VIRGINIA TECH IS READY

An evolution of the Virginia Tech story
We have a bold new vision. Now we have a brand to match.

How did we get here? That’s what this book will tell you. We’ll share the in-depth and intentional process that led us here today.

We’ll share the foundational messaging on which we will build our brand.

We’ll share the bold story that we will tell to the world.

And we’ll call on you to tell that story in a way that only Hokies can.
Behind the scenes, we have worked in earnest to reshape the university’s brand in a way that captures the energy and momentum of Virginia Tech.

**AUGUST–DECEMBER 2016**

**DISCOVERY**
More than 100 interviews with students, faculty, staff, alumni, and community members.

**JANUARY 2017**

**STRATEGY**
Collaborative work sessions to develop a unique and authentic strategic platform.

**FEBRUARY 2017**

**CREATIVE CONCEPTS**
Collaborative work sessions to develop a differentiating verbal and visual brand.

**MARCH 2017**

**CONCEPT TESTING**
Testing the creative work to finalize a cohesive system.

**APRIL 2017**

**DOCUMENTATION**
Building the brand tool kit.

**MAY 2017**

**SOCIALIZATION**
Training university communicators.

**SUMMER–FALL 2017**

**CONCEPT TESTING**
Testing the creative work to finalize a cohesive system.

**DISCOVERY**
More than 100 interviews with students, faculty, staff, alumni, and community members.

**RELEASING THE BRAND TO THE WORLD**
Launching the brand to the world.
A brand is the total experience we create for all of our audiences.

Within higher education, branding is playing a more significant role than ever, as universities seek to stand out from their peers and keep students, faculty, alumni, and community highly aware and engaged.
We have a strong history that embodies our land-grant mission. Our history is a source of pride and a driving force for who we are and what we want to achieve. Our new brand helps us build on that foundation to propel us into the future, creating the comprehensive land-grant university of tomorrow.
We reimagine the roles of education and technology.

We foster a transdisciplinary approach that integrates technology in all spheres of inquiry.

We push the boundaries of knowledge and support people in their quests to go beyond limits.

We are VT-shaped, focused, and tenacious.

We are a force for positive change.

We are driven to serve (Ut Prosim).
Our brand is built around a core value proposition — a statement that combines what we do and why it matters in a way that sets us apart from other universities. We support this idea with three brand pillars — research, culture, and learning — that show how we live out our value proposition.

The map at right defines what we offer (gray) and why it matters (orange) for each of these pillars. When we bring these messages together, we can show the true impact our university has on students, communities, and the world.

**Research that is...**
- adaptable
- tangible
- future-focused

**A culture that is...**
- inclusive
- immersive
- spirited

**Learning that is...**
- transdisciplinary
- experiential
- collaborative

Virginia Tech... reimagines the roles of education and technology in every aspect of life to serve as a force for positive change in a world without boundaries. Developing people who have the breadth, depth, and experience to make an impact fueling innovation and creativity.

Value Proposition

Ut Prosim
We included voices from across the Virginia Tech community to understand what it truly means to be a Hokie. We used that inspiration to build on our messaging to create a story that is authentic to who we are and reflects where we are going.

**TO TELL OUR STORY, WE STARTED WITH YOU**

We **PARTNERED WITH HOKIES ACROSS THE UNIVERSITY**

We **REFINED AND STRENGTHENED OUR PLATFORM BASED ON THEIR INPUT**

Our creative platform **EMBODIES OUR SPIRIT AND WILL TELL OUR STORY**
Our Brand Platform

Claim Your Role

This phrase is the spirit of our brand.

It’s a statement that asks every Hokie to courageously answer the call – to help bring our mission to life on campus, in our communities, and in every corner of the globe.
As we launch this platform, we’ve made sure that it’s flexible enough to resonate with our key audiences. Each of the statements shown here represents the sentiment of Claim Your Role, but in different words. To be clear, “Claim Your Role” is not a tagline; rather, it’s a continual theme that should be present in all of our communications.
Our brand personality sets the tone for our brand voice. The voice leans on authentic traits (earnest, tenacious, and proud) as well as aspirational traits (inclusive, courageous, and adaptable). To ensure that our aspirational traits become a natural extension of our brand, we’ll emphasize them in the way we communicate.

**Emphasize that we are...**

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

**Courageous**
We will break new ground and blaze new trails 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.

**Remember that we are...**

**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.
This is the place where boundaries are blended and virtual meets physical. Here, we link drones to public policy and big data to emergency response so that we can reimagine how we connect to one another.

Here, we merge heart with tech, empathy with science, literature with light. We wring out the answers and aim for better questions. We innovate, iterate, synthesize. We listen to our world.
Our brand will come to life in many ways, from on-campus displays to digital expressions, from commercials and magazines to admissions books and donor materials.

With meaning and intention, our brand will shape every experience that we create.
As Virginia Tech reimagines its role as a global land-grant university, we have reimagined the visual representation of the university. By aligning our institutional and athletic identities, we create a bold, simple, and recognizable logo that strengthens our overall brand.

Increasingly, the Virginia Tech community thrives at the intersections of academic disciplines. In the university mark, linking the letters with a fluid line visually depicts the bridging of boundaries.

Spelled out in our preferred font, the letters of “Virginia Tech” mirror the curve between the V and T, thus tying together the shape and the words.
While our current tagline and logo will be retired, there are some things that will never change. Our traditions define us, now and in the future.

OUR NAME
We are, and always will be, Virginia Polytechnic Institute and State University, commonly known as Virginia Tech.

OUR MOTTO
Our motto, Ut Prosim (That I May Serve), is the cornerstone of who we are and why we do what we do. It is the very bedrock of our brand.

OUR COLORS
Chicago maroon and burnt orange are our colors, even as the secondary color palette begins to show a touch of eccentricity.

ATHLETICS LOGO
Student-athletes will continue to wear the “flying VT” with pride.

HOKIEBIRD
The HokieBird will always have a roost in Blacksburg, even as we become a truly global land-grant university.
This is our story.
It’s one only we can tell.
And we each have a role in telling it.

LET’S CLAIM IT.