



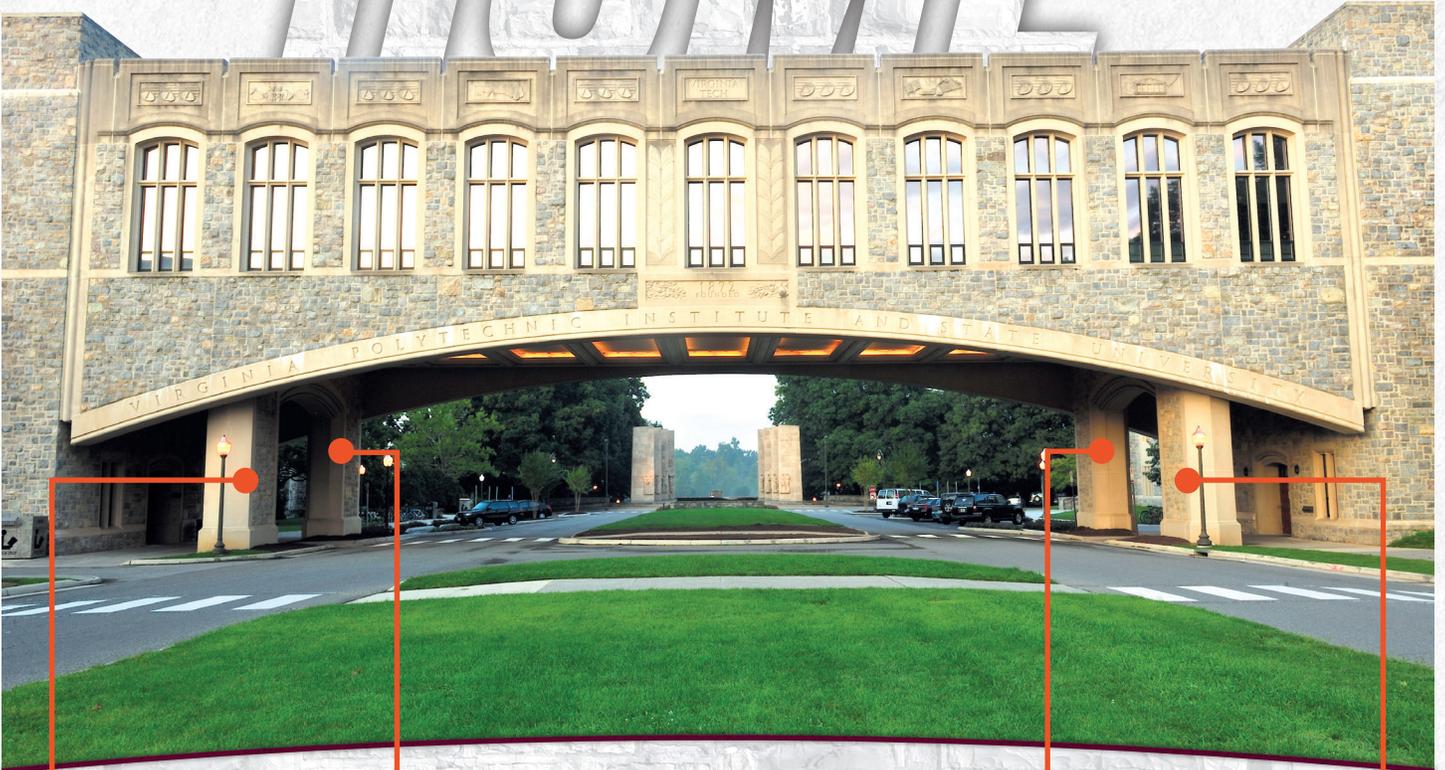
VIRGINIA TECH
ATHLETICS

EXTERNAL PLAYBOOK

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HOME



1

REACH FOR EXCELLENCE

For those who have passed,
for those to come

2

GENUINE

Truly what something is said
to be; authentic; sincere

3

TENACIOUS

Not readily relinquishing a
position, principle or course
of action; determined;
persisting and not easily
dispelled

4

COMMUNITY

a feeling of fellowship across
athletics, the university,
Blacksburg, the NRV, alumni,
donors and fans both near and
far throughout Hokie Nation

VIRGINIA TECH
ATHLETICS

BRAND PILLARS

REACH FOR EXCELLENCE

FOR THOSE WHO HAVE PASSED, FOR THOSE TO COME

WE ARE COMMITTED TO EXCELLENCE, BOTH ACADEMICALLY AND ATHLETICALLY, AND TO THE PERSONAL DEVELOPMENT OF OUR STUDENT-ATHLETES. WE ARE PURPOSE DRIVEN, YET PEOPLE CENTERED, TRANSFORMING KNOWLEDGE INTO PRACTICE. WE TEACH OUR STUDENT-ATHLETES TO PUSH BOUNDARIES, LEARNING BROAD HUMAN CENTERED SKILLS WHILE ALSO TEACHING DEEP DISCIPLINARY KNOWLEDGE REQUIRED FOR FUTURE PROFESSIONS. THROUGH LEADERSHIP DEVELOPMENT AND WELL-ROUNDED EXPERIENCES, WE STRIVE TO PREPARE OUR STUDENT-ATHLETES FOR LIFE SUCCESS.

FOR THOSE WHO HAVE PASSED AND THOSE TO COME, WE REACH FOR EXCELLENCE.



VIRGINIA TECH
ATHLETICS

BRAND PILLARS

GENUINE ***TRULY WHAT SOMETHING IS SAID TO BE***

WE KNOW WHO WE ARE - WE ARE HOKIES. WE FIND OUR HAPPINESS IN SIMPLICITY AND ARE GROUNDED IN OUR TRUTH. WE ARE CONFIDENT YET APPROACHABLE. WE ARE DETERMINED YET RESPECTFUL. WE REMAIN TRUE TO OUR WORD AND OUR DIRECTION COMES FROM WITHIN, GUIDING OUR VALUES AND PRINCIPLES.

WE STAND STRONG TOGETHER TO SERVE AND REPRESENT VIRGINIA TECH WITH INTEGRITY AND RESPECT. LIKE THE HOKIE STONE THAT SURROUNDS OUR CAMPUS, WE ARE TRULY AUTHENTIC.



VIRGINIA TECH
ATHLETICS

BRAND PILLARS

TENACIOUS

NOT READILY RELINQUISHING A POSITION

WE ARE STRONG. WE ARE DETERMINED. WE ARE RELENTLESS.

FOUNDED ON MILITARY TRADITION AND STILL TRUE TO THOSE ROOTS, WE ARE PERSISTENT AND NOT EASILY DISPELLED IN OUR PURSUIT. WE VALUE HARD WORK AND THE BLUE COLLAR MENTALITY, EARNING OUR ACHIEVEMENTS. NOTHING IN LIFE IS EASY BUT OUR WORK ETHIC IS UNWAVERING. EACH DAY WE CARRY OUR LUNCH PAIL AND GO TO WORK.



COMMUNITY

A FEELING OF FELLOWSHIP ACROSS HOKIE NATION

HOKIE NATION IS SPECIAL. NO MATTER IF YOU LIVE IN BLACKSBURG OR THOUSANDS OF MILES FROM CAMPUS, EACH OF US FEELS THE UNDENIABLE CONNECTION TO VIRGINIA TECH. IT IS SATURDAYS SPENT FELLOWSHIPPING UNDER THE MAROON AND ORANGE AUTUMN COLORS, WINTER NIGHTS SITTING ELBOW TO ELBOW IN CASSELL COLISEUM OR SUNNY SPRING DAYS HELPING A NEIGHBOR IN THE SPIRIT OF *UT PROSIM*. THIS IS HOME AND WE ARE ONE FAMILY. NO TWO OF US ARE THE SAME BUT THERE IS IMMENSE VALUE WHEN WE ALL COME TOGETHER.



VIRGINIA TECH
ATHLETICS

VISUAL IDENTITY

AS WE PUSH FORWARD EXTERNALLY, WE WILL DO SO WITH A COHESIVE VISUAL IDENTITY. OUR VISUAL IDENTITY WILL EXPAND PAST SIMPLE LOGO USAGE TO INCLUDE A CONSISTENT DESIGN STYLE ACROSS ALL PLATFORMS.

WHY DO WE NEED A COHESIVE VISUAL IDENTITY? IT MAKES US MORE PROFESSIONAL, MORE RECOGNIZABLE, MORE MEMORABLE AND FURTHER DIFFERENTIATES US FROM OTHERS.

OUR UNIQUE VISUAL IDENTITY WILL INCLUDE CONSISTENT LOGO USAGE, COLOR PALETTES, TEXTURES, TYPOGRAPHY AND FONTS. IT WILL ALSO INCLUDE CONSISTENCY IN THE TYPES OF IMAGES USED AND THE DESIGN TREATMENT APPLIED TO THOSE IMAGES.



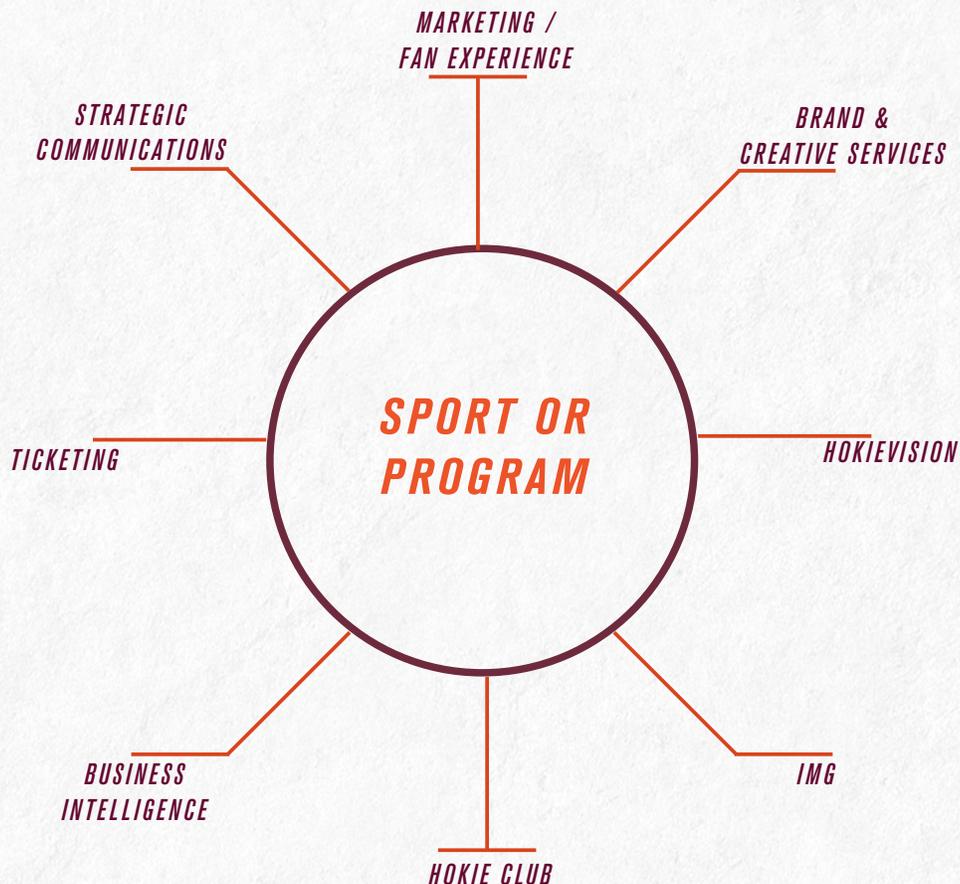
STORYTELLERS RULE THE WORLD. AS WE MOVE INTO THE WORLD OF DIGITAL COMMUNICATIONS AND INSTANT GRATIFICATION, WE HAVE TO CONSOLIDATE OUR EFFORTS ACROSS MULTIPLE DEPARTMENTS TO ACHIEVE A CONSISTENT BRAND IDENTITY.

THE PLAYBOOK

EXTERNAL PLANS WILL INCORPORATE ALL ELEMENTS OF A CAMPAIGN THAT WILL BE UTILIZED IN PROMOTION OF EACH PROGRAM.

THE PERSONNEL

WE NEED TO CREATE TEAMS WITH AN EMPHASIS ON ALL ASPECTS OF EXTERNAL OPERATIONS - MARKETING, BRANDING, STRATEGIC COMMUNICATIONS, STORYTELLING, FUNDRAISING, TICKETING AND PARTNERSHIPS - TO AID SPORT PROGRAMS. EACH **SQUAD** WILL CONSIST OF AT LEAST ONE TEAM MEMBER FROM EVERY DEPARTMENT WORKING ON EACH SPORT.



THE DELIVERABLES

FROM EACH **SQUAD** YOU CAN EXPECT THE FOLLOWING:

- PRE- AND POST-SEASON MEETING WITH THE SPORT COACHING STAFF AND SPORT ADMINISTRATOR TO PRESENT AND REVIEW THE EXTERNAL PLAN

- 2 MONTHS BEFORE TO 1 MONTH AFTER SEASON:
 - **GAME PLAN:** EXTERNAL SQUAD TO MEET BIWEEKLY TO DISCUSS ONGOING INITIATIVES AND PROGRAMMING ASSOCIATED WITH THE PROGRAM
 - **SCOUTING REPORT:** WEEKLY EXTERNAL UPDATE EMAILED TO COACHES AND ADMINISTRATORS TO PROVIDE UPDATES AND TRACKING ALONG THE EXTERNAL PLAN

- 1 MONTH AFTER SEASON TO 2 MONTHS BEFORE SEASON:
 - **GAME PLAN:** EXTERNAL SQUAD TO MEET MONTHLY TO DISCUSS ONGOING INITIATIVES AND PROGRAMMING ASSOCIATED WITH THE PROGRAM
 - **SCOUTING REPORT:** MONTHLY EXTERNAL UPDATE EMAILED TO COACHES AND ADMINISTRATORS TO PROVIDE UPDATES AND TRACKING ALONG THE EXTERNAL PLAN