



**DILLARD**  
UNIVERSITY

# BRAND GUIDELINES

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## INTRODUCING OUR BRAND POSITIONING

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In the spring of 2008, the university undertook an in-depth exercise to arrive at a brand identity that would translate the essence of Dillard University in all forms of marketing, from print publications to display and broadcast advertising to the Web. The goal was to unite our marketing messages in a simple and authentic manner while staying true to the university's character and heritage.

What we uncovered through independent observation, local and national research and personal interviews with students, faculty and staff formed the basis for our new brand positioning and subsequent logo development.

Set on a beautiful 55-acre campus in the Gentilly Community of New Orleans, Dillard offers a high-quality and comprehensive education in an intimate and supportive environment that helps students reach their full potential.

During their four years at Dillard, young men and women are transformed into global citizens, culturally aware and concerned with improving the human condition.

On graduation day, Dillard seniors follow a tradition set many years ago by those who went before them as they walk through the Avenue of the Oaks – a living icon to the university's triumph and resilience – into a successful future.

This positioning platform represents the promise of success that every new student receives upon entering Dillard University.

Dillard opens doors to opportunities students never knew existed.

Dillard is your *Avenue of Opportunity* for a diverse and full educational experience.

Join us at Dillard, your *Avenue of Opportunity*.

## INTRODUCING OUR BRAND

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Our visual identity guidelines apply to all official university communications and will be included on all publications, letterhead, business cards, collateral and online applications. All official University, departmental and office publications must be “in brand,” regardless of where they are produced or by whom. To that end, this booklet has been designed to display our official guidelines and graphic standards for all Dillard University communications, print or online. This also applies to all external uses of the logo on merchandise, signage and other applications in the public domain.

## OUR LOGO

The Dillard University graphic identity program consists of two major components: the traditional circular seal and the main (text) logo.

### SEAL

The university seal is used solely for official communication from the university president.

### LOGO

The principal Dillard logo is the main means of communicating the university identity to our many stakeholders. It reflects our capabilities, aspirations and values and should appear on all communications.

The logo combines straight-forward typography with a dynamic graphic crest. It reflects Dillard's heritage, academia, gravitas and locale.

The following logo guidelines will help us maintain a consistent and professional appearance and must be followed closely wherever the wordmark is used.

For presidential use only



**DILLARD**  
**UNIVERSITY**

## LOGO VARIATIONS

Use the preferred option of the logotype in its true form, which is two-color on a white background. The logo has been designed with four variations. A one-color mark is used for instances when printing in one color is the only option, e.g. print ads. A grayscale mark is for use on black and white applications such as fax headers, newspaper advertising and endorsements.

Full two-color (primary logo option)



One-color



Black and white



Reverse color



## TEXT - ONLY VARIATIONS

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The shield version of the logo should be used in most design executions, although we have a text-only version that is available for use on collateral where the full logo would cause space issues.

The text-only logo version is the only logo version that can be displayed with the President's seal.

Two-color text-only logo



DILLARD  
UNIVERSITY

The logo consists of the word "DILLARD" in a blue, serif, all-caps font. A thin green horizontal line is positioned directly beneath "DILLARD". Below the line, the word "UNIVERSITY" is written in a smaller, blue, serif, all-caps font.

One-color text-only logo



DILLARD  
UNIVERSITY

The logo consists of the word "DILLARD" in a blue, serif, all-caps font. A thin blue horizontal line is positioned directly beneath "DILLARD". Below the line, the word "UNIVERSITY" is written in a smaller, blue, serif, all-caps font.

Black and white logo



DILLARD  
UNIVERSITY

The logo consists of the word "DILLARD" in a black, serif, all-caps font. A thin black horizontal line is positioned directly beneath "DILLARD". Below the line, the word "UNIVERSITY" is written in a smaller, black, serif, all-caps font.

## DIVISION LOGOS

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The university consists of six academic divisions. The name should be typed in Mrs. Eaves and centered with the text “DILLARD UNIVERSITY” in Pantone 576 with 100 point kerning.

Example





## ATHLETIC LOGO

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An official athletic logo is currently in development. For any questions regarding a visual representation to use in the meantime, please contact Mona Duffel Jones (504-816-4024) who will review such requests on a case-by-case basis.

## OUR LOGO: STANDARD SIZES

To maintain consistency across the most common formats in Dillard University's communications, standard sizes of the mark are to be used. Use a 2" wide word-mark on all U.S. letter-sized documents. Use a 2" wide mark on PowerPoint documents, onscreen applications and smaller format communications.

### MINIMUM SIZE

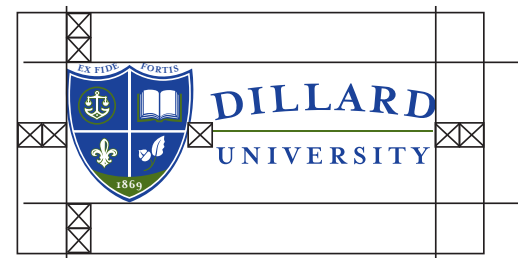
These logos should never be reproduced smaller than 2".



2"

### EXCLUSION ZONE AROUND THE LOGO

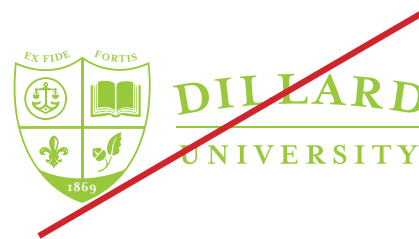
The exclusion zone is designed to ensure that the logotype is not crowded by other elements. This diagram shows the minimum clear space that should surround the mark; however, it is preferable to give as much clear space as possible. The boundaries of the exclusion zone are indicated by an "X" that is determined by the space between the crest and the text.



# CONSISTENCY

Keep it consistent. Maintaining the integrity of our logo is important. It must be presented in a clear, consistent and legible manner. Logos must always be reproduced from approved files and not altered in any way.

This page illustrates common incorrect uses of the logo. Please do not create your own custom logo or use any versions of any old logo, as it is important for us to use our mark on all our communications so that we focus energy back into our core brand.



Incorrect one color



Incorrect green and blue colors



Incorrect orientation of crest with text



Official seal: for presidential use only.  
Incorrect usage of text only logo combined with seal

## OUR TYPEFACE

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Strong, well-ordered typography plays a key part in the creation of powerful communications across all mediums. It expresses tone of voice as well as unity and clarity.

The Dillard University identity is based on a clearly defined typographic style. This style must be followed in every printed communication we produce.

We have selected three fonts that can be used in Dillard University communications:

### **Mrs. Eaves**

This font is Dillard University's primary/display font. It is used in our logo and, although it is not readily available on all university computers it should be used in specially designed pieces of collateral. (Captions and headlines in this document use Mrs. Eaves)

### **Gill Sans**

For all documents and correspondence that are to be shared electronically with clients and outside parties we have selected Gill Sans as our preferred font for all body text. It is a standard computer typeface readily available on university computers, in Word documents and PowerPoint presentations and should be used.

### **Arial**

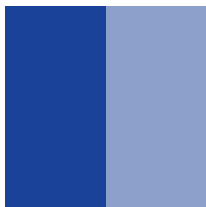
Arial is used in day-to-day applications when neither Mrs. Eaves nor Gill Sans are available e.g., online, Word documents, PowerPoint presentations, etc. Arial is readily available on university computers.

## OUR COLORS: UNCOATED PALETTE

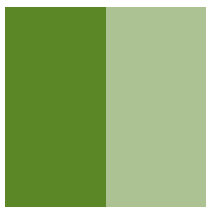
A color palette has been carefully selected to include our Dillard primary colors and a range of complementary colors (secondary colors) that are available as accent colors for use in publications, presentations and other documents. These secondary colors should only be used in instances where our primary colors are already in use.

The logo can only be reproduced in color using the following Pantone colors: DILLARD BLUE (Pantone 2738) and DILLARD GREEN (Pantone 576). RGB breakdowns should be used in PowerPoint presentation documents and online applications.

### Primary Colors



**PANTONE 2738 U**  
**C 100 M 87 Y 0 K 2**  
**R 27 G 66 B 152**



**PANTONE 576 U**  
**C 48 M 0 Y 100 K 53**  
**R 76 G 114 B 29**

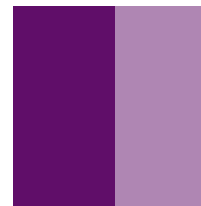
### Secondary Colors



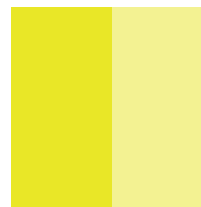
**PANTONE 1795 U**  
**C 0 M 94 Y 100 K 0**  
**R 238 G 52 B 36**



**PANTONE 2925 U**  
**C 85 M 24 Y 0 K 0**  
**R 0 G 150 B 215**



**PANTONE 2623 U**  
**C 59 M 100 Y 0 K 32**  
**R 97 G 17 B 106**



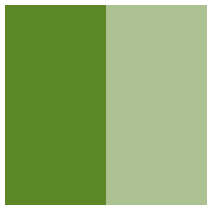
**PANTONE 396 U**  
**C 11 M 0 Y 94 K 0**  
**R 235 G 231 B 41**

## OUR COLORS: COATED PALETTE

### Primary Colors



**PANTONE 661 C**  
**C 100 M 85 Y 17 K 6**  
**R 0 G 53 B 146**



**PANTONE 576 C**  
**C 64 M 25 Y 100 K 7**  
**R 105 G 145 B 59**

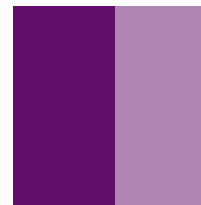
### Secondary Colors



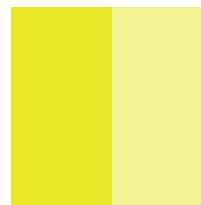
**PANTONE 485 C**  
**C 8 M 97 Y 100 K 1**  
**R 220 G 41 B 30**



**PANTONE 299 C**  
**C 84 M 17 Y 0 K 0**  
**R 0 G 160 B 223**



**PANTONE 2613 C**  
**C 74 M 100 Y 19 K 7**  
**R 101 G 31 B 118**



**PANTONE 809 C**  
**C 15 M 1 Y 100 K 0**  
**R 226 G 225 B 0**

# STATIONERY

## LETTERHEAD

Letters are to be written on institutional stationery because they are official university representations. A standard format has been developed in full 8.5 x 11 format, which all offices must use. Paper stock is to be Mohawk-Navajo Brilliant White 70Lb. or a stock of equivalent quality and weight.

Set the address information in Mrs. Eaves Roman or other approved font at 10 pt with 11 pt leading, with margins and typing style as shown in the example to the right. Mrs. Eaves Roman, or other approved font, at 12 pt is the preferred typeface for correspondence as well as publications. Print all typed text in black.

The correct location of typed elements in a typical letter is shown on the following page. The left and right margin each should measure .832 inch. The date line should begin two inches from the top of the page. On the second page, begin typing 1.5 inches from the top.

The personalized U.S. letterhead should only be used for department heads of Dillard University. Additional requests for personalized stationery must be authorized. Set the name and descriptor in 6pt with 7pt leading with margins and typing style as shown in the example.



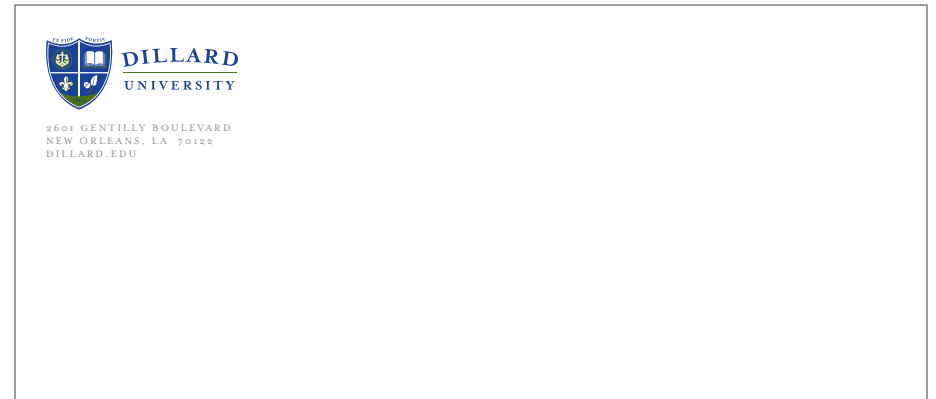
50% of actual size

# STATIONERY

## ENVELOPES

All #10 envelopes are pre-printed with the two-colored full Dillard University logo. Some also have address information pre-printed in Black 70%.

Print the official Dillard University logo in the two corporate colors: PANTONE® 2738 (Dillard Blue) and PANTONE® 576 (Dillard Green).



50% of actual size

## BUSINESS CARDS

Business cards introduce the university and the person whose name appears on the card.

Business cards have been standardized with the logo printed in PANTONE® 2738 (Dillard Blue) and PANTONE® 576 (Dillard Green). The name of the individual is typed in Mrs. Eaves and the individual's title in Gill Sans.



Actual size



## CONTACTS

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FOR ANY BRANDING QUESTIONS,  
PLEASE CONTACT:

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