



OLD DOMINION
UNIVERSITY

BRAND RATIONALE

We have history together. Our region. Our city. Our university. All of us. The first-gen and next-gen. The upstarts and startups. The young Monarchs and the military vets. Every day that we show up to work, every hour sharing our diverse experiences and points of view, every minute that we spend in the trenches digging for disruptive ideas, we add another chapter to the “book of us.” We’re friends and colleagues, mentors and peers, connected by opportunity and propelling each other onward in a place old enough to have traditions, but still young enough to create new ones. So join us. Let’s build our dominion of possibility with shared purpose and resilience. Because nothing’s more valuable than the history we make together.

ODU BRAND STRATEGY

Through the results of our research, we can articulate what makes our university and region special, to better attract the best and brightest faculty, staff and students to ODU. These unique truths are:

Confidently Self-Made

+

Regionally Essential, Globally Impactful

+

Authentically Diverse

+

Trailblazing Leader

Combine these truths and we have our internal strategic brand platform. This platform serves as an internal code, not external message.

**ARCHITECTS OF
POSSIBLE**

INTERNAL CODE

tone

ODU is a multi-layered institution, so we chose six words that describe our overall tone. You can dial these tones up or down in copy and headlines depending on your audience.

AGILE

AUTHENTIC

DETERMINED

DIVERSE

RESILIENT

INNOVATIVE

View the full ODU brand book
& access university assets:

odu.edu/toolkit

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ODU COLOR SPECTRUM