



ODU COLOR PALETTE



DEEP OCEAN
#103F65



SKATING RINK
#0B70B8



SOARING SKIES
#82C7EE



AMAZONIAN ESCAPE
#00A79D



SUMMER SUN
#E8A624



CHARCOAL GRILL
#3D4147



MOUNTAIN PEAK
#B0B0B0



SNOWY SKIES
#E2E2E2

ODU HEADER



HEADER



ODU FONTS

LATO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Variations:

Light *Light Italic*
Regular *Italic*
Bold

ODU TYPOGRAPHY

Heading 1

FONT: MERRIWEATHER BOLD; SIZE: 32PT/42PX

Heading 2

FONT: MERRIWEATHER BOLD; SIZE: 24PT/32PX

Heading 3

FONT: MERRIWEATHER BOLD; SIZE: 18PT/24PX

Heading 4

FONT: MERRIWEATHER BOLD; SIZE: 15PT/20PX

Heading 5

FONT: MERRIWEATHER BOLD; SIZE: 13PT/17PX

This is body copy. The font is Lato Light. The size is 13PT/17PX. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

PROPER LOGO USAGE

ODU has 3 logo variations: banner, rectangle, and square; each of these has 3 color variations. The full color variations may only be used on WHITE backgrounds; on darker colored backgrounds, the white variation is to be used. On light, non-white colored backgrounds, the dark variation is to be used.

Color logo variation; to be used ONLY on white backgrounds



Virginia Department of Education's
**Training & Technical
Assistance Center**
at Old Dominion University

White logo variation; to be used ONLY on dark backgrounds (as shown)



Virginia Department of Education's
**Training & Technical
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at Old Dominion University

Dark logo variation; to be used ONLY on light backgrounds (as shown)



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PROPER LOGO SPACING

To ensure legibility, always keep a minimum clear space around the logo on all sides. The minimum clear space is equal to 1/3 of the height of the circle in the logo, as shown below.

