

## STANDARDS GUIDELINES

The University Trademarks and Symbols standards listed in this section are to be used as a guide for proper use of all Valparaiso University non-commercial brand identities and logos and supercedes any previous standards.

As academic institutions today face intense competition for attention and resources, it is vital to position Valparaiso University in appropriate, meaningful and memorable ways. A consistent image and identity reinforces and serves the goals, mission, and culture of Valpo.

The *Valparaiso University Graphic Standards Guidelines* outline rules and regulations which preserve the integrity of Valpo's identifiers and licensed properties and protect the University's image. Each time the University logo or brand is represented in print, Web, or other media, the highest standards mandated by the University should be met.

Included in this section are University standards for using the seal, licensed marks, color variations, typography; specifications for college-specific letterhead, envelopes, mailing labels, business cards; as well as specifics for athletics stationery, envelopes, and business cards. If you have a need to modify or develop a logo beyond what is available to you in this section, or require information beyond that which is presented here, contact: Gail Kemper Executive Assistant to the Vice President of Marketing Valparaiso University Kretzmann Hall 1700 Chapel Drive Valparaiso, IN 46383 [Gail.Kemper@valpo.edu](mailto:Gail.Kemper@valpo.edu) Phone: 219-464-6800 Fax: 219-464-5381

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