



DILLARD  
UNIVERSITY

# CLAIMING OUR STORY





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## Questions?

If you have usage questions or need additional guidance, please contact the Office of Communications and Marketing.



# *INTRO- DUCTION*

# Overview

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## ABOUT THIS DOCUMENT

As humans, we form opinions very quickly — and these opinions lend heavy influence to the decisions we make. This is why, for Dillard University, it's critical that we have positive and meaningful interactions as often as possible.

Our brand works by forming emotional connections from the very first interaction — a billboard in New Orleans, a conversation in Tremé, a message on the side of a bus, or the way our alumni perform in the workplace. These interactions accumulate and shape the opinions of those we serve.

The elements in this document work together to ensure that every interaction is connected, and conveys a compelling story about Dillard University. The principles apply to all of us, and to every interaction, and to every piece of communication.

This document is designed to help you make decisions in support of our story. There's a deeply informed rationale to everything we've included — every visual and verbal element. It reflects the thought process that went into creating the brand and offers guidance for making it work.

# Overview

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## WHAT IS OUR BRAND?

Our brand is an enduring platform that articulates the total experience Dillard University creates. It represents our identity and point of view by communicating our vision, who we are and why we do what we do. It helps us connect with many broad, diverse communities through informed and meaningful interactions.

It's more than a logo, a slogan or an ad campaign. Our brand lives through:

- the **promise** we make to our audiences
- the **essence** of our institution
- the **experience** we create
- the **personality** we convey
- the **message** we deliver
- the **identity** we express

**At Dillard University, we communicate our brand through an authentic and memorable “big idea” that helps us tell our authentic story consistently and compellingly.**

Our story is about **uplifting others through high standards for self**. We do this **to carry forth a legacy of excellence in service to a better world**. Over time, this story will increase visibility, awareness and recognition of the University, and will improve our reputation with prospective students, the Dillard community, our HBCU peers and other key audiences.

**The goal:** to own a courageous and unapologetic position.

This will not only attract the best-fit-students to Dillard, but also help our faculty, staff and alumni to tell our story consistently.

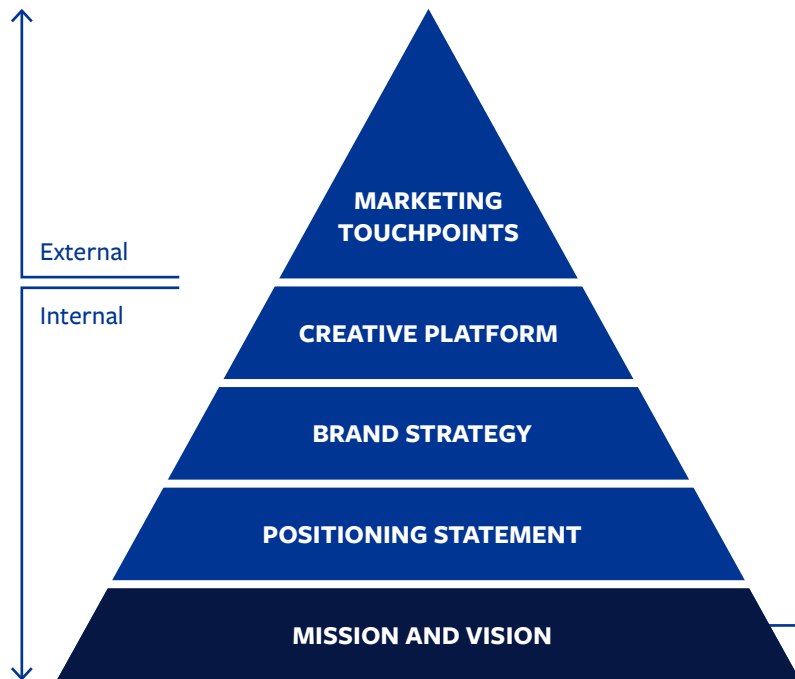
## WHERE DO I GO FOR HELP?

If you're looking for resources, visit [www.dillard.edu/communications](http://www.dillard.edu/communications)

If you have questions about applying the brand, please contact the **Office of Communications and Marketing**:  
[universityeditor@dillard.edu](mailto:universityeditor@dillard.edu) / 504.816.4800

# THE FOUNDATION OF A GREAT BRAND

Great brands are built from the inside out. Our brand stands on a storied tradition of courageous action. Our mission and vision are clearly articulated in the core statements authored by the University — and our brand builds on those core statements.



## MISSION

Dillard University is a historically Black institution that cultivates leaders who live ethically, think and communicate precisely, and act courageously to make the world a better place.

## VISION

Dillard University attracts the leaders, thinkers and artists of tomorrow, and equips them with the tools they need to imagine and build a better world for everyone.

Our students do not acquire knowledge alone; they develop compassion and high ethical standards alongside it. They think critically, but they do not stop at thinking; they act to turn their dreams into reality. In doing the work they are called to do, they do not choose the easy path over the right path. Instead, their commitment to excellence and integrity makes their work resilient by inspiring others to join their cause.

Our motto, “Ex Fide, Fortis,” means “from faith, strength.” It is this faith that keeps our vision clear, our hearts full, and our actions confident and deliberate, as together we transform the world into the world that it should be.



# STRATEGY

## **What is strategy?**

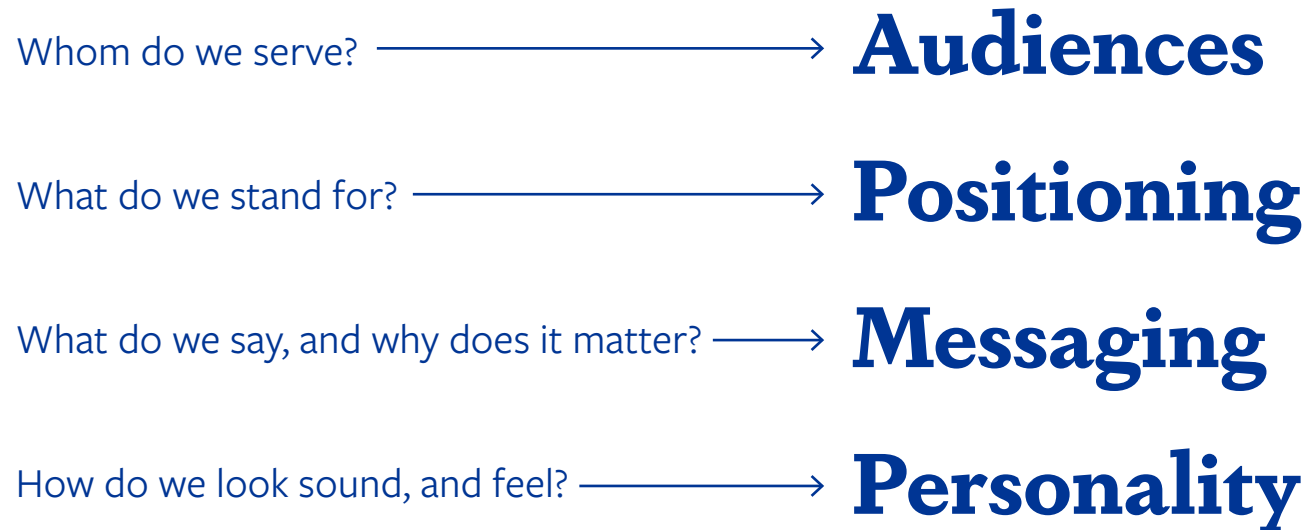
Our strategy highlights our strengths, captures our personality and defines what the world can expect from us. It's the blueprint for building our brand.



# OVERVIEW

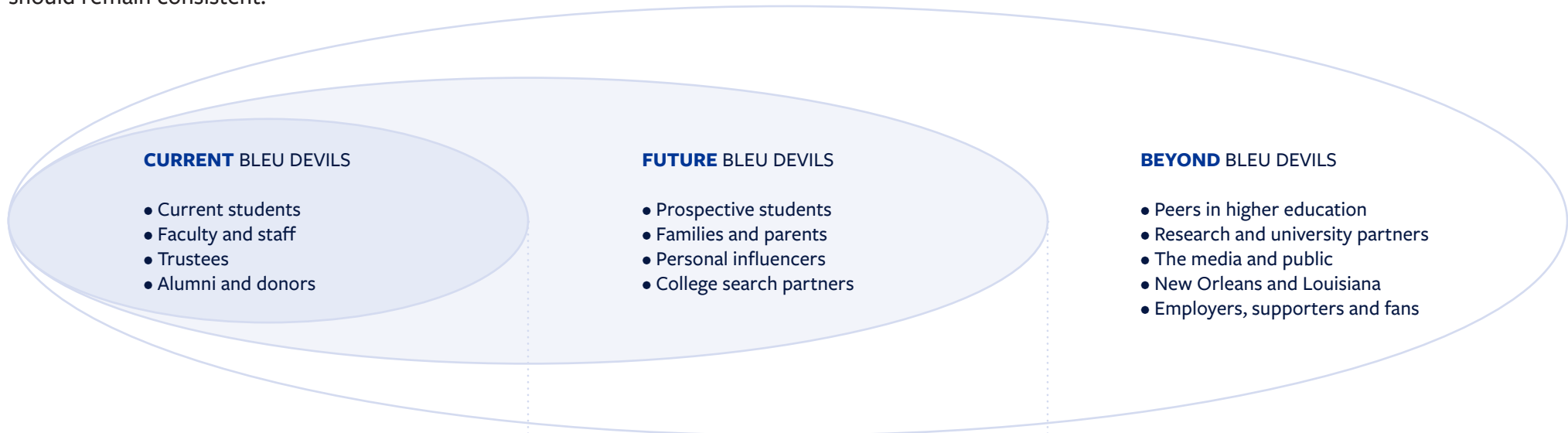
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The brand strategy captures a series of focused decisions that become the foundation for positioning our brand and executing the big idea. It serves as a tool that we refer to for marketing plans, campaigns and initiatives.



# AUDIENCES: PRIORITY COMMUNITIES

By segmenting and prioritizing the long-term goals for each community, we can bring greater focus and relevance to our communications. Though the specific needs of each audience will vary, the core brand story should remain consistent.



## CURRENT BLEU DEVILS

- Current students
- Faculty and staff
- Trustees
- Alumni and donors

Focus of the brand is to:

### Align and remind.

Align them around the idea that **the Dillard community embodies and upholds the ideals put forth by our heritage**. This group is the living definition of excellence, so remind them that, as part of this community, they are role models for current and future generations to aspire to.

**Those closest to the experience today.**

## FUTURE BLEU DEVILS

- Prospective students
- Families and parents
- Personal influencers
- College search partners

Focus of the brand is to:

### Create desire and inspire.

Create desire for attending Dillard by showcasing our brand story. In a world that can be dark and chaotic, Dillard illuminates a clear path to realizing dreams. We need to **inspire future students and their families to take a step toward their future** — a step of faith, trust and respect.

**Those navigating the decision whether to attend Dillard.**

## BEYOND BLEU DEVILS

- Peers in higher education
- Research and university partners
- The media and public
- New Orleans and Louisiana
- Employers, supporters and fans

Focus of the brand is to:

### Elevate and lead.

Demonstrate not only that Dillard is a leading HBCU, but that our graduates go on to be leaders across the country. **Dillard is the model of what a great college or university should be.**

**Those looking to Dillard as a leader in the market.**

# AUDIENCES: CONTENT THEMES

Community

Who they are

## CURRENT BLEU DEVILS

- Current students
- Faculty and staff
- Trustees
- Alumni and donors

## FUTURE BLEU DEVILS

- Prospective students
- Families and parents
- Personal influencers
- College search partners

## BEYOND BLEU DEVILS

- Peers in higher education
- Research and university partners
- The media and public
- New Orleans and Louisiana
- Employers, supporters and fans

Branding Goals

## Align and remind.



- Mission, vision and values
- History and traditions
- Pride in representing HBCUs
- Creating leaders of character and integrity
- Models of excellence

## Create desire and inspire



- Academic programs and opportunities
- Community and culture
- Successful graduates
- Outcomes and career opportunities
- New Orleans and the students experience

## Align and remind.



- Social, economic and community impact
- Distinct centers and academic strengths
- Research partnerships and initiatives
- HBCU and university thought leadership
- Successful graduates

Priority Topics and Content

Key Channels

- One-on-one internal meetings
- Internal communications channels
- Email
- Campus environment
- Campus events

- Website
- Email and SMS messages
- Social media
- Print
- Virtual events
- College fairs
- Paid digital media

- Community presence through localized partnerships and events
- AA congress, conferences and associations
- Peer-to-peer marketing
- Government relations
- PR and media outreach
- Social media

# ESSENCE

Our brand essence distills the positioning statement into a succinct, memorable phrase. This is not meant to be a tagline, a slogan or a headline, but rather an internal expression that should be used as a recall device — **a mental prompt for starting a conversation**. It serves as a gut check for the decisions we make and the spirit of everything we create.

## POSITIONING STATEMENT

The positioning statement articulates the conceptual core of our brand, serves as the underpinning for everything we say and do, and acts as a guidepost for the University's growth.

**TIP:** Revisit this key statement from time to time. Make it part of your pre-planning and writing ritual. Though these aren't the exact phrases that we use in our communications, they should echo through the community in the things we say, write and do.

*To put it succinctly, Dillard University is all about:*

## Community

Uplifting others through high standards of self

Dillard University is for Black-identifying students seeking a safe space to fully explore their past, present and future. We inspire people to aim for a higher standard of self by blending a quality HBCU education with the vibrant cultural experience of New Orleans. We do this to carry forth our legacy of excellence in service to a better world.

# MESSAGING

The message map prioritizes the most important messages for telling our story, and it illustrates the relationship between attributes and benefits. Our story should always connect to the center of the map — our core value proposition. Based on the needs of the target audience and the specific message we need to deliver, we can determine appropriate secondary messages and proof points.

**CORE VALUE PROPOSITION:**

Our brand promise

The core value proposition is the higher-level offer that drives our brand — it’s what Dillard is promising to the world.

**ATTRIBUTES:**

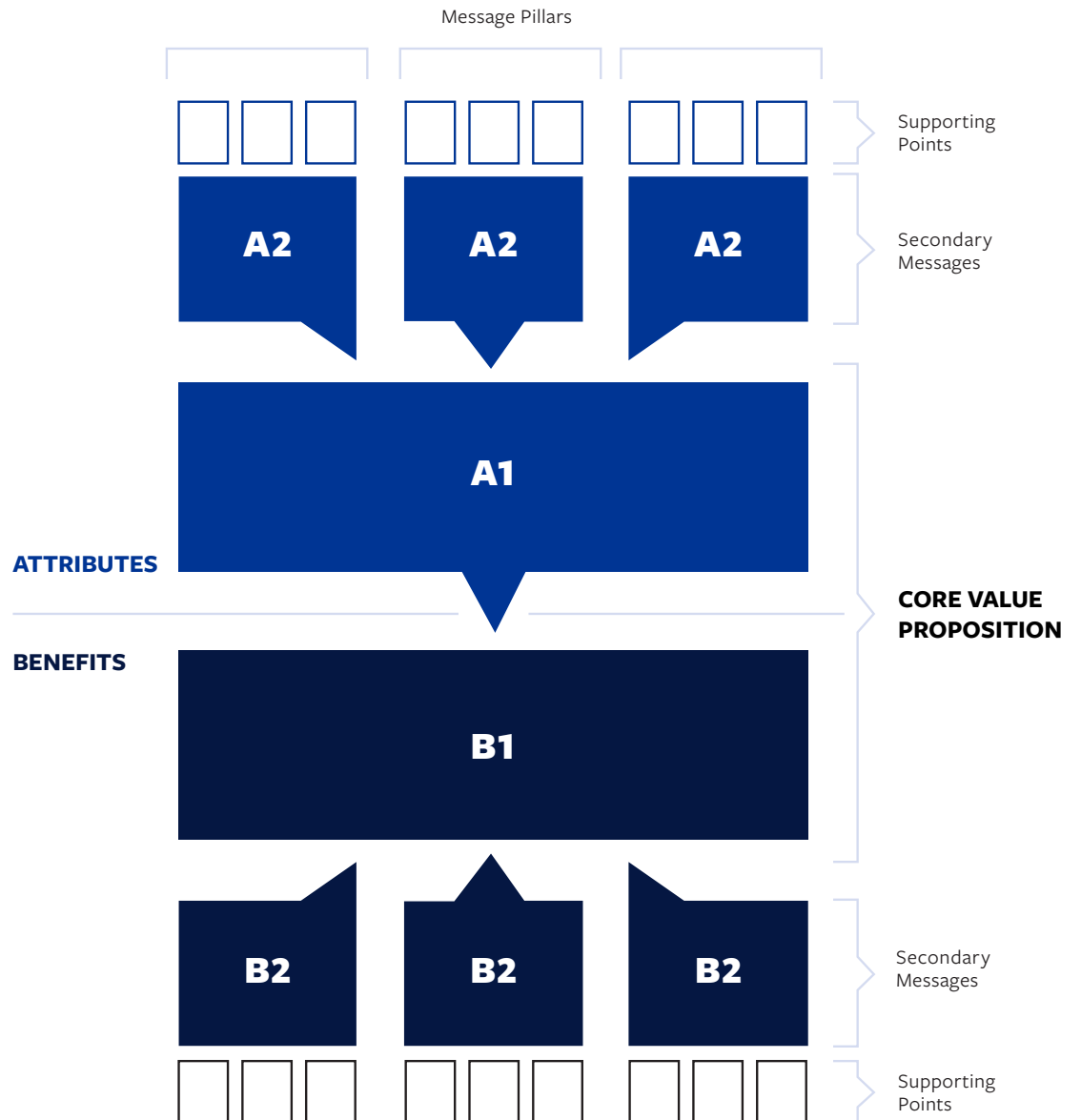
What we offer

An attribute is what we offer to our audiences. Attributes include things like programs, facilities, culture and experiences.

**BENEFITS:**

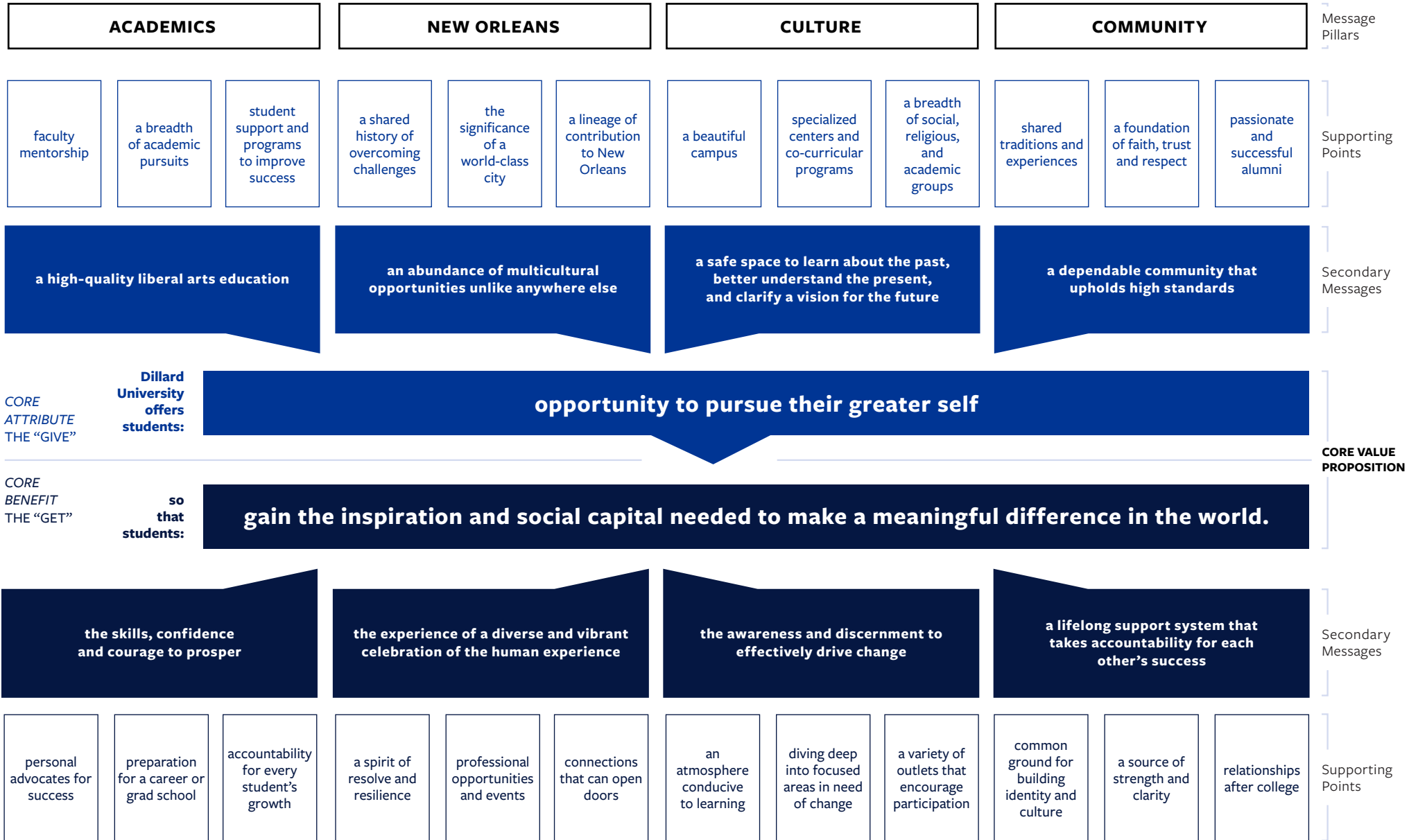
Why it matters

A benefit is what our audiences get. It’s the value, outcome or impact of the attributes that we offer.



# MESSAGING

Our message map is built with four key pillars drawn from the experience we create: our academics, our location, our culture and our community. Our core and secondary messages create a unique point of view for our story, and specific supporting points prove our message true in very real and specific ways.



# 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.



## Step 1

### Determine your audience and objective.

Identify whom you're talking to before you decide what to say. People care more about your message if it's relevant to them.



## Step 2

### Determine the attribute.

Consult the message map to align your topic (like registration) with specific attributes (like evening and weekend classes, offered in multiple formats). When possible, connect supporting points with a secondary message to strengthen your case.



## Step 3

### Determine the benefit.

Once you've established that your topic links to a brand attribute, you need to identify the benefit, or benefits (for example, the ability to manage multiple priorities). Note: In most cases, your audience cares more about the benefit than the attribute.



## Step 4

### 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're promoting.

**TIP:** Try using the message map to determine the best angle for crafting featured stories. Look for an opportunity to frame the story through the lens of one of the secondary message points. For example, a story of an current student taking full advantage of New Orleans opportunities to earn a professional internship and celebrate Jazz Fest.

# PERSONALITY

Our personality humanizes our brand. These characteristics help define the way our brand looks and feels — creating alignment between who we authentically are as an institution and how our brand comes to life. Our personality traits shape the tone and voice of our brand, driving the image for all of our communications.

**TIP:** You don't always have to use them all — choose the most relevant traits for your target audience. For an undergraduate piece, you might emphasize *self-assured* and *community-minded*; for a research partnership piece, it might need to feel more *open-minded*, *aware* and *courageous*.

## Open-Minded

Free for pursuing a life that considers what could be.

## Resilient

Undeterred when facing an opportunity to make the world a better place.

## Self-Assured

Moving forward with poise and confidence in our own worth.

## Community-Minded

Having a vision of success that is far greater than oneself.

## Aware

Mindful of the complexities facing the Black community, New Orleans and society.

## Courageous

Proudly representing our community with fearless action.





# *VOICE AND TONE*

Simply put, our voice is what we say and our tone is how we say it. We use both of these elements to tell a consistent brand story that can be easily replicated for a variety of purposes. Together, voice and tone create an experience that clearly demonstrates Dillard's heritage, mission and overall brand.

# NARRATIVE

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The story of Dillard University begins with the narrative: a verbal encapsulation of the power of our institution, setting the tone for how we speak, look and feel. In short, it's our origin story.

There are a few different ways to use the narrative: borrow lines for your communications, use it as a jumping-off point to inspire your own writing, or simply remind yourself of the brand's "feel" when you need a little inspiration.

At Dillard University, you're never far from the idea of legacy.

The legacy of the institution, of the people that fought to create it, and the alumni of years past, cultivating Dillard's reputation long after their time under the oaks has ended.

This legacy is enriched and enhanced with every achievement, every campus connection, every homecoming parade and graduation ceremony.

Because Dillard's eternal legacy is its students.

Students who know where they're going, because they know where they came from.

Who know their potential because they understand the gravity of their past.

And know Dillard University is not just where young Black students go to receive a higher standard of education – it's a sanctuary of solidarity, built for and by their own.

A place to walk in the footsteps of their predecessors, and most of all, to author their own legacy and have a hand in the next chapter of the Dillard story.

Dillard is, because they were.  
Dillard will be, because you are.

**Together, we'll make future history.**

# NARRATIVE BREAKDOWN

At Dillard University, you're never far from the idea of legacy.

The legacy of the institution, of the people that fought to create it, and the alumni of years past, cultivating Dillard's reputation long after their time under the oaks has ended.

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Dillard is, because they were.  
Dillard will be, because you are.

**Together, we'll make future history.**

We begin our story with a look back at the very foundation our school is built on: the legacy of our founders, our connection with New Orleans, and the many who have passed beneath the oaks and gone on to spread the word about — and be shining examples of — the excellence that we foster at Dillard University.

Next, we shift forward. Building on our legacy, we place Dillard's future firmly in the hands of our students, to grow and carry forth for years to come. With every moment and connection on campus, we fortify the Dillard community and perpetuate our legacy.

Our students are smart and self-sufficient, proud of their past and prepared for the future. They're people who are as involved in shaping Dillard — and crafting their own legacies — as we are in shaping them. This knowledge, pride, and responsibility to their peers and their ancestors sets Dillard students apart.

What's next is up to them — we empower students to create their own futures, stories and legacies. Their days at Dillard chart them on a path for success that ripples outward, creating strong community leaders, capable mentors and active participants in a society focused on the greater good.

With a final look back, we charge toward the future. Honoring our predecessors and accepting the torch they pass to the next class of Dillard students. What we do today is written in the history books of tomorrow.

# EXPRESSING THE HEART AND SOUL OF DILLARD

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While headlines make a great first impression, it's important to infuse our voice into our other communications, too. When telling our story, keep these points in mind to stay true to the spirit of Dillard.

## **Honoring the pillars of our legacy.**

Not everyone has a history like we do. We're proud of it — and want to share it with the world. Frame your stories and the words you choose through the following lens: The work we're doing is hundreds of years in the making. We are more than who we are today. Our predecessors led the way, and now our job is to continue toward greatness.

## **The pride of perpetuating Black excellence.**

Dillard students come from a long line of Black achievers, and they carry with them a greatness that will help them achieve, both on campus and beyond. When we speak about academics, achievement and the great potential of the Dillard student, we do so in a way that is proud and confident — yet humble, respectful and reverent to those who came before.

## **A community — and a city — with soul.**

There's no separating Dillard University and the city of New Orleans. Just like the familial bonds that are apparent on campus, Dillard is stronger because of New Orleans, and the city is richer and more vibrant because of us. At Dillard, we take pride in creating a safe haven of Black excellence, where every face is a friend, and no one is left behind on our path to greatness.

We want this message of camaraderie and family to come through loud and clear in our messaging, from social media to admissions materials.

# HEADLINE CONSTRUCTIONS

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The importance of compelling headlines can't be overstated. They make a solid first impression, capture interest and promote brand consistency.

The following headline constructions are easy go-tos when you're implementing the brand.

Dillard is a **sanctuary**, because you are **welcoming**.

Dillard is **vibrant**, because you are **spirited**.

Dillard is **illuminated**, because your spirit **glows**.

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We **are**, because they **were**.

We **soar**, because they **pioneered**.

We **succeed**, because they **innovated**.

We **achieve**, because they **believed**.

# BEST PRACTICES FOR WRITING

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No matter what kind of piece you're writing, keep these simple tips in mind.

## **Speak like a human.**

Seems easy enough, but in academia, it's important to remember: we're not talking to jargon-spouting automatons, we're talking to people. People who use contractions and sentence fragments (when appropriate), and probably don't know all our insider acronyms. Once you're finished writing, read your copy aloud to make sure it sounds natural and conversational.

## **Break it down.**

Readers have increasingly short attention spans, and in our communications, we want to make every word count. Make your communications more digestible by employing bullet points, infographics, and clear content hierarchies with headlines, subheads and body copy.

## **Spark action.**

Everything we create has a purpose, and the potential to drive further engagement. On every piece, make sure to include a call to action to tell your reader what to do next, whether it's attending an event, signing up for a newsletter or applying for a program.

## **Show and tell.**

Our messages are more powerful when we back them up with proof. If you're writing about affordability, include numbers about financial aid. If you're creating a piece about our commitment to social justice, include a testimonial from someone who has experienced it firsthand.

## **Keep it focused.**

When you try to say everything all at once, you're likely to confuse your reader and overwhelm them with information. With the exception of longer-form pieces like viewbooks and newsletters, make sure each communication focuses on a single message. That way, it's much more likely to be heard, understood and remembered.

# VOICE AND TONE CHECKLIST

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So you've used the brand guide to craft a beautiful communications piece — well done! Let the copy sit, then use this checklist to give it one more gut check. You can even use these questions as you're writing.

- Does this relate to the idea of how Dillard students are destined to **Make Future History**?
- Does it sound resilient? Self-assured? Courageous? Community-minded? Make sure to align your voice with the personality words in the strategy section.
- Does it contain at least one key message? Does it avoid tackling too many messages?
- Does it get to the point quickly, instead of burying the key message?
- Does it move beyond simply stating the facts to reveal something bigger about the Dillard experience?



# *TYPHO- GRAPHY*

When it's used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what we say. Dillard's typography communicates clearly and cleanly, with enough flexibility for a wide range of situations.



# PRIMARY TYPEFACE

## Freight Big Pro

### Uses

Headlines  
Subheads  
Impact Moments

### Publisher

Joshua Darden  
[https://fonts.adobe.com/  
fonts/freight](https://fonts.adobe.com/fonts/freight)

### Styles

Bold  
Bold Italic  
Black  
Black Italic

### Platforms

Print  
Digital

Aa

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJK

LMNOPQRSTU

VWXYZ

# SECONDARY TYPEFACE

## Freight Sans Pro

### Uses

Subheads

Body Copy

Callouts

### Publisher

Joshua Darden

[https://fonts.adobe.com/  
fonts/freight-sans](https://fonts.adobe.com/fonts/freight-sans)

### Styles

Book

Book Italic

Medium

Medium Italic

Semibold

Semibold Italic

### Platforms

Print

Digital

Aa

abcdefghijklmn  
opqrstuvwxyz

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

# SECONDARY TYPEFACE

## Dapifer

### Uses

Subheads  
Callouts

### Publisher

Joshua Darden

[https://fonts.adobe.com/  
fonts/dapifer](https://fonts.adobe.com/fonts/dapifer)

### Styles

Medium  
Medium Italic  
Semibold  
Semibold Italic

### Platforms

Print  
Digital

Aa

abcdefghijklmnop  
opqrstuvwxyz

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

# FREE FONT ALTERNATIVES

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## Playfair Display

Alternative for Freight Big Pro

### Uses

Headlines  
Subheads  
Impact Moments

### Publisher

Claus Eggert Sørensen  
<https://fonts.google.com/specimen/Playfair+Display>

### Styles

Bold  
Bold Italic  
Black  
Black Italic

### Platforms

Print  
Digital

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## Open Sans

Alternative for Freight Sans Pro

### Uses

Subheads  
Body Copy  
Callouts

### Publisher

Steve Matteson  
<https://fonts.google.com/specimen/Open+Sans>

### Styles

Regular  
Regular Italic  
Medium  
Medium Italic  
Semibold  
Semibold Italic

### Platforms

Print  
Digital

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## Antic Slab

Alternative for Dapfier

### Uses

Subheads  
Callouts

### Publisher

Santiago Orozco  
<https://fonts.google.com/specimen/Antic+Slab>

### Styles

Regular

### Platforms

Print  
Digital

# LEADING: BODY COPY

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight.

With our typefaces, text generally looks best with leading set slightly looser than the default.

Leading that's too loose leaves  
too much pause between lines.

21 pt. type / 36 pt. leading

**This leading is too loose.**

Os reped quo que non cum  
quoccus eaquos aut reris

8 pt. type / 15 pt. leading

Leading that's too tight leaves  
too little pause between lines.

21 pt. type / 18 pt. leading

**This leading is too tight.**

Os reped quo que non cum  
quoccus eaquos aut reris

8 pt. type / 9 pt. leading

When leading is correct, the  
reader won't even notice.

21 pt. type / 24 pt. leading

**This leading is correct.**

Os reped quo que non cum  
quoccus eaquos aut reris

8 pt. type / 11 pt. leading

**TIP:** Start with leading that's three points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there. Smaller blocks of text may need leading that's slightly more open.

Typically leading needs to be set higher in the digital space than in the print space. For digital applications, try starting with leading that's six points higher than the point size of the text.

# LEADING: HEADLINES

While the same general rules for body copy apply, leading for headlines will usually be a little tighter. This is because our headlines are typically shorter and set in a bold, block typeface or in all caps.

Headlines set at smaller sizes may need more leading than those set at larger sizes. We want to be sure that the text can be read quickly and easily, and leading that's too tight makes this difficult. Trust your eye, not the number. If it looks too tight, it probably is.

TOO MUCH  
LEADING

35 pt. type / 42 pt. leading

NOT  
ENOUGH  
LEADING

35 pt. type / 27 pt. leading

CORRECT  
LEADING

35 pt. type / 32 pt. leading

CORRECT  
LEADING

26 pt. type / 24 pt. leading

CORRECT  
LEADING

16 pt. type / 15 pt. leading

**TIP:** Start with leading that's three points less than the point size of the headline. Reduce further until you have a headline that reads comfortably and cohesively.

Remember, the examples shown on this page are only guides. Each piece you create will have its own needs and restrictions, so use your best judgment when setting your own headlines.



# COLOR

Our color palette helps people identify us at a glance. The way we use color contributes to the mood of our communications, bringing energy and pride to each of our pieces.

# COLOR PALETTE

Our palette combines our primary blue and white with a set secondary colors of supportive neutrals. The secondary palette includes several accent hues inspired by archival photographs from Dillard’s history.

The versatility of the color palette keeps our communications fresh and dynamic. When creating materials, always use the color builds listed on this page.

## Primary Colors

<p><b>Blue</b></p> <hr/> <p>PMS 661</p> <p>CMYK: 100/81/0/13</p> <p>RGB: 0/53/148</p> <p>HEX: 003594</p>	<p><b>White</b></p> <hr/> <p>CMYK: 0/0/0/0</p> <p>RGB: 255/255/255</p> <p>HEX: ffffff</p>
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## Secondary Colors

<p><b>Navy</b></p> <hr/> <p>PMS 2768</p> <p>CMYK: 100/93/38/51</p> <p>RGB: 4/24/66</p> <p>HEX: 051742</p>	<p><b>Turquoise</b></p> <hr/> <p>PMS 7465</p> <p>CMYK: 71/0/40/0</p> <p>RGB: 40/188/173</p> <p>HEX: 29bdad</p>	<p><b>Archival Blue</b></p> <hr/> <p>PMS 657</p> <p>CMYK: 15/9/0/0</p> <p>RGB: 211/220/240</p> <p>HEX: d4dbfo</p>	<p><b>Archival Cream</b></p> <hr/> <p>PMS 7499</p> <p>CMYK: 0/8/11/0</p> <p>RGB: 255/234/219</p> <p>HEX: ffebdb</p>	<p><b>Archival Purple</b></p> <hr/> <p>PMS 686</p> <p>CMYK: 13/33/7/0</p> <p>RGB: 217/177/198</p> <p>HEX: d9boc7</p>
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## Neutral Colors

<p><b>Black</b></p> <hr/> <p>PMS BLACK 6</p> <p>CMYK: 0/0/0/100</p> <p>RGB: 0/0/0</p> <p>HEX: 000000</p>	<p><b>Medium Gray</b></p> <hr/> <p>PMS COOL GRAY 11</p> <p>CMYK: 60/51/51/0</p> <p>RGB: 102/102/102</p> <p>HEX: 666666</p>	<p><b>Light Gray</b></p> <hr/> <p>PMS COOL GRAY 7</p> <p>CMYK: 31/24/25/0</p> <p>RGB: 179/179/179</p> <p>HEX: b3b3b3</p>
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## Institutional Color

<p><b>Green</b></p> <hr/> <p>PMS 576 C</p> <p>CMYK: 48/6/79/17</p> <p>RGB: 120/57/74</p> <p>HEX: 789d4a</p>	<p><b>NOTE:</b> Our institutional green should be sparingly used. It is most commonly used in our logos, as well as institutional communications.</p>
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# SAMPLE COLOR COMBINATIONS

To strike the right balance of color for a desired effect, use these color spectrums as a guide. This is not a precise mathematical system, but instead provides an idea of relative use. Color groupings can range from formal to casual and from subtle to bold, depending on the piece's purpose and audience.

The diagrams shown here illustrate how we might distribute colors proportionally to generate specific moods for marketing pieces. Of course, this doesn't mean that every color shown must be used. At a minimum, we always lead with blue.

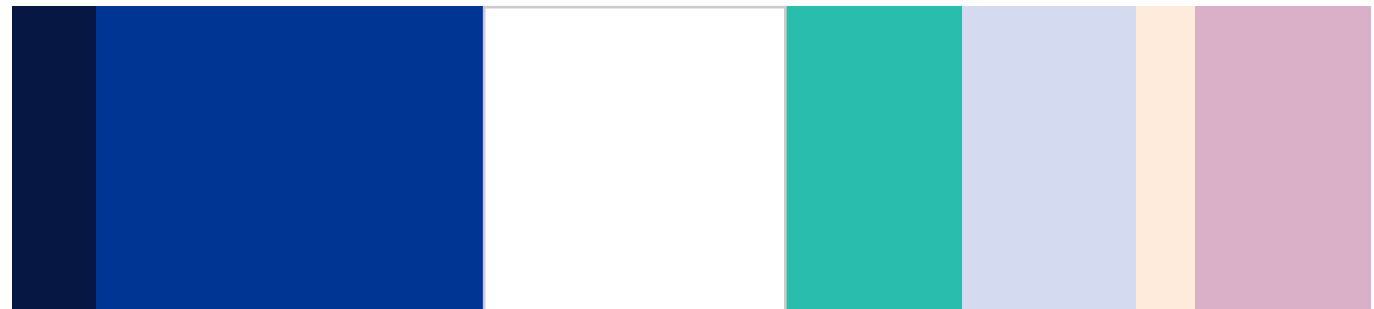
## All Uses



## Formal and Sophisticated



## Vibrant and Casual





# *GRAPHIC ELEMENTS*

Graphic elements make up the framework that ties our brand together visually. Used properly and consistently, they help ensure that our visual language conveys courage and self-assurance.

# HISTORIC BITMAPS

Historic bitmaps are way for us to take a nod to our history, without feeling stuck in the past. They can add texture to a piece of creative without overwhelming the main imagery or message.

These can be used as backgrounds at a light transparency, or as individual design elements to enhance different layouts. They are also a key piece in creating our signature Dillard collages.



**TIP:** When using bitmaps, make sure the color used is darker than the background to prevent an inverted look.

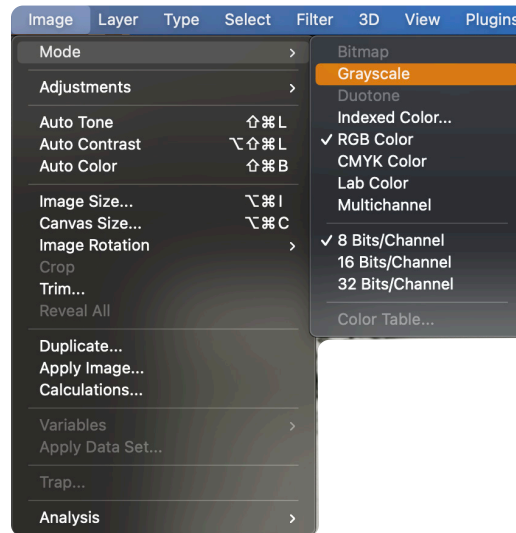
# CREATING A HISTORIC BITMAP

Creating a historic bitmap is a fairly simple process that can be done to any historic image that we have. To start, open the image you would like to make into a bitmap in Photoshop and follow these steps:

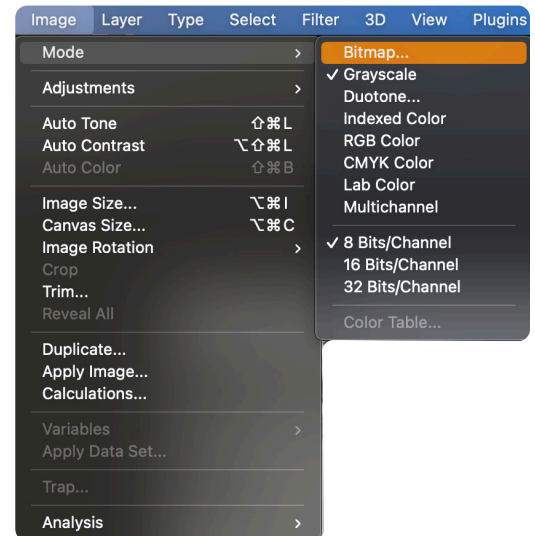
- 1 Change the image mode to Grayscale.
- 2 Change the image mode again to Bitmap, which will bring up some prompt boxes.
- 3 For the first prompt box, the output should match the input resolution. Then make sure the method chosen is Halftone Screen.
- 4 Finally, you'll get the halftone screen options box. The numbers shown here are just a suggestion for a starting place, but you might have to play around with them to get the effect you want.

Once your photo is adjusted, save it out as a .bmp file. You'll now be able to drop it into Illustrator or InDesign and change its color directly in these applications. (No need to come back to Photoshop every time you want to change the image.)

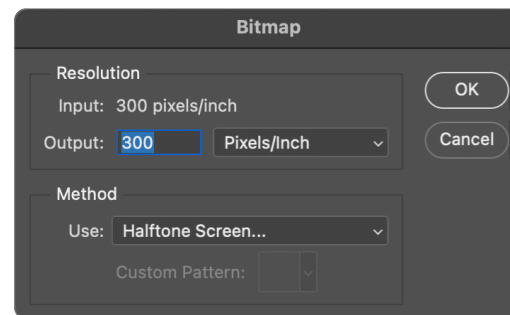
1



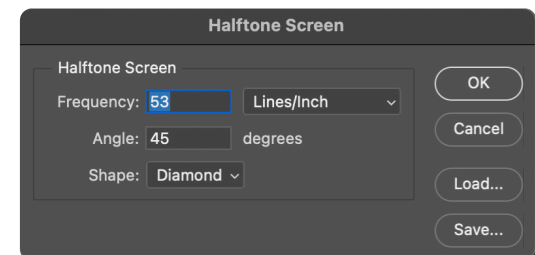
2



3



4



# “D” CONTAINER

This graphic element can be used to break up layouts and to highlight images. In limited occasions, the “D” may be rotated in order to mimic a half circle behind student cut-outs. The only time this is acceptable is when you cannot see the full “D” shape, so as not to associate it with the letter.

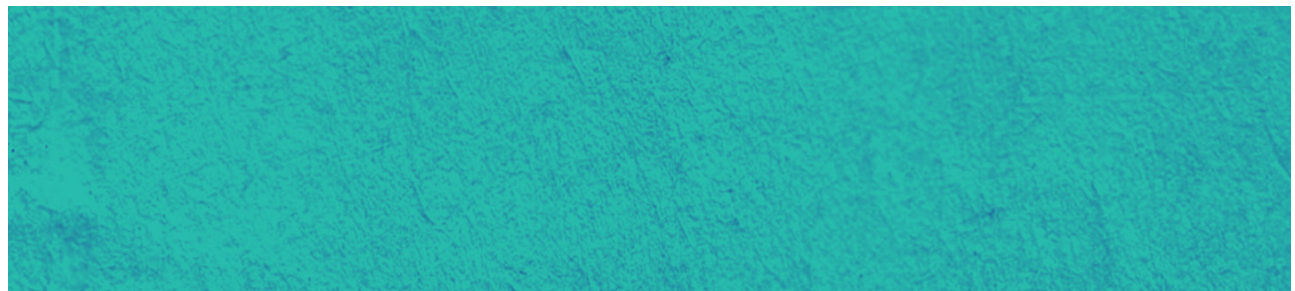
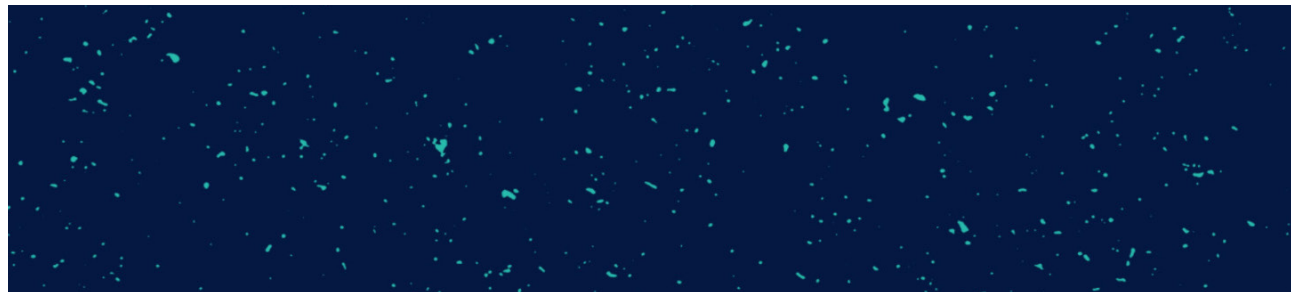
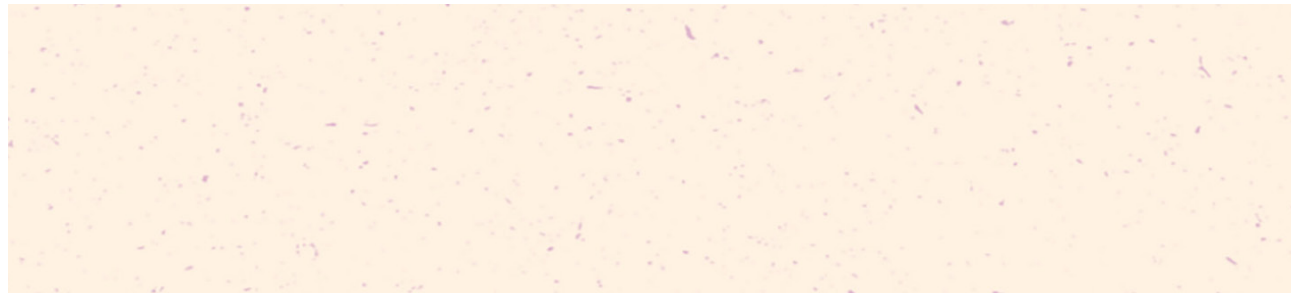


# TEXTURED PATTERNS

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To create an archival look and feel that nods to our history, we use textured patterns as backgrounds or as overlays.

The effects range from subtly textured paper to bright flecks on a dark background. They can be used at varying shades of opacity to achieve different looks.



# DILLARD COLLAGES

These compositions are intended to highlight students, to highlight students, contrasting the historic legacy they're part of with their modern-day success.

To make a Dillard collage:

- 1 Take a "D" container shape and apply a light color from our palette.
- 2 Next, overlay a historic bitmap onto the shape.
- 3 Finally, place a cut-out student photo inside the shape.

**TIP:** Make sure that the color of the background and the historic bitmap don't visually overwhelm the cut-out student in the foreground.





# *PHOTO- GRAPHY*

Photography plays an important role in our communications because it tells our story visually. Although our words are compelling, images offer powerful proof of what we say. For this reason, photographs should be carefully selected to match our messaging, and they should always feel authentically like Dillard.



# OVERVIEW

Our approach to photography pulls images from several different categories — defined on the following page — that work together to tell a fuller story. All of our photography should be well lit, in focus and brightly saturated.



# PHOTO CATEGORIES

## Critical Thinking

Critical thinking is an important pillar of our education here. We want to make sure it's represented as a main subject matter in our photo choices.



## Joy

Joy can be seen across the campus, from the classroom to the athletics court. Our images should represent joy in a way that is authentic to the Dillard experience.



## Sense of Connection

Dillard is more than just a college experience: our grads create lifelong connections while they're here. Evoking this through our photography is an important part of telling the Dillard story.





# *BRINGING IT TO LIFE*

## **How do we bring it to life?**

We've broken down every piece of our brand, but it's the combination of all these elements that makes the brand real. This is how we go from a set of guidelines to a living, breathing Dillard brand.

# CAMPUS BANNERS



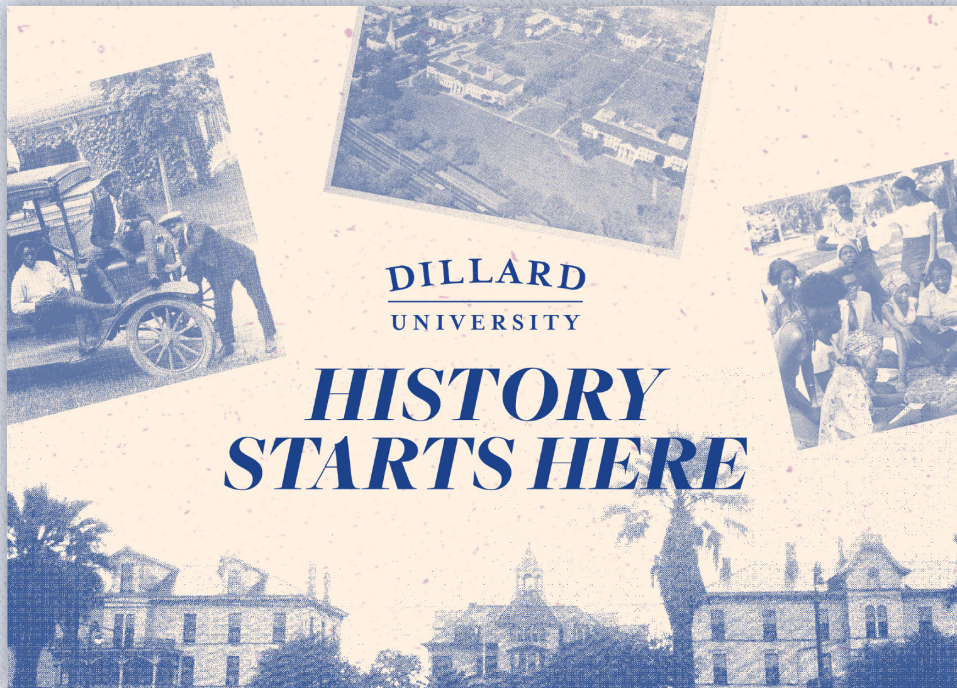
# CAMPUS BANNERS



# TRANSIT ADS



# DONOR PIECE



## CONTINUE *the* LEGACY

An institution where the first students were formerly enslaved, Dillard University has persevered through over a century of adversity, both natural and man-made – standing strong as an homage to the spirits and spines of those who came before.

When you give to Dillard, you are empowering the next generation of Black leaders, allowing the esteemed legacy of Dillard University to continue to flourish, grow, and be known.

Dillard is, because of *them*.  
And Dillard will be, because of *you*.

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VISIT [DILLARD.EDU/DONATE](https://dillard.edu/donate) TO BE PART OF THE NEXT CHAPTER OF DILLARD'S HISTORY.

# SOCIAL POST

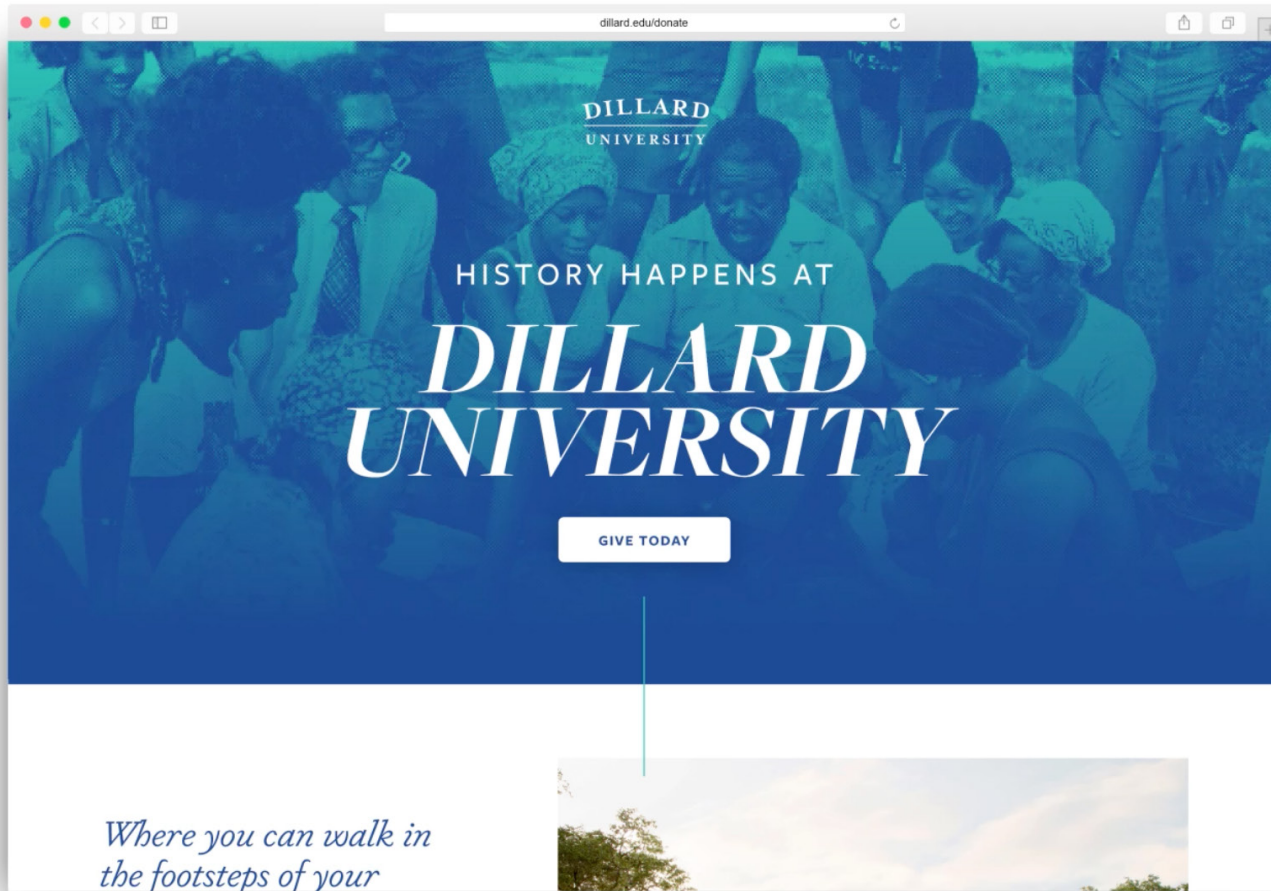




# SOCIAL POST



# LANDING PAGE



Where you can walk in the footsteps of your predecessors while carving a new path for the next generation.



At Dillard University, you're never far from the idea of legacy.

The legacy of the institution and the people that fought to create it. But Dillard's eternal legacy is its students.

HEAR FROM OUR STUDENTS  
*"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore."*

Together, we continue Dillard's legacy.



**TOGETHER, WE MAKE FUTURE HISTORY.**

GIVE TODAY

*DILLARD*  

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*UNIVERSITY*