. Exception: Practice T-Shirts and Practice Sweats may be Athletic Grey (also known as Athletic Heather and Sports Grey).
* The primary “V” logo may be performed using one color. The approved format is show in the Villanova University Athletic Marks section.
* Embroidery of any logo should be performed using the exact color specifications shown in the Villanova University Color Usage section.
* A specific sport name may appear under a primary mark but it must appear in white or navy in Garamond Bold.

**Villanova University Athletic Marks**

**Villanova University Color Usage**



**Social Media Marketing**

* Two Way Exchange: Should be accessible to students following the account
* Short Posts: Look for current campus themes and use relatable content (hashtags, expressions, etc.)
* Consistent Voice: Have one or two individuals be the point of contact for social media so they can have a consistent voice while being fun and clever, yet informative
* Timing: Continuity is key in order to increase likes, shares, and views.
  + Facebook timing – 1pm and 3pm
  + Twitter timing – 12pm, 5pm, and 6pm
  + Think of the flow of classroom changes as well as mealtime breaks