

VINCENNES UNIVERSITY

V1 AUGUST 2025

BRAND BOOK

Let’s build something lasting together.
Let’s make it VU.

WELCOME!

Together, we're going to accomplish ***extraordinary things.***

Vincennes University is more than a campus. It's more than a name. It's made up of heartbeats, students, faculty, staff, alumni, and partners, each with a story, a purpose, and a voice.

A strong, consistent brand unifies those voices into one message.
One purpose. **One VU.**

Every campaign, every communication, every moment is a chance to serve others and transform lives. Our brand helps us do that with clarity, integrity, and heart. This guide is here to spark creativity while grounding us in what makes Vincennes University distinct and meaningful.

Let it be your compass as you create. Not to restrict—but to align.
Not to control—but to inspire.

If you ever have questions or ideas, collaboration is just an email away.

CONTACT:

Sarah Fortune
Senior Director of External Relations
sfortune@vinu.edu

Logan Heath
Director of Print Media Services
lheath@vinu.edu

Let's build something lasting — together.
Let's make it VU.

QUICK FAQ

1. WHAT IS THE BRAND BOOK?

It's the guide for using VU's logos, colors, fonts, and style so everything looks consistent.

2. WHERE DO I GET THE LOGO?

Official logo files are on the External Relations web page.
www.vinu.edu/external-relations/

3. WHAT ARE VU'S COLORS?

Blue and gold are our official colors. Use the exact codes listed in the brand book.

4. CAN I DOWNLOAD THE UNIVERSITY SEAL?

No. The seal is reserved for diplomas, transcripts, and official documents only. That's why it's not available for download or general use.

5. WHO DO I ASK IF I'M NOT SURE?

Contact Print Media Services and/or the Office of External Relations.

CONTACT:

External Relations
812-888-4587 | 812-888-4358
sfortune@vinu.edu
ellie.mcclung@vinu.edu

Print Media Services
812-888-4259 | 812-888-6004
lheath@vinu.edu
audra.adams@vinu.edu

CONTENTS

At the heart of everything we do is a simple belief: education changes lives. This brand guide exists to help us share that message with clarity, consistency, and care. It's more than just colors, fonts, or logos—it's about telling our story in a way that reflects who we are, what we value, and the impact we strive to make.

BRAND TOOLKIT

This guide was crafted to help you create with confidence, ensuring every execution reflects VU s mission with authenticity and unity. Use it as your compass to uphold our brand as a proud ambassador.

01 BRAND POSITIONING

5 Brand Positioning Statement
6 Essence, Mission, and Vision
7 Values
8 Personality
9 Tone & Voice

02 BRAND NARRATIVE

11 Proof of Possibility
12 Written Storytelling
13 Visual Storytelling
14 Brand Snapshot

03 COLUMNS FOR COMMUNICATION

16 Column One - Two
17 Column Three - Four
18 Column Five - Six

04 OUR LOGOS

20 Primary Logo, Secondary Logo, and Spirit Mark
23 Academic Seal
24 Logo Clear Zone & Sizing
25 Logo Usage Rules
27 Unit logos
28 Partnerships and Co Branding

05 COLOR

30 Primary, secondary and accent colors
32 Using colors

06 TYPOGRAPHY

34 Primary and special use case typefaces introduction
35 Type specimens
38 Using type

07 OUR BRAND IN ACTION

40 Overview
41 Display and event materials
42 Stationery

01

BRAND POSITIONING

This is the space we hold in people's hearts and minds—the feeling they get when they encounter VU. It's how we express who we are, what we stand for, and what sets us apart. By clearly communicating our purpose, we help others understand not just what we do, but why it matters.

BRAND POSITIONING STATEMENT

ESSENCE, MISSION, AND VISION

VALUES

PERSONALITY

TONE & VOICE

01 BRAND POSITIONING

Our Brand Positioning Statement

Brand positioning is the strategic articulation of how the institution distinctively occupies a unique space in the minds of its target audiences (students, faculty, donors, employers) relative to peer institutions.

Vincennes University is one of America's most historically significant institutions. As Indiana's First College, founded in 1801 by U.S. President William Henry Harrison, VU is a national model for access, innovation, and student success.

We don't boast about those we exclude. Rather, we're proud of all those we include. Through career-driven programs, hands-on learning, and powerful partnerships with global universities and industry leaders, our students gain skills, support, and opportunities to rise and keep blazing trails.

01 BRAND POSITIONING

Our Brand Essence, Brand Mission, and Brand Vision

A brand's essence captures its intangible core—the emotional spirit that defines its identity; its mission articulates its present purpose, audience, and value; while its vision inspires with a future-facing aspiration for transformative impact. Together, they form a strategic framework: essence (heart), mission (action), and vision (ambition).

OUR ESSENCE

Education changes ***everything.***

OUR MISSION

Vincennes University is a premier learning institution, widely recognized for leadership in innovation and delivery of successful educational experiences.

OUR VISION

To develop people and enhance communities through accessible, high-quality educational programs, strategic partnerships, and active engagement.

01 BRAND POSITIONING

Our Values

A brand's values are the fundamental beliefs and principles that guide a brand's actions, decisions, and relationships. They define how a brand operates, shaping its culture, behavior, and ethical stance while creating alignment with like-minded peers.

PERSONAL GROWTH

Personal growth and academic excellence for our students, faculty, and staff.

COLLABORATION

Collaborative relationships with our stakeholders and communities.

INNOVATION

An environment that encourages open dialogue and cooperation.

EXCELLENCE

Continuous improvement through data-informed planning and evaluation.

DIVERSITY AND INCLUSION

Cultural enrichment, diversity and individual freedom.

CIVIC AND CULTURAL ENGAGEMENT

Cultural enrichment, diversity and individual freedom.

01 BRAND POSITIONING

Our Personality

A brand's personality is a set of human-like traits and characteristics that define how a brand communicates, behaves, and connects with its audience. It shapes tone, word choice, visual style, and overall messaging to create a consistent and relatable identity.

WHO WE ARE — AT OUR CORE.

Vincennes University is grounded, genuine, and forward-moving. We are not here to impress; we are here to serve. We speak with clarity, act with compassion, and lead with quiet strength. Our tone is warm but never soft, bold but never boastful. We are trailblazers, not because we seek attention, but because we walk with purpose.

WE ARE BUILT ON BELONGING.

VU is personal. Welcoming. Human. Our students are not just numbers, they are names, dreams, and stories in motion. Every interaction should reflect our belief that everyone deserves the opportunity to grow, belong, and thrive.

WE ARE PRACTICAL VISIONARIES.

We combine ambition with action. We don't just talk about innovation; we implement it. Hands-on learning, real-world skills, and meaningful outcomes are our calling cards. We speak plainly, and we deliver on what we promise.

WE ARE COMMUNITY-DRIVEN.

Collaboration is in our DNA. We serve not just individuals, but families, communities, and the industries that power our region and beyond. We value partnerships and view education as a shared endeavor. Our words reflect humility, empathy, and purpose.

WE ARE HERE TO MAKE A DIFFERENCE.

Everything we do is rooted in the belief that education transforms lives. We serve students of all backgrounds— with grit, grace, and a focus on what's next. We prepare people not just for careers, but for contribution.

01 BRAND POSITIONING

Our Tone & Voice

A brand's tone is the emotional inflection applied to your voice, adapting to context, audience, or purpose while staying true to your core personality. A brand's voice is its distinct personality—the consistent style and perspective that shapes all communication. It reflects your core values and mission, remaining steady across all platforms and over time.

OUR TONE: WELCOMING & PURPOSEFUL

Vincennes University communicates with warmth and possibility. Every interaction with students, family, or partners should inspire confidence and reflect the transformative power of education.

WE ARE:

- **Human & Hopeful** – Like someone who genuinely believes in you.
- **Clear & Approachable** – Direct, transparent, and easy to understand.
- **Simple & Sincere** – We create space for meaning, not clutter.

Our words don't just inform—they invite, connect, and empower people to belong, thrive, and blaze their own trail.

OUR VOICE: AUTHENTIC & IMPACTFUL

Authentic – Real rather than over-rehearsed; relatable rather than rigid.

Encouraging – Empowering without superiority.

Focused – Clear, calm, and purposeful.

Forward-Looking – Anchored in opportunity.

Service-Minded – Guided by our motto: *Learn in order to serve.*

Rooted in our legacy since 1801, we communicate with inclusivity, courage, and commitment to something greater than ourselves.

02

BRAND NARRATIVE

A strong brand narrative doesn't just inform; it invites people in. It helps our audience see themselves in our mission and feel a sense of belonging in the journey we're on. Through storytelling, we bring our brand to life in a way that's human, meaningful, and lasting.

PROOF OF POSSIBILITY

WRITTEN STORYTELLING

VISUAL STORYTELLING

BRAND SNAPSHOT

02 BRAND NARRATIVE

Proof of Possibility Our Living Promise

It's the visible evidence of what happens when opportunity meets effort—the degrees earned, careers launched, barriers broken, and communities strengthened.

At Vincennes University, *Proof of Possibility* is our shared conviction that education transforms potential into reality. It's the tangible evidence of what happens when determination meets opportunity—in every earned degree, launched career, broken barrier, and strengthened community.

Your Role in Our Proof

Students: Create your proof through perseverance

Faculty/Staff: Facilitate proof through guidance

Alumni: Be the proof through your achievements

Partners: Invest in proof through your support

Proof Made Visible

The VU diploma is more than a piece of paper, it represents:

- The **grit** of late nights and early mornings
- The **legacy** of being a family's first graduate
- The **power** to rewrite futures and uplift communities

This is why we approach our visual identity with reverence—because every logo application, photograph, and design choice should:

- **Honor the Journey** behind our proof
- **Amplify the Impact** of each achievement
- **Inspire New Possibilities** for those who follow

Proof of possibility ensures our branding tells this story with the care it deserves—because when we design with intention, we don't just present information, we make unmatched possibility.

02 BRAND NARRATIVE

VU Written Storytelling

Written storytelling is the bridge between our mission and our audience. It shapes how the world sees Vincennes University. This section defines our storytelling voice because consistency in how we communicate reinforces who we are.

ONE VOICE, ONE VU

Our Voice: Personal, clear, and purposeful.

We speak like real people—warm, approachable, and confident, never robotic or overly formal.

We connect, not impress.

Clarity over complexity. Kindness over fluff. Every word should feel like an open door.

Our Tone: A trusted guide, not a brochure.

Expert yet human, encouraging without emojis. We speak with quiet confidence about education, access, and opportunity because we know who we're here for.

Every message matters. Write like you care.

02 BRAND NARRATIVE

VU Visual Storytelling

Visual storytelling is the strategic use of photography, video, graphics, and design to communicate a brand's identity, values, and purpose through imagery rather than words alone. This approach builds emotional connections by showing authentic experiences rather than simply describing them.

ONE VOICE, ONE VU

Our photography captures real moments that define the VU experience - learning, doing, and becoming. We show truth, not perfection.

What We Show:

Feeling: The pride in a first "A," the joy of mastering a skill

Doing: Hands-on learning, mentoring, breakthroughs big and small

Experiencing: Lasting friendships formed on campus

How We Show It:

- Only real students, faculty, and alumni—no models or stock imagery
- Authentic moments that reveal progress and possibility
- Images that spark emotion through genuine experience

From nursing students in clinicals to professors cheering on their classes, our photos tell stories of transformation. Every image should reflect who we are and where we're going.

Real people. Real purpose. Real results.








VINCENNES UNIVERSITY

03

COLUMNS *for* COMMUNICATION

A strategic framework for elevating the Vincennes University brand

Purpose: Each column represents a central tenet of the VU brand and serves as a litmus test for whether a story, campaign, or piece of content aligns with the university's mission, vision, and public identity. Content that fulfills one of more of these columns should be prioritized for publication, promotion, and strategic amplification across channels.

01 **COLUMN ONE**
JOIN A LEGACY

02 **COLUMN TWO**
EDUCATION CHANGES EVERYTHING

02 **COLUMN THREE**
THE TRAILBLAZER EXPERIENCE (TX)

04 **COLUMN FOUR**
VALUE

05 **COLUMN FIVE**
TRAILS FORWARD

06 **COLUMN SIX**
PEOPLE MAKING PROGRESS

01

Column One:

JOIN A LEGACY

Vincennes University is Indiana's first college—founded in 1801 by U.S. President William Henry Harrison. Our historic foundation is not simply a point of pride; its a source of institutional authority and enduring relevance.

STRATEGIC EMPHASIS

- Heritage storytelling that affirms leadership and continuity
- Milestone anniversaries, legacy programs, and generational Trailblazers
- Architectural, civic, and national significance of our founding
- The connection between history and modern innovation

02

Column Two:

EDUCATION CHANGES EVERYTHING

VU is nationally recognized for its commitment to applied learning, workforce development, and academic agility. Our programs are designed with purpose: to prepare graduates not just to compete, but to lead.

STRATEGIC EMPHASIS

- Career and technical education excellence
- Skills-based training, internships, and apprenticeships
- Industry partnerships
- Employer-aligned curriculum and credentialing

03

Column Three:

THE TRAILBLAZER EXPERIENCE (TX)

The Trailblazer Experience is where students are known by name and empowered to thrive, academically, socially, and personally. It is our human-centered differentiator.

STRATEGIC EMPHASIS

- Stories of support, mentorship, and belonging
- Signature campus experiences and student life highlights
- Vibrant, inclusive, student-centered environments
- Unique learning experiences and curriculum

04

Column Four:

VALUE

VU offers one of the most accessible and economically sound educational experiences in the Midwest. Our emphasis on value, not just affordability, reinforces our reputation for integrity, access, and practical impact.

STRATEGIC EMPHASIS

- In-state tuition reciprocity (Illinois residents)
- Dual credit-to-degree pipelines
- Scholarship and grant success stories
- Quantifiable return on investment (employment, transfer, licensure outcomes)

05

Column Five:

TRAILS FORWARD

VU is a launchpad for forward movement. Our trail system meets learners where they are and moves them confidently toward their next step.

STRATEGIC EMPHASIS

- Flexible modalities (online, hybrid, satellite campuses)
- Seamless transfer agreements
- Military and adult learner success
- Credential stacking and lifelong learning

06

Column Six:

PEOPLE MAKING PROGRESS

At Vincennes University, our brand is built by people (faculty, staff, alumni, and partners) who embody service, excellence, and purpose. Their stories reflect the heart of our institution.

STRATEGIC EMPHASIS

- Faculty innovation and student impact
- Staff commitment to student success
- Alumni engagement, mentorship, and leadership
- Cross-campus collaboration and operational excellence

04

OUR LOGOS

This is a vital part of our brand, it's the visual signature of our identity. It represents our values, our history, and the promise we make to every student, partner, and community we serve. Using it consistently and respectfully ensures that wherever our message goes, our mission is recognized, trusted, and remembered.

PRIMARY LOGO, SECONDARY LOGO, AND SPIRIT MARK

ACADEMIC SEAL

LOGO CLEAR ZONE & SIZING

LOGO USAGE RULES

UNIT LOGOS

PARTNERSHIPS & CO BRANDING

04 OUR LOGOS

Primary Logo

The “V” proudly stands for Vincennes—Indiana’s first city and home to the state’s first college. It’s a mark of our heritage and our ongoing commitment to lead in education. The flame rising within symbolizes the spirit of the Trailblazer: bold, driven, and unstoppable.

The primary logo, as its name indicates, is our default and should be used for most applications. Make it your first choice across all branded materials.

Logo_VU_Primary_Color



Logo_VU_Primary_Reversed



04 OUR LOGOS

Secondary Logo

Our secondary logo is a vertically stacked alternate version of our primary horizontal logo. Designed for specific use cases, it replaces the primary logo when needed. Use the secondary logo in tall/narrow spaces (e.g., mobile apps, social profiles) or for maximum impact in small areas (e.g., app icons, ads).

Logo_VU_Secondary_Color



Logo_VU_Secondary_Reversed



04 OUR LOGOS

Spirit Mark

The Spirit Mark (flaming V) should be used with intentional consideration of context and audience. Primarily reserved for internal communications and audiences familiar with VU, its application **requires advance approval from External Relations and The Brand Asset Committee.**

Logo_VU_Spirit_Mark_Color



Logo_VU_Spirit_Mark_Reversed



04 OUR LOGOS

Official Academic Seal

Use of the academic VU seal is prohibited, and all applications require prior approval from the Brand Asset Committee. The seal is to be used only in official documents, communications that identify university-wide policies, diplomas, letters of acceptance, awards and communications from the Board of Trustees and the University President's office. The seal should not be used when communicating to a general audience across all publications, marketing and advertising.

The original drawing for the Vincennes University Seal was created by an artist on the staff of Geo. J. Mayer Co. of Indianapolis from a rough design made by Judge Curtis G. Shake, with the help of Dr. Ethel Preston who supplied the French motto. The imagery of a radiant, flaming torch combined with the motto S'Instruire Pour Servir "Learn in Order to Serve" symbolizes VU's Trailblazer spirit. The original seal was presented to the University by Judge Shake on July 15, 1970.

Seal_VU_Primary_Color



Seal_VU_Primary_Gradient



04 OUR LOGOS

Logo Clear Zone and Sizing

The logo's minimum size safeguards legibility across all mediums, while the protected clear zone ensures immediate visibility by preventing visual competition. Together, these standards guarantee the mark's impact and professionalism in every application.

MINIMUM SIZING

These minimum measurements pertain to the actual logo and do not include clear space.



0.5" or 86px



0.9" or 86px



0.5" or 86px



1" or 96px

CLEAR ZONE

Regardless of scale, the minimum clear zone for the primary and secondary logos must equal the relative height of the 'V' in 'Vincennes University.' Similarly, the minimum clear zone for the official seal must match the relative height of the 'V' in the seal's text.





04 OUR LOGOS

Rules for Logo Use

Always preserve the integrity of our logo and make sure that it's easy to distinguish from other graphic elements. Consistent logo use strengthens recognition, builds trust, and unifies all communications under one respected identity. It ensures the university is perceived professionally while protecting the value of our brand. **These rules apply to all VU Logos.**

OFFICIAL LOGOS

Download official logos here

Official Logos

DO Fulfill all clear space rules

DO Abide by minimum size requirements

DO Use official vector/raster artwork

DO Choose logos appropriately based on intended audience

DO Choose marks in the correct color space based on the intended platform (digital or print)

DO NOT use the spirit mark (flaming V) logo as a letter in a word or as a word in a sentence.

VISIONARY

DO NOT alter the text of the any logo.

VINCENNES UNIVERSITY

DO NOT distort or skew the logo.

VINCENNES UNIVERSITY

DO NOT change the color of any logo.

VINCENNES UNIVERSITY

DO NOT rotate any logo.

VINCENNES UNIVERSITY

DO NOT change the opacity of any logo.

VINCENNES UNIVERSITY

DO NOT create unapproved unit or partnership logo lockups.

Graphic Design
COLLEGE OF HUMANITIES

DO NOT combine additional elements with any logo.

VU

DO NOT use drop shadows, strokes, or other visual effects.

VINCENNES UNIVERSITY

DO NOT crop or remove elements from any logo.

VINCENNES UNIVERSITY

DO NOT place any logo on the busy area of an image.



DO NOT place the logo on a background that lacks contrast.

VINCENNES UNIVERSITY

04 OUR LOGOS

Unit Logos

The Vincennes University unit logos are designed to create and maintain unity - to ensure that the communication is properly and strongly branded no matter what college, degree program, department, center, or unit is issuing it.

COLLEGES, PROGRAMS, DEPARTMENTS AND CENTERS

Colleges, departments, centers, and programs are only permitted to use an official sub-brand as long as the mark adheres strictly to the design specifications, as shown. Eligibility does not indicate permission to create identities. External Relations must approve all unit and sub-brand logos.

COLLEGES



DEPARTMENTS



CENTERS



PROGRAMS



04 OUR LOGOS

Partnerships and Co-Branding

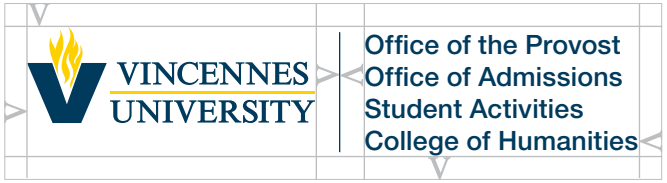
Vincennes actively partners with surrounding communities, external businesses, and organizations. Therefore, marketing and advertising are often involved in partnerships and other joint ventures (both internal and external). As such, it is essential to define how to best represent VU in each of these partnerships.

QUESTIONS?

Before engaging in any promotional activity or co-branding opportunity that incorporates the Vincennes University registered name, trademark or other mark, units **must contact External Relations.**

INTERNAL CO-BRANDING

When more than one VU entity (school, college, center, department, etc.) is involved in a partnership or sponsorship, multiple VU logos are not permitted to be used. Instead, the primary logo may be used, along with a listing of the involved entities.



EXTERNAL CO-BRANDING

Vincennes University frequently engages in co-branding partnerships with external entities such as companies, schools, and organizations. It is crucial that our brand's integrity is maintained in terms of color and clear space. As our brand mark is often in close proximity to other brand marks, the clear space requirement is doubled in these situations.



05

COLOR

Our navy blue reflects the strength, integrity, and resilience found in the American flag and in the spirit of Indiana's first university. The gold flame symbolizes knowledge, opportunity, and the Trailblazer's drive. Together, they honor our history and light the future.

PRIMARY COLORS

SECONDARY & ACCENT COLORS

USING COLOR

05 COLOR

Primary Colors

Vincennes University proudly builds its visual identity on our traditional Navy and Gold—the colors that anchor our official logo and seal. As our primary and most-used colors, Navy serves as the foundational hue for all marketing materials, while Gold provides strategic variation and purposeful detail.

NAVY

RGB	0 57 / 90
CMYK	100 / 77 / 40 / 32
HEX	#00395A
PMS	302C

GOLD

RGB	255 / 209 / 0
CMYK	2 / 16 / 100 / 0
HEX	#FFD100
PMS	109C

COLOR FORMAT GUIDE

RGB - Use for all digital projects like social media posts and videos.

CMYK - Choose for anything that will be physically printed, including brochures, business cards, banners, and stationery.

HEX - These web color codes are perfect for websites and email designs.

PMS (Pantone) - Reserve for special printed items where color must be perfect, like diplomas and promotional merchandise.

05 COLOR

Secondary and Accent Colors

Our **Secondary colors** provide creative flexibility—offering thoughtful customization options, visual variety, and adaptive applications while always supporting our primary Navy and Gold palette. **Accent colors** are reserved exclusively for functional applications including icons, data visualizations, informational graphics, and strategic emphasis.

COBALT
RGB 0 / 93 / 186
CMYK 100 / 61 / 7 / 0
HEX #005DBA

WABASH
RGB 0 / 110 / 165
CMYK 91 / 53 / 13 / 1
HEX #006EA5

DENIM
RGB 0 / 58 / 93
CMYK 100 / 74 / 39 / 33
HEX #003A5D

GOLDENROD
RGB 236 / 170 / 65
CMYK 6 / 36 / 86 / 0
HEX #ECAA41

WHITE
RGB 255 / 255 /255
CMYK 0 / 0 / 0 / 0
HEX #FFFFFF

HERITAGE GOLD
RGB 186 / 136 / 56
CMYK 26 / 46 / 93 / 5
HEX #BA8838

SKY
RGB 150 / 205 / 234
CMYK 38 / 6 / 2 / 0
HEX #96CDEA

PEONY
RGB 221 / 42 / 107
CMYK 8 / 96 / 36 / 0
HEX #DD2A6B

TEAL
RGB 35 / 164 / 183
CMYK 75 / 16 / 26 / 0
HEX #23A4B7

ORANGE
RGB 227 / 107 / 59
CMYK 7 / 71 / 86 / 0
HEX #E36B3B

BERRY
RGB 125 / 32 / 85
CMYK 46 / 98 / 40 / 23
HEX #7D2055

LIME
RGB 168 / 209 / 97
CMYK 38 / 0 / 81 / 0
HEX #A8D161

05 COLOR

Using Colors

A strong, consistent color system ensures that whether someone sees our website, a flyer, or a sweatshirt across campus, they know it belongs to Vincennes University. It ties every piece of our brand together, helping us tell a unified story that's both recognizable and unforgettable.

Please use the university's brand color palettes to ensure visual consistency across all communications. **Each palette specifies approximate proportional color usage based on audience and communication type.** Refer to the provided palettes as a guide for applying colors appropriately.

Dynamic

One-offs and Impact Pieces | Prospective Students | Events | Campaigns



Classic

Accepted and Current Students | Partnerships | More Recent Alumni



Subtle

Current Faculty and Staff | Family of Current Students



Heritage

Older Alumni | Foundation and Donors | Traditional & Hallmark Pieces | Executive



06

TYPOGRAPHY

Fonts shape how our words look, feel, and are experienced and reflect our personality: bold yet approachable, strong yet clear. Consistent typography ensures that every message—from headlines to fine print—feels unmistakably like Vincennes University.

TYPEFACES INTRODUCTION

HELVETICA

ALTERNATE GOTHIC

CRIMSON PRO

USING TYPE

05 TYPOGRAPHY

Primary Typefaces

Vincennes University's designated typefaces have been carefully selected to maintain a consistent, professional brand identity across all university communications. All marketing and promotional materials must use only these approved fonts to ensure visual cohesion. Do not deviate from these fonts for marketing and communications materials.

HOW TO INSTALL FONTS

To install fonts, download them to your computer and follow the steps provided by **Apple** and **Microsoft**.

PRIMARY TYPEFACES

Helvetica, Alternate Gothic, and Crimson Pro are the primary brand typefaces. These fonts should make up the majority of your designs. All three primary typefaces have free, open-source substitutes.

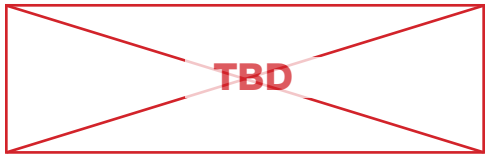
Helvetica

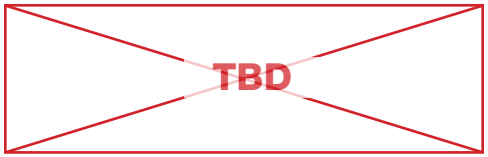
ALTERNATE GOTHIC

Crimson Pro

SPECIAL USE TYPEFACES

The special use typefaces are reserved for high-impact occasions, these typefaces require advance approval and are prohibited in general use. Unauthorized application is not permitted. Always consult the Brand Committee for approval.





06 TYPOGRAPHY

Helvetica Neue

Helvetica's timeless flexibility allows our content to shine while maintaining a professional, consistent look across all platforms. When used intentionally and consistently, Helvetica helps us communicate with strength, precision, and approachability—hallmarks of a true Trailblazer.

TYPEFACE DOWNLOAD

For university affiliates with Adobe Creative Suite, Helvetica Neue is available through Adobe Fonts.

Helvetica Neue

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?()

Helvetica is our all-purpose use typeface. Its flexibility and legibility makes it the go-to option for the majority of your typography needs.

It should be used for:

- Headlines (heavier weights)
- Subheadings
- Large, stand-out numbers
- Body copy, captions, charts and graphs.

Approved font weights

- Roman
- Medium
- Bold
- Heavy
- Black (all caps only larger headlines)

Case

- All caps (in larger headlines)
- Normal caps

Substitution

Arimo - Google Fonts

Arial

06 TYPOGRAPHY

Alternate Gothic Condensed

Alternate Gothic Compressed is our second signature typeface—bold, dynamic, and unmistakably VU. Designed for maximum impact in all caps, it embodies the energy and tradition of our campuses. Its versatile weights ensure clarity and flexibility across all applications, from large-scale banners to digital displays.

TYPEFACE DOWNLOAD

For university affiliates with Adobe Creative Suite, Alternate Gothic Compressed is available through Adobe Fonts.

Alternate Gothic

ALTERNATE GOTHIC CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?()

Alternate Gothic Condensed is our headline typeface. We recommend heavier weights, but pairing those with a lighter weight can also give your headlines visual interest.

It should be used for:

- Headlines (heavier weights)
- Subheadings
- Large, stand-out numbers
- Statistical data
- As a graphic element and/or focal point

It should not be used for:

- Body copy, captions, charts and graphs
- Long and/or multiple sentences

Approved font weights

- Condensed Demi
- Extra Condensed Demi
- Condensed Heavy
- Extra Condensed Heavy

Case

- All caps (in headings)
- Normal caps (in subheadings)

Substitution

Oswald - Google Fonts

06 TYPOGRAPHY

Crimson Pro

Crimson Pro is our elegant serif typeface—bringing warmth, tradition, and scholarly sophistication to complement Alternate Gothic Condensed. Inspired by classic book typography, it's ideal for formal communications and headlines.

TYPEFACE DOWNLOAD

Crimson Pro is available as open-source through Google Fonts.

Crimson Pro

Crimson Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?()

Crimson Pro is our serif typeface, described as contemporary, clear, classic, and rounded/open. It sets more distinguished tone in and is legible on both digital screens and print materials. In comparison to Helvetica, Crimson Pro helps imply a more elegant feel.

It should be used for:

- Headlines (heavier weights)
- Subheadings
- Body copy

It should not be used for:

- Large, stand-out numbers
- Captions, charts and graphs
- Statistical data
- As a graphic element and/or focal point

Approved font weights

- Regular
- Medium
- Semibold
- ExtraBold

Case

- Normal caps only

Substitution

Georgia

Times New Roman

06 TYPOGRAPHY

Using Type

Thoughtful font selection ensures clarity and strengthens our brand identity. Good design favors simplicity—resist using too many fonts as it complicates designs. While you're not required to use every available typeface, all designs must adhere to university brand standards. **Using additional typefaces beyond those approved is prohibited unless advance permission is granted.**

PLEASE NOTE

Units with pre-approved vendor font packages may use them temporarily during the transition to official branding. For any typography questions please consult External Relations or Print Media Services.

TYPE PAIRINGS

Here are some suggested examples of type pairings to help you get started.

Helvetica Neue

Alternate Gothic

Helvetica Neue

Ficiis sequost is doles eicae etur sitiistium hillibea dolorent fugit es mi, ullab inis erum atibusdandae veliqui que ommolumquia core nihil.

Crimson Pro

Helvetica Neue

Helvetica Neue

Ficiis sequost is doles eicae etur sitiistium hillibea dolorent fugit es mi, ullab inis erum atibusdandae veliqui que ommolumquia core nihil.

ALTERNATE GOTHIC

Alternate Gothic

Helvetica Neue

Ficiis sequost is doles eicae etur sitiistium hillibea dolorent fugit es mi, ullab inis erum atibusdandae veliqui que ommolumquia core nihil.

Crimson Pro

Helvetica Neue

Crimson Pro

Ficiis sequost is doles eicae etur sitiistium nihil dolorent fugit es mi, ullab inis erum hillibea atibusdandae veliqui que ommolumquia core.

HELVETICA NEUE

Helvetica Neue

Helvetica Neue

Ficiis sequost is doles eicae etur sitiistium hillibea dolorent fugit es mi, ullab inis erum atibusdandae veliqui que ommolumquia core nihil.

Helvetica Neue

Crimson Pro

Helvetica Neue

Ficiis sequost is doles eicae etur sitiistium hillibea dolorent fugit es mi, ullab inis erum atibusdandae veliqui que ommolumquia core nihil.

07

OUR BRAND IN ACTION

Our brand comes to life every time someone interacts with Vincennes University. In action, our brand is more than a look—it's a promise: that education changes lives, and VU is where that transformation begins.

OVERVIEW

DISPLAY AND EVENT MATERIALS

STATIONERY

07 OUR BRAND IN ACTION

Overview

At Vincennes University, every interaction matters. This section explains why maintaining unified branding at events is essential. It transforms individual booths into cohesive gateways to the Trailblazer experience. When we align our visuals, messaging, and materials, we reinforce VU's values of belonging, tradition, and progress Standardized displays ensure visitors encounter one clear voice across all departments.

ALL ARE WELCOME AT OUR TABLE

Presenting Vincennes University with Purpose, Unity, and Pride

At Vincennes University, every booth is more than just a table—it's a doorway into the Trailblazer experience. Whether you're representing admissions, academic programs, alumni relations, or student services, we each serve unique functions, but we speak with one voice. That voice—the heartbeat of VU—should be clearly, consistently, and confidently reflected in every display, every interaction, and every handout we offer.

To ensure we present a cohesive and professional image across all events and outreach efforts, all university-affiliated booths must include the following:

- Official VU tablecloths (clean, wrinkle-free, and properly fitted)
- Branded backdrops or banners that reflect current institutional messaging and visual identity
- Approved promotional items that align with our values and reinforce our story
- Up-to-date, branded handouts that are visually aligned and factually accurate

This shared presentation is about ensuring that no matter which doorway someone steps through, they enter the same university: one rooted in service, legacy, innovation, and belonging. By working together, we ensure that every booth—every table—each touchpoint is a place where students, families, alumni, and partners feel genuinely welcomed, clearly informed, and inspired to join the unified journey.

We are many roles, but one mission. One university. One heartbeat.

Displays and Event Materials



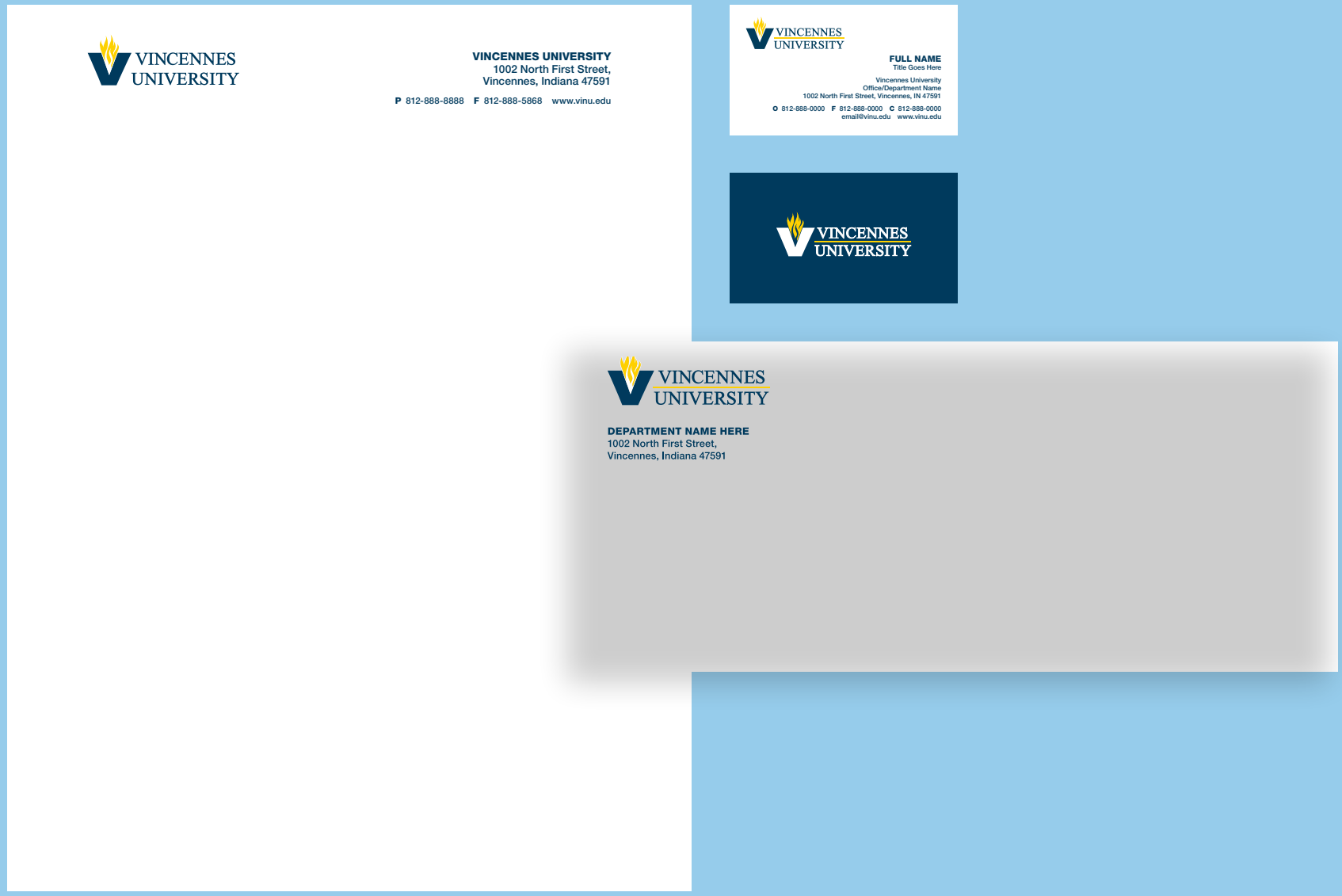








Stationery


VINCENNES UNIVERSITY
VINCENNES UNIVERSITY
1002 North First Street,
Vincennes, Indiana 47591
P 812-888-8888 F 812-888-5868 www.vinu.edu
VINCENNES UNIVERSITY
FULL NAME
Title Goes Here
Vincennes University
Office/Department Name
1002 North First Street, Vincennes, IN 47591
O 812-888-0000 F 812-888-0000 C 812-888-0000
email@vinu.edu www.vinu.edu
VINCENNES UNIVERSITY
VINCENNES UNIVERSITY
DEPARTMENT NAME HERE
1002 North First Street,
Vincennes, Indiana 47591

VINCENNES UNIVERSITY

POSSIBILITY

Proof of

QUESTIONS?

If you are needing assistance or have any questions regarding the Vincennes University brand, please contact External Relations or Print Media Services.

CONTACT:

External Relations
812 888 4587 | 812 888 4358

Print Media Services
812 888 4259 | 812 888 6004