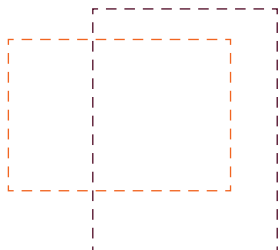


■ GRAPHIC ELEMENTS | LINE WORK AND TEXTURE

DETAIL LINES



TEXT ANCHORS



Each of these elements plays a particular role in bringing the visual language to life for the Virginia Tech brand. Please follow the guidelines on the following pages to create consistency across all communications.

When using line work and texture in motion pieces, they should never distract or take attention away from the message and should be used purposefully to support key content.

■ GRAPHIC ELEMENTS | SQUARE DOTS

LARGE DOT CALLOUT



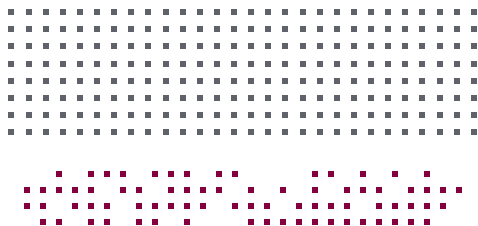
Large square callouts should be 6 points (or 6 pixels) square. Set the dot one square's width away from the left edge of the text, as shown.

SMALL DOT CALLOUT



Small square callouts should be 2 points (or 2 pixels) square. Set the dot one square's width away from the left edge of the text, as shown.

SQUARE DOT GRID



When using a pattern of square dots to add depth or balance the layout, the dots should be 2 points (or 2 pixels) square and placed 4 points (or 4 pixels) apart. The group of dots should never be more than 4 dots tall (or wide, if they run vertically).

□ Square dots can appear in three different sizes, depending on how they are used. Please follow the guidelines shown here.