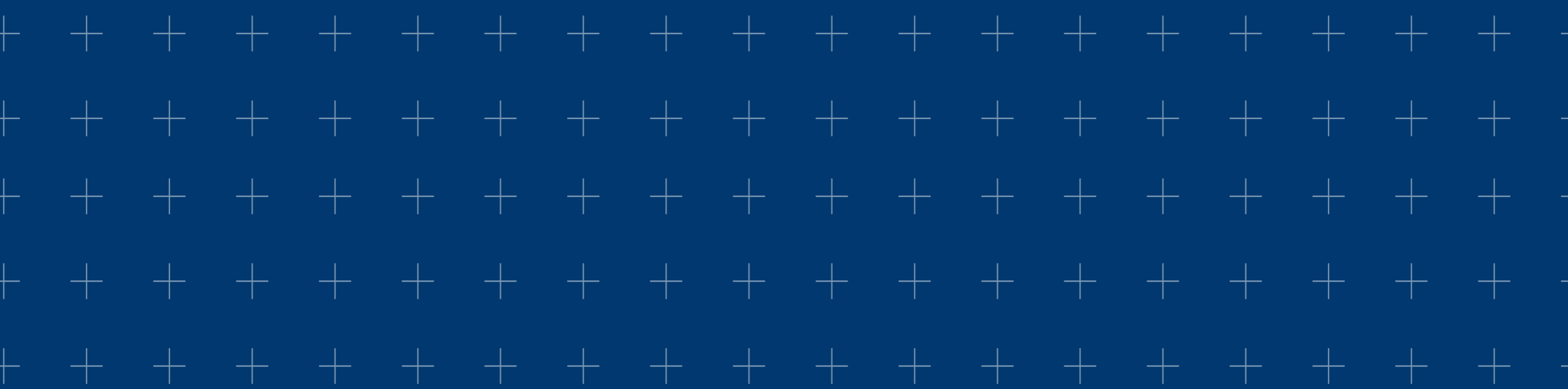

DOMINICAN UNIVERSITY
2020 Branding
Guidelines

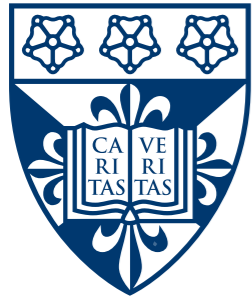


Go First.

Forward.

Fearlessly.

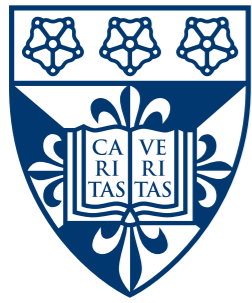




OVERVIEW

- + **Narrative & Messaging**
- + **Visual Identity Standards**
- + **Other Guidelines & Resources**

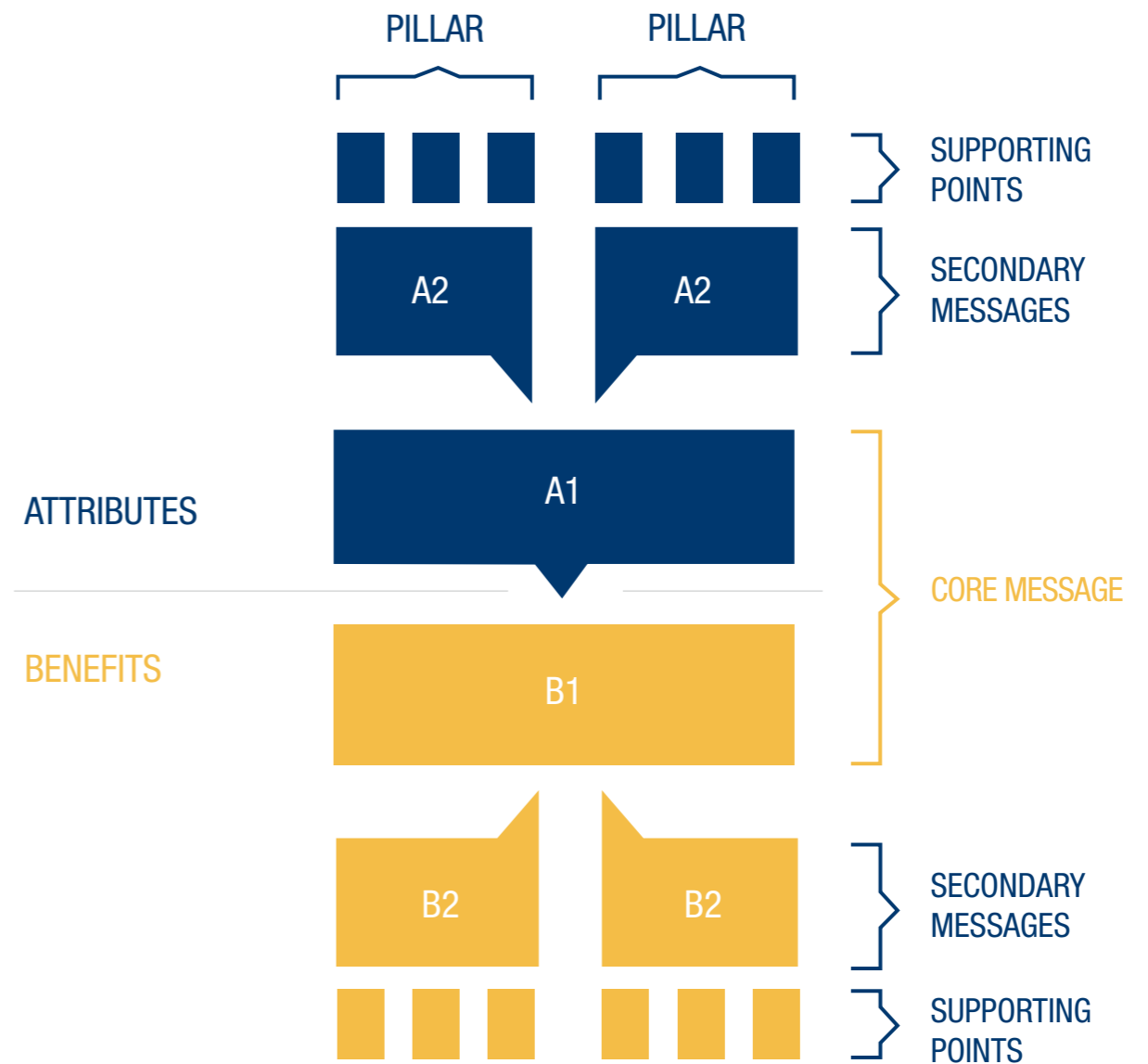
Narrative and Messaging



Brand Architecture

A message map has several layers, each with an increasing amount of detail.

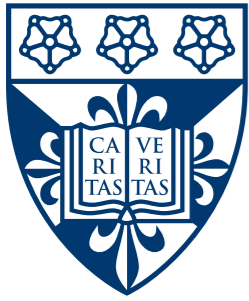
- + **Value proposition** (our core message: high-level and differentiating)
- + **Secondary messages** (our secondary attributes and benefits)
- + **Supporting points:** specific ways that we deliver on our secondary messages (these are flexible and will evolve over time)



.....

PRINTABLE MESSAGE MAP

Need a printable version of our message map for everyday reference? Visit [MyDU > Resources > Office of Marketing and Communication](#) 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:

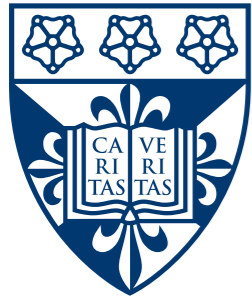
Attributes

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?"

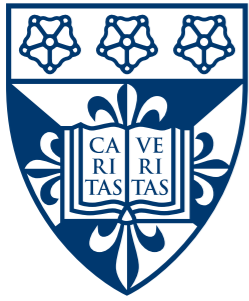


Message Map + Proof Points

Dominican's message map gives you the framework and tools to effectively communicate the Dominican story. The 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

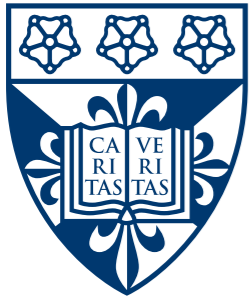
ATTRIBUTES

- + 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

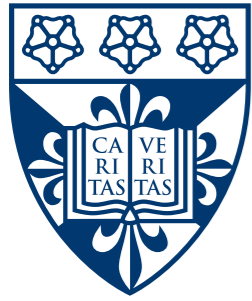
ATTRIBUTES

- + 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



Message Map

Impact

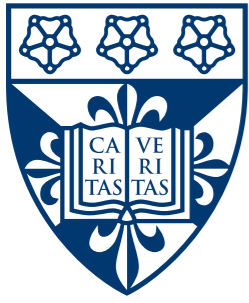
ATTRIBUTES

- + 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

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.

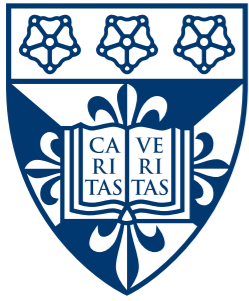
Consult the message map to align your topic with specific attributes. When possible, connect supporting points with a secondary message to strengthen your copy.

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.

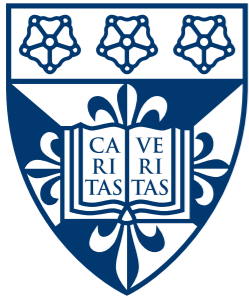


ARTICULATING KEY IDEAS

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

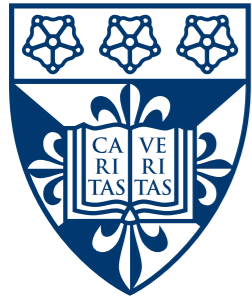


	The new approach	How it could sound
Liberal arts and the academic tradition	It's important to emphasize that the liberal arts serve as a core foundation, preparing students for success, no matter their path. This approach, paired with our standout programs, makes for an unparalleled education.	At Dominican, 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.** 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.
- ▶ **Make it about them.** Use the second-person "you" and "your" to engage and motivate the reader. Every piece you create is about the reader.
- ▶ **Make headlines count.** An effective headline is as much an invitation as it is a declaration.
- ▶ **Make data matter.** Statistics, rankings and rates of success aren't the story; they exist to help make your case to the reader.
- ▶ **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.



Voice & Tone

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

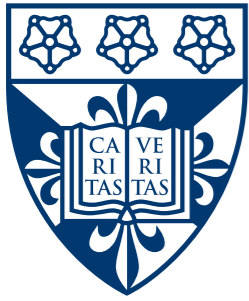
We find great happiness in aligning our strengths with the world's needs.

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.

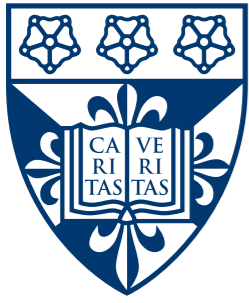


Creative Platform

- + Our creative platform is the emotional translation of our **core value proposition**.
- + It is **the result of extensive research and vetting**, that involved over 100 stakeholders from the Dominican community, including current and prospective undergraduate and graduate students, faculty and staff.
- + 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**.
- + The creative platform **celebrates the trailblazing spirit** that formed our institution.
- + Go First **places our students at the center of our brand**, highlighting both their grit and determination and their boundless impact.
- + Go First showcases how the whole **Dominican community leads the way** with the fire to change the future.



Creative Platform Proof Points

Fr. Samuel Mazzuchelli: Visionary and Early Equal Rights Activist

Our visionary founder saw the potential of training women in science, mathematics and the humanities. 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

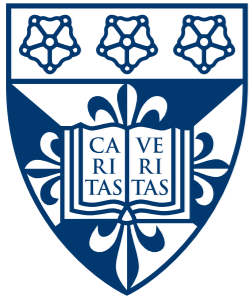
Ranked No. 1 for social mobility and the No. 1 Best Value in Illinois by *U.S. News*.

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.



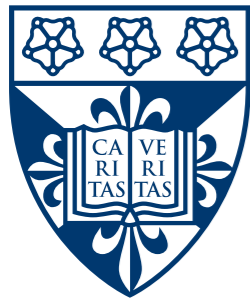
How to Use the Creative Platform

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.



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.



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.

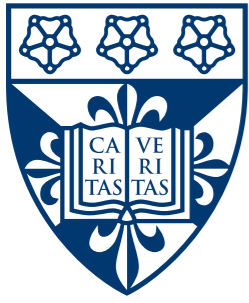
We hold space for **every voice**. We meet as friends, to challenge one another. Sometimes we disagree. But we see our differences as a source of strength.

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:

Education with a Mission

Since its founding in 1901, Dominican University has been committed to social justice and rigorous academics. We have produced generations of ethical and mission-driven leaders in business, health care, science, the arts and other fields. Your student will be uniquely prepared for success in the career of their choice — and empowered to help create a more just and humane world.

A New Standard for College Success

Dominican is a leader in pairing a challenging liberal arts and sciences curriculum with radical support to ensure all students succeed. How? We'll survey your student and their professors multiple times in the first year to assess how they're doing. We'll then use that data to craft a personalized care plan to help them stay on track and thrive. Together, we will lay out a detailed road map to graduation that includes as many internships and other high-impact opportunities as possible.

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.

Visual Identity Standards

What's Your Personal Brand?





1800's

John Pemberton one afternoon in 1886 out of curiosity created a fragrant, caramel coloured liquid that was taken to a local pharmacy and was combined with carbonated water. Pemberton's book keeper, Frank Robinson named the mixture Coca-Cola, and by hand created its distinctive script. Soon after, Atlanta businessman Asa Griggs Candler secured business rights and became Coca-Cola's first president, who brought real vision and life to the brand. He transformed Coca-Cola from an invention into a business.

1900-1940

The company decided to create distinctive and recognisable bottle shapes to assure customers they were definitely buying Coca-Cola, to stop confusion over similar beverages. Manufacturing began in 1916. As Coca-Cola moved forward into the new century, the company boomed and moved into several countries. In 1923 a marketing genius Robert Woodruff became company president. He led the expansion of Coca-Cola over seas and in 1928 travelled with the US team to the Amsterdam Olympic games.

1940-1980

World war II began in 1941. Woodruff ordered that 'every man in a uniform gets a bottle of Coca-Cola for five cents, wherever he is and whatever it costs the company'. From 1945-1960, the number of countries with bottling operations doubled. Coca-Cola was a big part of the post war carefree, fun American lifestyle. Every year it seemed the company found a home in more and more countries such as Cambodia, Macau and Turkey. Advertising for Coca Cola really took off in the 70's that reflected a fun, friendly brand who are about having a good time.



1980-2000

The 80's was a time of real change and innovation for us due to the rise of the fitness craze. In 1981, Roberto C Goizueta became chairman of the board directors and CEO of the Coca-Cola Company and organised the US bottling operations into a new public company, Coca-Cola Enterprises Inc. Soon after, the Diet Coke was born and in just two years it became the top low calorie drink in the world, with Coca Cola being the first. Coca-Cola continued to grow and grow in the 90's. The brands association with sports went from strength to strength, with continued support from the Olympics, FIFA World Cup, the Rugby World Cup and NBA. By 1997, Coca-Cola already sold one billion servings of its products every day and yet we always continue to look for growth.

2000- today

We moved into another century wanting to achieve even more. This is shown in 2009 when the company launched 'Live Positively', a public commitment to making a positive difference in the world of redesigning the way in which we operate and live in order to increase sustainability. The company has continued to build on existing relationships with global sporting events, like helping prepare for the London 2012 Olympic Games. Over these many years, Coca-Cola has grown to be one of the worlds most well known brands with more than 1.6 billion beverages sold each day. It's hard to believe that only 9 bottles were sold back in the day, when it all began.

BRAND PROGRESSION

COCA-COLA.

1886



1958-1960s

Coca-Cola

1887
(first label)



1958-1960s

Coca-Cola

1887-1890s



1969

Coca-Cola

1941-1960s



2007

Coca-Cola

Our distinctive logo is recognised all over the world on Coca-Cola adverts, bottles and cans. Frank M. Robinson, suggested the name Coca-Cola, thinking that 'the two Cs would look well in advertising'. He wanted to create a unique logo to go with it. Although our logo has undergone several changes over the years, we have still kept the iconic and distinctive Spencerian Script.

OUR BRANDING GUIDELINES

SPENCERIAN SCRIPT



The Coca-Cola Spencerian Script is the primary asset for our brand and the preferred logo type to represent it. Iconic, elegant and dynamic, the Script is the brands most consistently used element along side the Coke red.



COKE LOGO

The trademark "Coke" is an abbreviation for Coca-Cola. However before using the Coke logo remember that the classic Spenceian Script is the primary asset for our brand and the preferred logo type to represent it.

ARDEN SQUARE



Named after the designer Elizabeth Arden, who also created the Dynamic Ribbon. Introduced to the public in 1969. The Arden Square is a combination of three distinctive elements to Coca-Cola: The Spencerian Script, Dynamic Ribbon and Coke red.



RED DISK

The trademark "Coke" is an abbreviation for Coca-Cola. However before using the Coke logo remember that the classic Spenceian Script is the primary asset for our brand and the preferred logo type to represent it.

CONTOUR BOTTLE



Designed in 1915, the contour bottle symbolises Coca-Cola at a glance. The bottle has such universal recognition that it is second in the world to one other iconic trademark: the Coca-Cola script.



DYNAMIC RIBBON DEVICE

The DRB - often called the "Coke wave" - was introduced to the public in 1970 as part of a new look for Coca-Cola. The idea behind the design was a representation of the space between two Coca-Cola bottles situated side by side.

SEE RED AND WHITE. THINK COCA-COLA.

COLOUR PALETTE

Consumers universally identify the iconic sight of red and white with Coca-Cola.

COKE RED

Must appear in all executions in some form: background, Contour bottle, symbol etc. It must always be the dominant.



Coke Red
PMS= (No equivalent)
C=4, M=100, Y=95, K=0
R= 244, G=0, B=9
Hex= F40000

WHITE

Use it generously to create dynamic white space that empowers the Coke Red communication, keeping it fresh, bold and surprising.



Opaque White
PMS= (No equivalent)
C=0, M=0, Y=0 K=0
R= 255, G=255, B=255
Hex= FFFFFFFF

BLACK

Give top consideration when choosing secondary brand colours to support the primary brand colours.



Black
PMS= Black
C=0, M=0, Y=0 K=100
R= 0, G=0, B=0
Hex= 000000

skype™

skype™

These colours only appear in rainbows.



Skype Yellow

Pantone 116 C
CMYK 0/10/100/0
RGB 255/205/0
HEX #FFCD00

Skype Green

Pantone 376 C
CMYK 55/5/100/0
RGB 135/200/10
HEX #87C80A

Skype Orange

Pantone 151 C
CMYK 0/60/100/0
RGB 255/115/0
HEX #FF7300

Skype Purple

Pantone 254 C
CMYK 55/100/5/0
RGB 140/40/140
HEX #8C288C

**Rainbows... enter,
the lines of communication.**

These lines are ways of linking and connecting clouds, while adding colour to our communication. The colours all stem from our secondary corporate colours.

01 Small

Sometimes you only need a small line of communication.

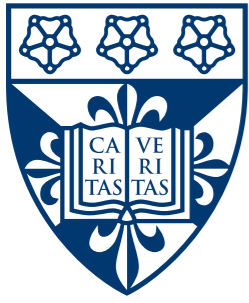
02 Medium

When the gap is a little larger, use the medium line.

03 Large




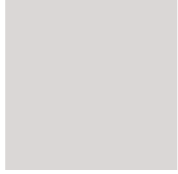
And at times the gap is big, so use the big one.

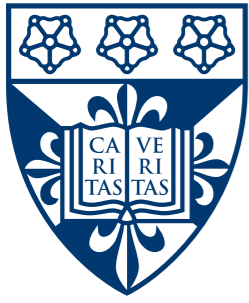




Colors

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



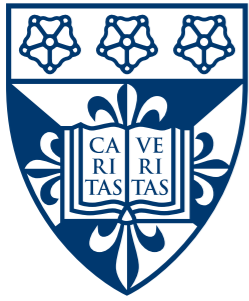
Color Guidelines

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.
- + Use yellow as an accent such as **a line to direct your eye** to text or a bar at the bottom of the page **as an anchor and to draw attention** to important information

Black and Grey

- + Use with our other three branding colors **in a variety of tints and shades**
- + The primary directive for using grey for text is **legibility.**



Typography

The key to maintaining our brand is to use our brand fonts together in a standardized way. Below are the typefaces that create the Dominican brand.

Primary Typeface

**HELVETICA NEUE LT STD (26PT)
55 Roman**

55 Roman (18pt)
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#\$%&*() (18/20)

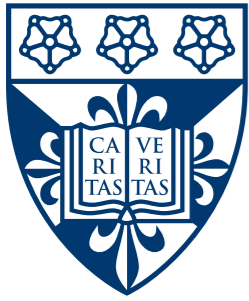
Secondary Typefaces

SANCHEZ (26PT)_Regular

Regular (18pt)
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#\$%&*() (18/20)

**ITC GARAMOND STD
(26PT)_Book**

Book (18pt)
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#\$%&*() (18/20)



Typography

- + Do not stretch or otherwise distort your text
- + Text should read left to right horizontally.
- + Use only two typefaces at one time.
- + Establish a visual hierarchy with type
- + Garamond is easiest to read in print.
- + Helvetica and Sanchez are better for reading large amounts of text on screen.
- + Less text and more visuals will attract your reader better than a text-heavy piece.
- + White space is your friend.
- + Margins organize your page.

Visual Hierarchy:

Read Me

Read Me

Read Me

Distortions:

Read Me

Read Me

White Space:

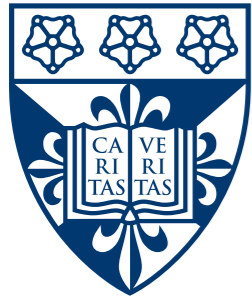
Read Me

TYPE ON ITS SIDE IS HARD TO READ

Don't Do This

If you try to read text that is too heavy, too small or not given enough white space to rest your eyes, your brain shuts down. Imagine trying to read a book with text like this. Impossible! You won't bother to read through the chaos.

Keep your layout breathable. Give your text some air. Keep everything legible. That is good design.



The Logos

Our logo is the most important and recognizable element of our brand's identity.

Primary logo



Stacked logo with crest

Secondary logos



Single line logo with crest

DOMINICAN UNIVERSITY

Single line logo

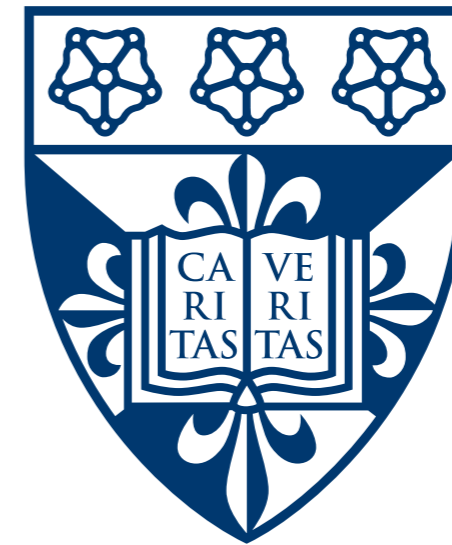
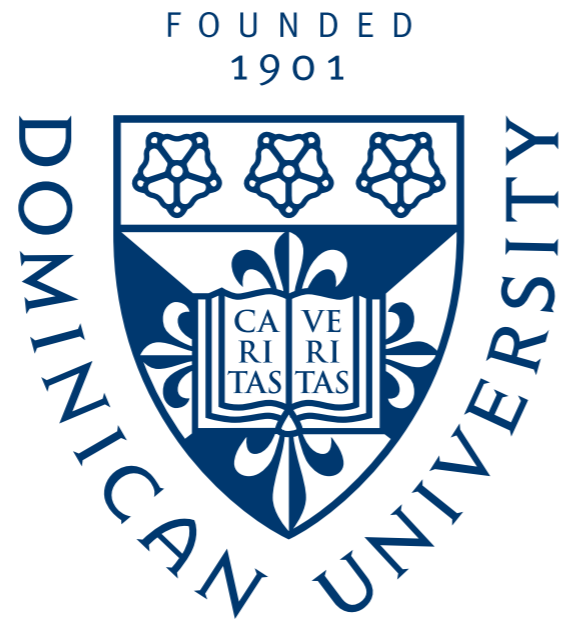
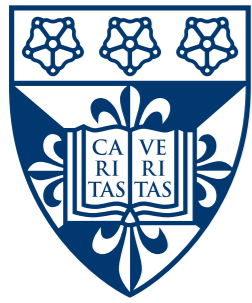
**DOMINICAN
UNIVERSITY**

Stacked logo

Retired logos

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.





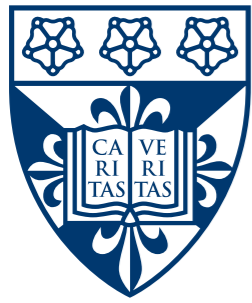
Restricted-use logos

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.

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.



Approved Logos

Formal logotypes are available at the school and division level. 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



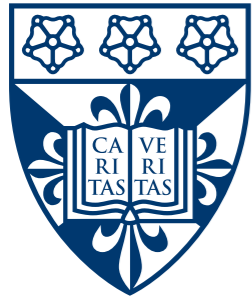
DOMINICAN UNIVERSITY
School of Social Work



DOMINICAN UNIVERSITY
Rosary College of Arts & Sciences



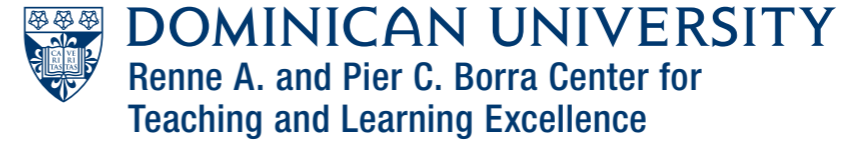
DOMINICAN UNIVERSITY
Elizabeth T. MacNeil School of Nursing

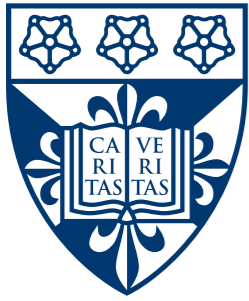


Approved administrative logos



Approved center logos





Logo Usage Guidelines

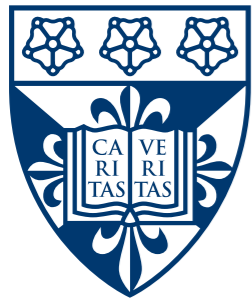
1. Do not print the logo on colors other than our brand colors.
2. Do not surround the logo with another shape such as a box or oval.
3. Do not add a drop shadow or any other effect to the logo.
4. Logos must be reproduced from approved files available from OMC.
5. Do not attempt to recreate the logo.
6. Do not create your own custom logo or place text or lines near the logo.
7. The logo can be resized—but it must be legible and in proportion (not stretched in any direction).
8. Do not create a pattern with the logo.
9. Place logos on a solid-color background only.
10. Logos may be reversed out of a solid background.
11. The logo must always be legible.



(1, 2 & 3)



(5, 6 & 7)



Logo Sizing & Clear Space

When using the logo, please follow our sizing measurements:

- + **Logo size must be at least .375" high**
- + **Logo must have a clear space of no text or imagery**
(the gray area in the example below denotes the proper amount of 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.

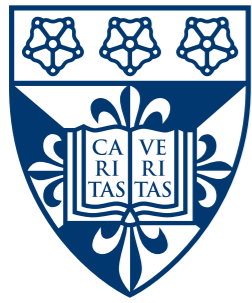
THIS IS NOT ENOUGH SPACE.

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.

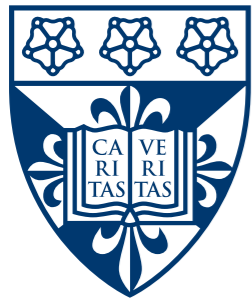


What Not to do with Our Logo.



CONSISTENCY IS KEY Only use approved and established logo variations of the university brand.

1. Do not remove the **Founded 1901** from the **University Seal**.
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.
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**.



Wait. There Is More.

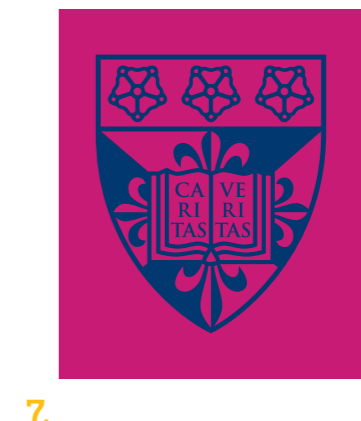
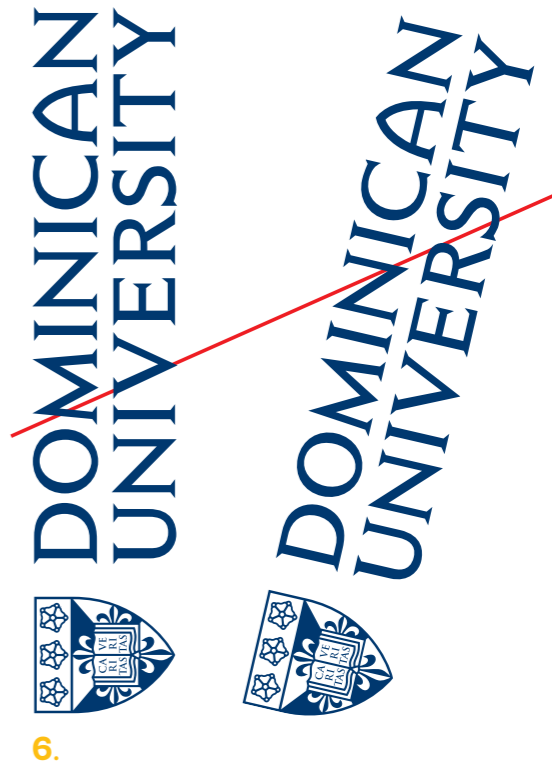
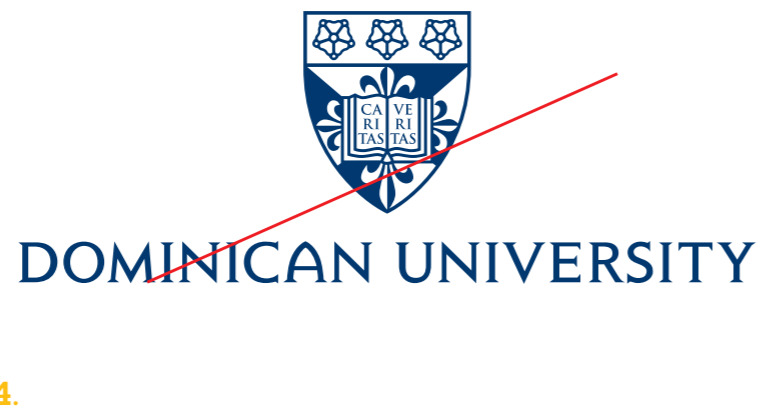
**BRAND
CONFUSION**
“Frankenlogos”
recreate and
confuse the
university brand.

Only use approved
and established
logo variations.

1-5. Do not make
your own
logos.

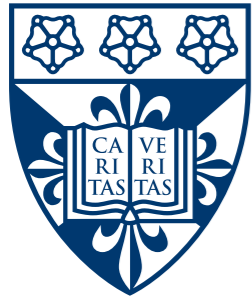
6. Do not rotate
the logo.

7. Do not place
the logo on
non-brand
colors.



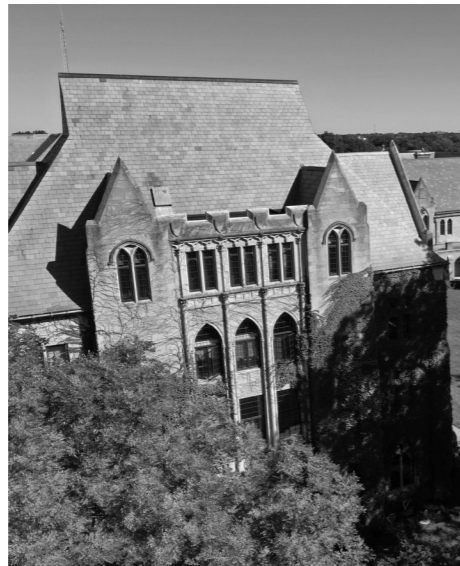
Go First.

Go Forward—*Fearlessly.*



Achieving the Monochrome Look

1. Use a greyscale image
2. Render it as 100% PMS295
3. Create another layer with a box filled with 100% PMS295 Make that box 60% transparent with the "multiply" effect in InDesign.
4. **CAUTION: DO NOT APPLY IT TO PEOPLE.** Instead, cut out the featured person in your photo using Photoshop and add them as a 4color layer on top of the blue monochrome.



1.



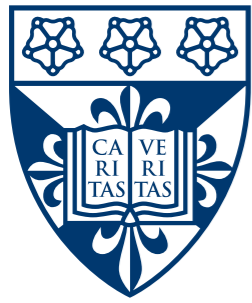
2.



3.

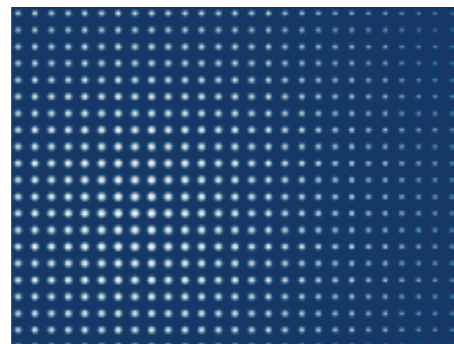


4.



Using the 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 hints at additional meaning as well as ties them directly to the theme.



Halftone



Cartographer crosshairs



Cartography Gradelines

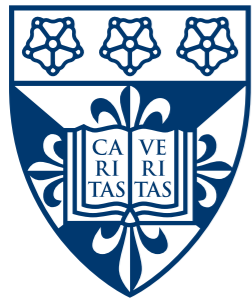


Compass



**BLAZE
A TRAIL
TO A TOP
GRADUATE
SCHOOL.**

Ushma Patel transferred from a much larger university with hopes of finding more access to opportunity. She did. Big time. At Dominican, she was able to become a lab research assistant. And she combined her love of science and visual arts by coauthoring a major scientific paper with her professors and designing the cover illustration for the journal that published it. With an outstanding portfolio, she was accepted to a highly competitive graduate program in medical illustration, where she's exploring 3D modeling, interactive media and animation.



Using Meaningful Typography

Bold typography carries the message while strategic use of color creates the mood—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 our communications.

- + **The Go First campaign uses Sanchez in a big way.**
- + **Helvetica is used both for bold headlines and body copy.**
- + **Because of its inherent elegance and finesse, we reserve Garamond for our adult communications.**

Victoria Spivak's
FINANCIAL AID AWARD
The best investment you'll *ever* make.

DOMINICAN UNIVERSITY

**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 national leadership trainer with the **Obama Foundation**, and serving as Latino outreach coordinator for Chicago Mayor Lori Lightfoot's campaign.

Now it's your turn.
GO FIRST.

dom.edu/apply DOMINICAN UNIVERSITY

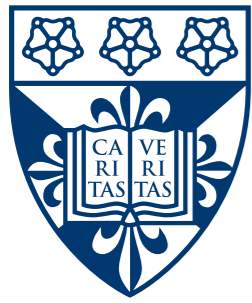
Powered by
Purpose

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.

Go forward—fearlessly.

dom.edu DOMINICAN UNIVERSITY



Other Techniques to Achieve the Look:



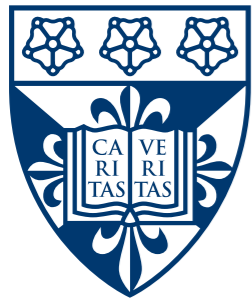
1. **Embellished a 4-color photo** with a transparent gradation at the top. **Extra-large type** supports the meaning of our headlines. Strategically placed the **body copy in a less cluttered area** of the photo for text legibility.



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.



Go Forward—*Fearlessly*

Powered by
Purpose

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.

Go forward—fearlessly.

dom.edu DOMINICAN UNIVERSITY

You
went
first
...so they can too.

Your gift powers their future.

Forward. *Fearlessly.* ANNUAL FUND for DOMINICAN
SCHOLARSHIPS | SERVICE | STUDENT SUCCESS

2019–2020 | The President's Annual Report

Boundless

VISION. GROWTH. PURPOSE.

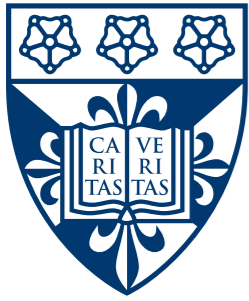
DOMINICAN UNIVERSITY

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**.

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**.

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**.

Other Guidelines and Resources



Communications Materials

Stationary (business cards & letterhead)

Official branded pre-printed or e-letterhead is available at the school and office/division level.

Presentation assets

We've developed PowerPoint templates to help you create branded presentations. Download them on MyDU.

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

All brand guidelines apply to swag just as they do printed material. We don't regulate these objects, but Marketing & Communications is happy to review your promotional item.

Social media

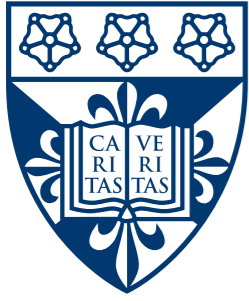
It's important that Dominican has a consistent look and feel across social media. Your profile picture on each platform must adhere to brand guidelines.

Campus signage

Consistent signage helps identify Dominican as a unified campus and provide a consistent brand experience. For external signage or permanent interior signage, please contact Facilities.

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. Licenses are limited. Please contact OMC for access.



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 limited color**, such as all black or dark gray and no more than two colors.
- + **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 taglines 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

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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](#)

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Questions?

marcomm@dom.edu