

Dickinson

Graphic Identity Guidelines

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REVISED NOVEMBER 2024

Dickinson

wordmark



college seal



Dickinson D icon*



Dickinson Red Devil mascot*†



split D block



Dickinson mermaid

* These logos are specific to Dickinson athletics branding and are detailed in the separate Athletics Graphic Identity Guidelines book

† Alterations to the Red Devil of any kind are not permissible and additional versions should not be created.

HISTORY

Dickinson is an international leader in providing a useful liberal-arts education. Our materials and visual identity must be consistent and clear to reflect our identity. Dickinson's 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.

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.

BRANDING CORE

Together the 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.

The core of the Dickinson graphic-identity system is a distinctive treatment of the college name, referred to as primary branding. 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 and is prohibited.

- 1) Do not try to replicate or recreate the wordmark. Use only high-quality files available from Design Services or the Dickinson Print Center.
- 2) The college's wordmark should not be diluted with other logos or treatments. Instead, its integrity must be maintained. Doing so maintains strong recognition for Dickinson.

Note: Community-funded projects involving Dickinson but for which the college is not directly responsible must not incorporate the word "Dickinson" into any logo graphics. The Dickinson wordmark is trademarked and is protected by law.

THE DICKINSON WORDMARK



Wordmark: A distinct text-only typographic treatment of the name of a company or institution for purposes of identification, branding and ready recognition. The representation of the word becomes a visual symbol of the organization or product. The terms “wordmark” and “logo” can be used interchangeably in Dickinson branding.

CLEAR SPACE

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

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 above. 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.

WORDMARK LOCK-UPS

Each configuration that combines the wordmark and subordinate type in a defined relationship is referred to as a lock-up.

Subordinate type for a department should be typeset in Brandon, Kepler or Minion and can be placed to the right of or underneath the wordmark. Generally, if the wordmark is red, the subordinate type should be black.



MINIMUM SIZE

Follow the minimum-size guidelines to ensure the legibility and clarity of the Dickinson wordmark in print and website design.



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

The Dickinson wordmark should be rendered with consistency and respect. Examples of incorrect wordmark usage shown below.



✘ ALTERNATE TYPEFACE

Do not attempt to recreate the Dickinson wordmark. The wordmark should **never** be typeset in alternate typefaces.



✘ STRETCHED / ANGLED ✘ INCORRECT COLOR USAGE

Do not reinterpret the wordmark in a playful manner, angle it or fill it with a pattern, texture or photographic imagery. The wordmark should never be tweaked, stretched or otherwise manipulated.



✘ INCORRECT COLOR USAGE

Do not use a color version of the wordmark on top of a color background. The wordmark may be in ONLY solid white, red or black. Gray wordmark can be used in approved secondary branding marks only.



✘ INSUFFICIENT CLEAR SPACE

Approved lock-ups are available (see Page 8).



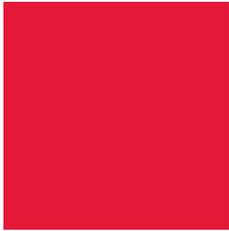
✘ INCORRECT COLOR USAGE

Do not obscure the wordmark by placing other strong graphic elements behind it. Another element such as copy or imagery should never be placed over the wordmark.

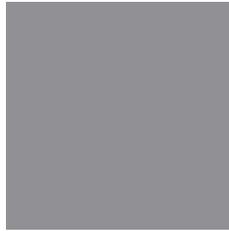


✘ ALTERED LETTERFORMS ✘ MANIPULATED GRAPHIC

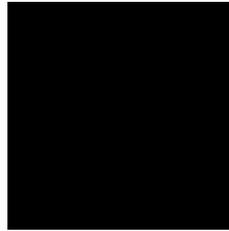
THE COLLEGE COLORS AND TYPOGRAPHY



Pantone 186



Pantone Cool Gray 9



Black

COLOR VARIATIONS

The Dickinson colors represent the core identity of the college and should be used across all communications. 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).

The Dickinson wordmark may be reproduced only in the college colors shown at right, or white. Gray wordmark is only permissible in secondary branding marks (see Page 5). Gold and silver are permitted for special circumstances only (e.g. foil stamping).

COLOR SPECIFICATIONS

Spot Color:

Pantone 186

Pantone Cool Gray 9

CMYK:

Red – C: 2 M: 100 Y: 85 K: 6

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

HEX:

Red – #c8102e

Gray – #919195

Typography is an important element of any design system and creates a distinctive, unified style for college communications. Brandon is the preferred font for marketing communications. Additional recommended fonts are shown below. 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: For general use, such as the body of a letter, Times or Calibri may be used. When necessary, Google Fonts web substitutes may be used.

- Brandon: substitute Noto Sans
- Kepler: substitute Playfair

SANS SERIF

Brandon Text Regular | *Regular Italic* | **Medium** | *Medium Italic* | **Bold** | *Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF HEADS/SUBHEADS

Kepler Std Regular | *Std Italic* | **Semibold Subhead**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF STATIONERY USE

Minion Regular (or Minion Pro) | *Italic* | **Bold** | **SMALL CAPS & OLDSTYLE FIGURES**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



 **DOWNLOAD THE WORDMARK**

Scan or click here to download a high-res version of the Dickinson wordmark.

THE COLLEGE SEAL

HISTORY

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 formerly enslaved persons in imperial Rome, symbolizing liberty) and the founding date of the college. The founding date was added to the seal in the 1960s. After years of debate regarding the official founding date of the college, in October 2019, the college's senior leadership determined that Sept. 9, 1783, is the accurate date of Dickinson's founding and should be used everywhere by everyone, so the official seal was updated to reflect that.

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.



DOWNLOAD THE SEAL

Scan or click here to download a high-res version of the college seal.

THE COLLEGE SEAL:

- is only 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 also 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 or white
- and should not be reproduced smaller than one inch in diameter (shown at far right) or 100 pixels for electronic media.



The minimum height of the seal is one inch in diameter for print usage or 100 pixels for electronic media.

Dickinson

Dickinson

LGBTQ SERVICES

1. PRIMARY BRANDING (WORDMARK)

The core of the Dickinson graphic-identity system. Proper usage of the Dickinson wordmark is available to all campus departments and organizations.

This is the primary mark to be used for all internal and external communications.

2. SECONDARY BRANDING

Institutionally established campus centers are eligible for a logomark that incorporates a modified Dickinson wordmark with the center name.

All entities who qualify for secondary branding have it.



3. TERTIARY BRANDING

Institutionally sanctioned clubs and organizations are eligible for a tertiary logo. It may include Dickinson or Dickinson College; use of the college's name requires approval. Dickinson-related projects or organizations associated with an academic department or established Dickinson center are not approved for the creation of additional logos. Academic departments should use a wordmark lockup; established centers should use their secondary branding. Do not attempt to create without approval.

Additional logos are strongly discouraged and approved in limited cases only. Design Services must approve the creation of any tertiary branding logos. Primary branding (wordmark), including lockups, maintain the consistency of the Dickinson brand. Conversely, creating a multitude of logos dilutes the Dickinson brand recognition and efficacy. All college visual communications must not diminish the visual impact of the wordmark or interfere with its integrity.



MARKETING GRAPHICS

A visual advertisement for a program, event or organization. It is generally flexible and versatile imagery primarily used in print media but can also translate to digital platforms. Dickinson wordmark should **not** be incorporated into the marketing graphic itself; however, the primary branding wordmark should be included elsewhere on the piece of all printed materials (exclusions applicable to apparel where space does not permit use of the wordmark).

Dickinson

Department of International
Business & Management

WORDMARK LOCKUP

For Dickinson departments, groups and organizations. Any configuration that combines the wordmark and subordinate type in a defined relationship is referred to as a lockup. Subordinate type should be typeset in Brandon, Kepler or Minion and can be placed to the right of or underneath the wordmark. Graphics may be a combination of red, white or black. Subordinate type should be black whenever possible for readability.



WORDMARK LOCKUP + MARKETING GRAPHIC

A wordmark lockup may additionally include a simple graphic element to further identify the entity. This should be simple, vector artwork and limited to red, white, black and gray graphics. Subject to approval by Design Services.



**CENTER FOR SUSTAINABILITY
EDUCATION**

Dickinson Center for Sustainability
Education logomark



Dickinson Green Devil



CSE social media profile icon

**THE CENTER FOR SUSTAINABILITY
EDUCATION SECONDARY LOGOMARK**

The Center for Sustainability Education (CSE) secondary branding logomark must maintain the standard colors and approved green builds. (Grayscale permitted only on non-color printed material.) The badge may not be used apart from the wordmark.

ACCEPTABLE USES OF THE GREEN DEVIL

- **The Green Devil may be used only by CSE.**
- The Green Devil may be in ONLY solid white, approved green builds and black. Alterations to the Green Devil of any kind are not permissible. Additional versions should not be created. The Green Devil should not be combined into any other graphic or logo.
- All unacceptable uses of the Red Devil apply to the Green Devil.

ACCEPTABLE APPLICATIONS

- On apparel, the Green Devil must be accompanied by the secondary Dickinson CSE logomark. The Green Devil is only approved for use on T-shirts (long or short-sleeved) as created by Design Services. The Green Devil and logomark must maintain a minimum distance apart equal to the x-height of the wordmark.
- CSE social media profile icon may feature the Green Devil. The Green Devil image may not be used on social media other than in profile icon.
- The Green Devil may be used in limited internal print publications that specifically relate to reserved Green Devil marketing —must be reviewed and approved by Design Services.
- The Green Devil image may not be used in email communications.

**APPROVED CSE GREEN
COLOR BUILDS**

CMYK:

Green – C:62 M:7 Y:99 K:0

Web RGB:

Green – R:110 G:179 B:70



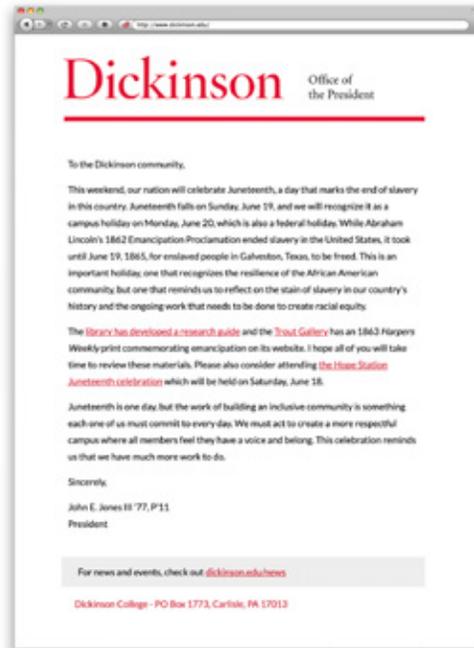
CSE Green

EMAIL

Official emails for on- and off-campus audiences use consistent email banners. These banners use the wordmark lock-up 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.

Do not attempt to develop your own email banners. These must be provided by Design Services (design@dickinson.edu).

The message should be typeset in sans serif font like Arial or Calibri, with headlines in bold, no larger than 14 point. Type is aligned flush left with one line space between paragraphs.



EMAIL SIGNATURES

Email 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 email signature. It is preferable to use a simpler email signature such as the one shown below. Hyperlinks may be used.

Mary Smith '88
 Director of Admissions
Dickinson
 P.O. Box 1773
 Carlisle, PA 17013-2896
 717-245-1000 (office)
 717-123-4567 (cell)
[LEARN more about life on campus](#)



 **DOWNLOAD TEMPLATE**

Scan or click here to access a PowerPoint template.

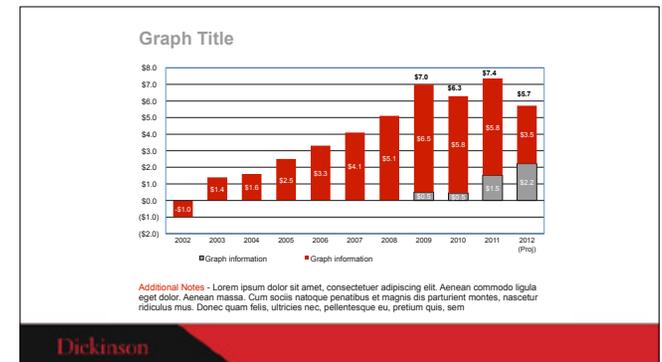
POWERPOINT

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. Accent colors should be limited to red and gray.

You can download PowerPoint samples and templates at dickinson.edu/powerpointsamples.



Title Slide



Standard Slide

Do not attempt to develop your own stationery. Print and electronic letterheads, envelopes and business cards are available exclusively from the Dickinson Print Center. Link to order on Page 9.

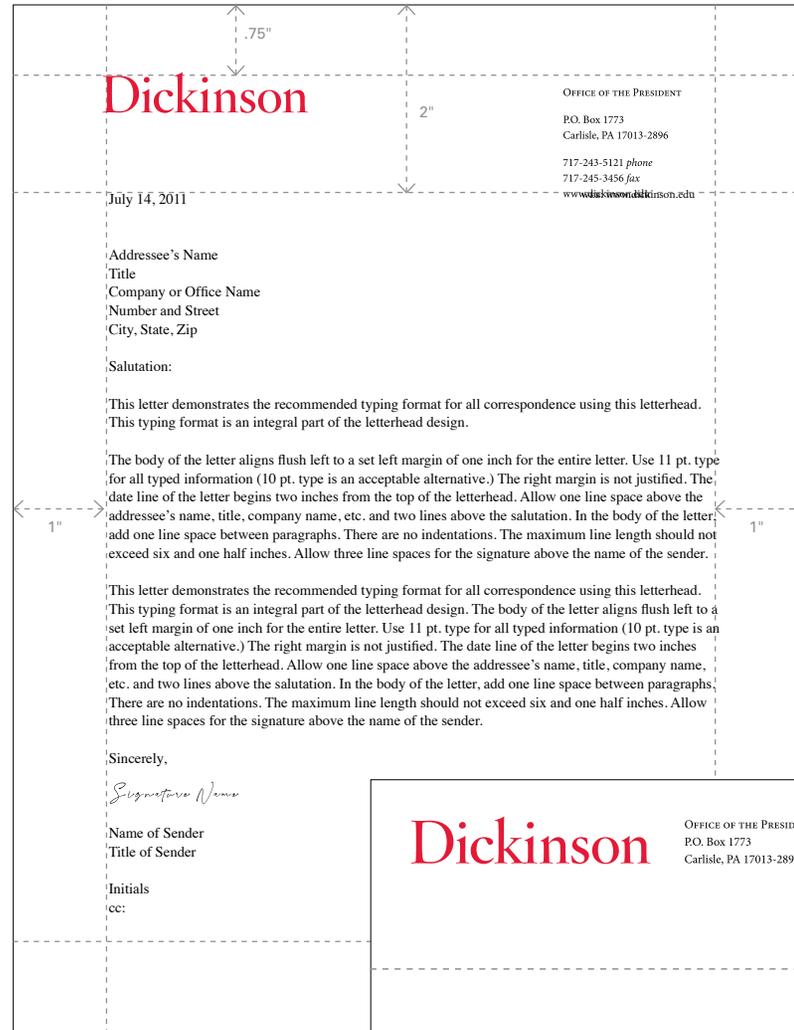
LETTERHEAD

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 typeset in Times New Roman or Calibri. The signature should be aligned flush left. The body copy is flush left—not justified. 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. Allow three line spaces for the signature above the name of the sender.

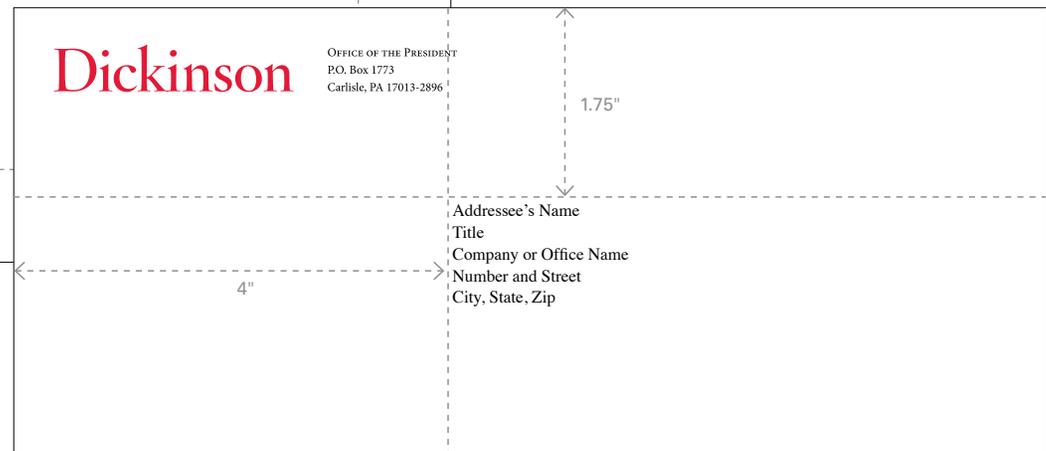
#10 ENVELOPE

On stationery, a return address for a department or office should be typeset in Minion, with the department in small caps and the address in regular. Address may be underneath or to the right of the wordmark. Mailing envelopes available in other sizes, all stationery available exclusively from the Dickinson Print Center.



BUSINESS CARDS

Business-card layout is shown below. Additional information may be displayed on reverse side of card. Student designs also available.



Do not attempt to develop your own stationery. Print and electronic letterheads, envelopes and business cards are available exclusively from the Dickinson Print Center.

ATHLETICS LETTERHEAD

Dickinson athletics letterhead follows 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.

When possible, type should be typeset in Brandon Regular at 9.5 point. An alternative sans-serif font such as Calibri, Univers or Arial may be used. The signature should be aligned flush left. The body copy is flush left—not justified.

#10 ENVELOPE

Address on envelope should be typed as shown. Mailing envelopes available in other sizes, all stationery available exclusively from the Dickinson Print Center.

DICKINSON COLLEGE DEPARTMENT OF ATHLETICS
P.O. Box 1773 • Carlisle, PA 17013-2896 • www.dickinson.edu

RED DEVILS
DICKINSON

June 28, 2017

Hello «FirstName»,

I've got great news! You've been recommended to me as an outstanding student-athlete who may qualify for admission to Dickinson College, located in beautiful Carlisle, Pennsylvania. Since its founding in 1783, Dickinson has grown to become a national leader in residential liberal-arts education.

- Ranked No. 40 among national liberal-arts schools by *U.S. News & World Report*
- Able to provide unparalleled global opportunities, with more than 40 study-abroad programs on six continents in 24 countries
- Offers small class sizes, through a close-knit 9-to-1 student/teacher ratio

The tennis program has developed a strong reputation as one of the top small-college teams in the East. Over the past few years, the Red Devils have continued to improve and climb in the conference standings and look to reach newer heights. I bet you didn't know that Red Devil tennis is:

- Looking for highly ranked junior tennis players
- Building a national-caliber program: top 30 by 2018, top 15 in 2019
- In the Centennial Conference, considered one of the top DIII conferences in the country

Dickinson combines the advantages of a small school with the resources of the thriving surrounding community and region. This means there are many great things to do both on and off campus. Not only does Dickinson have a beautiful campus, but we're:

- Located in one of the "best places to raise a family," according to Forbes, and in one of America's "most livable cities"
- Able to provide access to a wide range of internships: law, medicine, business and entertainment, to name just a few
- Situated three hours from New York City and two hours from Washington, D.C., Baltimore and Philadelphia while offering a setting known for its world-class fishing, hiking, biking and camping

If you are a serious student and want to play high-level collegiate tennis, send me an email to bojaladd@dickinson.edu and I will be sure to give you a call.

You can learn more at www.dickinson.edu. I look forward to hearing from you soon.

Sincerely,

David Bojalad
Head Tennis Coach
Dickinson College
717-254-8052
bojaladd@dickinson.edu

DICKINSON ATHLETICS
Dickinson College
P.O. Box 1773
Carlisle, PA 17013-2896

ATHLETICS NOTECARDS AND ENVELOPES

Flat and folded notecard options can be ordered through Design Services and produced by the Dickinson Print Center.

DICKINSON ATHLETICS
Dickinson College
P.O. Box 1773
Carlisle, PA 17013-2896

RED DEVILS
DICKINSON



ORDER STATIONERY

Scan or click here to access the Print Center stationery request form.

Dickinson

Office of Marketing & Communications
P.O. Box 1773
Carlisle, PA 17013-2896

dickinson.edu/marcomm

design@dickinson.edu
dickinson.edu/design
dickinson.edu/designrequest

printctr@dickinson.edu
dickinson.edu/printcenter