University Logo

University Logo: Main Version

The Radford University logo helps define the Radford University brand by telling the Radford story in a condensed, simplified and visual form. Using the iconic Radford red to as the defining color, the logo features a strong, traditional "R" in a grouping with the year of Radford's founding, 1910, to illustrate the long and proud history of the institution. Below it sits a simple depiction of the Blue Ridge Mountains, a nod to Radford's picturesque location. And in the mountains is a wayfinding symbol that shows the adventurous spirit of Radford's students.

University Logo: Main Reversed

The reversed logo, for use on dark, solid backgrounds, uses the same elements as the main logo but with the name "Radford" in white instead of red, "University" in a lighter gray and a white key line around the shield icon to separate it from the background.

University Logo: Camo One-Color Versions

For instances where using multiple colors isn't possible, such as when placed over a photographic background, camo one-color versions of the logo are available to maintain the brand integrity. The camo one-color logo is the brand's primary one-color option.

These versions contain transparent elements and should not be reproduced on merchandise such as t-shirts.

University Logo: Print One-Color Versions

For instances where using multiple colors isn't possible due to printing restrictions or when using multiple colors could be visually confusing, simple one-color print versions of the logo are available to maintain the brand integrity.

These versions are for print use only when only one color of print is allowed.

University Logo: Clear Space

When using the Radford University logo, it is imperative to have sufficient clear space on all sides of the logo to maintain visual integrity. The diagrams to the left show the space needed for both the horizontal and vertical versions of the mark, as measured by the size of the capital "R" in Radford.

1 13/16" width

1 1/4" width

72 pts width at 72 ppi

50 pts width at 72 ppi

University Logo: Small Size + Minimum Size

Print

To preserve the integrity of the design and the legibility of the logo text, the logo should never be reproduced smaller than 1 13/16" wide for the horizontal or 1 1//4" wide for the stacked version in print.

Digital

For digital executions, the horizontal logo can be as small as 72 pts wide and the stacked logo can be as small as 50 pts wide at 72 ppi.

Small Scale

In some cases, such as screen printing and embroidery, we recommend using the small size versions of the Radford logo, which have been optimized for small-scale reproduction. All other process printed or digital placements of the logo should use the standard size versions.

Do not use the regular logo on a dark background.

Do not stretch or squash.

Do not change the color of any portion of the logo.

Do not rotate the logo.

Do not place the main logo on a photographic background.

Do not add effects that modify the logo.

✓ Proper use of the white, one-color logo on photographic or video background.

Use of either the Shield or Wordmark alone is to the discretion of Strategic Communications.

University Logo: Usage Rules

To the left are examples for improper uses of the University logo, as well as correct clarifications on proper use.