



University Verbiage

- Villanova University
- Villanova
- Wildcats
- Nova
- Villanova Wildcats
- Nova Nation
- IGNITE CHANGE. GO NOVA

General University Information

- Location: Villanova, PA
- Mascot: Wildcats
- Mascot Name: Will D. Cat
- Established Date: 1842

Garment Colors

- The University's primary colors are Navy and White. All apparel (including: uniforms, jerseys, staff wear, practice uniforms, warm-up gear, travel apparel, etc.) must be Navy or White. Exception: Practice T-Shirts and Practice Sweats may be Athletic Grey (also known as Athletic Heather and Sports Grey).
- The primary "V" logo may be performed using one color. The approved format is show in the Villanova University Athletic Marks section.
- Embroidery of any logo should be performed using the exact color specifications shown in the Villanova University Color Usage section.
- A specific sport name may appear under a primary mark but it must appear in white or navy in Garamond Bold.

Villanova University Athletic Marks



Villanova University Color Usage

LOGO COLORS

	NAVY	LIGHT BLUE	GOLD (Mascot only)
VILLANOVA THREAD COLORS	MADEIRA-RAYON 1043 POLYNEON 1643	MADEIRA-RAYON 1029 POLYNEON 1733	MADEIRA-RAYON 1126 POLYNEON 1726
PANTONE TEXTILE COLORS	19-3864	16-4530	16-1325
PANTONE COLORS	281	298	876 Metallic
CMYK PROCESS COLORS	C-100% M-91% Y-32% K-34%	C-68% M-3% Y-0% K-0%	C-0% M-29% Y-61% K-26%
RGB COLORS	R-0% G-31% B-91%	R-61% G-183% B-228%	R-195% G-148% B-91%

GARMENT COLORS



Social Media Marketing

- Two Way Exchange: Should be accessible to students following the account
- Short Posts: Look for current campus themes and use relatable content (hashtags, expressions, etc.)
- Consistent Voice: Have one or two individuals be the point of contact for social media so they can have a consistent voice while being fun and clever, yet informative
- Timing: Continuity is key in order to increase likes, shares, and views.
 - Facebook timing – 1pm and 3pm
 - Twitter timing – 12pm, 5pm, and 6pm
 - Think of the flow of classroom changes as well as mealtime breaks