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INTRODUCTION

The brand guidelines provide a resource for future implementation of the University of Dayton brand. The brand guidelines contained in this document describe the fundamental elements of the brand along with basic instructions for how to use them.

Adherence to these guidelines will ensure consistency and recognition of the brand. Recognition of the greater University brand is something that will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in this guide are open to change; however, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.
BRAND POSITIONING

POSITIONING STATEMENT
After a lengthy qualitative and quantitative research effort, the following brand positioning statement was created for the University of Dayton:

*We become the change the world needs.*

This statement, which encapsulates the essence of the institution, serves as an internal reference to guide marketing communications and should never appear on outward-facing materials.

TONE WORDS
The positioning statement is supported by tone words that reflect the personality of the institution. All University communications — from social media posts to environmental graphics to event promotions to printed pieces — should use the following tone words as a guide, though the prominence of certain tone words may shift based upon the audience.

- Confident
- Intelligent
- Passionate
- Uplifting
- Welcoming
- Challenging
- Forward-thinking
The University of Dayton doesn’t just talk about ways to improve the world; we do it. We do it as an institution that is unafraid to take a stand. And we do it through an education that transforms students from people who know and understand what the world needs into people who are active participants in shaping it. We know change starts with action, so we are becoming that change today.
STEP ONE: IS EVERYTHING

IT'S A LEAP OF FAITH. A DIRECTION HOME.

It's more than just defining a problem, more than just wanting to change the world, it's having the courage to take action.
Step one is changing the way we fly. Changing the way we learn. Changing the way we power our cars, homes and the earth. It’s letting your passion guide your ambition. It’s seeing the greatest need, and running headfirst toward a solution. It’s starting big, starting strong, but mostly, it’s simply starting. Because we’ll never change the world by sitting still. That’s why we’re restless, and ready. Ready for your passion, for your drive.
TOGETHER, WE’LL FLY.
WE BELIEVE
CA THE ROOM FOR

IMPROVEMENT

HAS NO WALLS

From the moment you step on campus, you’ll have the opportunity to make an impact. It’s just a matter of finding out what direction you’d like to go. It might be constructing elementary school lunch plans. Your step could lead you towards helping the U.S. Legislative Branch shape laws. Or designing an entirely new way to play video games. You’ll take the knowledge you gain in the classroom and apply it to real-world situations. In other worlds, you’ll learn about the world. Then, you’ll change it.
COPY TONE

VOICE

The voice of the University of Dayton is inspirational, confident and passionate. The copy tone speaks to UD’s commitment to providing a transformative education that helps students transform the world. Headlines should be powerful and thought-provoking.
It’s more than just defining a problem, more than just wanting to change the world, it’s having the courage to take action. Step one is changing the way we fly. Changing the way we learn. Changing the way we power our cars, homes and the earth. It’s letting your passion guide your ambition. It’s seeing the greatest need, and running headfirst toward a solution. It’s starting big, starting strong, but mostly, it’s simply starting. Because we’ll never change the world by sitting still. That’s why we’re restless, and ready. Ready for your passion, for your drive.

**TOGETHER, WE’LL FLY.**
Champion typeface is bold and versatile. As the primary typeface of UD, it’s to be used for headlines only.

Chronicle is the primary supporting typeface of UD. It may be used for subheads and primary body copy, and it can also be used for headlines in conjunction with the Champion typeface.

Alright Sans may be used for subheads, secondary body copy and headlines in conjunction with the Champion typeface.

Collectively, these three typefaces — Champion with its declarative tone, Chronicle with its premium feel and Alright Sans with its clean, modern look — work well together as a family and help to bring the UD spirit to life.

The fonts that were previously part of the University of Dayton brand — Olympian, Geometric Sans and Geometric Slab Serif — are also still approved for use.
HEADLINE TREATMENT

Headlines can use multiple typefaces and are often designed in ways that create an interactive reading experience.
STEP ONE: IS EVERYTHING

Fixing Our Economy Is

SIMPLE.

MORE LASERS.

UNIVÉ

WE NEED TO THINK MORE CREATIVELY ABOUT THE WAY WE EDUCATE

WE BELIEVE IN CA THE ROOM FOR IMPROVEMENT

HAS NO WALLS
THE UNIVERSITY OF DAYTON

DESIGN BRAND COLORS

The University of Dayton uses primary and secondary color palettes.

OVERARCHING (INSTITUTIONAL)
The University of Dayton’s overarching color palette includes the Dayton red (PMS 200) and blue (PMS 288), along with supporting neutral colors.

UNIVERSITYWIDE BRAND
The following 11 colors make up the official color palette for the University of Dayton’s Universitywide branding materials. Used along with UD’s overarching color palette, the colors provide an added level of sophistication and maturity while maintaining the brand’s overarching warmth and optimism.
## OVERARCHING (INSTITUTIONAL)

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Scare</td>
<td>PANTONE 200C</td>
<td>C=0 M=100 Y=65 K=15</td>
<td>R=206 G=17 B=65</td>
<td>#CE1141</td>
</tr>
<tr>
<td>Flyers Blue</td>
<td>PANTONE 288C</td>
<td>C=100 M=65 Y=0 K=30</td>
<td>R=0 G=75 B=141</td>
<td>#00488D</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
<td></td>
<td>#000000</td>
</tr>
<tr>
<td>Pillar</td>
<td>PANTONE 131C 10% Tint</td>
<td>C=1 M=3 Y=9 K=0</td>
<td>R=249 G=240 B=222</td>
<td>#FAF2F3</td>
</tr>
<tr>
<td>Stonemill</td>
<td>PANTONE 7534C</td>
<td>C=18 M=14 Y=27 K=0</td>
<td>R=209 G=205 B=184</td>
<td>#D1CDB8</td>
</tr>
<tr>
<td>Snow Day</td>
<td>White</td>
<td>C=0 M=0 Y=0 K=0</td>
<td>R=255 G=255 B=255</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

## UNIVERSITYWIDE (BRAND)

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reunion Red</td>
<td>PANTONE 186C</td>
<td>C=2 M=100 Y=85 K=6</td>
<td>R=207 G=10 B=44</td>
<td>#CF0A2C</td>
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<tr>
<td>Chapel Dome</td>
<td>PANTONE Process BlueC</td>
<td>C=100 M=13 Y=1 K=2</td>
<td>R=0 G=130 B=202</td>
<td>#0082CA</td>
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<td>Serenity Pines</td>
<td>PANTONE 348C</td>
<td>C=96 M=2 Y=100 K=12</td>
<td>R=25 G=144 B=81</td>
<td>#199051</td>
</tr>
<tr>
<td>Stuart Sunset</td>
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<td>C=0 M=73 Y=94 K=0</td>
<td>R=242 G=106 B=43</td>
<td>#E76829</td>
</tr>
<tr>
<td>Front Porch</td>
<td>PANTONE YellowC</td>
<td>C=3 M=8 Y=100 K=0</td>
<td>R=255 G=222 B=0</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
**DESIGN**

**LOGO USAGE**
Chapel logo

**APPROPRIATE USAGE**
The chapel logo is the official institutional logo of the University of Dayton. It is the preferred logo on all materials and is required on all University stationery. The chapel logo most commonly appears on white or very lightly colored backgrounds.
APPROVED LOGOTYPE COLOR VARIATIONS

The only approved color variations for the chapel logo are shown below.

**Preferred UD Red and Blue**

- **Red:** PMS 200 | CMYK C0 M100 Y65 K15
- **Blue:** PMS 288 | CMYK C100 M65 Y0 K30

**Alternate UD Blue**

- **Blue:** PMS 288 | CMYK C100 M65 Y0 K30

**Alternate Black**

- **Black:**

**Alternate Black at 80%**

- **Black:**

**White**

- **Black:**
**BOXED UNIVERSITY OF DAYTON CHAPEL LOGO**

If the logo is being placed on a complex background, such as photography or patterns, a solid-colored box should appear behind it to ensure the integrity and readability of the logo.

**PREFERRED UD RED AND BLUE**

Red: PMS 200 | CMYK C0 M100 Y65 K15  
Blue: PMS 288 | CMYK C100 M65 Y0 K30

**ALTERNATE UD BLUE**

Blue: PMS 288 | CMYK C100 M65 Y0 K30

**ALTERNATE BLACK**

**WHITE**
CHAPEL LOGO CLEARSPACE & MINIMUM SIZE
The clearspace around the logo is intended to maintain the logo’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the clearspace. The clearspace for the chapel logo is based on the height of the word “DAYTON” in the logo and scales proportionally to the size of the logo.

To ensure maximum readability, the chapel logo must be at least one inch tall.
BOXED CHAPEL LOGO CLEARSPACE & MINIMUM SIZE

The white box around the logo is intended to maintain the logo’s integrity and to avoid visual confusion. The size of the white box is based on the height of the word “UNIVERSITY” in the logo and scales proportionally to the size of the logo.

To ensure maximum readability, the chapel logo must be at least one inch tall.

The clearspace around the white box is intended to maintain the logo’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the clearspace. The clearspace for the chapel logo is based on the height of the word “DAYTON” in the logo and scales proportionally to the size of the logo.
CENTERED TAGLINE
The chapel logo can be used in association with a “tagline” (such as a department name and/or a phone number). The tagline can be centered under the chapel logo and placed a distance below the logo equal to the height of the word “UNIVERSITY.” The tagline itself should be the same height as the word “UNIVERSITY” and set in Goudy Old Style. The rule between the logo and the tagline should be the same weight as the rule around the chapel.
**FLUSH LEFT TAGLINE**

The tagline can also be positioned flush left to the right of the chapel logo and placed a distance from the logo equal to the height of the word “DAYTON.” The point size of the tagline itself varies based on the size of the chapel logo. However, it should always be baseline-aligned with the word “DAYTON.”

**FLUSH LEFT TAGLINE WITH 1 INCH CHAPEL LOGO**

The tagline is set at 17/17 Goudy Old Style. This is the minimum size of the chapel logo and tagline. The point size of the tagline itself varies based on the size of the chapel logo. However, it should always be baseline-aligned with the word “DAYTON.”
FLUSH LEFT TAGLINE WITH CHAPEL LOGO
LARGER THAN 1 INCH
When the chapel logo is larger than one-inch the tagline should be the same height as the word “DAYTON” and set in Goudy Old Style. The point size and leading of the tagline is relative to the size of the word “DAYTON” and scales with the chapel logo. Reference the examples below when creating a tagline lock-up.
VIOLATIONS
For consistency, brand recognition and trademark protection, it is essential that the University of Dayton’s logo follow the guidelines in this manual and not be altered in any way. Below are some unacceptable variations of the logo; these examples are not exhaustive.

- Don’t change the typeface
- Don’t resize logo elements
- Don’t use unapproved colors
- Don’t add words or elements
- Don’t change the spacing
- Don’t stretch or warp logo
Wordmark

**APPROPRIATE USAGE**

The University of Dayton wordmark logo is typically used in place of the chapel logo, and it is especially useful in horizontal applications or other situations where there are space constraints. The wordmark should never replace the chapel logo on official University stationery. In all other instances, the designer may use his or her discretion when determining which logo to use.
APPROVED LOGOTYPE COLOR VARIATIONS
The only approved color variations of the wordmark are shown below.

**UNIVERSITY of DAYTON**

**PREFERRED UD RED AND BLUE**
Red: PMS 200 | CMYK C0 M100 Y65 K15
Blue: PMS 288 | CMYK C100 M65 Y0 K30

**UNIVERSITY of DAYTON**

**ALTERNATE UD RED AND BLUE**
Red: PMS 200 | CMYK C0 M100 Y65 K15
Blue: PMS 288 | CMYK C100 M65 Y0 K30

**ALTERNATE UD BLUE**
Blue: PMS 288 | CMYK C100 M65 Y0 K30

**UNIVERSITY of DAYTON**

**ALTERNATE UD RED**
Red: PMS 200 | CMYK C0 M100 Y65 K15

**UNIVERSITY of DAYTON**

**BLACK**

**UNIVERSITY of DAYTON**

**WHITE**
**WORDMARK CLEARSPACE & MINIMUM SIZE**

The clearspace around the logo is intended to maintain the logo’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the clearspace.

The clearspace for the wordmark is based on the height of the word “UNIVERSITY” in the logo and scales proportionally to the size of the logo.
CENTERED TAGLINE
The logo can be used in association with a “tagline” (such as department name and/or a phone number). The tagline can be centered under the wordmark and placed a distance below the logo equal to the height of the word “UNIVERSITY.” The tagline itself should be the same height as the word “UNIVERSITY” and set in Goudy Old Style.
**FLUSH LEFT TAGLINE (BELOW)**

The tagline can also be positioned flush left under the wordmark, placed a distance below the logo equal to the height of the word “UNIVERSITY.” The tagline itself should be the same height as the word “UNIVERSITY” and set in Goudy Old Style.

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**UNIVERSITY of DAYTON**

School of Business Administration

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**UNIVERSITY of DAYTON**

University Marketing

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300 College Park
Dayton, OH 45469-1303

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Goudy Old Style

(75% the size of the office name.)
FLUSH LEFT TAGLINE (RIGHT)

The tagline can also be positioned flush left to the right of the wordmark, placed a distance from the logo twice the height of the word “UNIVERSITY.” The tagline itself should be based on the height of the word “DAYTON” and set in Goudy Old Style. Taglines in this position can be only a maximum of two lines.
VIOLATIONS
For consistency, brand recognition and trademark protection, it is essential that the University of Dayton’s logo follow the guidelines in this manual and not be altered in any way. Below are some unacceptable variations of the logo; these examples are not exhaustive.
DESIGN
GRAPHIC ELEMENTS
Looking to make breakthroughs in prostheses, students in the Center for Tissue Regeneration and Engineering (TREND) are studying the lenses of newts—and their unique ability to regenerate once removed. And because of the unlikely help of a tiny amphibian, our students are not only working to improve artificial lenses, but are taking big steps toward one day replacing prostheses altogether.
PHOTOGRAPHY

STYLES

By highlighting groups of students, faculty and/or staff, moment photos help to show the inclusivity, as well as the diversity of UD. For environmental shots, using both wide-angle images (highlighting the breadth of campus) in conjunction with close-ups (showing unique details and interesting perspectives) works best.
MOMENTS

ENVIRONMENT
PHOTOGRAPHY

STYLES

Portraits help tell a more intimate, personal story, bringing members of the UD community to the forefront.

Detail photography is used to paint a richer, more distinctive picture of the University of Dayton experience.
PORTRAITS

DETAIL
PHOTOGRAPHY
TREATMENT

Color overlays portray UD’s optimistic and energetic viewpoint on education and the world, and greyscale images add variation. Both color overlays and grayscale images provide a background that’s more conducive to readability. Grayscale should be used sparingly.
PHOTOGRAPHY

LAYOUT

When using a grid format, it should have a mix of group and single in-the-moment photographs. Full-page shots should have a depth of field. Collages should never be uniform, but instead show a mix of differently sized shots that capture student moments.
This style guide is designed as a tool that provides consistency and strengthens the University of Dayton brand — its goal is not to impose unnecessary restrictions on creativity. However, to ensure the University has a consistent and appropriate brand, please exercise good judgment in all creative executions.

If you have any questions, please contact your account manager in the Office of University Marketing.

udayton.edu/universitymarketing