

# Style Guide

The Visual Identity of Dominican University



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# Dominican Brand Vision

## University Brand Promise

Dominican offers the best small university experience in Northern California by delivering a well-rounded education, supportive relationships and career-building experiences to students from all backgrounds, at both undergraduate and graduate levels.

## Brand Attributes

- Collaborative
- Supportive
- Dedicated
- Socially conscious
- Creative-thinking
- Community service-oriented
- Friendly, welcoming
- Open-minded
- Intimate

## Position Statements for Key Audiences

**Traditional Undergraduate Prospects:** With the Dominican Experience, you'll pursue a well-rounded education that aligns classroom with real-world experiences, giving you the confidence and knowledge to unlock your potential and shape your future.

**Undergraduate Transfer Prospects:** At Dominican, we'll help you define a path to on-time graduation that aligns your past studies with real-world experiences to prepare you for career success.

**Current Undergraduate Students:** The Dominican Experience gives you the personal attention and real-world opportunities that prepare you for college success, long-term career satisfaction and a meaningful life.

**Graduate Student Prospects:** Dominican's professional and graduate programs connect you with internships, community projects and networking opportunities throughout the Bay Area—from hospitals and bioresearch companies to public schools and art museums.

**Current Graduate Students:** The Dominican Experience gives you the personal attention and unique opportunities to deepen your studies, achieve long-term career satisfaction and lead a meaningful life.

**Current Faculty and Staff:** We're working together to ensure that every student has the support to succeed in college, academic and real-world experiences for lifelong career satisfaction, and the skills to lead a meaningful life.

**Marin County and Northern California Residents:** Dominican University is committed to serving our community by preparing college students for meaningful lives, building partnerships that benefit students and the community, and bringing cultural opportunities to Northern California.

# How To Use This Manual

## Creative Concept

With energetic colors, bold language and strong type, this concept shouts that Dominican delivers "for all." All students —undergraduate and graduate—gain meaningful connections, real-world experiences and a top-tier education.

Communication tools spotlight success stories of individuals to represent what is possible for everyone. By connecting back to the Dominican Experience, these moments of self-discovery are stamped as experiences for all.

A system of graphics outlines the Dominican Experience components. Black-and-white and color portraits on neutral backgrounds mix with environmental shots to capture both people and place.

It is important that the Dominican brand is clearly and consistently communicated in all of our marketing materials. The best way for us to do that is by following design standards, using key marketing messages, and properly displaying our visual identity in all of our print and electronic communications.

This manual will make your communications efforts easier. In it you will find standards that govern the use of Dominican's visual identity.

You will also find helpful design suggestions, recommended typefaces, color palettes, and key messages that best reflect the Dominican Experience. Following these rules will not only maintain the integrity of our identity, but also improve the attractiveness and efficacy of your communications.

If you would like assistance in developing your communications or need further instruction regarding the use or acquisition of our visual identity, we encourage you to contact the Marketing Department at 415-458-3762. Together we can show the world what distinguishes our university.

# University Primary Logo



## Placing the logo

When placing the logo in printed or electronic communications, it is important to maintain sufficient “white space” around the image so that it will stand out and be noticed. Use a space equivalent to the width of the logomark around the logo on every side whenever possible. This area should remain free of other visual elements or page trim. Logo size should be a minimum of 1” wide.

## Size and proportion

When creating print or electronic communications, please do not scan the visual identity art from printouts or other publications (such as this manual). Only use electronic files art (available from the Marketing Department at 415.482.1804). If you need to resize an electronic file, do not stretch or disproportionately adjust the file art.

## Horizontal Wordmark

The horizontal wordmark is comprised of the words “Dominican University of California” and is set in the serif typeface Weiss, which is both easy to read and distinguished in appearance. This is not a common usage and should only be used when space is an issue. Usage of this wordmark should be approved by the Marketing Department.

HORIZONTAL WORDMARK

DOMINICAN UNIVERSITY *of* CALIFORNIA

# Companion Logos

## School and Institute Companion Logos

In these companion logos, the name of the school, institute or center has been typeset under the Dominican University of California logo. The same colors, size and spacing rules that apply to the Dominican logo also apply to the companion logos. Companion logos have been created for all three schools, all departments, and a number of programs not housed in the schools.

Do not attempt to recreate these logos or try to create new logos.

## School Logos



## Logos for Programs not in Schools



## Logos for Departments housed in Schools

Departments that are housed under the three schools will have a horizontally stacked logo (example on left) to use on all assets and document. Vertically stacked department logos (example on right) that are housed in schools are only allowed to be used on merchandise.

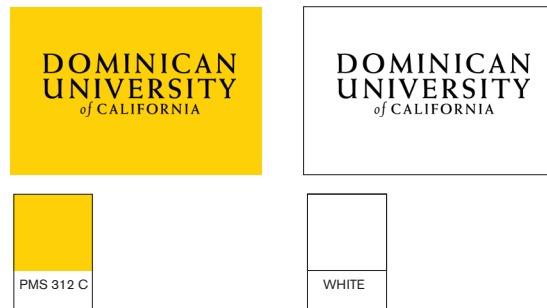


# Acceptable Uses of the Primary Dominican Logos

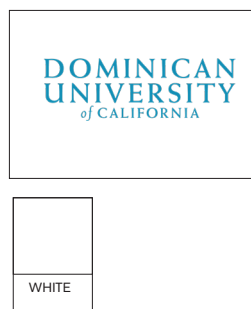
## Acceptable Background Colors used with the White, Black, and Blue LOGO



## Acceptable use of Black LOGO with Main Palette.



## Acceptable use of Blue LOGO with Main Palette.



# Unacceptable uses of the Dominican logo

## Incorrect Colors

Please refer to page 4 for complete guidelines on correct color use.



## Too Small

The logo should not appear at less than 1" wide.



## Stretched

The logo should not be stretched or distorted from its original proportions.



## Incorrect Reverse

To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult. Reverses should use the white version logo.



# The University Seal

The University seal is used on official University documents, such as diplomas and transcripts as well as on campus banners. It is primarily reserved for use by the Office of the President and can be used in association with official University events. It may not be used as a substitute for the logo. Acceptable colors include the formal palette, as well as white and metallic gold.



< recommended minimum size: 1.5"



Black



Metallic Gold  
PMS 871



Black, 20% screen

# Other Logos

To avoid confusion or brand weakness, it is recommended to remain true to the Dominican color palette and type family.



Recommended minimum size: 2"



## The Penguins

The logo of the Dominican Penguins may be used by Dominican to promote athletic events. It may also appear on uniforms, buses, walls, playing surfaces, merchandise, and other places deemed appropriate by the Athletics Department.

# Typography Print

BERTHOLD AKZIDENZ GROTESK-  
BOLD & BOLD ITALIC

**AaBbCcDdEeFf**

BERTHOLD AKZIDENZ GROTESK-  
REGULAR & REGULAR ITALIC

AaBbCcDdEeFf

BERTHOLD AKZIDENZ GROTESK-  
BOLD CONDENSED & BOLD CONDENSED ITALIC

*NOTE: Not to be used on Admissions materials)*

**AaBbCcDdEeFf**

# Typograhpy Online

ARIAL-  
BOLD & BOLD ITALIC

**AaBbCcDdEeFf**

ARIAL-  
REGULAR & REGULAR ITALIC

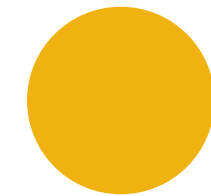
AaBbCcDdEeFf

ARIAL-  
NARROW BOLD & NARROW BOLD ITALIC

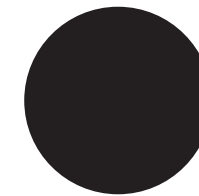
**AaBbCcDdEeFf**

# Color Palette

## Original Palette

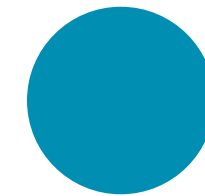


PANTONE 124  
CMYK 0 28 100 6  
RGB 123 171 0  
HEX EAAB00

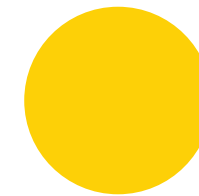


CMYK 0 0 0 100  
CMYK (SUPER BLACK) 40 30 30 100  
RGB 30 30 30  
HEX 1E1E1E

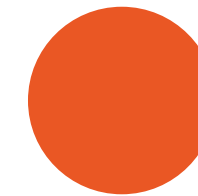
## Main Palette



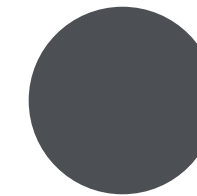
PANTONE P 119-7 U  
HEX 008EB3  
CMYK 86-27-17-0



PANTONE P 7-8 U  
HEX FFCD00  
CMYK 2, 20, 100, 0



PANTONE P 40-8 U  
HEX FF4E17  
CMYK 0-80-98-3



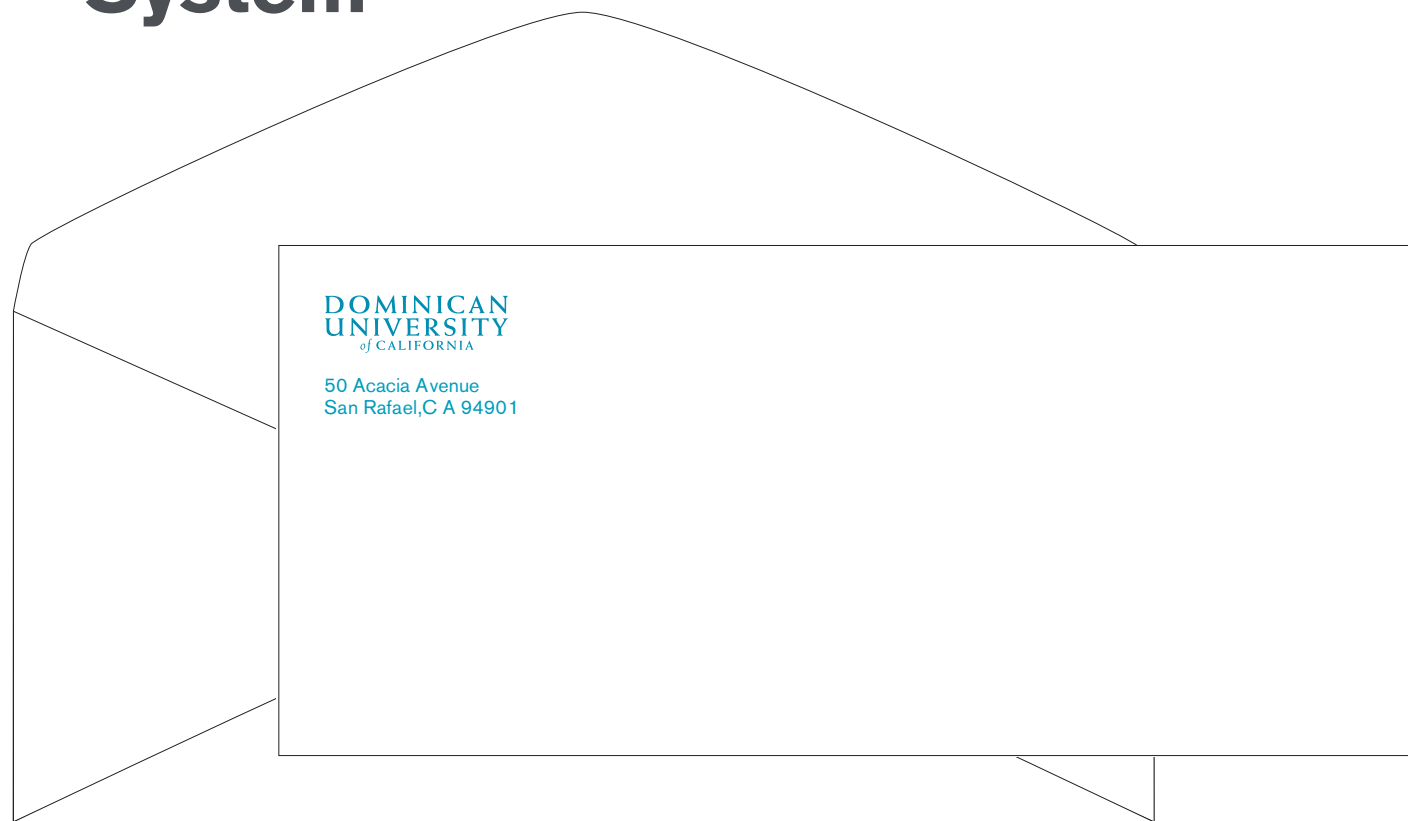
PANTONE P 173-13 U  
HEX 4B5054  
CMYK 70-60-55-25

## Color Hierarchy



# Stationery System

Dominican's stationery system includes letterhead, business cards and envelopes. Please order stationery from Business Services at 415-458-3798.



dominican.edu

## Business Cards

To maintain consistency, please do not attempt to create your own business cards.



### SIGNATURE

Your signature at the bottom should follow this order:

- Name
- Title
- Department (optional)
- School (if applicable)
- Phone
- Cell (if applicable)
- Fax (if applicable)
- E-mail



# Photographs of the Dominican Experience

## Every Picture Tells a Story

Photographs are the best tool to convey the beauty of the Dominican campus and our dynamic and diverse student body.



# Layouts for Marketing Materials: The Basics

## Flyers

Two color title

.25" rule

Left justified

Headers match title block color

Brief, succinct copy

White gradient feather between photo and text

Gorgeous photo of students or campus

Make sure the logo pops!

**Exploration in Education**

**Friday, May 4, 2018**  
10:15 a.m.–2:00 p.m.

**Guzman Hall Conference Room**  
Dominican Campus  
50 Acacia Ave.  
San Rafael, CA  
*12 miles north of San Francisco*

Interested in becoming an elementary school teacher? Join us to learn how to transfer into Dominican University's Liberal Studies/Teacher Preparation program. Connect with program faculty and current students. There will be advising and admissions presentations, a student panel with Liberal Studies/Teacher Preparation transfer students, and an optional campus tour. Lunch will be served.

**RSVP**  
[admissions.dominican.edu/register/teach](http://admissions.dominican.edu/register/teach)

**Questions**  
Contact Jessica Quintana at 415-485-3245 or [jessica.quintana@dominican.edu](mailto:jessica.quintana@dominican.edu)

DOMINICAN UNIVERSITY of CALIFORNIA

## Postcards

Logo and text should align

DOMINICAN UNIVERSITY of CALIFORNIA

**Join Your New Dominican Classmates for an Amazing Day of Exploration and Fun!**

**Admitted Student Open House**

Join Us in Person on Campus: April 8 & April 22

DOMINICAN  
UNIVERSITY  
*of* CALIFORNIA

[dominican.edu](http://dominican.edu)