



VILLANOVA
UNIVERSITY

Brand Guidelines

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UNIVERSITY-WIDE VISUAL IDENTITY

The Villanova University visual identity is the primary identifier of the University in all communications and should inform all print and electronic pieces for both internal and external audiences. Using a clear, consistent visual identity for Villanova will promote awareness and recognition of the University across all audiences.

The visual identity encompasses three elements:

- 1) A graphic design
- 2) Typography
- 3) University-approved color

Examples of communication vehicles include, but are not limited to, magazines, newsletters, brochures; stationery; banners and signage; electronic and print invitations and electronic and print ads. In each of these instances the designed piece must possess the University's visual identity.

The Crest is composed of the following elements:

The cross above the Book is symbolic of Augustine's conversion and commitment to Christianity.

The flaming heart is symbolic of both Augustine's fervent search to know God and love of neighbor which so characterized the life of Saint Augustine.

The Book is symbolic of Augustine's dedication to learning, and the Book of Scriptures through which Augustine began his conversion to Christianity.

The motto of the University is 'Veritas, Unitas, Caritas' or truth, unity and love.

The laurel wreath frames the central elements and is symbolic of the victory to be gained through the pursuit of knowledge in the context of shared community.

The institution was established in 1842.



VILLANOVA
UNIVERSITY

IMAGE VU02BLUE



IMAGE NUMBERS

LOGO HIERARCHY

The Villanova University **Primary Marks** each have two components: the University crest and the logotype (typeface). The word “University” has been carefully sized and letterspaced underneath the word “Villanova.” These two components are in a fixed relationship, and should not be altered, modified or repositioned in any way. The crest should not appear separately from the words Villanova University, but work as one unit to create the logo.

All communication materials reaching national audiences must use a logo mark that includes the words *Villanova University*. The logo options for national outreach are:

- University primary logo
- College-level primary logo
- *University-level* V logo lockup

Primary Marks



IMAGE NUMBERS

IMAGE VU02BLUE

IMAGE VU03BLUE

The Villanova University **Secondary Mark** is a standalone circular mark used primarily for merchandising and in communication pieces when the primary mark does not work visually for the intended communication vehicle. For example, the circular mark is appropriate for embroidered clothing and other promotional ephemera.

The Villanova V with the words Villanova University is an **Alternate Mark**, available with and without the tagline. This mark is less formal than the University's primary and secondary marks and is intended for limited uses.

The Villanova V mark may be used in external marketing materials such as billboards, banners and transit advertising. The V mark may also be used in social media, on promotional items and for internal student activities. For

example, for online advertising, the Villanova V mark provides a clearer, more bold visual representation of the University's visual identity when compared with how the crest reproduces online.

When using the V mark every attempt should be made to allow for enough space to include the words Villanova University, however the V may also be used alone.

All requests to use the V in merchandising or retail must be made through the Collegiate Licensing Company (www.clc.com).

If you have questions about which mark is most appropriate, please contact the Creative Services department at 610-519-4275 or use the Logo Request form found on the University Communication web page .

Secondary Mark



IMAGE VU01BLUE

Alternate Marks



IMAGE VU19BLUE



IMAGE VU20BLUE



IMAGE VU23BLUE

COLLEGE LOGOS

Each of Villanova University's five undergraduate colleges has its own individual logo under the University umbrella. Like the University-level hierarchy, each college-level logo is available in four different configurations. These include the **Primary Mark**, both centered and left justified, using the crest, the wordmark for Villanova University, and the addition of the college name.

The colleges' **Secondary Marks** are circular standalone marks like the University's Secondary Mark, and should be used primarily for merchandising.

Each college also has an informal V logo lock-up composed of the college name and the Villanova V. These marks are different from the University-level marks because they do not include the words *Villanova University*. The use of the college-level V logo lock-ups is appropriate for internal promotional on-campus identifiers such as student flyers, posters, temporary directional signage, vinyl banners and other non-permanent

logo use. Since the V reproduces more clearly than the crest for certain applications, the V logo lockups may also be used for **regional advertising** efforts. Since these are informal marks, with specific usage guidelines, a University logo does not need to appear with the college-level V lock-ups as part of the overall design.

At no time may the college-level informal V logo lockups be used for national advertising. All communication materials reaching national audiences must use a logo mark that includes the words *Villanova University*. The logo options for national outreach are:

- **University primary logo**
- **College-level primary logo**
- ***University-level V logo lockup***

For information regarding the Villanova University School of Law seal, please see p. 10 of this styleguide.

Primary Marks



VILLANOVA
UNIVERSITY
College of Nursing



VILLANOVA
UNIVERSITY
College of Liberal Arts
and Sciences



VILLANOVA
UNIVERSITY
College of Professional Studies



VILLANOVA
UNIVERSITY
College of Nursing



VILLANOVA
UNIVERSITY
College of Liberal Arts
and Sciences



VILLANOVA
UNIVERSITY
College of Professional Studies



VILLANOVA
UNIVERSITY
College of Engineering



VILLANOVA
UNIVERSITY
Villanova School of Business



VILLANOVA
UNIVERSITY
College of Engineering



VILLANOVA
UNIVERSITY
Villanova School of Business



IMAGE NUMBERS

IMAGE VU08BLUE
IMAGE VU09BLUE
IMAGE VU14BLUE
IMAGE VU15BLUE

IMAGE VU11BLUE
IMAGE VU12BLUE
IMAGE VU17BLUE
IMAGE VU18BLUE

IMAGE VU26BLUE
IMAGE VU27BLUE

College Logos, con't
Secondary Marks



IMAGE VU07BLUE
IMAGE VU16BLUE
IMAGE VU13BLUE

IMAGE VU10BLUE
IMAGE VU25BLUE

Informal Marks



VILLANOVA NURSING



VILLANOVA
LIBERAL ARTS & SCIENCES



VILLANOVA ENGINEERING



VILLANOVA
PROFESSIONAL STUDIES



VILLANOVA BUSINESS



IMAGE VU28BLUE
IMAGE VU29BLUE
IMAGE VU32BLUE
IMAGE VU33BLUE
IMAGE VU34BLUE
IMAGE VU35BLUE

IMAGE VU30BLUE
IMAGE VU31BLUE
IMAGE VU36BLUE
IMAGE VU37BLUE

DEPARTMENTAL VISUAL IDENTITY

All Villanova University departments should use the University's primary logo. If there is a compelling reason for an exception, a request must be approved by the appropriate Vice President and then by the Vice President for University Communication. If approved, please contact University Communication's Creative Services department at creatives@villanova.edu or telephone 610-519-4275.

TAGLINE AS A DESIGN ELEMENT

The Villanova University tagline is: IGNITE CHANGE. GO NOVA.®

Please refer to the image numbers below for the appropriate University logo with tagline incorporated. When using the tagline on it's own, DO NOT typeset, but use the existing artwork (see below for Image VU06BLUE) for the tagline to ensure consistency with font, punctuation, and registered trademark designation.

For help on how to use the tagline in running text, please refer to the editorial style guidelines.

IGNITE CHANGE. GO NOVA.®

IMAGE VU06BLUE



○ IMAGE NUMBERS

IMAGE VU04BLUE

IMAGE VU05BLUE

IMAGE VU21BLUE

IMAGE VU22BLUE

VILLANOVA UNIVERSITY

VILLANOVA UNIVERSITY WORDMARK

Every attempt should be made to allow for enough space to use the primary University marks, but in the event that the available space is so small that the crest would be unrecognizable (less than ½ inch), the words Villanova University can be used as a stand alone wordmark. On all designed materials, the wordmark should appear as shown here. DO NOT re-type the words, but instead use the existing artwork to ensure consistency in font, size, and spacing.

If you have questions about which mark is most appropriate, please contact University Communication's Creative Services department at creatives@villanova.edu or telephone 610-519-4275.

IMAGE VU24BLUE



THE VILLANOVA CAMPAIGN TO IGNITE CHANGE LOGO

The University's Comprehensive Campaign has its own mark which is used along with the Villanova logo on Campaign print and online materials. Guidelines for graphic style and editorial focused on the Comprehensive Campaign can be obtained by contacting University Communication's Creative Services department at creatives@villanova.edu.

IMAGE VU38BLUE

THE PRESIDENT'S SEAL

The President's Seal is used only by the President of the University.

The President's Seal should appear no smaller than 1" in diameter and in full color or gold. It cannot appear in black or blue. For questions on using the President's Seal, contact University Communication's Creative Services department at creatives@villanova.edu.



THE PRESIDENT'S SEAL

Pantone 871 version

4-color version

Pantone Breakdown

Blue: 281

Green: 3295

Red: 193

Gold: 118

CMYK

Blue: 100 / 90.76 / 31.63 / 34.41

Green: 100 / 0 / 53 / 21

Red: 0 / 100 / 66 / 13

Gold: 0 / 18 / 100 / 27

RGB

Blue: 0 / 31 / 91

Green: 0 / 141 / 127

Red: 209 / 18 / 66

Gold: 196 / 160 / 6

HEX

Blue: 001F5B

Green: 007B69

Red: BB133E

Gold: AD8800



ATHLETICS MARKS

All Athletics Department logos are trademarked by Villanova University and may only be used with written permission from Villanova University Athletics. Please refer to the Athletics Style Guide for all information on proper uses of the Athletics Marks.

Round Crest



No smaller than 1/2 inch.

VILLANOVA
UNIVERSITY

Shown at
minimum
acceptable size.



VILLANOVA
UNIVERSITY



VILLANOVA
UNIVERSITY



VILLANOVA
UNIVERSITY

LOGO SIZE AND PLACEMENT

The Villanova University logo may be scaled proportionately to fit everything from directional signage to small brochures. The round crest is the defining element because of its intricate design details. To ensure successful reproduction, the crest should not be reproduced smaller than ½ inch high.

The Villanova “V” University and College-level logos are more appropriate for use when the space available forces the crest to be smaller than ½ inch high. To ensure successful reproduction, the height of the “V” should not be reproduced smaller than ¼ inch high.

When a smaller size is needed, it’s recommended to use the Villanova University wordmark (discussed on page 11). Should you have other needs, contact University Communication’s Creative Services department at creatives@villanova.edu or telephone 610-519-4275.

LOGO CLEARSPACE

To ensure its integrity and visibility, the Villanova University logo and the Villanova “V” should be kept clear of competing text, images and graphics. The logos must be surrounded by an adequate clearspace—a space equal in size to the height of the word “University”, as shown to the right.



UNACCEPTABLE USES FOR THE LOGO

The University visual identity should not be altered in any way. Below are a few examples of unacceptable uses:



Do not place logo over a gradient



Do not place logo over a photograph



Do not place on elements that hinder the readability of the logo



Do not use a color other than Villanova blue, black or white



Do not put images on top.



Do not skew, stretch or warp



Do not treat the individual logo elements differently



Do not rearrange the elements



Do not crop or bleed off page



Do not place in a shape that could be thought of as part of the logo



Do not use the crest without the VU type.



Do not tilt or rotate



Do not add dimension



Do not place on a background that is of a similar hue and color

LOGO COLOR

To ensure the consistency necessary to build and maintain a strong identity, the University and College-level marks may only appear in Villanova University Signature Blue—Pantone 281, black or white/reversed out (also called “knock-out”). See pp. 21-22 for suggested color palettes to accompany your logo usage.



IMAGE NUMBERS

IMAGE VU02BLUE

IMAGE VU19BLUE

IMAGE VU02BLACK

IMAGE VU19BLACK

IMAGE VU02WHITE

IMAGE VU19WHITE

**Villanova
Signature Blue**



Pantone 281

CMYK

C 100
M 90.76
Y 31.63
K 34.41

RGB

R 0
G 31
B 91

HTML HEX ##001F5B

Metallic Accents



Pantone 871

CMYK

C 44
M 46
Y 78
K 19

RGB

R 132
G 114
B 72

HTML HEX #847248



Pantone 8003

CMYK

C 37
M 37
Y 40
K 25

RGB

R 152
G 148
B 130

HTML HEX #867A6E

Thread Colors

Madeira Rayon 1043

Polyneon 1643

Flat Accent



Pantone Wm Gy 6

CMYK

C 0
M 6
Y 12
K 31

RGB

R 187
G 176
B 166

HTML HEX #A59D94

COLOR

The University colors are blue and white, with Pantone 281 as our signature blue color.

PRINTED COLOR

The colors displayed on your screen or printed from your computer are only approximate representations of solid printed inks. For accurate colors, please refer to a “Pantone Color Specifier” (for the solid inks) or “Pantone Process Color System Specifier” (for the CMYK or “built” inks). Creative Services can assist you with color questions: creatives@villanova.edu or telephone 610-519-4275.

Please Note

Printed color is affected by paper finishes. The Pantone Color Specifier is available in two paper finishes: uncoated and coated. Please be sure to consult with your vendor to match the Pantone chips as accurately as possible. This is also crucial when dealing with media other than paper.

Please Note

Color office printers (including inkjet and color copiers) use four toners to build colors, and will vary in color output.

Secondary Color Palette



Pantone 122

CMYK
C 0
M 17
Y 80
K 0

RGB
R 255
G 210
B 79

HTML HEX #FED141



Pantone 151

CMYK
C 0
M 47.8
Y 94.41
K 0

RGB
R 248
G 151
B 40

HTML HEX #FF8200




Pantone 390

CMYK
C 22
M 0
Y 100
K 8

RGB
R 193
G 205
B 35

HTML HEX #B5BD00

Athletic Light Blue
THIS COLOR CAN ONLY APPEAR
IN 10% OF ANY DESIGN



Pantone 298

CMYK
C 68
M 3
Y 0
K 0

RGB
R 61
G 183
B 228

HTML HEX #1B6E6



Pantone 279

CMYK
C 68
M 34
Y 0
K 0

RGB
R 80
G 145
B 205

HTML HEX #418FDE



Pantone 327

CMYK
C 100
M 0
Y 44
K 17

RGB
R 0
G 146
B 143

HTML HEX #008675



Pantone 430

CMYK
C 5
M 0
Y 0
K 45

RGB
R 148
G 156
B 166

HTML HEX #7C878E

SECONDARY COLOR

The University also has a secondary color palette consisting of six hues that complement our signature colors. If colors outside of the primary colors (shown on page 21) are to be used we strongly suggest the use of the provided secondary palette.

Athletic Light Blue is a color specified for use with the Athletic logos and is to be used primarily with print material for the University's Athletic Department. **If it is used it can ONLY appear in 10% of any design.**

Creative Services can assist you with color questions concerning the secondary palette or the Athletic Light Blue: creatives@villanova.edu or telephone 610-519-4275.

RECOMMENDED TYPEFACES

Goudy and Gotham are the recommended typefaces. Either may be used in print or digital for headlines, body copy, or other text.

Acceptable substitute typefaces used in a limited manner, such as in a Word document, would be Arial (san-serif) and Times New Roman (serif).

Goudy Oldstyle STD

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Gotham

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Gotham Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Gotham Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

HOW TO ACCESS THE LOGO

To request one of Villanova University's primary, secondary or alternate marks, please fill out the logo request form on the University Communication Brand/Logo Guidelines page.

Before filling out the form, please make sure you know the number of the logo you want (all logos are numbered in the Image Catalog on pages 25-41) and the file type you require. Please see opposite for a guide to formats.

IF YOU ARE WORKING IN	USE ONE OF THE FOLLOWING FORMATS
PowerPoint on screen	JPG, GIF, PNG
PowerPoint to print	TIF, JPG, GIF
MSWord on screen	GIF, PNG
MSWord to print	JPG, TIF, EPS
Excel	JPG, PNG, GIF
Access	JPG, PNG, GIF
Microsoft Publisher	TIF, JPG
MSFrontPage	JPG, PNG, GIF
Web	JPG, PNG, GIF

For professionally printed materials, check with your printer for preferred format specifications.

IMAGE CATALOG

In this section you will find a list of the various logo configurations and colors.

All logos are numbered in the Image Catalog for easy reference.

IMAGE VU01BLUE

Image color

Image style
and content



IMAGE VU01BLUE

IMAGE VU01BLACK

IMAGE VU01WHITE

IMAGE VU02BLUE

IMAGE VU02BLACK

IMAGE VU02WHITE

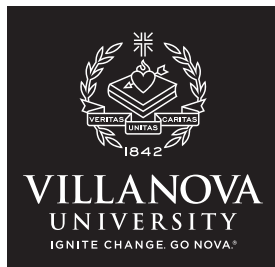
IMAGE VU03BLUE

IMAGE VU03BLACK

IMAGE VU03WHITE



IMAGE NUMBERS



○ IMAGE NUMBERS

IMAGE VU04BLUE

IMAGE VU04BLACK

IMAGE VU04WHITE

IMAGE VU05BLUE

IMAGE VU05BLACK

IMAGE VU05WHITE



VILLANOVA
UNIVERSITY
College of Nursing



VILLANOVA
UNIVERSITY
College of Liberal Arts
and Sciences



VILLANOVA
UNIVERSITY
College of Engineering



VILLANOVA
UNIVERSITY
Villanova School of Business



VILLANOVA
UNIVERSITY
College of Nursing



VILLANOVA
UNIVERSITY
College of Liberal Arts
and Sciences



VILLANOVA
UNIVERSITY
College of Engineering



VILLANOVA
UNIVERSITY
Villanova School of Business

IMAGE VU07BLUE

IMAGE VU10BLUE

IMAGE VU13BLUE

IMAGE VU16BLUE

IMAGE VU08BLUE

IMAGE VU11BLUE

IMAGE VU14BLUE

IMAGE VU17BLUE

IMAGE VU09BLUE

IMAGE VU12BLUE

IMAGE VU15BLUE

IMAGE VU18BLUE



IMAGE NUMBERS



VILLANOVA
UNIVERSITY
College of Nursing



VILLANOVA
UNIVERSITY
College of Liberal Arts
and Sciences



VILLANOVA
UNIVERSITY
College of Engineering



VILLANOVA
UNIVERSITY
Villanova School of Business



VILLANOVA
UNIVERSITY
College of Nursing



VILLANOVA
UNIVERSITY
College of Liberal Arts
and Sciences



VILLANOVA
UNIVERSITY
College of Engineering



VILLANOVA
UNIVERSITY
Villanova School of Business



IMAGE NUMBERS

IMAGE VU07BLACK

IMAGE VU08BLACK

IMAGE VU09BLACK

IMAGE VU10BLACK

IMAGE VU11BLACK

IMAGE VU12BLACK

IMAGE VU13BLACK

IMAGE VU14BLACK

IMAGE VU15BLACK

IMAGE VU16BLACK

IMAGE VU17BLACK

IMAGE VU18BLACK

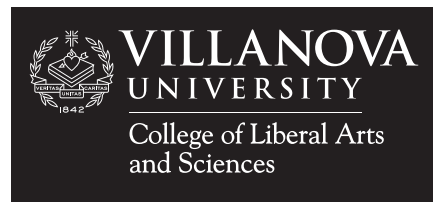
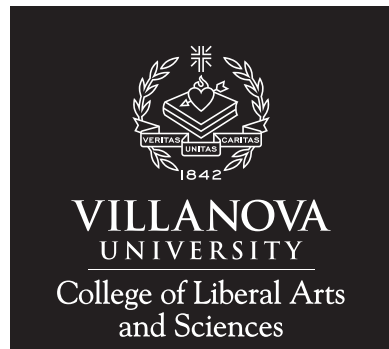
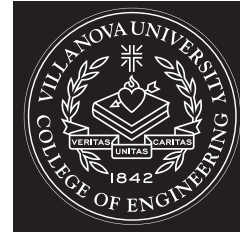


IMAGE NUMBERS

IMAGE VU07WHITE

IMAGE VU08WHITE

IMAGE VU09WHITE

IMAGE VU10WHITE

IMAGE VU11WHITE

IMAGE VU12WHITE

IMAGE VU13WHITE

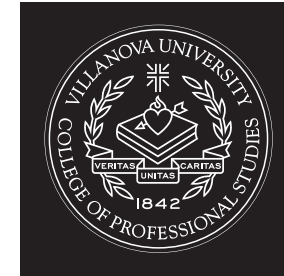
IMAGE VU14WHITE

IMAGE VU15WHITE

IMAGE VU16WHITE

IMAGE VU17WHITE

IMAGE VU18WHITE



VILLANOVA
UNIVERSITY

College of Professional Studies



VILLANOVA
UNIVERSITY

College of Professional Studies



VILLANOVA
UNIVERSITY

College of Professional Studies



VILLANOVA
UNIVERSITY

College of Professional Studies



VILLANOVA
UNIVERSITY

College of Professional Studies



VILLANOVA
UNIVERSITY

College of Professional Studies



IMAGE NUMBERS

IMAGE VU25BLUE

IMAGE VU26BLUE

IMAGE VU27BLUE

IMAGE VU25BLACK

IMAGE VU26BLACK

IMAGE VU27BLACK

IMAGE VU25WHITE

IMAGE VU26WHITE

IMAGE VU27WHITE

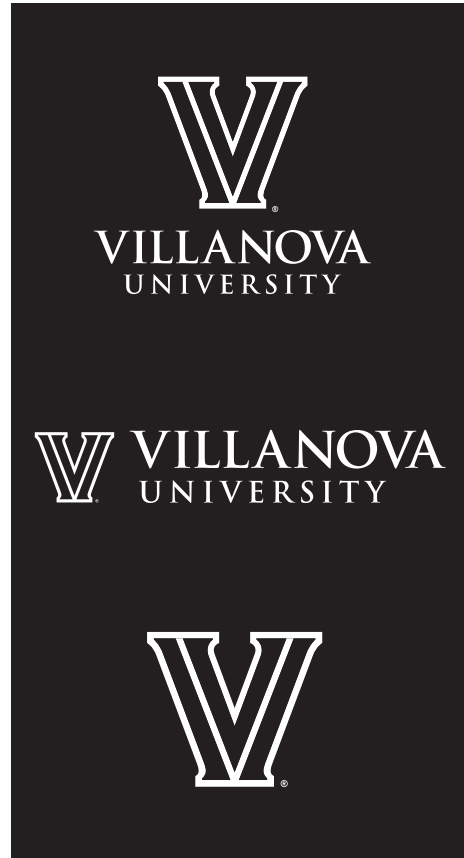


IMAGE NUMBERS

IMAGE VU19BLUE

IMAGE VU20BLUE

IMAGE VU23BLUE

IMAGE VU19BLACK

IMAGE VU20BLACK

IMAGE VU23BLACK

IMAGE VU19WHITE

IMAGE VU20WHITE

IMAGE VU23WHITE

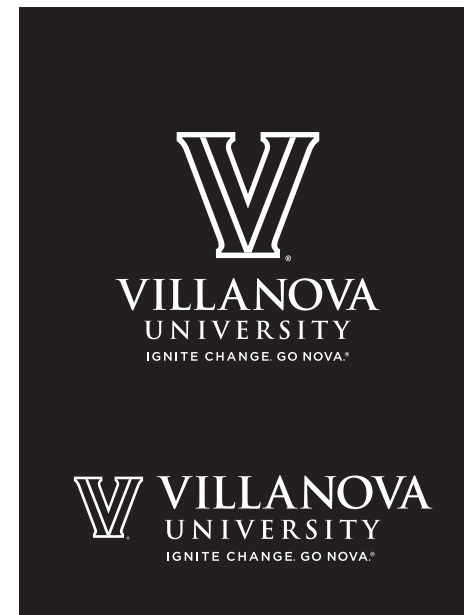


IMAGE NUMBERS

IMAGE VU21BLUE

IMAGE VU22BLUE

IMAGE VU21BLACK

IMAGE VU22BLACK

IMAGE VU21WHITE

IMAGE VU22WHITE

VILLANOVA
UNIVERSITY

VILLANOVA
UNIVERSITY

VILLANOVA
UNIVERSITY



IMAGE NUMBERS

IMAGE VU24BLUE

IMAGE VU24BLACK

IMAGE VU24WHITE



VILLANOVA NURSING



VILLANOVA
LIBERAL ARTS & SCIENCES



VILLANOVA ENGINEERING



IMAGE NUMBERS

IMAGE VU28BLUE

IMAGE VU29BLUE

IMAGE VU30BLUE

IMAGE VU31BLUE

IMAGE VU32BLUE

IMAGE VU33BLUE



VILLANOVA BUSINESS



VILLANOVA
PROFESSIONAL STUDIES



IMAGE NUMBERS

IMAGE VU34BLUE

IMAGE VU35BLUE

IMAGE VU36BLUE

IMAGE VU37BLUE



VILLANOVA NURSING



VILLANOVA
LIBERAL ARTS & SCIENCES



VILLANOVA ENGINEERING



IMAGE NUMBERS

IMAGE VU28BLACK

IMAGE VU29BLACK

IMAGE VU30BLACK

IMAGE VU31BLACK

IMAGE VU32BLACK

IMAGE VU33BLACK



VILLANOVA BUSINESS



VILLANOVA
PROFESSIONAL STUDIES



IMAGE NUMBERS

IMAGE VU34BLACK

IMAGE VU35BLACK

IMAGE VU36BLACK

IMAGE VU37BLACK

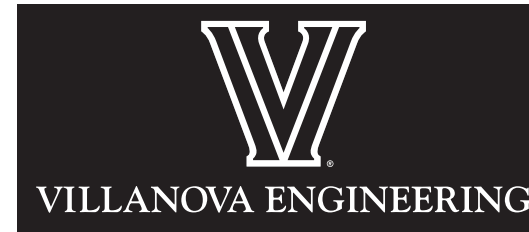


IMAGE NUMBERS

IMAGE VU28WHITE

IMAGE VU29WHITE

IMAGE VU30WHITE

IMAGE VU31WHITE

IMAGE VU32WHITE

IMAGE VU33WHITE



IMAGE NUMBERS

IMAGE VU34WHITE

IMAGE VU35WHITE

IMAGE VU36WHITE

IMAGE VU37WHITE



IMAGE VU38BLUE

IMAGE VU38BLACK

IMAGE VU38WHITE

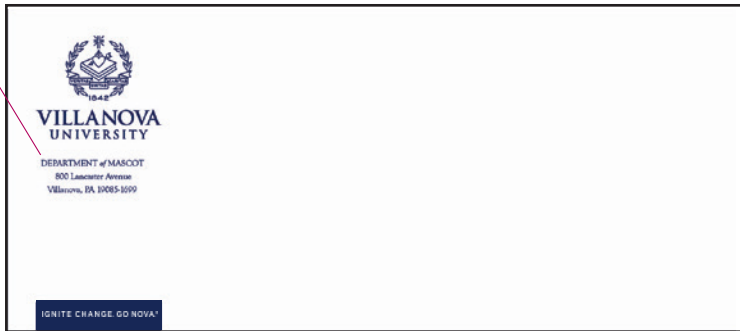
○ IMAGE NUMBERS

VILLANOVA UNIVERSITY STATIONERY

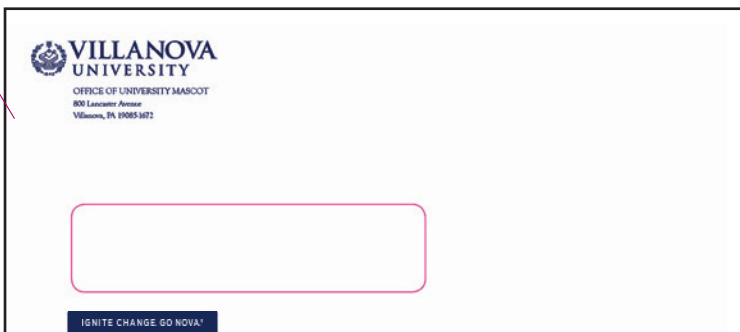
The University's stationery is available through Villanova's iPrint portal, in the Nova Docs tab. Each stationery item—letterhead, #10 envelope, and business cards—has its own template for the user to customize for his or her needs. College, Department, Center and Institute, as well as individual names and titles are customizable fields in the templates

To order your stationery go to iprint.villanova.edu and access the Nova Docs tab, or telephone 610-519-5914.

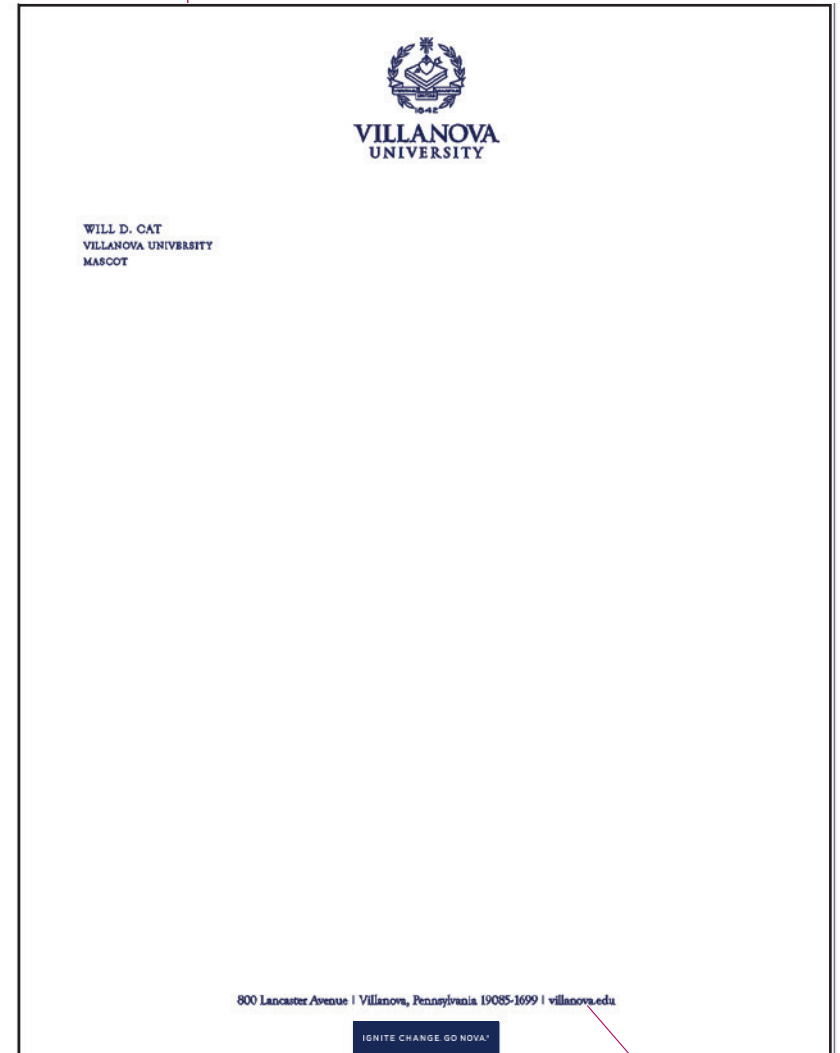
Placement of college, department, institute or center on # 10 envelope



10 window envelope



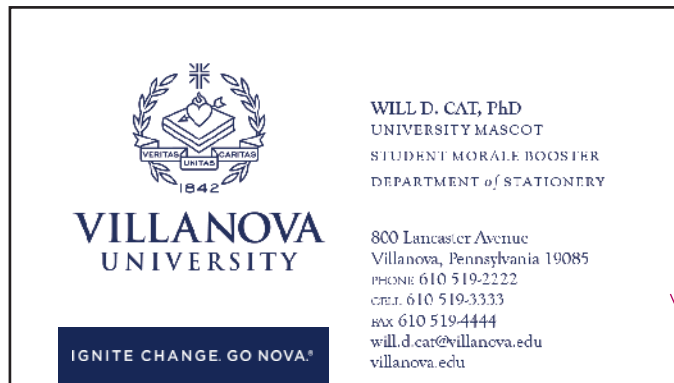
Placement of department or name on letterhead



location for contact information

VILLANOVA UNIVERSITY BUSINESS CARD

The University's business card can be created for an individual staff member, faculty member or for departmental use. To order your business cards go to iprint.villanova.edu and access the Nova Docs tab or telephone 610-519-5914.



Standard layout
of University Business Cards



Optional second side

COPY AND MESSAGING

Editorial Style Guide

To assist you in concise and consistent writing of the Villanova message University Communication has provided a Villanova Style Guide on the University Communication pages of the Villanova website. Please go to www1.villanova.edu/villanova/unicommunication/styleguide for any editorial style questions.

Brand Platform—The Villanova Experience

Restless hearts and rigorous minds create wisdom to shape the world. The Villanova University experience melds intellect and spirituality. Villanova's Augustinian Catholic community urges self-exploration while rejecting self-centeredness. The Villanova journey yields ambition with a sense of mission; intellect inspired by faith. The result: Villanova attracts and forges world changers—people who create positive change everywhere life takes them.

What Makes Villanova Distinctive?

What sets Villanova University apart is its Augustinian Catholic intellectual tradition, which is the cornerstone of an academic community in which students learn to think critically, act compassionately and succeed while serving others. Villanova prepares students to become ethical leaders who create positive change everywhere life takes them.

Augustinian Catholic Education

Villanova University's Augustinian Catholic intellectual tradition is the cornerstone of an academic community in which students learn to think critically, act compassionately and succeed while serving others.

Reasons to Go Nova

All of the following reasons to join the Villanova University community are compelling on their own, and together they create an experience that is greater than the sum of its parts. These reasons, taken as a whole, make the Villanova experience unique and powerful.

Academic Excellence—At Villanova, students are challenged by a rigorous academic experience rooted in the liberal arts and shaped by a community where students and professors are partners in learning.

Strong Community—Villanova's welcoming community shares a responsibility to uphold the ideals of Saint Augustine: truth, unity and love. This environment helps students grow intellectually, professionally and spiritually, and challenges them to reach their full potential.

Personal Attention—The Villanova community is dedicated to providing a caring, personalized learning environment that fosters students' intellectual and spiritual well-being.

Service to Others—Villanova's Augustinian Catholic intellectual tradition challenges students to enrich their own lives by working for those in need. Academic and service programs allow students to use their knowledge, skills and compassion to better the world around them.

Foundation for Lifelong Success—The Villanova experience develops both the heart and the mind. It prepares students to become ethical leaders who create positive change everywhere life takes them.

Boilerplate (100 words)

Since 1842, Villanova University's Augustinian Catholic intellectual tradition has been the cornerstone of an academic community in which students learn to think critically, act compassionately and succeed while serving others. There are more than 10,000 undergraduate, graduate and law students in the University's six colleges—the College of Liberal Arts and Sciences, the Villanova School of Business, the College of Engineering, the College of Nursing, the College of Professional Studies and the Villanova University School of Law. As students grow intellectually, Villanova prepares them to become ethical leaders who create positive change everywhere life takes them.

About Villanova (250 words)

Villanova University was founded in 1842 by the Order of Saint Augustine. To this day, Villanova's Augustinian Catholic intellectual tradition is the cornerstone of an academic community in which students learn to think critically, act compassionately and succeed while serving others. Villanova prepares students to become ethical leaders who create positive change everywhere life takes them.

The strength of the Villanova experience comes in part from the University's welcoming community. All members are bonded together by a shared responsibility to uphold the ideals of Saint Augustine and let the principles of truth, unity and love guide their lives. The Villanova community helps students grow intellectually, professionally and spiritually, and challenges them to reach their full potential.

The University's rigorous academic experience, rooted in the liberal arts, forms an environment in which students and professors are partners in learning. The Villanova community is dedicated to providing a personalized experience that fosters every student's intellectual and spiritual well-being. As part of their education, students are encouraged to enrich their own lives by working for those in need. Through academic and service programs, students use their knowledge, skills and compassion to better the world around them.

There are more than 10,000 undergraduate, graduate and law students in the University's six colleges—the College of Liberal Arts and Sciences, the Villanova School of Business, the College of Engineering, the College of Nursing, the College of Professional Studies and the Villanova University School of Law. These colleges are the setting for an experience that develops both the heart and the mind, and creates the atmosphere where students are called to ignite change.

Villanova University is located in a suburban community 12 miles west of Philadelphia, Pa.

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EDITORIAL STYLE GUIDELINES

Frequent questions on Villanova University editorial style can be addressed by accessing our web site, www1.villanova.edu/villanova/unicommunication/styleguide or by contacting the Office of Constituent Publications at 610-519-4591.



VILLANOVA
UNIVERSITY

IGNITE CHANGE. GO NOVA.®

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