University Logo Catalog
and Usage Guidelines

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Contact creatives@villanova.edu for logo files and usage questions.
Villanova University Logo

The Villanova University Primary Mark has two components: the University crest and the logotype (typeface).

The word “University” has been carefully sized and letter spaced underneath the word “Villanova.” These two components are in a fixed relationship, and should not be altered, modified or repositioned in any way. Additionally, the crest should never appear separately from the words “Villanova University.”

Logo Size Requirements for Reproduction

The Villanova University logo may be scaled proportionately to fit everything from directional signage to small brochures. The round crest is the defining element because of its intricate design details. To ensure successful reproduction, the crest should not be reproduced smaller than ½ inch high.

The Villanova “V” University and College-level logos are more appropriate for use when the space available forces the crest to be smaller than ½ inch high. To ensure successful reproduction, the height of the “V” should not be reproduced smaller than ¼ inch high.

For instances where the logo needs to be reproduced smaller than ¼ inch high, we encourage using our wordmark, which has been typeset into a usable graphic file to ensure the relationship between the words “Villanova” and “University” are maintained.

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Logo Clearspace for Reproduction

To ensure its integrity and visibility, all University logos should be kept clear of competing text, images and graphics. The logos must be surrounded by an adequate clearspace—a space equal in size to the height of the word “University”, as shown to the right. This guideline applies to all University logos at all levels in the hierarchy.

Unacceptable Logo Treatments

In order to maintain the integrity and consistency of the University identity, our logos may not be reconstructed or altered in any way. The following is a general list to indicate unacceptable treatments of our logos.

- Do not place logo on patterned or image background
- Do not place logo over gradient background
- Do not skew, stretch or warp logo
- Do not crop or bleed logo off page
- Do not tilt or rotate logo
- Do not use a color other than blue, black or white
- Do not treat elements of logo in different ways
- Do not add dimension or drop shadow to logo
- Do not rearrange or move elements of logo
- Do not place other words near logo to be construed as part of logo
Logo Catalog

The following pages provide a list of the University and College-level, and Centers of Excellence/Institutes logos available for request.

All logos are numbered for easy reference (ex. VU01BLUE) and are available in BLUE, BLACK, or WHITE (transparent). Only the BLUE versions are shown in this catalog. When requesting a logo via the online logo request form, please reference the logo by the provided file name and appropriate color.

University-level logos

Primary As the primary visual graphic for Villanova University, the University logo, or associated logos containing the wordmark “Villanova University” (this includes the College-level logos and Centers of Excellence/Institutes logos) must appear on all communication pieces and social media outlets.

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Secondary

The formal Villanova University Secondary Mark is a standalone circular mark used primarily for merchandising or when the primary mark does not work visually for the intended communication vehicle. For example, the circular mark is appropriate for embroidered clothing and decals.

The University V with the words Villanova University is an Alternate Mark, available both stacked and sideways. This mark is less formal than the University’s primary and secondary marks and is intended for specific uses where a bold visual representation of the University’s visual identity is needed. The Villanova V mark may be used in external marketing materials such as billboards, banners and transit advertising. The V mark may also be used in social media, on promotional items and for internal student activities. All requests to use the V in merchandising or retail must be made through the Collegiate Licensing Company (www.clc.com).

Special Uses

For The Villanova V mark, University tagline and wordmark without crest may be used in external marketing materials such as billboards, banners and transit advertising as long as the University’s visual identity is clearly communicated and recognizable.
College-level logos

Each of Villanova University’s six colleges has its own individual logo under the University umbrella. Like the University-level hierarchy, each college-level logo is available in four different configurations. The following pages show all available logos for the college-level primary, secondary, and alternate marks.
College-level logos, con't

Primary

VILLANOVA UNIVERSITY
College of Nursing
VU08BLUE

VILLANOVA UNIVERSITY
College of Professional Studies
VU26BLUE

VILLANOVA UNIVERSITY
Charles Widger School of Law
VU41BLUE

Secondary

VILLANOVA UNIVERSITY
College of Nursing
VU09BLUE

VILLANOVA UNIVERSITY
College of Professional Studies
VU27BLUE

VILLANOVA UNIVERSITY
Charles Widger School of Law
VU43BLUE

Contact creatives@villanova.edu for logo files and usage questions.
College-level logos, con’t

Secondary (Regional Use Only) The informal V logo lock-up is composed of the college name and the Villanova V. These marks are different from the University-level marks because they do not include the words Villanova University.

At no time may the college-level informal V logo lockups be used for national advertising. All communication materials reaching national audiences must use a logo mark that includes the words Villanova University. This includes digital ads and social media vehicles. The logo options for national outreach are:

- University primary logo
- College-level primary logo
- University-level V logo lockup

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College-level logos, con’t

Secondary—Regional

Contact creatives@villanova.edu for logo files and usage questions.
Centers of Excellence and Institutes are a key priority for both Villanova's strategic plan and capital campaign. As such, and to support consistency throughout fundraising efforts and campaign materials, a dedicated logo treatment has been developed for Villanova's Centers of Excellence as well as Institutes. The mark provides a unique identifier for each Center of Excellence or Institute as well as a clear and consistent visual connection to Villanova University and the Center/Institute's affiliated college. Please see pages 2 and 3 for logo usage guidelines that would also pertain to University Centers of Excellence and Institutes logos.

Centers of Excellence and Institutes have been identified and defined by the deans of Villanova's colleges. Beyond Centers of Excellence and Institutes, all Villanova University departments or programs should use the University's primary logo or the appropriate College logo.

**The Office of the Provost**
- Center for Undergraduate Research and Fellowships (VU124)
- Innovation, Creativity and Entrepreneurship Institute (ICE) (VU125)
- The Anne Welsh McNulty Institute for Women's Leadership (VU127)
- The Career Center (VU128)

**Villanova School of Business**
- Center for Business Analytics (VU117)
- Center for Church Management and Business Ethics (VU118)
- Center for Global Leadership (VU119)
- Center for Marketing and Consumer Insights (VU120)
- Charlotte and James V. O’Donnell Center for Professional Development (VU121)
- Daniel M. DiLella Center for Real Estate (VU122)
- The Clay Center at VSB (VU123)

**College of Engineering**
- Center for Advanced Communications (CAC) (VU103)
- Center for Nonlinear Dynamics and Control (CENDAC) (VU104)
- Center for the Advancement of Sustainability in Engineering (VU105)
- Villanova Urban Stormwater Partnership (VU106)

**Villanova University Charles Widger School of Law**
- The David F. and Constance B. Girard-diCarlo Center for Ethics, Integrity and Compliance (VU107 and VU108)
- The Institute to Address Commercial Sexual Exploitation (VU109 and VU110)
- The John F. Scarpa Center for Law and Entrepreneurship (VU115 and VU116)
- The Jeffrey S. Moorad Center For The Study of Sports Law (VU130)

**College of Liberal Arts and Sciences**
- Center for Arab and Islamic Studies (VU111)
- Center for Energy and Environmental Education (VU112)
- Center of Excellence in Enterprise Technology (VU113)
- The Waterhouse Family Institute for the Study of Communication and Society (VU114)
- The Albert Lepage Center for History in the Public Interest (VU126)
- The Center for Irish Studies (VU129)

**College of Nursing**
- Center for Global and Public Health (VU100)
- Center for Nursing Research (VU101)
- MacDonald Center for Obesity Prevention and Education (VU102)
Permission-required University Marks

The President’s Seal

The Villanova Campaign to Ignite Change® logo

FOR THE GREATER GREAT®
THE VILLANOVA CAMPAIGN TO
IGNITE CHANGE

University Advancement Logos — Advancement and Alumni Affairs-hosted events; Advancement and Alumni Clubs, Societies, Groups and Networks.

University Departments and Initiatives Logos — Large University-wide Events; Human Resources Initiatives, Office of University Admission Initiatives; Office of the President Events; Facilities and Sustainability Initiatives; Department-level Wordmarks.

University Athletics Logos — All Athletics Department logos are trademarked by Villanova University and may only be used with written permission from Villanova University Athletics. Please see www.villanova.com/logos for more information.