



Vanderbilt University

Current Revision Date: 06/25/24

Established: 1873

Location: Nashville, TN

Nickname: Commodores

Mascot Name: Mr. Commodore (Mr. C)

Conference: Southeastern Conference (SEC)

Verbiage

Vanderbilt®
Vanderbilt University®
Commodores®
Vanderbilt Commodores®
VU®
Vandy®

Anchor Down®
Dores™

Fonts

Athletic
United Sans - House Industries

Black

White

Fallback Gold

Metallic Gold - embroidery only

PANTONE Black C

CMYK: 0, 0, 0, 100 | HEX: #1C1C1C

MADEIRA Rayon: 1000 | Polyneon: 1800

White

CMYK: 0, 0, 0, 0 | HEX: #FFFFFF

MADEIRA Rayon: 1001 | Polyneon: 1801

PANTONE 4024 C

CMYK: 20, 29, 64, 0 | HEX: #CFAE70

Madeira Classic - Color Gold 1273

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Mark - Athletic V



Secondary Mark - Star V



Lock Ups

- "Vanderbilt" is in United Sans Semi-Condensed Black font; "Commodores" is in United Sans Condensed Heavy font.
- For sport specific lock ups, please contact brandengagement@vanderbilt.edu





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VandyBoys Mark

- Marks #27-29 are baseball only marks

VandyBoys[®]

27

VandyBoys[®]

28

VandyBoys[®]

29

Vanderbilt Script

Vanderbilt[®]

30

Vanderbilt[®]

31

Vanderbilt[®]

32

Vanderbilt[®]

33

Vanderbilt[®]

34

Vanderbilt[®]

35

Word Mark - University

- The Vanderbilt University word mark cannot be locked up with the athletic v or star v.

VANDERBILT
UNIVERSITY[®]

36

VANDERBILT
UNIVERSITY[®]

37

VANDERBILT
UNIVERSITY[®]

38

Word Mark - Athletics

- For sport specific word marks, please contact brandengagement@vanderbilt.edu

VANDERBILT[®]

39

VANDERBILT[®]

40

VANDERBILT[®]

41

COMMODORES[®]

42

COMMODORES[®]

43

COMMODORES[®]

44

VANDERBILT
COMMODORES[®]

45

VANDERBILT
COMMODORES[®]

46

VANDERBILT
COMMODORES[®]

47

VANDERBILT
COMMODORES[®]

48

VANDERBILT
COMMODORES[®]

49

VANDERBILT
COMMODORES[®]

50

Anchor Down Marks



51



52



53



54



55



56

ANCHOR
DOWN[®]

57

ANCHOR
DOWN[®]

58

ANCHOR
DOWN[®]

59

ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.

- Cross licensing with other marks may be permitted with an additional agreement.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.