



# VILLANOVA UNIVERSITY

## Branding & Visual Identity Guidelines

Updated June, 2019

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# Color Palette

The University colors are blue and white, with Pantone 281 as our signature blue color. The University also uses a gold accent color for special events and announcements. Pantone 871 is our signature gold metallic, and Pantones 8003 and Warm Gray 6 are flat equivalent options.

The University also has a secondary color palette consisting of six hues that complement our signature colors. If colors outside of the primary colors are to be used we strongly suggest the use of the provided secondary palette.

Athletic Light Blue (Pantone 298) is a color specified for use with the Athletic logos and is to be used primarily with print material for the University's Athletic Department. When used, it can ONLY appear in 10% of any design.

Creative Services can assist you with color questions concerning the secondary palette or the Athletic Light Blue. Please contact [creatives@villanova.edu](mailto:creatives@villanova.edu).

## Primary Color Palette



**Pantone 281**

**CMYK**

C 100  
M 90  
Y 31  
K 35

**RGB**

R 0  
G 32  
B 92

**HTML HEX #231f20**



**Pantone 871**

**CMYK**

C 20  
M 25  
Y 60  
K 25

**RGB**

R 163  
G 145  
B 97

**HTML HEX #a39161**



**Pantone 8003**

**CMYK**


C 30  
M 25  
Y 40  
K 20

**RGB**

R 152  
G 148  
B 130

**HTML HEX #989482**

**Athletic Light Blue**  
THIS COLOR CAN ONLY  
APPEAR IN 10% OF ANY DESIGN



**Pantone 298**

**CMYK**  
C 69  
M 7  
Y 0  
K 0

**RGB**  
R 19  
G 181  
B 234

**HTML HEX #13b5ea**

## Secondary Color Palette



**Pantone 122**

**CMYK**

C 0  
M 17  
Y 80  
K 0

**RGB**

R 255  
G 210  
B 75

**HTML HEX #ffd241**



**Pantone 151**

**CMYK**

C 0  
M 48  
Y 95  
K 0

**RGB**

R 248  
G 151  
B 40

**HTML HEX #f89028**



**Pantone 390**

**CMYK**

C 22  
M 0  
Y 100  
K 8

**RGB**

R 193  
G 205  
B 35

**HTML HEX #c1cd23**



**Pantone 279**

**CMYK**

C 68  
M 34  
Y 0  
K 0

**RGB**

R 80  
G 145  
B 205

**HTML HEX #5091cd**



**Pantone 327**

**CMYK**

C 100  
M 0  
Y 44  
K 17

**RGB**

R 0  
G 146  
B 143

**HTML HEX #00928f**



**Pantone 430**

**CMYK**

C 5  
M 0  
Y 0  
K 45

**RGB**

R 148  
G 156  
B 161

**HTML HEX #949ca1**



**Pantone Warm Grey 6**

**CMYK**

C 0  
M 6  
Y 12  
K 31

**RGB**

R 187  
G 176  
B 166

**HTML HEX #bbb0a6**

# University Fonts

The Goudy (serif) and Gotham (san-serif) font families are the recommended typefaces for all University communication materials. Either may be used in print or digital formats for headlines, body copy, or other text.

Acceptable substitute typefaces used in a limited manner, such as in a Word document, would be Times New Roman (serif) and Arial (san-serif).

## Goudy Oldstyle Std Font Family

### **Goudy Old Style**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

### **Goudy Old Style Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 123456789*

### **Goudy Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

### **Goudy Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 123456789*

### **Goudy Old Style Sm Cap**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

### **Goudy Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

## Gotham Font Family

### **Gotham Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

### **Gotham Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

### **Gotham Book Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 123456789*

### **Gotham Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

### **Gotham Medium Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 123456789*

### **Gotham Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

### **Gotham Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 123456789*

### **Gotham Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

# University Copy & Messaging

To assist you with concise and consistent writing of the Villanova message, University Communication & Marketing has provided an editorial style guide on the University Communication & Marketing web pages. In addition, the language below reflects our University voice and mission statement.

## Brand Platform—The Villanova Experience

Restless hearts and rigorous minds create wisdom to shape the world. The Villanova University experience melds intellect and spirituality. Villanova's Augustinian Catholic community urges self-exploration while rejecting self-centeredness. The Villanova journey yields ambition with a sense of mission; intellect inspired by faith. The result: Villanova attracts and forges world changers—people who create positive change everywhere life takes them.

## What Makes Villanova Distinctive?

What sets Villanova University apart is its Augustinian Catholic intellectual tradition, which is the cornerstone of an academic community in which students learn to think critically, act compassionately and succeed while serving others. Villanova prepares students to become ethical leaders who create positive change everywhere life takes them.

## Augustinian Catholic Education

Villanova University's Augustinian Catholic intellectual tradition is the cornerstone of an academic community in which students learn to think critically, act compassionately and succeed while serving others.

## Reasons to Go Nova

All of the following reasons to join the Villanova University community are compelling on their own, and together they create an experience that is greater than the sum of its parts. These reasons, taken as a whole, make the Villanova experience unique and powerful.

### Academic Excellence

At Villanova, students are challenged by a rigorous academic experience rooted in the liberal arts and shaped by a community where students and professors are partners in learning.

### Strong Community

Villanova's welcoming community shares a responsibility to uphold the ideals of Saint Augustine: truth, unity and love. This environment helps students grow intellectually, professionally and spiritually, and challenges them to reach their full potential.

### Personal Attention

The Villanova community is dedicated to providing a caring, personalized learning environment that fosters students' intellectual and spiritual well-being.

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**Service to Others**

Villanova's Augustinian Catholic intellectual tradition challenges students to enrich their own lives by working for those in need. Academic and service programs allow students to use their knowledge, skills and compassion to better the world around them.

**Foundation for Lifelong Success**

The Villanova experience develops both the heart and the mind. It prepares students to become ethical leaders who create positive change everywhere life takes them.

**Boilerplate**

About Villanova University: Since 1842, Villanova University's Augustinian Catholic intellectual tradition has been the cornerstone of an academic community in which students learn to think critically, act compassionately and succeed while serving others. There are more than 10,000 undergraduate, graduate and law students in the University's six colleges—the College of Liberal Arts and Sciences, the Villanova School of Business, the College of Engineering, the M. Louise Fitzpatrick College of Nursing, the College of Professional Studies and the Villanova University Charles Widger School of Law. Ranked among the nation's top universities, Villanova supports its students' intellectual growth and prepares them to become ethical leaders who create positive change everywhere life takes them. For more information, visit [www.villanova.edu](http://www.villanova.edu).