
DOMINICAN UNIVERSITY
2020 Branding
Guidelines

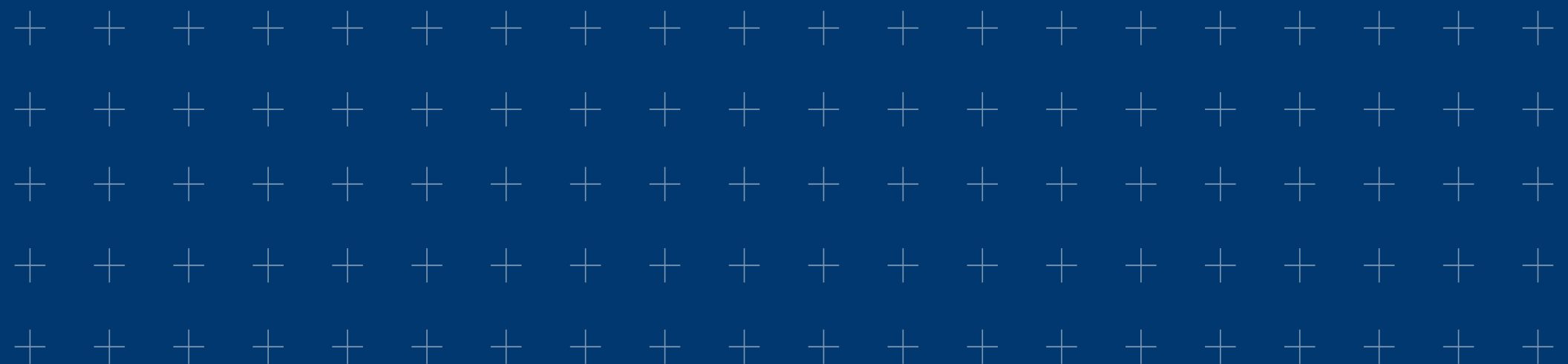




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Narrative and Messaging



Introduction

A brand is not just a graphic or a logo; it's an emotion, a response. It's a distinct promise made to our community and constituents. Dominican's brand conveys a sense of the university's mission, character and style to the greater public. When used consistently and cohesively, Dominican's colors, typefaces, photos, messaging and other elements reinforce a distinctive image and depict a strong, unified institution. The Dominican brand starts with you. It's your stories. Your bold ideas. Your enthusiasm for what this university can do, together. Use these best practices, templates, tools and guidelines to incorporate the brand into your work.

Brand Identity

Dominican University is a diverse, relationship-centered community rooted in a vibrant liberal arts and sciences education, offering rigorous, integrative and innovative undergraduate, graduate and professional programs.

At the heart of the university is its Dominican Catholic tradition, grounded in the compatibility of faith and reason, that affirms the dignity of the human person and concern for the common good. The university's curricula, research and campus life demonstrate a commitment to ethics, community service, social justice and global citizenship. Dominican University educates one student at a time in the company of others, engaging a multiplicity of cultural, religious and secular worldviews, transforming students, faculty and staff into agents of positive change.



Brand Positioning

TIP

While our positioning statement is meant to be an internal element, keep it in the back of your mind when you're crafting communications. Ask: Does this copy reflect and reinforce our positioning?

Our positioning statement represents the impression we want to create among our audiences. It's how we want them to think about us, especially in comparison to our peers.

It answers four key questions:

Who are we? | **What do we deliver?** | **How do we deliver it?** | **Why does it matter?**

Who:

We're a diverse, ambitious and deeply engaged community...

What:

that empowers each person to develop the vision and drive to find and advance in a lifetime of meaningful work...

How:

through a balance of academic rigor and radical support...

Why:

because of our commitment to Dominican Catholic values.

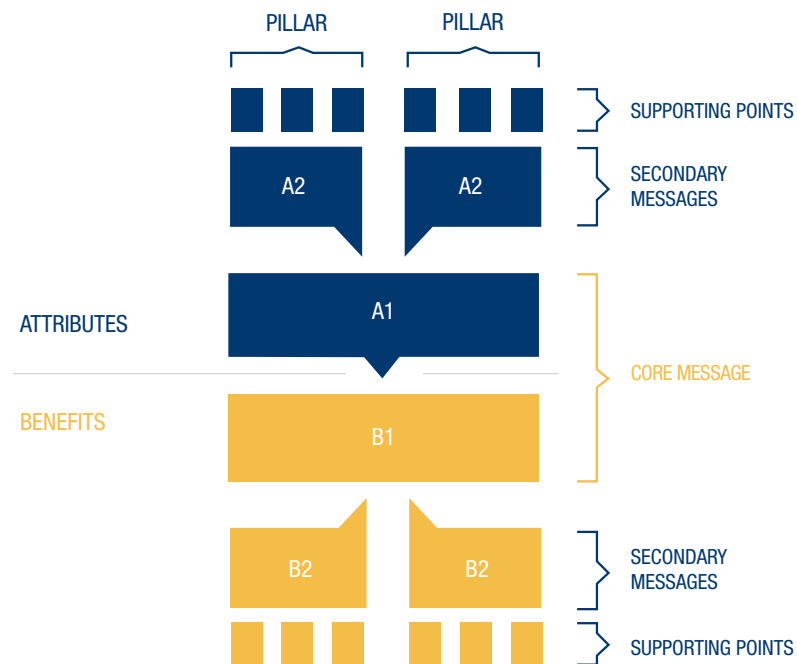


Brand Architecture

To translate our positioning into an articulate story, we organize our key ideas into a hierarchy to help us consistently tell our brand story in a way that's unique and compelling. Each point supports the next, and they all tie directly back to the core value proposition. Our key messages are supported in their hierarchy through attributes and benefits that allow us to further customize our message with proof points. The best way to visualize this is a message map.

The map itself has several layers, each with an increasing amount of detail.

- + **Value proposition** (our core message: high-level and differentiating)
- + **Secondary messages** (our secondary attributes and benefits)
- + **Supporting points:** specific ways that we deliver on our secondary messages (these are flexible and will evolve over time)



PRINTABLE MESSAGE MAP

Need a printable version of our message map for everyday reference? Visit **MyDU > Resources > Office of Marketing and Communications** to download a copy.



Core Message:

Value Proposition

The most concise way to articulate who we are and what we stand for

Secondary messages:

Brand Pillars

The pillars organize the ideas in the map under three main topics: academics, community and culture, and impact. These three pillars guide how we talk about what we offer our audiences, what differentiates us from our peers, and who our community is

What We Offer:

Attributes

Attributes are what we offer to our audiences. These include the programs, services, research opportunities and unique offers that we bring to the table

What They Get:

Benefits

Benefits are what our audiences get. They're the value of the attributes that we offer. They're the answer to the question "so what?" or "why do they care?"



Message Map + Proof Points

Dominican's message map gives you the framework and tools to effectively communicate the Dominican story. The following pages detail the attributes and benefits of each core message in the map in a more legible form. These talking points are a great place to start when you're crafting any communication on behalf of the university. We've included certain messages that are more important to undergraduate and graduate audiences, knowing that we need variations for each of those groups. The full message map is available for download on MyDU.

CORE VALUE PROPOSITION

At Dominican University, our Dominican Catholic tradition grounds, guides and anchors all we do so that every student develops the personal drive and vision to succeed in a lifetime of meaningful work.

Message Map

▶ **Academics**

ATTRIBUTES

- + No. 11 Best Regional University (*U.S. News*)
- + No. 14 for Undergraduate Teaching (*U.S. News*)
- + A challenging liberal arts curriculum paired with career-focused programs (undergrad)
- + Specialized programs offered on your terms, including evening and online classes (grad)
- + Faculty mentors focused on personalized teaching
- + Faculty advisors dedicated to student success (undergrad)
- + A safe location in Chicago's suburbs, with close proximity to all of Chicago's resources
- + Professional opportunities in Chicago through partnerships with leading businesses and organizations
- + Unmatched opportunities for student involvement in research and experiential learning

▶ **We offer a rigorous academic experience paired with radical support, so that every student develops leadership in their professions.**

BENEFITS

- Hands-on, practical experience through internships and research opportunities
- Prepared from day one with transferable skills and knowledge
- Career advancement
- A sense of stability and financial security
- Career coaching and mentorship, leading to job placements and networking opportunities
- Connections to the opportunities that a large city provides for professional experience and exploration
- The flexibility to pursue your education in a way that fits your life and schedule (grad)



Message Map

Community and Culture

ATTRIBUTES

- + Dedicated resources and guidance for everyone, including first-generation, immigrant, graduate and commuter students
- + An intentionally small, beautiful campus
- + A commitment to creating a more inclusive environment
- + Dedication to the pursuit of truth and seeing value in individual identities
- + Embracing each person's unique journey with faith
- + An approach that's truly relationship centered, with students, faculty and staff who form deep, lasting relationships with one another

We are a close community that makes space for every voice so that every student develops the confidence to succeed.

BENEFITS

- Feeling seen, heard and valued as an individual
- Feeling comprehensively cared for
- Support through close, personal relationships and friendships
- The freedom to explore and question; an insatiable desire to know, to question, to seek truth
- Finding a deep understanding of who you are and what matters to you
- Feeling secure in affording a quality education

Impact

ATTRIBUTES

- + No. 1 best value in Illinois (U.S. News)
- + No. 1 for social mobility in the Midwest (U.S. News)
- + Designation as a Hispanic-Serving Institution
- + A rich history with the Sinsinawa Dominican Sisters, who fought for civil rights and continue to advocate for the dignity of every person
- + Ensuring that an affordable education is within reach through scholarships and financial aid (undergrad)
- + A commitment to social justice that permeates the culture and the academic experience

We are a pioneer in expanding access and equity with the drive to change the future so that every student develops the vision to shape a better world.

BENEFITS

- The ability to identify where change is needed and take action
- A passion for fostering inclusive communities
- A multi-faceted understanding of the world and one's place in it
- The knowledge, experience and tools to improve communities
- A sense of empathy and compassion for every person



How to use the message map

TIP:

Try using the message map to determine the best angle for crafting a story. Look for an opportunity to frame the story through the lens of one of the secondary message points.

Our message map is a hierarchy for selecting messages, but it's not the starting point for crafting content. To get the most out of the map, follow these four steps.

Determine your audience and objective. Figure out who you're talking to before you decide what to say. People won't care what you have to say, unless you say what they care to hear.

Determine the attribute. Consult the message map to align your topic with specific attributes. When possible, connect supporting points with a secondary message to strengthen your copy.

Determine the benefit. Once you've established that your topic links to a brand attribute, you need to identify the benefit. *(Note: In most cases, your audience cares more about the benefit than the attribute.)*

Craft your message. You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit—that's what you need to get across first. Any supporting benefits should act as talking points, complemented by the attributes of the topic you are promoting.



Brand Essence + Unique Selling Proposition

When we boil down our core messages into a succinct thought, we reach the center of Dominican. **Our brand essence is a one-word summary of our impact.** Based on our core messages, our brand essence can be defined as **empower**. We empower students from all backgrounds to reach their full potential and achieve a lifetime of meaning.

Our Unique Selling Proposition, also known as the USP, is a powerful way to position and guide our brand—how to really differentiate ourselves, based on what we already know about our positioning and our brand essence:

Bold Vision. Boundless Impact.

It's a more outward-facing expression of our core value proposition and it serves as a guide for all external communication. Short, sweet and relevant for multiple audiences and campaigns – it is the framework from which we develop our creative platform and compelling content.

A history of defying convention, leading by example, and radically serving the needs of generations of students and our region defines our “bold” vision. We relentlessly search for meaning, knowledge, discovery and a deeper understanding of the human condition. The drive to go—in our founder’s words—where the work is great and difficult is what makes that vision boundless and transformational. We don’t shy away from the world’s greatest challenges; we seek them out.

HOW CAN I USE THE USP?

Use it as a headline or as inspiration in developing one that resonates and embodies our legacy. Use it as another guidepost when creating content.



ARTICULATING KEY IDEAS

Let's put it all together. How do you translate the message map into useable copy? It could sound something like:



	The new approach	How it could sound
Liberal arts and the academic tradition	It's important to emphasize that the liberal arts serve as a core foundation, preparing students for success, no matter their path. This approach, paired with our standout programs, makes for an unparalleled education.	At Dominican, we believe you should be ready for anything. Our liberal arts core prepares you to think critically and question everything. You'll learn to investigate the intersections between academic disciplines and across career paths — skills that will help you no matter what you do next.
Catholic Identity	Since “Catholic” as a term can be misunderstood, it should be paired with “Dominican” to create context.	Our Dominican Catholic tradition informs all we do, whether it's our deep commitment to social justice or our excellent academic curriculum.
Diversity	Diversity isn't something we can tell as much as show. Let's put the emphasis more on inclusion, while still being clear and proud about our HSI designation.	At Dominican, every voice matters. We ensure that our students feel welcome and valued, and we're especially proud of our designation as a Hispanic-Serving Institution.
Affordability	Cost should not be the lead message, but it should rather support the larger story, or be the focus of its own piece.	Keeping tuition affordable is just another example of how we live out our mission. We believe finances shouldn't stand in the way of helping you find your purpose.



Messaging Tips

Know your audience. There's a world of difference between a transfer student and an alumnus, and what's important to an international student is different still. Write to your reader's experience and expectations, and your story will resonate more strongly.

Say one thing well. People are busy. Attention spans are short (and getting shorter). Determine your one essential message, and stick to it. Mixed messages are rarely effective.

Make it about them. Use the second-person "you" and "your" to engage and motivate the reader. Our message map defines us, but every piece you create is about the reader.

Make headlines count. An effective headline is as much an invitation as it is a declaration. It makes an undeniable appeal to the reader that goes far beyond labeling the content it precedes.

Make data matter. Statistics, rankings and rates of success aren't the story; they exist to help make your case to the reader. The numbers can add to your message, but they'll never take its place.

Speak to one person at a time. Imagine you're writing a letter to a friend or a loved one. It will naturally focus your message, and keep you honest in every sense.

Make copy sing. Play off your headline, get to the point, support it well, and finish strong. The goal is to get your reader all the way to the end. Reward them for their time.

Avoid clichés and jargon. Let's make our readers feel welcome in meaningful ways, not with easy phrases they could find in the materials of a dozen other colleges. Our language should feel genuine, true to our experience, and clear and inviting to the reader. Especially when we're talking to prospective students, our voice must be approachable and not overly formal.

Voice & Tone



Personality

TIP:

When you're writing, ask yourself, is this something that a person with these traits would say?

Dominican's vibrant community is both relatable and ambitious. We work together to glean insight and inspiration. Embracing our differences to tap in to newer, better ideas and outcomes to accomplish the unimaginable.

tone

The tone of both headlines and body copy should reflect this curious and committed approach to hard work and collaboration. Our words should open minds to new ideas and inspire our audiences to think and act for the greater good. As a result, our voice is friendly while maintaining sophistication representative of the quality and rigor found within our walls. We are not shy about expressing what we value and what we believe. We are helpful, supportive and welcoming. We are a tight-knit community, drawn to other views outside our own. We are proud.

PERSONALITY

Personality humanizes the Dominican brand. It's a lens through which we can write copy, ensuring that everything sounds uniquely like us.

AT DOMINICAN, WE ARE:

Visionary

We continually reimagine what the world could look like through the lens of social justice, compassion and equity.

Tenacious

We take bold action in order to generate change.

Supportive

We build up one another through deep relationships and mentorship.

Joyful

We find great happiness in aligning our strengths with the world's needs.

Inquisitive

We seek out the truth in all things and refuse to shy away from hard questions.

Inclusive

We hold space for every voice and respect the dignity of all human experiences.



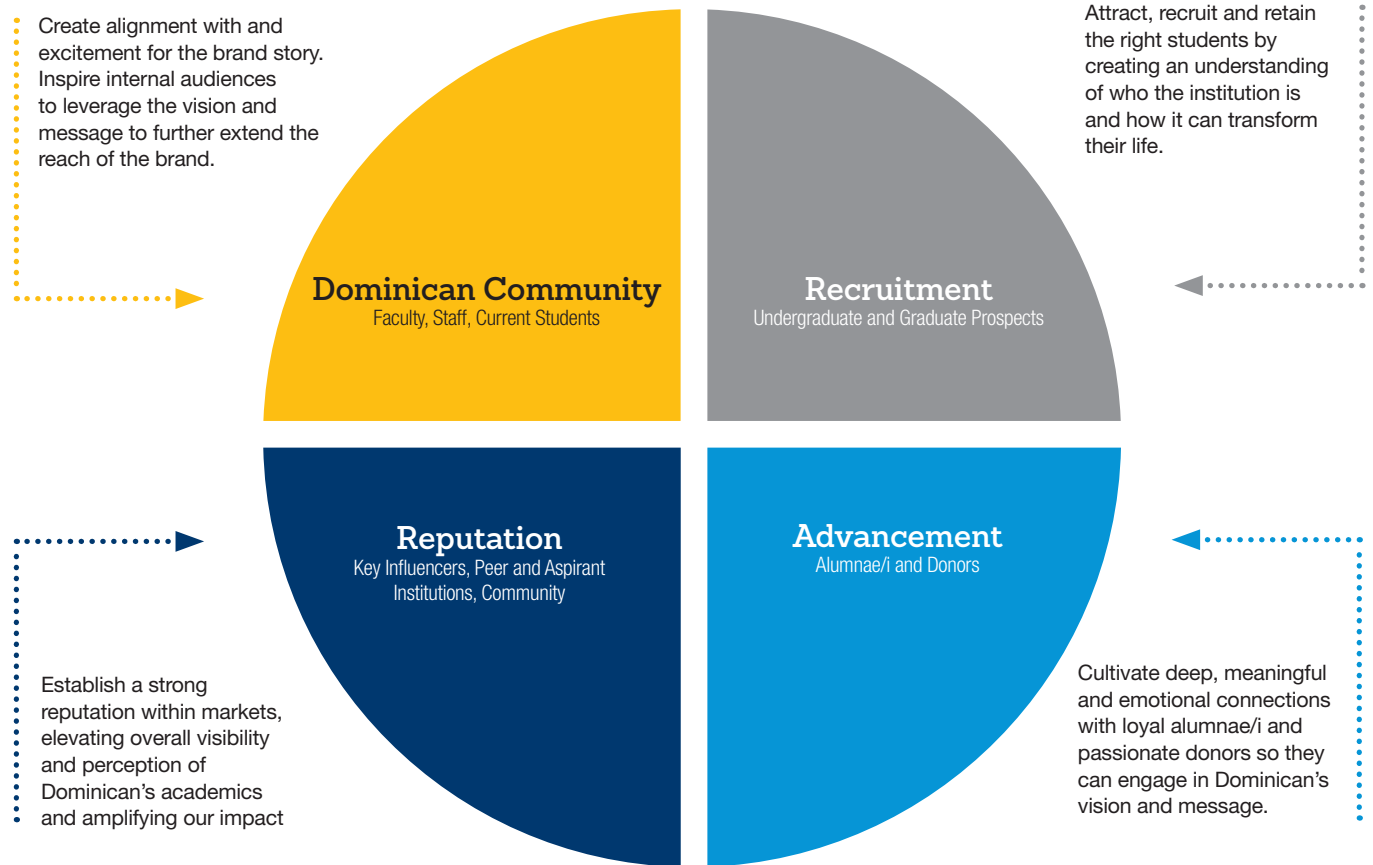
Our Audiences

To create communications that resonate, we must first identify the audience and the goal we're seeking to achieve. We identified our varied audiences and the key objectives for each.

ASK YOURSELF:

Does my message achieve the outlined goals of my audience? The answer should always be a resounding 'yes.' If you have doubt, head back to the drawing board.







Creative Platform

Our creative platform is the emotional translation of our core value proposition. It's the activation of our message map—the outward expression that guides all communications. To break through the clutter of Chicago's crowded marketplace, our creative platform must be bold and differentiating while remaining authentic.

Our creative platform was developed as the result of extensive research and vetting, involving over 100 stakeholders from the Dominican community, including current and prospective undergraduate and graduate students, faculty and staff. As a result, the concept is broad enough to encompass many messages and ideas while connecting each unique area of Dominican to a central theme. **It's important to note this is not a university tagline, but rather a campaign, intended to be used for 2-4 years.**

GO FIRST

Dominican University was founded by visionaries, pioneers, leaders who weren't afraid to blaze their own trail. Chart their own way. They found their cause in education and passionately pursued it despite the near endless obstacles that came their way. That is the legacy that continues to fuel our mission today. We are Dominican, and we—go first.

The creative platform consciously embodies Dominican's history of fearlessness. It celebrates the trailblazing spirit that formed our institution, as the first sisters and Fr. Samuel Mazzuchelli came here with a vision to create a better world through education, and continues to fuel our mission today. It speaks specifically to our support of social mobility and to our first-generation student body who are forging futures with courage and fierce determination.

Most importantly, the creative platform is designed to place our students at the center of our brand, highlighting both their grit and their boundless impact. They include our current students and alumnae/i, who are blazing trails in their fields; our undergraduate students who we know have a deep desire as a generation to change the world; our graduate students, who may be looking for new ways to lead in their current field; and our adult students, who are finding the courage to step out on a new path as career changers. **Go First** provides a lens to highlight the ways the Dominican community is leading the way with a drive to change the future.

EXTENSIONS

Recognizing that Go First innately speaks to a younger audience, we expanded the creative platform to include the next phase our students embark on. Once they have found their calling and charted their own course, they're prepared to Go Forward —Fearlessly and make the world a better place. This creative platform extension should be used for more mature audiences, including alumnae/i, donors and external influencers.



Creative Platform Proof Points

Fr. Samuel Mazzuchelli: Visionary and Early Equal Rights Activist

A believer that all humans are created equal, our visionary founder saw the potential of training women in science, mathematics and the humanities. When women were generally excluded from being thought leaders, Mazzuchelli placed women in positions where they would exercise their potential to change the world.

1901: First to See Women's Education as a Way to Lift Whole Communities

At its founding, Rosary was one of the first colleges to educate women.

1925: First to Go Global

One of the first colleges in the United States to offer study abroad.

1930: First in an Influential Field

Dominican takes a major step forward in becoming a national leader in the field of library and information science with the accreditation of its undergraduate program by the American Library Association.

1960s: One of the First on the Civil Rights Frontlines

Dominican sisters were among the first allies to join the Civil Rights struggle.

1970: First in Expanding Business Education

First MBA degree to be offered by a college (rather than a university) in the Chicago area.

First in Diversity, Equity and Justice

As one of the first federally designated Hispanic-Serving Institutions, Dominican serves as a model for other emerging HSIs.

First in the Family

50% of our students are first-generation college students.

First in Rankings

Ranked No. 1 for social mobility and the No. 1 Best Value in Illinois by *U.S. News*.

Firsts in the Health Sciences

Among the first to acquire the most leading-edge teaching technologies, such as the nursing simulation labs and the most advanced virtual dissection table on the market.

Developing Trailblazers Who Go First

One of the first black women hired as a photographer at The New York Times, Michelle Agins; the first woman and person of color to serve as superintendent of the Illinois State Board of Education, Carman Ayala, and the list goes on.



How to Use the Creative Platform

DO:

- + **Use it as a filter to select stories about students, faculty and alumni.** These stories are the best way to illustrate our platform. Choose stories that illustrate “going first,” whether that’s a powerful outcome, unexpected collaboration or impactful research.
- + **Use it as the lens through which you craft your messaging.** Think of new ways to convey going first. Explore various words and sentence structures. Be bold.
- + **Use it in your visual choices as well.** Opt for student-focused imagery. Use design to tell a story. Incorporate graphic elements to provide additional symbolism.
- + **Use it as a gut check.** Does what you’re creating express the creative platform? Is this what someone who goes first would say?

DO NOT:

- + Combine Go First with the logo. **It is not an official tagline.**
- + **Use it alone.** It should always be included with supporting copy.
- + **Rely on Go First as a repeated headline structure.** Experiment with new ways to convey the same sentiment.

NEED INSPIRATION?

Check out the 'Articulating Key Ideas' section on the next spread to see how our creative platform could sound in action.



Our Narrative

Our narrative is a simple articulation of the Dominican brand. It is not a script or an elevator speech, but a guide to inspire brand storytelling. You can think of this as our manifesto – it should be a guiding document as you develop messaging. Copy from the narrative can be adopted for the specific information you need to convey, or just used to ensure that you’ve captured the proper voice.

In every great endeavor someone must go first.

It takes tenacity, to pursue the thing that scares you most. Vision. Courage.

We know because we’ve stood there. On the frontlines of great movements. Expanding access to education. Guiding generations of students to find their **true calling**. Relentlessly pursuing our founders’ vision of a world of compassion and justice.

That spirit lives on in all of us. It’s the fire that **ignites change** and fuels us forward.

Driven by the Dominican Catholic principles of love and truth, we go where the work is great and difficult. Where it matters most. With an **infectious curiosity** to keep digging for answers. Defying convention, negativity, and the odds.

When others turn away, **we go first**.

Here, we believe in bold thinking. In pushing the boundaries and **challenging the status quo**. Because we know true learning happens in astonishing places.

We hold space for **every voice**. We meet as friends, to challenge one another. Sometimes we disagree. But we see our differences as a source of strength.

Here, we don’t just encourage, **we empower**.

Because we go furthest, when we go together. Professors become partners, collaborators, trusted mentors. And **a community of supporters** stand at the ready to cheer you on, to clear hurdles, to guide you. Even when that means finding a way to change directions.

We stand side by side to tear down barriers, and build up communities. To discover breakthroughs and blaze new trails. **To accomplish the impossible**.

We are Dominican. We Go First.





Articulating Key Ideas

What's the best way to turn the creative platform into compelling copy? *Creativity*. Think outside the box. Be bold. Channel your inner trailblazer. Tell our students' stories. Take a look at some examples:

Transforming the face(s) of higher education

Finances shouldn't stand in the way of helping students find their purpose. That's one reason *U.S. News* ranks Dominican No. 1 in the Midwest in ensuring the social mobility of our graduates. Driven by the Dominican Catholic principles of love and truth, we're on a mission to make the world more just by empowering our students to find their true calling – and use it to transform the world.

Where mission meets impact

Now more than ever, the world needs ethical leaders. At Dominican, we don't shy away from the challenge. Driven by the Dominican Catholic principles of love and truth, we go where the work is great and difficult. Where it matters most. Expanding access to education. Guiding generations of students to find their true calling. Relentlessly pursuing our founders' vision of a world of compassion and justice. To accomplish the impossible. **We are Dominican. And we, go first.**

Policy Maker. Barrier Breaker.

At Dominican, Berto Aguayo left behind a troubled past on Chicago's South Side. He was the first in his family to attend college. He blazed a trail on campus as the president of Dominican's Student Government Association and interned with the Illinois Coalition for Immigrant and Refugee Rights and the U.S. Senate. And he graduated summa cum laude in political science and economics. He could have gone anywhere. Inspired by the Dominican ethos, he chose to return to make his neighborhood a better place, working as a community activist and a leadership trainer with the Obama Foundation, and serving as Latino outreach coordinator for Chicago Mayor Lori Lightfoot's campaign.

OUR STUDENTS MAKE OUR JOB EASIER

We have the advantage of having students who value hard work, believe in a code of ethics and have incredibly high ambitions. They represent the vision that our founder foresaw: ordinary people with an extraordinary sense of purpose doing great things. They are our lifeblood. They are the focus of everything we do.

If in doubt, find a student or alumnus who embodies going first and let their story showcase the creative platform.

Visual Identity Standards



Visual Identity Standards

The visual aspects of our brand include the colors, fonts and graphic elements we use. Together, they tell our brand story and express our personality. The pages in this section provide guidelines for each. Wondering how to combine the visual elements of our brand in a successful way? Check the resources section to find branded templates that eliminate the guesswork.

Our Palette

Beyond our logo, color is the most recognizable aspect of our brand identity. Our brand colors reflect the elegance of Dominican while also reflecting our bold, diverse community. One of the most effective ways to maintain the Dominican brand is through a consistent use of the branding color palette. Adhering to these color guidelines will result in visually powerful communications that are instantly recognizable as Dominican's.

Our palette relies heavily on a deep, elegant shade of blue and its tints, which can be used in specific monochrome applications. By using a range of tones, we add flexibility without sacrificing the recognition of our core brand color. Dominican Blue should be prominent in all communications from the university. This is one of the easiest ways to identify your unit's affiliation with the institution—a key to establishing strong brand recognition within the market.

A warm bright yellow and cyan round out our color palette. They complement our blue and are used to energize the message and to give interest to the page. Each can be used in a variety of percentage tints for added flexibility.

Metallic Gold

When a formal elegance is desired and budget allows, metallic ink may be used. Pantone® 10123C (a premium metallic) is preferred, but 871C is acceptable if 10123C is unavailable. When using metallic foils, the closest available match to PMS 10123C should be selected.

WHAT IS BRAND EQUITY AND WHY IS IT IMPORTANT?

On average, **5 to 7 impressions are necessary before someone will remember your brand**—but only if the experience of your brand is consistent. One of the world's largest sportswear companies uses a swoosh for its logo. Just by description you know it is Nike, right?

We associate Nike with their logo because of consistency. They use that signature swoosh on every piece of clothing they produce. When people associate your mark with your product, that is brand equity. And consistency builds that equity. To build loyalty and recognition among our audiences for Dominican, we all need to present the same message. Let's be like Nike—just do it.






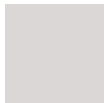
WHY IS CONSISTENT COLOR IMPORTANT?

Color is the most powerful way to create a recognizable brand. The Coca Cola logo would look very strange to us if we suddenly saw it in blue. Would we even trust that it was truly a Coca Cola product? That's why they only use one particular red for their brand and it hasn't changed in decades.

Our Dominican brand is likewise maintained by a conscientiously consistent use of our branding color palette. Consistency builds brand equity, recognition and trust. It also shows that, as an institution, we understand the value of proper branding and how to build and maintain that brand. It gives us credibility and legitimacy in addition to a recognizable identity unique to us.

Colors

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 Guidelines

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.

- + **All pieces should include Dominican blue and yellow as the predominant colors.**
- + Body copy should be **100%-80% black or, occasionally, blue**. Use yellow and cyan for emphasis only.
- + Colors outside the brand are not allowed.
- + 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. **CAUTION: A little goes a long way.**
- + Yellow text is extremely difficult to read on white. It is not recommended. The objective of your piece is that it should be read by your audience—so make it legible.

BLACK AND GREY

Black and grey are neutral colors that can be used with our other three branding colors in a variety of tints and shades. The primary directive for using grey is legibility. **Text must always be legible.** It is meant to be read. So legibility is key.

To provide visual consistency and make our logo pop, add a yellow bar to the bottom of your piece as an anchor, with our logo centered at the bottom. Be sure to adhere to the margins and clear space guidelines later in this section.



SERIF VS SANS SERIF

Typically, both serif and sans serif (without a serif) are great to use for heads and subheads. The tricky decision is the body copy and large amounts of text.

For print, those serifs were designed to mitigate strain on the eyes when reading large amounts of text. So, for large amounts of text in a printed piece, use a serified font. Garamond is the easiest on the eyes of the two serified fonts in our brand.

The opposite is true for online reading. Helvetica is easier to read because the serifs virtually disappear due to the pixelated nature of displays. So use Helvetica for small sized text and for large amounts of body copy when designing for good legibility on the web.

Typography

Communications from the university are most effective when the words are consistent in both content and appearance. Typography is a powerful brand tool that allows us to add visual meaning to what is communicated. Our brand fonts are unique and embody the essence of our brand identity. 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 standardized way. Below are the typefaces that create the Dominican brand.

Primary Typeface

Helvetica is the university’s primary typeface. It’s a clean, modern sans-serif typeface that works well for display copy, body text and everything between.

HELVETICA NEUE LT STD (18PT) 55 Roman

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

Secondary Typefaces

If a serif typeface is needed, Sanchez is preferred for enrollment or current student communications. Garamond can be used for more formal occasions or mature audiences such as our alumnae/i, donors or community influencers.

SANCHEZ (18PT)_Regular Regular (14pt)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#\$\$%&*() (12/14)

ITC GARAMOND STD (18PT)_Book

Book (14pt)
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#\$\$%&*() (12/14)



Typography Guidelines

- + **Do not stretch or otherwise distort your text**
- + **Text should read left to right horizontally.** Avoid the use of vertical text — it is not conducive to proper legibility.
- + **Use only two typefaces at one time.** Too many fonts create visual clutter. The best combinations come from using the sans serif (Helvetica) with one of the secondary typefaces. There are many fonts within the typeface family (regular, italic, bold, etc.) that will provide additional variety to your layout.
- + **Establish a visual hierarchy with type** on your page. Simply put, the most important text—your headline—should be the largest 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.
- + **As a general rule** 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.**
- + **White space is your friend.** By incorporating plenty of white space, we ensure that our communications feel clean and modern. This guideline also helps us to be mindful of content length and draws attention to the content that's there.
- + **Ensure your text has breathing room.** Margins should be at least .5", so your text has plenty of room from the edge of the piece. As a general rule, if you have the white space, use it.

HOW TO CREATE VISUAL HIERARCHY

Hierarchy simply means directing the eye of the viewer through color, size and other design layout tools. Good use of white space also helps with page hierarchy. Generally, large elements grab attention, especially if a generous amount of space surrounds them. Contrast is also great at drawing our eye. Our bright yellow contrasts beautifully with our deep blue, which is perfect for directing viewer attention. The new brand campaign makes good use of our advantageous color combination.



Photography

There's no better way to tell the Dominican story than through photos and visual assets of our own campus and community. Our photography style reflects and reinforces our brand positioning, portraying Dominican and our community through dramatic, authentic moments.

Our images should include:

- + A person or people in a unique moment
- + A strong sense of light
- + Interesting compositions
- + Strong use of negative space
- + A sense of place

Visit our **Flickr** account for a selection of photographs or contact marcomm@dom.edu to request a specific image.





The Logos

Our logo is the most important and recognizable element of our brand's identity. It is a graphic symbol that represents our organization to the outside world and acts as an identifying and unifying mark. The logo is composed of two main elements: the Dominican shield symbol and the university logotype.

The primary logo is the preferred mark to use on all communications. The line logo, both with the crest and without, may be better suited to certain horizontal spaces. The stacked logo without the crest is also appropriate when space is a constraint. Institutional logos should not be altered or redrawn, and additional words or graphic elements should never be added.

Primary logo



Stacked logo with crest

Secondary logos



Single line logo with crest

DOMINICAN UNIVERSITY

Single line logo

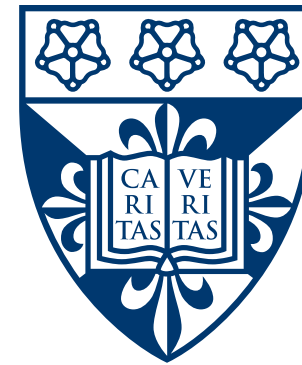
**DOMINICAN
UNIVERSITY**

Stacked logo

Retired logos

With the launch of a new creative platform, we have retired the **Where Learning Demands More** tagline. If you still have stationary or pieces with this logo on it, you may continue to use them. But, when it's time to reorder, please shift to the primary logo as outlined here.





Restricted-use logos

Seal logo

The seal is a formal mark. Its use is restricted and should only be used with permission from the Office of Marketing & Communications. “Founded 1901” should always be used. The seal logo may not be cut off or abstracted on the page to obscure the legibility of the university’s name or its founding date. When the seal is the only university identification element on a primary visual space it must have visual dominance either in size or position.

Crest logo

The Dominican Crest should never be used alone as an identifier for the university. It should only be used as a graphic element when the official Dominican University logo text is included. The crest may be rotated as a graphic element but should not be cropped in a way that makes the *Caritas Veritas* text unreadable.



Approved Logos

Formal logotypes are available at the school and division level. We do not brand at the program or unit level. Programs or units should brand up to their related school/college or administrative office. The below approved logos are available in Dominican blue, white or black. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

Approved academic logos



DOMINICAN UNIVERSITY
Borra College of Health Sciences



DOMINICAN UNIVERSITY
School of Education



DOMINICAN UNIVERSITY
Brennan School of Business



DOMINICAN UNIVERSITY
School of Information Studies



DOMINICAN UNIVERSITY
College of Applied Social Sciences



DOMINICAN UNIVERSITY
School of Social Work



DOMINICAN UNIVERSITY
Rosary College of Arts & Sciences



DOMINICAN UNIVERSITY
Elizabeth T. MacNeil School of Nursing

WHERE CAN I FIND MY LOGO?

Download your approved logo at **MyDU > Resources > Office of Marketing and Communications > Logo Downloads.**



VISUAL IDENTITY STANDARDS

Approved administrative logos

-  DOMINICAN UNIVERSITY
Office of Alumnae/i Relations
-  DOMINICAN UNIVERSITY
Office of Diversity, Equity & Inclusion
-  DOMINICAN UNIVERSITY
Office of Enrollment Management and Marketing
-  DOMINICAN UNIVERSITY
Office of Student Involvement
-  DOMINICAN UNIVERSITY
Office of the President
-  DOMINICAN UNIVERSITY
Office of the Provost
-  DOMINICAN UNIVERSITY
Office of University Advancement
-  DOMINICAN UNIVERSITY
Office of the Registrar
-  DOMINICAN UNIVERSITY
Student Success & Engagement
-  DOMINICAN UNIVERSITY
Stars Connect: Student Enrollment Services

Approved center logos

-  DOMINICAN UNIVERSITY
Academic Enrichment Center
-  DOMINICAN UNIVERSITY
Renne A. and Pier C. Borra Center for
Teaching and Learning Excellence
-  DOMINICAN UNIVERSITY
Butler Children's Literature Center
-  DOMINICAN UNIVERSITY
O'Connor Art Gallery
-  DOMINICAN UNIVERSITY
McGreal Center for Dominican Historical Studies
-  DOMINICAN UNIVERSITY
Performing Arts Center
-  DOMINICAN UNIVERSITY
Goedert Center for Early Childhood Education
-  DOMINICAN UNIVERSITY
Rebecca Crown Library
-  DOMINICAN UNIVERSITY
St. Catherine of Siena Center



Logo Usage Guidelines

- + **Do not print the logo on colors other than our brand colors.** Even for instances where a special palette has been approved, the logo should always remain in these core colors.
- + **Do not surround the logo with another shape** such as a box or oval.
- + **Do not add a drop shadow** or any other effect to the logo.
- + **Logos must be reproduced from approved files** available from OMC.
- + **Do not attempt to recreate the logo.**
- + **Do not create your own custom logo** or place text or lines near the logo. New logo alternatives may only 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 right.
- + **Do not create a pattern with the logo.** Except in the case of a step and repeat photo backdrop.
- + **Logos must be placed on a solid-color background only.** For example, do not place the logo on a busy photo or on a pattern where legibility is compromised.
- + **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.**

A UNIFIED INSTITUTION: CONSISTENCY IS KEY

Departments and offices of Dominican University are not distinguishable from the university and so should not have their own branding. This includes colors, logos, type treatments and visual styles. A unified brand requires consistency.



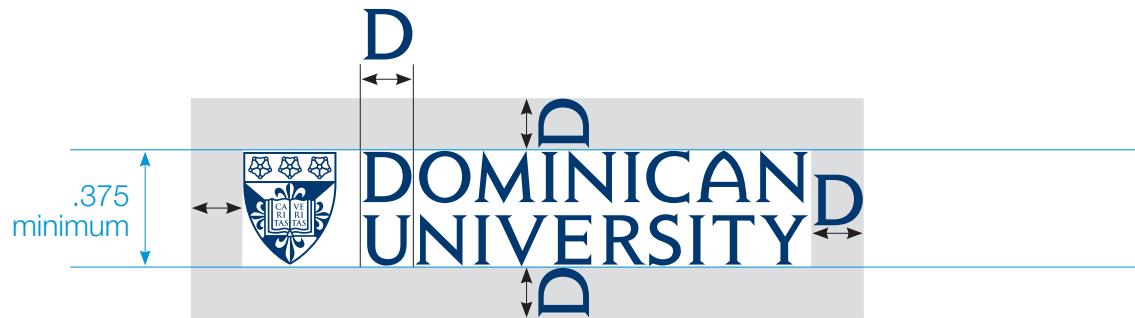
Logo Sizing & Clear Space

GIVE THE LOGO ROOM TO BREATHE

The space we place around the logo is critical to giving the logo the importance it deserves. White space directs the focus of the viewer by providing a place for the eyes to land and take notice, thus assisting in creating emphasis. Brand recognition requires a consistent, respectful representation of our logo.

When using the logo, please follow our sizing measurements:

- + Logo size must be at least .375" high
- + Logo must have a clear (plain) space of no text or imagery (gray area in example below.)



This example shows the minimum height.



Here are a few examples of what not to do to our logo:



CONSISTENCY IS KEY

Only established logo variations created by OMC are regarded as proper uses of the university brand. Some rules to follow are:

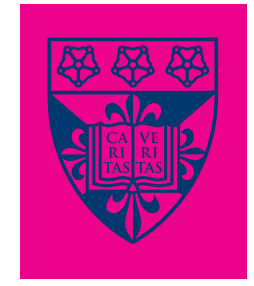
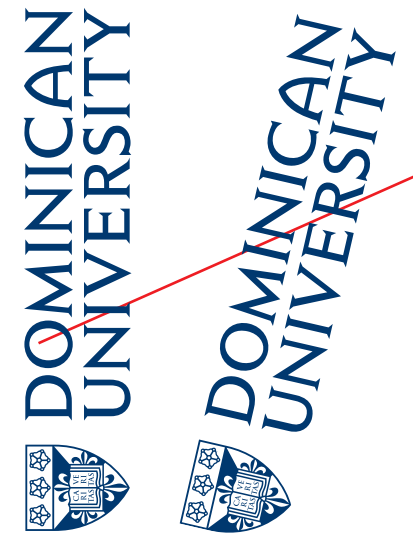
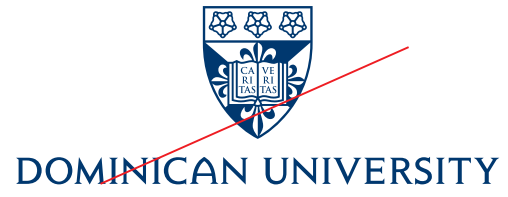
1. **Do not remove** the Founded 1901 from the University Seal. This is our history. It is part of our identity.
2. **Do not add** your department name to the top of the University Seal.
3. **Do not alter the color** of the logo or use any non-brand colors in association with our brand. It confuses recognition and dilutes the brand.
4. **Do not crop** the University Seal or crest so that *Caritas Veritas* or Dominican University cannot be read.
5. **Do not add** your department name to the bottom of the University Logo.
6. **Do not add** your department name to the side of the University Logo.



BRAND CONFUSION

Creating your own logo may seem expedient and easy, but if inconsistencies dilute the brand, "frankenlogos" recreate and confuse it. Here are some basic rules to follow:

- 1-5. **Do not make your own logos.** The office of Marketing & Communications has created logos for use by all departments, offices and centers. Any other logos created and/or not approved by OMC are not to be used.
- 6. **Do not rotate the logo.** This diminishes the legibility of the word mark. Exceptions to this rule would be where space does not allow a horizontal positioning, for example, on water bottles.
- 7. **Do not place the logo on non-brand colors.**





Wordmarks

Wordmarks are available for select public-facing units to use strictly on apparel for the purpose of identification.

**DOMINICAN
UNIVERSITY**
ADMISSION

DOMINICAN UNIVERSITY
DINING SERVICES

Patches

Patches designed for clothing are restricted to use only for that purpose and may not be used as logos on collateral or other promotional merchandise.



Athletics logos and guidelines

Athletics uses an intentionally distinct color palette of royal blue, black and white. Their logo should always appear in these colors, especially on merchandise. The logo may appear in Dominican blue on select pieces and only with the approval of Athletics. Athletics does not use Dominican's secondary colors.



CAN I USE THE STAR AS A GRAPHIC ELEMENT?

The star can be used as a graphic element on marketing pieces, as long as it maintains the Athletics color palette. The star should never appear in yellow. It may be rotated slightly but should always be recognizable as an Athletics mark. It may not be combined with administrative or academic unit names or utilized in any way to create an alternate logo.



Special Marks

WHY SPECIAL MARKS ARE RARE AND SHOULD BE

First and foremost, our brand is Dominican. University offices, departments and campus services all fall under the umbrella brand. The use of a special mark must be approved by the Office of Marketing & Communications.

Special marks are just that: special. To strengthen the university's visual identity the creation of special marks is restricted. They are not logos but are official marks that play a designated role in the Dominican identity system. They include the anniversary marks and limited spirit marks created for specific purposes. They are the exception to the rules and the use of special marks is generally restricted to certain applications. Special marks should be created by or approved by the Office of Marketing & Communications.

Creation of a special mark will be considered under the following circumstances:

- + When an external grant or partnership requires a unique logo
- + When an administrative unit has compelling needs for a unique identity to complement the university's brand identity
- + For special university-sponsored events
- + For special universitywide initiatives

Student organization logos

Student organizations are welcome to create their own logos or use existing logos to identify their organization. Student organization logos may be subject to review and approval by the Office of Student Involvement.

Unique logos for student organizations may:

1. Not include or incorporate logos or Dominican icons, such as the shield.
2. Not include any words, symbols or images that might reflect poorly on the university.
3. Include any symbol that identifies with their parent organization as long as they meet any standards outlined by the parent organization.

Student organizations with unique logos may use their organization logo alongside the university logo but only according to the standards outlined here. The Office of Marketing & Communications does not create unique logos for student organizations.



Go First.

Go Forward—*Fearlessly.*



2020 Campaign Visual Elements: **Go First**

Our new brand campaign, **Go First**, uses our established visual identity in new and modern ways to speak to our audience. To have the campaign visually communicate the concept of **Go First** we must take a few bold steps ourselves. We are pushing our visual language further, making it more contemporary and versatile. The following guidelines ensure that our visuals embody the spirit of exploration that **Go First** represents.

Color usage

To help us stand out from the mountain of college recruitment materials that students receive, we chose to deviate from the standard (and ubiquitous) use of 4-color photography on our covers. To communicate boldness, we opted to bring in a bold color statement with a blue monochrome application. Our vibrant yellow visually sings off of a blue page, demanding attention and communicating vision, energy and fun all at once. We use it strategically for dramatic effect, making our materials difficult to ignore in the pile on the dining room table.

How to use the brand colors

For the Go First campaign, blue is heavily used in the monochrome images, so use white and yellow for text. The halftones can be created both out of white and cyan, then made transparent to blend into the background and not be too intrusive. Do not use yellow on top of the blue. It mixes to an unpleasant green.



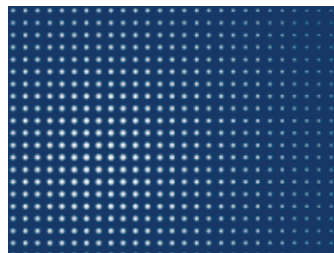
How to achieve the monochrome look

The monochrome look is achieved by using a greyscale photo rendered as 100% PMS295 blue. To reduce the clutter of the photo so that text can read on top of it, create another layer that contains a box filled with 100% PMS295 blue and made 60% transparent with the "multiply" effect in InDesign. The same effect can be created in Photoshop using layers and the same Pantone colors and percentages.

One caution when using this effect: please **DO NOT APPLY IT TO PEOPLE**. This effect is meant to draw attention to the important things like students and headlines. By making something blue, you immediately push that object to the background due to the visually recessive properties of the color. This is why it works to put people on top of it. We can't take our eyes off of their bright, warm colors when used with blue. To achieve the correct look, cut out the featured person in your photo using Photoshop and add them as a layer on top of the blue monochrome.

Strategic use of symbolic graphic elements

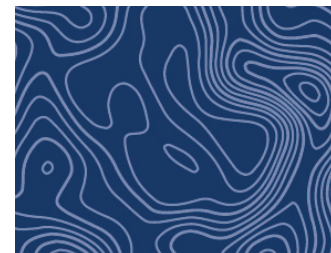
The theme **Go First** celebrates trailblazers, explorers and visionaries. Subtle graphic elements such as cartographer marks, tools of exploration, maps and halftone patterns are added to ordinary photographs, lending them a modern, layered look that gives additional meaning as well as ties them directly to the theme. Understated elements packed with symbolism, they create added interest and help us achieve a consistent visual language throughout the wide variety of media and communications we produce.



Halftone



Cartographer crosshairs



Cartography Gradelines



Compass



THE LANGUAGE OF OUR FONTS

Helvetica: A versatile font, Helvetica was designed to be innocuous and generic, but beautifully so. The shapes created in the font are organic and stable. We use this font when we want simplicity. No frills.

Sanchez: Our contemporary slab serif font. Use it when you want a more playful feel (thin) or when you want to command your audience (black).

Garamond: The most formal and regal of our fonts, Garamond is a historically significant typeface designed in the 16th century. We use it primarily for formal pieces where elegance is key and a stately representation is desired.

The four key decorative elements: enlarged halftone patterns, cartographer marks, cartography gradelines and exploration instruments should be subtle and highly transparent when used over photos. They can easily overwhelm and become distracting. To avoid this, use them sparingly, covering no more than 30% of any layout. Use them as subtle background embellishment only—do not have the elements overlap a person. They should be used below 40% transparent. The crosshair marks can be easily made using your keyboard plus sign, spaced about 3/4 of an inch apart for backgrounds. They are also a nice touch for bullets. Make them about 2 points larger than the copy. They may be bolded and colored as well.

Typography

Bold typography will carry the message while strategic use of color will create moods from understated to vibrant and highly energetic. Our three font families each serve a different visual storytelling purpose. We use their visual language to strategically support our intent in this campaign.

The Go First campaign uses Sanchez in a big way. Literally. We use short phrases and have them fill the space. If it is a block of several words, we justify both the left and right edges to organize the space and reduce clutter. We keep our body copy spare to make the text more inviting. It is all about easy reading for our audience. No text "floats"—everything lines up with something else. The design is solid and stable, like Dominican.

Helvetica is used both for bold headlines and body copy in the Go First campaign. The bold font is used to grab attention in a way similar to that of Sanchez. We fill the space with small amounts of large text and minimize the body copy for approachable reading.

Because of its inherent elegance and finesse, we reserve Garamond for our adult communications, for example, a development campaign or the annual report. This font connects us with stability because it is formal, more serious. We will still apply our bold approach to our headline typography, filling the space, etc., but it will be more restrained, more deliberate. Garamond will still be widely used for body copy in communications to all of our audiences.



HOW WE ACHIEVED THE LOOKS:

1. Embellished a 4-color photo with a transparent gradation at the top to push back the background for text legibility. Extra-large type supports the spirit of our headlines. Strategically placed the body copy in a less cluttered area of the photo for text legibility.
2. Used monochrome to help readability of the text. Isolated the student in 4-color to add visual emphasis. Cartography embellishments are subtle reminders of our theme.
3. The monochrome image makes the text pop and differentiates us from our competition. Graphic embellishments tie this piece to the campaign. Bold yellow type against the blue gets attention. A yellow bar at the bottom strategically draws the eye to both our logo, for brand awareness, and the relevant information for next steps.



1.



2.

Photographic approach

A small variety of photographic approaches will underscore the message, each determined by audience and utility. For example, if a bold headline with high impact is needed, say for the cover of a brochure, yellow on blue will do the trick. If a more standard photo is necessary, the graphic elements will be a subtle reminder of the theme.

To focus our attention on the accomplishments of our students, a combination of the monochrome/4-color approach will draw attention to the person featured. The sidebar summarizes the approach and the intent of the three illustrations on this page.



3.

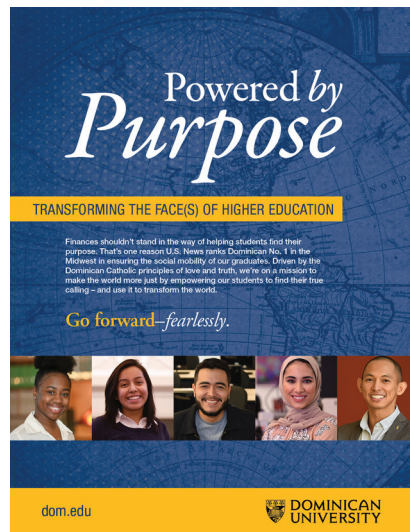


GO FORWARD— FEARLESSLY

1. This sample ad repurposes a familiar layout while introducing the globe element to suggest the global impact of our students and incorporate the campaign's underlying navigation theme.
2. This layout uses the elegant Garamond to present a more formal look. The yellow bar at the bottom anchors the page and draws your eye to action statements, URLs, logos and other important text. It also creates a nice color balance.
3. Thoughtfully designed text is a play on the word's meaning and provides a visual bonus for the astute viewer. Again, the globe helps this piece align with the campaign theme in an elegant way.

A sophisticated approach

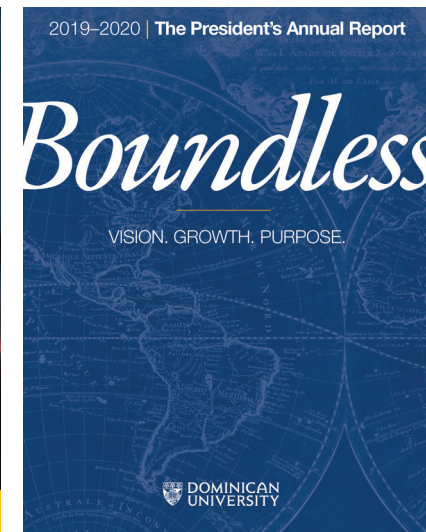
For our more mature audiences, a more restrained look will be achieved within the theme. Using Garamond as our primary headline font, we will project stability and history with its classic beauty. Typography will fit the message. Oversized or stately, the use and audience will drive the creative. The use of consistent graphic elements and brand colors will tie the campaign extension back to Go First.



1.



2.



3.

Other Guidelines and Resources



Communications Materials

Stationary (business cards & letterhead)

If you're sending official correspondence, please use official branded pre-printed or e-letterhead. This is available at the school and office/division level. Per our logo guidelines, we do not create branded letterhead at the program or department level. You can find and download the correct e-letterhead template for your area on the Office of Marketing & Communications page within MyDU.

Presentation assets

Giving a presentation and not sure where to start? We've developed PowerPoint templates to help you create branded presentations. You can download them on the Office of Marketing & Communications' MyDU page.

Student group collateral

Student groups are not expected to adhere to Dominican's brand guidelines, UNLESS they use our logo on any materials, in which case they must adhere to brand guidelines for that specific piece.

Swag

Go ahead and order that awesome mug or T-shirt, but don't manipulate or distort the Dominican University logo and stay true to the brand voice. All brand guidelines apply to swag just as they do printed material. The logo can get complicated in small spaces, so you might need to use the secondary line logo in select placements. We don't regulate these items, but Marketing & Communications is happy to review your promotional item. We also don't place orders, but we recommend the following vendors, who are established with the university – it's good to get an estimate from multiple vendors before committing to an order.

Blue Sky: Ginny Siegel, GSiegel@buybluesky.com

Elite: Brian Wilmsmeyer, Brian@elitepromo.com

Custom Promos: Johnny, johnnyp@custompromos.com

Newport Promos: Dona Blunt, Dona.Blunt@newportpros.com

Knock Knock: Paul, pm8762@sbcglobal.net



Email signature

- + **Do keep it simple**, including only essential information in three to eight lines.
- + **Do use common fonts** such as Helvetica, Calibri, or Arial, sized 12–14 points. Other fonts may not display correctly.
- + **Do use a single color**, such as black or dark gray.
- + **Do include simple URLs** (without “http://www”).
- + **Do include social media** links in plain text without icons.
- + **Don’t include logos or graphics**; they increase file size and appear as attachments.
- + **Don’t include vCARDS**; they increase file size and appear as attachments.
- + **Don’t include tag lines or quotes**; they may be perceived as university wide statements.

Minimal signature

John Smith

Assistant Director of Email Guidelines
Marketing & Communications
Dominican University
7900 W. Division Street | River Forest, IL 60305
Lewis Hall, Room 108
708-824-0000

We are Dominican. We Go First.

Multiple phone numbers and links

John Smith

Assistant Director of Email Guidelines
Dominican University Marketing & Communications
jsmith@dom.edu | dom.edu/omc
708-824-0000 (*office*)
708-824-1234 (*mobile*)
708-824-8000 (*fax*)

Follow Us: [Facebook](#) | [Twitter](#) | [Instagram](#)

We are Dominican. We Go First.



Social media

It's important that Dominican has a consistent look and feel across social media. But we still want to leave room for our schools, colleges, centers, offices, and departments to represent what makes them unique. Your profile picture on each platform must adhere to brand guidelines. You can find downloadable options on LucidPress, our templating system. See the Resources section for more details.

Please see our Social Media Strategy on MyDU for channel-specific strategies, crisis communications guidelines and additional information.



Campus signage

Consistent signage helps identify Dominican as a unified campus and provide a consistent brand experience. We offer branded internal way-finding signage or temporary event signage templates on LucidPress, our templating system. For external signage or permanent interior signage, please contact Facilities.

North Mazzuchelli 3rd Floor

Rosary College of Arts and Sciences

Mathematics Department

College of Applied Social Sciences

School of Information Studies

School of Social Work

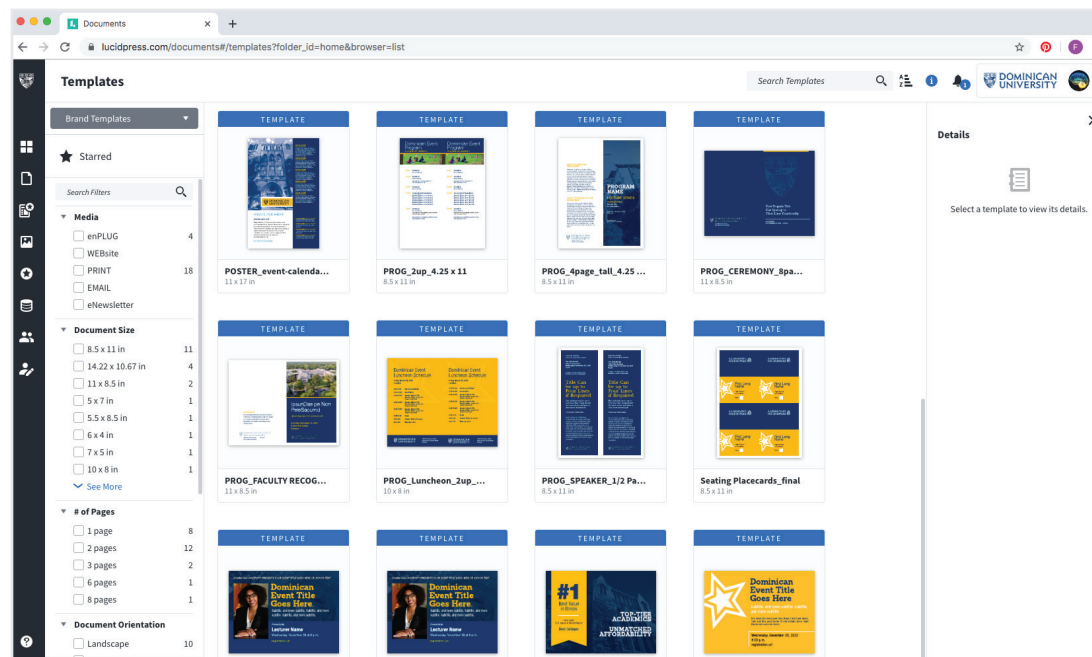


DOMINICAN UNIVERSITY



Templated Marketing Toolkit

Our brand templating platform, LucidPress, empowers anyone to easily create on-brand content. You'll find a variety of pre-designed templates for programs, flyers, handouts, digital signage and more. All you have to do is input text for your event or initiative, swap photos if needed and download! Licenses are limited. Please contact OMC to determine who in your area has access.



Editorial Style Guide



Editorial Style Guide

Dominican University generally follows The Associated Press Stylebook. For terms not covered below or in The AP Stylebook, refer to merriam-webster.com. What follows is an abbreviated reference guide on usage and style.

academic degrees

Use an apostrophe in **bachelor's degree, a master's**, etc., but there is no possessive in **Bachelor of Arts** or **Master of Science**.

Also: an **associate degree** (no possessive).

In general, the preferred form in body copy is to avoid an abbreviation and use instead a phrase such as **John Jones, who has a doctorate in psychology**.

Use abbreviations such as **MBA, MLIS** and **PhD** when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.

An additional exception: When identifying Dominican alumnae/i in profiles or stories about them, use this form after the person's name: **John Snow '95**. For alumnae/i of graduate programs include the degree abbreviation: **John Snow MBA '99**. When they have multiple degrees from different years, use this form: **John Snow '78, MBA '81**.

Do not precede a name with a courtesy title for an academic degree and follow the name with the abbreviation for the degree in the same reference, as in **Dr. Bill Jones, MD**.

academic departments

Capitalize all names of Dominican's colleges, schools, departments, divisions and centers when using the formal, official name: **Department of English, Division of Student Success and Engagement, Borra College of Health Sciences**. Lowercase when using informal references: **Dominican's nursing school**.

academic subjects

Lowercase subjects: **biology, history, accounting**. Only capitalize subjects that are proper nouns or adjectives, such as **English** or **Italian**. Capitalize official course names, such as **Principles of Microeconomics**.

academic titles

Capitalize and spell out formal titles such as **chancellor, chairman**, etc., when they precede a name. Lowercase elsewhere. Lowercase modifiers such as department in **department Chairman John Smith**.



For endowed chairmanships or professorships, use the proper name and capitalize it: **John Smith is the Norman and Ruth Carroll Endowed Chair in Business and Economics.**

acronyms and abbreviations

Acceptable in certain contexts and depending on the audience. But in general, **avoid alphabet soup.**

advisor

Not **adviser.**

African American

No hyphen for this and other dual heritage terms. **Black** (lowercase) is also acceptable as an adjective.

alumni

The plural masculine form. Use **alumnae/i** when referring to both male and female graduates as a group. Other forms: **She is an alumna of Dominican. The three women are Dominican alumnae. He is an alumnus of Dominican.**

Board of Trustees

Capitalize when an integral part of the full name: **Dominican University Board of Trustees.** Lowercase when the word stands alone in subsequent references: **the board made the decision Tuesday, or the trustees rejected the proposal.**

campuswide

No hyphen. Other examples: **citywide, nationwide, statewide, industrywide,** etc.

Caritas Veritas

The university's Latin motto is translated as Love and Truth. Italicize the phrase in body copy: ***Caritas Veritas,*** or ***Caritas et Veritas,*** but not when used in the title of events or awards such as **Caritas Veritas Symposium** or **Caritas Veritas Award.**

chairman, chairwoman

Capitalize as a formal title before a name: **committee Chairwoman Janet Jones.** Use **chairperson, chair** or **co-chair** if preferred by an organization. Chair is acceptable as a verb: **She chaired the meeting.**

church

Capitalize as part of the formal name of a building, a congregation or a denomination; lowercase in other uses: **St. Mary's Church, the Roman Catholic Church, the**

Catholic and Episcopal churches, a Roman Catholic church, a church.

Lowercase in phrases where the church is used in an institutional sense: **She believes in the separation of church and state. The pope said the church opposes abortion.**

classes

Lowercase names of classes: **freshman, sophomore, junior, senior.** Capitalize **Class of 2020.**

coed, coeducation

No hyphen.

commas

In general, for nonacademic writing, do not use the series comma, except where needed for clarity of meaning.



committees

Capitalize when part of a formal name: **Faculty Honors and Awards Committee**. Lowercase when using a shortened version: **He served on the awards committee**.

composition titles

Italicize the titles of books, movies, plays, poems, albums, songs, operas, radio and TV programs, lectures, speeches and works of art. Exceptions include holy books such as the Bible and the Quran and reference materials such as dictionaries and encyclopedias.

course names

Capitalize official course names: **Financial Accounting, History of Western Civilization**, etc. Lowercase subjects: **She studied accounting**.

coursework

One word, no hyphen.

data

Typically takes a singular verb and pronoun when writing for general audiences: **The data is sound**. In scientific and academic writing, plural verbs and pronouns are preferred.

dean's list

Lowercase in all uses: **He is on the dean's list. She is a dean's list student**.

dietitian

Not dietician. **He became a registered dietitian nutritionist**.

doctoral, doctorate

A student is a **doctoral candidate** and is working on a **doctoral degree**, or **doctorate**. Do not say doctorate degree because a doctorate is a degree. Do

not say **Bill Jones has a PhD from Dominican**. (see **academic degrees**)

ellipses (...)

Use three periods with a space on either side to indicate the deletion of one of more words in condensing quotes, texts and documents.

emerita, emeritus, emeriti

Added to formal titles for individuals who have retired but retain their rank or title. Place the word after the person's title: **Professor Emeritus Jim Jones, Dean Emerita Sally Smith**. Or: **Jim Jones, professor emeritus of history**. The plural is emeriti: **Jim Jones and Sally Smith, professors emeriti of English**.

faculty

Use a singular verb or pronoun when this or other collective nouns (team, board, class, committee, etc.) denote a single unit operating together: **The faculty is meeting to set its agenda. The jury reached its (not their) verdict**. Use a plural verb or pronoun if the noun is used in the sense of a group acting as individuals or in disagreement: **The faculty (acting separately) have published papers in peer-reviewed journals**.

fellow

Lowercase in all uses, as in **Jim Jones is a fellow of the American College of Surgeons**. Exception: Capitalize when part of a proper name such as **Fulbright Fellow**. Note: Write fellow of (not fellow in) an organization.

**fewer, less**

In general, use fewer for individual items, less for bulk or quantity: **You can complete your degree in less than two years.** (Years in this sense refers to a period of time, not individual years.) **Fewer than 10 applicants called.** (Individuals).

Founders' Court

The name for the plaza in front of Parmer Hall featuring the *Inspiring Minds* sculpture is plural (note the s-apostrophe), as it includes Fr. Samuel Mazzuchelli and the Sinsinawa Dominican Sisters.

Founder's Day, Founder's Week

This week of special events in early November celebrates the Nov. 4 birthday of Fr. Samuel Mazzuchelli.

freshman, freshmen

Freshman is a singular noun or adjective: **a college freshman, the freshman class.** Freshmen is a plural noun: **The freshmen assembled quietly.**

full-time, full time

Hyphenate when used as a compound adjective, but not as a compound adverb: **She is a full-time student. He studies full time.**

GPA

Acceptable in all references for **grade-point average.**

grade, grader

No hyphen in most cases: **a fourth grade student, first grader, she is in the fifth grade.**

health care**high-tech****Hispanic**

A person from or whose family background is in a Spanish-speaking land or culture. **Latino, Latina or Latinx** are sometimes preferred.

Hispanic-Serving Institution (HSIs)

A federal government designation for eligible institutions with an undergraduate enrollment of at least 25% Hispanic students. Note the hyphen.

honorary degrees

All references to honorary degrees should specify that the degree was honorary. Do not use **Dr.** before the name of an individual whose only doctorate is honorary.

honors program

Lowercase when used in a general sense: **Dominican's honors program, the honors student, she graduated with honors.** Capitalize when part of a formal name: the **Mazzuchelli Scholars Honors Program.**

Ivy League

Brown University, Columbia University, Cornell University, Dartmouth College, Harvard University, Princeton University, the University of Pennsylvania and Yale University.

junior, senior

Abbreviate as **Jr.** and **Sr.** and do not precede by a comma: Martin Luther King Jr.



keynote address

Also: keynote speech

land-grant

Hyphenate as an adjective. The University of Illinois is a land-grant institution.

Latino

Often the preferred noun or adjective for a person from or whose family background is in Latin America. **Latina** is the feminine form. Some prefer the gender-neutral term **Latinx**. Follow the person's preference.

LGBT, LGBTQ

Acceptable in all references.

login, logon, logoff (n.)

But use as two words in verb form. You will need your Dominican **login** in order to **log in** to the university's computer system.

mid-

No hyphen unless followed by a capitalized word: **mid-Atlantic**, **midsemester**, **midterm**.

nongraduates

Use the abbreviation **(NGA)** in parenthesis after the name of a non-graduating alumna or alumnus. (Those who attended Dominican even for just a semester are alumnae/i).

office

Capitalize when used formally: **Office of the President**, **Office of the Provost**. Lowercase subsequent references such as: **president's office**, **provost's office**.

OP

An abbreviation used to signify a person's membership in the Order of Preachers, the Catholic community founded by

St. Dominic de Guzmán and also known as the Dominican Order. Place it after the individual's name and set it off with commas: **Fr. Samuel Mazzuchelli, OP, founded the Sinsinawa Dominican Sisters in 1847.**

part time, part-time

Hyphenate when used as a compound adjective, but not as a compound adverb: **She is a part-time student. He studies part time.**

percent, percentage, percentage points

Use the % sign when paired with a numeral, with no space, in most cases: **At Dominican, 100% of incoming students receive some form of financial aid.** In casual uses, use words rather than figures: **He had a zero percent chance of winning.**

Be careful not to confuse **percent** with **percentage point**. A change from 10% to 13% is a rise of 3 percentage points. This is not equal to a 3% change; rather, it's a 30% increase.

periods

Use a single space after a period at the end of a sentence.

physician assistant

No possessive form in this medical profession title.

postdoctoral

postgraduate

professor

Never abbreviate. Capitalize as a title before a name, but lowercase after names: **Professor Susan Smith; Susan Smith, a professor of history.** Do not refer to a faculty member as a professor unless the



person has been awarded that academic rank. Instead, use assistant professor, associate professor, instructor, lecturer, visiting professor, etc.

For endowed professorships or chairmanships, use the proper name and capitalize it: **John Smith is the Norman and Ruth Carroll Endowed Chair in Business and Economics.**

Q&A format

Use **Q&A** (no spaces) within the body of a story.

religious titles

Capitalize religious titles before a person's name: **the Rev. John Smith, Fr. Samuel Mazzuchelli, Sr. Jeanne Crapo, OP, Pope Francis.** For a

more general audience, consider spelling out **Father** and **Sister**. Note that in some cases only the first name is used on second reference: **Sister Jeanne, Francis, Father Samuel, Saint Dominic.** With cardinals, archbishops, bishops and reverends, use only the last name on subsequent reference: **Cardinal Cupich**, or just **Cupich**.

résumé

Not resume and not resumé. In academia, job candidates typically submit a *curriculum vitae*, or *CV*, a longer, full accounting of one's education and professional experience.

Rosary College

The name of the university prior to 1997. Always refer to the

university as **Dominican University** and graduates of Rosary College as **graduates of Dominican University**, except in special historical situations.

SAT

Use only the initials in referring to the previously designated Scholastic Aptitude Test or the Scholastic Assessment Test.

seasons

Lowercase **winter, spring, summer** or **fall** unless part of a formal name: **Winter Olympics.**

Sinsinawa Dominican Sisters

Or the **Dominican Sisters of Sinsinawa.** Both are acceptable on first reference for the congregation that

sponsors Dominican University. Its full, formal name is: the **Sinsinawa Dominican Congregation of the Most Holy Rosary of the Order of Preachers.**

spring break

Lowercase in all uses.

state names

In general, only use postal abbreviations in addresses. In other uses, spell out and set off with commas: **Jessica Jones, a sophomore from Johnstown, Ohio, is studying chemistry.**

STEM

Acceptable on first reference for **science, technology, engineering and math.** Consider using the full phrase on a subsequent reference, depending on your



audience.

student-athlete

Note the hyphen

teachers college

No apostrophe

titles

In general, limit capitalization to formal titles used directly before an individual's name:

Pope Francis, Associate Professor John Smith.

Lowercase and spell out titles when they are not used with an individual's name: **The president issued a statement. The pope gave his blessing.**

Lowercase and spell out titles when they're set off from a name by commas: **Pope Francis, the current pope, was born in Argentina. John Smith, the university's president, met with the**

faculty Tuesday.

Lowercase modifiers, as in **history Professor Sally Smith.**

underway

One word in all uses.

university

Lowercase when used as a common noun: **Jeffries attended the university.**

Capitalize as part of a proper noun: **Jeffries attended Dominican University.**

URSCI

Acceptable on first reference for some internal audiences. But consider spelling out **Undergraduate Research, Scholarship and Creative Investigations Exposition** on a subsequent reference.

U.S. News rankings

The publication's full name is *U.S. News & World Report's Best Colleges 2020* (note the ampersand). Dominican is ranked among regional universities, a category that includes institutions with a full range of undergraduate programs and some master's programs but few doctoral programs. These rankings are split into four geographical regions; Dominican is among about 160 schools in the Midwest that the publication examines. Dominican's rankings in the 2020 edition are:

#1 in Social Mobility

In its newest category, U.S. News & World Report recognized Dominican's success in enrolling and graduating large proportions

of economically disadvantaged students, placing the school first out of more than 160 regional universities in the Midwest.

#11 in Midwest

Dominican ranked 11th overall among more than 160 master's-level universities in the Midwest.

#1 Best Value

Dominican is #1 on the publication's list of "Best Value Schools" in Illinois. In the Midwest, Dominican is #3. This study looks closely at each school's academic quality and average cost of attendance.

#14 in Best Undergraduate Teaching

This designation recognizes the Dominican faculty's unusually strong



commitment to high-quality teaching, not just research and publishing, at the undergraduate level.

Washington

For the U.S. capital, use **Washington, D.C.**, (with the added abbreviation set off by commas) only if the city might be confused with the state.

web addresses

In general, omit **http://** **www** for brevity and bold the rest of the URL in print pieces: **dom.edu**. In online or email pieces, consider hyperlinking relevant terms rather than spelling out URLs in copy.



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