LOGO RULES

Logos
The “complete signature” is a single unit of identification, composed of a symbol and a wordmark. Below are two examples.

The graphic elements of Vanderbilt logos are trademarks. Do not alter them in any way.

The construction of the wordmark and its relationship to the symbol have been carefully considered and should not be altered or rearranged in any manner.

Use the logos as provided. Use metallic gold ink (PMS 873) for the icon V when possible. If metallic is not available, use the non-metallic alternative PMS 7502. See Page 6 for more details about gold color.

Include the following notice on printed materials, such as brochures and flyers, whenever possible: Vanderbilt logos are federally registered marks of Vanderbilt University.
LOGO RULES

DO NOT

Modify the proportional relationship between elements within the logos.¹

Use the logos on any materials promoting alcohol, firearms or tobacco.

Modify the spacing between elements within the logos.

Place logo on orange, patterned or any other busy or low-contrast background.²

Reshape the logos.³

Rearrange the elements within the logos.³

Combine any additional words, images or other logos as to create new composite logos.⁴

Cut and paste logos from a website.

¹ Do not modify the proportional relationship between elements within the logos.

² Do not place logo on orange, patterned or any other busy or low-contrast background.

³ Do not reshape the logos, or rearrange the elements within the logos.

⁴ Do not combine any additional words, images or other logos as to create new composite logos.
LOGO RULES

MINIMUM CLEAR SPACE

In order for a complete signature to have its desired impact and strength it is recommended that a minimum clear space surrounds it. Other graphic elements should not crowd a signature. Placing a signature on a colored background or on a photo or illustration is not an intrusion of the minimum clear space, providing maximum legibility is maintained.

The minimum space is a set measurement determined in each signature and is equal to the height of the V symbol or the paper dolls. The V symbol and paper dolls, and the minimum clear space, will change proportionally as a signature increase and decrease in size.

MINIMUM SIZE

To ensure legibility, the V symbol should never be reproduced smaller than 3/16 inch symbol height. The Children’s logo should not be reproduced smaller than 1.25” across.

COLOR

The primary identification colors of Vanderbilt signatures that contain the oakleaf V symbol are black for the wordmark and metallic gold for the symbol (Pantone 873, Hex 99773d, RGB 153, 119, 61). The signature may also appear entirely in black, gold or white.

In digital design the corresponding RGB values for PMS 873 are R=153, G=119, B=61; Hex color is 99773D. Graphic standards allow for subtle color adjustments depending on the amount of gold used. For thin strokes or large blocks of gold, a shade or tint of this color is permissible in order to achieve a pleasing visual match, and a consistent appearance of the gold color.

For the Children’s complete signature, the primary colors of the logo are: red: PMS 185 (90m 75y); blue: PMS 072 (100c 72m 3k); green: PMS 328 (100c 45y 32k); yellow: PMS 124 (28m 100y 6k). It may also appear entirely in white, or in black using grey for the color areas (see Page 12).