

2025-26



# BRAND GUIDE

---

VANDERBILT ATHLETICS



## tone & voice

### IDENTITY

Vanderbilt Athletics embodies the university's founding commitment to seek excellence without compromise. By embracing the collaboration necessary in competitive team environments, we provide motivated individuals with the tools to realize their full potential on the field, in the classroom and as leaders in life. Working together, we create the moments that unite Commodore Nation and showcase Vanderbilt's values to the world.

### BRAND VOICE

#### Confident.

Vanderbilt is proudly one of one, and we're not afraid to tell you why. We believe in our blueprint: The degree. The city. The SEC. Vanderbilt strives for excellence in everything it does, and athletics is no exception. We dream big and back it up by investing in championship-caliber resources and a premium game day experience. A new era of college athletics is an opportunity to lead the way.

#### Welcoming.

We are only as strong as our community. When student-athletes choose to be Commodores, no matter where they are in their academic journeys, they are Commodores for life. Similarly, whether season-ticket holders for decades or new to Vanderbilt athletics, everyone is welcome in Commodore Nation. We have proud traditions but no barriers to entry.

#### Collaborative.

We bring together the best and brightest to make each other better. From student-athletes on the field to alumni and supporters fueling Vandy United and Anchor Impact, we're one team. We lend support in difficult times and challenge each other to use victory as a springboard to still greater heights. We celebrate individual success and lift up excellence, but we emphasize the collective as the foundation of our identity.

#### Good Neighbors.

We are proudly Nashville. We've been a part of this community for more than 150 years, growing into the great university of the 21st century in a city growing into a bustling, vibrant hub of culture and innovation. When we come together, we come together alongside friends and neighbors who wear the black and gold of Nashville's team.





# TONE & VOICE

## BRAND TONE

- Clear and direct
- Proud but not satisfied
- Bold but respectful
- Humble but competitive
- Permanent growth mindset
- Mentoring the next generation
- Take our work seriously, ourselves less so

## ALWAYS

## NEVER

Confident	Arrogant
Welcoming	Excluding
Supportive and challenging	Coddling
Collaborating across borders	Siloed or territorial
Developing the whole person	Narrowly focusing on skills
Putting in the work	Sense of entitlement, shortcuts
Permanent growth mindset	Passive or resting on laurels
Enabling movement	Blocking paths
Respectful and civil	Rigid and self-righteous
Self-directed and empowered	Blaming and complaining
Direct feedback, regular check-ins	Evading or helicoptering
Mentoring the next generation	Self-absorbed or entitled
Learning and exploring	Unreflective



## VERBIAGE

### OFFICIAL NAMES

- Vanderbilt University
- Vanderbilt
- Vanderbilt Athletics
- Vanderbilt Commodores
- VU
- Vandy
- Commodores
- Does
- VandyBoys

These are the only acceptable ways to describe teams or departments within Vanderbilt University. “University of Vanderbilt” is not acceptable. Official names are trademarked and licensed to Vanderbilt University and must include the ® symbol.

### ADDITIONAL NAMES

#### Official Facility Names

- Centennial Sportsplex
- David Williams II Recreation and Wellness Center
- FirstBank Stadium
- Frist Athletics Village
- Hawkins Field
- Huber Center
- Lummis Family Tennis Center
- Memorial Gymnasium
- Vanderbilt Legends Club
- Vanderbilt Soccer and Lacrosse Complex

#### Facility Nicknames

- The Hawk (Hawkins Field)
- The Plex (Vanderbilt Soccer and Lacrosse Complex)
- Vandyville (tailgate area)

### SLOGANS

- Anchor Down
- Conquer and Prevail
- Dare to Grow
- Memorial Magic
- Vandy United



## CORE COLORS

### Digital

For all digital creative content, use the HEX codes.




### Print

For all print creative content, use the CMYK and PANTONE® values.

### Apparel

The official gold of Vanderbilt is Pantone 4024 (Nike Club Gold).


For embroidery, the approved Gold thread colors are:

-  Madeira Classic – Color Gold 1273
-  Robinson-Anton Golden Tan 2570
-  Isacord O551

Black:

-  Madeira Rayon 1000; Polyneon 1800

White:

-  Madeira Rayon 1001; Polyneon 1801

Approved university colors or the PANTONE® colors listed on this page must be used. The PANTONE colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. PANTONE® is a registered trademark of PANTONE, Inc.

### Primary Colors

#### FLAT GOLD

**HEX**  
CFAE70

**CMYK**  
20, 29, 64, 0

**PMS**  
4024 C

#### RICH BLACK

**HEX**  
000000

**CMYK**  
40, 40, 40, 100

**PMS**  
BLACK 3 C

### Secondary Colors

#### WHITE

**HEX**  
FFFFFF

**CMYK**  
0, 0, 0, 0

#### BLACK

**HEX**  
1C1C1C

**CMYK**  
0, 0, 0, 100

**PMS**  
BLACK C

#### DARK GRAY

**HEX**  
777777

**CMYK**  
0, 0, 0, 53

**PMS**  
COOL GRAY 11 C



## PRIMARY MARK— ATHLETIC V

The Vanderbilt V logo is the main visual component of the Vanderbilt athletics overall brand identity and must be the main focal point for all athletic communication pieces and apparel items. Reinforcement and usage of the primary logo will continue to build brand equity.

The gold Vanderbilt V logo is preferred and should be used whenever possible.

The Vanderbilt V logo is trademarked to Vanderbilt University and must include the <sup>TM</sup> symbol.





## SECONDARY MARK— STAR V

The Vanderbilt Star V logo is an alternative logo that should be used as an accent logo in design settings. The Vanderbilt Star V logo should not be the main logo featured for any collection. Since the Vanderbilt Star V logo is partially transparent, it should only be used on backgrounds that are Vanderbilt's official colors and neutral colors.

The Vanderbilt Star V logo is trademarked to Vanderbilt University and must include the <sup>TM</sup> symbol.





## WORDMARKS

These are the official wordmarks approved for use with the United Sans font. These are the only wordmarks approved for use with this font.

There are sport- and department-specific versions that are considered the main identifier for each team and department.

<b>VANDERBILT.</b>	<b>VANDERBILT.</b>	<b>VANDERBILT.</b>
<b>COMMODORES.</b>	<b>COMMODORES.</b>	<b>COMMODORES.</b>
<b>VANDERBILT</b> <b>COMMODORES.</b>	<b>VANDERBILT</b> <b>COMMODORES.</b>	<b>VANDERBILT</b> <b>COMMODORES.</b>
<b>VANDERBILT.</b> <b>ATHLETICS</b>	<b>VANDERBILT.</b> <b>ATHLETICS</b>	<b>VANDERBILT.</b> <b>ATHLETICS</b>
<b>ANCHOR</b> <b>DOWN.</b>	<b>ANCHOR</b> <b>DOWN.</b>	<b>ANCHOR</b> <b>DOWN.</b>
<b>ANCHOR DOWN.</b>	<b>ANCHOR DOWN.</b>	<b>ANCHOR DOWN.</b>



# PRIMARY LOCKUPS

The V with Vanderbilt or Vanderbilt Commodores is the primary lockup for the athletics department.

There are sport- and department-specific versions that are considered the main identifier for each team and department.





## SPIRIT MARK

The Vanderbilt anchor is a registered trademark and spirit mark. It is available for use across the entire university community to reflect spirit, pride and the student experience.

The Vanderbilt Anchor logo is a registered trademark of Vanderbilt University and must include ® symbol.







## VANDERBILT SCRIPT LOGO

All Vanderbilt athletic teams can use the Vanderbilt script logo on team gear and facilities.

The Vanderbilt script logo with no outline (bottom row) is approved in gold, black or white.

NOTE: Vanderbilt is a federally registered mark. When the Vanderbilt script logo is used on facilities, equipment and uniforms, the ® is not required. For all other use cases, the ® is required.



In order to protect the brand and avoid confusion, the Vanderbilt script logo and the VandyBoys script logo are the only two approved script logos. **There should be no script designs created including the words Vandy, Vanderbilt or Commodores. This also includes script fonts.** NOTE: This rule is for internal use only and does not apply to retail fashion designs.



## SPECIAL USE ATHLETICS BRANDING

### Vandyboys Script Logo

VandyBoys is one of the most recognizable team nicknames in college baseball. The VandyBoys logo is a federally registered trademark of Vanderbilt University and must include the ® symbol. The VandyBoys script logo can have an outline, and should only be used for baseball related projects and events.

In order to protect the brand and avoid any confusion, the Vanderbilt script logo and the VandyBoys script logo are the only two approved script logos. **There should be no script designs created including the words Vandy, Vanderbilt or Commodores. This also includes script fonts.** NOTE: This rule is for internal use only and does not apply to retail fashion designs.



### Soccer Crest

The Soccer Crest was designed to strengthen Vanderbilt's identity with a traditional soccer visual locally in Nashville, domestically across the United States and on the international stage.

### Stars and Stripes V Logo

The Stars and Stripes V logo should be used and worn around events connected to military appreciation and USA holidays.





## CLEAR SPACE AND MINIMUM SIZE

**Clear Space** is the protected area around a logo. This ensures that no other graphic elements interfere with the clarity and integrity of the Vanderbilt logos.

Use the height of the V logo around all sides to determine clear space.



### Minimum Size

V logo: A minimum width of 75px or 0.5" will maintain legibility

Wordmark: A minimum width of 150px or 1" for the widest elements in the centered wordmark or lockup

Lockup: A minimum width of 250px or 2" for the widest elements in the left-aligned wordmark

Minimum  
0.5"



Minimum  
1"



Minimum  
2"





## TYPOGRAPHY

For **graphics and designs**, use the fonts Dharma Gothic, Termina and Libre Caslon.

These fonts are available to users who have a Creative Cloud license.

Dharma Gothic M and C should not be used for small text as they are a more condensed style that limits readability.

All weights of Dharma Gothic and Termina are available in italic styles.

Libre Caslon is primarily used for large display text, but can be used for body text, such as quote graphics. Use the regular, bold, and italic styles.

Refer to the example at right for font usage suggestions for graphic design.

More examples of fonts in use are on the **EXAMPLES** pages near the end of this guide.

For **apparel**, Dharma Gothic and Termina are approved but are not required to be used.

NOTE: United Sans is the official athletics font used for the **Vanderbilt, Vanderbilt Commodores, Commodores** and **Anchor Down** wordmarks. These are the only wordmarks approved for use with the United Sans font.

### Dharma Gothic E

E = extended

### Dharma Gothic M

M = medium

### Dharma Gothic C

C = condensed

Thin  
ExLight  
Light  
Regular  
Bold  
ExBold  
Heavy

A A A A A A A

A A A A A A A

A A A A A A A

### Termina

A A A A A A A A A

Nine weights ranging from Thin to Black

### Libre Caslon Text

A A A Regular, Bold, Italic

Dharma Gothic E Bold —

# Display Headline

Termina Heavy —

## Sub-Headline

Termina Bold —

### Body Copy Headline

Termina Regular —

The Vanderbilt Commodores are the intercollegiate athletic teams that represent Vanderbilt University, located in Nashville, Tennessee. Vanderbilt fields 17 varsity teams (six men's teams and 11 women's teams), 15 of which compete at the National Collegiate Athletic Association (NCAA) Division I level as a member of the Southeastern Conference (SEC).



# MERCHANDISE

## Registration Symbol

Logos are trademarked and licensed to Vanderbilt University and must include either the ® or ™ symbols. The ® or ™ should be displayed on the product in the lower right-hand corner of the mark in a small size. If there are several identical marks on the design, the ® or ™ may be displayed only once to reduce distraction

## Ink and Thread

The official gold of Vanderbilt is Pantone 4024 (Nike Club Gold). When the Vanderbilt gold is being embroidered, Madeira Classic – Color Gold 1273, Robinson-Anton Golden Tan 2570, and Isacord 0552 are all approved thread colors.

## Fonts

With the exception of the official Vanderbilt script font, script fonts with the words Vanderbilt, Vandy, or Commodores should be avoided for internal Vanderbilt merchandise orders. This includes university and athletic departments.

For team gear not worn during games and for promotional items, official Vanderbilt fonts and other approved Vanderbilt fonts are not required.

## Designs with Vanderbilt Logos

Internal designs should avoid the use of the Vanderbilt V, Star V and Anchor in them. Also, slogans should not be put into a design and locked up with logos. All athletic designs must be approved by Athletic Equipment and Brand Marketing.

## Inverting, Altering, Ratios and Colors

Altering the logo in any way is harmful to the brand. Do not alter or invert the colors, distort the aspect ratio, add elements or special effects to any of Vanderbilt logos, as shown in the examples on the next page.



## INCORRECT USAGE

Altering the logo in any way is harmful to the brand. Do not alter or invert the colors, distort the aspect ratio, add elements or special effects to any Vanderbilt logos, as shown in these examples.

The V logo without an outline or with an outline that matches the background of the design is not an approved logo.



Internal designs and logos cannot include the Vanderbilt V, Star V nor Anchor. Slogans cannot be paired with any of these logos to create a graphic design.







## PHOTOGRAPHY

### ASPECT RATIO

- Keep photos sized as shot unless cropping is needed.
- Photos will be cropped prior to posting (1:1, 4:5, 16:9)

### SOCIAL MEDIA WATERMARKS

- White V
- VandyBoys bug for baseball
- Soccer crest for soccer
- Anchor: top left
- Size: 7
- Opacity: 100
- Horizontal offset: 2
- Vertical offset: 3

### PRESETS

- Athletics design team will filter and edit photos EXCEPT for photos taken on a camera phone.
  - Camera phone photos stay raw
- When using a preset, be sure to adjust it if needed (changing temp, tint, etc.)





## VIDEOGRAPHY

### IDEAL CAMERA SETTINGS

- Shoot in 4k60, S-log3
- Export in h.264, 23.976

### BUG

Use white V at full opacity from beginning until end of video, before the end slate. Bug is not included on the end slate.

### CAPTIONS

1–2 lines per caption, no more than 32 characters per line across. Line breaks and caption breaks should follow the natural rhythm of speech for maximum readability. For caption text, use Termina.

### LOWER THIRDS

Use provided motion graphics templates for 2 or 3 lines (.mogrt files).

### END SLATE

Use provided end slate template. Only use the gold V with white outline.

### GET THESE ASSETS



BUG



CAPTIONS



LOWER THIRDS



END SLATE



# VANDERBILT ATHLETICS BRAND GUIDE



## EXAMPLES

Make sure graphics abide by the style guide. All creative content should represent the city, the university and the student-athletes.

Textures and other assets are allowed, but when using them Vanderbilt colors and logos need to reflect the style guide.

