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This document establishes rules for the consistent implementation of the Dickinson College graphic identity and offers recommendations for color and typography in print and electronic communications. These standards govern the development of communications in all media created by internal and commissioned designers and producers. The use of these guidelines will contribute to a powerful and unified expression of the Dickinson brand. A well-managed graphic identity is key to effective communications. Adhering to these guidelines will maintain a strong brand identity for Dickinson as a leading institution among national peers.
Dickinson’s new graphic-identity system reflects the college’s elevated stature, aligns the college with the nation’s elite higher-education institutions and honors the college’s history while looking confidently toward the future.

Since Dickinson’s compass-rose logo was introduced in 1999, the college’s public image has made tremendous strides. Dickinson has achieved an international presence in the media and among prospective students, earning it a place among a more prestigious set of peer institutions. To reflect this rising stature, the college decided in summer 2011 to retire the compass rose and launch a new graphic-identity system.

The core of that system is the new Dickinson wordmark. Spelling out the name “Dickinson” in the Hoefler typeface without the word “College,” the wordmark projects a bolder and more confident outlook. The brand recognition Dickinson secured during the last decade allows the college to adopt this assertive, unadorned approach, which is employed by many of the most prestigious colleges and universities. Like these institutions, the wordmark affirms, Dickinson is now recognized by one name alone.

To honor tradition while acknowledging Dickinson’s new status, the new graphic-identity system also incorporates a more liberal use of the college’s official seal. Previously used only in formal applications but always popular among alumni, the college seal has been refreshed for cleaner reproduction and will be used more widely.

Together the new wordmark and refreshed seal position Dickinson as an institution on the move, celebrating the past while positioning the college as a leader in 21st-century higher education.

INSTITUTIONAL POSITIONING
The core of the Dickinson graphic-identity system is a distinctive treatment of the college name. Through repeated application of this wordmark, Dickinson builds loyalty and awareness among its various audiences. Failure to use this wordmark, or using distortions of it, will diminish the identity system’s effectiveness.
CLEAR SPACE

The visual character of the Dickinson identity depends on clean, spacious and elegant layouts. Always use the recommended clear space, as shown below, to maintain optimum legibility and avoid interference from nearby text, complex illustrations or other elements that might compromise the wordmark’s impact.

See Page 6 for examples of the correct spacing of text placed near the wordmark.

- Generous clear space and consistent placement are essential for maintaining the integrity of the wordmark.
- The clear space is measured by the height of the lowercase letters (x-height) in the wordmark, as indicated in the diagram below. The minimum clear space must always be at least the width and height of one “x” on all sides of the wordmark. No typography or design element may be placed within this area.

MINIMUM SIZE

Please follow these minimum-size guidelines to ensure the legibility and clarity of the Dickinson wordmark in print layouts and Web site design. Do not reproduce the wordmark in print or electronic applications in a size smaller than that shown at right.

The minimum height of the wordmark is .25 inches for print usage or 25 pixels for electronic media.
INCORRECT USAGE

The Dickinson wordmark should be rendered with consistency and respect.

• It should never be tweaked, stretched or otherwise manipulated, but rather it should be reproduced with consistency and integrity.

• It should never be interpreted in a playful manner, shown at an angle or filled with pattern, texture or photographic imagery.

Do not set the wordmark in alternate typefaces.

Do not add additional text to the wordmark except in an approved “lock-up” (see Page 8).

Do not rescale, stretch or otherwise manipulate the wordmark.

Do not alter the letterforms or add special effects in any way.

Do not obscure the wordmark by placing other strong graphic elements near, next to or behind a color logo. A white (reversed) logo is preferable in most instances.

Do not reproduce the wordmark in colors other than the approved college colors.

Do not use the wordmark on an angle other than a 90° angle (see example on Page 15).

Do not use a color version of the logo on top of a color background. The logo should always reverse to white.

Do not add a box or a shape to the wordmark.
Each configuration that combines the wordmark and subordinate type in a defined relationship is referred to as a lock-up. Each lock-up is designed to satisfy specific application requirements of scale, media and reproduction method. Each lock-up defines the relationship of the wordmark and subordinate type (size, scale and position of each element). One of these three recommended lock-up styles should be used whenever possible.

Subordinate type for a department or office should always be set in Minion Regular upper- and lowercase. Generally, if the wordmark prints in red, the subordinate type should print in black or gray.

A return address for a department or office may be set either in Univers, with the department name in Bold and the address in Regular, or in Minion, with the department in Small Caps and the address in Regular.
The Dickinson colors represent the core identity of the college and should be used across all communications. Accurate color references are shown in the color-specifications table. When color printing is not an option, the wordmark should be printed in solid black (on white or light-color backgrounds) or reversed-out white (on dark backgrounds).

**COLOR VARIATIONS**

The Dickinson wordmark may be reproduced only in the college colors shown at right, or in black or white.

Color should always print 100 percent solid ink. Do not use gradients or tints of Pantone inks. Certain printing and reproduction methods may require the use of the black or reverse versions. Gold and silver are permitted for special circumstances (foil stamping).

**PRINT COLOR SPECIFICATIONS**

**Spot Color:**
- Pantone 186
- Pantone Cool Gray 9

**CMYK:**
- Red – C:0 M:100 Y:80 K:4
- Gray – C:0 M:2 Y:0 K:50

**Web RGB:**
- Red – R:211 G:35 B:45
- Gray – R:145 G:145 B:149

**COLLEGE COLORS**

Note: Please be sure to use Pantone swatches to match colors. Colors reproduced in this document may not be accurate.
Typography is an important element of any design system and creates a distinctive and unified style for college communications. When applied consistently across the entire range of marketing communications, typography helps unify the appearance of all materials so that audiences recognize and become familiar with the Dickinson identity.

The Dickinson wordmark (logotype) is designed using the Hoefler type font. Because it is important to preserve a distinct appearance for the wordmark and not dilute its effectiveness, Hoefler should never be used in communication materials as a text or display font.

Recommended fonts are shown at right. As a general rule, these fonts should be used for all communications materials. Other fonts may be used at the designer’s discretion as long as they do not compete with or overshadow the Dickinson wordmark or deviate from the integrity of the Dickinson graphic-identity guidelines. Use of fonts other than the ones shown here should be approved by the Office of Marketing & Communications.

Note: These recommended fonts for designers are not standard on most computers. For general use, such as the body of a letter, Times should be used.

**SERIF**

Minion Regular

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
</table>

Minion Small Caps & Oldstyle Figures

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>UVW</th>
<th>1234567890</th>
</tr>
</thead>
</table>

Minion Italic

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>UVW</th>
<th>1234567890</th>
</tr>
</thead>
</table>

Minion Bold

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>UVW</th>
<th>1234567890</th>
</tr>
</thead>
</table>

Adobe Garamond Regular

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
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<th>1234567890</th>
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</table>

Adobe Garamond Small Caps & Oldstyle Figures

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<thead>
<tr>
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<th>abcdefghijklmnopqrstuvwxyz</th>
<th>UVW</th>
<th>1234567890</th>
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</thead>
</table>

Adobe Garamond Italic

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>UVW</th>
<th>1234567890</th>
</tr>
</thead>
</table>

Adobe Garamond Bold

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>UVW</th>
<th>1234567890</th>
</tr>
</thead>
</table>
SANS SERIF

Univers 45 Light
ABCDEFGHijklMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 45 Light Oblique
ABCDEFGHijklMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 55 Roman
ABCDEFGHijklMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 55 Roman Oblique
ABCDEFGHijklMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 65 Bold
ABCDEFGHijklMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

Univers Condensed
ABCDEFGHijklMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz
1234567890

Univers Bold Condensed
ABCDEFGHijklMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz
1234567890
The college seal dates back to the early years of the college and is one of the most important statements of its founding principles.

The seal contains a telescope (representing science), a book (representing knowledge), a liberty cap (that was worn by freed slaves in imperial Rome, symbolizing liberty) and the founding date of the college. The founding date was added to the seal in the 1960s.

The words in the outer ring translate as “The seal of Dickinson College.” The text inside the ring is the official college motto, which translates as “Freedom is made safe through character and learning.”

Dickinson’s founders, Benjamin Rush and John Dickinson, believed that the role of the college was to provide a solid, practical education combined with a firm spiritual grounding to educate the guardians of the new nation.

The college seal:
- is used on materials associated with official and ceremonial occasions, such as diplomas and graduation announcements
- is best employed whenever the history, founding principles or core messages of the college are being stressed
- may be displayed on memorabilia sold by the Dickinson College Bookstore or approved by Design Services
- should not be reproduced on objects (such as trash cans) or in contexts that demean the seal
- is not interchangeable with the wordmark and should not be used alone for marketing purposes because the name of the institution is not prominent
- may be used in addition to the wordmark on printed or electronic communications, but should not be substituted for it
- may be reproduced in black, red (Pantone 186) or gray (Pantone Cool Gray 9)
- may be reproduced in multiple colors—red (Pantone 186), cream (Pantone 7401) and white (shown at top right)—only in special circumstances to be determined by the Office of Marketing & Communications
- and should not be reproduced smaller than one inch in diameter (shown at far right) or 100 pixels for electronic media.
LETTERHEAD

College letterheads follow the format at right. The typing format for the standard letter (shown at right) is an integral part of the design and should be followed.

Type should be set in Times New Roman (DOS/Windows) or Times Roman (Mac) at 11 point. The left and right margins should be set at 1 inch. The upper margin should be set at 2 inches and the bottom margin at 1 inch. The signature should be set flush left. The body copy is flush left—not justified.

The date line of the letter begins two inches from the top of the letterhead. Allow two line spaces above the addressee’s name, title, company name, etc., and one line above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed 6.5 inches. Allow three line spaces for the signature above the name of the sender.

Please do not attempt to develop your own electronic letterhead. Print and electronic letterheads are available from the Print Center.
BUSINESS CARDS

Business-card layout is shown at right. Business cards can be ordered from the Print Center.

 Dickinson

William G. Durden
President
durdenw@dickinson.edu
P.O. Box 1773
Carlisle, PA 17013-2896
717-243-5121 phone
717-243-5121 cell
717-245-3456 fax

 Dickinson

Stephanie Balmer
Vice President for Enrollment, Marketing and Communications and Dean of Admissions
balmers@dickinson.edu
P.O. Box 1773
Carlisle, PA 17013-2896
717-245-1287 phone
717-245-1287 cell
717-245-3456 fax
#10 ENVELOPE

Address on envelope should be typed as shown, 4 inches from left and 1.75 inches from top.

Mailing envelopes come in sizes other than the standard #10. Oversized 9 x 12 and 10 x 13 mailing envelopes are available from the Print Center.
Official e-mails for off-campus audiences use consistent e-mail banners. These banners use the wordmark lock-up (see Page 6) above a heavy red rule designed to match the weight of the heavy lines in the wordmark, such as the vertical stroke in the capital “D.” This design puts emphasis clearly on the Dickinson name and allows the message to speak for itself. **Please do not attempt to develop your own e-mail banners.** These must be provided by Design Services (design@dickinson.edu).

The message should be set in Arial, with headlines in Arial Bold, no larger than 14 point. Type is set flush left, ragged right with one line space between paragraphs.

The footer is set in Arial in one line under a .5 point rule as shown.

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E-mail signatures should not use imported artwork (such as the Dickinson wordmark) to avoid the possibility of distortion in the receiver’s message. Do not attempt to create text resembling the wordmark as part of an e-mail signature

It is preferable to use a simpler e-mail signature such as the one shown below set in Arial and Arial Bold:

Mary T. Professor
Dean of Arts and Sciences
Dickinson College
P.O. Box 1773
Carlisle, PA 17013-2896
717-245-1234 (office)
717-123-4567 (cell)
Dickinson PowerPoint presentations should be compatible with the overall Dickinson graphic identity and with the capabilities of standard PowerPoint software. Therefore fonts have been chosen that best simulate the fonts in Dickinson’s identity system. Arial Regular and Arial Bold are used in the examples shown here. Type format is generally flush left, ragged right.

The Dickinson wordmark should be imported into PowerPoint as an image. Do not attempt to typeset the wordmark in a similar font. Accent colors should be limited to red and gray, matching the colors specified on Page 7 as closely as possible.

<table>
<thead>
<tr>
<th>Column A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
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<td>XX</td>
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<td>XX</td>
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</tbody>
</table>
SAMPLE PUBLICATIONS

Outcomes:
The Dickinson Edge

Orientation 2012

Visit & Decide
Decision Dickinson 2012
A Special Invitation for Dickinson College's Leadership Donors