

Visual Design Guide

The Visual Identity of Dominican University



Table of Contents

- 1 BRAND VISION
- 2 HOW TO USE THIS MANUAL
- 3 PRIMARY LOGO
- 4 COMPANION LOGOS
- 5 ACCEPTABLE USES OF LOGO
- 6 UNACCEPTABLE USES OF THE LOGO
- 7 THE UNIVERSITY SEAL
- 8 OTHER LOGOS
- 9 TYPOGRAPHY
- 10 COLOR PALETTES
- 11 STATIONERY SYSTEM
- 13 PHOTOGRAPHS OF THE
DOMINICAN EXPERIENCE
- 15 LAYOUTS FOR MARKETING
MATERIALS: THE BASICS

Dominican

Brand Vision

University Brand Promise

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

Brand Attributes

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

Position Statements for Key Audiences

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

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

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

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

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

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

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

How To Use This Manual

Creative Concept

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

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

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

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

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

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

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

University Primary Logo



Placing the logo

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

Size and proportion

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

Horizontal Wordmark

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

HORIZONTAL WORDMARK

DOMINICAN UNIVERSITY *of* CALIFORNIA

Companion Logos

School and Institute Companion Logos

In these companion logos, the name of the school, institute or center has been typeset under the Dominican University of California logo. The same colors, size and spacing rules that apply to the Dominican logo also apply to the companion logos. Companion logos have been created for two of the three schools and the Institute of Leadership Studies.

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

**DOMINICAN
UNIVERSITY**
of CALIFORNIA

**School of Health
and Natural Sciences**

**DOMINICAN
UNIVERSITY**
of CALIFORNIA

**School of Liberal Arts
and Education**

**DOMINICAN
UNIVERSITY**
of CALIFORNIA

**Institute for
Leadership Studies**

Acceptable Uses of the Primary Dominican Logos

Acceptable background colors used with the white, yellow, blue, and black LOGO

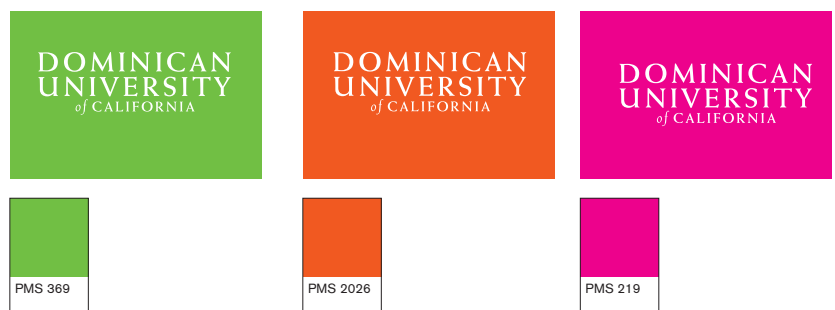


Acceptable of black LOGO with main palette.



Reverses

The logo may be reversed out of solid colored backgrounds. Designers should take care that any reverse of the logomark offers a high contrast for maximum legibility. To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult.



Unacceptable uses of the Dominican logo

Incorrect Colors

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



Too Small

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



Stretched

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



Incorrect Reverse

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



The University Seal

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



< recommended
minimum size: 1.5"



Black



Metallic Gold
PMS 871



Black, 20% screen

Other Logos

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



Recommended minimum size: 2"



The Penguins

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

Typography

Print

BERTHOLD AKZIDENZ GROTESK-
BOLD & BOLD ITALIC

AaBbCcDdEeFf

BERTHOLD AKZIDENZ GROTESK-
REGULAR & REGULAR ITALIC

AaBbCcDdEeFf

BERTHOLD AKZIDENZ GROTESK-
BOLD CONDENSED & BOLD CONDENSED ITALIC

NOTE: Not to be used on Admissions materials)

AaBbCcDdEeFf

Typograhpy

Online

ARIAL-
BOLD & BOLD ITALIC

AaBbCcDdEeFf

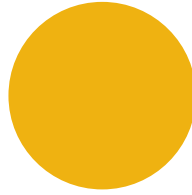
ARIAL-
REGULAR & REGULAR ITALIC

AaBbCcDdEeFf

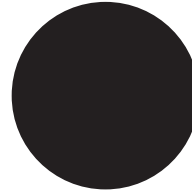
ARIAL-
NARROW BOLD & NARROW BOLD ITALIC

AaBbCcDdEeFf

Color Palette



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

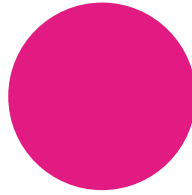


CMYK 0 0 0 100
CMYK (SUPER BLACK) 40 30 30 100
RGB 30 30 30
HEX 1E1E1E

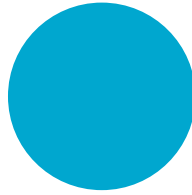
ORIGINAL PALETTE



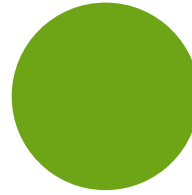
PANTONE 2026 C
HEX FF4C00
CMYK 0-80-100-0



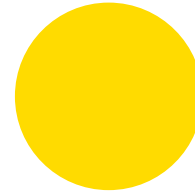
PANTONE 219 C
HEX E11282
CMYK 0-100-0-0



PANTONE 312 C
HEX 00A6CE
CMYK 100-0-10-0

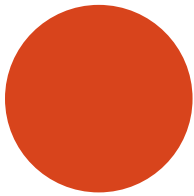


PANTONE 369 C
HEX 62A60A
CMYK 60-0-100-0

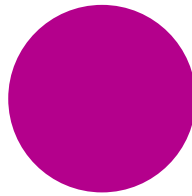


PANTONE YELLOW C
HEX FFDD00
CMYK 0-1-100-0

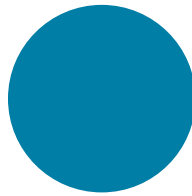
EXTENDED PALETTE



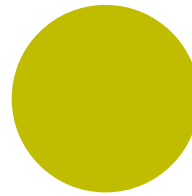
PANTONE 173 C
HEX CF4520
CMYK 0 82 94 2



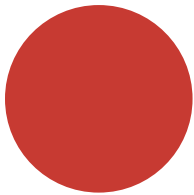
PANTONE 2405 C
HEX B0008E
CMYK 36 100 0 0



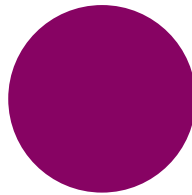
PANTONE 314 C
HEX 007FA3
CMYK 100 5 14 17



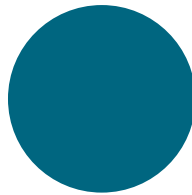
PANTONE 390 C
HEX B5BD00
CMYK 27 0 100 3



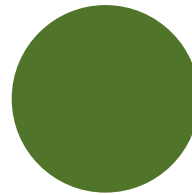
PANTONE 180 C
HEX BE3A34
CMYK 3 91 86 12



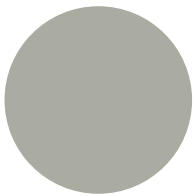
PANTONE 2425 C
HEX/HTML 830065
CMYK 40 100 10 26



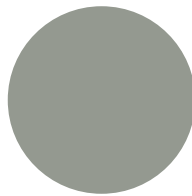
PANTONE 315 C
HEX/HTML 00677F
CMYK 100 12 21 44



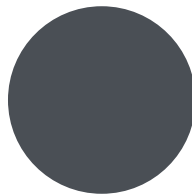
PANTONE 364 C
HEX 4A7729
CMYK 71 4 100 45



PANTONE 7537 C
HEX A7ACA2
CMYK 18 8 20 24



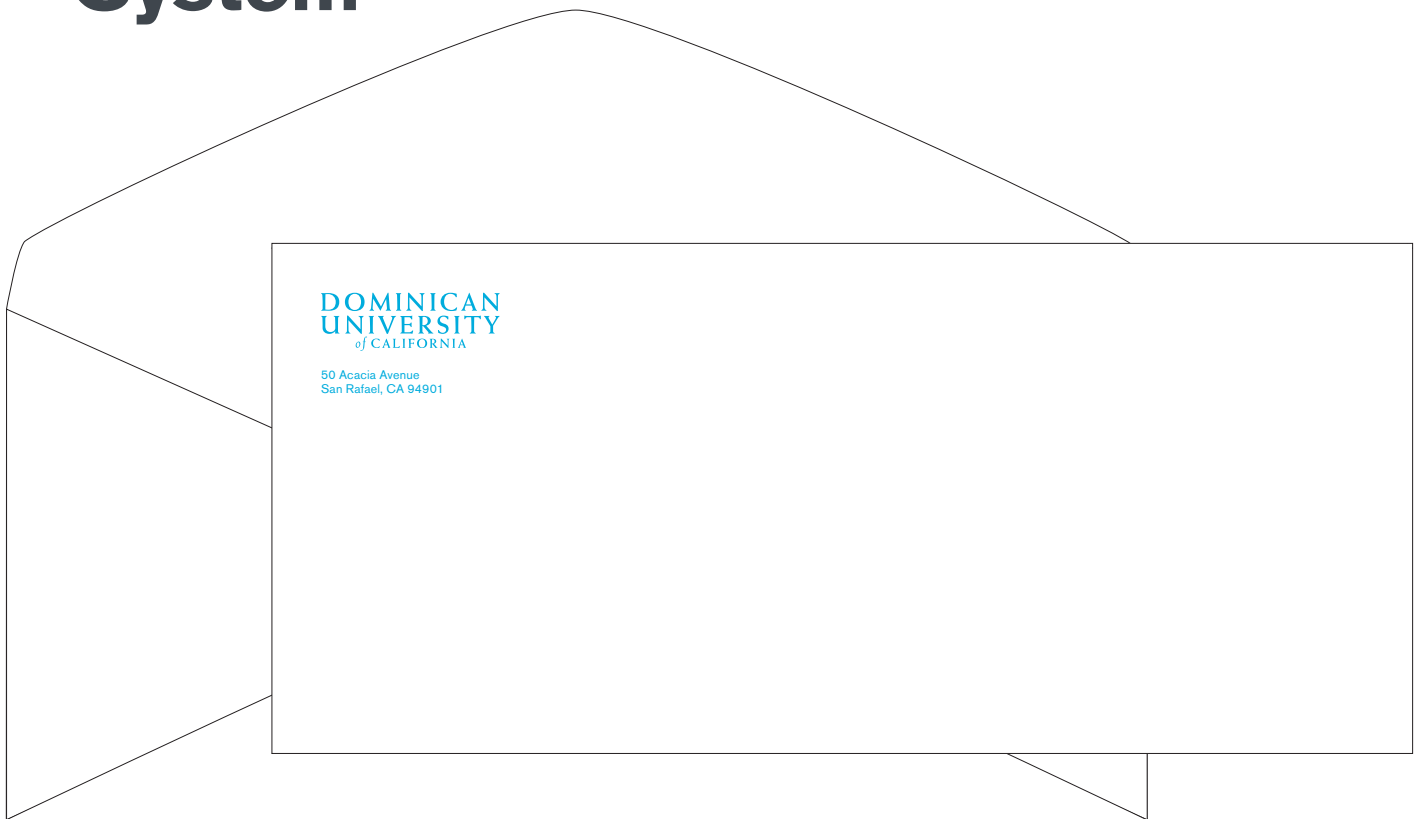
PANTONE 7538 C
HEX 949A90
CMYK 24 11 24 33



PANTONE 7540 C
HEX 4B4F54
CMYK 41 28 22 70

Stationery System

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



dominican.edu

Business Cards

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





**DOMINICAN
UNIVERSITY**
of CALIFORNIA

October 18, 2018

Chilly Penguin
Campus Mascot
Dominican University of California
50 Acacia Avenue
San Rafael, California 94901

Dear Mr. Smith,

Rorumquam, volorio es dolo iducid expliqui tem eraepudam se volo con conem rat et venis imus rest, quis voluptid ut pa ex
exces dit et abor acestio nempos moloria dolorem ne porro dipsanis pro occullatest, qundem oluptio ma sit mo et fuga.
Geni aut acim quas sinum doluptur aut volupti sum, quam, in rem aces ariantio. Nam ne conet fugiati asitiis et ut facias re
periber itissita sa autem ventisq uamenihit dolores num respid estrum fuga. Nem que esequi nonse perum hillabo rionet
rerae et recta pos earum explate nonsequam volorum andunto tatemol enditatis et iundisc ipienienti quam ad etume exer-
nam dolorosam rem et ulpa velesed magnatum sitamenihil moloriam recto est esto minture rsperci enimagn ihiliquia del
ipsam fugit est vellaudi ducit, am, ut la velite num ipit, tem. Nem inus nonsequis apero es con ne vendis sitatum quuntem
penatur rem del maiore corerum et voluptae dis volupta tectur, veliquod et ipsandu.t.

Nam enietures et quodio ipsam utaqi beatem volorum qature ctotatur, qui opta si quuntio. Ut ariam dolore, quiae vo-
luptae. Nemqui tendaniste alignis di vel int qui ratia iusae. Imillabo. Nequia ipsum nestrumque omni abo. Nemodia dolent
inum quunt, etur aut alicabore, qui aut esequi vitia dolliquam earis doloreped eos untiat et eost, tore cus, il illuptus everum,
omnis conmia quaspidesti abo. Bus.

Atiam que quam sit aut enim fugit iduntur? Lestes esectio restrum est est adignis evelit harchit eatume pro iumqre re-
cepere nonsemi nonseque serspel ma sequiam venimpost hicit, asit quosti to et eius sectenda is nitio et volentus, to culpari
tem intur si iduntis il maxime laciassi tores dolest arumque nis estium aut dolorem earum fugias ad maximus dolorempores
quam fuga. Nem remoloribus digent omnimusa doloribus voloremporro vendessum eum es nonest abo. Nequias que
quistis mi, untisci con et eiur accusandis asi blataqui iaturem faccat vit que essequos sum ipsam quossimi, sum faccupus
eiusania volore remporest, quostio qui arum quisci omnihia dolorep taeprovid magna saerovitinci re quo torem amustrum
solo volor aliqui dolorum eum quatque eos earunt autas etur, simoditi sam qui nes dolore quam reseri serorem aliquae
officit ex et illatatio omni et inveleseque ipsuntist, abo. Faccullest, odit lacepe sum eos vellatus aut ommoluptius, omnis
sequis enis inctiis dolupta es unt quibusd aeperum vero dolut fuga. Ut hario. Aborrum eum cullut aces poreprovit, simperio.
Ita cuscian dandend icipsunt at. Upta sin consequi ut omnis volupta quibus eiurectis esequia core dis solupientes quo eat
volo connim quam auta quamusam hitiis mod modias denienem cupta denda eum que rem cone aut minvernam que re
corem a exeri bereruptatis minus.

Regards,

Chilly Penguin
Campus Mascot
p. 415.458.3762
c. 415.555.1212
chilly.penguin@dominican.edu

50 Acacia Avenue, San Rafael, California 94901-2298 • 415-485-3204 • 888-323-6763 • dominican.edu

SIGNATURE

Your signature at the
bottom should follow
this order:

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

Photographs of the Dominican Experience

Every Picture Tells a Story

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





Layouts for Marketing Materials: The Basics

Flyers

Two color title

.25" rule

Left justified

Headers match title block color

Brief, succinct copy

White gradient feather between photo and text

Gorgeous photo of students or campus

Make sure the logo pops!

Exploration in Education

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

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

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

RSVP
admissions.dominican.edu/register/teach

Questions
Contact Jessica Quintana at **415-485-3245**
or jessica.quintana@dominican.edu

**DOMINICAN
UNIVERSITY
OF CALIFORNIA**

Postcards

Logo and text should align



Text reversed out of color bar at 50% (approx) opacity.

DOMINICAN
UNIVERSITY
of CALIFORNIA

dominican.edu