

The new university logo capitalizes on the brand recognition already established by our outstanding athletics programs.

The curve exemplifies the notion that Virginia Tech thrives at the intersections of academic disciplines, recognizing that global-scale problem-solving requires interdisciplinary fluency, adaptability, and collaboration. The curve is a literal representation of spanning boundaries.



The former university logo and tagline, “Invent the Future,” will be retired. The logo will move to our vintage collection, where it will be deployed for specific purposes.



The openness of the logo’s design, conveyed with one unbroken line, may at first be startling to the eye. Yet these very qualities awaken the mind to new possibilities.

The letters reflect the Virginia Tech educational experience, in which students blend disciplinary depth with interdisciplinary collaboration while immersed in experiential learning and a spirit of *Ut Prosim* (That I May Serve).

VIRGINIA TECH™

The typography offers a modern, refreshing look, while hinting at the university’s proud tradition. The letters are “sans serif,” or “without feet.”

The square shape of “VT” renders better on mobile devices. In this digital age, the former logo, with the university’s name spelled out, became increasingly problematic.

We have evolved the university logo – called a mark when paired with the university’s name – to visually unify the Virginia Tech experience. The new logo reflects the spirit of the Hokie community, the quality of the university’s educational culture, and Virginia Tech’s identity as an inclusive community that thrives at the intersection of academic disciplines. As one tool in a creative platform that tells the story of the university, the logo helps visually articulate who we are and what we can and will deliver.