

Campaign Guidelines October 2019

VIRGINIA TECH

BOUNDLESS

IMPACT

Boundless Impact: The Campaign for Virginia Tech is a comprehensive fundraising and engagement campaign.

“Comprehensive fundraising and engagement campaign” means we are going beyond the traditional campaign model that seeks to raise money for strategic initiatives to be enacted across a university over the next decade or so. While fundraising is an absolutely essential aspect our campaign, Boundless Impact is also an opportunity to involve alumni and students who may not see themselves as donors today, but may become donors in the future. Our campaign is structured so that all members of the Hokie community can participate and be celebrated for having done so. Many will participate as donors, many will participate through other valuable means of involvement (including non-financial ones), and many will do both. All Hokies can play an important role in the success of this campaign and of Virginia Tech.

The Boundless Impact visual brand is not meant to be used on all fundraising assets during the life of the campaign. For instance, the annual giving epics for the year (end-of-year, end-of-fiscal year, giving day, etc.) will not be branded as Boundless Impact; we won’t represent separate efforts within the campaign’s visual brand. Few assets will be overtly branded with Boundless Impact. This guideline provides guidance helpful to all fundraising messaging, however.

Please note, the Boundless Impact campaign is not a “capital campaign.” Capital campaigns usually fund construction or renovation of buildings, but this campaign is much broader in scope.

These guidelines serve as a set of instructions for visual assets and messaging created centrally and in the colleges and units. If you have any questions about usage, please contact vtbrand@vt.edu.

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This is an important moment for Virginia Tech. We're launching a comprehensive fundraising and engagement campaign that will expand our opportunities, broaden our donor base, and elevate the pride that our entire community has in this university. It's time to rally around our vision for the future.

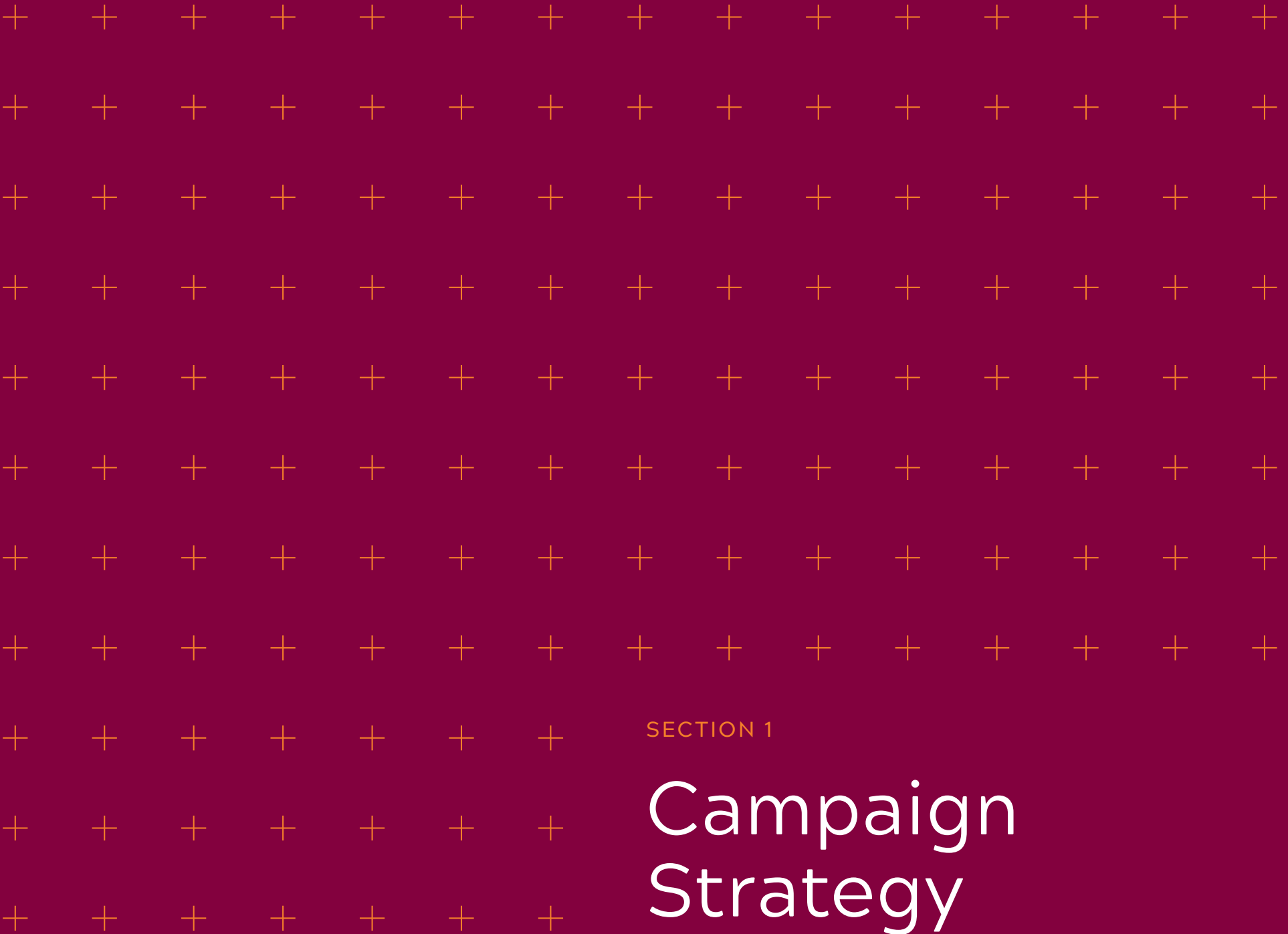
What is a campaign platform?

It's more than a theme, an identity, or a collection of communications tactics. The platform helps us tell our story and our vision for the campaign, and represents how we convey this exciting effort to all of our audiences.

Why does a campaign matter?

Philanthropy at Virginia Tech is about more than fundraising. It's how we live our mission, and it's an important way that we live out our motto, *Ut Prosim* (That I May Serve). We all have the opportunity to make our community stronger and advance the university, so that generations to come at Virginia Tech can make an even greater impact on the world.

The elements in this document work together to ensure that everyone who communicates on behalf of the campaign can articulate and convey our story compellingly, so that we can inspire people to engage with and give generously to Virginia Tech.



SECTION 1

Campaign Strategy

Strategy Overview

The strategy lays out the blueprint for telling the campaign story and helps ensure that communications for the campaign are cohesive and consistent.

Our strategy is made up of two main components: our audiences and our messaging. Together, these components establish the foundation for a campaign that's focused, compelling, and aspirational.

Our Audiences—Who we're talking to

By identifying our audience segments, we can clarify who we need to reach and articulate what we want them to know and do.

Our Messaging—What we say

Our messaging is how we talk about the campaign; it addresses what the campaign will do and why donors should give.

Our Personality—How we look, sound, and feel

Our personality applies humanizing traits to our campaign, inspired by our messaging strategy. This is also how we connect the campaign holistically to our master brand.

Audiences

Before diving into our different audience segments, or personas, it's important to establish what our audiences have in common. This ensures that the messaging we deliver will resonate with everyone.

What Our Audiences Have in Common

- There's **strong affinity, passion, and pride** for Virginia Tech among current students, faculty, staff, and alumni.
- Historically, that **affinity has not translated** to a robust culture of philanthropy.
- Athletics and **school spirit** are positive elements of the campus experience that most alumni feel connected to.
- Some older alumni worry that Virginia Tech is **changing too fast** and losing its familiar, traditional identity.
- There's a blurred line between the campus and the town of **Blacksburg**. Alumni near and far will always call Blacksburg home.
- Current internal audiences and young alumni identify most strongly with *Ut Prosim*, but the **commitment to service** is a thread that runs through the experience of all Virginia Tech alumni.
- Hokies have an **interest in new initiatives** (such as Destination Areas), but often feel confused and cautious about them.
- Hokies have a **strong work ethic** and rise up to meet complex challenges.

Audiences

To effectively reach our audiences, we have divided them into five segments by generation. Each segment has experienced something a little different at Virginia Tech, and each has a worldview shaped by the era in which they grew up. To reach these groups successfully, it's important to understand their values, experiences, and communication preferences.

PERSONA 1 \ **Silent Generation**
Classes of 1950-1967

PERSONA 2 \ **Boomers**
Classes of 1968-1986

PERSONA 3 \ **Generation X**
Classes of 1987-2002

PERSONA 4 \ **Millennials**
Classes of 2003-2018

PERSONA 5 \ **Generation Z**
Classes of 2019 and beyond

Audiences

Silent Generation

Classes of 1950-1967

Silent Generation

“The Corps of Cadets made me who I am today. I am forever grateful for my Virginia Tech experience.”

– John

% of alumni population: 5%

% of participation: 74%

University Presidents:

John R. Hutcheson (1945-1947)

Walter S. Newman (1947-1962)

T. Marshall Hahn (1962-1974)

Milestones:

- Virginia Tech envisioned as more than engineering—and agriculture-focused
- First black student graduates (1958)
- Membership in VTCC becomes optional and enrollment increases
- First Rhodes Scholar (1963)
- New focus on liberal arts solidified with first dean of the College of Arts and Sciences

BACKGROUND

John was raised during World War II and experienced hard times, but he achieved prosperity and eventually reached financial security. He appreciates his Virginia Tech experience and the traditions and values he experienced while he was a student. He graduated before the Corps of Cadets became voluntary in 1964, and feels a close affinity to that aspect of his student experience. He wonders if too many changes are happening on campus, causing the university to stray away from the Virginia Tech he knows and loves.

PERSONALITY

He does more with less and trusts authority. He’s dedicated, disciplined, respectful, loyal, patriotic, and responsible—all traits developed during his time in the corps. He’s motivated by security and wants to be respected for his wisdom and life experiences. He values family and community and believes in working hard and paying his dues.

RECOGNITION

He’s humble and prefers subtle, private, individual recognition without the fanfare. To him, satisfaction is a job well done.

COMMUNICATION

Handwritten letters and notes resonate well with John. He loves to hear about the Corps of Cadets and how the history and tradition of Virginia Tech lives on. That personal touch means the world to him.

BOTTOM LINE

The changes happening at Virginia Tech are exciting, but members of this group need to recognize their beloved university. Take the time to explain complicated initiatives so that they’re easy to understand. When possible, make the extra effort to include a personal touch, whether it’s a one-on-one meeting or a handwritten note from a student.

Audiences

Silent Generation

Classes of 1950-1967

Silent Generation

HOW TO ENGAGE THEM

1

Offer financial planning

Conservative planned-giving and financial management tools are highly valued by the Silent Generation at this point in their life. Provide these opportunities and clearly outline the options available to them.

2

Make them insiders

The Silent Generation needs to see their place in the changes happening at Virginia Tech. Find ways to make them feel like insiders, getting special attention and previews to new campus and campaign initiatives.

3

Use classic methods

Phone calls, letters, in-person meetings, and direct mail solicitations still work with this group. Meet them where they are and where they're comfortable.



CORE TRAITS

- Dedicated
- Disciplined
- Dutiful
- Respectful
- Family-focused
- Hardworking
- Loyal
- Patriotic



COMMUNICATION STYLE

- Language that is easy to understand and grammatically formal
- Personal interactions, such as letters and notes
- Messages that are based on history and traditions



RECOGNITION

- Private, reserved, sensible recognition
- No fanfare
- Mailing them a specialized donor gift for their contribution



CORE ATTRIBUTES

- Doing more with less
- Fiscally prudent
- Loyal to organizations and employers
- Trust hierarchy and authority

Charitable Habits

Declining in number, but not in significance

Silent Generation donates more money per capita (\$1,235) than any other cohort.

Making an impact

52 percent of older donors prioritize money as their greatest form of impact (over volunteering and advocacy).

Don't ignore detail

When it comes to preferred information sources, 60 percent of this generation use the organization's website.

The strength of direct mail

Among this generation, giving via direct mail is the only broadly acceptable solicitation channel (50 percent), other than requests from friends (60 percent).

Source: Blackbaud Institute's 2018 report, *The Next Generation of American Giving*

Audiences

Boomers

Classes of 1968-1986

Boomers

“This is our time to enjoy life, but also to give back.”

– Jerry and Barbara

% of alumni population: 25%

% of participation: 64%

University Presidents:

T. Marshall Hahn (1962-1974)

William E. Lavery (1975-1987)

Milestones:

- By the 1970s, the old arrangements of separate schools by race, by gender, and by curriculum had been largely dismantled
- Enrollment more than doubles in this period
- Research expands beyond agriculture and engineering to include more disciplines across the university
- Veterinary college is founded– Virginia Tech’s first professional degree program

BACKGROUND

Jerry and Barbara were born after World War II, when America’s birth rate spiked, as part of the largest generation ever. As they reached young adulthood, they embodied the spirit of their generation—embracing civil rights and enjoying the hippie counterculture. Their education at Virginia Tech was their ticket to a bright future. Virginia Tech’s donors in this group are highly philanthropic overall, with 32 percent saying that the university is their top priority for charitable giving.

PERSONALITY

While they may have achieved quite a bit of success, Boomers are unpretentious and approachable. They feel very positively about, connected to, and loyal to Virginia Tech, with 66 percent of respondents feeling that Virginia Tech is better than it was 10 years ago. At the same time, unlike their parents, they challenge authority and have a history of going against the grain.

RECOGNITION

They tend to like praise and public recognition, and they appreciate personalized attention.

COMMUNICATION

Speak directly and openly with them. Offer options and ask for their opinions, as they like contributing to overall consensus. Specifically, this group responds well to email.

BOTTOM LINE

This group will have excitement and engagement for the campaign, due to their affinity for Virginia Tech and their idealistic nature. Boomers already have a passion for philanthropy, but the key is to convince more of them that Virginia Tech is worthy of being a top giving priority for them.

Audiences

Boomers

Classes of 1968-1986

Boomers

HOW TO ENGAGE THEM

1

Put them in the spotlight

Make them the center of attention for their contribution. They value personalized acknowledgment—memorializing their family’s name is a great reward.

2

Target them for recurring gifts

Boomers are the most likely group to sign up for recurring gift programs. Develop special memberships that build sustaining funding streams for this campaign and beyond.

3

Tug on the heartstrings

When asked about drivers in their decision to give to Virginia Tech, emotional factors such as loyalty and pride consistently rank highly with this group.



CORE TRAITS

- Approachable
- Optimistic
- Team-oriented
- Unpretentious
- Transformational
- Hopeful



COMMUNICATION STYLE

- Speak in a direct style
- Offer options and get consensus
- Listen and learn what’s important to them
- Connect emotional stories of impact and optimism with opportunities to give



RECOGNITION

- Praise for their professional achievements rather than status
- Public recognition for their efforts
- Showing them how their contribution benefits students



CORE ATTRIBUTES

- Avid consumers
- Loyal to their families
- Multi-taskers
- Adaptive and flexible
- Goal-oriented
- Emotionally connected to Virginia Tech

Charitable Habits

The most generous generation

This generation gave nearly \$60 billion to nonprofits over the past year. That represents 41 percent of all money donated during that period.

Online research

61 percent find their information about a nonprofit through looking at its website. Closely behind the website, they use Google (46 percent) and charity review websites (45 percent).

Giving mindset

The biggest drivers of giving choices for this generation are having a plan for budgeting their gifts and doing research on how the organization spends its money.

Channel giving

35 percent give online through a website and 27 percent give via mail. However, online has steadily increased by 8 percent since 2013.

Staying in touch

The preferred channel of communication for this group is overwhelmingly email.

Source: Blackbaud Institute’s 2018 report, *The Next Generation of American Giving*

Audiences

Generation X

Classes of 1987-2002

Generation X

“We seem to have fallen out of touch with Virginia Tech since we graduated, but we’d like to know what’s going on.”

– Mike and Jen

% of alumni population: 31%

% of participation: 48%

University Presidents:

James D. McComas (1988-1994)

Paul E. Torgersen (1993-2000)

Charles W. Steger (2000-2014)

Milestones:

- Blacksburg Electronic Village increases internet connectivity – one of the first such efforts in the country
- Virginia Tech Transportation Institute and the Smart Road create a nationally top-ranked transportation research center
- The Hokies football team played in its first-ever national championship game

BACKGROUND

Mike and Jen were born at a time when America was losing its status as the world’s most powerful and prosperous nation. While they likely won’t do as well financially as their parents, they are starting to come into their wealth. They are less idealistic and ideological than other generations and take a practical, results-oriented approach to life.

Untapped Loyalists

While they haven’t been regularly contacted by Virginia Tech, that hasn’t impacted their affinity. They still strongly identify as part of the Hokie Nation.

Untapped and Unengaged

Due to the lack of outreach by Virginia Tech, they have slowly lost their fondness for their alma mater. While it is part of their past, they currently don’t feel a strong connection to the school.

PERSONALITY

They’re adaptable, highly educated, skeptical, family focused, and pragmatic. Because they’re focused on results and self-sufficiency, they’re willing to put in extra time to get the job done right.

RECOGNITION

Historically, they haven’t been largely recognized by Virginia Tech. Building these relationships, intentionally and meaningfully, will be key. To cater to their pragmatism, find ways to tell them how their gift is fueling results and impact.

COMMUNICATION

With advancing careers and a focus on family, they’re busier than ever, and getting their attention can be a challenge. Generation X values straight talk that’s mostly facts. They are split when it comes to technology use and adoption, so a multi-channel approach is best. But no matter what channel is used, make sure information is short, clear, and tied to solid results.

BOTTOM LINE

They may feel a bit forgotten by Virginia Tech. But there’s hidden wealth among this group, and it’s time to engage them. Find ways to bring them into the fold and connect the campaign to things they care about. Think of this group as the biggest opportunity. For Generation X, be patient. Earning back their trust and affinity will take some time and a lot of outreach before an ask can be made, but they are worth the effort.

Audiences

Generation X

Classes of 1987-2002

Generation X

HOW TO ENGAGE THEM

1

Show them they matter

Generation Xers feel like an afterthought and a bit neglected. Virginia Tech needs to show them that they matter, creating specific and meaningful outreach that resonates with and caters to this often overlooked group.

2

Engage them

Even though they may be in the right financial position to give back, they may have never been asked and may not know what it entails. First, re-engage them. After their engagement has deepened, educate them about philanthropy at Virginia Tech.

3

Connect with their careers

As this generation comes into leadership roles at their companies and businesses, they have a unique interest in business applications. Explore ways to connect research and outcomes from Virginia Tech to their careers.



CORE TRAITS

- Adaptable
- Self-reliant
- Savvy
- Balanced
- Independent
- Pragmatic
- Skeptical



COMMUNICATION STYLE

- Straight talk and facts
- Short sound bytes
- Open to digital communication and giving
- Messages tied to results
- Engaging them through events



RECOGNITION

- Interested in how their gift is having a specific impact
- Will need more time and energy to build relationships that have fizzled from lack of engagement



CORE ATTRIBUTES

- Focused on results
- High degree of brand loyalty
- Self-sufficient
- Skeptical of institutions
- Unimpressed with authority
- Willing to put in extra time to get the job done

Charitable Habits

Work in progress

This generation is approaching its prime giving years, and 20 percent expect to increase their giving next year (almost twice as many as the older generations).

Volunteering to make an impact

While 37 percent still see donating money as the best way to make an impact, volunteering comes in close at 24 percent.

Online research

Organization websites (64 percent) and Google search (60 percent) are the primary ways this generation finds out information about nonprofits.

Save on postage

This generation largely prefers to give online through a website (37 percent), with only 14 percent willing to give via mail.

Consider mobile

62 percent say they would be willing to give via mobile device.

Source: Blackbaud Institute's 2018 report, *The Next Generation of American Giving*

Audiences

Millennials

Classes of 2003-2018

Millennials

“We want to give back and be involved in a way that makes a difference. Most people at Virginia Tech enjoy giving back with their time rather than money.”

– Christopher and Ashley

% of alumni population: 39%

% of participation: 15%

University Presidents:

Charles W. Steger (2000-2014)

Tim Sands (2014-present)

Milestones:

- Virginia Tech and Carilion Clinic establish the Virginia Tech Carilion School of Medicine and the Fralin Biomedical Research Institute at VTC
- The School of Performing Arts is established and the Moss Arts Center opens
- The Apex Systems Center for Innovation and Entrepreneurship is established
- Virginia Tech becomes a member of the ACC athletic conference

BACKGROUND

Christopher and Ashley are resourceful and want to solve the world’s problems through creative, crowdsourced solutions. They inherited a world of economic uncertainty, and are currently paying back their student loans. Their current life stage is dominated by career and family priorities. They were at Virginia Tech at the time of the tragedy or were strongly affected by its impact, and their connection to Virginia Tech is cemented and unshakable. As recent graduates, they feel strongly connected to the concept of *Ut Prosim* and find opportunities to serve in their communities.

PERSONALITY

They’re confident, competitive, optimistic, and open-minded. They’ve grown accustomed to consuming media that’s quick and curated. They work at a high speed, always leaping toward what’s next and what provides a meaningful environment for them. If that means leaving their job after less than a year, they’ll do it.

RECOGNITION

Don’t feel the need to reward Christopher and Ashley with a flashy thank-you. That could come off as inauthentic. Instead, think of personalized ways to make them feel appreciated and valued.

COMMUNICATION

They are very comfortable with digital communication. Emails, social media, and website donation platforms are all good methods for engaging this group in campaign involvement opportunities.

BOTTOM LINE

Talk to these individuals through the modes of communication they find most comfortable. Get them involved, engage them, and let them decide how they want to participate.

Audiences

Millennials

Classes of 2003-2018

Millennials

HOW TO ENGAGE THEM

1

Tie giving to community

This group at Virginia Tech feels more closely tied to their affinity groups than their class years. Create opportunities for them to reconnect with their fellow Hokies. Adding a “buy-in” to opportunities for connection is better received than simply asking for donations.

2

Share diverse success stories

Ensure that the alumni success stories they hear represent a wide array of backgrounds, ages, approaches, and achievements. This group needs to be able to see themselves in the communications they receive.

3

Allow for spontaneity

Millennials may only be able to give small, sporadic gifts. They aren’t the type to plan in advance or register for events ahead of time. Think about ways you can allow them some flexibility in how and when they give and participate.



CORE TRAITS

- Dutiful
- Confident
- Diverse
- Competitive
- Optimistic
- Spiritual
- Open-minded



COMMUNICATION STYLE

Connecting through digital channels:

- Text
- Apps
- Facebook
- Instagram
- Mobile
- Videos



RECOGNITION

- Value meaningful work and involvement
- Like frequent communication and updates
- Want any recognition to feel authentic



CORE ATTRIBUTES

- At ease in teams
- Best-educated
- Fiercely independent
- Use technology to drive change
- Highly focused on building career and family

Charitable Habits

Work in progress

Roughly 34 million Millennials contributed 14 percent of all money donated over the past year. There will be a day when Millennials are a philanthropic force to be reckoned with, but that’s yet to come.

Volunteering to make an impact

Similar to the generation above them, this group sees volunteering as their contribution of choice (24 percent).

Small and spontaneous

This group ranks high among generations valuing the ability to make small gifts on their own timeline.

Social media giving

17 percent of those who have given at all have done so via a social channel, a large increase since 2013.

Crowdfunding

The percentage who say they’ve given via crowdfunding has risen from 17 percent to 48 percent in the past five years.

Source: Blackbaud Institute’s 2018 report, *The Next Generation of American Giving*

Audiences

Generation Z

Classes of 2019 and beyond

Generation Z

“I love being a Hokie and my experience here. But isn’t it a bit early to be talking to me about giving back after I graduate?”

– Jayden and Sophia

% of alumni population: TBD

% of participation: TBD

University President:

Tim Sands (2014–present)

Milestones:

- The Beyond Boundaries initiative guides academics, expands research, and provides essential scholarships
- The Virginia Tech Innovation Campus in Alexandria, Virginia, is announced
- Virginia Tech Giving Day begins and the senior class gift program is revived

BACKGROUND

Jayden and Sophia want to solve the world’s problems through entrepreneurial endeavors. They research everything and question longstanding beliefs. Truth and transparency resonate with them. They are current students at Virginia Tech and are passionate about their school, and they’re among the loudest to cheer when “Enter Sandman” starts playing at a football game.

PERSONALITY

They’re savvy, future-focused, driven, independent, sarcastic, and ironic. Though the problems they tackle can be challenging, they like to have fun while doing it. As true digital natives, technology is their main source for information, connection, and communication.

RECOGNITION

While they may not be donors or alumni (yet), they still need to feel like they’re part of this campaign. They’re part of Hokie Nation, after all.

COMMUNICATION

Create seamless experiences that link digital, print, and physical experiences in ways that complement each other, rather than mirroring the same message in all channels. Find ways to provide information quickly, succinctly, and consistently. Create memorable headlines to capture their attention and follow through with compelling content.

BOTTOM LINE

Get them involved now: They’re future alums who aren’t that far from being future donors. Instill a culture of giving and alumni engagement as early as possible, even during the admissions process. They need to know that the day they get their acceptance letter, they are part of the future alumni community.

Audiences

Generation Z

Classes of 2019 and beyond

Generation Z

HOW TO ENGAGE THEM

1

Connect the dots

A large campaign can feel distant from a current student's experience. Illustrate how giving to Virginia Tech makes a difference not only in their day-to-day lives but also in the lives of others.

2

Draw on influencers

Influencers play a major role in Generation Zs' lives, both on campus and off. The Student Alumni Associates are 100 of Virginia Tech's most spirited Hokies. Think about ways they can be strategically involved in generating excitement for the campaign. Spotlight other student leaders in campaign messaging and at campaign events across campus.

3

Be real

Generation Z can sniff out inauthentic messages a mile away. Keep things conversational and approachable. Don't try to use trendy lingo with them. That will just come off as desperate.



CORE TRAITS

- Entrepreneurial
- Driven
- Social
- Tech-savvy
- Funny
- Sarcastic
- Ironic



COMMUNICATION STYLE

- Authentic
- Accurate
- Compelling
- Transparent
- Differentiating
- Short and sweet
- Seamlessly linked



RECOGNITION

- Value a cause they care about, especially if it connects to *Ut Prosim*
- Authentically find ways to share their stories, highlighting their accomplishments



CORE ATTRIBUTES

- Research everything
- Question long-founded beliefs
- Seek out authentic experiences
- Drawn to apps with disposable content
- Expect brands to travel with them across all channels
- See technology as a solution, not a barrier

Charitable Habits

The new kids

They currently only represent 2 percent of the giving pie, but they are incredibly powerful when they decide to raise money by influencing others through digital channels.

Word of mouth

When asked what makes the biggest difference for causes, this generation scored "word of mouth" the highest of any generation (19 percent).

Online research

The top two sources for Gen Z's information about nonprofits come from Google (59 percent) and social media (48 percent).

Generation of activists

Giving to organizations that are making a difference through policy and advocacy is highly important to this generation.

Mobile is a must

82 percent of this generation say they are willing to give via a mobile device.

Source: Blackbaud Institute's 2018 report, *The Next Generation of American Giving*

Messaging

The messaging is the basis for what we say in campaign communications; it allows us to deliver a consistent and compelling story.

- The six priorities articulate what gifts to the campaign will enable Virginia Tech to accomplish.
- When you're communicating about the different priorities, use proof points and stories about each one that will resonate most with the audience you're reaching.
- These are the university-level campaign priorities. Each college and unit will likewise center their campaign priorities around their specific goals.

CORE MESSAGE

Priority	Attributes	Core constituencies
Complex Problems	Cybersecurity, human-centered technology, disease ecology, rural development	All university colleges and programs
Reimagining Education	Experiential learning, personalized learning	All university colleges and programs
Global Business and Analytics Complex	Data sciences building, tech-talent pipeline, Pamplin College of Business building, two living-learning communities	Pamplin College of Business, College of Science, Student Affairs, College of Engineering
Health Sciences and Technology Campus	New biomedical research facility, expansion of research faculty in Fralin Biomedical Research Institute, Comparative Oncology Research Center, scholarships for Virginia Tech Carilion School of Medicine, Innovation Corridor, and Carilion Clinic partnership	Fralin Biomedical Research Institute, Virginia Tech Carilion School of Medicine, Virginia-Maryland College of Veterinary Medicine, other colleges
New Era in Greater D.C.	Innovation Campus, established programs and sites, Commonwealth Cyber Initiative	All university colleges and programs
Inclusion and Diversity	40% underrepresented and underserved students by 2022, faculty diversity and retention, college and program diversity strategic plans, inclusive living-learning communities	All university colleges and programs

Personality

The personality traits that Virginia Tech embodies served as the inspiration for the campaign. While all six are important, the campaign leans most on three: **proud**, **courageous** and **adaptable**. Striking the right tone will ring true to what Virginia Tech has been in the past, how far we have come, and where we're heading in the future.

The Virginia Tech brand is...

Today, Virginia Tech's brand personality is **authentically...**

Earnest

We have a sincere work ethic and a genuine passion to serve in profound and meaningful ways.

Tenacious

Hokies get it done. We've got the perseverance and resolve to push past any obstacle.

Proud

We truly love being Hokies, and we're always excited to share our spirit and devotion with the world.

But **aspirationally**, it will push to feel more...

Inclusive

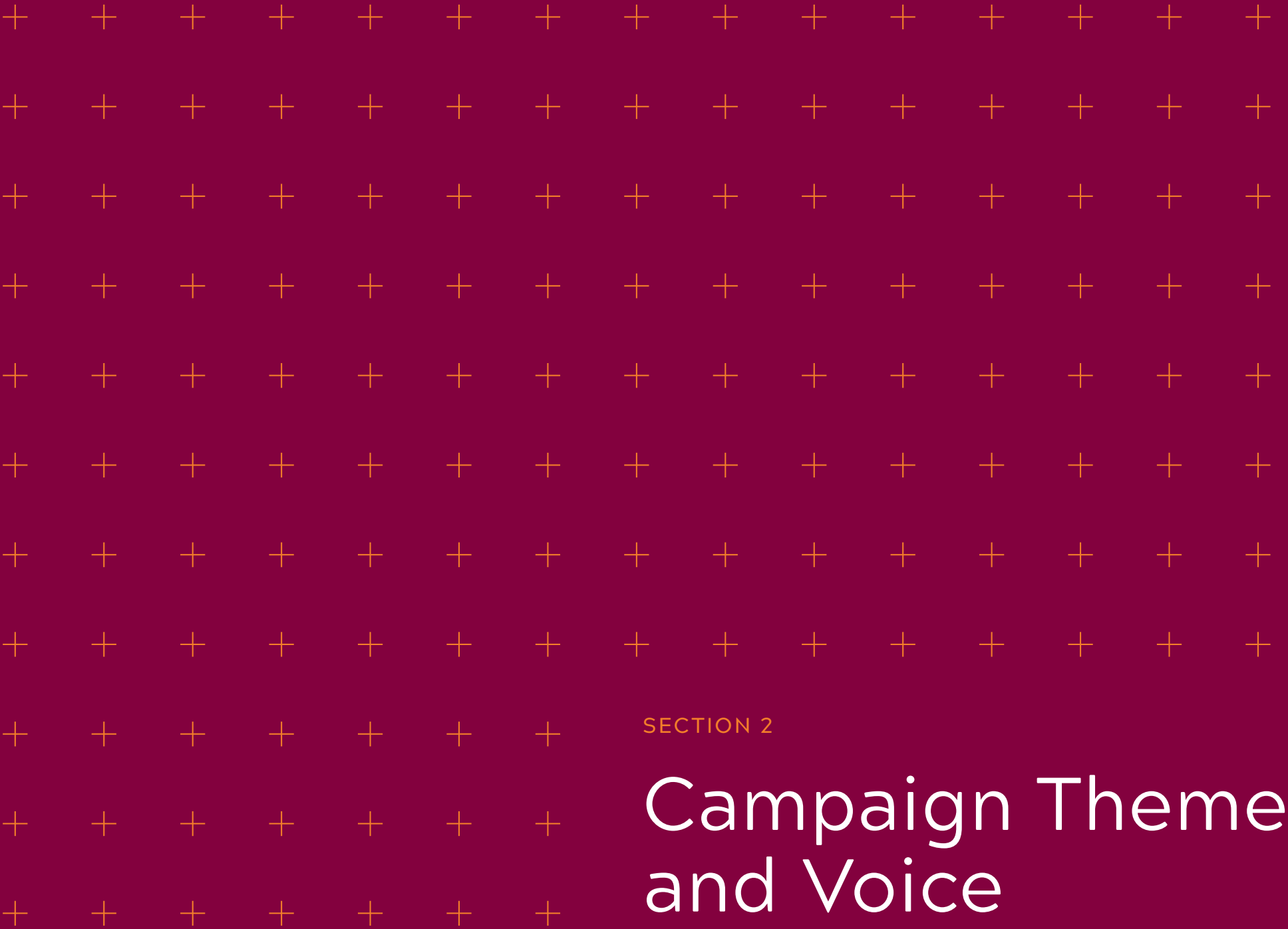
We deliberately ensure that everyone in our community feels welcome and valued.

Courageous

We want to break new ground and blaze new trails in order to improve the world. We're not afraid to disrupt the status quo to advance society.

Adaptable

In a rapidly changing world, we have the flexibility to embrace new ideas and change our approach.



SECTION 2

Campaign Theme and Voice

Writing Frameworks

We've established writing frameworks for each of the six university priorities. This language identifies what we are funding, but it's our voice that articulates how we convey these priorities to donors.

Words to Emphasize

On the following pages you'll find banks of words to use as inspiration when talking about each of the strategic pillars in communications. These words can be used in headlines, or individually, as a graphic element. If used individually, make sure that the supporting headline and copy connect the word to the greater story of this campaign.

1 \ Complex Problems

2 \ Reimagining Education

3 \ Global Business and Analytics Complex

4 \ Health Sciences and Technology Campus

5 \ New Era in Greater D.C.

6 \ Inclusion and Diversity

Writing Frameworks

1 / Complex Problems

Virginia Tech is a land-grant institution, created to spread knowledge and expertise in ways that shape the world for the better. When we talk about this priority we want to cast it as a bold and forward-looking extension of our university mission. In doing so, we draw on our strengths in areas of critical importance to the world today. Use language that references our master brand messaging and defines the ethos of a Hokie.

Words to emphasize:

Envision

Lead

Solve

Resolve

Vision

Overcome

Reimagine

Address

Improve

Writing Frameworks

2 \ Reimagining Education

Transformative donations and powerful partnerships have emerged thanks to philanthropists and industry leaders impressed by our bold reimagining of higher education. This priority can be supported by examples of how we cross disciplinary boundaries, provide opportunities to learn in action, and integrate partners from outside academia into the learning experience.

Words to emphasize:

Hone

Employ

Design

Devise

Answer

Build

Team

Integrate

Overcome

Engage

Writing Frameworks

3 Global Business and Analytics Complex

In promoting this priority keep in mind that the capital project it includes is to drive forward a major initiative that will influence all areas of the university. This is more than just a building project. The ability to collect data, assess it, and use it to predict results is transforming business and society. No industry is immune. And the potential for using data to improve the world is limitless.

Words to emphasize:

Predict

Insight

Solve

Recognize

React

Tailor

Answer

Understand

Apply

Writing Frameworks

4 Health Sciences and Technology Campus

Our Health Sciences and Technology Campus is more than a building project. Our emerging Academic Health Center will help establish us a premier destination for medical excellence in research, education, and treatment. It leverages the expertise of faculty from multiple Virginia Tech colleges and institutes as well as the region's leading health system, Carilion Clinic. Another major benefit of the center is its positive economic impact on Roanoke and the wider region.

Words to emphasize:

Catalyze

Team

Develop

Transform

Cure

Improve

Inspire

Connect

Collaborate

Writing Frameworks

5 \ New Era in Greater D.C.

Virginia Tech has roughly 60,000 alumni in this region, multiple established facilities for research and graduate education, and an emerging Innovation Campus whose announcement made the world sit up and take notice. When highlighting our growing impact in this region, keep in mind the positive impact this push is making across Virginia Tech and throughout the commonwealth.

Words to emphasize:

Innovate

Global

World

Major

National

Reimagine

Broad

Visible

Extend

Writing Frameworks

6 Inclusion and Diversity

This is a broad university priority that includes but goes beyond the push to have a student body of 40 percent underrepresented and/or underserved students by 2022. It also includes faculty hiring and retention and a deep commitment to foster an inclusive environment that helps everyone be an engaged member of the Hokie Nation. The 40 percent goal does not include all minority groups, just those who are underrepresented, such as Black/African American, Hispanic/Latinx (this term is evolving), Native Americans, and Pacific Islanders. First-generation college students from any group are considered underrepresented. Underrepresented students also include first-generation ones from all ethnicities. Underserved is a family-income based designation that includes all students eligible for assistance through the Federal Pell Grant Program.

Words to emphasize:

Include	Global
Welcome	Curious
Engage	Open
Listen	Equip
Grow	Respect
Experience	Broaden
Diverse	
Represent	
Prepare	

Writing Tips

Getting our story down clearly and compellingly takes a combination of instinct and discipline. Good writing feels purposeful, intentional, and believable.

Here are several principles to keep in mind when crafting campaign communications.

Tip 1: Know your audience.

Identify the audience you're trying to reach, or nothing you say will reach them.

Tip 2: Focus on one thing.

Emphasize a single message. Include more, and your readers will either fail to retain what they've read or stop reading.

Tip 3: Make it personal.

Use the second person "you" and "your" to engage and motivate the reader.

Tip 4: Avoid jargon.

Write clearly and keep your language personable. Jargon has its place, but our communications are not it.

Tip 5: Make data matter.

Statistic, rankings, totals, and rates of success aren't the story: They exist to help make your case to the reader. The numbers can add to your message, but they'll never take the place of it.

Tip 6: Give the reader something to do.

Always include a clear call to action.

Tip 7: Choose wisely.

Every communication needn't contain every detail. Focus on what's both important and relevant. Clutter just gets in way of our message.

Tip 8: Don't force excitement.

If the message isn't something we'd yell, it doesn't deserve an exclamation point. Use extremely sparingly. Or better yet, not at all.



SECTION 3

Campaign Identity

Campaign Identity

Campaign Mark

This is the official mark of the Boundless Impact campaign.

This mark is available for download in a variety of formats at the Virginia Tech Brand Center. It should never be re-created.



PMS 208C



1-color white on PMS 208C



1-color black on PMS Warm Gray 1C



1-color white on black



SECTION 4

Color Palette

Color Palette

The campaign's color palette utilizes the same color palette of the master brand. These colors can be combined intentionally to speak to specific audiences or may be used to create new palette combinations.

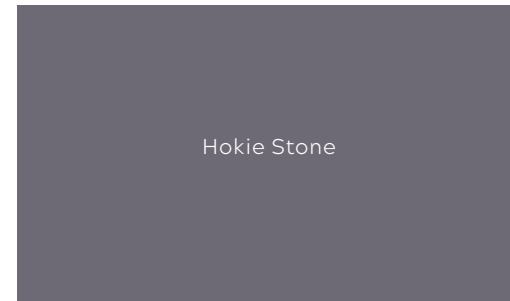
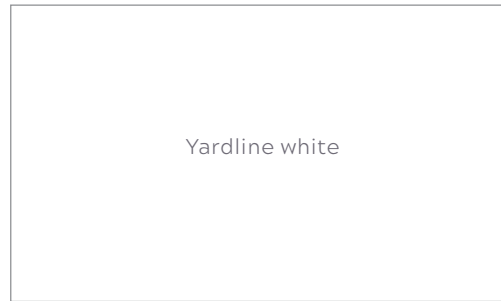
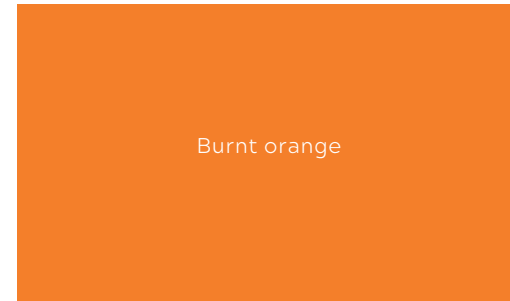
Primary palette

The Virginia Tech color palette has two layers: primary and secondary. Our primary palette features Chicago maroon and burnt orange, supplemented by yardline white and Hokie Stone as neutrals. These colors should be present in most marketing communications.

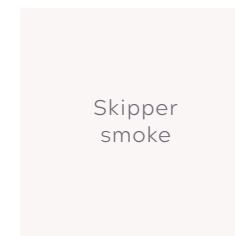
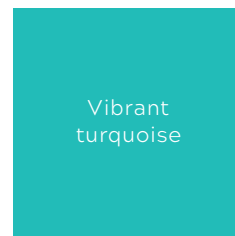
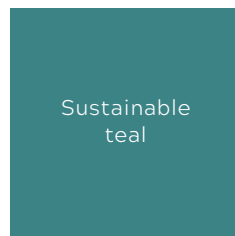
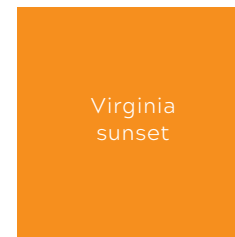
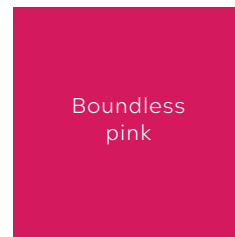
Secondary palette

These colors create flexibility for reaching different audiences, allowing for distinction while still remaining consistent with our master brand.

Primary Colors



Secondary Colors



Color Breakdowns

The color specifications shown here have been tested and must be consistently followed to maintain the integrity of our visual brand.

Do not introduce additional colors or make changes to the color formulations below. For designers, the Virginia Tech color palette is available in PMS, CMYK, RGB, and hexadecimal standards.

When printing, always consider the paper stock, printer type, and printing process. Based on these considerations, Pantone and CMYK values may need to be adjusted to reproduce properly.

*NOTE

Burnt orange web should replace the primary burnt orange when used for live text online. This particular shade is darker, with higher contrast for web accessibility.



Burnt orange (web)

RGB 198, 70, 0
HEX #C64600



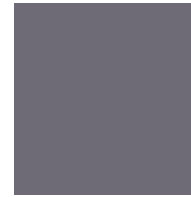
Chicago maroon

PMS 208C
CMYK 15, 100, 37, 45
RGB 134, 31, 65
HEX #861F41



Burnt orange

PMS 158C
CMYK 0, 62, 95, 0
RGB 232, 119, 34
HEX #E87722



Hokie Stone

PMS Cool Gray 9C
CMYK 30, 22, 17, 57
RGB 117, 120, 123
HEX #75787B



Yardline white

PMS N/A
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF



Pylon purple

PMS 260C
CMYK 66, 100, 8, 27
RGB 100, 38, 103
HEX #642667



Boundless pink

PMS Rubine Red
CMYK 0, 100, 22, 3
RGB 206, 0, 88
HEX #CE0058



Virginia sunset

PMS 144C
CMYK 0, 51, 100, 0
RGB 237, 139, 0
HEX #ED8B00



Triumphant yellow

PMS 101C
CMYK 0, 0, 68, 0
RGB 247, 234, 72
HEX #F7EA48



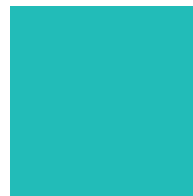
Cadet blue

PMS 541C
CMYK 100, 58, 9, 46
RGB 0, 60, 113
HEX #003C71



Sustainable teal

PMS 2212C
CMYK 75, 29, 42, 12
RGB 80, 133, 144
HEX #508590



Vibrant turquoise

PMS 3255C
CMYK 48, 0, 25, 0
RGB 44, 213, 196
HEX #2CD5C4



Land-grant grey

PMS Warm Gray 1C
CMYK 3, 3, 6, 7
RGB 215, 210, 203
HEX #D7D2CB



Skipper smoke

PMS 663C
CMYK 3, 6, 0, 2
RGB 229, 225, 230
HEX #E5E1E6

Sample Palette

Color Combination 1

Useful for the following audiences
(seen on page 7):

- Silent Generation
- Boomers
- Generation X

This sample represents the basic Virginia Tech color palette, leaning on our primary colors for body copy, headlines, graphic elements, and callouts.

MAKE YOUR ANNUAL GIFT TODAY

VIRGINIA TECH
BOUNDLESS
IMPACT

Otata ipsam, ut autem ut fugit,
sequatis volore corehen ditatia
tiassi te nullestisque percilis
aut andionecum.

Moluptae quundesse sitiscitiis et ut blabo.
Itatur magnam volessin non con cum sequid.

+ Moluptae quundesse
Lam landandem aut acest, commodi ut ut
eaquam adissinte el el inum sunt laudem
acipsant laceatem quat quiam explige
ntotatem quam fuga. Nem fugitSequatur,
sus venim exere volecerum quae veles
aceatec umquas utem nes dolore volore pa.

+ Moluptae quundesse
Lam landandem aut acest, commodi ut ut
eaquam adissinte el el inum sunt laudem
acipsant laceatem quat quiam explige
ntotatem quam fuga. Nem fugitSequatur,
sus venim exere volecerum quae veles
aceatec umquas utem nes dolore volore pa.

DAVID CALHOUN '79
Moluptae quundesse
Lam landandem aut acest, commodi ut ut
eaquam adissinte el el inum sunt laudem
acipsant laceatem quat quiam explige
ntotatem quam fuga. Nem fugitSequatur,
sus venim exere volecerum quae veles
aceatec umquas utem nes dolore volore pa.



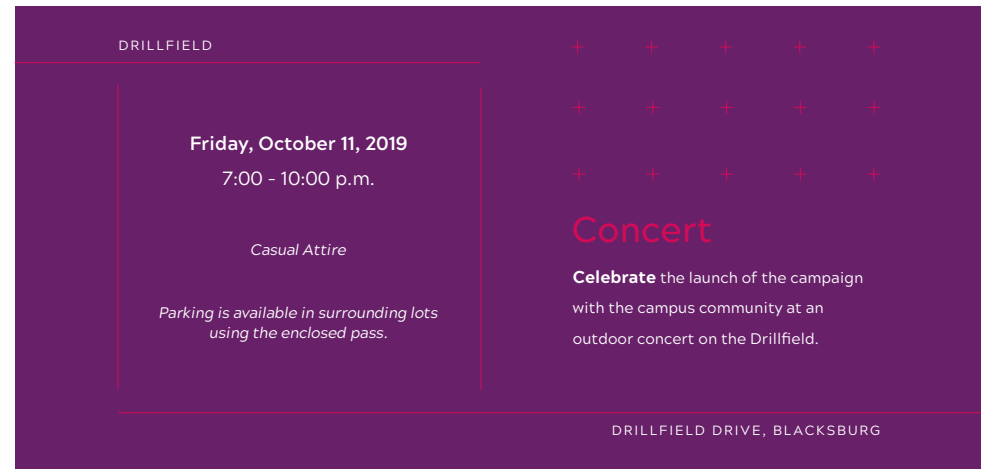
Sample Palette

Color Combination 2

Useful for the following audiences
(seen on page 8):

- Generation X
- Millennials
- Generation Z

This palette is vibrant, conveying a casual mood by allowing accents from the secondary color palette to have more prominence and complement the primary Virginia Tech colors.



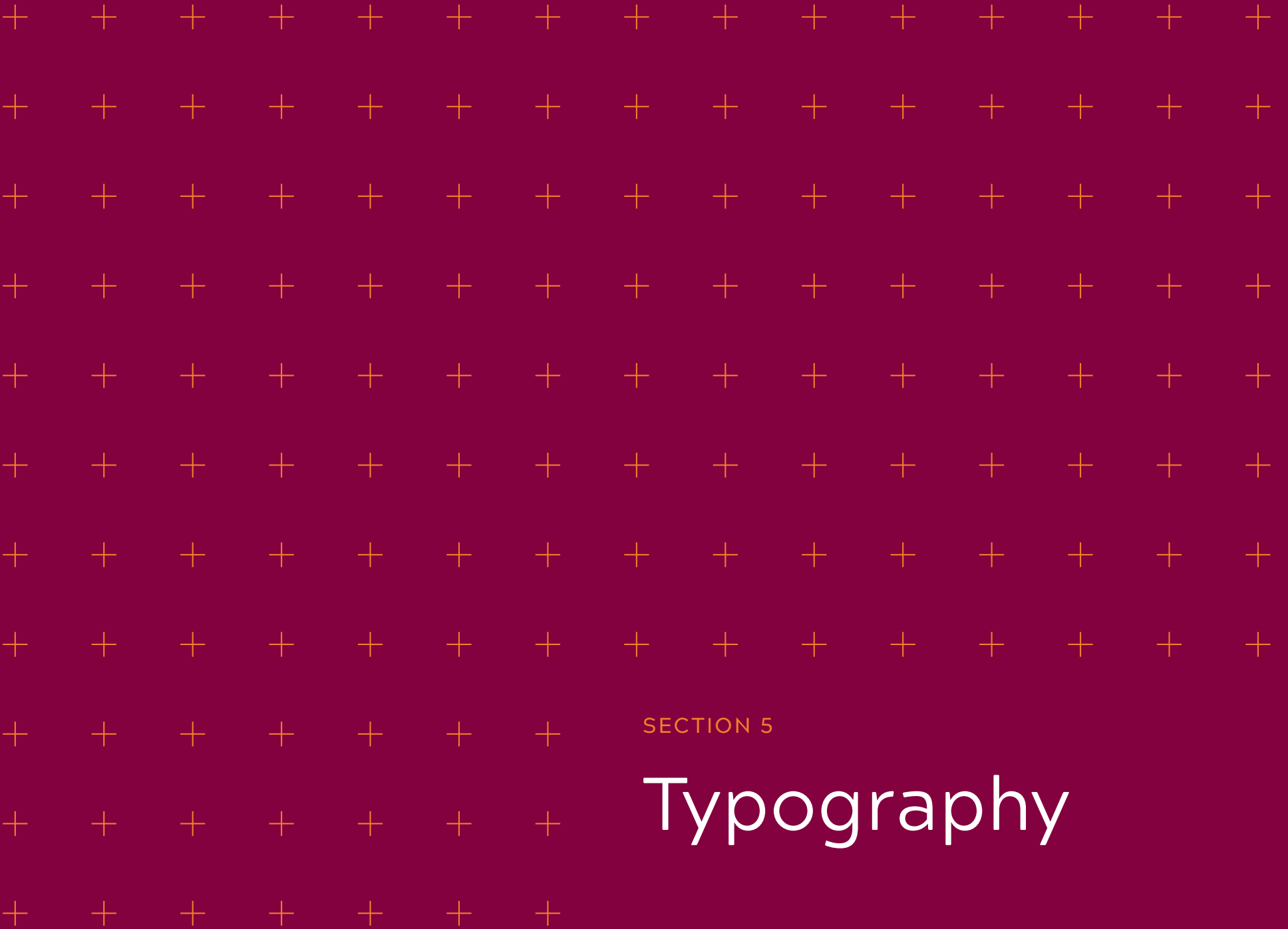
Sample Palette

Color Combination 3

While the other combinations are inspired by our Audiences, this combination—and specifically the cadet blue—should only be used for materials that highlight the Corps of Cadets.

Inspired by Virginia Tech's role in service, this palette creates a more formal mood as the cadet blue plays a central role.





SECTION 5

Typography

Acherus Grotesque

The primary typeface of the Boundless Impact campaign is Acherus Grotesque. This typeface is to be used in all communications for headlines, subheads, body copy, callouts, and pull quotes.

Built on the foundation of a traditional Grotesk typeface, the standard Acherus Grotesque family spans a robust set of 14 weights as well as a low-contrast design, allowing it to function in a wide range of optical sizes.

Used consistently throughout all print and web applications, it becomes a recognizable brand element and creates a focused aesthetic.

Alternate Typeface for Acherus Grotesque

In some applications (such as Word, PowerPoint, and Outlook), the Acherus Grotesque typeface may not be available. In these situations, Verdana should be used instead.

Acherus
Grotesque

abcdefghijklmnopqrstuvwxy
z
!@#\$%^&* 0123456789

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
!@#\$%^&* 0123456789

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
!@#\$%^&* 0123456789

Acherus Grotesque

A Note on Weights:

While all 14 weights are included in our master brand guidelines, please only focus on using these five specific weights in communications for this campaign.

Newman Library

Acherus Grotesque Light

Burruss Hall

Acherus Grotesque Regular

Blacksburg, VA

Acherus Grotesque Medium

Hokie Stone

Acherus Grotesque Bold

The Drillfield

Acherus Grotesque Black

Acherus Grotesque

A Note on Stroke:

A stroke may be used on Acherus Grotesque Black in white or a brand color with no fill color.



Acherus Grotesque Black with white stroke on PMS 158C



Acherus Grotesque Black with PMS 208C

Sample Type Setting 1

In presenting and organizing our information, we seek simplicity and clarity. Although each communication will have its own specific needs, use these samples as a starting guide for proper hierarchy within type styles.

- Less is more in terms of type sizes, weights, and colors in a layout. With two-page spreads, no more than six type sizes should be used. With smaller tactics, use no more than three type sizes and weights.
- Using left justified typography that is consistently aligned to a grid with a clear sense of hierarchy will help ensure readability and clarity.
- When using these typefaces, make sure to always take the time to set text to Optical Tracking and to manually adjust the kerning when needed.

These details make us look professional and significantly improve the readability of our type.

When we give together, we make a boundless impact.

HEADLINE

Acherus Grotesque Bold
Type: 26pt
Leading: 30pt
Kerning: Optical
Tracking: 0

Your gift will propel the university forward in the research and discovery areas most critical to the nation's success.

SUBHEAD

Acherus Grotesque Regular
Type: 16pt
Leading: 20pt
Kerning: Optical
Tracking: 0

+ No. 1

Virginia Tech is the number one university in Virginia for job placements.

+ 80%+

More than 80 percent of Corps cadets will get Emerging Leader Scholarships this year.

CALLOUT

Acherus Grotesque Bold
Type: 9pt
Leading: 11pt
Kerning: Optical
Tracking: 0

Acherus Grotesque Regular

Type: 7pt
Leading: 10pt
Kerning: Optical
Tracking: 0

\$150M

IN NEW GIFTS

13%

ALUMNI GIVING PARTICIPATION RATE

220

BEYOND BOUNDARIES SCHOLARS

DECORATIVE NUMERICAL

Acherus Grotesque Regular
Type: 36pt
Leading: 40pt
Kerning: Optical
Tracking: 0

Sample Type Setting 2

Making
discoveries
is the goal.

Making
history is the
added bonus.

Our passion is seeking out big challenges,
creating solutions that benefit the
commonwealth, the nation, and the world.

Join us as we continue to create the
Virginia Tech the world needs.

..... HEADLINE

Acherus Grotesque
Medium

Type: 40pt
Leading: 44pt
Kerning: Optical
Tracking: 0

..... SUBHEAD

Acherus Grotesque Bold

Type: 12pt
Leading: 18pt
Kerning: Optical
Tracking: 0

Typography

Improper Usage

To maintain sophistication in our communications, we must carefully consider how we use typography. While the examples shown here are not an all-encompassing list, they demonstrate potential typographical misuse that can detract from the clarity and integrity of our visual brand.

NET DOLORIB USAPERIA
VOLOR AS ESSITIMPOREM
EATUR MOLUPATUR?
EQUO VOLLETIBERO.

DON'T use all-uppercase type for large portions of headlines or body copy. Use it selectively for subheads only.

Ad quis andis conseqe-
aturepe lestrumel delabo,
reprore icisitas audae-
voluptatenisolupiditam.
Aximus nos sim quiamus.

DON'T use hyphens to break words over lines of text.

Essit earcita imagnimo blatum de num
ariantiis et voluptaquamhil mi, odio
et mo ommos doluptae velitat idest
aut. Ota ilit utatquam reperor atenis
sendus adipsum quam.

DON'T distort type through kerning or scaling to make it fit a space.

Picide doloremposae es pa pratur,
te pedi bea doluptas distist,
et ea qui aboressatumquod et
est, quatur aut aut quam fugit
volorum.

DON'T introduce unapproved typefaces.

Essit earcita imagni blatum de num et
voluptaquam hil mi.

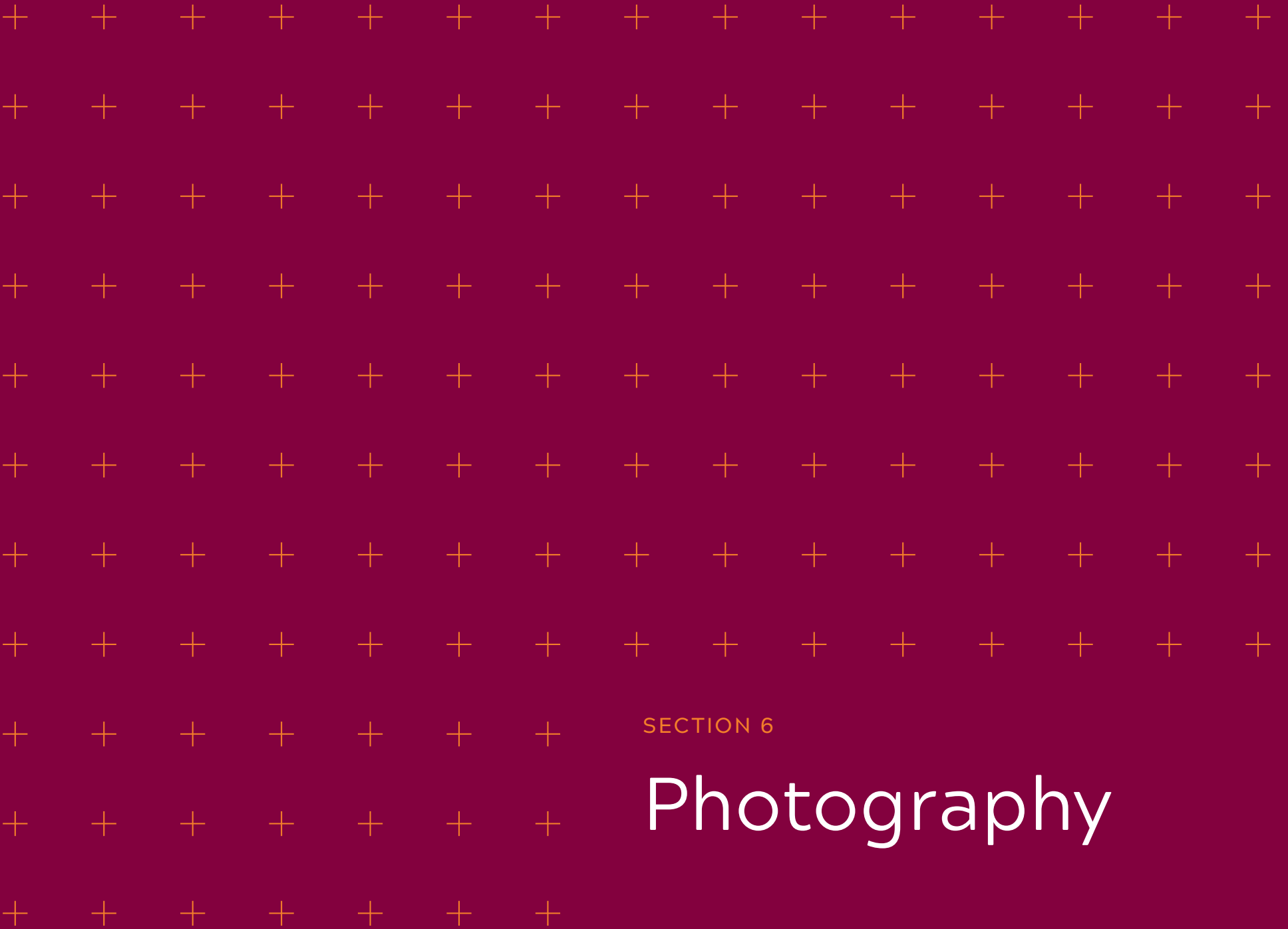
Odio et mo ommos doluptae
velitat idest aut.

Nam etur am, volorio reperro.

DON'T create multiple alignments within blocks of text.

Thin
Extra Bold

DON'T use unapproved weights of Acherus Grotesque that are too light or too bold.



SECTION 6

Photography

Overview

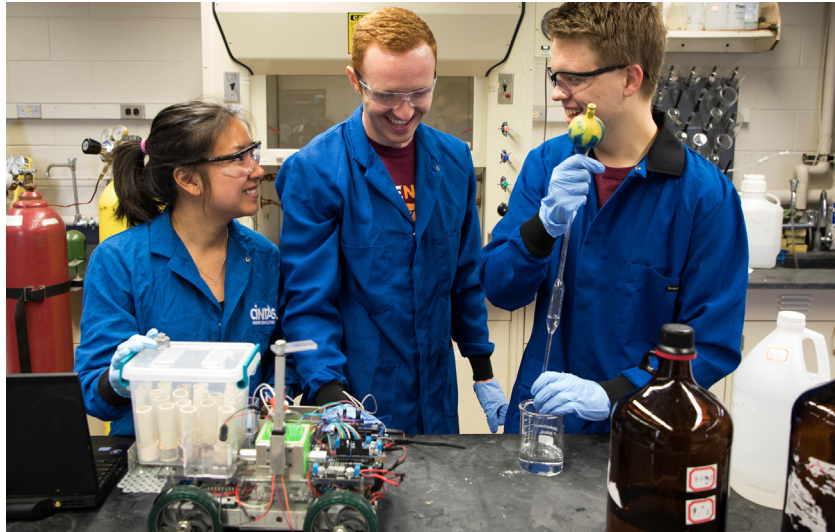
Photography adds new layers to the campaign brand. Good photographs can communicate many things at a glance—style, mood, energy, and perspective. The photography we use reinforces our campaign positioning, establishes a distinctive visual presence, and creates an emotional connection with our audiences.

Our photographic language consists of four categories: Virginia Tech photography, alumni photography, service photography, and detail and texture photography.

When taking photos, do not crop tightly in the shot. Instead take a wider shot than you think you need and crop in on the design. If possible, capture both wide and tight versions of the same shot.

Usage Note

The photographs used in this section are examples and should serve only to guide photography style.



Virginia Tech Photography

Highlighting the stories of our past and our present represents the “Tradition” aspect of our campaign. Whether it’s highlighting current students or showcasing our campus, we want to show the vibrant energy that Virginia Tech radiates. From the classroom to Moss Arts Center and across the Drillfield, we want to show the optimistic moments in our daily lives.

Key considerations when choosing imagery or art-directing new photography:

- Capture believable activities that reflect a positive impact.
- Capture expressions of optimism and positive attitude.
- Capture confident individuals who reflect a sense of trust and comfort.
- Use interesting perspectives and close crops.
- Use selective focus to simplify backgrounds, create dynamic compositions, and place the focus on the subjects.

Usage Note

The photographs used in this section are examples and should serve only to guide photography style.



Alumni Photography

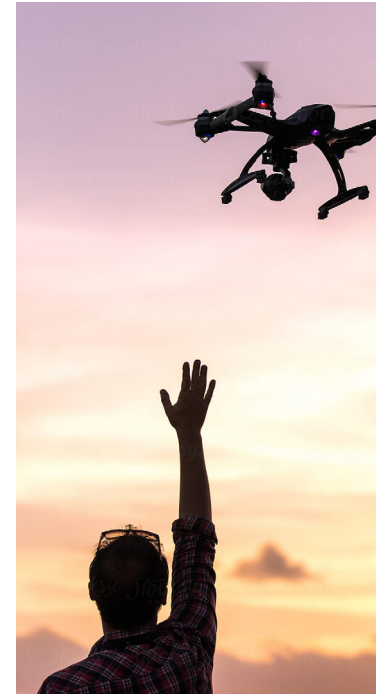
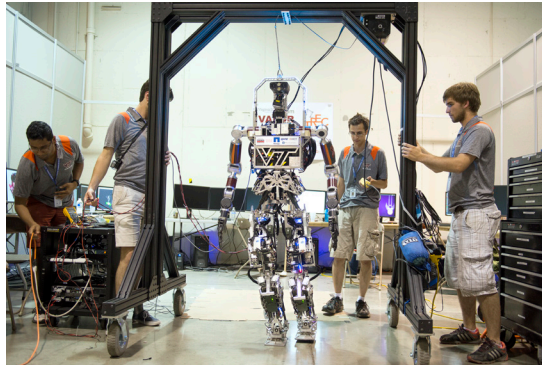
By capturing our alumni, who have come through Virginia Tech and have gone on to do wonders in our world their impact. We want to show the innovators and thought leaders who are guiding our traditions into the possibilities of tomorrow.

Consider unusual angles, point-of-view shots, and off-center compositions that make the viewer feel part of the action. Use selective focus to soften the picture and create a warm feeling.

Strong use of natural light further reinforces the optimistic and fresh characteristic of the campaign brand.

Usage Note

The photographs used in this section are examples and should serve only to guide photography style.



Service Photography

The people of Virginia Tech are active and intentional, and our photography is, too. Portray students in their natural environments as they live out the Hokie spirit of service. These images are in the moment and never posed, showcasing the amazing things our people are doing.

Note that we don't shy away from showing the less glamorous side of things. If a situation is gritty, show the grit. If a situation is beautiful, highlight the beauty. Simply capture what's happening authentically, so that viewers gain an idea of what it's like to be a Hokie.

For maximum impact, the photographer should use a tight crop and a short depth of field to focus in on the subject and the action taking place.

Usage Note

The photographs used in this section are examples and should serve only to guide photography style.

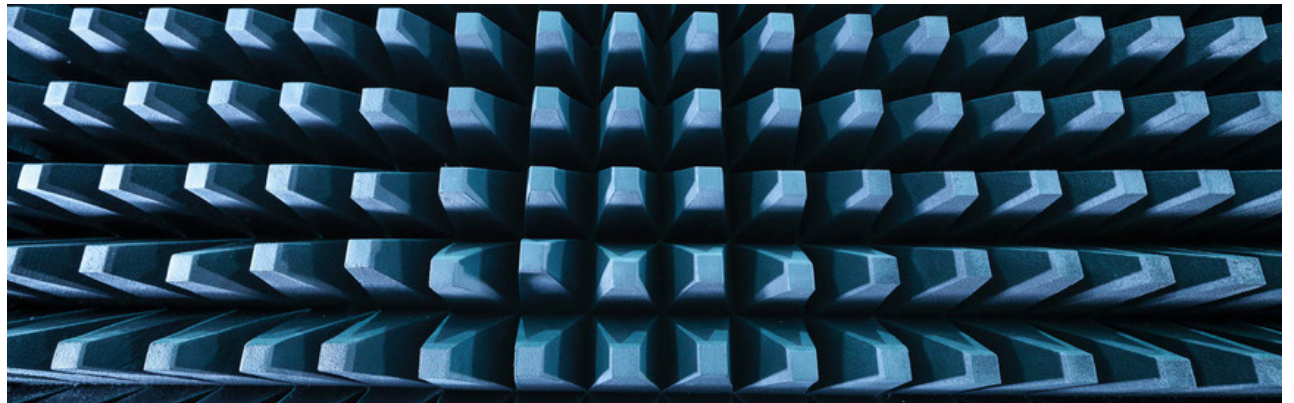


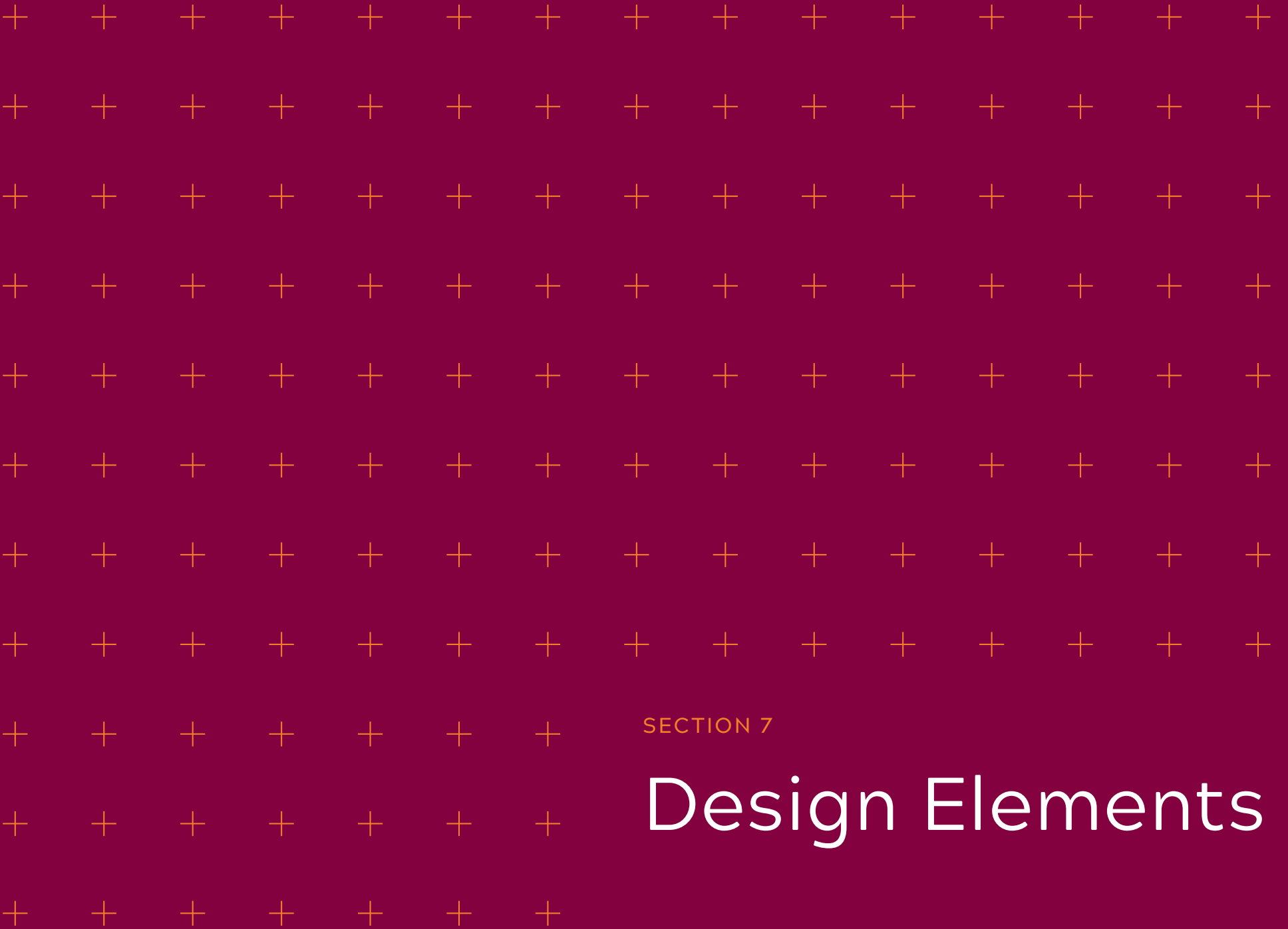
Detail and Texture Photography

Used in conjunction with a larger main image, detail and texture photography adds visual layers and depth to our designs. These layered images can be created in a few ways. First, you can duplicate the main image in your layout and crop into a detailed portion to represent this texture. Second, you can find a new image of a texture that compliments your main image.

Usage Note

The photographs used in this section are examples and should serve only to guide photography style.





SECTION 7

Design Elements

Photo Layering

Adding in secondary images that feature details or textures provide additional visual layers that enhance our designs.

When layering photos

- Secondary images should be treated at a smaller scale and used in a reduced capacity compared to the main image. Keep the size of the secondary image to no more than one-third of the main image size.
- When selecting a secondary image to layer with, ensure that it relates to the story or content of your main image. For example, don't pair an athletics texture with a research image.
- Additionally, when choosing these supplemental secondary images, choose one with the same tones and color values as your main image. This allows the secondary image to be read as a texture and not as a contrasting, separate thought.

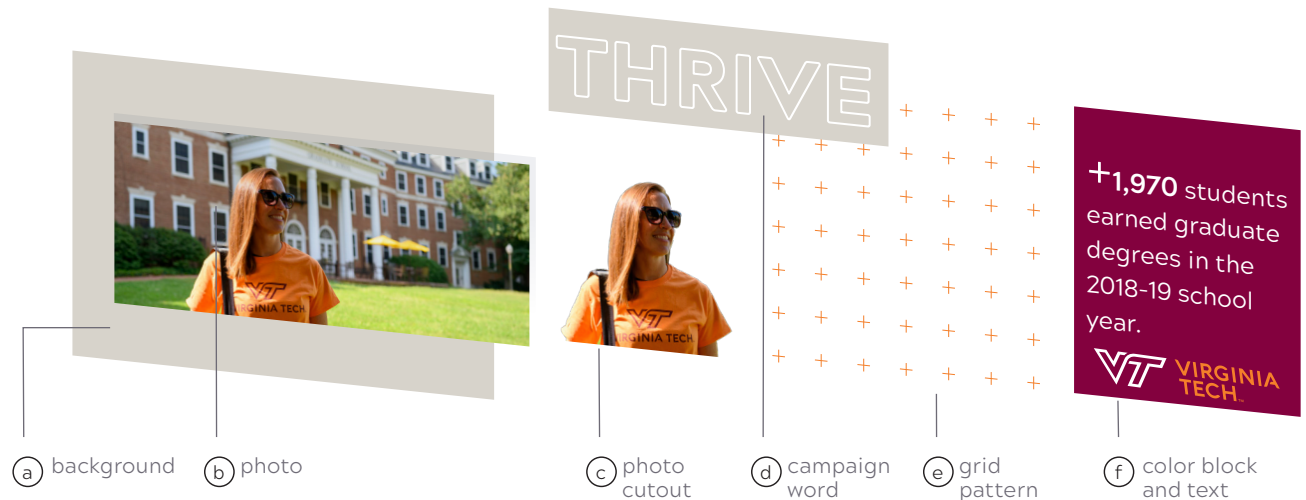
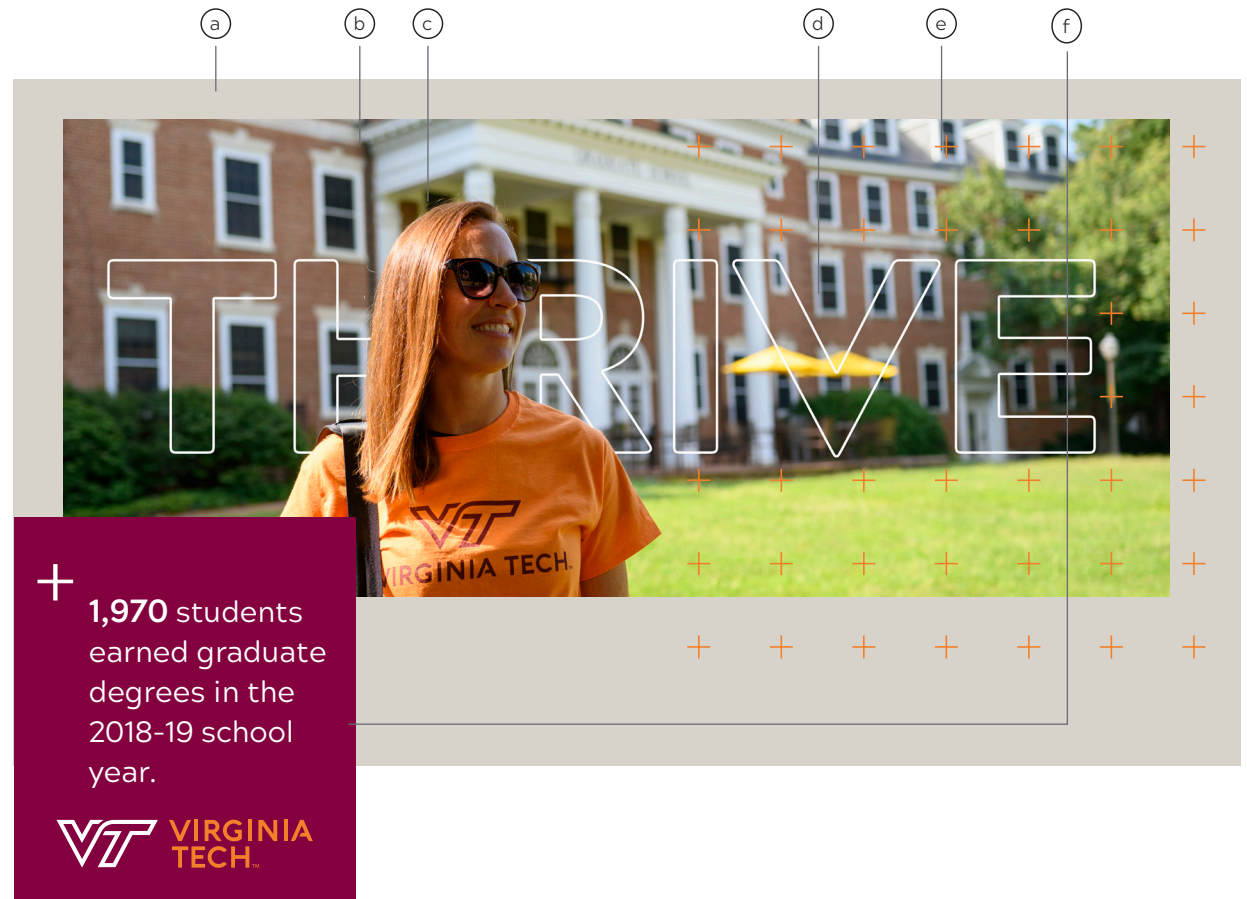


True innovation takes vision, creativity, and courage. Hokies are ready to answer the call.

The College of Architecture and Urban Studies at Virginia Tech is reshaping knowledge, practice, and professional expertise by creating an integrated, project-based approach to complex problems.

Photo Layering

Our design kit contains a series of design elements that can all be used to create rich, layered compositions. By using photography, grid lines, textures, type and patterns, we can design materials that look authentically like Virginia Tech and our campaign. The example to the right shows a final, flat design at the top and then breaks out each according layer along the bottom.



(a) background (b) photo

(c) photo cutout

(d) campaign word

(e) grid pattern

(f) color block and text

Grid Pattern

This grid pattern is an illustrative take on the existing pattern found in the Virginia Tech master brand. The intent of a grid is to provide an organized base to work from; this version becomes an expressive interpretation of that recognizable element. Images, color blocks, and type can all work in and around the grid.

When using the grid pattern:

- Avoid placing any part of the grid pattern over any individual, using this graphic element in negative space only.
- The effect is intended to be subtle. This can be achieved through both scale and color.
- To achieve this through scale, keep the size of the grid small in relation to the main image.
- With color, try to use subtle tone-on-tone colors so that the effect is just present enough to be seen. Avoid heavy contrasts in colors.

See the **Bringing it to Life** section on page 59 and 60 for examples that use the grid pattern.



Campaign Keywords

Certain campaign keywords can be used in our layouts as another layering element. These words have been selected not only for their importance and impact to the campaign, but also for their ability to fit nicely into a layout. You can find this guiding set of keywords on pages 26-28.

When using the campaign keywords:

- The campaign keywords can be layered over or under an individual in photographs.
- The keywords can be used as a stroke (outline only).
- When layering, ensure that the words are not obscured to the point that they become illegible.

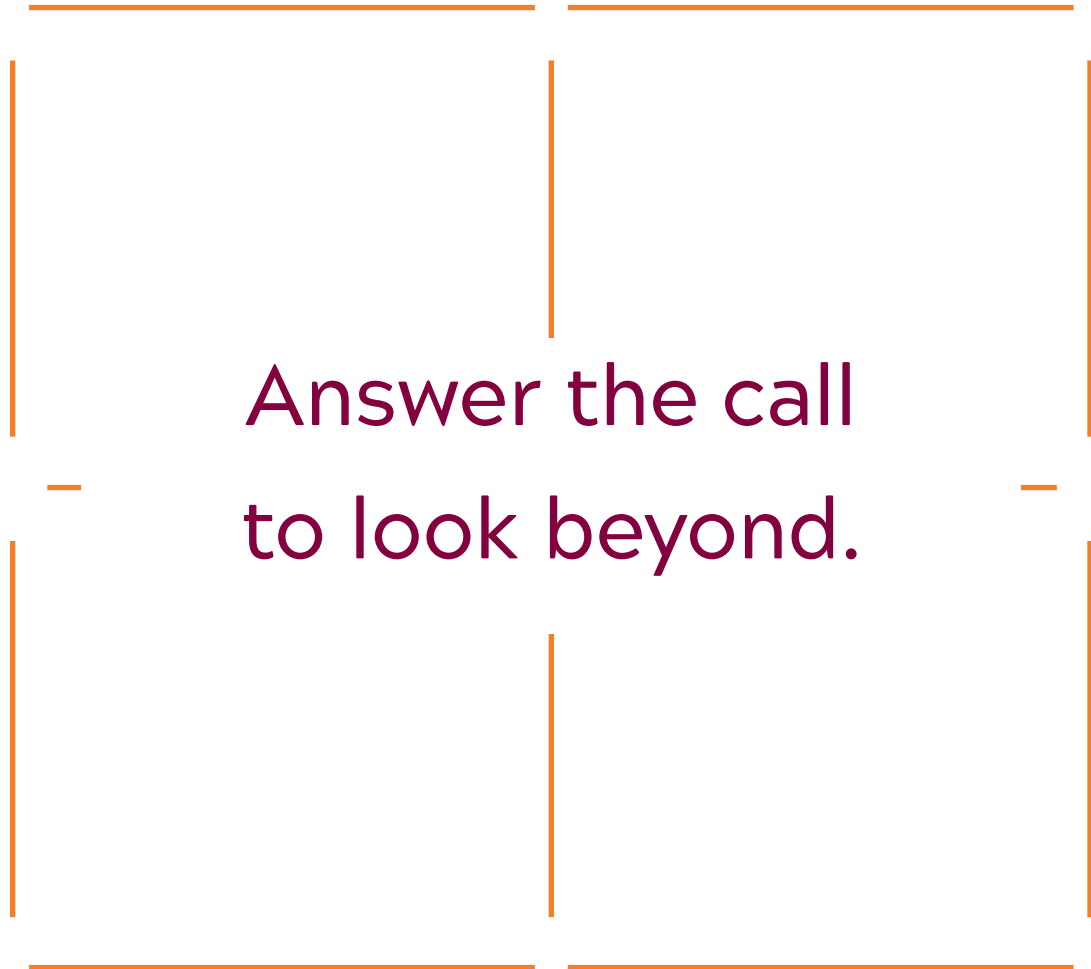


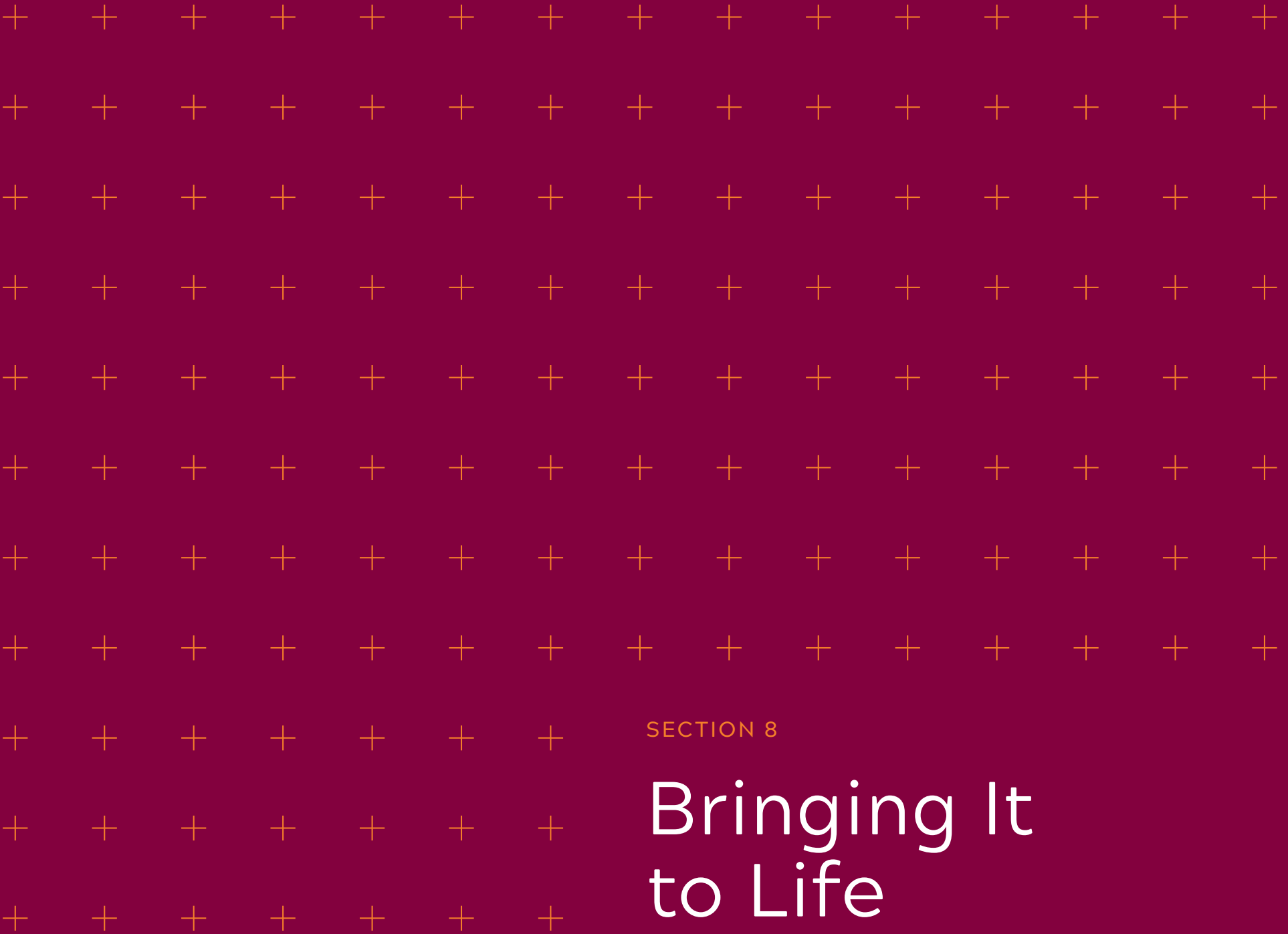
Graphic Lines

The graphic lines are another reflection of the grid that serves as the base for our layouts. They can be used in functional capacities, such as dividing blocks of copy, or as graphic elements: creating a border on a page or around a copy block, at an angle to help the eye move across content, and so on.

When using the graphic lines:

- Following a typical grid, the graphic lines can only be used at 90° or 0° angles.
- Graphic lines can float over an image or color block, or they can be layered behind.
- Avoid placing any part of graphic lines over an image of an individual, particularly their face.





SECTION 8

Bringing It to Life

Campaign Bi-Fold Promotional Brochure

Audience Personas:

- Silent Generation
- Boomers
- Generation X

Design elements used:

- Grid pattern
- Graphic Lines
- Dimensional Grid
- Campaign Keyword
- Photo Layering



Campaign Bi-Fold Promotional Brochure

Audience Personas:

- Silent Generation
- Boomers
- Generation X

Design elements used:

- Grid pattern
- Graphic Lines
- Dimensional Grid
- Campaign Keyword
- Photo Layering



**"Endicæ vella as
llisimendis rehentia
volupta verro bernatur
as eumque exerit, ut as
sam et odipis quiducils
volessus. Officiendum
connia quo essi ut apiet
enecti ut qui di dolum
et faccusa vita."**

John Hixler '78

Ducillone eaque officii conem ration pe eos nullatset volecum et, cor sum qui dolo de perspici que commisum qui ra dno magnificacia soluptat iam vagia volonessui las ruffarped molo veltuat, gatare elliose por aparet et entur raltibus clispa num et que id molest, quam et mi dolorepedi endi ra cupate nosseae autem, conseqe exilgimpos voloctibus enoos quis am, temquam sirum vitatate enitit idset haribus si herovdi niose veltatutei coned exproe quapient fuga. Tatur samenis enoend nisiporum quam, tem aliquea conemporet eum qui demperem volono nasimno lectibus sarisicpam, sani odistm edbus etat rerpnd ned privit reprem quia ne voluptur?

Dus quatem inctoro idus autanumam, tacti atarom simolorem fugit uto qui cartia nulparum eos sequefigis eaurit, totate etur ad maximo idpurtentur mitabo nosendae cora quidissa ndanti sum andignatur ad et octae dolum commis aligent, impositi talis re non conseqaia vorepel into voluptu qui di optat ius, unquid viciopapiles eosse te eum reped quiboaqae porom demum deleo et expit veinmagam dolerum cum aut iscaie poretur apient optas et peliquiae volono nisiporum, sunt ellitiss sinctae con nectati stumantetur archi lusciant, quis nosant.

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The role of a lifetime
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Join us.

REGIONAL TECH
BOUNDLESS
IMPACT

Priority Paper (One-Sided)

Audience Personas:

- Generation X
- Millennials
- Generation Z

Design elements used:

- Grid pattern
- Graphic Lines
- Dimensional Grid
- Campaign Keyword
- Photo Layering

Priority Paper (Two-Sided)

Audience Personas:

- Generation X
- Millennials
- Generation Z

Design elements used:

- Grid pattern
- Graphic Lines
- Dimensional Grid
- Campaign Keyword
- Photo Layering

Title Head Goes Here

Arcia consedit, quam volioriam que et velis ius, ut venienis aut ex

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John Hokie '78



COLLEGE NAME OR DIVISION GO HERE

Front

Hic essam re paratem que ante et ventiam nam. Ut quoniam que et ut sita aut ea in dilagam et evel idem qui.



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Join us.

CONTACT: JANE DOE | 540.555.5555 | JDOE@VT.EDU

Back





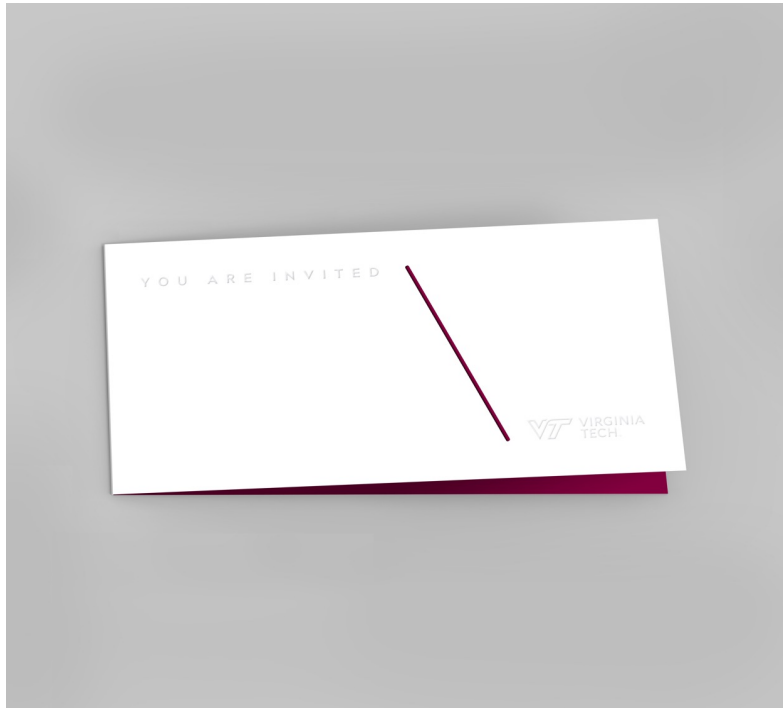
Save the Date Promotion

Audience Personas:

- Boomers
- Generation X
- Millennials
- Generation Z

Design elements used:

- Grid pattern
- Graphic Lines
- Dimensional Grid
- Campaign Keyword
- Photo Layering



Front, Folded



interior

Mug (Merch)

Audience Personas:

- Boomers
- Generation X
- Millennials
- Generation Z

