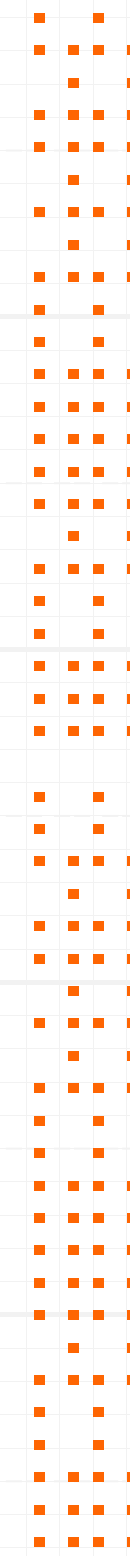


Virginia Tech

FINAL BRAND TRAINING

BRAND TRAINING





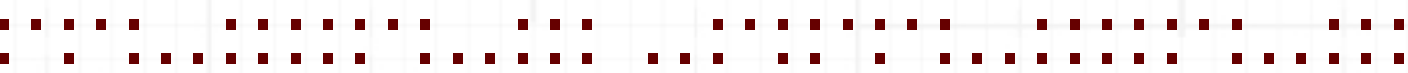
Matt Nesler
Senior Account Manager



Sierra Swanson
Associate Creative Director



Taylor Wilson
Designer



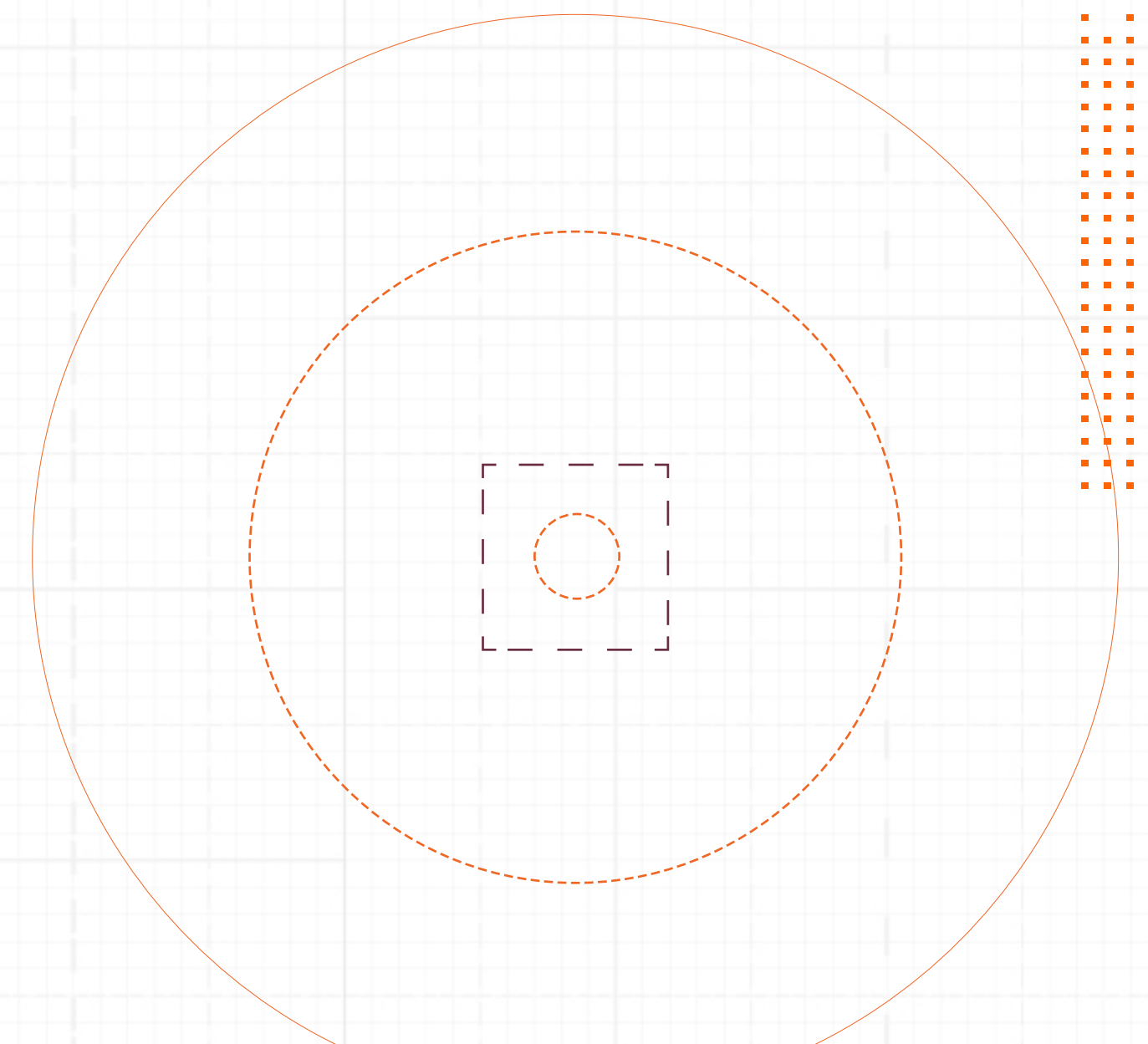


AGENDA

- Inspiration
- University Communications Brand Work Review
- Selected individual units share their work and process
 - Student Affairs
 - Graduate School
 - Corp of Cadets
 - Engineering
- Areas for opportunity
- Q&A

OUT OF CATEGORY INSPIRATION

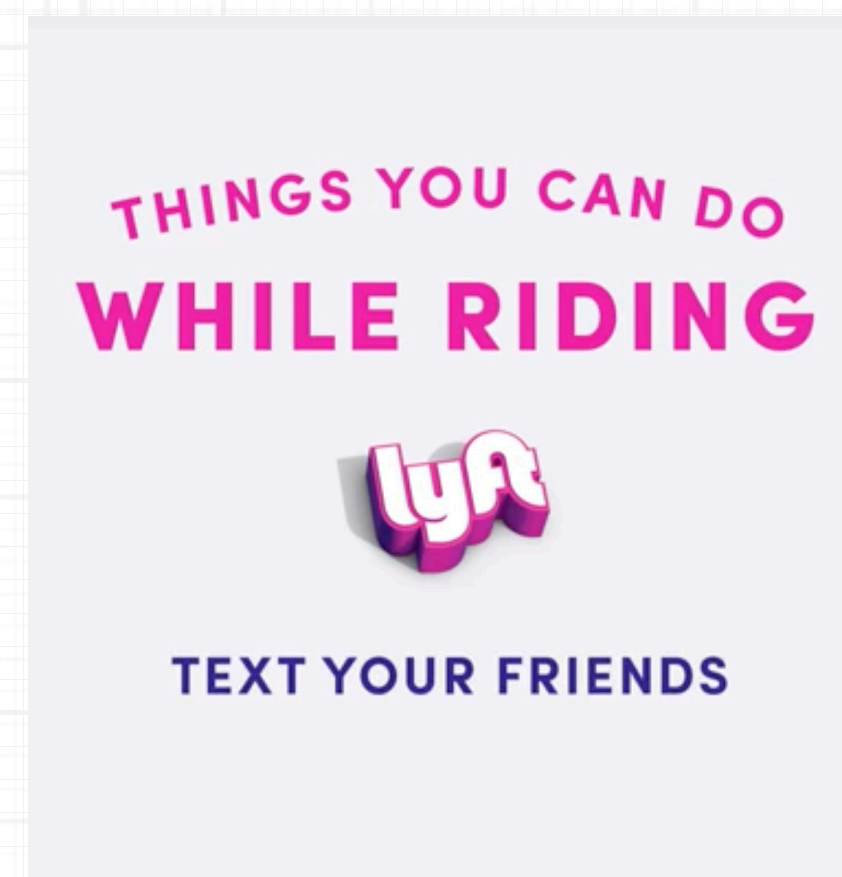
Some of the best branding work from 2017





REINTRODUCING A BRAND

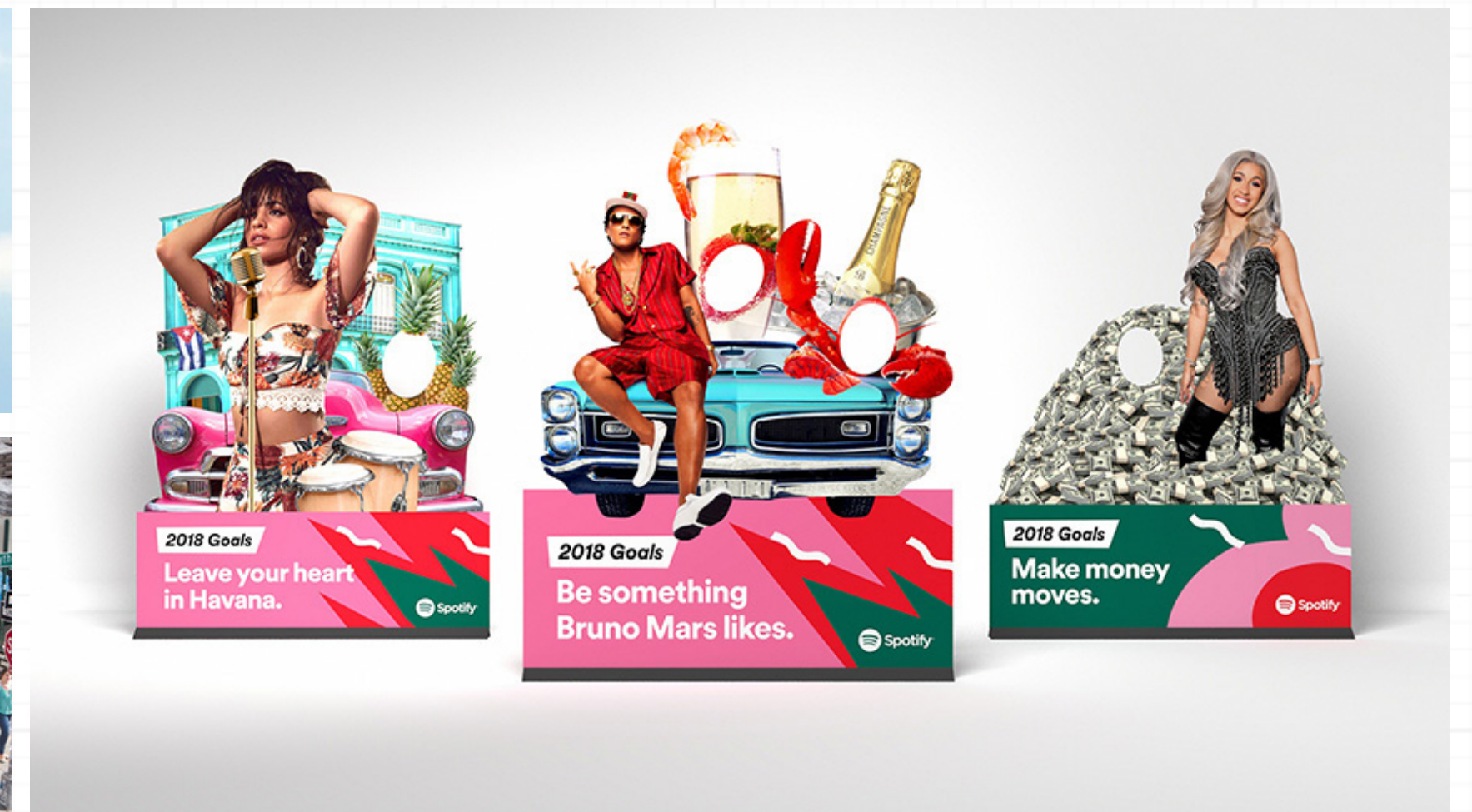
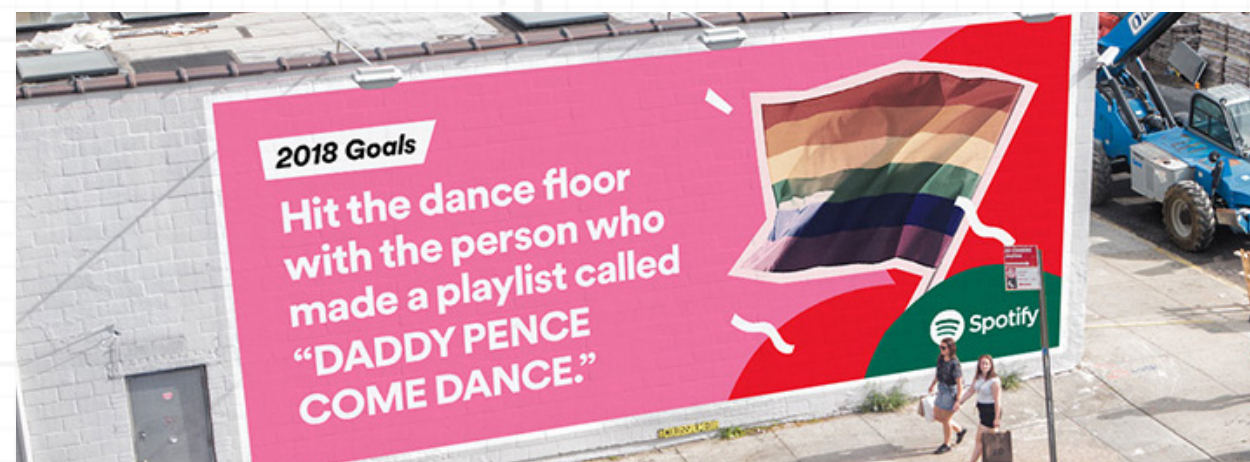
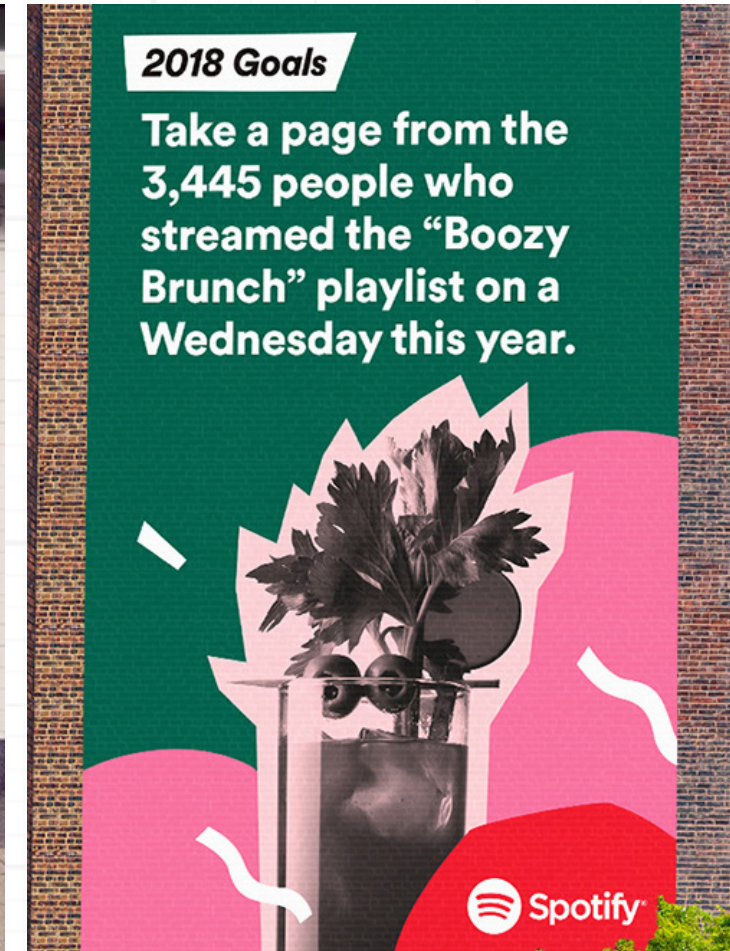
- First fully-integrated brand campaign
- Celebrates the third transportation revolution
- Aims to expand its audience and encourage customers to reconsider the service they thought they knew
- Leads with benefit-driven messaging and reinforces commitment to treating people better

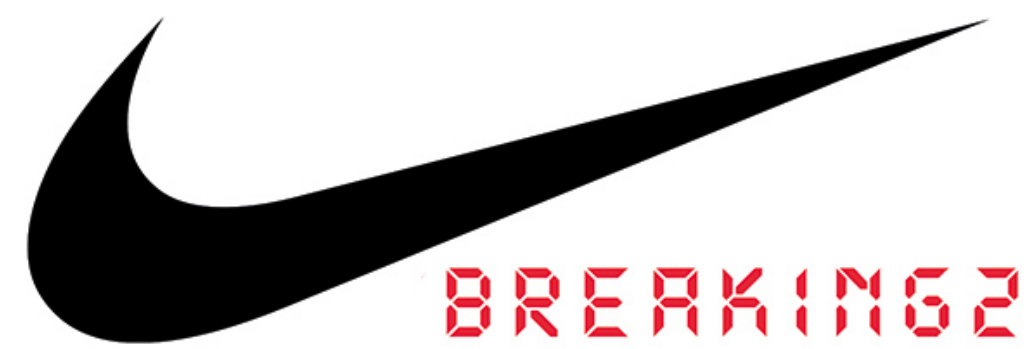




CREATING A CONSISTENT BRAND

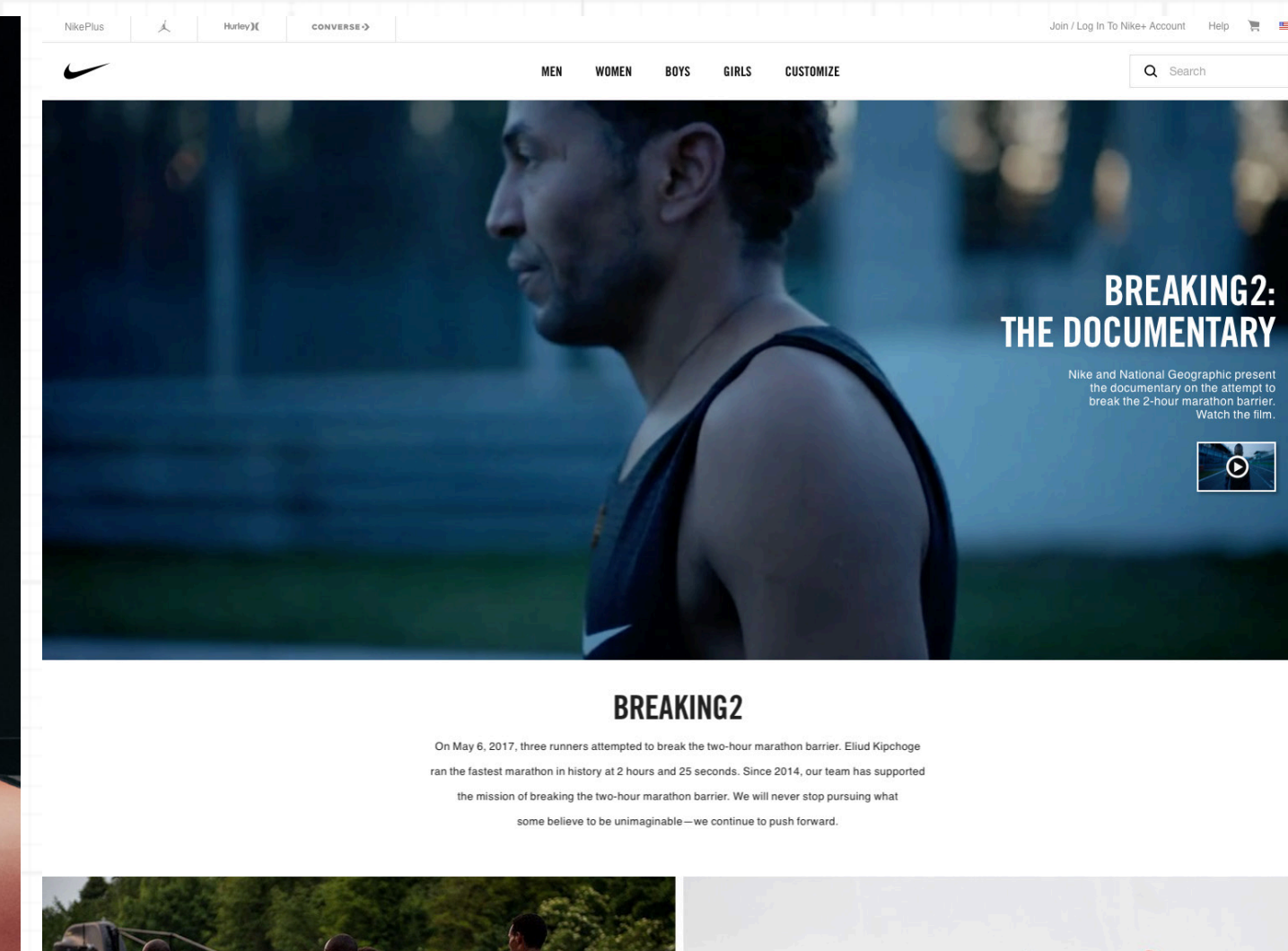
- Continuation of their successful campaign from 2016 reframed as 2018 goals
- Uses data-driven approach for unique insights
- Bold graphics and clever messaging





GROWING A SUCCESSFUL BRAND

- Specific campaign driven by an event, while maintaining masterbrand alignment
- Deeply story-driven, documenting effort start to finish
- Secondary, soft sell of product





UC BERKELEY

PLATFORM: REACH FURTHER

GRAPHIC ELEMENTS:

- Light-leaked photos
- Trip-tych-like grounding bands
- Overlay of constellation elements

VERBAL ELEMENTS:

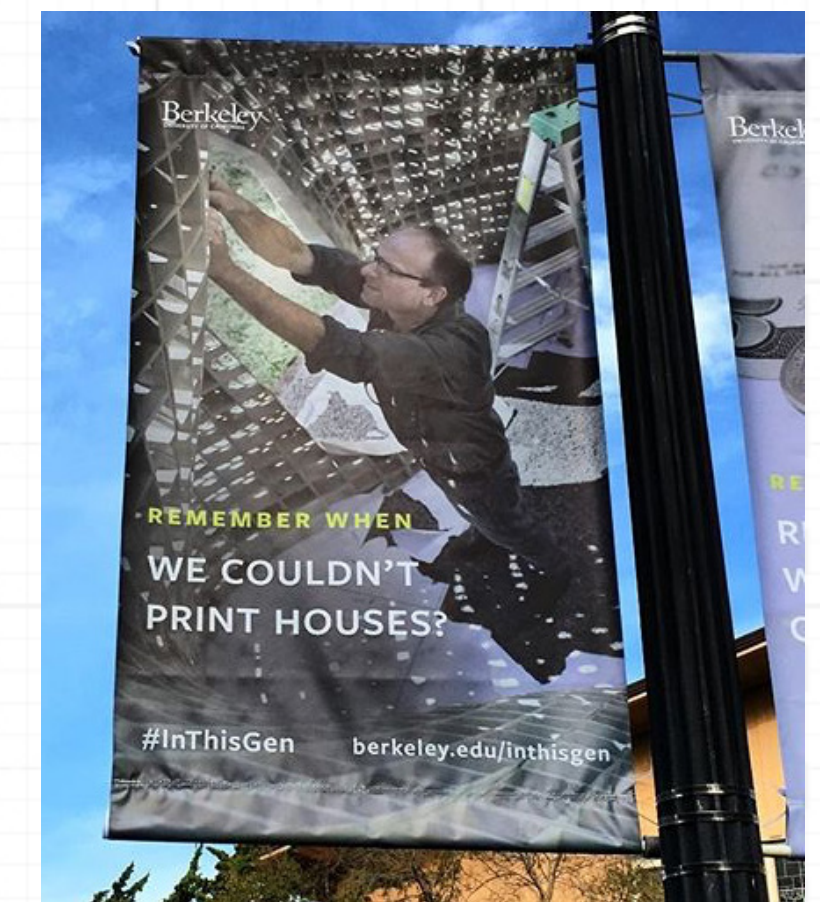
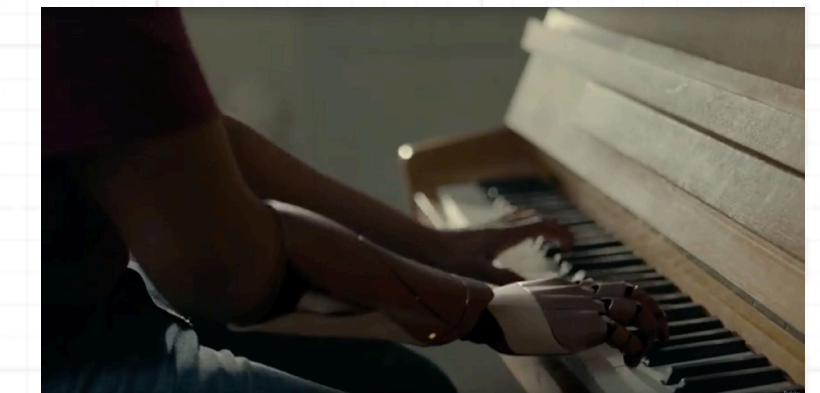
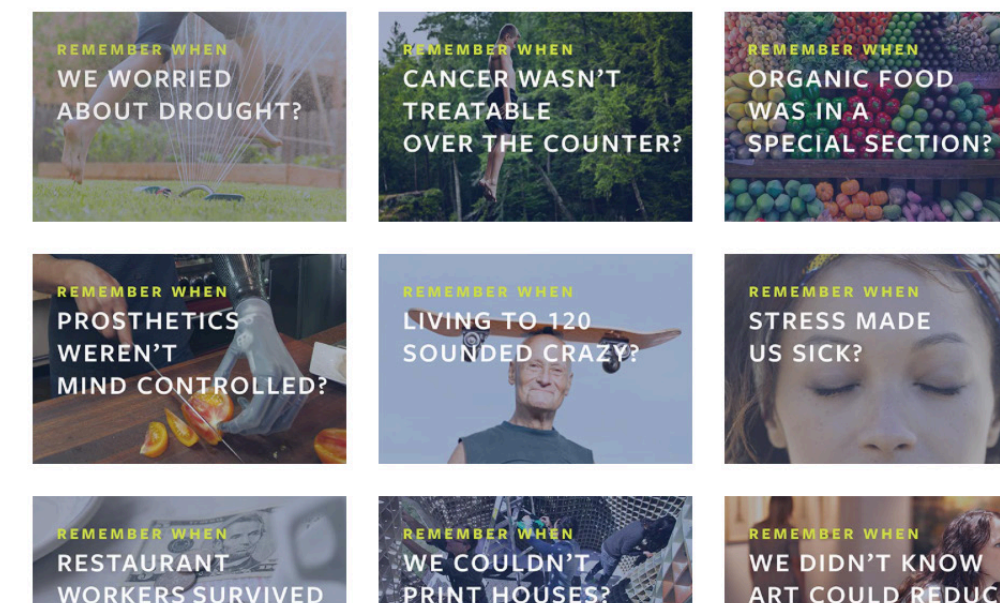
Confident tone that illustrates how Berkeley goes beyond what's required to redefine what's possible.



“IN THIS GEN” CAMPAIGN



At Berkeley, we're looking ahead and asking ourselves a simple question: what can we change in a single generation? From health to water, food systems to climate, energy to economic equality - here are some of our research and advocacy projects that we hope will radically improve life for everyone #InThisGen.



NORTHWESTERN

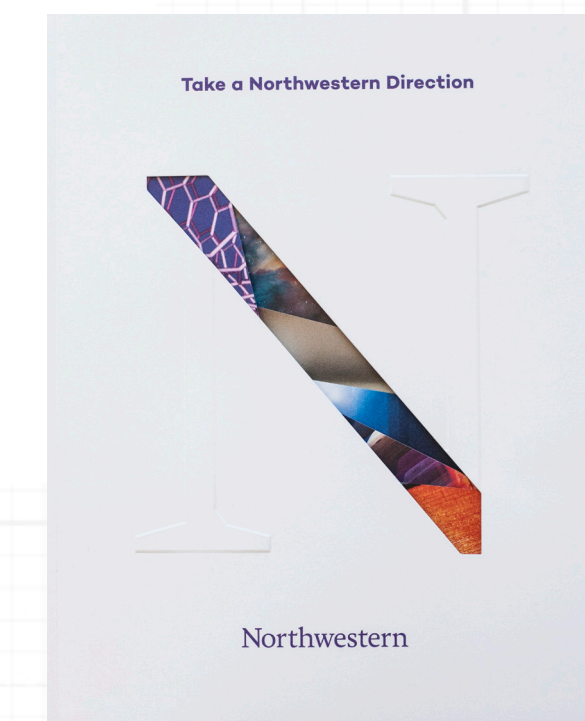
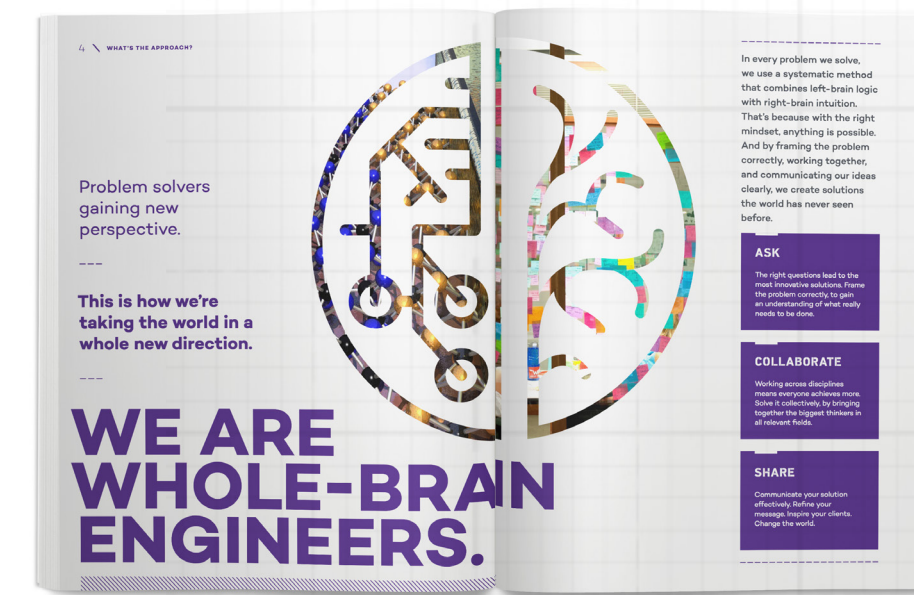
PLATFORM: TAKE A NORTHWESTERN DIRECTION

GRAPHIC ELEMENTS:

- Angular, thick slash lines and shapes
- Heavy emphasis on a revised purple

VERBAL ELEMENTS:

Heavy emphasis on stories of people pursuing and accomplishing seemingly opposite goals, with an open call to define your own “way”.



OREGON STATE UNIVERSITY

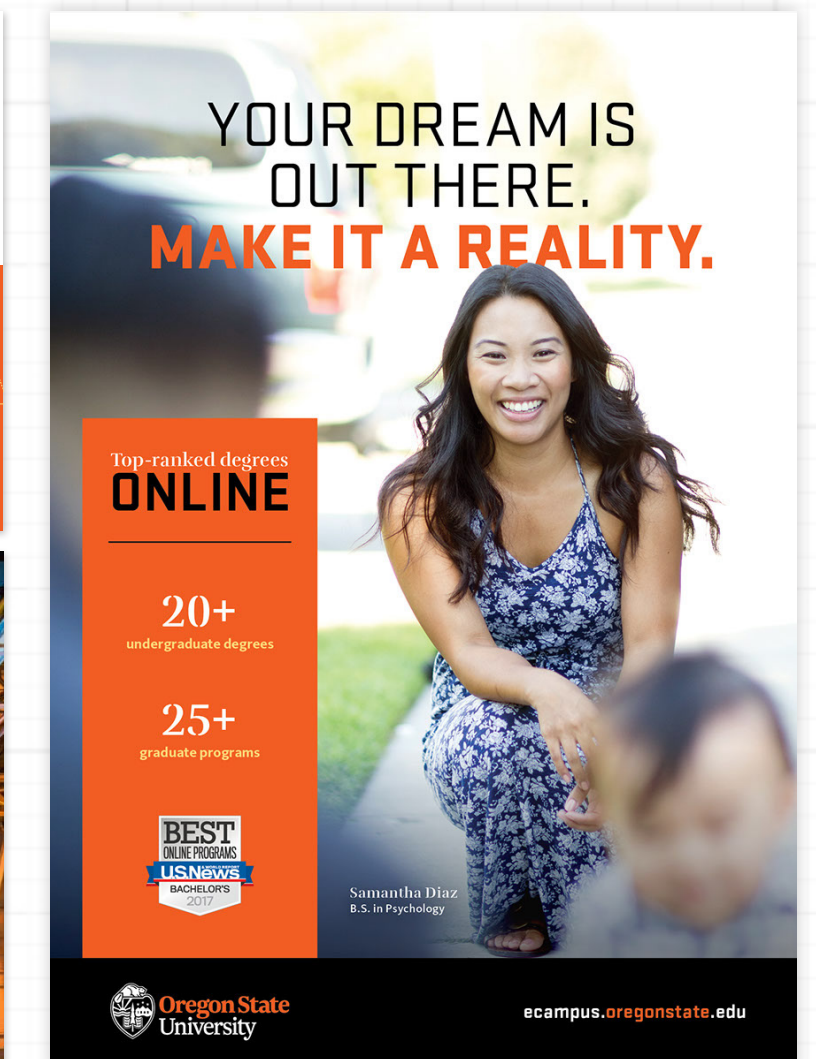
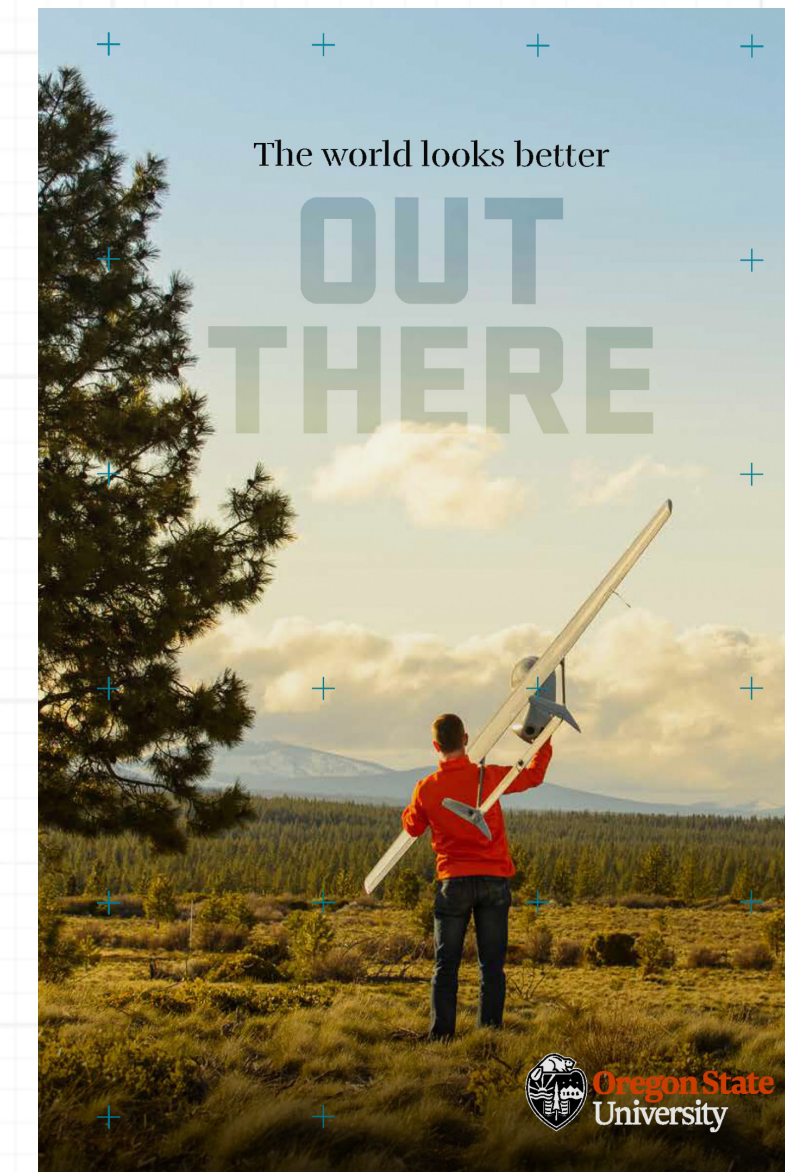
PLATFORM: OUT THERE

GRAPHIC ELEMENTS:

- Cinematic photography
- Bold, integrated typography
- Emphasis on the color orange
- Unified icon system

VERBAL ELEMENTS:

Connecting the important issues tackled in Oregon to the impact around the globe—told through a tone that represents characteristics of the university’s beloved mascot, the beaver.



OUR BRAND VIEW

VIRGINIA TECH

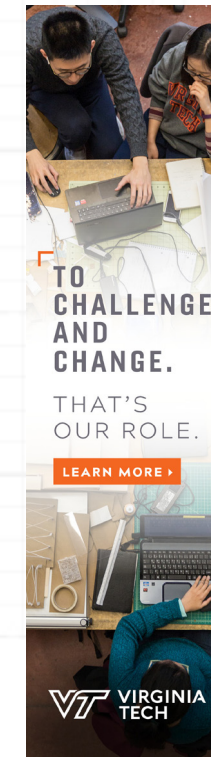
PLATFORM: CLAIM YOUR ROLE

GRAPHIC ELEMENTS:

Rich, authentic photography with modern diagonal crops, punches of unexpected color, and technical patterns used strategically and purposefully.

VERBAL ELEMENTS:

An open invitation to define your roles at Virginia Tech and ultimately in the world.





BEST PRACTICES

IN REVIEW, WHAT MAKES A GREAT BRAND?

IT SHOULD BE:

- Simple
- Flexible
- Authentic
- Ownable
- Relevant
- Evolving



MASTER BRAND
SHAREOUT



through accessible information
TECHNOLOGY

Vision & Goals
ACCOMPLISHED IN 2017

SURPASS
\$1 BILLION
ENDOWMENT
MARKET VALUE

WHERE
DOUBLE
MAJORS >

SMART DESIGN
and Construction

Vision & Goals
ACCOMPLISHED IN 2017

Double annual fund raising]
\$162M
in new gifts and commitments
in the last fiscal year

2X
GIFTS & COMMITMENTS

HUMANITARIAN
AND
FIND MEANING IN

transform
SOCIETY

Vision & Goals
ACCOMPLISHED IN 2017

Reduce the rate of
TUITION
INCREASES
to lowest levels this century

REDUCE
TUITION
INCREASES

IS MET WITH
GRIT
AND
DETERMINATION

THE
BEST
COMPREHENSIVE
LAND-GRANT
UNIVERSITY
IN THE WORLD

#8
#6

WE
reimagined
higher education

VIRGINIA
TECH

ADVANCEMENT
Record Fundraising

NEW GIFTS &
COMMITMENTS
\$162M

Proximal → How?
Ultimate → Why?

LET'S GO

YOU

TIME.COM/MONEY
**#23 IN
VALUE**

ENERGY

BUILD an innovative power grid

with
Clean,
Renewable
ENERGY
SOURCES

THE RESULT:

- Productive (p)
- Sustainable (S)
- Healthy (H)

LIVES
for all

BE A FORCE

FOR
POSITIVE CHANGE

Virginia Tech Foundation
Virginia Tech Philanthropy
Annual Reports
2016-17



Virginia Tech Foundation
Virginia Tech Philanthropy
Annual Reports
2016-17

- 2 Virginia Tech Foundation officers and administration and Board of Directors
- 3 A year like no other | A message from Sandra C. Davis, chair of the Virginia Tech Foundation Board of Directors
- 4 Foundation financial highlights
- 10 Endowment highlights
- 12 Advancement financial highlights
- 16 Accomplishments and initiatives

Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, or veterans status, or otherwise discriminate against employees or applicants who inquire about, discuss, or disclose their compensation or the compensation of other employees, or applicants, or any other basis protected by law. For inquiries regarding non-discrimination policies, contact the Office for Equity and Accessibility at 540-231-2010 or Virginia Tech, North End Center, Suite 2200 (2316), 100 Turner St., NW, Blacksburg, VA 24061.

■ Endowment highlights

As of June 30, 2017, the market value of all endowments held by the Virginia Tech Foundation Inc. totaled \$995.8 million. Of that total, \$946.5 million is invested in the foundation's pooled consolidated endowment fund, while \$49.3 million is held separately in notes, deeds of trust, gift annuities, contributions receivable, real estate partnerships, and other miscellaneous endowed assets.

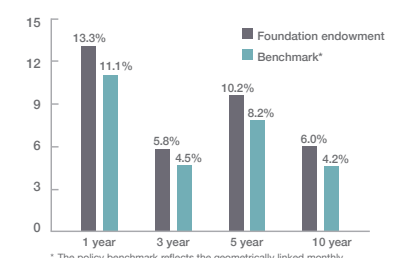
The June 30 allocation exposures of the foundation's pooled endowment fund consisted of 53.0 percent global equities, 8.4 percent real assets, 14.8 percent credit, 0.1 percent government bonds, and 23.7 percent cash and cash equivalents. The fund achieved a total return of 13.3 percent for the year ending June 30 and an annualized return of 10.2 percent over the trailing five-year period.

The overriding principle of the foundation's endowment program is that funds should be managed so that a gift today will fund a donor's objective in perpetuity. For example, if a benefactor endows a scholarship, the money is managed with the goal of maintaining the real value of the endowment over time to keep pace with inflation. Each gift entering the consolidated endowment fund purchases units analogous to shares in a mutual fund, and a program support payout-per-unit, or dividend, is paid quarterly.

In an effort to maintain the endowment's purchasing power, the payout rate for program support is adjusted annually to reflect the change in the Consumer Price Index over the preceding calendar year. A 12-quarter average of endowment values was used to smooth out the unit values when determining if program spending fell within the fiscal year 2016-2017 approved range of 3.0-4.5 percent. Without this moving average, funding might dramatically rise in one year, then fall drastically the next, leaving the beneficiaries of the endowments vulnerable to the volatility of the capital markets.

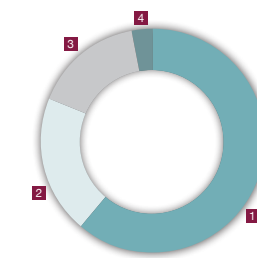
Policy on endowment management is made by the foundation's investment committee, whose main focus is the asset allocation of the fund and the endowment's spending policy. Virginia Tech Foundation staff lead asset allocation decisions, the selection and retention of investment managers, and performance monitoring. Consultants are retained for operational diligence. To completely diversify its portfolio, management of the fund is allocated across more than 60 management firms, offering a wide variety of asset classes and investment styles.

Consolidated endowment performance



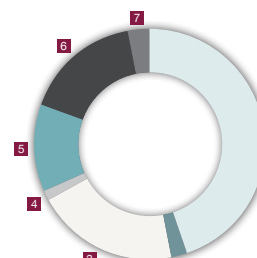
■ Advancement financial highlights

The Virginia Tech Advancement Division uses two separate methods of reporting philanthropy: the yearly new gifts and commitments total and the yearly fundraising cash total.



Uses of new gifts and commitments

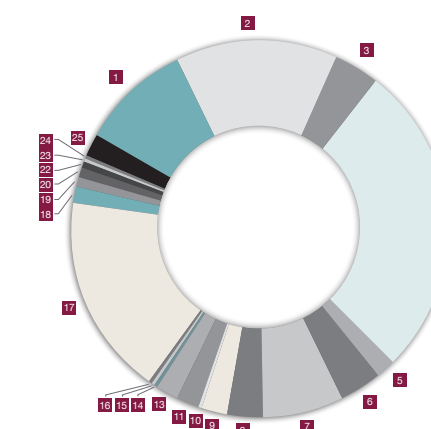
1 Current operations	\$99,517,708	61.33%
2 Endowment	\$32,235,180	19.86%
3 Capital facilities	\$25,815,096	15.91%
4 Private grants	\$4,710,496	2.90%
TOTAL	\$162,278,480	100%



Sources of new gifts and commitments

1 Alumni	\$72,712,219	44.81%
Alumni	\$72,698,813	44.80%
Students	\$13,406	0.01%
2 Parents	\$3,918,188	2.41%
3 Friends	\$3,276,441	1.99%
4 Faculty/staff	\$2,401,169	1.48%
Active	\$1,073,168	1.22%
Retired	\$428,001	0.26%
5 Corporations	\$19,417,681	11.97%
Direct gifts and grants	\$14,401,489	8.88%
Machinery gifts	\$2,225,473	1.42%
Private grants	\$2,690,719	1.66%
6 Foundations	\$26,826,039	16.53%
Direct gifts and grants	\$24,606,690	15.17%
Personal/family foundations	\$199,672	0.12%
Private grants	\$2,019,777	1.24%
7 Other organizations	\$4,726,743	2.91%
Donor advised	\$2,467,237	1.52%
Organizations	\$2,259,506	1.39%
TOTAL	\$162,278,480	100%

Figures represent the total amount of new pledges and outright gifts recorded within the fiscal year.



Designations of new gifts and commitments

1 College of Agriculture and Life Sciences	\$15,688,058	9.67%
2 College of Architecture and Urban Studies	\$22,571,876	13.91%
3 Pamplin College of Business	\$6,297,369	3.88%
4 College of Engineering	\$43,566,966	26.85%
5 College of Liberal Arts and Human Sciences	\$2,699,300	1.66%
6 College of Natural Resources and Environment	\$5,644,838	3.48%
7 College of Science	\$11,485,218	7.08%
8 College of Veterinary Medicine	\$4,954,151	3.05%
9 Administrative/other*	\$3,638,597	2.25%
10 Center for the Arts	\$372,643	0.23%
11 Corps of Cadets	\$3,069,591	1.89%
12 Diversity and Inclusion**	\$71,316	0.04%
13 Financial Aid	\$3,249,116	2.00%
14 Graduate School	\$629,849	0.39%
15 Hokie Family Fund	\$207,967	0.13%
16 Honors College	\$273,430	0.17%
17 Intercollegiate Athletics	\$28,177,689	17.36%
18 Student Affairs	\$2,152,922	1.33%
19 University Libraries	\$1,433,793	0.88%
20 University unrestricted	\$1,434,002	0.88%
21 Virginia Tech Biocomplexity Institute*	\$133,803	0.08%
22 Virginia Tech Carilion Research Institute	\$567,652	0.35%
23 Virginia Tech Carilion School of Medicine	\$553,976	0.34%
24 W.E. Skelton 4-H Educational Conference	\$469,748	0.29%
25 Center at Smith Mountain Lake	\$2,934,510	1.81%
26 WVTFRADIO IQ Public Radio	\$2,934,510	1.81%
TOTAL	\$162,278,480	100%

* Administrative/other listing includes cumulative projects and designations such as alumni programs, independent centers, information technology, Reynolds Homestead, and gifts to be designated.

** Amounts \$100k and smaller are not shown in the chart.

Figures represent the total amount of new pledges and outright gifts recorded within the fiscal year.

■ Accomplishments and initiatives

Hokie Club larger than ever

The Hokie Club announced its Drive for 25 Campaign in December, with an aim of reaching 25,000 members. Within months, the initiative generated strong results: a record 13,600 members as of June 30. The campaign is spearheaded by Frank Beamer, former head football coach. It was part of a year that also saw a restructured seating and priority parking program, as athletics raised more than \$31.8 million in cash, up 45 percent from fiscal 2016.

"There is strength in numbers," Beamer said while stressing the importance of annual giving to the success of Hokie sports. "Compared to other top programs in the nation, we don't have enough folks on board as annual donors. This is a tremendous opportunity for fans and alumni to demonstrate their love for the Hokies by making a gift and making a difference in the lives of our students and student-athletes for generations to come."

Head Football Coach Justin Fuente leads the Hokies onto the field.



Hundreds jump in to support crowd-funded projects

More than 300 donors provided over \$21,000, combined, to four Virginia Tech initiatives that were part of a pilot of the university's crowdfunding platform, known as Jump, in April and May 2017.

Their generosity will allow more than \$6,000 in financial aid to be provided through the Beyond Boundaries Scholars program, support the student-led organizing and running of the Relay for Life program, fund research into concussion prevention in youth soccer, and enable more than 1,200 schoolchildren to have an inspiring experience at the Moss Arts Center.

Jump provides new opportunities for potential donors to learn about projects and programs that may match their passion to give back. Following the successful pilot, dozens of students and faculty members applied to use the site to raise money during the fall 2017 term. More than 20 have been accepted.

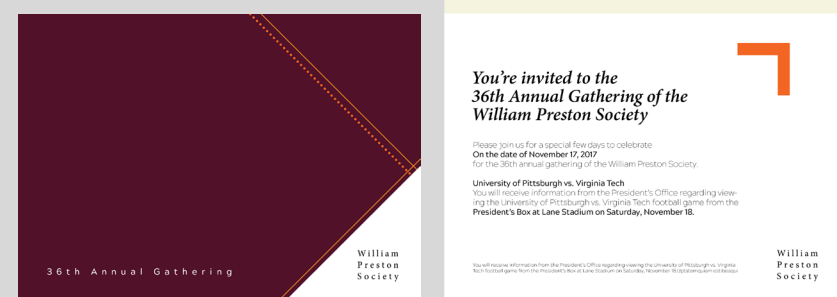
William Preston Society
Event Kit - Mock Up

Formal, Reserved, Modern



SAVE THE DATE - FRONT

SAVE THE DATE - BACK



INVITE CARD - CLOSED

INVITE CARD - OPEN



RSVP CARD - FRONT

LODGING CARD - FRONT



TRI-FOLD PROGRAM - CLOSED

TRI-FOLD PROGRAM - LEFT PANEL OPEN

TRI-FOLD PROGRAM - LEFT & RIGHT PANEL OPEN

Faculty & Staff Awards
Event Kit - Mock Up

Formal, Vibrant, Modern



WHITE CARD - CLOSED

WHITE CARD - OPEN



PROGRAM - CLOSED

PROGRAM - FLAP PELLER OPEN



PROGRAM - BACK FLAP PELLER OPEN

PROGRAM - BACK FLAP

BEYOND BOUNDARIES // BRANDED KT
BRAND COLORS

SAVE THE DATE

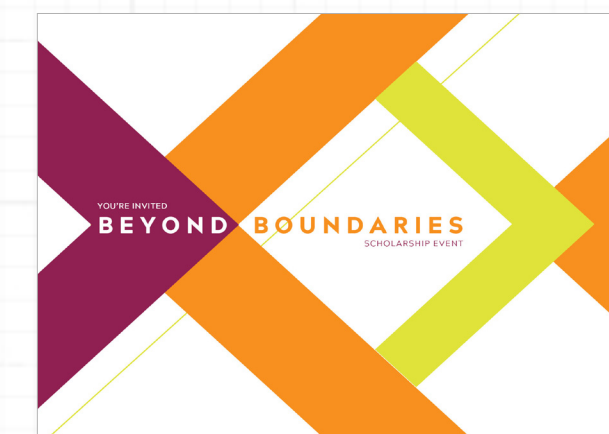


FRONT



BACK

INVITE



FRONT



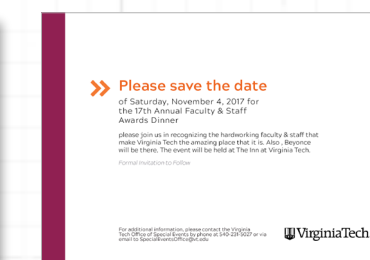
BACK

CASUAL FORMAL // INVITATION KIT
ORANGE & MAROON / SIMPLE DESIGN

SAVE THE DATE

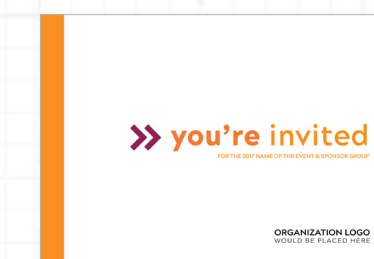


FRONT

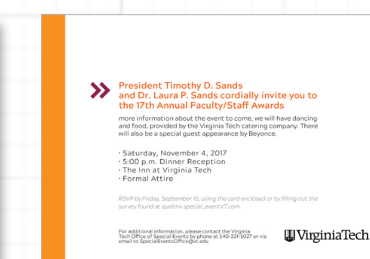


BACK

INVITATION



FRONT

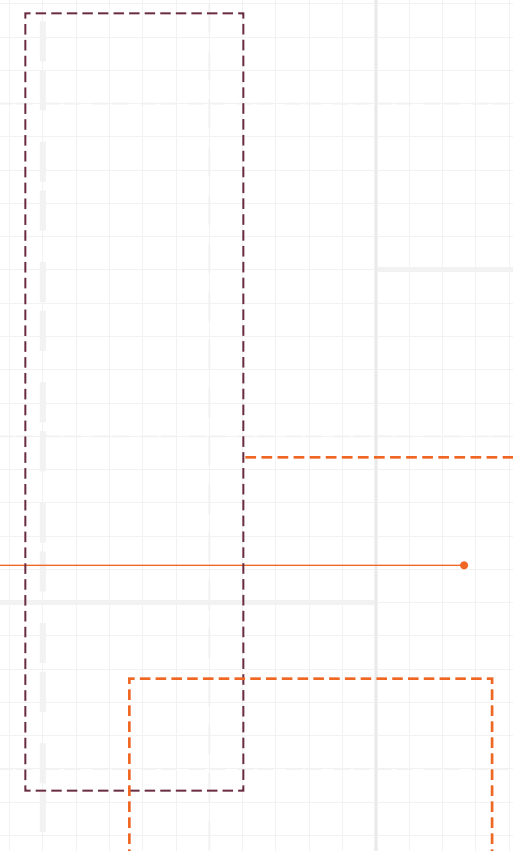


BACK



BREAK

UNIT SHAREOUT



STUDENT AFFAIRS



VT Engage ALTERNATIVE SPRING BREAKS

Be a part of one of six student-led immersion trips that will connect you to community through hands-on service.

APPLY BY DEC 1. @
engage.vt.edu/springbreak



STUDENT AFFAIRS



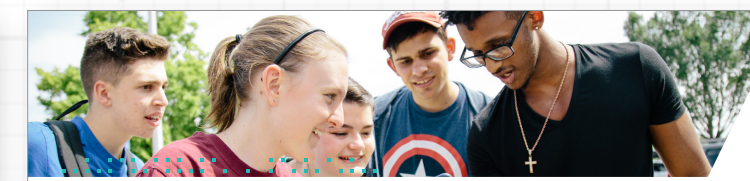
THE BENEFITS OF A LIVING-LEARNING COMMUNITY

- ▶ **HIGHER GPA**
 - First-year LLC students have higher GPAs than their non-LLC peers.
- ▶ **FEWER REFERRALS**
 - LLCs show fewer conduct referrals than non-LLC residence halls.
- ▶ **MENTORSHIPS**
 - LLCs report higher rates of mentorship of students by faculty.
- ▶ **TUTORING + ADVISING**
 - LLCs offer on-site tutoring services and Academic Resource Centers, with accessible University Studies advisors.
- ▶ **800+ SERVICE HOURS**
 - Students in the SERVE LLC have volunteered more than 800 hours of service to local communities and beyond.

Housing and Residence Life
New Hall West, Suite 144, Virginia Tech
190 West Campus Drive
Blacksburg, VA 24060-9537

www.housing.vt.edu/lc
livinglearning@vt.edu
VT/117/25M/1818972

LIVING-LEARNING COMMUNITIES AT VIRGINIA TECH



WHY CHOOSE A VIRGINIA TECH LIVING-LEARNING COMMUNITY?

The moment you decide to be a Hokie, you choose to have a unique college experience. Living-learning communities (LLCs) at Virginia Tech will change the way you think about living on campus by integrating what you study, where you live, who you live with, and how you think about the world. Our living-learning communities provide students with the opportunity to thrive both in and out of the classroom in a learning environment that becomes a home. There are LLC options for students from every academic college and every class year. Make the most of your Virginia Tech experience by joining a living-learning community.

LIVING-LEARNING COMMUNITIES AT VIRGINIA TECH

- ▶ **CORPS OF CADETS**
The Virginia Tech Corps of Cadets community is home to about 1,100 cadets in the historical Upper Quad of Virginia Tech's campus. The corps community has one of the oldest buildings on campus — iconic Lane Hall opened in 1888 — and the two newest residence halls. The corps residence halls' interior walls are adorned with artwork by cadets. Each display of art distinguishes the different units within the corps.
- ▶ **CURIE & DA VINCI**
Curie and Da Vinci (collectively known as CurVinci) represent students who have a major area of study in the sciences. Curie is specifically for students in the physical and quantitative sciences and Da Vinci, for biological and life sciences. First-year students live among upper-division peer mentors in this engaging living-learning experience.
- ▶ **GALILEO & HYPATIA**
Galileo and Hypatia bring together engineering students in a residential environment to provide encouragement and support in pursuing a career in engineering. Galileo (men) and Hypatia (women) are for first-year and first-time College of Engineering students with an interest in exploring engineering, making lasting friendships, and achieving academic success. Upper-division leaders live in the community to provide mentoring and community support.
- ▶ **HILLCREST AND HONORS RESIDENTIAL COMMONS**
The Honors Residential Commons and the Hillcrest community are open to Honors students from all majors, years, and interests. Students in these communities engage in activities and experiences in an environment that allows members to learn from each other.

- ▶ **INNOVATE**
Innovate is a community of entrepreneurs, visionaries, business leaders, tech enthusiasts, knowledge aficionados, learning devotees, and small business fanatics who together have one common goal: to transform opportunities into action. Innovate is open to students of all academic majors.
- ▶ **LEADERSHIP AND SOCIAL CHANGE COLLEGE**
The Leadership and Social Change College (LSCC) is a one- or two-year academic leadership studies and development program that gives students the option to complete a minor in Leadership and Social Change. The LSCC was previously the Residential Leadership Community.
- ▶ **MOZAIKO**
In Mozaiko, domestic and international students live together in community, sharing experiences, learning languages, and engaging in intercultural dialogue. Faculty, staff, and visiting international experts will challenge the ways students think about their lives in the context of an increasingly connected world. Students have the option to live in language-specific groups, participate in community events, and connect with faculty through dialogue on global topics.
- ▶ **RESIDENTIAL COLLEGE AT WEST AMBLER JOHNSTON**
The Residential College at West AJ is led by a live-in faculty principal and supported by the 25 affiliated faculty members. Differences are celebrated as students in the Residential College work actively to "be together, not the same."
- ▶ **SERVE**
SERVE, a signature program of VT Engage, is focused on creating an environment for students that fosters personal and civic growth. While studying community engagement and social change theory, SERVE engages students in a variety of service experiences.
- ▶ **STUDIO 72**
For students who want the arts to be part of their experience at Virginia Tech regardless of their chosen major, Studio 72 encourages creative approaches to problem solving, with an emphasis on collaborative art-making in both curricular and co-curricular settings. Each academic year will culminate in a student-run showcase of art created by students in collaboration with one another. Visiting artists, faculty, staff, and upper-division students in the community provide a support structure and experiential mentoring.
- ▶ **THRIVE**
The Thrive community focuses on students' strengths to create a one-of-a-kind Virginia Tech experience. Students benefit from personal coaching and networking with experts, alumni, faculty, and peers while taking advantage of leadership opportunities within the community.

For more information, visit: www.housing.vt.edu/lc

CONGRATULATIONS!

You've applied and been accepted! Once you accept our offer, you can start planning your life as a Hokie. There are things you need to do in order to get started on the right track. Don't worry — we've got you covered. **You're In... Now What?** is your guide to life at Virginia Tech.

Visit www.serve.vt.edu and bookmark it, because it is a great tool for the next few months. And if you are still undecided, **You're In... Now What?** will give you an insider's view of why you should choose Virginia Tech.

WELCOME, HOKIES!

The moment you decide to be a Hokie, you choose to have a unique college experience. And that includes where you live and what you eat. At Virginia Tech, we believe the on-campus residential experience is vital. In fact, first-year students are required to live on campus and have an individual dining plan. So, one of the first things you need to do is complete your housing and dining contract.

HERE'S SOME INCENTIVE

Rooms and roommates are assigned based on the date of contract submission. That means the sooner you complete the contract, the sooner you will get to select your room and roommate. (Hint: Instructions are on the back.)

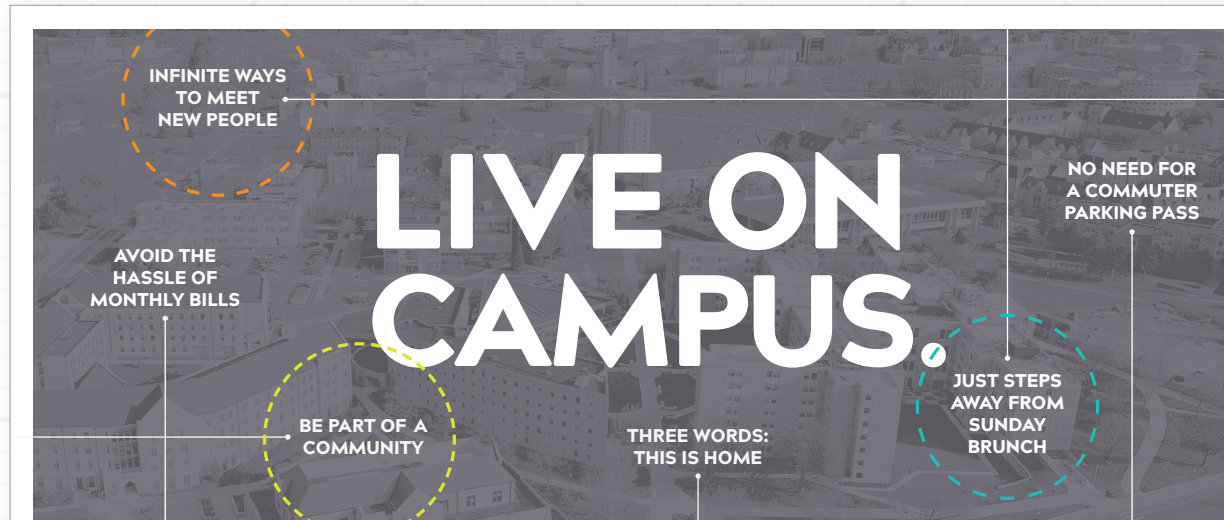
TO SUBMIT YOUR HOUSING & DINING CONTRACT

First-year students are required to live on campus, have an individual dining plan, and complete the contract by June 1, 2018.

Here is what you need to do to experience the great food and residential communities at Virginia Tech:

- ▶ Accept your offer of admission and pay your matriculation fee
- ▶ Once your fee is processed, create your PID at www.dsa.vt.edu/pid
- ▶ Select the Starflex portal at www.housing.vt.edu
- ▶ Log in with your PID and password (and two-factor authentication)
- ▶ Select Housing/Dining Contract from the tabs along the top of the page
- ▶ Follow the step-by-step instructions
- ▶ Read and understand the terms and conditions of the contract and sign electronically
- ▶ Keep a copy of the e-mail confirmation for your records
- ▶ You can go back and view your materials online throughout the summer
- ▶ You will receive notices and important information at your @vt.edu email regarding assignments, so start checking that email regularly
- ▶ If you have questions, contact housing@vt.edu

Complete your housing and dining contract and apply for a living-learning community now. It's your first step in becoming a member of the Hokie Nation! And check back with **You're In... Now What?** throughout the spring and summer. It's a great resource that will help you plan for your life at Virginia Tech.



HOUSING APPLICATION PROCESS 2018-19

Returning undergraduate students must apply to the Housing Application Process for a chance to live on campus for the 2018-19 academic year.

Apply online at www.housing.vt.edu/hap between January 16 at 8 a.m. and January 19 at 5 p.m.



GRADUATE SCHOOL



THE GRADUATE SCHOOL
Interdisciplinary Graduate Education



Computational Tissue Engineering (CTE)

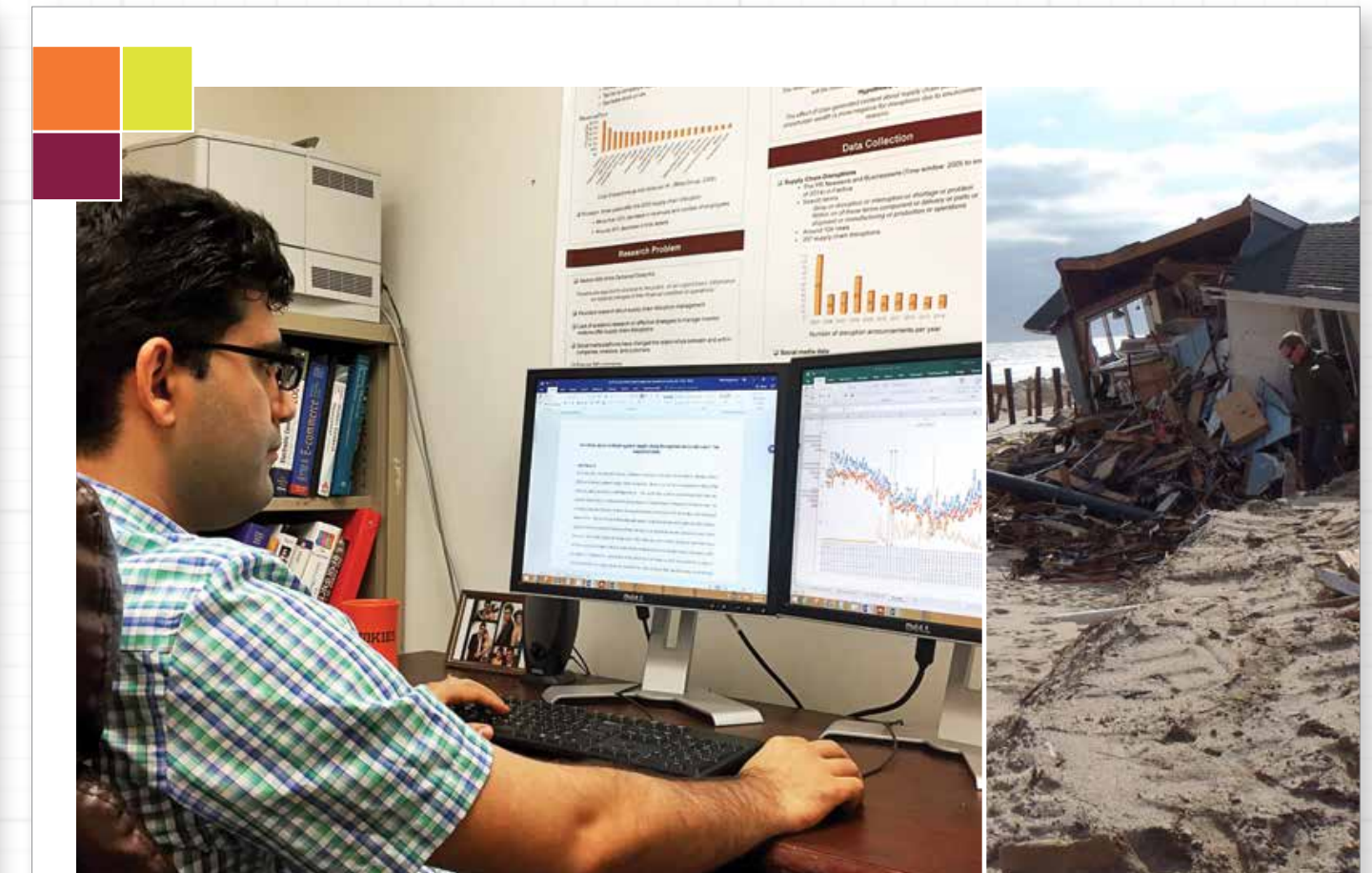
Age and disease often result in the deterioration of tissues and organs in humans. Surgical transplantation can provide relief in some cases, but is not scalable due to the scarcity of viable donors, the difficulty in preventing adverse immune responses, and rising medical costs. Tissue engineering attempts to create replacements for living tissues and organs. Our goal is to define a new synthesis between tissue engineering and systems biology, using the computational sciences as a driving force. Our vision is that predictive computational models will drive novel experimental analyses of engineered tissues, while the demands of tissue engineering will inspire novel frameworks of analysis in computational science. We train students at the confluence of tissue engineering, molecular and cell biology, and computational science, with the goal of emerging as leaders in this field, spanning traditional disciplinary boundaries, and using the languages of tissue engineering, molecular and cellular biology, and computational science with ease.

Contact us

Website: cte.cs.vt.edu/

Email: cte@vt.edu,
dennie@vt.edu,
padmar@vt.edu

6



Disaster Resilience

Concentrations of people, power, technology, education, and knowledge lower our resilience and increase our risks. Every time we add a link or create additional dependency, we generate a node that can fail, adding yet another risk factor. The Disaster Resilience IGEP is working to improve sustainability by changing the interdisciplinary paradigm. This trans-disciplinary approach tackles the three main drivers of vulnerability: the perspectives that lack understanding of the full complexity of risk and resilience, the disregard for the uniqueness of each community and culture, and the preoccupation with symptoms rather than the root causes of risk. Faculty and students in this program share a passion for addressing pressing problems that must be solved from multiple perspectives, and work closely together to accomplish that goal.

Contact us

Website: czobel.bit.vt.edu/resilience-IGEP/

Email: resilience-igep@vt.edu

7

CORPS OF CADETS



Congratulations

on your offer of admission to Virginia Tech and the Virginia Tech Corps of Cadets! You will move in on Aug. 11, 2018.

This guide will take you through the next steps to become a cadet.

If you checked "Yes" to "Do you wish to enroll in the Corps?" on your application, you will be enrolled in the Corps of Cadets if you accept your offer of admission.



Still not sure? Visit us on campus.

Details, dates, and registration for all events are at vtcc.vt.edu/join/visit-campus.html.

► Spend the Night

The Spend the Night program is an overnight, first-hand experience of cadet life that includes an information session for family members. Dates are March 19, March 26, March 29, April 2, April 5, and April 9.

► Attend Hokie Focus

This open house for admitted students is April 7 and 8. Hear from your college or department of choice, tour campus, learn about campus resources, and talk with Corps of Cadets representatives. Registration will open during the spring semester at vt.edu/admissions/undergraduate/visit/hokiefocus.html. You'll register with the identification number included with your admission offer letter.

► Sign up for a Corps/ROTC Information Session

This hour-long session is offered at 10 a.m. Monday through Friday. It includes general information about the Corps and life as a cadet, and you can arrange to meet with your ROTC of choice.

Already sure? Here's what you do next:

- Create your PID.
- File your FAFSA.
- Learn about the FERPA disclosure.
- Get familiar with Hokie SPA.
- Complete your housing and dining contracts.
- Sign up for orientation.
- Submit required university and Corps paperwork.
- Bookmark Corps and ROTC resources.

2

Create your PID

► Create your Virginia Tech PID at pidgen.vt.edu. Your university email will be YourPID@vt.edu, so choose wisely. (Allow 24 hours before you complete the remainder of this checklist.)

► Enroll in the university's 2-Factor Authentication with Duo. Go to tech.vt.edu/2factor and click "Enroll Now." Then download the Duo Mobile app on your smartphone and enroll the device. Instructions are at dhelp.vt.edu.

► Access and read your Virginia Tech email every day. Instructions are available through dhelp.vt.edu.

Note: Always email university officials from your university account using proper etiquette, including a greeting and your full name in the signature line.

► Add your university email to the phone you will bring to orientation. Instructions are at dhelp.vt.edu.

FAFSA and scholarships

Be sure to file your Free Application for Federal Student Aid (FAFSA) at fafa.ed.gov. The Virginia Tech School Code is 003754.

The FAFSA 2018-19 priority deadline is Jan. 22 to have the best opportunity to receive financial aid. However, you can still apply for financial aid until spring semester 2019.

Stay up to date through the Hokie Financial Focus at fnaid.vt.edu/hokie-financial-focus.html.

► Emerging Leader Scholarships

The Corps' Emerging Leader Scholarship (ELS) is a merit-based scholarship awarded exclusively to incoming cadets. There is no application to fill out. All incoming cadets are considered, and at least 200 receive an ELS each year. To be eligible, you must have your FAFSA filed. The Expected Family Contribution is not used to determine who receives an ELS.

The scholarship is awarded in ladder amounts that increase each year. In-state cadets receive \$8,000 over four years, and out-of-state cadets receive \$12,000 over four years.

Recipients will be notified by mail by April 15. The ELS will post to your Virginia Tech Financial Aid account by Aug. 11. For each year's amount to be applied to your tuition account, you must have filed the FAFSA and maintained good academic and behavioral standing within the Corps and the university.

► Other merit scholarships

Many merit scholarships have deadlines in December and January. Apply by completing the General Scholarship application through Scholarship Central. To find scholarships for cadets in particular, go to vt.academicworks.com and search "Corps."



3

Learn about the FERPA disclosure

The Family Educational Rights and Privacy Act of 1974 guarantee individuals' rights to the access of their academic record. Read the disclosure at register.vt.edu/contact/ferpa.html.

Get familiar with Hokie SPA

1. Go to Virginia Tech's homepage at vt.edu. Find "Hokie SPA" in the navigation under "Quicklinks."
2. Log in with your PID and password.
3. From the list, choose "Hokie SPA," then "Information for New Students."

Here, you will sign your housing contract online, register for orientation, and submit your university medical documents, including your Corps medical form.

While in Hokie SPA, you should:

- Update and then confirm your emergency contact address
- Sign up for VT Alerts
- Read and confirm the Self-Disclosure of Arrest/Conviction
- Read and confirm the Student Financial Responsibility

Complete your housing and dining contracts

All cadets are required to live on campus and will be assigned to Pearson Hall or New Cadet Hall, and both are on Upper Quad.

Contracts should be completed by May 1. The final deadline is June 1.

Find instructions at housing.vt.edu/contracts/apply/first-year-students.html.

The Corps will make your room assignment once orientation ends for all cadets. Roommate requests are not accepted for first-year cadets. You will be assigned roommates at random.



4

Sign up for orientation

This is your best opportunity to prepare for your first year as a Hokie. You will schedule classes with your academic advisor, complete any missing Corps and ROTC paperwork, be fitted for your uniforms, and receive your boots and dress shoes.

First-year students attend two-day sessions in July and early August. The sessions available to you will be based on when your department is offering academic advising for your major. You will see the sessions available to you in Hokie SPA. Choose "Information for New Students," then "New Student Orientation."

To enroll, go hokiespa.vt.edu and click "Information for New Students," then "New Student Orientation," and then "Sign up for Orientation."

We recommend enrolling in an early session so you can get the classes you want. You will need to be at orientation by 7:30 a.m. on Day One and leave after 5 p.m. on Day Two.

Corps events during New Student Orientation will include the following:

► Day One: Commandant's Welcome

► Day Two: Uniform fittings in the Military Building (BLDC 200), ROTC briefs, and the Highty-Tighty meeting

Transfer students will select a one-day session the third week in June. Again, the dates available will be based on your major. In Hokie SPA, choose "Information for New Students," then "New Student Orientation." Your Corps events will all happen on Day One.

International students do not attend New Student Orientation. Instead, you will attend certain portions of International Student Orientation during New Cadet Week. Contact the Corps of Cadets Recruiting Office for more information.

All first-year cadets should arrive to attend New Student Orientation. If you are unable to attend one of those dates, your academic department will arrange for you to attend a make-up orientation session. However, you will miss valuable training during New Cadet Week if you have to attend the make-up orientation session, in addition to several course times will be filled by then. We highly encourage you to attend one of the available New Student orientation sessions in July/early August.

Cadets are welcome to participate in Hokie Camp (dates will be in July or August) as long as it doesn't interfere with New Cadet Check-In on Aug. 11.

Additionally, all cadets may participate in Summer Academy, the College of Science's Summer Bridge Program, and the College of Engineering's STEP Program, to list but a few. These programs are not required but can help you transition from high school to college.

The Corps will discuss with you how you will be fitted for uniforms and complete your final exams when you arrive on campus for these programs.



5

Military-Leader and Citizen-Leader tracks

You will choose your track as an assignment in Canvas and enroll during orientation.

► Military-Leader Track

Students interested in seeking a military commission through ROTC enroll in the Military-Leader Track. We offer Army, Air Force, and Naval (plus Marine option) ROTC programs. You do not have to have the scholarship to join.

► Citizen-Leader Track

Students interested in the Corps' military lifestyle and leadership training but seeking in a career in the public or private sector join the Corps through the Citizen-Leader Track. Your focus will be on developing career skills and business etiquette, interacting with mentors, networking, and developing a healthy lifestyle.

The Highty-Tighties

Our regimental band is one of the finest marching bands in the country and performs at national events such as the Macy's Thanksgiving Day Parade; the Washington, D.C. Cherry Blossom Festival; and the Savannah St. Patrick's Day Parade.

There is also a jazz band, a pep band, a brass quintet, a string quartet, biglers, and more.

Perspective Highty-Tighties can meet with our band director during orientation. We will have instruments available, but you are welcome to bring your own.

All Highty-Tighties live together as a company in the Corps, and you will earn academic credit for each semester with the band. Our alumni provide a \$1,000 stipend to up to 60 first-year cadets.

For details, see vtcc.vt.edu/band.html or contact Senior Chief James Bean at 540-231-3296 or jbean88@vt.edu.



The Corps on social media

Facebook: [vtcc2022](https://www.facebook.com/vtcc2022)
Families: [vtcc2022Family](https://www.facebook.com/vtcc2022family)
Commandant of Cadets: [cvtcc](https://www.facebook.com/cvtcc)

Instagram: [@vtcorpscadets](https://www.instagram.com/vtcorpscadets)
[@vtgronwley](https://www.instagram.com/vtgronwley)

Twitter: [@vtcorpscadets](https://twitter.com/vtcorpscadets)

LinkedIn: [Virginia Tech Corps of Cadets](https://www.linkedin.com/company/vtcc2022)

8

Required paperwork

► Immunization History

Every Virginia Tech student must meet state immunization requirements. Forms and instructions are available online at healthcenter.vt.edu/new_student/required_immunizations.html.

► New Cadet Paperwork

All New Cadet Paperwork is due June 15, including your medical physical.

If you will be younger than 18 on Aug. 11, your parent or guardian must sign. A DODMERSB Qualification Letter is only acceptable as a replacement for your Corps medical physical if you are already qualified by June 15. Otherwise, you must complete the Corps medical physical.

Do not email your medical paperwork to anyone. You will upload it to Schifert Health Center's website.

You must complete all three steps.

Step 1: Corps paperwork

Log into Canvas to download the following forms:

- Form I: Board of Visitors' Cadet Participation Policy and Information Sharing Waiver
- Form II: Medical Authorization Form
- Form III: Waiver of Liability
- Form IV: Media Release
- Form V: Carillon Liability Waiver

► Band only: Highty-Tighties Stipend Form

Scan and upload your completed forms as an assignment in Canvas to "VTCC2022/ROTC Paperwork - Fall 2018."

Step 2: Corps medical paperwork

Download the Corps medical form from Schifert Health Center at healthcenter.vt.edu/content/dam/healthcenter_vt.edu/assets/cadets/cademed.pdf.

Make an appointment for a "sports" physical with your doctor.

Fill out the medical history portion, and take all three pages to your appointment. Your doctor will need to sign both the medical history portion and the medical examination portion of the physical.

Scan or take a picture and combine all three pages as one document. It can be a PDF or JPEG. Upload the form to Schifert Health Center.

1. Log into the portal at osh.healthcenter.vt.edu with your PID and password using 2-Factor Authentication.
2. Click "Upload."

6

Major summer and fall dates

Blacksburg is a great town to visit, but it can be challenging to get last-minute hotel reservations during some events on campus. Here are some key dates:

► July 9-Aug. 3: New Student Orientation

Students stay on campus. Parents should reserve a hotel room or a room on campus through New Student and Family Programs.

► Aug. 18: New Cadet Check-In

► Aug. 18: New Cadet Parade

This also is when the rest of the university moves in. Most families will stay in town with their cadet until 6 p.m. Aug. 19.



More information is coming soon.

The New Cadet Guide is a reference for incoming cadets and their families. It offers detailed steps to prepare for New Cadet Week and information about your first year at Virginia Tech. It will be available on the Corps' website in June. Previews and highlights will be available on Facebook even earlier.

Contacts

Virginia Tech Corps of Cadets
LTC Rewa Mariger
corps@vt.edu
540-231-6858

Air Force ROTC
Lt Col Carrie Cox
carrie@vt.edu
540-231-6404

Army ROTC
COL Donna Malic
malic@vt.edu
540-231-4804

Naval ROTC, including Marine Option
LT Chet Fearon
fearon@vt.edu
540-231-7883

9

3. From the drop-down menu, choose "Corps of Cadets Medical Form."

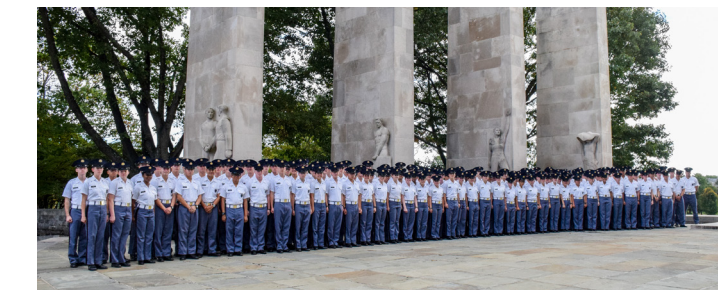
4. Upload the file from your computer. Be sure it includes both the medical history (two pages) and the physical.

If you are DODMERSB qualified, you can upload a copy of the qualification letter instead of the Corps medical history and physical forms.

Cadets enrolling in ROTC programs may need to provide them with medical forms separately.

Step 3: Complete the online survey

The online New Student Profile Survey is available on the Canvas course page.



Bookmark Corps and ROTC resources

1. Bookmark the Corps of Cadets resources page (so you can find the New Cadet Guide on June 1) at vtcc.vt.edu/resources.html.

2. Bookmark your ROTC homepage (Citizen-Leader Track cadets get a bye on this one)

► Army ROTC: liberalarts.vt.edu/departments-and-schools/rotc/army.html

► Air Force ROTC: vt.edu

► Naval ROTC: liberalarts.vt.edu/departments-and-schools/rotc/navy.html

3. Join the Facebook group for your Corps class. This is your primary way to get Corps information and ask questions before New Cadet Week.


► New cadets go to facebook.com/groups/VTCC2022

► Family of new cadets go to facebook.com/groups/VTCC2022Family

7


ENGINEERING

Virginia Tech Engineer

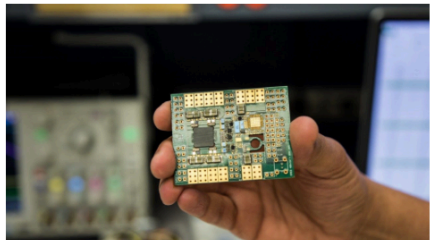


Meet the new dean

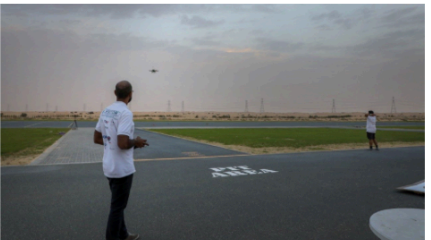
Ignite people + news



Meet the new dean
Dean Julia M. Ross brings a unique perspective to the College of Engineering at Virginia Tech.



The Virginia Tech lab powering your devices
Virginia Tech's Center for Power Electronics Systems led by...




Autonomous robots in the desert
An interdisciplinary, cross-cultural Virginia Tech team...

300 Shares


f t p e

Impact


research + innovation



Fist bumps, golf grips, Kapton
How additive manufacturing is helping a local 12-year-old girl, your golf game, and the exploration of space.




Retapping trust, starting with Flint
Virginia Tech engineers had to do more than help fix the water crisis in Flint, Michigan — they had to rebuild trust with science.




Four questions with four NSF CAREER award winners
Our four National Science Foundation CAREER award winners reflect on their fields, research, and surprises along the way.

Inspire


alumni + giving



16 motion capture suits



Alumna takes her coding



The little-known

300 Shares

f t p e



AREAS FOR
OPPORTUNITY

COLOR

WHAT'S WORKING

Many are embracing the evolved palette

WHAT COULD IMPROVE

Secondary colors are 'secondary' but should still have purpose, not just sporadic placement



VT Engage
ALTERNATIVE
SPRING BREAKS

Be a part of one of six student-led immersion trips that will connect you to community through hands-on service.

APPLY BY DEC 1. @
engage.vt.edu/springbreak

VT VIRGINIA TECH. | **STUDENT AFFAIRS**

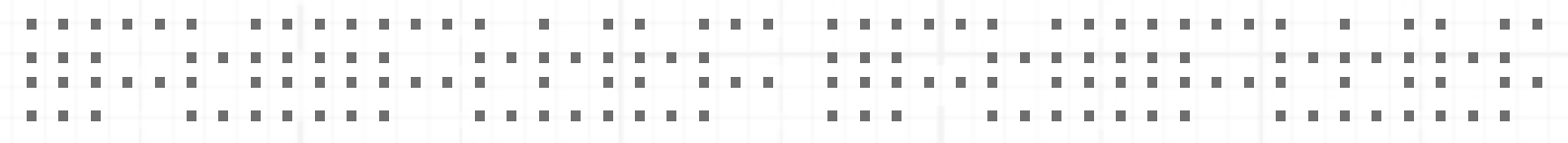


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CONTACT US

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DENNIE@VT.EDU
PDMAR@VT.EDU

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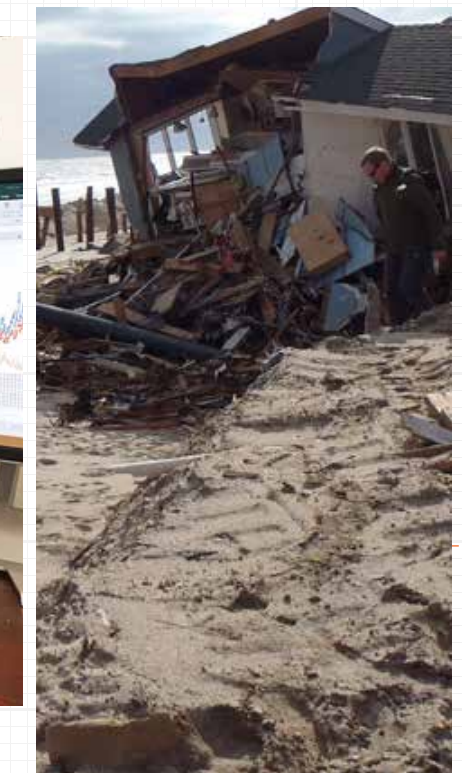


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Contact us

Website: [czobel.bit.vt.edu/](http://czobel.bit.vt.edu/resilience-igep/)
[resilience-igep@](http://resilience-igep@vt.edu)
[resilience-igep@](mailto:resilience-igep@vt.edu)
vt.edu



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CONTACT US

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PDMAR@VT.EDU



GRAPHIC ELEMENTS

WHAT'S WORKING


We're seeing them everywhere!

WHAT COULD IMPROVE

We're seeing them everywhere!



BRACKETS

- Be careful of overuse and oversizing
 - They are meant to draw attention, so use them wisely on your most important content
- 

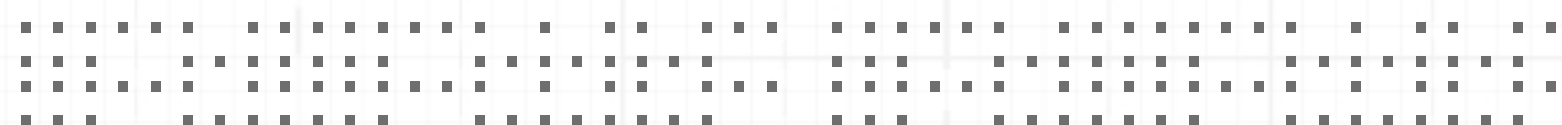


DASHED LINEWORK

- Be careful of overuse
- Be careful of using it as a button or complete housing unit
- Avoid using as a font

GRID

- Use it to fill white space, not over photos, unless creating an intricate graphic
- Use VERY sparingly, accessibility is a big issue, so it should be reserved for special placements





India, Postgraduate Program in Business Analytics

The Virginia Tech, India, Postgraduate Program in Business Analytics is a solution-centric curriculum designed to fulfill the need, in both the public and private sectors, for graduates with the skills to operate in data-driven environments. The program includes courses in machine learning, data

security, big-data technologies, cloud application development, advanced statistics, and a systematic approach to innovation. By 2020, the world will create 1.7 megabytes of data every second per person, supplying 44 trillion gigabytes of data.* This data explosion calls for greater training to harness the power and utility of latent information in the data. On successful completion, students will be prepared for careers in which data are employed for innovation and competitive advantage, as well as for careers in data analytics, business intelligence, data science, and financial and marketing data analysis.

BENEFITS TO STUDENTS

Students will focus on technologies, business processes, and analytical models. They will develop in-demand skills including:

- Structuring data using data models and data retrieval languages for structured and unstructured databases
- Integrating data from disparate sources, transforming them into usable data models and integrating them with predictive analytics models using statistics
- Employing social marketing and financial data feeds, learning to build and use databases with big data technologies
- Using data mining and machine learning algorithms, learning to pose business data mining questions, build models, and use a data set to find solutions
- Understanding the role of data mining in identifying patterns in unstructured business data and comparing data mining and machine-learning algorithms to select an appropriate model
- Integration of data analytics models with databases and deploying them securely on the cloud
- Mastery of business intelligence technologies and selecting the right reporting strategy by creating visualizations and reporting dashboards

BENEFITS TO COMPANIES

Society has reached an inflection point where the volume of data to be mined for insights has become highly relevant to businesses, with research suggesting that "forward-thinking leaders across sectors ... begin aggressively to build their organizations' Big Data capabilities.** Data-driven decisions:

- Increase productivity, reveal patterns, help automate business processes, and guide design of future strategies
- Allow targeted segmentation of customers based on predictive and statistical models
- Create more sophisticated metrics through reporting and visualization using market-leading tools
- Enable companies to build and deploy enterprise-level analytics models on the cloud with security that maintains integrity of access and use
- Empower companies to build an ethos of competitiveness

Virginia Tech's Center for Advanced Research and Education is in Chennai. For more information about the Postgraduate Program in Business Analytics, please contact Priya Goutham, deputy director in Maduravoyal, Chennai, at 044-65106060



www.outreach.vt.edu/International/vtindiabigdata

India



Virginia Tech is a premier research university and a top 25 public university in the United States. Providing research power and intellectual capital - and valuing innovation and collaboration - the university's world-class faculty, staff, and students work side by side with business and industry to accelerate entrepreneurialism and create economic impact.



Dedicated to its motto, **Ut Prosim (That I May Serve)**, Virginia Tech takes a hands-on, engaging approach to education, preparing scholars to be leaders in their fields of expertise. Virginia Tech's colleges and programs are highly ranked. U.S. News & World Report ranks the online Master of Information Technology degree program number 2 in its category, with the Evening MBA program ranked number 7.

FACULTY

Faculty members in the program hold Ph.D. degrees from highly ranked programs in big data analytics and associated areas. Virginia Tech faculty members will teach along with senior industry executives from the fields of information technology, computer science, engineering, marketing, statistics, finance, and management.

PROSPECTIVE STUDENTS

The program is designed for those with an undergraduate degree and a strong interest in pursuing a career in data analytics. Preferred applicants will have a minimum of two years' professional experience including some exposure to information technology.

PROGRAM DELIVERY

The 12-month program requires students to meet once every two months in Chennai for a long weekend, Thursday through Sunday. Every other weekend, faculty members lead Internet classes, with selected lectures recorded and posted online.

Virginia Tech is an equal opportunity/affirmative action institution.



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Virginia Tech's Center for Advanced Research and Education is in Chennai. For more information about the Postgraduate Program in Business Analytics, please contact Priya Goutham, deputy director in Maduravoyal, Chennai, at 044-65106060

*Bernard Marr, "Big Data: 20 Mind-Boggling Facts Everyone Must Read," Forbes
**"Why Big Data is the new competitive advantage," Ivey Business Journal



Virginia Tech is a premier research university and a top 25 public university in the United States. Providing research power and intellectual capital - and valuing innovation and collaboration - the university's world-class faculty, staff, and students work side by side with business and industry to accelerate entrepreneurialism and create economic impact.

Dedicated to its motto, **Ut Prosim (That I May Serve)**, Virginia Tech takes a hands-on, engaging approach to education, preparing scholars to be leaders in their fields of expertise. Virginia Tech's colleges and programs are highly ranked. U.S. News & World Report ranks the online Master of Information Technology degree program number 2 in its category with the Evening MBA program ranked number 7.

FACULTY

Faculty members in the program hold Ph.D. degrees from highly ranked programs in big data analytics and associated areas. Virginia Tech faculty members will teach along with senior industry executives from the fields of information technology, computer science, engineering, marketing, statistics, finance, and management.

PROSPECTIVE STUDENTS

The program is designed for those with an undergraduate degree and a strong interest in pursuing a career in data analytics. Preferred applicants will have a minimum of two years' professional experience including some exposure to information technology.

PROGRAM DELIVERY

The 12-month program requires students to meet once every two months in Chennai for a long weekend, Thursday through Sunday. Every other weekend, faculty members lead Internet classes, with selected lectures recorded and posted online.

www.outreach.vt.edu/International/vtindiabigdata



HEADLINES

WHAT'S WORKING

We're seeing headlines that have a strong visual presence

WHAT COULD IMPROVE

- Avoid too many color variations
- Write content that will entice, not label
- Subheads don't need to tell the entire story



Explore RAPID at Virginia Tech Research Center

Get an in-depth look at Virginia Tech's robust software for modeling and simulation of nuclear systems with application to nonproliferation and safeguards.

RAPID – Real-time Analysis for Particle transport and In-situ Detection – is a software, which leverages the Multi-stage Response Function Transport - MRT - methodology for simulation of nuclear systems, including nuclear reactor cores, spent nuclear fuel pools and casks. RAPID performs these detailed simulations in real-time - seconds and minutes - on one computer core, while the publicly available computational tools require days or months on multiple processors.

RAPID features a web-based collaborative Virtual Reality System – VRS-RAPID – that enables intuitive input preparation, automated output visualization, and interactive monitoring tools.



Prof. Haghighat inspecting a virtual spent nuclear fuel pool within the immersive HyperCube in the VT Visionarium Lab.

Join Virginia Tech Executive Briefing Center's RAPID workshop, Spring/Summer 2018.


During the three-day workshop, you'll become familiar with and gain hands-on experience with:

- The MRT methodology and its use in RAPID
- RAPID's application to different real-life problems
- VRS-RAPID's web-based collaborative capabilities

The workshop is designed for nuclear engineers, scientists and students involved in nuclear system design and operation for power generation, fuel cycle and nuclear safeguards and security.

Interested in learning more about RAPID?
Dr. Alireza Haghighat
haghighat@vt.edu

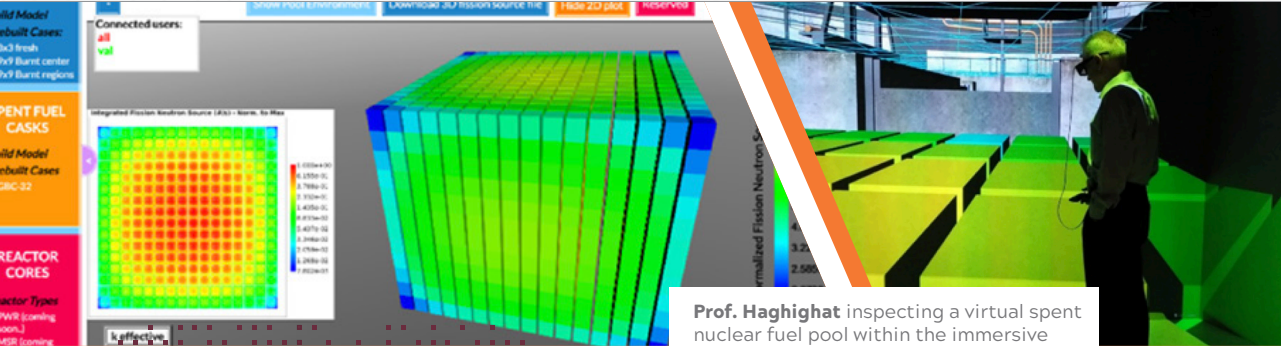
Interested in a RAPID workshop?
Patty Tatro
Virginia Tech Executive Briefing Center
Arlington, VA
ptatro@vt.edu

EXPLORE RAPID AT VIRGINIA TECH RESEARCH CENTER

Our robust software for modeling and simulation of nuclear systems with application to nonproliferation and safeguards.

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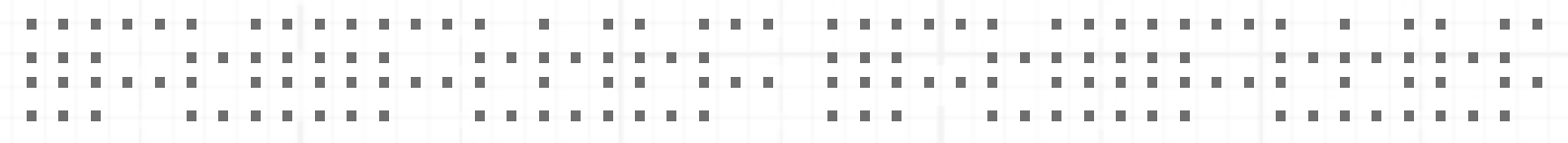
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Arlington, VA | ptatro@vt.edu

Claim your role in Business and Information Technology

Master's Degree Programs National Capital Region - Northern Virginia

ONLINE Master of Information Technology - Fully online interdisciplinary program offered jointly by Pamplin College of Business and the College of Engineering. Ranked #2 by U.S. News & World Report with areas of study including cybersecurity, software development, big data and decision support systems.

Evening MBA - Part-time or Full-time study with evening classes in Falls Church, VA. Ranked #7 by U.S. News & World Report

Professional MBA - In-person classes meeting once a month in Roanoke and Richmond.

Executive MBA - Cohort based 18-month study with every other weekend classes meeting on Friday and Saturday in Arlington, VA

MS Business Administration - Concentrations in Hospitality and Tourism Management and Business Analytics

Pamplin College of Business

National Capital Region - Northern Virginia

vtmit.vt.edu
pamplin.vt.edu
mba.vt.edu



PAMPLIN COLLEGE OF BUSINESS

National Capital Region - North Carolina

Master's Degree Programs National Capital Region - Northern Virginia

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MS BUSINESS ADMINISTRATION

Concentrations in Hospitality and Tourism Management and Business Analytics

vtmit.vt.edu | pamplin.vt.edu | mba.vt.edu



VT LOGO

WHAT'S WORKING

Our new logo is being used at the right scale and prominently

WHAT COULD IMPROVE

Legibility should always be first and foremost. Also, we know the lock-ups are still being vetted, but as a general rule of thumb if there isn't a proper lock-up available, the master VT logo should be positioned away from any sub-brand logo

STUDENT SUMMIT ON DIVERSITY & LEADERSHIP

YOU ARE INVITED
to be part of a truly student-focused learning experience.

The Student Summit on Diversity and Leadership will help you:

- ▲ Mobilize students and staff to be innovative in creating and sustaining more inclusive campus communities.
- ▲ Address many facets of diversity -- not just one issue.
- ▲ Dramatically increase your knowledge, skills, and competencies to be an effective leader.
- ▲ Network with other Virginia Tech students, faculty, and staff.
- ▲ Equip yourself with experience employers expect in a competitive job market.

Saturday, November 11 | 8 a.m.- 4 p.m.
Haymarket Theatre, Squires Student Center

Register today at dsa.vt.edu/ssdl
FREE ENTRY, FOOD, AND SWAG!

PAST PARTICIPANTS HAVE CALLED IT
**EYE-OPENING, LIFE-CHANGING,
AND INSPIRATIONAL.**

The Student Summit on Diversity and Leadership is sponsored by: Student Affairs, the Office for Inclusion and Diversity, Housing and Residence Life, Student Government Association, Interfraternity Council, Panhellenic Council, and Cultural and Community Centers.

VT VIRGINIA TECH. | **STUDENT AFFAIRS**

STUDENT SUMMIT ON DIVERSITY & LEADERSHIP

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TO BE PART OF A TRULY STUDENT-FOCUSED LEARNING EXPERIENCE.

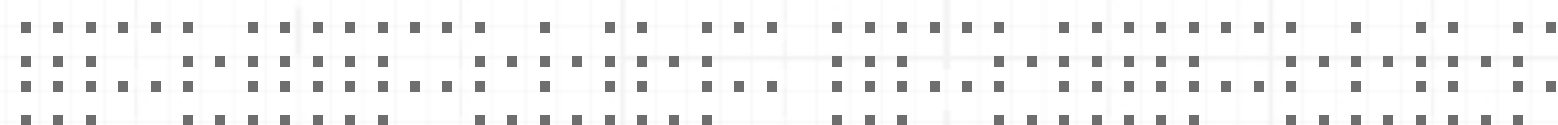
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- Equip yourself with experience employers expect in a competitive job market.

SATURDAY, NOVEMBER 11 | 8AM-4PM
HAYMARKET THEATRE, SQUIRES STUDENT CENTER
Register today at dsa.Vt.Edu/ssdl | Free entry, food, and swag!

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VT VIRGINIA TECH. | **STUDENT AFFAIRS**





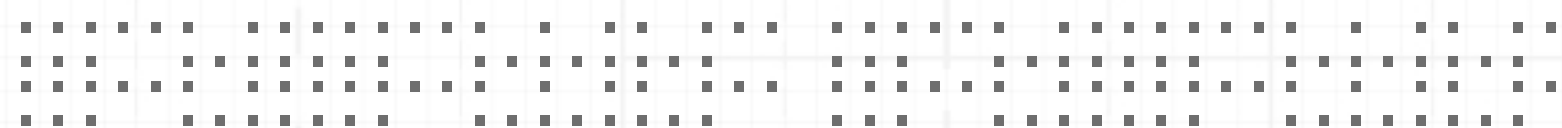
PHOTOGRAPHY

WHAT'S WORKING

Active, authentic photography is on the rise

WHAT COULD IMPROVE

- Avoid rigid grids that show “something for everyone”, rather tell a story with a grid
- Consider a great headline as the lead graphic element instead of always leaning on photography
- Even investing in a few great shots, and leaning heavily on them, can greatly affect the strength of a communication piece





NEW CADET GUIDE

2018-2019



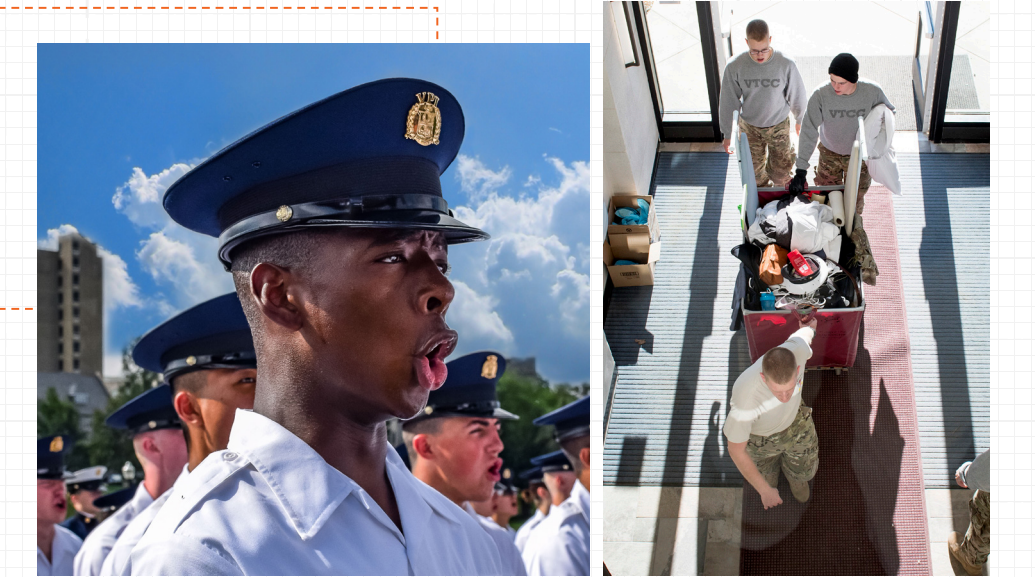
NEW CADET GUIDE

2018-2019



NEW CADET GUIDE


2018-2019




WHAT YOU'LL FIND


- Creating your PID
- Required Paperwork
- ROTC Resources
- Major summer and fall dates




 THE GRADUATE SCHOOL
Interdisciplinary Graduate Education


HUMAN-CENTERED DESIGN

INTERDISCIPLINARY GRADUATE EDUCATION
 The Graduate School



INTERDISCIPLINARY GRADUATE EDUCATION
 The Graduate School





IN REVIEW

1. Don't feel like you need to use **ALL** of the brand elements **ALL** the time.



IN REVIEW

1. Don't feel like you need to use ALL of the brand elements ALL the time.
- 2. Make sure there is meaning behind each piece of the brand you use.**



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- 3. When in doubt, less is more.**



IN REVIEW

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3. When in doubt, less is more.
- 4. Good design practices first, brand implementation second.**



IN REVIEW

1. Don't feel like you need to use ALL of the brand elements ALL the time.
2. Make sure there is meaning behind each piece of the brand you use.
3. When in doubt, less is more.
4. Good design practices first, brand implementation second.
5. **Start with simple and clean and work up to adding brand elements in gradually.**

Q & A

THANK YOU.