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1  Core Visual Identity
2  Typography
3  Iconography
4  Image Sizes
5  Interface Elements
6  Navigation
7  Page Layout Examples

* This guide documents the sizes and components that are used in standard sized desktop design.
1 CORE VISUAL IDENTITY
The Vanderbilt Owen Graduate School of Management website utilizes the 2-color horizontal logo in three forms.

1. **Full Logo**
   - **VANDERBILT UNIVERSITY®**
   - **OWEN GRADUATE SCHOOL OF MANAGEMENT**

2. **Abbreviated Logo**
   - **VANDERBILT.**
   - **Owen Graduate School of Management**

3. **Icon**
1 CORE VISUAL IDENTITY

The Vanderbilt Owen Graduate School of Management website utilizes the following colors:

- **Primary Yellow**: RGB 231 184 80, HEX #e7b850
- **Secondary Yellow**: RGB 216 171 76, HEX #d8ab4c
- **White**: RGB 255 255 255, HEX #ffffff
- **Light Grey**: RGB 245 245 245, HEX #f5f5f5
- **Medium Grey**: RGB 181 181 181, HEX #b5b5b5
- **Dark Grey**: RGB 51 51 51, HEX #333333
- **Black**: RGB 0 0 0, HEX #000000
1 CORE VISUAL IDENTITY

The Vanderbilt Owen Graduate School of Management website utilizes overlapping colors, type and photography to create dynamic layouts throughout the experience.
2

2.1 Franchise
2.2 Apex New
2.3 Falstaff MT
2.4 Adobe Garamond Pro
2.5 Typographic Patterns
2.6 Lists
2.7 Callouts
2.1 FRANCHISE

The Vanderbilt Owen Graduate School of Management website utilizes Franchise for main headlines, section headlines and large CTAs. It should always be used in ALL CAPS. Avoid using lower case characters in this typeface.
2.2 APEX NEW

The Vanderbilt Owen Graduate School of Management website utilizes Apex New for sub headlines, news headlines, names, and buttons. It comes in various weights but is used in ALL CAPS for links.
2.3 FALSTAFF MT

The Vanderbilt Owen Graduate School of Management website utilizes Falstaff MT for numerical styling only. It can be found in statistic as well as calendar modules. It should never be used for headlines or copy.
2.4 ADOBE GARAMOND PRO

The Vanderbilt Owen Graduate School of Management website utilizes Adobe Garamond Pro for all other textual needs as well as copy. Only Regular and Italic weights are used, Bold weights are not featured. Times New Roman can be substituted if Adobe Garamond Pro is not available.
2.5 TYPOGRAPHIC PATTERNS

Main Headlines
To communicate a clear hierarchy Franchise is used to establish a headline. Adobe Garamond Pro is the secondary typeface used for supporting body copy.

THE VANDERBILT ADVANTAGE

Lorem ipsum dolor sit amet consetetur sadipscing elitr sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat sed dia voluptu at vero eos et accusam diam nonumy eirmod tempor invidunt ut labore.
2.5 TYPOGRAPHIC PATTERNS

Sub Headlines
To communicate a clear hierarchy Franchise is used to name a sub section of a page, Apex New Medium is used to establish a sub headline, and Adobe Garamond Pro is the used for supporting body copy.

SPOTLIGHT

The Vanderbilt Advantage

Lorem ipsum dolor sit amet consetetur sadipscing elitr sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat sed diam voluptua at vero eos et accusam diam nonumy eirmod tempor invidunt ut labore.
2.5 TYPOGRAPHIC PATTERNS

Names
Apex New Medium is used to establish faculty and student names. Apex New Book is used for position titles.

Robert Whitaker
Brownlee O. Curry, Jr. Professor of Management
Professor of Sociology
2.5 TYPOGRAPHIC PATTERNS

By The Numbers (Stats)
Franchise is used to establish the section title. Adobe Garamond Pro is used for supporting body copy. Apex New Medium is used to establish a link to read more about this particular stat. Falstaff MT is used to visually display the statistic. It is purposely cropped off page and off module as a stylistic element.
2.5 TYPOGRAPHIC PATTERNS

Calendar
Adobe Garamond Pro Italic is used to identify month. Falstaff MT is used to identify day. Apex New Book is used for descriptive labeling.
2.5 TYPOGRAPHIC PATTERNS

News Module
Franchise is used as a headline for the news module. Story headlines are set in Apex New Medium. Featured story headlines may also feature copy set in Adobe Garamond Pro.
2.5 TYPOGRAPHIC PATTERNS

Franchise is used to label section topics. Main headline is set in Apex New Medium. Date posted is set in Adobe Garamond Pro Italic in Medium Grey. Adobe Garamond Pro is used for photo captions in Medium Grey. Apex New Medium is used for secondary headlines and Adobe Garamond Pro is used for body copy. Body copy is set at 20px size with 30px leading globally.

American Business 101: A Photo Essay

Two weeks before their American classmates arrived at Vanderbilt, a bus full of incoming students from China, Mexico, India, Peru, Vietnam, Germany and several other countries pulled up to the curb on Second Avenue in downtown Nashville.
2.5 TYPOGRAPHIC PATTERNS

Pull Quote
Pull quotes are set in Adobe Garamond Pro Italic. Authors are set in Apex New Medium and their title is set in Apex New Book.

With USBCC, I bonded earlier with my peer group. If I would have come at the same time as the Americans, there might have been some isolation or pressure from just jumping in with this big group.

Amit Sharma
Jaipur, India
2.6 Lists

Lists are set in the same typeface as body copy and utilize bullets in Primary Yellow. Lists are indented and each bulleted item is separated by 48px of leading. The first item of a bulleted list is separated from the main body copy by 60px of leading.

You’ll learn skills you can apply right away, including:

- How to become a stronger leader who can build a shared vision, improve teamwork and increase productivity
- Ways to motivate people using key leverage points based on character and ability
- Developing a personal action plan to create greater impact in your organization
- Skills for leading change more effectively
2.7 CALLOUTS

Callouts are set in Franchise and may feature different colors to show emphasis. They accompany supporting text links or buttons.
3
ICONOGRAPHY
4 IMAGE SIZES

4.1 Aspect Ratio Chart

4.2 Dynamic Cropping

4.3 Styling
### 4.1 Aspect Ratio Chart

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Description</th>
<th>Size (desktop, 2X for retina)</th>
<th>Template</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:9</td>
<td>Feature Image (dynamically cropped)</td>
<td>1280 X 720</td>
<td>T5, T7, T8, T9, T10, T13</td>
</tr>
<tr>
<td></td>
<td>News &amp; Events</td>
<td>1280 X 720</td>
<td>T1, T2, T12</td>
</tr>
<tr>
<td></td>
<td>Video</td>
<td>1280 X 720</td>
<td>T1, T2, T4, T5</td>
</tr>
<tr>
<td></td>
<td>Alumni Stories</td>
<td>1280 X 720</td>
<td>T18</td>
</tr>
<tr>
<td></td>
<td>Event Detail</td>
<td>676 X 380</td>
<td>T15</td>
</tr>
<tr>
<td></td>
<td>Partner Stories</td>
<td>1280 X 720</td>
<td>T5</td>
</tr>
<tr>
<td></td>
<td>Visit Our School</td>
<td>842 X 474</td>
<td>T5</td>
</tr>
<tr>
<td></td>
<td>Custom Solutions</td>
<td>1280 X 720</td>
<td>T6</td>
</tr>
<tr>
<td></td>
<td>Executive MBA</td>
<td>842 X 474</td>
<td>T6</td>
</tr>
<tr>
<td></td>
<td>By the Numbers (background img)</td>
<td>570 X 323</td>
<td>T6</td>
</tr>
<tr>
<td></td>
<td>Executive Insights</td>
<td>1280 X 720</td>
<td>T6</td>
</tr>
<tr>
<td></td>
<td>Article Images (feature and inset)</td>
<td>1280 X 720</td>
<td>T12</td>
</tr>
<tr>
<td></td>
<td>Secondary News Stories</td>
<td>1280 X 720</td>
<td>T13</td>
</tr>
<tr>
<td></td>
<td>Faculty Bio (video &amp; podcast images)</td>
<td>1280 X 720</td>
<td>T17</td>
</tr>
<tr>
<td></td>
<td>Our Stories</td>
<td>1280 X 720</td>
<td>T18</td>
</tr>
<tr>
<td>101:90</td>
<td>Feature Image (dynamically cropped)</td>
<td>808 X 720</td>
<td>T1, T2, T3, T4, T6, T11</td>
</tr>
<tr>
<td></td>
<td>We Are Vanderbilt (Student Profiles)</td>
<td>359 X 320</td>
<td>T1, T4, T6</td>
</tr>
<tr>
<td></td>
<td>Find the Right Program</td>
<td>808 X 720</td>
<td>T1</td>
</tr>
<tr>
<td></td>
<td>Impact</td>
<td>640 X 570</td>
<td>T1</td>
</tr>
</tbody>
</table>
### 4.1 Aspect Ratio Chart

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Description</th>
<th>Size (desktop, 2X for retina)</th>
<th>Template</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:9</td>
<td>Profiles</td>
<td>336 X 299</td>
<td>T4, T10, T16</td>
</tr>
<tr>
<td>1:1</td>
<td>Profiles</td>
<td>268 X 239</td>
<td>T8, T9</td>
</tr>
<tr>
<td>1:1</td>
<td>Profile Photo</td>
<td>706 X 629</td>
<td>T17</td>
</tr>
<tr>
<td>1:1</td>
<td>Program Spotlight</td>
<td>536 X 478</td>
<td>T1, T6</td>
</tr>
<tr>
<td>1:1</td>
<td>Sub-Feature</td>
<td>640 X 640</td>
<td>T6</td>
</tr>
</tbody>
</table>
4.2 DYNAMIC CROPPING

The Vanderbilt Owen Graduate School of Management website utilizes dynamic cropping for feature images on several landing pages to take advantage of Responsive Web Design’s ability to create visually stimulating layouts. The following diagram will help aid in positioning important areas of photos for each page utilizing dynamic cropping. Pages where dynamic cropping isn’t used, standard proportional scaling is applied.

**T01, T02, T03, T04, T06, T11**
Full Size image: 808x720 (1616x1440 retina) - 10:9 aspect ratio

![Diagram showing dynamic cropping for T01, T02, T03, T04, T06, T11](image)

**T05, T07, T08, T09, T13**
Full Size image: 1280x720 (2560x1440 retina) - 16:9 aspect ratio

![Diagram showing dynamic cropping for T05, T07, T08, T09, T13](image)
4.3 STYLING

The Vanderbilt Owen Graduate School of Management website utilizes “documentary” style photography that captures real moments from campus, classrooms and student/faculty interactions. Where possible, choose photos utilize small depth of fields to emphasis focus on subjects while including color and shapes found in the campus environment. Other than profile photos that feature subjects looking directly into the camera, avoid posed photography.
5 INTERFACE ELEMENTS

5.1 Grid
5.2 Buttons
5.3 Links
5.4 Social & Sharing
5.5 Dropdown Menus
5.6 Touts
5.1 GRID

The Vanderbilt Owen website utilizes a responsive grid to handle dynamic layouts based on browser width. By default at a browser width of 1280px the grid features 36 columns with 30px margins and 4px gutters.
5.2 BUTTONS

Buttons can be found throughout the Vanderbilt Owen website. By default they feature a 1px stroke around the button label, and fill in with color upon rollover.
5.3 LINKS

Links can be found throughout the Vanderbilt Owen website. Links feature different styles based on the modules they are associated with. Examples can be found here:
5.4 SOCIAL & SHARING

Links can be found throughout the Vanderbilt Owen website. Links feature different styles based on the modules they are associated with. Examples can be found here:
5.5 DROPDOWN MENUS

Standard dropdown menus can be found throughout the Vanderbilt Owen website. Standard dropdowns feature multiple selections, such as simple filters or links to other pages. They utilize brand colors and arrows to standout within the design.
5.6 DROPDOWN MENUS

Complex dropdown menus can be found on pages that may require significant filtering for users to focus their result set. Complex filters feature a submit button that is only available once the user makes a selection. Selections which include the use of radio buttons and/or calendars, both of which are styled using brand colors and arrows.
6 NAVIGATION

6.1 Main Navigation
6.2 Search
6.3 Anchored Navigation
6.4 Footer
6.1 MAIN NAVIGATION

The image displays a screenshot of a website navigation menu for Vanderbilt University's Owen Graduate School of Management. The menu includes sections for Our School, Degrees & Programs, Grow Your Career, Recruit & Partner, and Executive Education. Each section has a link to further information:

- **Our School**
  - We are Vanderbilt Business
  - Vanderbilt's Business School
  - The Leadership Experience
  - Community & Connection
  - Our Stories
  - Amazing Nashville
  - News & Events
  - By the Numbers

- **Degrees & Programs**
  - Student Life
  - Faculty Research
  - Our Faculty
  - Centers
  - Diversity & Inclusion
  - Executive Insights
  - A Day in the Life

- **Grow Your Career**
  - Alumni
  - Calendar
  - Faculty Directory

- **Recruit & Partner**

- **Executive Education**

The navigation is designed with a clean and professional layout, using a combination of Apex New Medium 14px and Franchise 24px for the text, with specific color codes for headings and links. The design is optimized for readability and user experience.
6.2 SEARCH
6.3 ANCHORED NAVIGATION
7

LAYOUT EXAMPLES
Two weeks before their American classmates arrived at Vanderbilt, a box full of incoming students from China, Mexico, India, Peru, Vietnam, Germany, and other countries piled up to the eves on Second Avenue in downtown Nashville.

Leyseri, a born Hong Kongese, discovered the city's dynamic scenery and fusion of cultures, which inspired him to capture moments that resonate with the city's essence. He chose to document the cultural diversity and its impact on the city's identity. Through his photos, he seeks to reveal the unique stories and experiences of the individuals who contribute to Nashville's vibrant tapestry.

In contrast, his friend, Leo, a Chinese university student, was more drawn to the city's architectural marvels. He精密地 documented the city's unique skyline, focusing on how the buildings reflect the city's character and history. His photos were characterized by their architectural precision, highlighting the city's modernity and tradition interwoven in its design.

/*...*/

With USROC, I bonded earlier with my peers. If I would have come at the same time as the Americans, there might have been some tension or pressure from just jumping in with this big group.

Anil Sharma
since 1986
Opening Bell Networking Breakfast


EVENT DETAILS

Join us for the Opening Bell Networking Breakfast on Wednesday, October 5th at 7:30 AM. This event is open to all students, alumni, and friends of Vanderbilt Business. The event will be held at the Alumni Center on campus. Please register in advance to ensure your spot.

Location:
Alumni Center, Vanderbilt University
105 Kirksey Rd, Nashville, TN 37247

Cost:
Free, but advanced registration is required.

Registration:
Register online at www.vanderbilt.edu/alumni/events

Questions?
Contact the Office of Alumni Affairs at alumni@vanderbilt.edu or 615-322-7623.

We look forward to seeing you there!
Robert Whitaker
Assistant Professor of Management, Vanderbilt University

Biography
Robert Whitaker is an assistant professor of management at Vanderbilt University. He received his Ph.D. in Strategic Management and Entrepreneurship from the University of Virginia in 2018.

Areas of Expertise
- Strategic Management
- Entrepreneurship
- Business Ethics
- Organizational Behavior

Publications

Leadership
- President, Student Entrepreneurship Club
- Treasurer, Management Association

Teaching
- Taught courses in Entrepreneurship and Marketing at the University of Virginia

OR A PERSONAL NOTE...
Whitaker is passionate about teaching and learning with the people and culture of Vanderbilt, where he has played a significant role in the entrepreneurship community.

Education
- B.A., Economics, University of Virginia, 2010
- M.B.A., Strategy, University of Virginia, 2011
- Ph.D., Strategic Management, University of Virginia, 2018

Research Interests
- Strategic management
- Entrepreneurship
- Organizational behavior
- Business ethics

Contact
- Email: rwhitaker@vanderbilt.edu
- Phone: 615-322-6789

Visit School
- Website: Vanderbilt.edu
- Location: Nashville, Tennessee

Info For
- Undergraduate
- Graduate
- MBA
- Executive Education
HOW MANY YEARS OF POSTUNDERGRAD WORK EXPERIENCE DO YOU HAVE?

ARE YOU CURRENTLY IN OR A VETERAN OF THE U.S. ARMED SERVICES?

WHAT IS YOUR DESIRED WORK STATUS WHILE AT SCHOOL?

WHAT IS YOUR CAREER GOAL?

WHICH OF THE FOLLOWING ARE YOU INTERESTED IN?