



CALS  
STYLE  
GUIDE

# Fonts



# ACHERUS GROTESQUE

- PRIMARY VT FONT
- BODY COPY AND HEADINGS
- ESPECIALLY USEFUL ON  
COLORED BACKGROUNDS
- SANS SERIF FONT

## MISSION

The college creates, integrates, and shares knowledge to enhance:

Life sciences, food, and agricultural systems

The economic prosperity and life quality of the greater community

The stewardship and health of land, water, and air for future generations

Student learning through diverse, hands-on, experiential opportunities

## VALUES

The College of Agriculture and Life Sciences embraces the following core values:

Freedom of inquiry

Mutual respect

Lifelong learning

A commitment to diverse and inclusive communities

Ut Prosim (That I May Serve)

Personal and institutional integrity

A culture of continuous improvement

Integrated scholarship across the land-grant missions\

International engagement

Interdisciplinary collaboration

# GINESO CONDENSED

- SECONDARY FONT
- MAINLY FOR HEADINGS AND CALLOUTS
- NOT RECOMMENDED FOR BODY COPY
- GOOD FOR TIGHT SPACES
- LOTS OF FONT VARIATIONS
- SANS SERIF FONT

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# CRIMSON TEXT

- RESERVED FOR BODY COPY
- FORMAL FONT
- NOT RECOMMENDED FOR HEADINGS OR CALLOUTS
- HIGH READABILITY
- GOOGLE FONT
- SERIF FONT

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# COLORS





## CHICAGO MAROON

RGB: 134, 31, 65

HEX: 861F41

CMYK: 15, 100, 37, 45

PANTONE: PMS 208



## BURNT ORANGE

RGB: 232, 119, 34

HEX: E87722

CMYK: 0, 62, 95, 0

PANTONE: PMS 158



## HOKIE STONE

RGB: 117, 120, 123

HEX: 75787b

CMYK: 26, 21, 19, 45

PANTONE: PMS COOL GRAY 9C



## YARDLINE WHITE

RGB: 255, 255, 255

HEX: FFFFFFFF

CMYK: 0, 0, 0, 0

PANTONE: PMS WHITE



## BURNT ORANGE

RGB: 198, 70, 0

HEX: C64600

CMYK: NA

PANTONE: NA



## **PYLON PURPLE**

RGB: 100, 38, 103  
HEX: 642667  
CMYK: 65, 100, 22, 18  
PANTONE: PMS 260C



## **BOUNDLESS PINK**

RGB: 206, 0, 88  
HEX: CE0058  
CMYK: 0, 100, 43, 12  
PANTONE: PMS RUBINE RED



## **VIRGINIA SUNSET**

RGB: 237, 139, 0  
HEX: ED8B00  
CMYK: 0, 53, 100, 2  
PANTONE: PMS 144C



## **TRIUMPHANT YELLOW**

RGB: 247, 234, 72  
HEX: F7EA48  
CMYK: 5, 0, 85, 1  
PANTONE: PMS 101C



## **CADET BLUE**

RGB: 0, 60, 5, 45  
HEX: 003C71  
CMYK: 100, 60, 5, 45  
PANTONE: PMS 541C



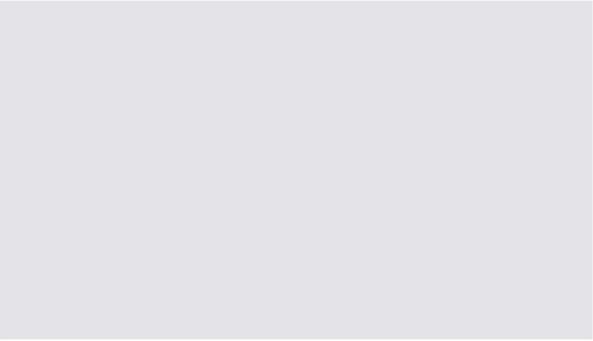
## **SUSTAINABLE TEAL**

RGB: 80, 133, 144  
HEX: 508590  
CMYK: 75, 35, 40, 3  
PANTONE: PMS 2212C



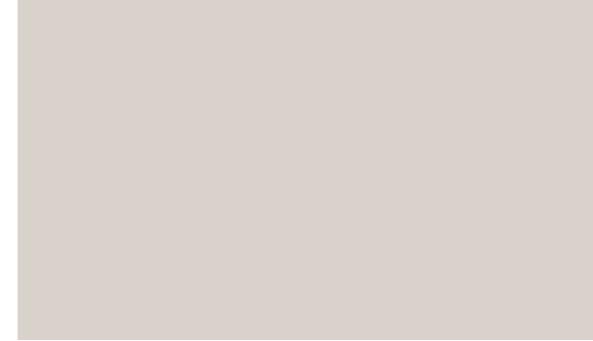
## **VIBRANT TURQUOISE**

RGB: 44, 213, 196  
HEX: 2CD5C4  
CMYK: 68, 0, 35, 0  
PANTONE: PMS 3255C



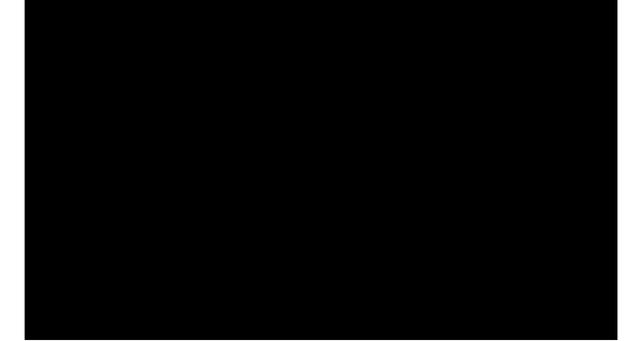
## **SKIPPER SMOKE**

RGB: 229, 225, 230  
HEX: E5E1E6  
CMYK: 4, 4, 2, 6  
PANTONE: PMS 663C



## **LANDGRANT GREY**

RGB: 215, 210, 203  
HEX: D7D2CB  
CMYK: 5, 7, 10, 11  
PANTONE: PMS WARM GRAY 1C



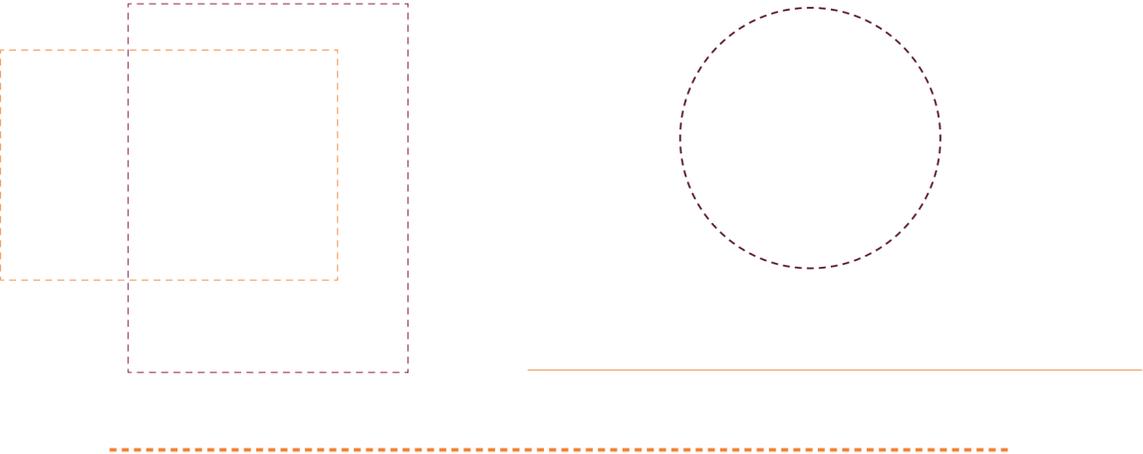
## **BLACK**

RGB: 0, 0, 0  
HEX: 000000  
CMYK: 60, 40, 40, 100  
PANTONE: NA



DESIGN

# DETAIL LINES



# SHAPES



# TEXT ANCHORS



# SQUARE DOTS





# LOGOS

## MAIN COLLEGE LOGO



## MAIN LOGO STACKED



**COLLEGE OF AGRICULTURE  
AND LIFE SCIENCES**  
VIRGINIA TECH.™

## PROTECTED AREA



Logo is stretched



Logo is squished



Text is too close to the logo and does not give proper spacing



Improper spacing between logos and the vertical line gives the impression of one logo instead of two.

## VT LOGO VERTICAL



## VT LOGO HORIZONTAL



## DEPARTMENTAL LEVEL



## EXPERIMENT STATION LOGO



## CENTER LEVEL



## AREC LOGO



CENTER FOR AGRICULTURAL TRADE



# RESOURCES

Virginia Tech Brand Center

CALS logos

Additional CALS Resources