



# Brand Guide

DEPAUW  
UNIVERSITY



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## AT THE CORE

### MISSION

DePauw University develops leaders the world needs through an uncommon commitment to the liberal arts.

DePauw's diverse and inclusive learning and living experience, distinctive in its rigorous intellectual engagement and its global and experiential learning opportunities, leads to a life of meaning and means. DePauw prepares graduates who support and create positive change in their communities and the world.

### VISION

As a great place to learn, live and work, DePauw will become a university of choice and distinction known for the integration of its rigorous liberal arts curriculum and robust cocurriculum and its unique commitment to the success of each student.

### VALUES

Student focus  
Collaboration  
Curiosity  
Diversity  
Inclusion  
Commitment to excellence  
Trust  
Integrity  
Respect

# Celebrating tradition. Defining its evolution.

DePauw University's brand represents the balance between honoring its rich tradition of educational excellence and embracing the need for continuous evolution. Now nearly two centuries old, the DePauw brand can be seen as a throughline of individuals uniting in a "community of communities" to create a whole greater than the sum of its parts.

This brand guide is a strategic and creative touchstone, codifying the university's visual, verbal and experiential elements. Its purpose is to ensure consistent communication of values, mission and unique offerings to prospective and current students, faculty, staff, alumni and the wider community, while fostering a sense of trust, recognition and pride in DePauw.

This iteration of the DePauw brand guide will reaffirm and refresh current brand guidelines. The updated visual and verbal language holds closer the storied history of the institution while creating adaptable and foundational guidelines that help us amplify DePauw's forward trajectory and distinctiveness, moving beyond accolades and accomplishment to impart stories of depth, resonance and meaning.





# Brand Messaging

DePauw's key messaging begins with how we position the university in the higher education marketplace – our brand promise. It includes the major pillars that allow us to deliver on that promise as well as core messages and evidence (or proof points) that support our mission.

## **BRAND PROMISE**

DePauw is a top-tier national liberal arts and sciences university that, through a fusion of academic excellence and vast experiential opportunities, develops leaders the world needs.

## **BRAND PILLARS**

Just as pillars or columns hold up a building, brand pillars enable us to deliver on what we promise. Many universities claim the same strengths that DePauw cites, so we must describe them and represent them in distinctive ways.

### **Four brand pillars of DePauw University**

- Tradition of Excellence
- Community of Communities
- Liberal Arts at Its Most Innovative
- The DePauw Network

## **SUPPORTING MESSAGES AND PROOF POINTS**

These support the pillars and connect them in a variety of ways. Doing so consistently over time will shape the DePauw story.







# Tradition of Excellence



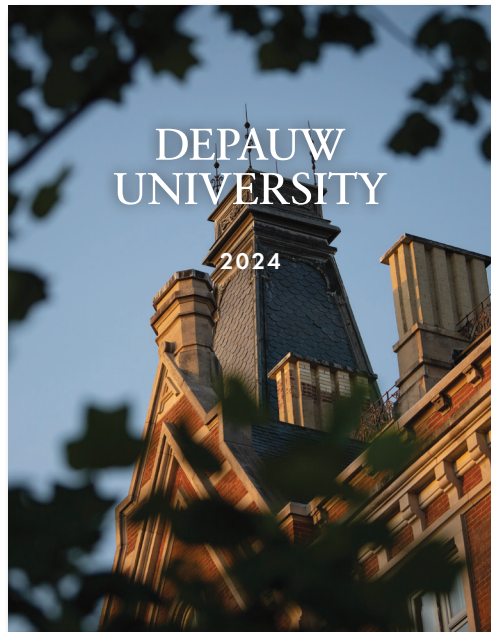
## CORE MESSAGING

DePauw University stands as a beacon of academic heritage. Our Tradition of Excellence is not only a testament to nearly two centuries of longevity, but also a celebration of our unwavering commitment to providing an exceptional education. Our school and its graduates have a long history of deep respect and recognition from peers and authoritative sources, as well as from top graduate schools and employers nationwide.

Our commitment to excellence extends beyond the confines of the classroom, encompassing cocurricular experiences that shape well-rounded individuals. From academic pursuits to athletic endeavors, fraternity or sorority memberships and participation in fellows programs, our students seamlessly navigate these intentional and relational communities, forging connections that last a lifetime.

Tradition is not static at DePauw; it evolves and adapts to the changing needs of our students. Our Tradition of Excellence is a living legacy, fueling a continuous cycle of achievement, innovation and interconnectedness. Our students carry with them the proud legacy of DePauw's history, creating a dynamic narrative that propels us into the future.





### SAMPLE PROOF POINTS

- Nearly two centuries of history and tradition
- National rankings
- Awards, fellowships, publications
- Committed faculty and staff
- Competitive athletics
- Global impact
- Leadership development
- Greek life
- Alumni success
- Study abroad





# Community of Communities

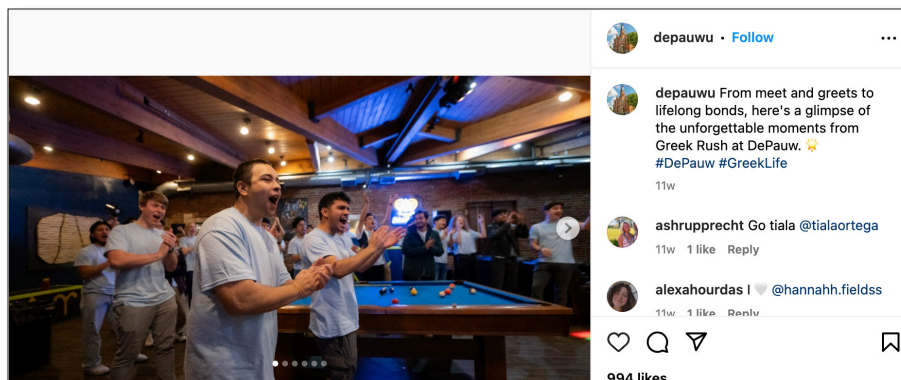
## CORE MESSAGING

DePauw University is a community composed of intentional and relational communities, each offering students access to educational, social and experiential learning opportunities that are staggering in their quality and diversity. Students wear their inclusion in these communities as a badge of honor. And they should.

At other institutions, such communities can create silos that might limit the scope of student experience and decrease interactions between groups and members. Not at DePauw. These communities are permeable, and students move between and among them, often retaining footholds in multiple communities at once. Many students are athletes, members of a fraternity or sorority, and part of a fellows program. What's more, double majoring is prevalent at DePauw, enabling students to strengthen their personal network across academic communities.







## SAMPLE PROOF POINTS

- Greek life
- Honor, Bonner and Posse scholars
- Scholar-athletes
- First-year mentors
- Management, media, environmental, global and science research fellows programs; Information Technology Associates Program
- Cocurricular centers such as Women's Center, Center for Spiritual Life, Center for Diversity and Inclusion
- 100% residential
- Rainbow and healthy living communities
- 100+ student organizations





# The Liberal Arts at Its Most Innovative

## CORE MESSAGING

DePauw's intentionality in creating community and space for students to explore their interests pays major dividends as they progress throughout their educational journey. That exploration is the essence of a liberal arts education.

What makes DePauw's brand of liberal arts unique is the seriousness of its demands. It is writing-intensive, rigorous and tied directly to experiential learning opportunities that bring concepts to life in real-world contexts. This process is facilitated by faculty who hold students to the highest of standards.

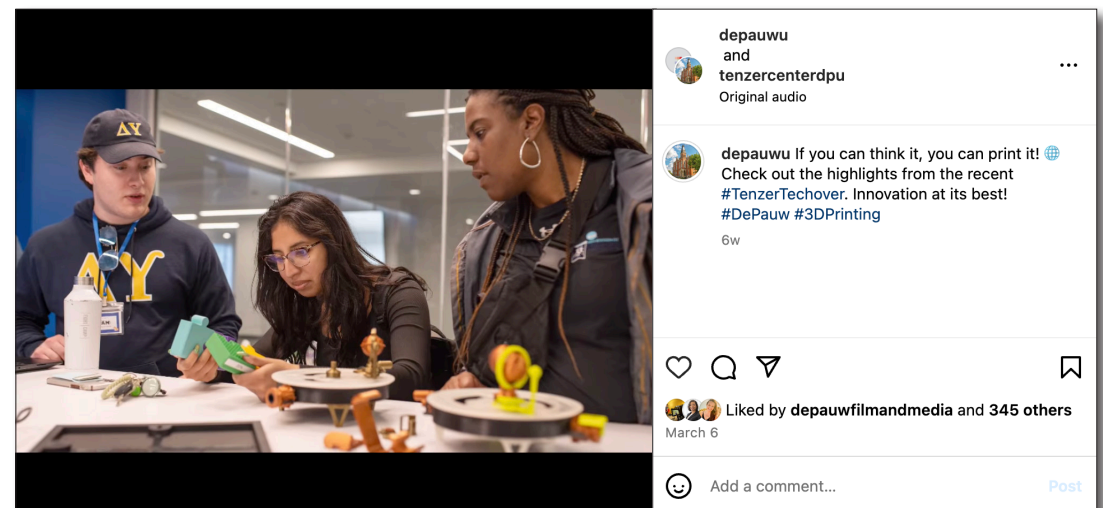
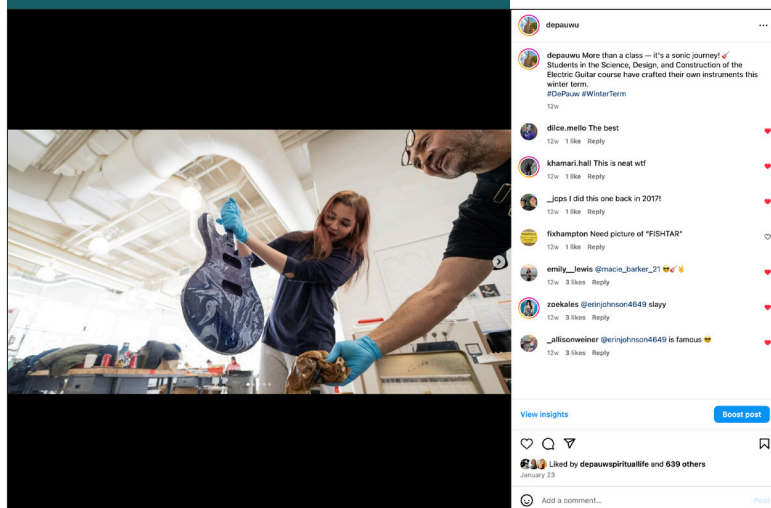
DePauw students hunger for a good challenge. They embrace the messiness of reconciling differing opinions. And they do so with an openness, empathy and curiosity that create a contagious intellectual energy. It is because their intentions are pure and purposeful: DePauw students want to understand. They want to connect.





## SAMPLE PROOF POINTS

- The three-school model
- Academic centers such as Hubbard, McDermond, Prindle, Pulliam, Tenzer, Center for Diversity and Inclusion, Hartman
- 21st-Century Musician Initiative
- Faculty and student profiles
- New programs
- Academic and extended experiences such as internships, study abroad, research
- First-year seminars
- Nature Park
- Ullem Campus Farm
- Faculty-student research





# The DePauw Network

## CORE MESSAGING

A connective thread draws together the powerful DePauw Network. Its strength comes from the weight and brilliance of gold.

Students who thrive at DePauw balance confidence and curiosity, ambition and empathy. Their desire for connection in a community of communities sets them on a trajectory that enables them to accomplish great things. This is the elusive but instantly recognizable quality we call Gold Within. And gold recognizes gold. That's why alumni return to campus to recruit their fellow alumni. It's why they answer cold calls and emails from DePauw students they've never met. It's why alumni are passionate advocates for Old Gold. They've experienced the magic of DePauw, and they want to share it with the world.













# Brand Guidelines

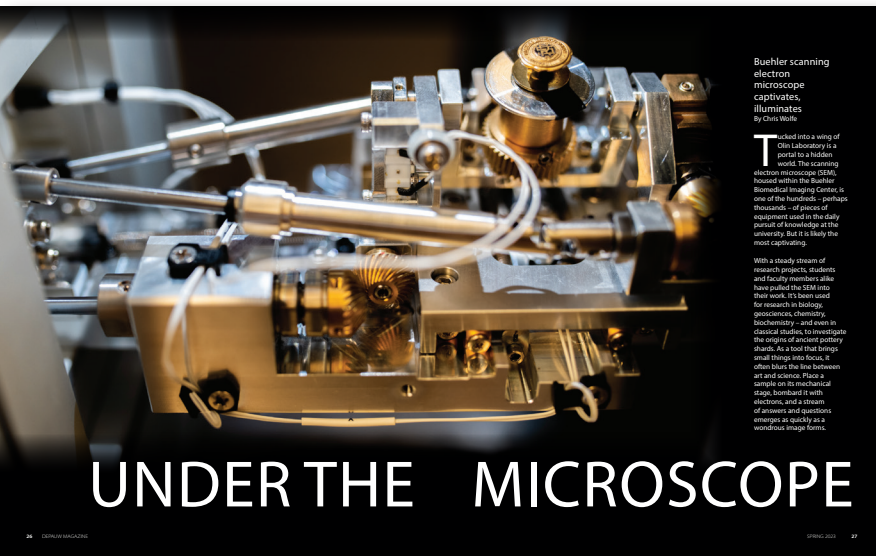


# Storytelling

Rankings and statistics are useful, but telling the story of DePauw is more than relating facts and figures. At DePauw, we look for stories populated with interesting people doing interesting things. We look for a community of communities. And we look for stories telling of lives rich with meaning enhanced through the shared DePauw experience. We tell, listen to and share these stories with genuine curiosity, humility and warmth.

## VOICE AND TONE

At DePauw University, our communication is authentic, informative and professional. We strive to foster a sense of belonging, mutual respect and shared commitment to our mission, ensuring that every interaction is marked by clarity, empathy and optimism. Our voice is authoritative yet approachable, distinctive yet familiar. We aim to build trust and inspire our community with a consistent voice and tone that reflects our dedication to our mission and values, as demonstrated through our work. This approach enables us to connect meaningfully with students, faculty, staff, alumni and families, reinforcing the DePauw experience across all our communications.



Buehler scanning electron microscope captivates, illuminates  
by Chris Smith

Transported into a realm of the unseen, the scanning electron microscope (SEM), housed within the Buehler Biomedical Imaging Center, is one of the humdrum – perhaps thousands – of pieces of equipment used in the daily pursuit of knowledge at the university. But it is likely the most captivating.

With a steady stream of research projects, students and faculty members alike have puffed the SEM into their work. Its been used for research in biology, geosciences, chemistry, biochemistry – and even in classical studies, to investigate the origins of ancient pottery shards. As a tool that brings small things into focus, it often blurs the line between art and science. Place a sample on its mechanical stage, bombard it with electrons, and a stream of answers and questions emerges as quickly as a wondrous image forms.

## UNDER THE MICROSCOPE



### IN FOCUS

by Sarah H. H. H. H.  
Photos by Brittany Way

Shedding light on the environments that shape the DePauw community.

ERICA HANRAHAN  
head softball coach,  
since 2012

"The most important points of emphasis in our program have nothing to do with the sport itself. They have to do with people and how to treat the people we interact with. Overall, we want to assume goodwill and give the benefit of the doubt. We also want to give to give instead of giving to receive something in return. We want to become so selfless that we experience *Mudita* – which is vicarious joy for someone else as though it is your own – for our teammates when they experience success. And we always want to lead with gratitude for whom and what we have in our lives. Ultimately, we are striving to become world-class human beings en route to our quest to become national champions. And if we never get the latter, it would be a greater accomplishment to achieve the former."



CONDONIT MICROFOSSILS  
Emily Kalar '22 and Lauren Allen '22

Teeth of a new extinct seal-like creature were located in the DePauw National Park, where a walk from the top to the bottom of the old quarry represents a trip through hundreds of millions of years of geological history. Indiana limestone was formed as the remains of aquatic creatures were compacted, layer by layer, under the weight of ancient ocean above. Using fossil dating techniques, geoscientist professor Tim Cape and students have used remains like these to determine the age of sedimentary rock layers. The scientist who coined this particular set of teeth lived about 500 million years ago.

BLUE DRILLBITTER BUTTERFLY WING  
Jon Lechits and Wade Hixson, professor  
emeritus of biology

Color photo illustration by Kelly Green

**EDITORIAL STYLE:** DePauw uses Associated Press Style, with variations. The DePauw Style Guide is found at [depauw.edu/offices/communications-marketing/identity-system/styleguide/](https://depauw.edu/offices/communications-marketing/identity-system/styleguide/).



## VOICE AND TONE STYLE GUIDELINES

At DePauw University, we speak with a voice that is authoritative yet approachable, fostering trust and unity across all communications to ensure consistent and resonant messaging. We provide the following guidelines on voice and tone:

- **Authenticity matters**  
Speak in a genuine and sincere manner. Let your personality shine through, fostering a connection with your audience.
- **Positive and inclusive language**  
Use language that is positive, inclusive and respectful. Celebrate diversity and reflect the welcoming atmosphere of DePauw.
- **Adapt to context**  
Consider the context of your communication. Tailor your tone to suit the nature of the content, whether it's an announcement, celebration, informational post on social media or a print piece designed to inform, guide and stir the passion of a prospective student while elevating the DePauw brand.
- **Conversational style**  
Embrace a conversational style to engage your audience. Avoid overly formal or technical language that might alienate readers.
- **Empathy and understanding**  
Demonstrate empathy and understanding in your communication. Acknowledge different perspectives and respond thoughtfully to comments or queries. Speak to the challenges and perspectives of your audience without pandering.
- **Consistency across media and platforms**  
Maintain a consistent voice and tone across all types of formats and social media platforms. Allow some flexibility when considering the temporal nature and



context of some formats, such as social media. Consistency reinforces our identity and brand.

- **Humor without glibness**  
Humor can be a powerful tool when used judiciously. Ensure that jokes or witty remarks align with our values and are unlikely to be misinterpreted.
- **Educational tone**  
Adopt an educational tone when sharing information. Provide insights and context that contribute to the audience's understanding.

- **Adapt to trends**  
Stay attuned to current trends and adapt your voice and tone to resonate with your audience. Ensure that these adaptations align with our values and mission.
- **Crisis communication**  
In times of crisis, maintain a calm and informative tone. Clearly communicate updates and steps being taken, demonstrating transparency and care.



# WHO WE ARE

The DePauw community is a diverse group, embodying various roles such as collaborative explorers and empowering leaders. Our ability to transform brilliantly and support selflessly sets us apart. We thrive as resilient competitors, adapting to challenges with determination and grace. Each aspect of our identity contributes to our success in various endeavors.

## COLLABORATIVE EXPLORER



depaupu  
Neal Fieldhouse

depaupu Star Long '23 came to DePauw with plans to major in kinesiology, go to graduate school, and become a physical therapist. And so far, she's right on track. With senior year—and grad school applications—fast approaching, Long has spent the past 10 weeks in one-on-one research with Kinesiology professor Brian Wright putting the final touches on her academic resume.

This summer, Long and Wright have used motion capture tools to analyze something familiar to just about anyone in Indiana: a free throw. By measuring kinematic variables—how the shooter's body moves through the motion—they could learn not only how to improve someone's technique, but also how to speed up healing an injury that might affect performance.

"Not only am I learning how to conduct research," Long says, "but I'm getting a head start on my senior thesis. And it will all help with grad school."


When it comes to student-faculty research, Wright says he and his colleagues in kinesiology are able to offer a wide range of research opportunities for students. "My educational background is in cardiopulmonary physiology. But a lot of research experiences that I've had over the years have actually expanded into biomechanics. Having that flexibility has been really great to offer students the opportunity to have a little bit more choice in some of their projects."

Wright says student-faculty research in the department is a team effort, "and that's an important lesson for the student because that's how science works. My goal is always to try to ensure that the project gives the student an opportunity to present at a regional conference, which this project most certainly will."

#DePauw #GoldWithin  
89w

789 likes  
August 6, 2022

Add a comment...



depaupu  
DePauw University

depaupu Paige Burgess '25 got involved in DePauw Student Government early on as a first-year senator. Tasked with drafting resolutions for a campus community they'd just joined, Burgess started to think about changes that would make an immediate difference.

"I wanted to make something that would be the most impactful to the community, and something that I was personally involved with," Burgess says. "And in that, I thought about how menstrual products aren't free, and that's not very good for equity on campus... I thought I might as well push for a big change."

Their resolution — to make menstrual products free on campus — passed unanimously. Up next, the difficult part: implementing change across campus.

Burgess sought guidance from DePauw Women's Center director Sarah Ryan, having heard of her as a person who could "get things done." Sure enough, Ryan helped Burgess map a path forward, creating a budget, publicity materials, and a plan for what products would be supplied.

The project quickly grew to involve input from many others, including Facilities director Tony Robertson, who helped Burgess figure out how existing bathroom vending machines could be converted to work without coins.

"It was very, very helpful to have all these people, as well as [Vice President for Student Affairs] Alan Hill, who told me, 'Hey, this is something we can make happen. You have to keep pushing for it, keep being passionate about it, and all these people will come together and make it happen,'" Burgess says.

"And many of us from many different corners did eventually make it happen."

Just months after Burgess drafted their first Senate resolution, they had made a lasting impact at DePauw.


916 likes  
May 8, 2022

Add a comment...

## EMPOWERING LEADER

### FACES OF DEPAUW

HOME | ABOUT | FACES OF DEPAUW



DEEPA PRAKASH | FACULTY

"In my classroom, I encourage a lot of dialogue and mutual questioning."


#### EMBRACING UNPREDICTABLE MOMENTS

What excites me about teaching is the opportunity to discuss and learn about the pressing issues that confront us all with curious students who will be changemakers in years to come, in various and different ways. There are unpredictable moments of magic that happen in class — regardless of how you prepare and what material you assign and those are the moments that make teaching so much fun.

Substantively, I like to teach about international security — and challenge students' conceptions about what security means to them. I also like to teach international relations theory because this helps students see that their intuitive takes on many issues and situations are actually formed by some sense of how the world hangs together. Once they see that there are fundamentally different ways to approach international relations, they can then interrogate and analyze their own takes more systematically.


At DePauw, there is a high degree of student participation and students have agency in their own education. It is a genuine give and take, a genuine conversation and a genuinely interdisciplinary approach to the pressing questions of the day.

#### MORE FACES




MARWA AARAB '26

As an international student keen on medicine and research, I chose DePauw University. [read more](#)



TAYLOR FLEMING '24

In addition to the gorgeous campus, I chose DePauw because I wanted to go where. [read more](#)



NAIMA SWIFA

The biggest part of my teaching is building connections with my students and. [read more](#)

## BRILLIANT TRANSFORMER



## Hallward-Driemeier '89 reflects on a life of blessing others



That was the question posed to the class of 2024 by Douglas Hallward-Driemeier '89 during DePauw University's 185th Commencement ceremony on Sunday, May 19. Beneath sunny skies on the East College lawn, the former assistant to the Solicitor General of the United States and current partner at Ropes & Gray in Washington, D.C. reminded the graduates that their new university degrees would bring them great benefits and even greater responsibilities.

## RESILIENT COMPETITOR



## The juggler

[illegible]SCIENTIFIC *Network*

## Henning Schneider: Diverging roads

By Mary Dieter

As the acquaintances emerged from their respective postdoctoral programs at Harvard Medical School, Rick Born '83 and Henning Schneider chose different pathways. And for each, that has made all the difference. Born teaches Harvard medical and graduate students in a couple of classes a semester, with the assistance of teaching fellows. But his primary role is conducting research, and most of his salary over the years has been paid by research grants. For Schneider, the Winona H. Welch professor of biology at DePaul, "teaching and research go hand in hand; they belong together. The question is where's the balance?"

be that German students with designs on a science career attended 13 years of elementary through preparatory school, then went directly into a master's or medical degree program. Schneider earned master's and doctoral degrees from the University of Konstanz, then looked to America for his postdoctoral program.

Later, when he began his job search, he applied to research institutions and liberal arts colleges, and got a better response from the latter. "They liked the teaching part that I had done and my philosophy of combining that with research," he said.

Schneider figured that, in his 19 years

## The most American athlete ever

Noah Dondy 73 finished dead last in the July 2016 Olympic Trials for a spot on the 2016 team roster. Noah Dondy is a 73-year-old triathlete who said media went wild "As Americans have," "Major," "The most American athlete to ever live," "The coolest Olympic athlete in the history of the Olympics."

Runner's World magazine called him a hipster, suggested it would be "easy to believe his participation in the trials was an elaborate prank" and said, being "broke" of the trials, he became a "nerd."

All because of his unimpressive appearance.

Said Runner's World: "In the lineup of close-shaven, big-brand-sponsored distance men hoping to make the U.S. Olympic team on a Friday night in Eugene, Oregon, the 73-year-old doppelganger with hoarding locks and a killer tan."

More than three years and many, many miles of training later, Dondy takes it all in stride, maybe even enjoys it. He has no need – without bitterness – that he did not crack the 2016 trials, but he qualified to participate. The attraction, he figured, came because he was "a pretty successful guy in the running world" who had been "in there." There's also a lot of guys with "a lot of money" in the triathlon world. "I don't care if I'm a little bit of a nerd."

These days, he aims to stick out more at the finish line. At 29, he is "entering that prime state" for long-distance running and is training full time in Boulder, Colorado, as a member of the *Road Runner Project*. He is sponsored by Saucony, the shoe company, and Polar, which makes heart rate monitors and GPS watches.

Dudley placed 26th – and first among Americans – in a marathon in Rotterdam last April and won 17th in the Chicago Marathon (the eighth American) in October, when he lowered his personal best time by a few minutes. A knee injury thwarted him from competing in the Feb. 29 Olympic marathon trial, he hopes to qualify for the 10,000-meter trial this summer.

"Though he was a standout on DePaul's cross country team, he didn't plan to be a professional runner but did not have an alternate career path in mind. 'I could do a lot of different things and I didn't feel a lot of pressure to narrow it down to something else,' he said. 'So I just kind of sweat with communications, and I felt good about it.'"

Nor did he seek to be a nonconformist. "I've always had people in my life who support the things that I'm passionate about, so it's been easy for me to pursue those things," he said. "Whether they're nonconformist or not has never really been something that crossed our mind."



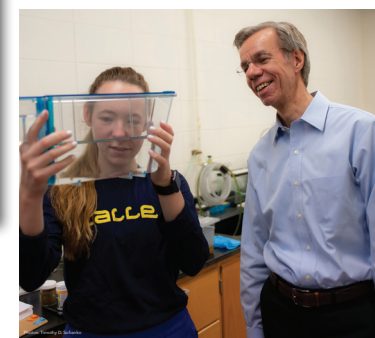
## SELFLESS SUPPORTER



at DePaul, he has overseen 80 to 90 student researchers in his lab, and many have gone on to become physicians or conduct research. His first lab student, Jesse Williams '07, runs his own lab at the University of Minnesota Medical School.

Other students have followed Schneider into teaching. They include Nirun Chongra

Said Chopra: "He has been a tremendous influence on my life, and continues to be."



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# Photography Guidelines

## OVERVIEW

Photography captures the essence of the DePauw experience through visual storytelling. It conveys the dynamic nature of campus life, showcasing moments of learning, growth and community. By visually illustrating these aspects, photography adds depth and authenticity to the narrative of the DePauw experience, making it more engaging and relatable to a wider audience.

Our photography style is visually striking, candid and authentic, and showcases the DePauw experience through images of place, academic rigor and student life. Images are vibrant and engaging and reflect the energy and vigor of the campus and the DePauw experience, focusing on people doing interesting things, relationships and mentoring, sense of community, and campus beauty.





## PHOTOGRAPHY STYLE GUIDELINES

These guidelines are meant to provide a consistent visual identity, contributing to a cohesive and compelling representation of DePauw University.

- **Visual tone**  
Aim for a visual tone that is visually striking and candid. Photos should engage viewers, making them feel like participants rather than passive observers.
- **Activity and engagement**  
Capture active scenes showcasing people engaging in interesting and meaningful activities.
- **Celebration of campus beauty**  
Celebrate the beauty of our campus and the lively energy it exudes. Use photography to showcase iconic locations, creating a visual celebration of the environment.
- **Authenticity**  
Prioritize authenticity over staged or artificial scenes. Let the genuine moments shine through in your photos, capturing real interactions and experiences. When staged photography is required, every effort should be made to make the image feel authentic and true.







- **Dynamic interactions**  
Highlight dynamic interactions between faculty and staff members and students. Showcase these interactions in various settings, including classrooms, service activities, research projects, study abroad scenes and group discussions.
- **Inclusivity and diversity**  
Illustrate the richness of our diverse campus community by showcasing multicultural events and celebrations.
- **Mix of shots**  
Embrace a mix of shots, both tight and pulled back. Experiment with unexpected camera angles, creative depth-of-field techniques and unconventional environments to offer fresh perspectives.
- **Natural lighting**  
Whenever possible, leverage natural lighting to enhance the warmth and vibrancy of your images. Consider the time of day and weather conditions to optimize visual appeal.



## PHOTO EDITING GUIDELINES

These photo editing guidelines serve as a framework for maintaining professionalism, integrity, visual appeal and brand alignment in all edited photographs.

- **Maintain authenticity**  
Preserve the integrity of the original image. Avoid excessive manipulation that distorts reality or misrepresents the subject matter.
- **Enhance, don't overpower**  
Enhance the visual appeal of the photograph by adjusting brightness, contrast and color balance to achieve a natural and pleasing look.
- **Respect copyright and ownership**  
Obtain proper permissions for image use, and respect the copyright and ownership of all materials involved.
- **Retouch with caution**  
Use retouching techniques judiciously to improve the overall appearance of the image without altering the subject's essential features or characteristics.
- **Retain original composition**  
Preserve the original composition of the photograph whenever possible, avoiding unnecessary cropping or resizing that may detract from the intended visual impact.
- **Pay attention to detail**  
Take care to address any distracting elements or imperfections in the image, ensuring a clean and professional final result.
- **Monitor image quality**  
Maintain high standards of image quality throughout the editing process, avoiding over-compression or other factors that may degrade the resolution or clarity of the final image.





# Videography Guidelines

## OVERVIEW

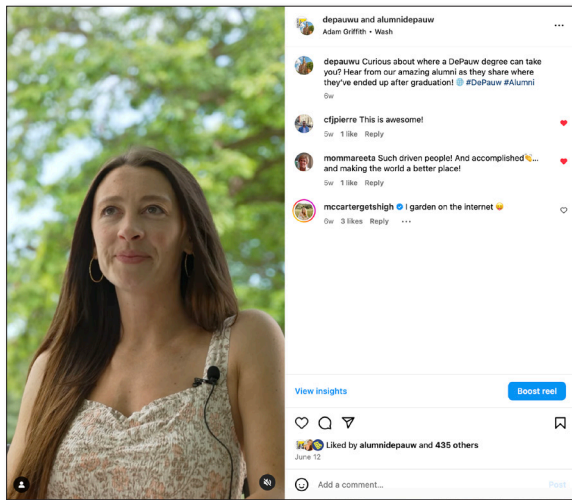
Video allows versatility in storytelling, combining dynamic visual elements with voice and sound, resulting in a more impactful and emotional story. Our videography style is an extension of our bright, warm and open photography aesthetic, following similar principles of capturing the essence of the DePauw experience through place, academic rigor and student life.

The following guidelines are meant to provide a consistent visual identity for videography, contributing to a cohesive and compelling representation of DePauw University.

- **Visual tone**  
Aim for a striking and candid visual tone that showcases a close-knit sense of community, connectedness and impactful relationships. Videos should engage viewers, making them feel like participants rather than passive observers.
- **Activity and engagement**  
Capture active scenes showcasing people engaging in interesting and meaningful activities. Highlight the dynamic nature of life at DePauw through vibrant and engaging visuals.
- **Celebration of campus beauty**  
Celebrate the beauty of our campus and the lively energy it exudes. Use videography to showcase iconic locations, creating a visual celebration of the environment.
- **Authenticity**  
Prioritize authenticity over staged or artificial scenes. Let the genuine moments shine through in your videos, capturing real interactions and experiences.
- **Dynamic faculty-student interactions**  
Highlight dynamic interactions between faculty and staff members and students. Showcase these interactions in various settings, including classrooms, service activities, research projects, study abroad scenes and group discussions.
- **Inclusivity and diversity**  
Illustrate the richness of our diverse campus community by showcasing multicultural events and celebrations.
- **Mix of shots**  
Embrace a mix of shots, both tight and pulled back, incorporating interesting angles. This variety adds dynamism to the storytelling and keeps the viewer visually engaged.
- **Engaging narratives**  
Craft engaging narratives that go beyond the ordinary to tell compelling stories about the DePauw experience, academic pursuits and student life.
- **Natural lighting**  
Whenever possible, leverage natural lighting to enhance the warmth and vibrancy of your videos. Consider the time of day and weather conditions to optimize visual appeal.







Vertical video example

**RESOURCES:** Scan the QR codes for additional information and recommendations on LinkedIn Learning.



## TECHNICAL CONSIDERATIONS

By considering these technical aspects, you can create videos that not only align with DePauw's visual identity but also meet the standards of various online platforms, ensuring a seamless and engaging viewing experience for your audience.

- Aspect ratios**  
 Different social media platforms have specific aspect ratio requirements for optimal viewing. Ensure that your videos adhere to these guidelines:
  - Instagram Reels: 9:16 (Vertical)  
1080 pixels wide, 1920 pixels tall
  - YouTube Shorts: 9:16 (Vertical)  
1080 pixels wide, 1920 pixels tall
  - TikTok: 9:16 (Vertical)  
1080 pixels wide, 1920 pixels tall
  - YouTube: 16:9 (Horizontal)
- Resolution and quality**  
 Aim for high-resolution videos to ensure clarity and visual appeal. Use HD (1080p) or higher settings during filming and editing to maintain quality across platforms.
- Frame rate**  
 Choose an appropriate frame rate for your videos. Common frame rates include 24fps (frames per second) for a cinematic look or 30fps for standard video. Higher frame rates (60fps or more) are suitable for capturing fast motion.
- Captions and subtitles**  
 Add captions or subtitles to make your videos accessible to a wider audience. Many social media platforms automatically play videos without sound, and captions improve the viewing experience.
- Audio quality**  
 Pay attention to audio quality. Use external microphones for clearer sound, minimize background noise and ensure that dialogue is audible. A good balance between ambient sound and voice is crucial.
- Length**  
 Tailor the length of your videos to the platform. Shorter videos (15-30 seconds) are effective on platforms such as Instagram, while longer-form content (up to three minutes) can be shared on YouTube or Facebook.
- Accessibility**  
 Prioritize accessibility by designing videos that are inclusive. Provide alternative text descriptions for visually impaired audiences and use accessible design principles throughout your video.
- Consistency across platforms**  
 Maintain consistency in visual style, tone and messaging across various social media platforms. Adapt content to suit the platform's requirements while ensuring a cohesive brand identity.
- Optimization for mobile viewing**  
 Ensure that important visuals and text are prominently displayed, even on smaller screens.



# Social Media Guidelines

## OVERVIEW

The dynamic and immediate nature of social media combined with the diverse platforms that contribute to our digital presence allow for more variations of storytelling, from informative to lighthearted. The flexibility of social media is an effective way to highlight the many aspects of the DePauw experience.

In addition to our fundamental guidelines, we provide detailed insights and considerations for a more comprehensive approach.

## GUIDELINES

DePauw University's social media – both official and affiliated accounts – are spaces to celebrate, inform, organize and converse. To that end, DePauw community members should participate in social media in ways that express our core values.

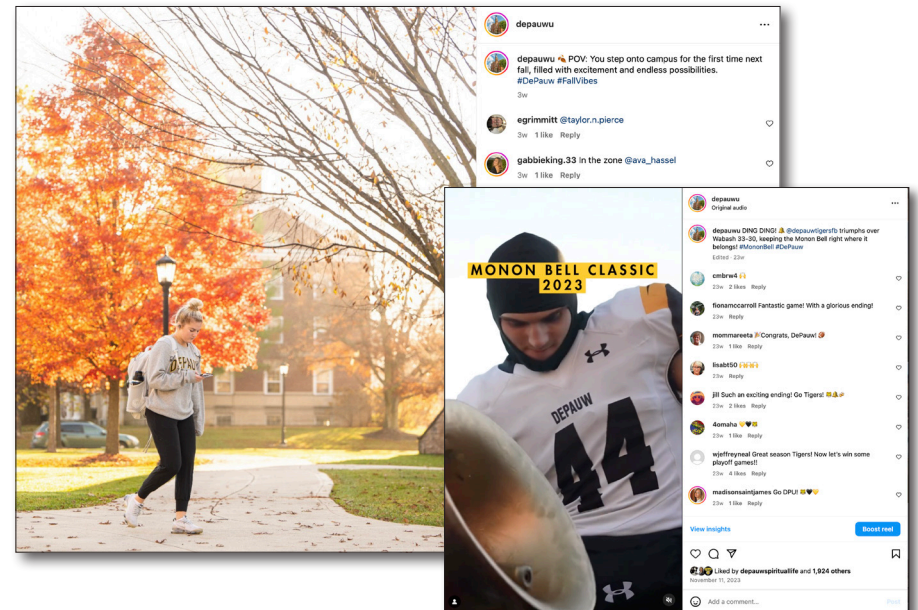
- **Diversity and inclusion**  
Social media accounts that speak for campus entities should represent the broadest potential participation in those groups and communicate with external audiences in respectful and welcoming ways.
- **Community focus**  
Social media content isn't exclusive to students. Staff and faculty members are encouraged to use social media to share their daily interactions with students, consistently modeling respectful dialogue.
- **Collaboration and curiosity**  
When possible, highlight the ways everyone is supported in their endeavors. As an academic community, curiosity is vital to both teaching and learning, and DePauw's social media should express this curiosity.
- **Impact**  
When posting to social media, consider the permanence and impact of each post. Typically, story posts are used for less permanent, day-to-day updates, while main feed posts should highlight more significant events and achievements that reflect the university's core values and mission.

## TYPES OF ACCOUNTS

Beyond the university's core values, it is expected that all DePauw-affiliated accounts abide by all professional and community standards, as well as any applicable visual identity guidelines. All official and affiliated social media accounts must be associated with a primary account holder at DePauw and registered through a depauw.edu email address.

**Official:** Endorsed by the university, official accounts strictly adhere to university brand guidelines and communicate with a broad audience.

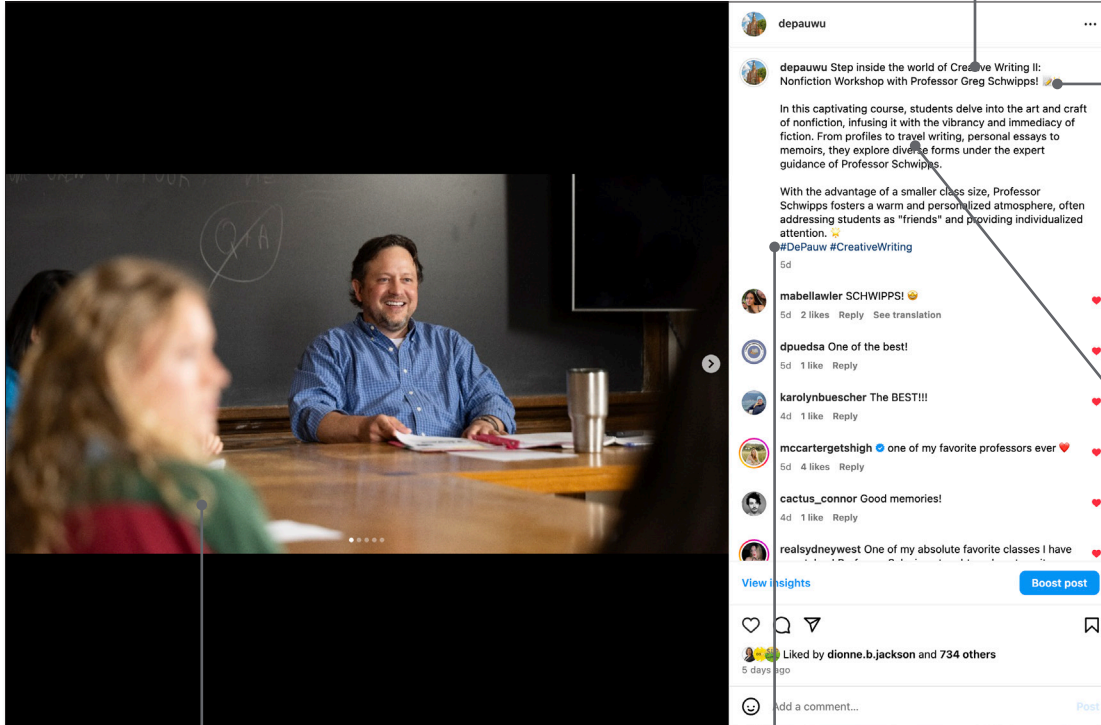
**Affiliated:** Affiliated accounts are recognized but not formally endorsed by the university and are encouraged to follow brand guidelines, but have more flexibility and variation depending on the group, such as a more targeted (internal) audience. Examples include accounts run by student organizations or specific departments, or clubs, such as @depauwfilmclub, @depauwsustainability, @mapsdepauw, @depauwenglish\_.





**ATTENTION-GRABBING INTRODUCTION:**  
The caption begins with an invitation to “step inside the world” of Creative Writing II, capturing the reader’s interest and drawing them into the post.

## ELEMENTS OF AN EFFECTIVE SOCIAL POST



**IMAGERY:** Use of images that align with brand guidelines.

**HASHTAGS:** The use of relevant hashtags like #DePauw and #CreativeWriting increases the visibility of the post and connects it to broader conversations within the DePauw and creative writing communities.

**USE OF EMOJIS:**  
Emojis add visual appeal and reinforce the creative and dynamic nature of the course.

**CAPTION:**  
Descriptive and informative, yet relatively concise and light.

## CONDUCT POLICY

Comments made by visitors to university social media accounts do not reflect the opinions or policies of the university. Comments that are abusive, profane, violent, obscene, spam; that advocate illegal activity, contain falsehoods or are wildly off-topic; or that libel, incite, threaten or make ad hominem attacks on DePauw students, employees, guests or other individuals will be removed. Messages selling products or promoting commercial, political or other ventures are not permitted.

## RAMIFICATIONS OF NONCOMPLIANCE

Noncompliance with these social media guidelines may result in various consequences, including but not limited to:

- Loss of platform access
- Reputational damage
- Legal consequences
- Loss of official status
- Disciplinary action

It is essential for all members of the DePauw community to understand and adhere to these guidelines to maintain a positive, respectful and inclusive online environment. Noncompliance not only jeopardizes the university’s reputation but also undermines the values we uphold as an academic institution.



# Website Standards and Guidelines

OVERVIEW

This section outlines the standards and guidelines for the development, design and maintenance of the university website. These standards ensure consistency, ADA accessibility and a user-friendly experience while promoting the university’s brand message, image and mission.

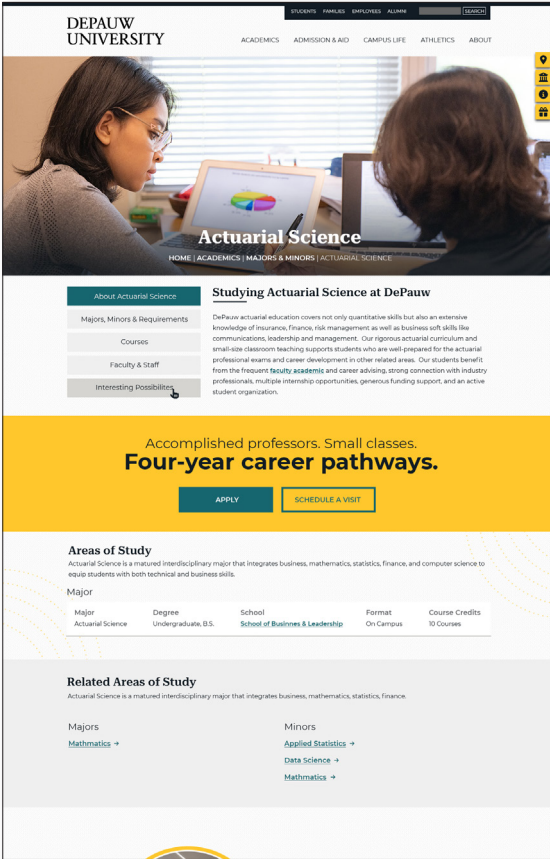
The depauw.edu site is a collaborative endeavor led by the communications and marketing team. New visitors, namely prospective students, are a key audience – a streamlined, intuitive admissions site ensures they can find timely and relevant information. Other user-audiences served by depauw.edu include current students, faculty, staff, athletics and alumni.

DEVELOPMENT

The depauw.edu website uses a content management platform customized for the university’s use. It includes content modules built with a set of visually consistent and spatially flexible templates for use by approved content partners. Training modules are available with support from the DePauw Communications and Marketing web team.

The depauw.edu site hosts focused content for admissions, current students, faculty and staff, human resources, the alumni office and athletics and interacts with platforms some of these entities maintain. To maintain site speed, performance and usability, the site is updated and streamlined on a rolling basis.

For expository writing (e.g., blogs), archival content, and episodic (podcasts, annual shows) content, content developers should consider supplementary web resources that might include scholarship.depauw.edu, Google Sites or WordPress. The depauw.edu site also interacts with or is complemented by resources for learning, interoffice content and campus calendars though tools like Moodle, e-services and Campus Labs.



DESIGN

Logo usage

- Adhere to the university’s brand guidelines for logo usage, placement and size.
- Ensure our logo links back to the homepage.

## DEPAUW UNIVERSITY

Brand consistency

- Reflect DePauw University’s brand values and identity in all aspects of the website, from color schemes to imagery and messaging.
- Use the standardized color palette reflecting the university’s official colors and complementary colors (see below).
- Maintain uniform typography with designated fonts for headers, body text and other elements (see below).

Web fonts

## Roboto Serif Montserrat

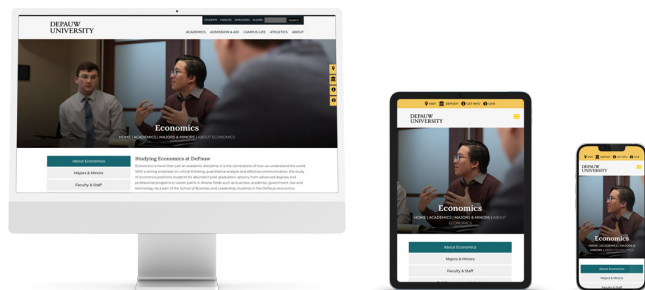
Web colors

|            | PMS          | HEX    |
|------------|--------------|--------|
|            | 141          | F2C75C |
|            | Black        | 111C24 |
|            | Cool Gray 10 | EFEFEF |
| (Web site) | 5473         | 16666F |



## Responsive design

- Ensure webpages are fully responsive, providing an optimal viewing experience across all devices (desktops, tablets and smartphones).



## Navigation

- Implement a clear, intuitive navigation structure with easily accessible menus.
- Use a breadcrumb trail to enhance navigation and user orientation within the site.



## Accessibility

- Adhere to Web Content Accessibility Guidelines (WCAG 2.1 AA) standards to ensure accessibility for all users, including those with disabilities.
- Provide alternative text for all images and multimedia content.
- Use semantic HTML5 elements to enhance accessibility and SEO.

Is something unfamiliar or do you have questions?  
Reach out to [webteam@depauw.edu](mailto:webteam@depauw.edu) for guidance.

## CONTENT AND SITE MAINTENANCE

### Quality and relevance

- Ensure all content is accurate, up to date and relevant to the university's audience.
- Use a consistent tone that reflects the university's voice – formal yet approachable.

### Multimedia

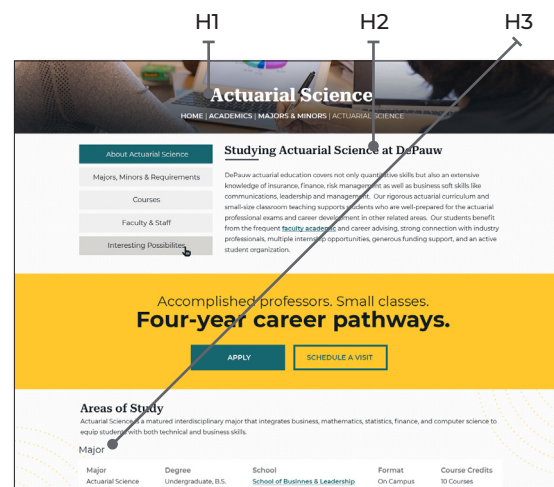
- Optimize images and videos for web use to enhance load times without compromising quality.
- Include captions and transcripts for all video and audio content.

### Links and interactivity

- Regularly check and update hyperlinks to avoid broken links.
- Ensure interactive elements, like forms and buttons, are easily recognizable and functional.

### SEO (Search engine optimization)

- Use descriptive, keyword-rich titles and meta descriptions.
- Ensure proper use of heading tags (H1, H2, H3) to organize content hierarchically.



### Headline hierarchy in SEO

## Content management

- Designate a web content manager responsible for overseeing updates and maintaining content quality.
- Implement a content review schedule to ensure regular updates and relevance. Annual review is recommended on all sites.

The DePauw web team regularly checks and archives [depauw.edu](http://depauw.edu) for content that is out of date, contains broken links or is otherwise an impediment to the site's clean performance and user-friendliness.

### User feedback

- Provide a mechanism for users to offer feedback about the website.
- Regularly review and act on user feedback to improve the site's usability and content.

### Training and documentation

- Offer training for staff and faculty involved in content creation and management.
- Maintain comprehensive documentation of all website standards, procedures and best practices.

By following these standards and guidelines, DePauw can ensure its website and affiliated sites are professional, user-friendly and reflective of our core values and mission. Regular review and adherence to these web standards will help maintain its effectiveness as a communication and engagement tool.

Questions? Contact [webteam@depauw.edu](mailto:webteam@depauw.edu) for guidance.



# AI-Generated Content

## UNIVERSITY POLICY ON AI IN COMMUNICATIONS AND MARKETING

Artificial intelligence (AI) offers unprecedented opportunities for creativity and efficiency. Recognizing these capabilities, we are committed to leveraging AI in a manner that upholds our standards of authenticity, transparency and ethical practice. The following policy outlines the permissible and prohibited uses of AI in university communications, ensuring our community remains accurately and responsibly represented.

### ETHICAL CONSIDERATIONS

**Adherence to academic integrity:** The use of AI must reflect our overarching principles of academic integrity and the ethical use of technology.

**Avoiding bias:** AI-generated imagery should not perpetuate biases or misrepresentations, especially concerning protected characteristics such as race, gender and age.

This policy is designed to embrace the potential of AI as a tool for innovation and creativity, while also safeguarding our integrity, authenticity and ethical standards. It will be subject to ongoing evaluation to remain aligned with the evolving landscape of AI technology and its applications.

### USE OF AI IN WRITING

Ethical use of AI involves transparent and accountable practices that enhance rather than diminish human interactions. AI can streamline administrative tasks, personalize communications and analyze data for strategic decision-making. However, it must be monitored and evaluated at every step to mitigate unintended consequences and uphold ethical standards. AI can enrich our engagement with DePauw communications. It can optimize resource allocation. And it can foster a collaborative approach to communication and marketing. It is up to its users to make this a reality. A few guidelines:

- **Maintain transparency:** Clearly disclose when AI tools are used to generate or significantly assist in writing content. This ensures honesty and trust with your audience.
- **Guard against bias:** Regularly audit AI-generated content to identify and mitigate any biases that may inadvertently surface based on training data or algorithms.
- **Prioritize authenticity:** Use AI as a tool to enhance creativity and efficiency, but always ensure that the final output aligns with DePauw's values and voice.
- **Respect privacy:** Safeguard sensitive information and adhere to data protection regulations when collecting, storing or analyzing data using AI technologies.
- **Human oversight is essential:** Even with AI assistance, maintain human editors and reviewers to ensure accuracy, relevance and appropriateness of content, particularly in nuanced or sensitive communications.



#### **PROHIBITED USES OF AI IN WRITING:**

- **Plagiarism and academic integrity:** Using AI to generate or modify content that could be considered plagiarism, such as copying directly from sources without attribution or paraphrasing without proper citation.
- **Misrepresentation:** Creating content that falsely represents the university or its members, misleads the public or presents inaccurate information.
- **Manipulation of information:** Using AI to spread misinformation or false propaganda that could harm the university's reputation or mislead the community.
- **Violating privacy:** Employing AI tools that compromise the privacy of students, faculty, staff or other stakeholders by collecting or analyzing personal data without consent or in violation of privacy laws.
- **Discriminatory practices:** Generating content that perpetuates or amplifies biases based on race, gender, ethnicity, religion or other protected characteristics, whether intentionally or unintentionally.
- **Automated spam or unsolicited communication:** Using AI to send mass unsolicited emails, messages or posts that could be perceived as spam or intrusive.
- **Noncompliance with regulations:** Using AI in ways that do not comply with legal regulations, such as copyright laws, data protection regulations (e.g., GDPR) or institutional policies.
- **Overreliance on AI:** Allowing AI to fully replace human judgment and creativity in writing.

#### **AI USAGE IN PHOTOGRAPHY**

- **Minor editing and retouching:** The use of AI tools, including those available in Adobe Creative Cloud, is authorized for minor editing and retouching of original photographs and images. This includes adjustments to lighting, color correction and removing minor imperfections.
- **Creative process assistance:** AI tools may serve as aids in generating ideas, concepts or drafts, which should then be refined through conventional artistic methods.
- **Conceptual and illustrative graphics:** When genuine photographs are not available, AI may be utilized to create conceptual, illustrative or abstract graphics that support the university's communications goals, provided these do not aim to depict realistic university scenes or events.

#### **PROHIBITED AI USAGE IN PHOTOGRAPHY**

- **Misrepresentation of AI-generated images:** AI-generated images must not be presented as genuine photographs representing the university, its community, events or experiences.
- **Use of stock or entirely AI-generated images:** Do not use stock AI-generated images or those created entirely by AI to depict the university's community, campus scenes or events.
- **Autonomous generation of visual assets:** AI tools must not be used to autonomously generate final visual assets. All AI-assisted creations require human oversight, judgment and creative input.
- **Transparency and citation documentation:** Any application of AI tools beyond basic editing must be documented and cited in project files, including metadata, ensuring traceability and accountability.
- **Disclosure:** Any published use of AI-generated or AI-assisted imagery must include a disclaimer, e.g., "AI-generated content" or "Created with the assistance of AI tools," to maintain transparency with our audience.







# Brand Elements



# Primary Logo

## OVERVIEW

Logos, marks or other iconic symbols are not the sole elements of the DePauw brand, but they are the visual extension and most easily recognized. Consistent use of color, font and marks helps avoid confusion and establishes strong university identity.

The primary logo for DePauw University exemplifies the brand tone of the institution: bold, curious, confident, smart.

Three versions of logo type allow flexibility of use.

**Note:** As a result of our brand repositioning, the East College logo will no longer be used. Refresh all electronic materials with the updated primary logo. Existing inventory of materials printed with the East College logo, including branded merchandise, should be depleted before ordering replacement merchandise with the updated logo.

DEPAUW  
UNIVERSITY

DEPAUW  
UNIVERSITY  
*Est. 1837*

DEPAUW  
UNIVERSITY



## USAGE

The logo must appear on all external communications and must be used in a clear and consistent way across all applications. Do not stretch or distort the logo.

### Clear space

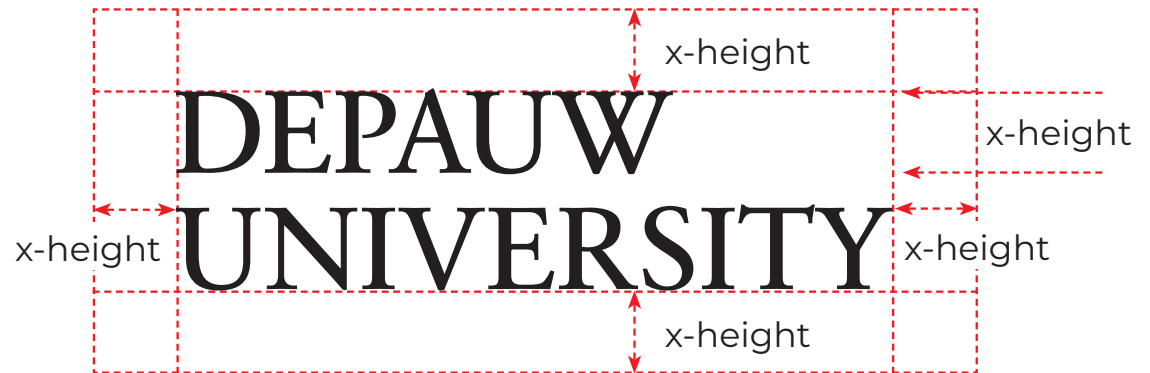
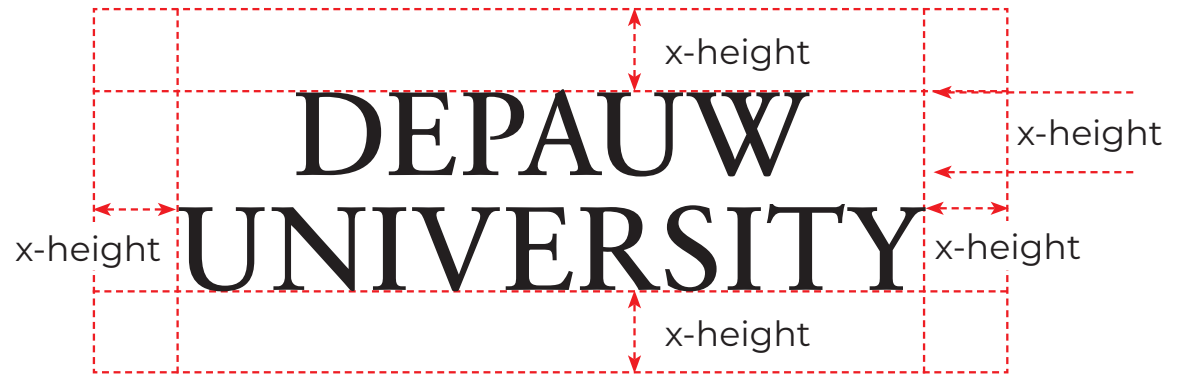
Leave adequate space, also known as clear space, around the logotype, and adhere to the minimum size requirements below. The clear space for the logotype is based on the x-height of the logotype around all four sides.

### Minimum size

To maintain legibility, the primary logotype must not be smaller than 1 inch wide in print applications and 54 pixels wide in web applications.

Care should be taken with the primary logotype in social media and print applications where a smaller scale is needed; it must not be smaller than 1.5 inches or 450 pixels wide.

### Clear space



### Minimum size

DEPAUW  
UNIVERSITY

PRINT: 1.5 inches wide

WEB: 450 pixels wide



**CENTERS, DEPARTMENT  
AND OFFICE LOCK-UPS**

University offices and division names can be combined with the primary university logo for personalization.

# DEPAUW UNIVERSITY

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Office of Communications and Marketing

## DEPAUW UNIVERSITY

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School of Business and Leadership

## DEPAUW UNIVERSITY

Prindle Institute for Ethics

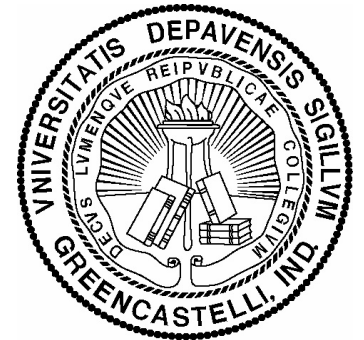
**GOLD WITHIN LOGO**

Use of the DePauw University Gold Within logo is limited to use for admission materials and recruiting purposes.



**UNIVERSITY SEAL**

Use of the DePauw University seal is restricted to formal, official and celebratory use and to signify the earning of a DePauw degree. It may not be used on marketing collateral or most merchandise (except for high-end merchandise such as gifts or items to recognize an achievement). Additionally, the use of the university seal requires permission from the university creative director.





## UNACCEPTABLE USES

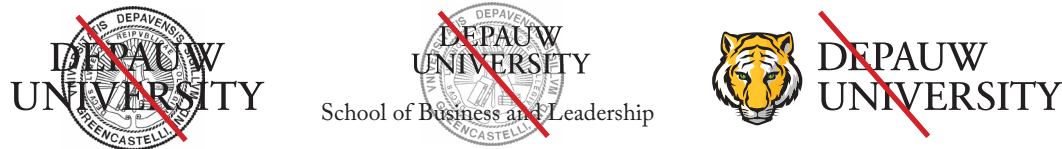
Do not alter, manipulate or distort the DePauw University logo, for example, by stretching or compressing it:



Discontinue using East College logo.  
(See note on page 32.)



Do not overlap or combine with other logos or marks:



Do not redesign or replace any element of the logo:



Unless specified in this manual, do not add words or images to the logo to create a composite logo treatment:



Do not make the logo another color. The DePauw logo should only be black, white or gold.





# Color System

OVERVIEW

The official DePauw University colors are black and gold. White and dark gray are secondary color options. School colors are an important tool for building school pride and awareness.

For accurate color representations, please refer to a Pantone Matching System (PMS) swatch for a visual match and CMYK numbers for the accurate color mix.

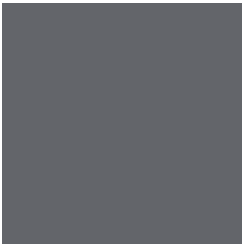
PRIMARY COLORS



Black







Gold  
PMS 141



Accent Color: Gray  
Cool Gray 10

## Color Conversion Tables

Web colors

|   | PMS          | CMYK (coated)    | CMYK (uncoated) | RGB           | HEX    |
|---|--------------|------------------|-----------------|---------------|--------|
|        | 141          | 5C 21M 75Y 0K    | 4C 20M 66Y 0K   | R242 G199 B92 | F2C75C |
|        | Black        | 100C 78M 44Y 91K | 86C 69M 43Y 57K | R17 G28 B36   | 111C24 |
|        | Cool Gray 10 | 40C 30M 20Y 66K  | 26C 16M 9Y 43K  | R99 G102 B106 | EFEFEF |
| (Web)  | 5473         | 90C 48M 50Y 23K  |                 | R17 G95 B103  | 16666F |



## SECONDARY COLORS

The colors on this page have all been selected to complement the official school colors. They include accent colors (bright and vibrant), hues (medium tones) and tints (pale colors). These provide a wide range of options for developing distinctive families of publications within the DePauw umbrella. Note that these colors avoid any shades of gold or yellow that could be confused with DePauw gold. It is important that no shades are employed that would lead to confusion about the official school colors.

### Accent Colors



PMS 377



PMS 5473



PMS 301



PMS 261



PMS 7625



PMS 144



PMS 871

### Hues



PMS 5777



PMS 5425



PMS 7458



PMS 7511



PMS 7523



PMS 437

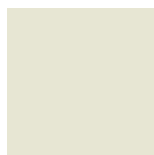


PMS 408

### Tints



PMS 578



PMS 454



PMS 543



PMS 552



PMS 7508



PMS 435



PMS 420

### “Old” gold



PMS 1245

This color is restricted to apparel and merchandise.



# Fonts

## **OVERVIEW**

The DePauw identity system includes specific fonts that are to be used on all university publications. Under no circumstances should a designer employ fonts other than those specified here. Questions should be directed to the Office of Communications and Marketing.

These typefaces have been selected to provide sufficient flexibility for a range of communications while maintaining a coherent and consistent DePauw look. They complement the DePauw logo system, and each font family offers a wide range of weights and style choices, including italics, bold, etc., to allow for numerous design options.

The brand system includes the following typefaces:

## **PRIMARY**

Adobe Caslon  
Futura Std

## **SECONDARY AND WEB FONTS**

Roboto Serif  
Montserrat

## **SYSTEM DEFAULT**

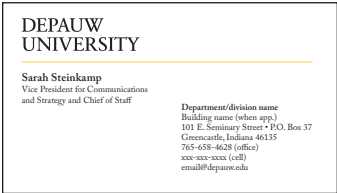
Use these typefaces in instances when Adobe Caslon and Futura Std are not available, such as in business papers or emails.

Times, Times New Roman  
Arial

# University Stationery

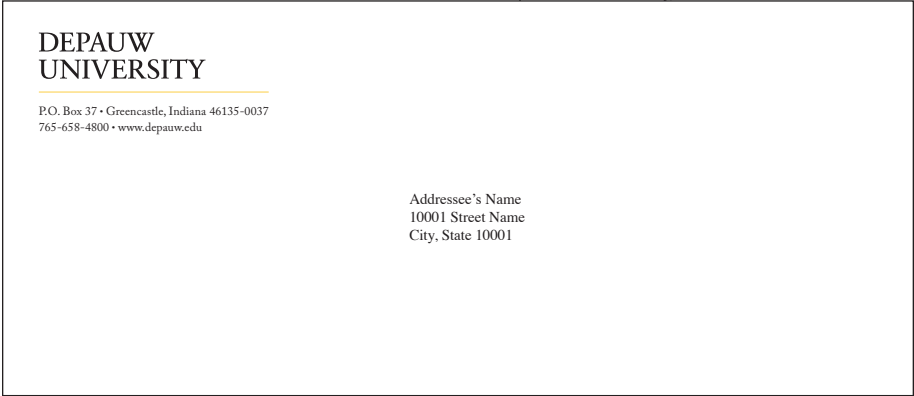
As a part of the university’s effort to present a unified image to the public, stationery and business cards use a consistent design and logo.

DePauw stationery follows the format at right, printed with the center-aligned logo in black with a gold (PMS 141 U) rule on 70# Accent opaque white text. Business cards are printed on 100# cover.



Business Card  
3.5" x 2"

#10 envelope  
9.5 x 4.125"



Letterhead  
8.5" x 11"

## ORDERING STATIONERY

Departments and offices still using letterhead, envelopes and business cards with the East College logo should use up remaining stock of those items prior to ordering new stock.

Stationery for new programs may be requested through the university storeroom. Business cards for new or recently promoted faculty and staff, contact your department/divisional administrative assistant.



## BRANDED MERCHANDISE

The DePauw brand is also reflected in the quality of paper and materials that carry the logo or represent the institution. When placing orders for print materials or branded merchandise, please follow these recommendations:

- For print materials, paper should be high quality. Communications and Marketing recommends 80# Cougar text and/or cover.
- Apparel and merchandise imprinted with the DePauw logo need to be of high quality. The least expensive option will likely not present or wear well over time. Please give careful consideration to the quality of the items you choose and their likely use.
- When possible, avoid dating items.

### Examples of incorrect use for branded merchandise

- Inexpensive or disposable items, such as plastic frisbees, chip clips, wristbands, plastic cups, etc.
- Poor-quality apparel.
- Flimsy or unprofessional signage.
- Any substrate that is of inexpensive or poor quality.

---

## ADDITIONAL RESOURCES

Branded PowerPoint templates, name tag templates, electronic letterhead, Zoom backgrounds and other resources can be found at [depauw.edu/offices/communications-marketing/resources/identity-system/](https://depauw.edu/offices/communications-marketing/resources/identity-system/).

Contact Communications and Marketing for information about preferred and licensed vendors.

## EMAIL SIGNATURES

DePauw University does not have a standardized email signature format, but recommends the following to keep your signature professional and on brand:

- **Fonts:** Choose an appropriate font, such as Montserrat or Roboto Serif. Arial, Tahoma and Verdana are considered web-safe, and are appropriate for screens. Using font sizes smaller than 9 point is not recommended.
- **Pronouns:** It is appropriate to include pronouns, if you like, but the decision is up to each individual.
- **Logo:** Use one of the current DePauw logos shown on page 32. Be sure to use a high-resolution file for best legibility.

## THINGS TO AVOID

- **Quotations:** Avoid quotes. They clutter the signature block and create a risk of the quote being inappropriate or offensive for a particular audience, even if unintentionally so.
- **Personal info:** Do not include an image of your signature as this can put your personal info at risk. Avoid including other personal information, such as your home address, personal phone number, personal website or non-DePauw email address.
- **Boilerplate language and legal statements:** Avoid including boilerplate language, such as equal opportunity/affirmative action statements, and legal statements, such as confidentiality disclaimers. These statements can be found on relevant DePauw web pages, such as Human Resources, and are not also needed in email signatures.

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### Example of branded email signature

Tyler T. Tiger  
University mascot  
DePauw University  
Department of Athletics  
1 East Olive Street  
Greencastle, IN 46135  
765-658-0000  
tylertiger@depauw.edu  
*he/him/his*

**DEPAUW  
UNIVERSITY**

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# Athletics Branding System

## OVERVIEW

The DePauw University athletics logo system is a key component of the university's brand management strategy. The best way to build up DePauw athletics as a strong and identifiable brand is by adhering to these guidelines, applying and using the logos consistently.

For your convenience, all marks, design elements and production templates seen in this document are available through the Office of Communications and Marketing. Whenever possible, please use the art files provided. Do not distort, add to or change any of the files. Final designs of all applications must be reviewed and approved by the Communications and Marketing staff before production.



## Primary Athletic Logo

### DePauw word mark with tiger head

- The DePauw athletic word mark with tiger head is the primary athletic logo and must be used in its respective entirety. This is the preferred logo for representing DePauw athletics.
- The color palette should be used on all materials. This guide should not be used to match color for final production pieces – a Pantone color guide is recommended.
- The logo should be the dominant element of the design.
- Logos are available in full-color, three-color, two-color and line-art options.

### Correct use and preferred version

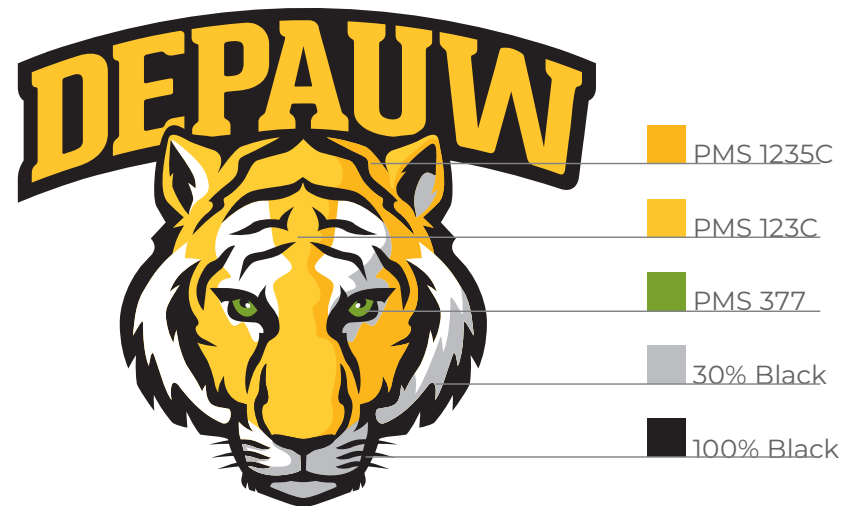
The DePauw athletics logos should be the cornerstone of all printed and environmental athletic graphic elements. The full-color logo is the preferred version, and should be used as frequently as possible.

The logo is a trademark of DePauw University and must be reproduced in the configurations and colors shown in this document. No variation in its design, other than what is provided, will be approved.

Use of the primary athletic logo is restricted exclusively to DePauw athletics and should not be used to represent other divisions or departments of the university or stand in place of the university logo. An exception to this rule is bookstore apparel.

### Tiger head logo

- The logos must be used in their entirety.
- Don't stretch, distort or alter the logo.
- Primary use for uniforms and gear.
- The logo should be the dominant element when used.
- Available in full-color, three-color, two-color and line-art options.





## Secondary Athletic Logos

### DePauw word mark

- The DePauw athletic word mark must be used in its respective entirety.
- Don't stretch, distort or alter the logo.
- The logo should be the dominant element when used.
- Good option for hats.
- Available in full-color, three-color, two-color and line-art options.



### D logos

- The DePauw "D" logos must be used in their respective entirety.
- Don't stretch, distort or alter the logo.
- The logo should be the dominant element when used.
- Primarily used for coaching, sideline and practice gear except where noted.
- Logos are available in full-color, two-color and line-art options.



Exclusive use for Under Armour and coaching/sideline and practice gear.



Facilities branding

### Sport-specific logos

- The DePauw athletics sport-specific logos must be used in their respective entirety.
- Don't stretch, distort or alter the logo.
- The logo should be the dominant element when used.
- Primarily used for team gear.
- Use on left chest, full front and gear.
- Logos are available in full-color, two-color and line-art options.
- Logos are available for all university sports; those shown below are examples. To obtain specific logos, contact the Communications and Marketing Office.



# Athletic Color and Font System

## Colors

In addition to DePauw's black and gold, the athletic logo system employs three additional colors.

For accurate color representations, please refer to a Pantone Matching System (PMS) swatch for a visual match and CMYK numbers for the accurate color mix.



100% Black  
CMYK: c=0 / m=0 / y=0 / k=100  
RGB: R=35 / G=31 / B=32  
EMBROIDERY COLOR: Mediera - 1000



PMS 123C  
CMYK: c=0 / m=19 / y=89 / k=0  
RGB: R=255 / G=199 / B=44  
EMBROIDERY COLOR: Robinson Anton - 9172 Warm Sunshine



PMS 1235C  
CMYK: c=0 / m=31 / y=98 / k=0  
RGB: R=255 / G=184 / B=28  
EMBROIDERY COLOR: Robinson Anton - 5765 Scholastic



PMS 377  
CMYK: c=45 / m=0 / y=100 / k=24  
RGB: R=120 / G=162 / B=47  
EMBROIDERY COLOR: Mediera - 1169



30% Black  
CMYK: c=0 / m=0 / y=0 / k=30  
RGB: R=188 / G=190 / B=192  
EMBROIDERY COLOR: Mediera - 1118



80% Black  
CMYK: c=0 / m=0 / y=0 / k=80  
RGB: R=88 / G=89 / B=91  
EMBROIDERY COLOR: Mediera - 1361

## Fonts

The primary typeface of the DePauw athletics logos is Geared Slab. This font should only be used for logos and not general typesetting. When used for logos, this font is stretched to a horizontal scale of 120%.

### Geared Slab

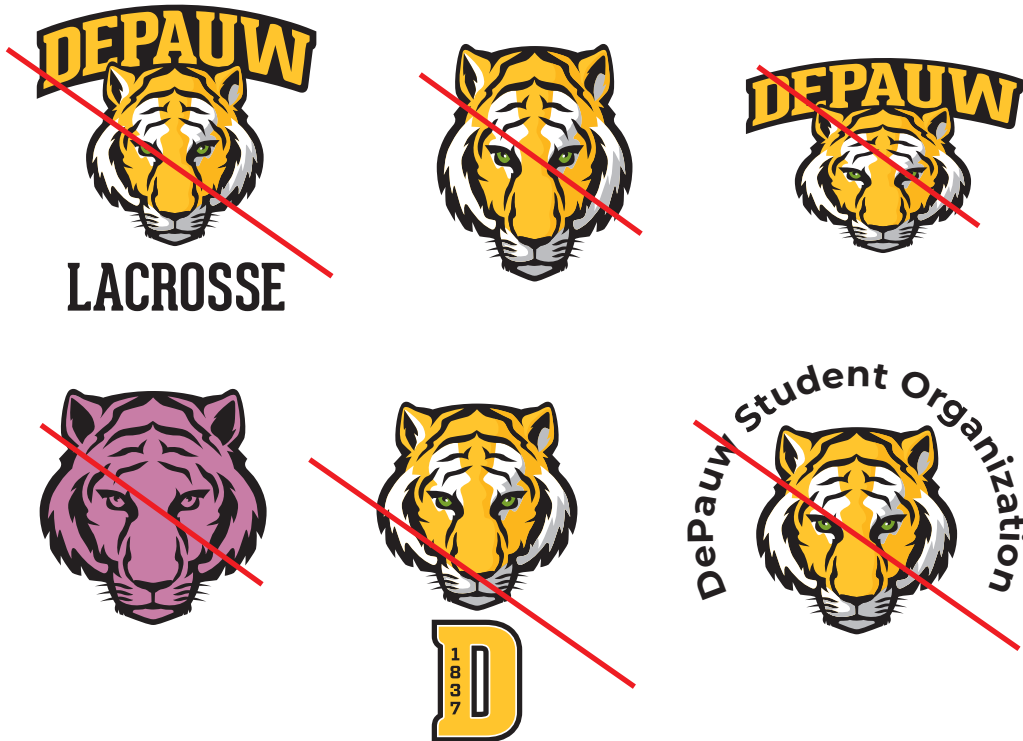
The secondary typeface of the DePauw athletics logos is Vitesse Bold Italic. This font should be used in applications for which headlines or large typography is needed for callouts.

### *Vitesse Bold Italic*



## Incorrect Uses of the Athletic Logo

- Do not stretch, distort or alter the logo.
- Do not redesign any element of the logo.
- Do not add any elements to the logo.
- Do not reposition, resize or separate components.
- Do not overlap other logos or marks.
- Do not replace an element of the logo.
- Do not add any elements to the logo.
- Do not add words or images to the logo to create a composite logo treatment.



### Name-image-likeness (NIL) policy

The Division of Communications and Marketing at DePauw University is responsible for the oversight of official university logos, marks, wordmarks and other official identity elements that represent DePauw, including the university seal, mascot, Gold Within identity elements and other licensed athletics or merchandise marks.

No individual or organization may use DePauw's official marks or symbols for financial or commercial gain without express, written approval from Communications and Marketing, including student athletes wearing apparel featuring university logos, symbols or marks while participating in name-image-likeness activities. Similarly, university marks, logos and symbols may not be altered in any way. However, individuals, including student athletes, are permitted to use such marks or symbols for personal use (i.e., on social media) that is not for commercial or financial gain.

DePauw University reserves the right to determine what constitutes appropriate use of its symbols and marks and to refuse permission for usage deemed inappropriate.

For additional information about university trademarks, licensing and usage, please refer to the Identity Standards ([www.depauw.edu/offices/communications-marketing/](http://www.depauw.edu/offices/communications-marketing/)). To request permission for use, please contact the university creative director, University Communications and Marketing, at [communicate@depauw.edu](mailto:communicate@depauw.edu).















An aerial photograph of the DePauw University campus during autumn. The central focus is a large, ornate red brick building with a prominent clock tower and multiple gables. The building is surrounded by lush green lawns and numerous trees displaying vibrant fall foliage in shades of orange, yellow, and red. Winding stone paths lead through the grounds. In the background, other campus buildings and a distant town are visible under a sky with soft, wispy clouds.

# DEPAUW UNIVERSITY

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