

MEDIUM DEPARTMENT NAME WITH PARENT ORGANIZATION

(~17-21 Characters in length)



ORGANIZATIONAL ENTITY
LONGER ONE LINE NAME
VIRGINIA TECH™



Even spacing on either side of the vertical rule

Gineso Condensed Regular

Gineso Condensed Demi

ORGANIZATIONAL ENTITY
LONGER ONE LINE NAME
VIRGINIA TECH™
VIRGINIA TECH™ VIRGINIA TECH™ VIRGINIA TECH™

Name length not to exceed
2.5 times the Virginia Tech word mark

(Example)



ADVANCEMENT
UNIVERSITY RELATIONS
VIRGINIA TECH™