Visual Identity System
I am writing to introduce to you the new DePauw University brand strategy and graphic standards system. This project took more than twelve months to complete and involved conversations with many faculty, staff, and students, as well as research among alumni and prospective students. The results, which you hold in your hands, have been developed to ensure that DePauw can be effective at getting its voice heard in the crowded higher education marketplace.

It is reasonable to ask “Why is such a graphic standards system necessary?” After all, in years past, universities got along just fine without a detailed manual such as this. The answer is that the communications environment for higher education has changed dramatically from past eras. If we, as institutions of higher learning, are not mindful of those changes and do not communicate to our publics in more professional and purposeful ways, we risk undermining our effectiveness in the great public educational discourse.

Today, our reach is global. Today, prospective students consider ten or twelve institutions before deciding which to attend. Today, a prospective faculty member will turn to a college’s website when deciding whether to apply for a job. For all of these reasons, we need to speak in a strong, confident fashion that optimizes our communications.

All DePauw University faculty and staff are required to adhere to the guidelines in this manual when crafting any communication intended for a public audience beyond the confines of our campus. I count on you to adhere to these guidelines. The more thoroughly they are followed, the greater DePauw’s reach will be. Inevitably with a document such as this, situations arise that have not been foreseen. In those cases, please contact the DePauw Office of Communications for assistance. This office is the sole and final arbiter of questions arising out of the graphic standards system and are the only office that can grant exceptions or accommodations.

Thank you all for your cooperation with this important project.

Sincerely,

Brian Casey
President
DePauw University’s Brand Strategy

What is a brand strategy?
A brand strategy is a simple, streamlined idea arrived at through market research that becomes a platform for all individual marketing and communications efforts.

Why do you develop a brand strategy?
Educational institutions are at a distinct disadvantage when it comes to marketing because they have limited resources, multiple audiences, and word-of-mouth awareness that is out of their control. The brand strategy is the university’s attempt to maximize marketing success by developing a simple narrative that it replays again and again to all its audiences:

• alumni
• prospective students
• donors
• guidance counselors
• foundations
• current students
• faculty

What is DePauw’s brand strategy?
DePauw’s brand strategy centers on this statement:

At DePauw University, intellectual challenge and a vibrant social experience combine to produce lifelong success.

There are three parts to this brand statement:

• intellectual challenge
• vibrant social experience
• lifelong success

All are important. You won’t necessarily be able to include all three in a single communication, but ideally, all three should be there. It is important to stress that it is the combination of intellectual challenge and a vibrant social experience that leads to DePauw’s amazing record of lifelong success.

How do I incorporate the brand strategy into a communication?
Often, this amounts to presenting whatever event or characteristic you are discussing not as a feature unto itself but as evidence of the brand statement. For example, rather than say:

“DePauw features wonderful study abroad opportunities.”

You would say,

“Because intellectual challenge is central to the DePauw experience, the college offers wonderful study abroad opportunities.”

Here’s another example. Rather than say,

“Did you know that Angie of Angie’s List fame is a DePauw graduate?”

You would say:

“Our alumna, Angie of Angie’s List fame, is an example of what we do so well at DePauw. Here challenging academic experiences combine with a vibrant social community to produce graduates like Angie, who have the right combination of skills to make their mark on the world.”

Is that it?
Not completely. Any brand strategy is more than just a cerebral concept. If you think about the brands that you know and love, the attachment is often more emotional than it is intellectual. That needs to be the case for DePauw as well. We not only need to promote an idea, we need to project a personality. That shouldn’t be difficult, since DePauw is such a vibrant, prideful and outgoing community. Here are the touch points for building the DePauw personality in your communications:
DePauw’s personality is:
- friendly, warm and extroverted
- matter-of-fact (lacking in pretension or style for style’s sake)
- intelligent, thoughtful and well-spoken
- open to other points of view, lacking in prejudice, conversational
- enthusiastic and spirited
- socially accomplished
- put-together

How do you build a brand personality into a communication?
The trick here is not to say these things about yourself but to try to embody them in what you do. Imagine a DePauw admissions representative speaking to a group of high school students about DePauw. He or she doesn’t necessarily say that DePauw students are friendly, warm, extroverted, matter-of-fact, open to other points of view and the rest. Rather, he or she embodies that brand personality in his or her delivery. He or she is all of these things, rather than speaking about them. That’s the way he or she wins over the students.

The same should hold for whatever you are doing. When you are writing or designing a brochure, keep these personality points in mind as anchors for the approach that you take. Try to manifest the brand through your presentation. Avoid ostentation for example. Try to be as friendly and as straightforward as DePauw itself.

Is there more guidance available on implementing the brand strategy?
There is a more detailed brand document that offers further guidance and explanation of the brand strategy. If you are interested or you feel it will benefit your work, please contact the Office of Communications, which will be glad to share it with you.

Office of Communications
Kelly Graves
Director of Publications
765-658-4633
kellygraves@depauw.edu
Jonathan Coffin
Assistant to the President and Director of Strategic Communications
765-658-4088
jonathancoffin@depauw.edu
The DePauw University visual identity system is the critical tool in achieving a consistent look across all DePauw University's communications. Over time, this visual identity, or “look,” will become associated with the DePauw University brand and thereby reinforce the institution’s messages and personality.

A heightened public awareness of the broader institution also benefits the individual efforts of members of the DePauw University community, whether recruiting students or faculty, promoting charitable giving, or collaborating with other organizations and municipalities.

The elements of the DePauw University identity system are:

• The DePauw University logo and its authorized variations
• The DePauw University colors
• The DePauw University typefaces

The use of each of these elements is governed by the simple and clear guidelines provided in this manual.

If you have questions, please contact the Office of Communications for assistance.
The DePauw University Logos

Three versions of the DePauw University logo have been created to suit different design circumstances. Generally, offices will use the first or second design on brochures, posters and flyers. The third version is primarily intended for Admission Office applications and the college website.

The main version of the university logo is the most complete and should be used wherever possible. All elements of the logo are important: the mark, the treatment of the words “DePauw University,” and the subtext “Est. 1837” make an important statement about DePauw University’s place in the ranks of American educational institutions.

The left-aligned version of the logo does not include the subtext “Est. 1837.” This version is useful when producing a modern-feeling design where all elements are flush-left and where a centered logo would be discordant or in situations, such as the DePauw stationery, where efficient use of space is a priority.

The one-word version of the logo is used mainly on admission communications because of its strong “school-spirit” feeling. It also appears on the college website and on spirit-wear such as hats, mugs and t-shirts. If you want to use this version of the logo in another context, please contact the Office of Communications for guidance.
Guidelines for Application of the DePauw University Logo

The DePauw University logo must appear in a prominent position on all print and electronic communications that are intended for external audiences. Examples of external audiences are: prospective students and faculty, alumni, donors, press, community groups, academic societies, community organizations, foundations, and corporations. Before going to print, it is important that all material is approved by the Office of Communications, particularly if the material was not originally designed by a member of the communications staff. The logo is not required on strictly internal communications, such as flyers posted on campus, club announcements and internal departmental communications. Student groups are not required to use the logo although it will be made readily available to them, and they are encouraged to add it to their promotional materials.

On a multi-page print publication
The logo should be placed on the front or back outside cover.

On an advertisement or poster
The logo should appear on the front.

On a website
The logo should appear on the homepage.

Examples include a front cover of a publication with the DePauw University one-word logo, a back cover of a brochure with the DePauw University left-aligned logo and mailing address, and the website homepage.
The DePauw University logo is self-confident, attractive and outgoing. It conveys school spirit through the incorporation of an illustration of East College and through the use of the school color.

Note that there are separate versions of the logo for color and black-and-white applications. (The black-and-white version has a different frame around the illustration.) Make sure that you are always using the correct version of this logo for your application. Do not, for example, manually change the color version to black-and-white.

The letter forms in the logo have been specifically sculpted and spaced for this logo. Designers should never attempt to redraw this logo or rebuild it from scratch. Electronic versions of logo art can be obtained from the Office of Communications.
The DePauw University Main Logo

Clear Area
A "clear area" around the logo equal to the height of letters (the x-height) should be incorporated into any design using the logo.

Minimum Size
The minimum acceptable size for the DePauw logo is defined by the height of the East College illustration. This illustration should never be less than 5/8 inch (.625") in print. It is shown here at its actual minimum size.

If the logo needs to be used at a smaller size, please reference the small usage variant on page 13.
Incorrect Uses of the Main Logo

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

Do not redesign any element of the logo:

Do not add any elements to the logo, such as a line or punctuation mark:

Do not remove any elements of the logo:

Do not reposition, resize, or separate components:

Do not replace an 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 overlap other logos or marks:
As with the main DePauw logo, the left-aligned version has been produced in two variants: one for color applications and one for black-and-white applications. (Note the different frame around the illustration of East College.) Avoid using the full-color version in one-color applications.
The DePauw University Left-Aligned Logo

Clear Area
A "clear area" around the logo equal to the height of letters (the x-height) should be incorporated into any design using the logo.

Minimum Size
The minimum acceptable size for the DePauw logo is defined by the height of the East College illustration. This illustration should never be less than 5/8 inch (.625") in print. It is shown here at its actual minimum size.

If the logo needs to be used at a smaller size, please reference the Small Usage variant on page 13.
Incorrect Uses of Left-Aligned Logo

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

- Do not redesign any element of the logo:

- Do not add any elements to the logo, such as a line or punctuation mark:

- Do not remove any elements of the logo:

- Do not reposition, resize, or separate components:

- Do not overlap other logos or marks:

- Unless specified in this manual, do not add words or images to the logo to create a composite logo treatment:
A variant of the East College illustration has been developed specifically for circumstances when the main logo or the left-aligned logo needs to be used at a small size. When the illustration is enlarged (shown right), one can see that the small-usage variation is simplified to work better at small sizes.

One should only use the small-usage variation in cases where the vertical height of the illustration is less than 5/8 inch (.625”).

**Maximum Size**
The maximum size of the DePauw University small-usage logo is defined by the height of the East College illustration. This illustration should never exceed 5/8 inch (.625”) in print, shown here in actual size. If used larger than 5/8 inch (.625”), use the standard logo.

**Minimum Size**
The minimum size of the DePauw University small-usage logo is defined by the height of the East College illustration. This illustration should never be less than 3/8 inch (.375”) in print, shown here in actual size.
The DePauw University One-Word Logo

The one-word logo is reserved for admission communications, the University website and spirit wear, such as sweatshirts, mugs and t-shirts. If you have a question about using the one-word logo, please contact the Office of Communications.

As with the other versions of the logo, one should never attempt to rebuild this logo or construct it for oneself. The letter forms have been custom sculpted and spaced to achieve a specific effect. You can obtain electronic files of this logo from the Office of Communications.
The DePauw University One-Word Logo

Clear Area
A "clear area" around the logo equal to the height of half the letter (the x-height) should be incorporated into any design using the logo.

Minimum Size
The height of the DePauw University logo should not be less than 1/4 inch (.25") in print, shown here in actual size.
Incorrect Uses of the One-Word Logo

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

Do not overlap other logos or marks:

Do not replace an element of the logo:

Do not reposition, resize, or separate components:

Do not add any elements to the logo, such as a line or punctuation mark:

Do not add words or images to the logo to create a composite logo treatment:
Two-Color Logos Against White or Light Backgrounds

The two-color DePauw logos, consisting of black and gold, have been produced in two alternate versions: one for use on white or light backgrounds, and one for use on black or dark backgrounds, shown on the following page. Obtain the correct logo file from the Office of Communications.

The only colors that can be used in the two-color logo treatments are black, white and gold. It is never permissible to replace any of the colors in this logo. (See examples of impermissible color replacements on page 19.)
Two-Color Logos Against Black or Dark Backgrounds

If the two-color logo is to be placed on a dark background, this specially designed variant of the logo may be used. In it, the text is white instead of black, and the illustration has been altered. The differences are subtle, but important.

This variant should be used on a black background in most cases. However, other dark colors, such as the navy shown here, are acceptable in certain circumstances.

You may contact the Office of Communications with questions regarding this usage.

Shown on the right is the version for white or light backgrounds with the black elements simply changed to white. As you can see, this is the incorrect illustration. The illustration should never appear in this manner.
Under no circumstance should the colors of the two-color logo change.

The words “DePauw University” and “Est. 1837” are only acceptable in black or white, case depending, and should never appear in gold, gray or any other color.

In the illustration, the sky is only acceptable in gold and the foreground is only acceptable in black and white. Other colors should never replace any components of the illustration.
The one-color DePauw logo has been produced in two alternate versions: one in black for use on light backgrounds, and one in white for use on dark backgrounds, shown on the following page. Obtain the correct logo file from the Office of Communications.

Note that the only colors that can be used in the one-color logo treatments are black or white (i.e. knocked-out of a solid background). It is not permissible to replace any of the colors in this logo.

The One-Word Logo
The one-word logo is the only one-color treatment that can be produced in gold. More information regarding the color usage of the one-word logo can be found on page 23.
One-Color Logos In White

If the one-color logo is to be placed on a dark background, this specially designed variant of the logo may be used. In it, the illustration has been redrawn so that it does not appear to be a "negative." The difference is important.

The one-color white logo should be used on a black background in most cases. However, other dark colors, such as the navy shown here, are acceptable in certain circumstances.

You may contact the Office of Communications with questions regarding this usage.

Shown on the right is the one-color black logo simply changed to white. As you can see, the illustration appears "negative." The illustration should never appear in this manner.
Incorrect Uses of the One-Color Logo

Under no circumstance should the colors of the logo change.

The one-color logo should only be produced in black or white. It should never appear in gold, gray, or any other color without authorization from the Office of Communications.
Color Usage of the One-Word Logo

Unlike the main and left-aligned logos, the one-word logo is the only treatment that can be produced in black, white (i.e. knocked-out of a solid background) or gold.

Incorrect Color Uses of the One-Word Logo
The one-word logo should never appear in gray or any other color without authorization from the Office of Communications.
The official DePauw University seal is used on formal documents, i.e., diplomas or other official administrative communications emanating from the President’s Office or the Board of Trustees. The seal is also used for official ceremonial functions such as Commencement and appears on approved plaques, flags or furniture.

The seal is not the school logo. It should not be used on stationery or brochures as a logo. Generally, it should be reserved for official and ceremonial functions.

Offices wishing to use the seal as a design element in a brochure should contact the Office of Communications.
No unit of DePauw University, whether a school, research center or auxiliary unit, should develop its own logo that would compete with the official DePauw University logo.

The legitimate need for a clear, recognizable identity for an individual unit can be met using a variety of tools in the DePauw University identity system. A program can adopt a signature color as a unifying element among all of its publications. There are many design solutions available for conveying a sense of distinctiveness and identity. However, a unit should stop short of developing its own logo.

In particular circumstances, the Office of Communications will provide to schools, centers and programs composite logos like the ones pictured to the right. Please contact the Office of Communications if you have a circumstance that you believe merits a composite logo.
The official DePauw University colors are black and gold. Gold should be used frequently on publications, websites, sweatshirts, etc. School colors are an important tool for building school pride and awareness.

It is important that when the colors are used they are rendered accurately. This can pose a significant challenge, since vendors working in various media use different means for reproducing colors, for example on an athletic uniform, delivery vehicle or banner. The ultimate reference point for the school colors is the Pantone color Matching System (PMS) developed for offset printing. The official designation for the school colors are to the right.

The DePauw University gold uses two different Pantone colors.

If you are working with a vendor printing on a medium other than paper, request that he or she use the PMS colors as a reference. A designer should never change the school colors by designating an alternate PMS color in a different shade of gold.
Sample Designs Employing DePauw’s Black and Gold

DePauw’s black and gold provide a wide range of attractive design options. Here are some examples of various uses of the school colors.

1. Travel brochure cover: full-color photo with gold
2. Viewbook spread: black-and-white photos and gold
3. Visit brochure cover: black and gold
4. Visit brochure spread: full-color photos with black and gold
5. Senior mailer cover: black and gold
6. Senior mailer spread: full-color photos with black and gold
One way that offices, programs and centers at the University can create a recognizable sub-identity within the DePauw graphic standards system is to select a specific color palette for online and print communications. 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.

**DePauw Colors**

- **Black**
- **PMS 7405C**
- **PMS 7404U**

**Accent Colors**

- **PMS 377**
- **PMS 620**
- **PMS 7476**
- **PMS 287**
- **PMS 255**
- **PMS 1805**
- **PMS 144**

**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**
When using more than two colors, try to choose from each of the three categories: one accent, one hue and one tint. These colors will work in combination with DePauw’s black and gold. A few sample combinations are shown at right.

Black can be added to any color combination.
## DePauw Colors

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## Accent Colors

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* On occasion, the cmyk values do not match well to their corresponding PMS number. Noted here, PMS 1805 uses the uncoated cmyk value from PMS 186. PMS 7523 uses the uncoated cmyk value from PMS 1805.

## Hues

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## Tints

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* On occasion, the cmyk values do not match well to their corresponding PMS number. Noted here, PMS 1805 uses the uncoated cmyk value from PMS 186. PMS 7523 uses the uncoated cmyk value from PMS 1805.
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.

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 serif typeface that has been selected for DePauw University communications is Adobe Caslon Pro. Adobe Caslon Pro is a complete family of typefaces offering regular, semibold and bold.

Although designers sometimes use Adobe Caslon Pro in headlines, it was mainly designed to be readable and attractive at smaller sizes. Designers have the option of using Adobe Caslon Pro at either a text size or display size, but note that a separate serif typeface, Pona Display, has been chosen for headlines and in other display contexts.
Serif Typeface

Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

In addition to the variety of body weights Adobe Caslon Pro offers, it also includes an array of characters such as small caps, old style numbers and ligatures, shown below in regular (however, available in all weights):

Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Old Style Numbers

0123456789

Ligatures

c£ c† Th Æ £ ¥ ß õ ſh ſſ ſt
Sans Serif Typeface

The sans serif typeface that has been selected for DePauw University communications is Futura Std. Like Adobe Caslon Pro, Futura Std is a complete family of typefaces offering light, book, medium, heavy, bold and extra bold.

Futura Std can be used for both headlines and body text.

Sans serif typefaces do not have small, finishing strokes on the arms, stems and tails of characters. Futura Std is a sans serif typeface.
### Sans Serif Typeface

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Futura Std Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Light Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Book Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Medium Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Heavy</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Heavy Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Bold Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Extra Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Futura Std Extra Bold Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
Pona Display was designed specifically for larger sizes. It should be used when a designer wants to employ a serifed font for headlines or other display applications. It should never be used for body text, or in sizes below 14 pt. Pona Display comes in various weights.

The sample shown to the right utilizes all three typefaces: Pona Display, Adobe Caslon Pro and Futura Std.
Display Typeface

Pona Display Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pona Display Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pona Display Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pona Display Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pona Display Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pona Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In addition to the variety of body weights Pona Display offers, it includes an array of characters such as small caps, old style numbers and ligatures, shown below in book (however, available in all weights):

Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Old Style Numbers

0123456789

Ligatures

fb fj fk ff ffl fbh ffj fkk fh
DePauw stationery follows the format at right. Certain offices, such as the President’s Office, have a customized version of the University stationery in which the office name appears. All other offices and individuals should employ the general University stationery.

Stationery is printed with the left-aligned logo in two-color using gold (PMS 7404U) and black.

Stationery shown at 50% of actual size.
The Typing Format for Letterhead

The typing format for the standard letterhead shown at right is an integral part of the design and should be followed.

Type should be set in Times New Roman (Windows) or Times Roman (Mac) at 11 point. The left margin is set at 1” and the right margin at 1”. The upper margin is set at 2.5” and the bottom margin at 1.5”. The signature is set flush left. The body copy is flush left, not justified.

The date line of the letter begins 2.5 inches from the top of the letterhead. Allow two line spaces above the addressee’s name, title, company name, etc. and one line above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed 6.5 inches. Allow three line spaces for the signature above the name of the sender. The body of the letter should end 1.5” from bottom of the page.

STOCK
The standard paper stock for letterhead is Strathmore Script 24# Ultimate White Wove.
Business Cards
Positioning of information on DePauw University business cards is shown at right. Employees may include a cell phone number in place of, or in addition to, the fax number.

STOCK
The standard paper stock for business cards is Strathmore Script 100# cover Ultimate White Wove.

#10 Envelope
The address on an envelope should be typed as shown, 4.25" from left and 2" from top.

STOCK
The standard paper stock for envelopes is Strathmore Script 24# Ultimate White Wove.
The Admission Office uses stationery employing the admissions version of the logo. All other offices and individuals should employ the general University stationery.

Admission stationery is printed with the one-word DePauw logo in black with gold (PMS 7404U) as an accent.

Stationery shown at 50% of actual size.
The typing format for admission letterhead shown at right is an integral part of the design and should be followed.

Type should be set in Times New Roman (Windows) or Times Roman (Mac) at 11 point. The left margin is set at 1” and the right margin at 1”. The upper margin is set at 2.25” and the bottom margin at 1.5”. The signature is set flush left. The body copy is flush left, not justified.

The date line of the letter begins 2.25 inches from the top of the letterhead. Allow two line spaces above the addressee’s name, title, company name, etc. and one line above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed 6.5 inches. Allow three line spaces for the signature above the name of the sender. The body of the letter should end 1.5” from bottom of the page.

STOCK
The standard paper stock for letterhead is Strathmore Script 24# Ultimate White Wove.

DEPAUW UNIVERSITY / VISUAL IDENTITY SYSTEM
DEPAUW UNIVERSITY / VISUAL IDENTITY SYSTEM
Admission #10 Envelopes

#10 Envelope
The address on an envelope should be typed as shown, 4.5" from left and 2" from top.

STOCK
The standard paper stock for envelopes is Strathmore Script 24# Ultimate White Wove.
Ordering 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 a signature logo.

Departments and offices still using letterheads, envelopes, and business cards with the DePauw University seal should follow the procedure outlined below to order stationery with the new design. Departments and offices ordering stationery for new programs or business cards for new or recently promoted faculty and staff should also follow this procedure.

To order letterhead, business cards, and envelopes

All letterhead, business cards, and envelopes are printed at XXXX. To get started, download the order form at: www.url.edu

Fill out the form and bring it to XXX. The following information is required to fulfill your request.

LETTERHEAD:
• Department or office name
• Telephone number: XXX-XXX-XXXX
• Fax number: XXX-XXX-XXXX

BUSINESS CARD:
• Person's proper name
• Official title
• Particular program directed or taught, if applicable
• Home department
• Telephone number: XXX-XXX-XXXX
• Fax number: XXX-XXX-XXXX
• E-mail address

ONCE THE MATERIAL IS SUBMITTED TO XXX, THEY WILL ASK YOU TO APPROVE THE PROOF. IT IS YOUR RESPONSIBILITY TO MAKE ANY NECESSARY CORRECTIONS AND SUBMIT YOUR APPROVAL.

ENVELOPE:
Indicate any corrections clearly on the envelope, and take that envelope to XXX.
Most people's first impression of DePauw is formed by the website, so it is particularly important that the University's web presence convey the brand message and image. The following sections describe the brand elements employed in the University website.

As part of the web design project, an extensive family of design templates were developed that enable departments to develop their own web presence within the context of the larger website without departing from the design elements. Those who want to develop a web page or pages should contact the University Webteam for assistance at webteam@depauw.edu.
In addition to DePauw’s gold, the website employs six colors that are used throughout.

**DePauw Colors**
- Black
- Gold

**Accent Colors**
- Green
- Blue
- Red
- Orange
- Gray
- Purple

The values for the website colors are shown at right.

<table>
<thead>
<tr>
<th>DePauw Colors</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>FFCF01</td>
</tr>
<tr>
<td>Black</td>
<td>111C24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website Accent Colors</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>71BC40</td>
</tr>
<tr>
<td>Blue</td>
<td>345290</td>
</tr>
<tr>
<td>Red</td>
<td>AE2300</td>
</tr>
<tr>
<td>Orange</td>
<td>EF8C40</td>
</tr>
<tr>
<td>Gray</td>
<td>666666</td>
</tr>
<tr>
<td>Purple</td>
<td>493266</td>
</tr>
</tbody>
</table>
Recently introduced technology enables the DePauw website to use the same fonts as are used in printed materials.

**Serif Typeface**
*Adobe Caslon Pro* is the serif typeface used throughout the DePauw website.

**Sans Serif Typeface**
*Futura Std* is the primary sans serif typeface used throughout the website. There are specific instances where *Lucida Grande* is used for its legibility at small sizes.
Welcome to the DePauw University Athletics Logo Style Guide. This guide provides guidelines, reference material and information on the visual components of the DePauw Athletics logo. This guide is a tool to help manage the branding and consistency of DePauw University Athletics. This guide will be essential as you activate the new DePauw Athletics brand.

While every effort has been made to provide a comprehensive and accurate summary of the DePauw Athletics logo style, the information in this guide is not intended to supersede, override or affect the interpretation of any of the rights and obligations of DePauw University.

While this style guide provides guidelines for the correct usage of logos and word marks, final designs of all applications must be reviewed and approved by the DePauw University staff before production. In the event this guide requires clarification, DePauw University will provide such interpretations at its sole discretion.

The DePauw University Athletics Logo Style Guide is a key component of DePauw University brand management strategy. Building the equity of the DePauw Athletics brand can only be accomplished by adhering to these guidelines. Through the consistent application and usage of the included logos in all graphic applications, DePauw Athletics will continue to build a strong and identifiable brand.

This document contains the guidelines for usage of the DePauw Athletics logos, and it is the responsibility of those who execute/activate materials to observe these guidelines.

For your convenience, all marks, design elements and production templates seen in this document are available through the Office of Communication. Whenever possible, please use the art files provided. DO NOT distort, add to or change any of the files. Again, all uses of DePauw University graphics and marks must be pre-approved by the DePauw University staff.
DePauw Word Mark with Tiger Head

• The DePauw Word Mark with Tiger Head must be used in its respective entirety.
• Don’t stretch, distort or alter the logo.
• 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 (refer to page XX for color information).
• The logo should be the dominant element when used.
• 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.
Primary Athletic Logo

Additional Logo Uses:
3-Color, 2-Color

For items with limited budgets or production limitations, the three-color or two-color version may be used.

Line-art

For items printing in black and white or for items with limited budgets or production limitations, a one-color version may be used. If an item is black and white, the preferred logo version is line-art; do not convert the full-color logo to grayscale. All items using the line-art logo must be pre-approved by DePauw University.
The DePauw Athletics logos must be used in their entirety.

Don’t stretch, distort or alter the logo.

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 (refer to page 13 for color information).

The logo should be the dominant element when used.

Correct Use and Preferred Version

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

The logo is a trademark of the 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.
Tiger Head Logo

**Additional Logo Uses:**
**3-Color, 2-Color**

For items with limited budgets or production limitations, the three-color or two-color version may be used.

**Line-art**

For items printing in black and white or for items with limited budgets or production limitations, a one-color version may be used. If an item is black and white, the preferred logo version is line-art; do not convert the full-color logo to grayscale. All items using the line-art logo must be pre-approved by DePauw University.
DePauw Word Mark

• The DePauw Word Mark must be used in its respective entirety.
• Don’t stretch, distort or alter the logo.
• 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 (refer to page 13 for color information).
• The logo should be the dominant element when used.
• 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.
Secondary Athletic Logos – Ds

Ds

• The DePauw “D” logos must be used in their respective entirety.
• Don’t stretch, distort or alter the logo.
• 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 (refer to page 13 for color information).
• The logo should be the dominant element when used.
• Logos are available in full-color, two-color and line-art options.
Secondary Athletic Logos – Paw

Paw

- The DePauw Paw logo must be used in its respective entirety.
- Don’t stretch, distort or alter the logo.
- 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 (refer to page 13 for color information).
- The logo should be the dominant element when used.
- There are 2 versions of this logo. Referred to Version A and Version B.
- Logos are available in full-color, two-color and line-art options.
- This logo is to be used in very limited and specific applications. Please contact your DePauw Athletics representative for approval on the use of this mark.
Secondary Athletic Logos – Sport Specific

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 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 (refer to page 13 for color information).
- The logo should be the dominant element when used.
- Logos are available in full-color, two-color and line-art options.
- There are logos available for all University sports. The ones shown here are for example only, not a comprehensive list of the logos that are available. To obtain specific logos, please contact your DePauw Athletics representative.
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 7405C**
CMYK: C=0 / M=10 / Y=99 / K=0
RGB: R=255 / G=221 / B=0
EMBROIDERY COLOR: MEDIERA - 1125

**PMS 7409**
CMYK: C=0 / M=30 / Y=95 / K=0
RGB: R=253 / G=185 / B=36
EMBROIDERY COLOR: MEDIERA - 1172

**PMS 377**
CMYK: C=45 / M=0 / Y=100 / K=24
RGB: R=120 / G=162 / B=47
EMBROIDERY COLOR: MEDIERA - 1169

**PMS 420**
CMYK: C=0 / M=0 / Y=0 / K=15
RGB: R=220 / G=221 / B=222
EMBROIDERY COLOR: MEDIERA - 1086

**80% BLACK**
CMYK: C=0 / M=0 / Y=0 / K=80
RGB: R=88 / G=89 / B=91
EMBROIDERY COLOR: MEDIERA - 1361

**30% BLACK**
CMYK: C=0 / M=30 / Y=95 / K=30
RGB: R=188 / G=190 / B=192
EMBROIDERY COLOR: MEDIERA - 1118

**80% Black**

**30% Black**

**Black**

**PMS 7405C**

**PMS 7409**

**PMS 377**

**PMS 420**
Primary Typography
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 Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Geared Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Primary Typography

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 call outs.

Vitesse Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890