Dominican University

Branding
Quick Guide

DOMINICAN UNIVERSITY
Where Learning Demands More

Primary Logo

DU Line Logo with Tag
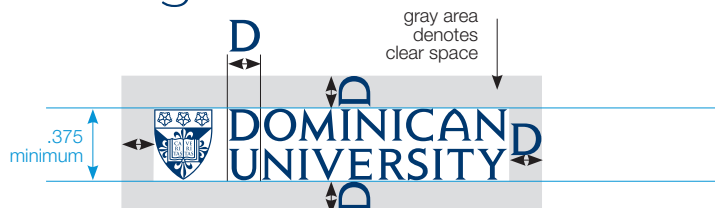
DOMINICAN UNIVERSITY
Where Learning Demands More

Secondary Logos

DU Line Logo

DOMINICAN UNIVERSITY

Du Stacked Logo

DOMINICAN
UNIVERSITY

Sizing

gray area
denotes
clear space

.375
minimum

DOMINICAN
UNIVERSITY

This example shows the minimum height.

Logo Guidelines

- Do not print the logo on colors other than white, black or blue.
- Do not surround the logo with another shape such as a box or oval.
- Logos must be reproduced from approved files available from OMC online at dom.edu/omc.
- Do not attempt to recreate the logo.
- Do not create your own custom logo by placing text or lines near the logo. New logo alternatives will be created by OMC.
- The logo can be resized—but it must be legible and in proportion (not stretched in any direction). See minimum size information at left.
- Do not create a pattern with the logo.

Logo Implementation

- Logos must be placed on a solid-color background only. For example, do not place the logo on a photo or on a pattern.
- Logos can be reversed out of a solid background. If the background is PMS 295 or black, the logo can be reversed out to white. Most importantly, the logo must be legible.

Logo Sizing

When using the logo, please follow our sizing measurments:

- Logo size must be at least .375" high (see sample at left.)
- Logo must have a clear (plain) space of no text or imagery (see gray area, at left.)

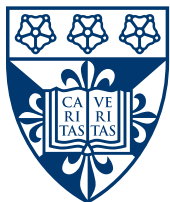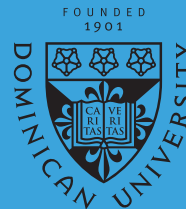# Seal Logo

The Tag Line is never to be used with the seal.

"Founded 1901" should always be used.

When the seal is the only university identification element on a primary visual space (example cover, stand alone page) it must have visual dominance either in size or position.

The seal is a very formal mark. It's use is restricted and should only be used with permission.

FOUNDED 1901
DOMINICAN UNIVERSITY

1" minimum

FOUNDED 1901
DOMINICAN UNIVERSITY

FOUNDED 1901
DOMINICAN UNIVERSITY
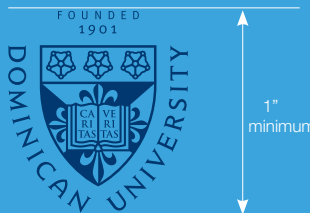
This example shows the minimum height.

Crest Logo

The Tag Line is never to be used with just the Crest.

Use only with the official Dominican University logo text (example on previous page.)

Not used by itself.

Possible Logo Colors

The logo can only be represented in the following colors:

DOMINICAN UNIVERSITY
Where Learning Demands More   PMS 295

DOMINICAN UNIVERSITY
Where Learning Demands More   Black

DOMINICAN UNIVERSITY
Where Learning Demands More   White

Brand Color Palette

The Dominican brand is maintained by a deliberately consistent use of the branding color palette. When Pantone (PMS) colors are not an option for print materials, please use the CMYK equivalents listed below to achieve the brand color. Likewise, use the RGB and HEX for Powerpoint and web presentations.

Brand Colors	Print_CMYK	Screen_RGB	Web_HEX
PMS 295	C 100 M 65 Y (0) K 45	R 31 G 60 B 108	1F3C6C
PMS142	C (0) M 27 Y 100 K (0)	R 252 G 189 B 49	FCBD31
PMS 2925	C 85 M 25 Y (0) K (0)	R 24 G 150 B 211	1896D3
Grey	C 7 M 7 Y 7 K 7	R 217 G 217 B 214	D6D6D6

Color Suggestions

Using color sets the tone of a piece. Too much dark blue and the piece will feel heavy; too little and it won't speak for the brand. Our brand colors were selected to create a visual balance. Below are some suggestions to best use the Dominican colors to support the Dominican brand.

- Text should be predominately black.

- PMS 295 blue is the Dominican primary accent color. All other colors are considered secondary accents.

- Logos have very specific color restrictions. See the section on logos.

- The light blue PMS 2925 is great for both heads and subheads.

- White reads very well against both blues.

- If your piece feels as if it is too heavy or too blue, add a little accent of yellow somewhere, say a line or a bullet. A little goes a long way.

- Yellow text is difficult to read on white. It is not recommended.

- The object of your piece is that is should be read by your audience—so make it legible.

Branding Fonts

The Dominican brand is strengthened by the regular use of standard typefaces. While there is flexibility in the use of the fonts in each font family we employ, the key to maintaining our brand is to use these fonts together in a somewhat standard way. Below are the typefaces that create the Dominican brand. (Helvetica 57 Condensed, 10/12)

ITC GARAMOND STD(18PT)_Book(14pt)

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#$%&*()(12/16)

HELVETICA NEUE LT STD(18PT)

55 Roman (14pt)
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#$%&*() (12/16)

SANCHEZ(18PT)_Regular (14pt)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#$%&*() (12/16)

Note: Any time you see a notation like this: 12/16, it denotes the size of the type used (12) and the size of the line spacing, or leading (16). (Sanchez Regular Italic, 9/11)

Below are some basic guidelines that will keep your typography clean and professional.

- Do not stretch or otherwise distort your text.

- Use only two typefaces at one time. The best combinations come from using the sans serif (Helvetica) with one of the other two typefaces. There are many fonts within the typeface family (regular, italic, bold, etc.) that will provide additional variety to your layout, but use additional fonts with restraint. Too many fonts create visual clutter.

- Establish a visual hierarchy with type on your page. Simply put, the most important text should be the largest—your headline—and a good size for a headline is 18pt. Subheads are a little smaller at 12-16pt. Body copy, contact info and other less important text should be your smallest type and remains legible between 9-12pt.

- For large amounts of copy in printed materials, Garamond is easiest to read. Use it for the body copy in large papers and booklets.

- Helvetica and Sanchez are better for reading large amounts of text on-screen. Use both for body copy as well as for heads and subheads. Limit Garamond to heads and subheads for on-screen reading, including Powerpoint presentations. Your audience will thank you for it.

- For on-screen reading, reversing text out of a dark color fatigues the eyes less than dark text on a light background. The opposite is true for reading large amounts of text in print. For print, dark text on a light ground is easiest on the eyes.

- Less text and more visuals will attract your reader better than a text-heavy piece. Less truly is more.
(Helvetica 57 Condensed, 10/12)

Font Pairings

Limiting the use of the university branding fonts is a good approach to a professional look. Below are two examples, each using 3 fonts in combination.

GARAMOND BOOK (24pt)

Helvetica 77 Bold Condensed (14pt)

Garamond Book at 10pt or 12pt is a good size for print body copy. It is easy to read in large amounts, so it is great for brochures, magazines and booklets. This type is set at 10/12.

SANCHEZ REG. (28pt)

Helvetica 77 Bold Condensed (16pt)

Helvetica 55 Roman at 12pt is a good size for web body copy. It is easy to read in large amounts, so it is great for emails, powerpoints and webpages. This type is set at 12/14.

Garamond (24pt)

Helvetica 77 Bold Condensed (14pt)

Garamond Book at 10pt and reversed out can be tricky. The serifs fill in. Be sure to use a heavy enough weight of the font to keep it legible. **This line is Garamond Bold.** (10/12)

SANCHEZ REG. (24pt)

Helvetica 77 Bold Condensed (16pt)

Helvetica 55 Roman at 12pt is a good size for web body copy. It is easy to read reversed out of a color. (12/14)